

PROMOTION, CONSUMER SOCIETY AND FOOD WASTE FACED TO THE SUSTAINABLE DEVELOPMENT GOALS

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Abstract

Nowadays, there is a controversial relation between consumer behaviour and food waste. On one hand, the sustainable food waste management is very vehement and, on the other hand, the development of promotional techniques is very dynamic, too. The development of human society, the acceleration of the rate of economic growth and the ever-higher generalized consumption is an obvious tendency. Among the many goods consumed excessively, food occupies a main place, generating the impressive quantities of food waste. The phenomenon is not only individual, but with a significant impact at the community level. We propose a set of solutions to regulate the imbalanced relation which is analysed. The used methods for the paper elaboration are: synthesis based on literature incursion, the empirical approach for connection between concepts and data analysis to support the hypothesis and ideas developed in the paper. The result shows that consumption manifested in disagreement with the genuine needs of the individual determines losses and disadvantages for the health, involves difficulties in the management of environmental problems, high-level costs for sustainable goals achievement.

Key words: promotion, consumption, sustainability, food waste, equilibrium

This paper is an approach of some important concepts and phenomena: *consumption behaviour* in an evolved society, *the marketing contribution* to a high level of consumption and the *food waste* issue. Also, environmental problems associated with dominant food production practices are intimately linked to poverty and food security.

If in terms of consumer behavior and marketing, they have been treated in detail and analytically for more than 50 years, the concept of food-waste is very recent, being the focus of theoretical studies and practical and strategic approaches, since a little over 10 years.

Through the present paper, the food-waste problem is brought to the fore from two perspectives: firstly, it is a problem related to sustainability and the dynamics of human values, and secondly, it is a consequence of actions encouraged by consumption practices and for sale that led to the consumption of more and more, including food products. The subject that will focus on the causes of this guidance will be addressed in another study, as we are now focusing on the current state of the food-waste problem in the European Union and, specifically, in Romania.

The reason we chose this orientation is that there are some desynchronizations between the

concern about food-waste and the continued promotion of very high-level food consumption.

Today's consumer is increasingly showing a supportive behavior of high-level consumption. In addition, there is an increase in the severity of the food-waste problem, so a set of remedial measures is required. In this sense, the paper will propose a set of solution with the individual and national applicability, to inspire the connection between the need to have food and to be responsible in this regard. To the end, we propose a set of solutions to regulate the imbalanced relation analysed. An obvious tendency was observed related to another kind of human society development, the acceleration of the rate of economic growth and the ever-higher generalized consumption.

The main aim of the paper is to show the present situation of food waste, and to highlight the stringent need to apply measures for improving it. As methodological approach, we proposed and used the incursion in specialty literature, data synthesis of the reports, policies and strategies for the food waste reduction and interpretation. The results show that the food consumption is normal for the human needs, but the over consumption is a problem in our society, determining the problem of the food waste management.

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