

# Perceptions of Biobased Products in Europe: Analyzing Attitudes, Social Influences, and the Role of Smart Marketing Solution

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## **Abstract**

**Purpose:** This study examines consumer perceptions of biobased products in Europe and explores marketing strategies to boost awareness among eco-conscious consumers. **Methodology:** A mixed methods approach was used, combining surveys (N=1200), focus groups (N=34), and online evaluation (N=191) in Finland, Poland, the Netherlands, and Spain. An online concept evaluation assessed preferences for a mobile app aiding sustainable purchasing. **Findings:** Consumer attitudes are shaped by environmental and health concerns, but skepticism about marketing claims remains. Subjective norms and perceived control influence purchasing intentions, with barriers like product visibility and authenticity hindering engagement. Smart marketing solutions, including gamification, show promise but must resonate with diverse audiences. **Originality:** This research adds to the literature on sustainable consumption and marketing strategies in Europe, highlighting the need for transparency, product visibility, and tailored digital solutions to build trust and encourage sustainable purchasing.

**Track:** Consumer Behaviour