

## Abstract:

One of the main behavioral antecedents for food waste is excessive purchasing. While research on product purchase decisions is abundantly available, there is a lack of research that concentrates on the ultimate product consumption decision after purchase. Extracting information from a unique dataset that contains both purchase and consumption information, we use a random-effects Proportional Hazard model to provide novel insights on the impact of different factors on the likelihood of consumption of previously purchased products.