



Consumer Reaction to Sustainable Packaging

Our CPG client was ultimately interested in understanding if consumers would notice the on-pack sustainability claim, and whether sustainability messaging drove purchase. Further, the study set out to explore consumers' reaction to the metal package versus the standard package, its delivery on package benefits, and how an emptied metal package was being used.

Overview

Many organizations are moving towards meeting sustainability goals, for a variety of reasons. As part of this initiative, there is a movement within the consumer packaged goods (CPG) industry to transition to more sustainable packaging that also delights consumers.

In 2020, a leading multinational food manufacturing company partnered with AMC Global to help understand the impact of sustainable packaging via a "Test and Learn" approach. The company was shifting a snack food product package to a steel one, which was 99% recyclable, and they needed early and fast insights on consumer reaction to this new packaging.

The Solution

AMC Global's ResponseCash® PFU (Purchaser Follow-Up) methodology allowed us to find these early purchasers by placing custom-designed survey invitations in-pack, directly on the foil seal under the package's lid.

From there, the consumer...

- 1 purchased the product** as they normally would and found the survey invitation under the lid
- 2 logged onto AMC Global's website** to participate in the survey immediately after purchase and initial usage
- 3 received a ResponseCash® Card** in the mail two weeks later pre-loaded with a monetary incentive that was activated upon completing a follow-up survey



The Outcomes

The recyclable metal package was a primary motivator for purchase for half of consumers. Most said they purchased the metal option over the standard one, and those who bought the standard option only did so because the metal version was unavailable.

Some reused and repurposed the metal package, using it to hold pens, pencils and other stationery items or to store food items, collect coins, and so forth. An equal proportion of consumers recycled the empty package.

Beyond the sturdiness and product-protective nature of the packaging, consumers found it to be eco-friendly, it kept the product fresher, was more easily stored, and improved closure—all of which contributed to a positive impact on consumer opinion of the brand.



Conclusion

AMC Global informed our client that the insights gathered on their initiative to transition to sustainable packaging showed that the move was evolving the brand, keeping it current with global trends and meeting consumer needs.

Reactions to the fully recyclable metal package were encouraging, with no concerns emerging from the consumer point of view.



Reach out to us about using Purchaser Follow-Up (PFU) research for your packaging decisions:

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