

Understanding Consumers' responses to bio-based packaging

Research Scope:

Bio-based packaging is a sustainable alternative to petrochemical plastic packaging since it reduces the dependency on fossil fuel resources and lowers CO2 emissions. Tetra Pak has recently introduced the bio-based package in the market. Tetra Pak's bio-based packaging, uses wood to produce the carton and sugarcane to produce the plastic coatings of the package and the cap. However, they want to know consumers' opinions about bio-based packaging, and how to best communicate this concept on drinks packaging.



Figure 3. Infographic redesign on Alpro's package provided by Tetra Pak.

Package communication:

Through this graduation research project, it was intended to uncover consumers' preconceptions and perceptions on the bio-based concept. Three different informational compositions were developed (logos, infographics, and storytelling) to test which informational cue better communicates the bio-based concept in clarity, understanding, and attractiveness.



Figure 1. Examples of some of the informational cues presented to the consumers (Logos, infographics, and storytelling).

Outcomes:

- Consumers lack knowledge in sustainable packaging alternatives especially bio-based packaging.
- For consumers, the bio-based term is abstract and confusing.
- Most of the consumers are environmentally conscious and are willing to purchase beverage cartons with bio-based plastic once they understand the concept.
- There are not big differences between the compositions of logos, infographics, and storytelling in understanding, clarity, and attractiveness.
- Consumers have a preference for visuals using words such as plant-based package or package made of natural resources.

Recommendations for Tetra Pak:

- Use words that consumers can better understand such as plant-based package or package made of renewable resources to describe the concept.
- Include the amount of renewable material used to produce the package to enhance consumers' trust in the brand.
- Emphasise the correct way to dispose of the package to avoid consumers confusions (Plastic or PMD waste collection).

Verpakking gemaakt van meer dan 80% Plantaardige Grondstoffen



Figure 2. Infographic redesign based on the recommendations for Tetra Pak.

Committee