

## ABSTRACT OF THESIS

**Thesis title: Sustainable Food Consumption among Young Hungarian Consumers: „An Analysis of Attitudes, Behavior, and Socio-Demographic Factors”.**

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This research investigated the sustainable food consumption behavior of Hungarian students and residents in Hungary from 2023 to 2024. The two overall objectives of the study were to explore the relationship between sustainability attitudes and actual household food practices and to assess the impact of sociodemographic characteristics and perceptions of food waste. The research also established specific goals to identify drivers of sustainable behavior, measure the role of household food waste attitudes, and evaluate the effects of age, income, and place of residence on consumption decisions.

For the purposes of the study, an online survey was conducted among Hungarian students and residents from which 246 answers were gathered. The data analysis was carried out in IBM SPSS Statistics 29, which comprised the reliability test development of composite indices and non-parametric procedures such as Spearman’s correlation and Kruskal–Wallis tests. There was a significant positive correlation between sustainability attitudes and sustainable action, and a moderate one between food waste attitudes and sustainable action. Age had a slight, but significant, effect, and income differences were less important.

Gradually, it has been showing that there is ample awareness about sustainability indeed, but a rigorous approach is still scarce in favor of correlating thinking and action. In an effort to narrow or close the gap, some recommendations for mitigation and prevention are as follows: education in food literacy; transparent labeling; supermarket surplus donation; and digital technology that supports household management. Another more applied measure of promoting sustainable food consumption in Hungary, which targets students, is launching community-led initiatives, urban farms, and setting national goals with regard to food waste reduction, while corresponding to EU strategies.