

Consumer Perceived Value of AIP in Europe

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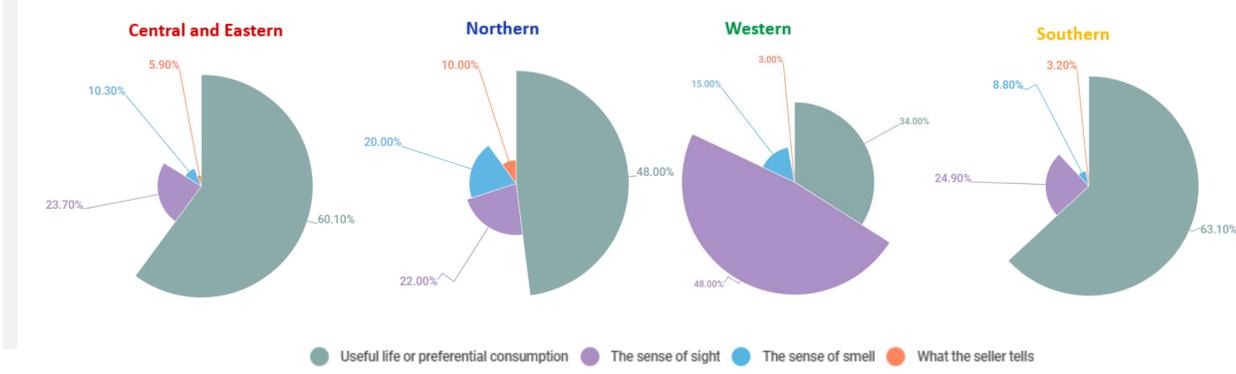
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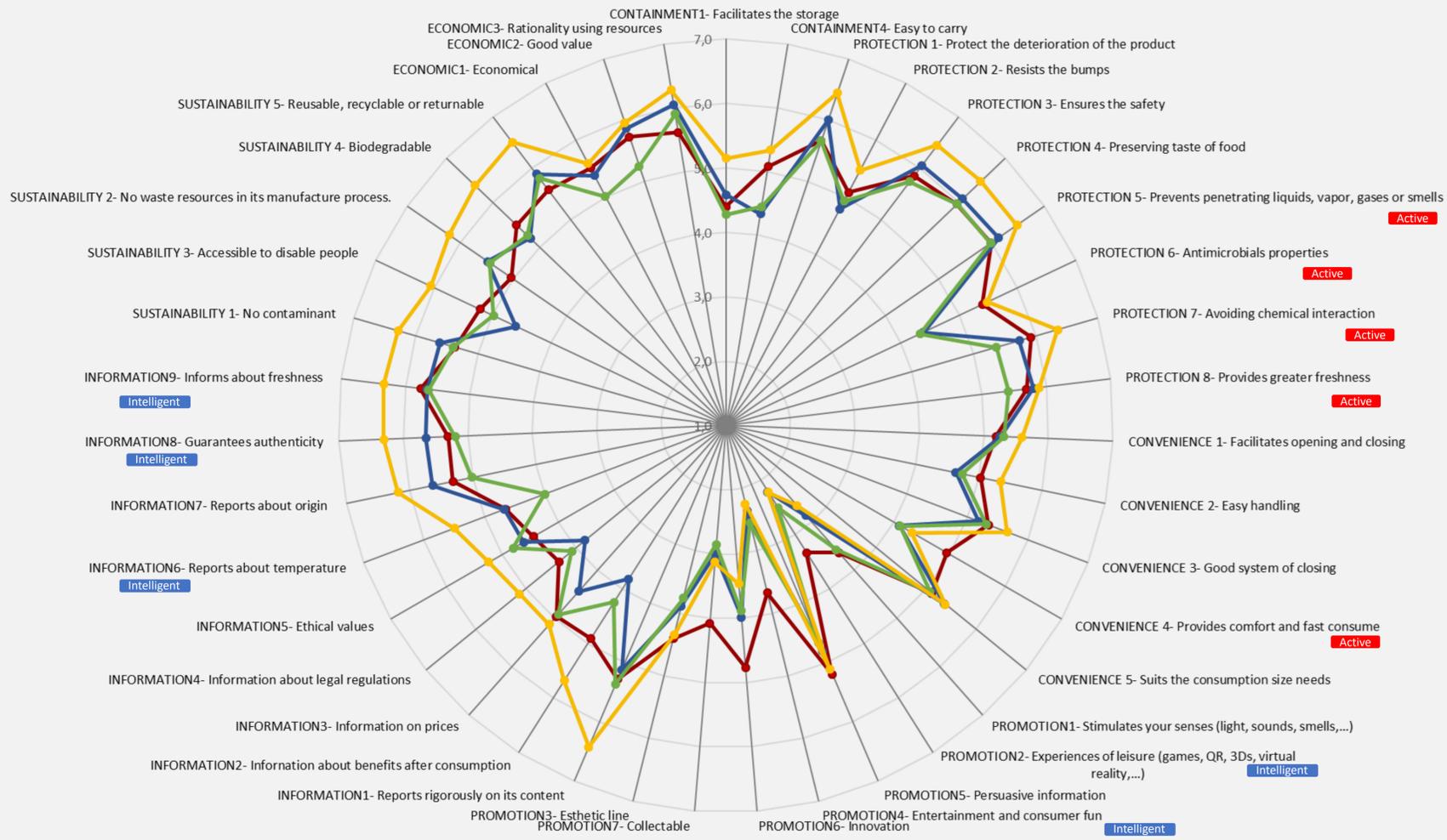
Abstract:

