

Mobile Apps in Reducing Food Waste

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Abstract

The aim of the research was to identify the role of apps in the process of reducing food waste using the example of the "food rescue" app TooGoodToGo. The level of respondents' satisfaction with the use of the studied app was also verified. The research was conducted among TooGoodToGo app users. The analysis showed that "food-saving" apps can be important in creating pro-environmental behavior. In addition, the expectations of users were indicated, among which were: safety and cost of use.

Keywords: food waste, TooGoodToGo, generation Z