

Sustainable Packaging as Part of Sustainable Consumption: a Consumer's Perspective

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During the recent years consumers in Latvia have become more aware of sustainability in products. At the same time when shopping, more attention is being paid to packaging – usually its visual attractiveness. The choice is influenced also by the material the packaging is made of. However, packaging is not the dominant factor when the choice is made among similar products, whereas the price of the product often is.

The aim of the paper is to analyze the habits of consumers in order to understand the role of packaging as part of sustainable consumption in the daily purchases.

It is well-known that the efforts made by producers to develop a sustainable product may lose all their meaning, if the right decisions are not made by consumers. It refers not only to the quality of the product, but also its packaging. Packaging is considered sustainable if it is not only made of materials healthy throughout the life cycle with optimal material and energy use, but also effectively recovered and utilized in biological and/or industrial closed loop cycles, and, what matters – if it is preferred by the customers instead of other kinds of packaging.

The analysis is based on the questionnaires compiled by the authors and distributed in the supermarkets in Riga. The paper seeks for an answer how to find a balance among different factors influencing the consumers' choice in order to make most of the sustainable packaging as part of sustainable consumption (among others – raising the awareness of various kinds of sustainable packing, their winning qualities for everyone and the environment).