

Sustainable Packaging, Tasty Product? How Materials and Claims Shape Consumers' Product Evaluations and Choices

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Brands increasingly adopt sustainable packaging practices to enhance their sustainable image. These practices include sustainable materials, reductions in packaging and sustainability claims. This research assesses how such innovations shape consumers' sustainability perceptions, including perceptions of the brand. It also examines potential spillovers to expectations of product healthiness, taste and convenience. We conducted a field experiment to assess whether the packaging material and sustainability claims impact perceptions and choices of a plant-based alternative to yoghurt among 765 young adult consumers. The packaging material and sustainability claims only had a limited effect on sustainability perceptions and product choices. However, these cues impacted consumers' product evaluations (e.g., taste) and consumption intentions. This research provides valuable implications for marketers regarding the promotion of products and the implementation of sustainable packaging.

Keywords: Packaging, Sustainability, Environmental communication, Field Experiment