

Supplementary material

Consumers prefer glass packaging for orange juice: a conjoint analysis study towards advocating for sustainable packaging materials

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Supplementary Table S1: Attitudes towards sustainable packaging, factors (sustainability attitudes) and their statements (Lan *et al.*, 2023)

Factor	Statement*
Purchase behaviour	Using products with environmentally friendly packaging will reduce environmental pollution and improve the environment
	Using products with environmentally friendly packaging will help reduce the waste of natural resources
	Using products with environmentally friendly packaging will help conserve natural resources
	I feel comfortable using products with environmentally friendly packaging
Social influence	My friends think I should use products with environmentally friendly packaging
	People important to me encourage me to use products with environmentally friendly packaging
	I learned that consuming environmentally friendly packaging products contributes to a better environment
	Information in the media encourages me to try products with environmentally friendly packaging
Effectiveness perception	I can protect the environment by buying products with environmentally friendly packaging
	I don't think I can help solve environmental problems. (R)
	I think that if I do some environmental protection in my daily life, I will contribute a lot to our environment.
	I think that if I participate in environmental protection, I will encourage my family and friends to participate too.
Image concern	Participating in environmental protection makes me appreciated by society.
	I am considered obsolete (outdated) if I do not participate in environmental protection.
	Participating in environmental protection makes me unique among others.
Packaging quality	I believe that environmentally friendly packaging can protect the product inside.
	I think that environmentally friendly packaging can be as beautiful and convey product content as conventional packaging.
	I think environmentally friendly packaging can attract consumers' attention as conventional packaging.
	I believe that environmentally friendly packaging can be as durable as conventional packaging.
Purchase intention	I want to buy products with environmentally friendly packaging.
	I consider purchasing products with environmentally friendly packaging before making a purchase.
	I want to encourage people to buy products with environmentally friendly packaging.
	I want to consume products with environmentally friendly packaging.
General sustainability**	My food choices have an impact on the environment.
	It is my responsibility to make food and beverage purchases that have the lowest impact on the environment.
	Food and beverage companies and grocery stores are responsible for producing products and packaging that is sustainable.
	It is important to select foods, beverages, and packaging with a lower carbon footprint.
	Reducing food packaging waste is important.
	It is not important for me to reduce my food packaging waste because I recycle (R).

*Each statement (Lan *et al.*, 2023) was rated on a 7-point agreement scale (1 – strongly disagree to 7 – strongly agree). **Additional statements included by the researchers. Statements marked with (R) were negative to their factor and reverse coded before analysis.

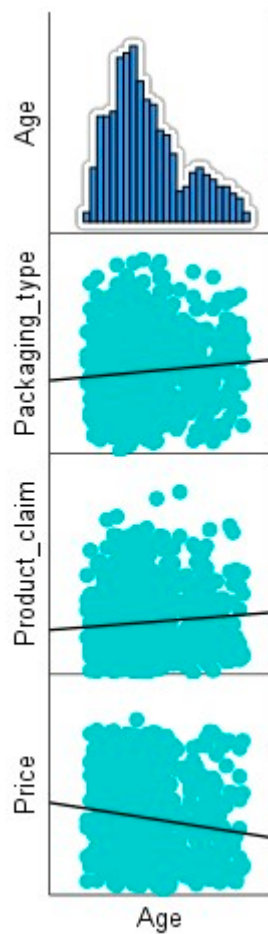


Figure S1: Scatter plot matrix of the influence of age on the relative importance of packaging type, product claim and price

