

ECR Academic Student Award 2021

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Masterarbeit

Betreuerin der Arbeit: Dr. Margit Kastner

Titel der Arbeit

PWYW in food retail – cure or curse?

The implementation of the PWYW principle to avoid food waste

Ziel(e) / Forschungsfrage(n)

Which impact does the implementation of the PWYW principle instead of discount-stickers have on:

- The amount of food waste?
- The economic success of the retailer?
- The perception of the retailer?

Methodik

A field experiment that compares the impact of discount stickers vs. PWYW on food waste and economical and social factors was conducted.

SETTING



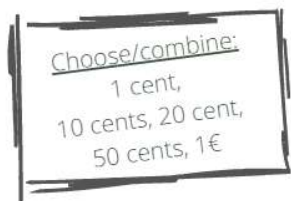
Week 1

Discount sticker -50%



Week 2

Pay what you want!



FIELD EXPERIMENT



07.09-11.09.2020



05.10-09.10.2020



SPAR Auersthal



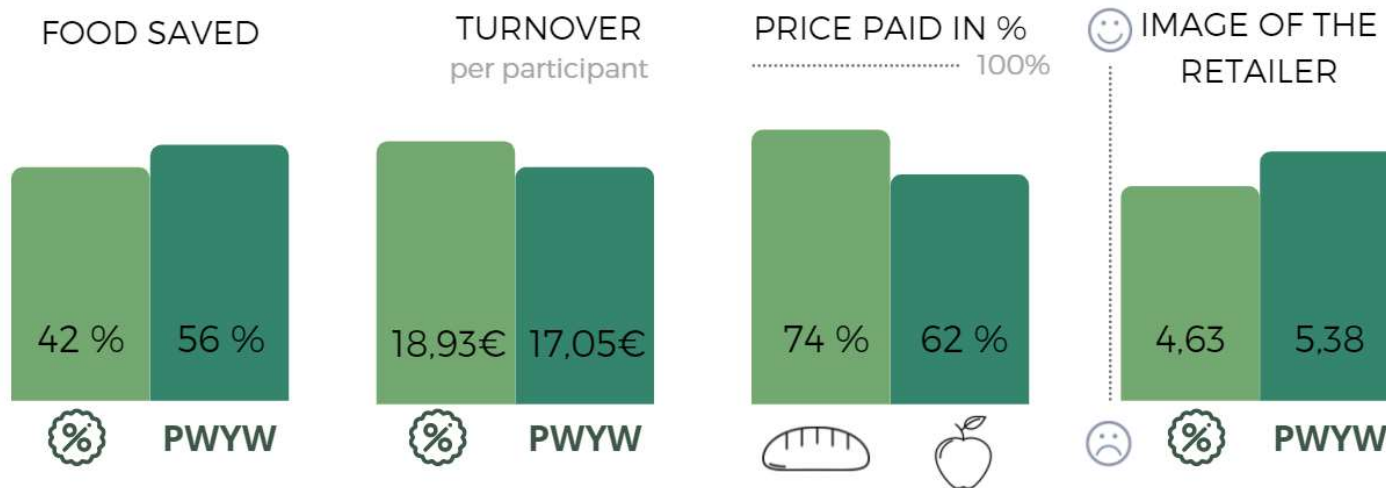
74 participants
(34/40)

HOW IT WORKED



Ergebnisse

- PWYW reduces food waste
- PWYW boosts the image of the retailer (measured on a scale from 1-7) sig. result
- Participants in the PWYW scenario tend to pay more than 50% of the actual price sig. result
- However, the total turnover (=bought products of the experiment + additional products) was higher in the discount sticker week



Relevanz für ECR / ECR-Mitgliedsunternehmen

- PWYW is a promising tool to reduce food waste
- PWYW does not lead to any significant economic losses for the retailer
- By taking care of the environment the retailer can be seen as a responsible stakeholder & reliable partner
- PWYW serves as an image booster
- PWYW can create a new USP resulting in a unique image
- PWYW can strengthen the buyer-seller relationship

Kontakt Daten

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