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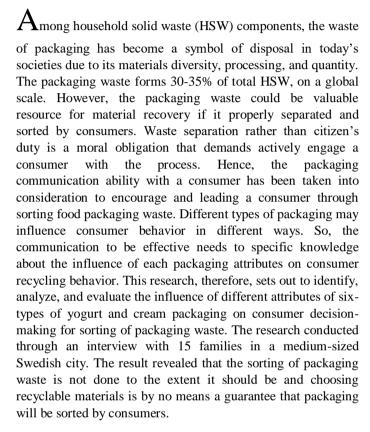
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The Influence of Food Packaging on Consumers Sorting Behavior

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Abstract



This is due to negligence occurred in the design of visual attributes, material selection and inconsistency between the form and different functions of theses packaging which is able to negatively influence consumer decision-making, during the sorting process.



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Biography:

Babak Nemat completed master's in Industrial Design from Iran and Sustainable Product-Service System Innovation from BTH University, Karlskrona-Sweden. Currently, he is a Ph.D. student at the University of Boras-Sweden. His research main theme is how different attributes of food packaging can influence separation of food packaging waste.

Speaker Publications:v

- 1. "sustainability The Role of Food Packaging Design in Consumer Recycling Behavior-A Literature Review"; DOI: 10.3390/su11164350
- 2. "The Potential of Food Packaging Attributes to Influence Consumers' Decisions to Sort Waste"; DOI: 10.3390/su12062234

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