BUY BEFORE IT'S GONE: HOW CUSTOMIZATION SHAPES CONSUMER INTENTION TOWARD CLOSE-TO-EXPIRATION FOOD

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With the rise of sustainability concerns, companies are increasingly offering more environmentally friendly options to enhance the customer experience. Additionally, consumer expectations have evolved significantly, with individuals demanding more personalized shopping experiences. To address this, businesses have adopted mass customization as a key marketing strategy. In this paper, we examine how the implementation of mass customization impacts consumer responses to near-expiration food products, exploring a novel approach to tackling food waste. Our findings reveal that customization positively influences purchase intention for close-to-expiration food products and that perceived convenience is the underlying mechanism driving this effect. These findings offer valuable insights for both academics and practitioners, suggesting that customization strategies could help individuals, businesses and communities reduce food waste and promote more responsible consumption.

Keywords: Mass Customization, Purchase intention, Perceived convenience, Food waste, Sustainability