

Reusable takeaway packaging: What stimuli increases the consumer's willingness to use reusable packages?

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Abstract

There is a growing need to adopt more environmentally responsible practices. The main objective of this study is to understand what stimuli may influence consumer willingness to use reusable packaging when purchasing takeaway meals. Social influence, habit formation, misevaluation guilt, ethical and sustainability guilt, environmental cognition and feelings of fear, guilt, sadness, joy, pride, and hope, were identified as encouraging sustainable behaviours and thus analysed (thou SEM). Fear appears as significant when it comes to increasing consumer willingness to use reusable packaging in takeaway services. Additionally, when consumers feel guilt over a poor purchase decision, they will feel sad.

Subject Areas: *Attitude; Consumer Behavior*