This poster presents the results of an online survey to consumers of 16 European countries belonging to 4 subregions. The questionnaire collects consumer value perception of the main functions of packaging: CONTAINMENT, PROTECTION, CONVENIENCE, COMMUNICATION (promotion and information), ECONOMY and SUSTAINABILITY. In addition, information about the intention of purchase and the willingness to pay more for AIP has been collected. The differences between groups of countries are shown here.

HOW DO YOU KNOW WHETHER A PRODUCT IS FRESH?



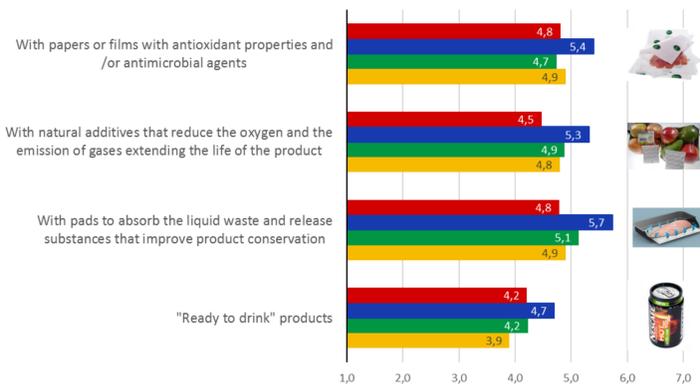
FUNCTIONAL VALUE OF PACKAGING



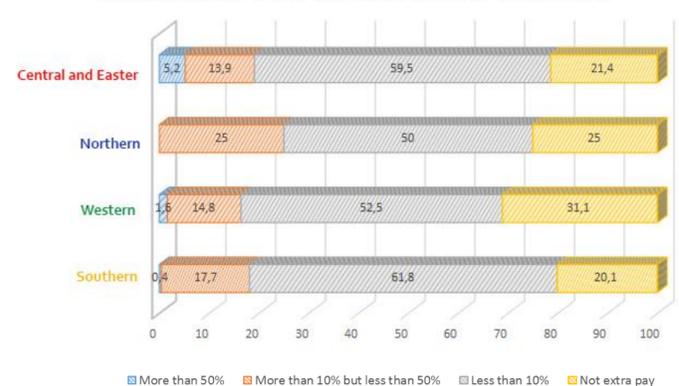
- Number of answers: 758
- Central and Eastern** (388)
 - Bulgaria
 - Poland
 - Romania
 - Russia
 - Serbia
 - Slovakia
 - Slovenia
 - Northern** (60)
 - Finland
 - Norway
 - Western** (61)
 - Germany
 - Netherlands
 - United Kingdom
 - Southern** (249)
 - Italy
 - Portugal
 - Spain
- EuroVoc classification

- Central and Eastern
- Northern
- Western
- Southern

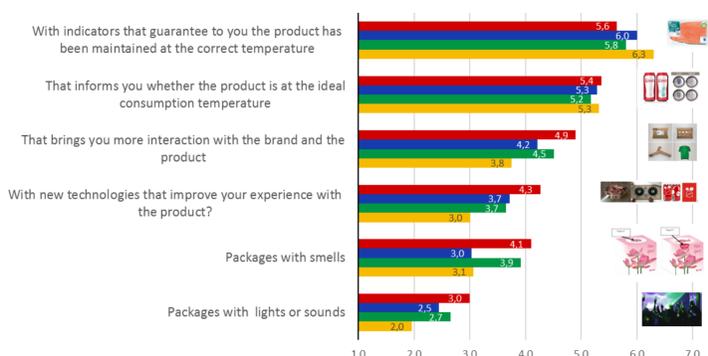
WOULD YOU BUY PACKAGES WITH ACTIVE PROPERTIES?



WILLINGNESS TO PAY MORE FOR ACTIVE PACKAGING



WOULD YOU BUY PACKAGES WITH INTELLIGENT PROPERTIES?



WILLINGNESS TO PAY MORE FOR INTELLIGENT PACKAGING

