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ASSESSING CONSUMER BEHAVIOR OF ENVIRONMENTAL SUSTAINABILITY: THE ROLE OF FOOD PACKAGING

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Abstract

This paper examines consumer perceptions of the sustainability of food packaging and its environmental implications, focusing specifically on North Macedonian consumers and their views on eco-friendly packaging's role in promoting sustainable behavior. In order to reach this aim, an online survey was deployed across the country's largest cities, gathering data from 342 participants. The findings reveal that a significant majority of participants consider quality a critical factor when purchasing packaged food products, with regional variations influencing their choices. The results indicate noteworthy differences among regions concerning the perceived environmental impact of packaging and the pricing of packaged food items. Moreover, the study finds no significant relationship between the brand of the product and consumers' perceptions of the environmental consequences of food packaging during the purchasing process. Importantly, the data show that paper packaging is the preferred choice among consumers. In conclusion, the study suggests that consumers are willing to engage with labeling that indicates the environmental impact of packaging. Additionally, there is a demand for greater transparency regarding the sources of packaging, reflecting a broader trend toward adopting sustainable behaviors in purchasing decisions.

Key words: consumer behavior, eco-friendly materials, environment awareness, food packaging, sustainability

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