



Marit Drijfhout

PhD candidate

Faculty of Economics & Business

Department of Marketing

m.drijfhout@rug.nl



OWN BACKGROUND

- MSc Marketing
- Research Master in Economics & Business (cum laude)



RESEARCH INTERESTS

CONSUMER FOOD WASTE



. Why do we buy more food than we (can) eat?

Developing a deeper conceptual understanding behind the mechanisms of consumer food waste while accounting for all three stages of consumer behavior (i.e. purchase, consumption and disposal).



THE ROLE OF HEALTH MOTIVATION

. Do health conscious consumers waste more food?

SUPERVISORS



Prof. dr. ir. Koert van Ittersum



Dr. Jenny van Doorn