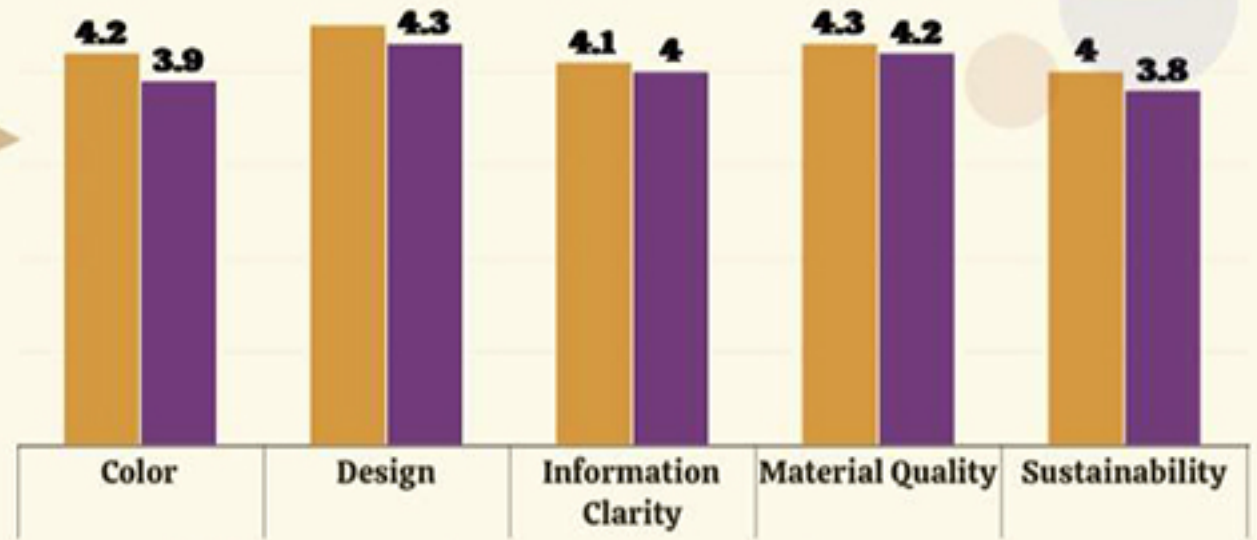


Perceptions of Consumers on Food Packaging and its Effect on their Food Purchases

By: Nisha, Kevin, Chetna, Dhruv, Darshan

Influence of Packaging Attributes on Consumer Perception and Purchase Intent

- **Design** and **Material Quality** significantly impact both consumer perception and purchase intent.
- **Sustainability** has a notable influence on consumer perception but slightly less on purchase intent.



- < 5 seconds
- 5-15 seconds
- > 15 seconds

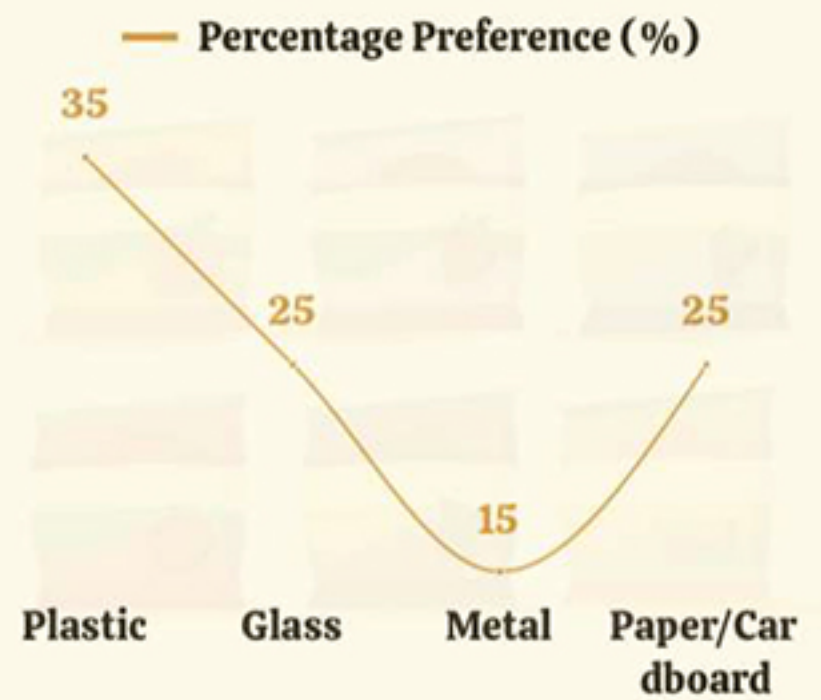
Plastic is the most preferred packaging material, with 35% of consumers favoring it.

Consumers who spend more than 15 seconds reading nutritional labels are 70% likely to purchase healthy products.

Consumers highly value packaging that is transparent, eco-friendly, and convenient.

Consumers view glass bottles as the highest quality and healthiest packaging.

Color stands out as the most influential packaging element on consumers' purchase decisions.



68% of consumers are willing to pay more for sustainable packaging in US

Recommendations:

- **Prioritize Sustainable Packaging Materials:** Invest in eco-friendly materials to attract conscious consumers and reduce environmental impact.
- **Integrate Smart Packaging Technologies:** Use RFID tags and QR codes to enhance product safety, consumer engagement, and traceability.