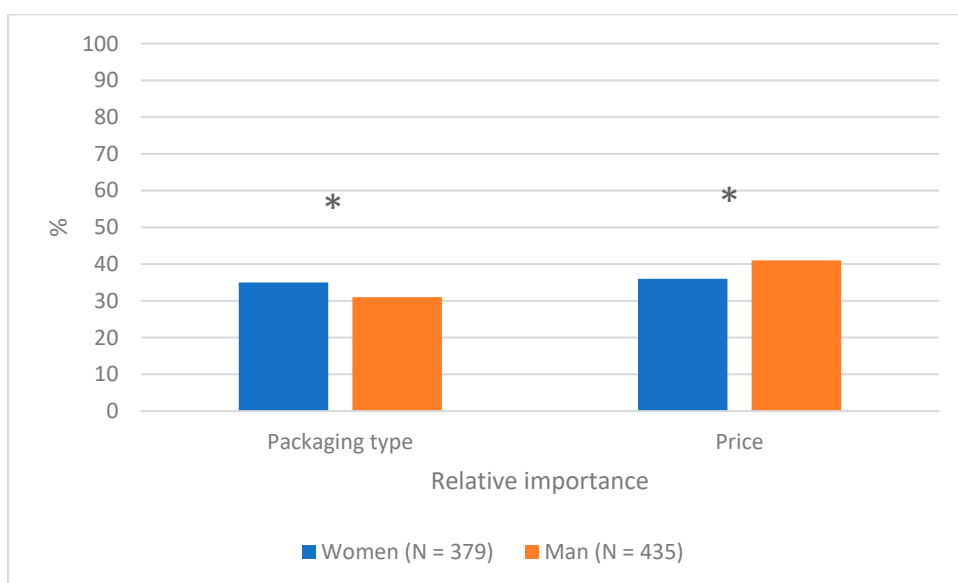


Figure S2: Effect of gender on the relative importance of packaging type and price

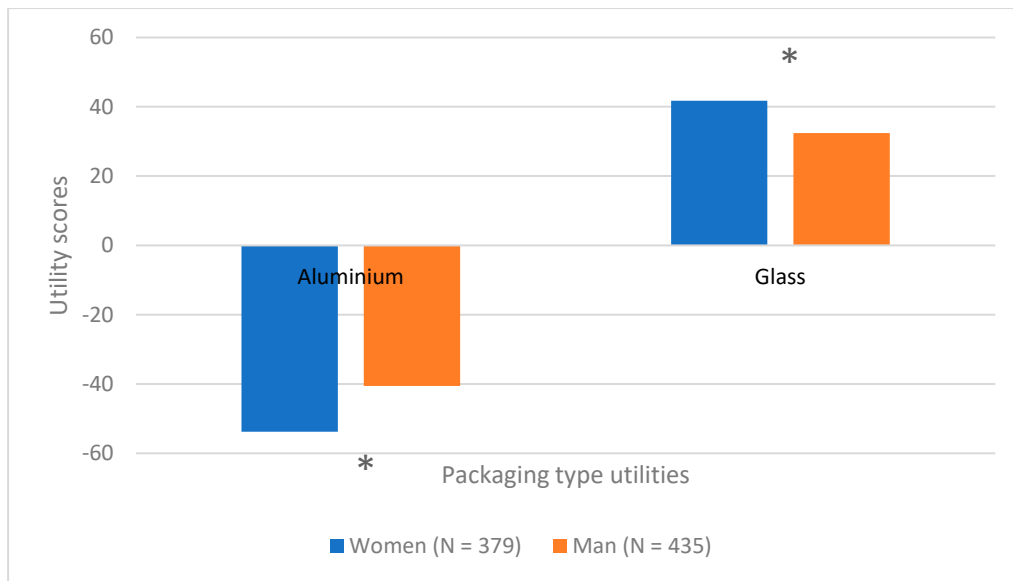


Figure S3: Effect of gender on the value placed on glass and aluminium as packaging types

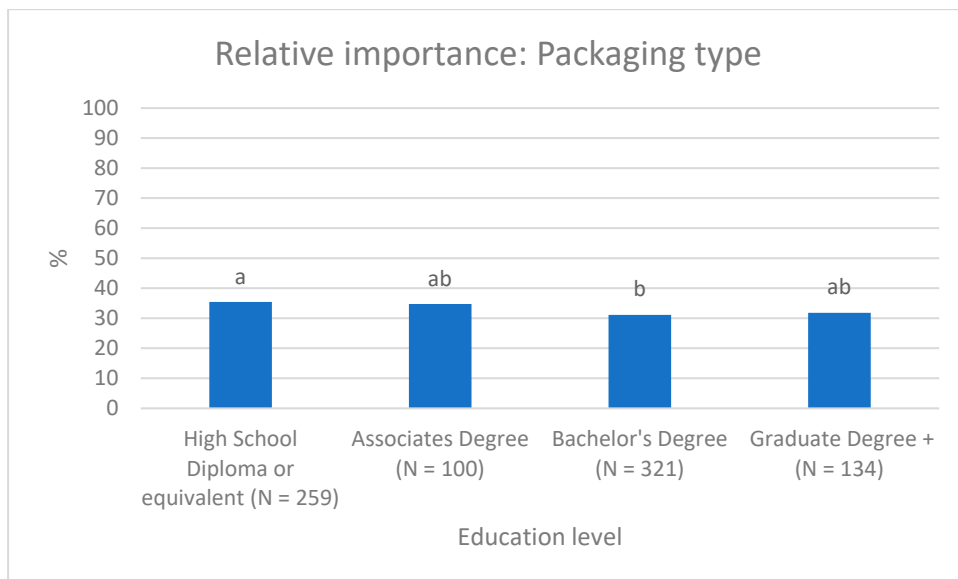


Figure S4: Effect of education level on the relative importance of packaging type

