



The Influence of Environmentally Friendly Packaging on Consumer Interest in Implementing Zero Waste in the Food Industry to Meet Sustainable Development Goals (SDGs) Needs

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ABSTRACT

The use of eco-friendly packaging in the food industry is a form of concern for the environment because it can have a long-term effect on keeping the earth green again. The research aims to find out how efforts to use eco-friendly packaging in the food industry as a way to implement a zero-waste lifestyle influence consumer interest. Through the mini research method, researchers looked at consumer awareness of environmentally friendly packaging, as well as the efforts of food businesses in implementing zero waste to support the achievement of Sustainable Development Goals (SDGs). The research analyzes the relationship between eco-friendly packaging and consumer interest in understanding zero-waste practices and awareness of the environment. The results of this research show that eco-friendly packaging influences consumer interest and awareness of the importance of implementing zero waste for the environment.

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1. INTRODUCTION

In the era of globalization and increasing awareness of environmental issues, consumers are increasingly considering environmental impacts in their purchasing decisions (Utami, 2020). One aspect that is receiving increasing attention is product packaging, which plays an important role in the food supply chain. The concept of eco-friendly has become a major focus in the industry, creating new trends in packaging design and materials (Berliandika et al., 2022). In this context, eco-friendly packaging is emerging as an innovative solution that aims to reduce negative impacts on the environment. By using materials that are biodegradable, recyclable, and do not harm the environment, this packaging not only supports environmental conservation efforts but also attracts consumers who are increasingly concerned about sustainable purchasing (Kusumawati & Tiarawati, 2022).

Eco-friendly packaging refers to a type of packaging that is made from environmentally friendly materials, is biodegradable, recyclable, and does not have a negative impact on the environment or human health (Rahmawati & Andriani, 2023). The use of environmentally friendly packaging not only supports sustainable practices in the food and packaging industry but is also closely related to the concept of zero waste (Priscilla et al., 2020). The application of environmentally friendly packaging encourages the active participation of consumers and producers in the recycling cycle, reduces waste production, and supports the principle of zero waste (Hendra, 2016). The implementation of sustainable packaging is a concrete step in achieving the goal of zero waste (Andini et al., 2022), which requires active participation from consumers and producers to reduce, recycle, and reduce the amount of waste to create a cleaner and more sustainable environment.

In the context of food, environmentally friendly packaging not only protects products from physical damage but also acts as a driving element of consumer interest. Awareness of the importance of the environment is increasing among consumers, encouraging them to choose products with more environmentally friendly packaging (Siswono & Widyastuti, 2018). Thus, eco-friendly packaging can be a strong differentiator in the market, influencing consumer behavior to make more responsible and sustainable choices in maintaining the balance of the global ecosystem (Rizal & Harsono, 2022). The research aims to find out how efforts to use eco-friendly packaging in the food industry as a way to implement a zero-waste lifestyle affect consumer interest.

2. METHODS

The research method used in this study is a mini-research method based on the analysis of relevant secondary information sources. The chosen method uses Google Forms as a tool for data collection. First of all, to design this research, it is necessary to formulate the research objectives and the points to be observed. Next, a survey form is created with questions related to the research objectives. Surveys using Google Forms can make it easier to get survey results and make it easier for respondents to fill out the given survey.

After the form is distributed, the collected data will be automatically stored in Gdrive and will be analyzed to get the results. From these results, conclusions are drawn that are in line with the research objectives. It is important to ensure that the research process runs following research ethics, including the privacy and security of respondents' data. The whole process of this mini-research was carried out by utilizing Google Forms as an efficient and effective tool for data collection and analysis.

3. RESULTS AND DISCUSSION

From the results of data collection with a questionnaire using Google form, 56 respondents were obtained and the dominant respondents were students. The data obtained will affect the results of the research data analysis which aims to determine consumer interest in the use of eco-friendly packaging in the food industry.

Eco-friendly packaging is a type of packaging designed with an effort to minimize negative impacts on the environment ([Christiana & Putri, 2023](#)). Eco-friendly packaging aims to reduce the environmental footprint arising from the manufacturing, use, and disposal steps of packaging ([Fuqoha & Firmansyah, 2023](#)).

