

Is it all about convenience? Changing consumers' ambivalence towards paper-based food packaging

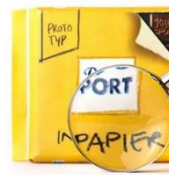
Background & Objective:

Renewable resources are needed to design sustainable bio-based food packaging. Paper-based food packaging is one potential alternative with much research going on (e.g. fibre bottle by Coca-Cola). Literature suggests that consumers are ambivalent with respect to paper-based packaging for specific product categories. Factors such as perceived convenience could have an influence on consumers' evaluation.

The aim of the study is to test if information on the convenience of paper-based packaging affects consumers' ambivalence as well as consumers' purchase intentions.

Approach/ Method:

- Online study with information treatment
- Use of mouse tracking tool to measure ambivalence
- Subsample German population/students
- Statistical analyses: Mediation Analysis /ANOVA



<https://www.papacks.com/en/produkte/papierflasche/>

<https://www.mobiflip.de/shortnews/ritter-sport-papier/>

<https://packaging-journal.de/drei-verpackungsloesungen-im-finale-des-deutschen-nachhaltigkeitspreises/>

Literature to start with:

Freeman, J.B.; Ambady, N. MouseTracker: Software for studying real-time mental processing using a computer mouse-tracker method. *Behav. Res. Methods* 2010, 42, 226–241.

Hahn, L., Buttlar, B., & Walther, E. (2021). Unpacking Plastic: Investigating Plastic Related Ambivalence. *Sustainability*, 13(4), 2186.