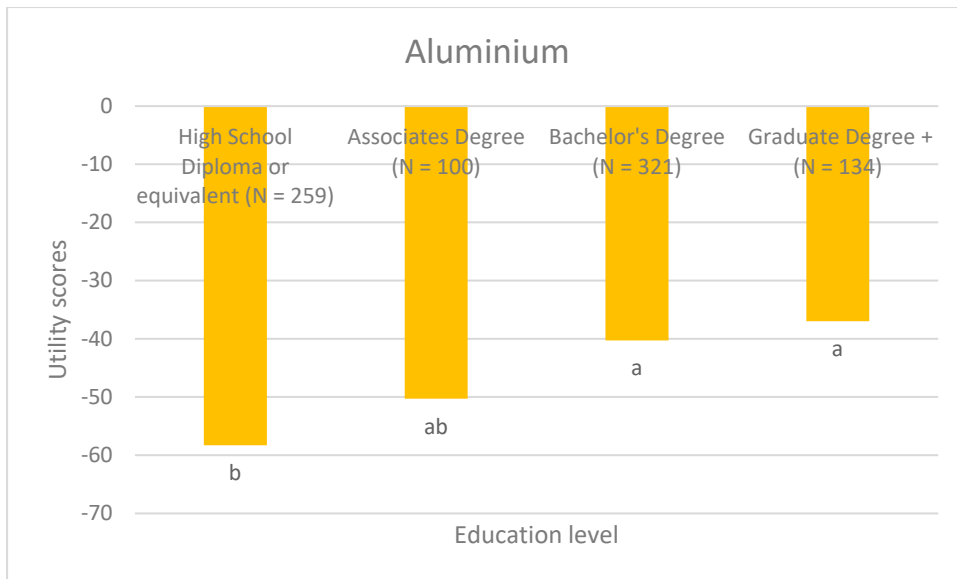


Figure S5: Effect of education level on the value placed on aluminium as a packaging type

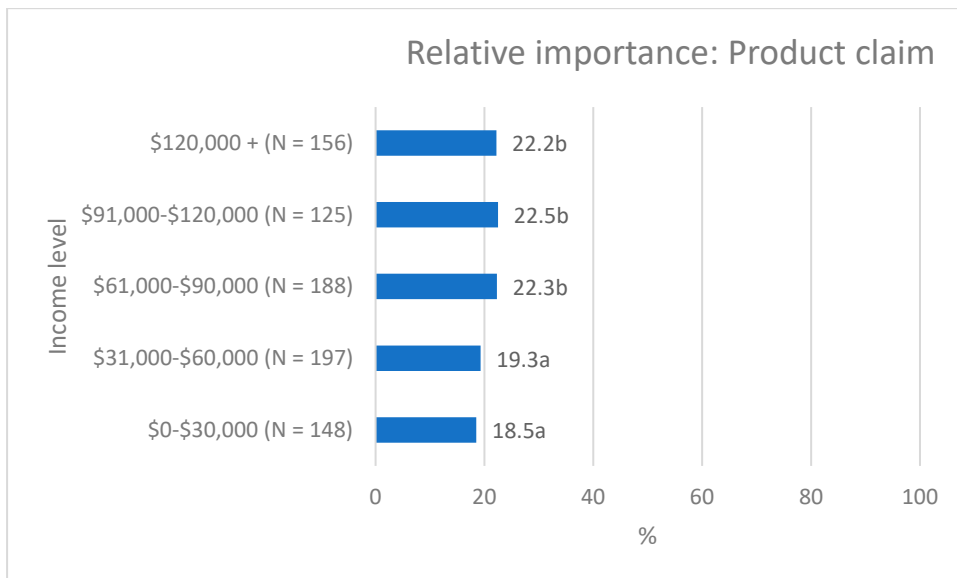


Figure S6: Effect of income level on the relative importance of product claims

Lan, B.T.H., Phuong, T.T.L., Dat, T.T. & Truong, D.D. 2023. Factors Affecting the Purchase Intention of Products with Environmentally Friendly Packaging of Urban Residents in Ho Chi Minh City, Vietnam. *Sustainability*, 15(9):7726.10.3390/su15097726