

Exploring the Impact of Serving Methods on Food Consumption: Gaps and Opportunities in Sustainability and Consumer Behavior

Amid growing global concerns about food waste and the urgent need for sustainable consumption practices, recent academic studies examining the effects of serving methodologies on dietary consumption have revealed a wide range of focal areas and conclusions. Much of the existing research predominantly focuses on the influence of portion sizes and visual presentation, investigating how these factors shape consumption behavior and overall food intake. Consistent findings suggest that smaller portions and aesthetically pleasing presentations can notably reduce food waste and encourage healthier eating patterns. However, there remains a significant gap in research addressing the psychological aspects of consumer behavior and the ecological sustainability of serving practices. The limited attention to these dimensions leaves critical questions about optimizing serving methods for both consumer satisfaction and environmental impact largely unexplored. This imbalance in scholarly focus underscores the need for more comprehensive research integrating consumer behavior, sustainability, and serving techniques to better understand and enhance dietary consumption practices.

Keywords: food consumption, serving methods, portion size, visual presentation, consumer behavior, environmental sustainability.

Primary author: WIDIYAWATI, Sri (Institut Teknologi Sepuluh Nopember)

Co-author: Mrs ANITYASARI, Maria (Institut Teknologi Sepuluh Nopember)

Presenter: WIDIYAWATI, Sri (Institut Teknologi Sepuluh Nopember)

Session Classification: Parallel Session

Track Classification: Environmental, Conservation and Biodiversity