From the survey results, the majority of respondents around 91.1% indicated their knowledge of eco-friendly packaging. This shows a high level of awareness among them towards the concept of eco-friendly packaging. However, about 8.9% of respondents expressed ignorance or lack of familiarity with eco-friendly packaging. This fact shows that a small portion of the community still needs additional information or awareness regarding eco-friendly packaging ([Kristiyanti et al., 2023](#)).

In addition, another survey result also revealed that 75% of respondents had an understanding of the concept of zero waste in the food industry, while the other 25% claimed not to recognize it. This significant figure indicates that understanding of the concept of zero waste in the food industry needs to be improved among some respondents ([Sukirman & Pratama, 2023](#)).

From the survey results regarding how often respondents buy food products with environmental considerations, such as the use of Eco-Friendly Packaging, it can be seen that most respondents (48.2%) answered with a neutral attitude. This neutral attitude may reflect respondents' uncertainty or ignorance towards environmental sustainability in the purchase of food products. Meanwhile, 10.7% of respondents stated that they always buy food products with environmental considerations, indicating a segment of consumers who have a high awareness of the environmental impact of purchasing food products ([Junaedi, 2015](#)). On the other hand, around 3.6% of respondents stated that they never buy food products with environmental considerations. Although this percentage is relatively small, it indicates that there is still a small proportion of consumers who have not been influenced or are less concerned about environmental factors in their purchasing decisions ([Sumarwan & Kirbrandoko, 2013](#)).

From the survey results, 73.2% indicates an awareness and positive inclination of most respondents towards food products with environmentally friendly packaging. This reflects a shift in consumer behavior towards more sustainable choices ([Putri, 2023](#)), where environmental aspects are an important consideration in the process of purchasing food products ([Indrawijaya, 2012](#)).

The data shows that most respondents, 91.1%, expressed a willingness to spend more when buying a food product that uses eco-friendly packaging. The main reason given was the awareness to save the environment, maintain cleanliness, and reduce the accumulation of waste ([Padmalia, 2018](#)). Some respondents also highlighted the long-term benefits of keeping the earth cleaner and less polluted. Some respondents emphasized that the additional expenditure on eco-friendly packaging would have a significant positive impact on waste management in the neighborhood. Others showed a deep understanding of the concept of zero waste, where the use of recyclable packaging is considered a tangible step to support such efforts.

Although the majority agreed, there was a small number of respondents who disagreed to spend more. A total of 9.9% of respondents disagreed due to considerations of product quality, branding, and the limited availability of eco-friendly products in the market. Some respondents also mentioned that higher prices and lack of awareness in the community are factors that influence their decision (Bahriyah & Handayani, 2021).

While some respondents stated that they agree as long as the price remains reasonable, others highlighted the importance of consumer education and awareness-raising regarding the benefits of eco-friendly packaging (Kusumo et al., 2017). There is also a realization that the decision to choose eco-friendly packaging is an investment in maintaining the health and sustainability of the environment. The survey results strongly agree for 15.6%, agree for 75.6%, and the rest disagree and strongly disagree.

Overall, respondents' answers reflect a variety of views related to the use of eco-friendly packaging, with the majority showing strong support for pro-environmental measures in food product purchasing decisions.

4. CONCLUSION

Eco-friendly packaging, which is made from environmentally friendly materials that are biodegradable, recyclable, and do not cause negative impacts on the environment and human health, not only supports sustainable practices in the food and packaging industry but is also closely related to the concept of zero waste. By implementing eco-friendly packaging, both users and producers can be encouraged to actively participate in the recycling cycle and reduce waste production, making it a concrete step in achieving the goal of zero waste. The adoption of sustainable packaging is an active contribution from consumers and producers that is needed to reduce, recycle, and minimize waste disposal, creating a cleaner and more sustainable environment.

From the data obtained, it is concluded that the impact of using eco-friendly packaging on consumer interest has fulfilled the needs of the Sustainable Development Goals (SDGs), where the majority of respondents show readiness to spend more in purchasing food products with eco-friendly packaging. The high level of awareness and support for eco-friendly packaging is reflected in respondents' awareness of the need to save the environment, maintain cleanliness, and reduce the accumulation of waste.

5. AUTHORS' NOTE

The authors wish to declare that there are no conflicts of interest relating to the research or publication of this article. The authors would like to emphatically affirm that this article was prepared in good faith and does not involve any act of plagiarism.

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