

welcome

Dear participant,

You are invited to participate in a survey about a reusable packaging system. Your opinion is important for us to understand consumer perception and behaviour towards this reusable packaging system.

In this survey, you will be first presented with a short video. Based on the information presented in this video, we will ask you several questions. This questionnaire will take you approximately 10 minutes to complete.

Your participation is entirely voluntary. You can withdraw from the research at any time. We believe there are no risks associated with this research study. The anonymous data will be archived in the TU Delft repository or published on an open database, so it can be reused for future research and education.

Thank you for your cooperation!

Xueqing Miao

PhD researcher on Sustainable Consumer Behaviour,
Industrial Design Engineering, TU Delft

X.Miao@tudelft.nl

Based on the statement above, I herewith declare my participation in this research

- ☐ Yes, I consent
- ☐ No, I do not want to participate in this survey

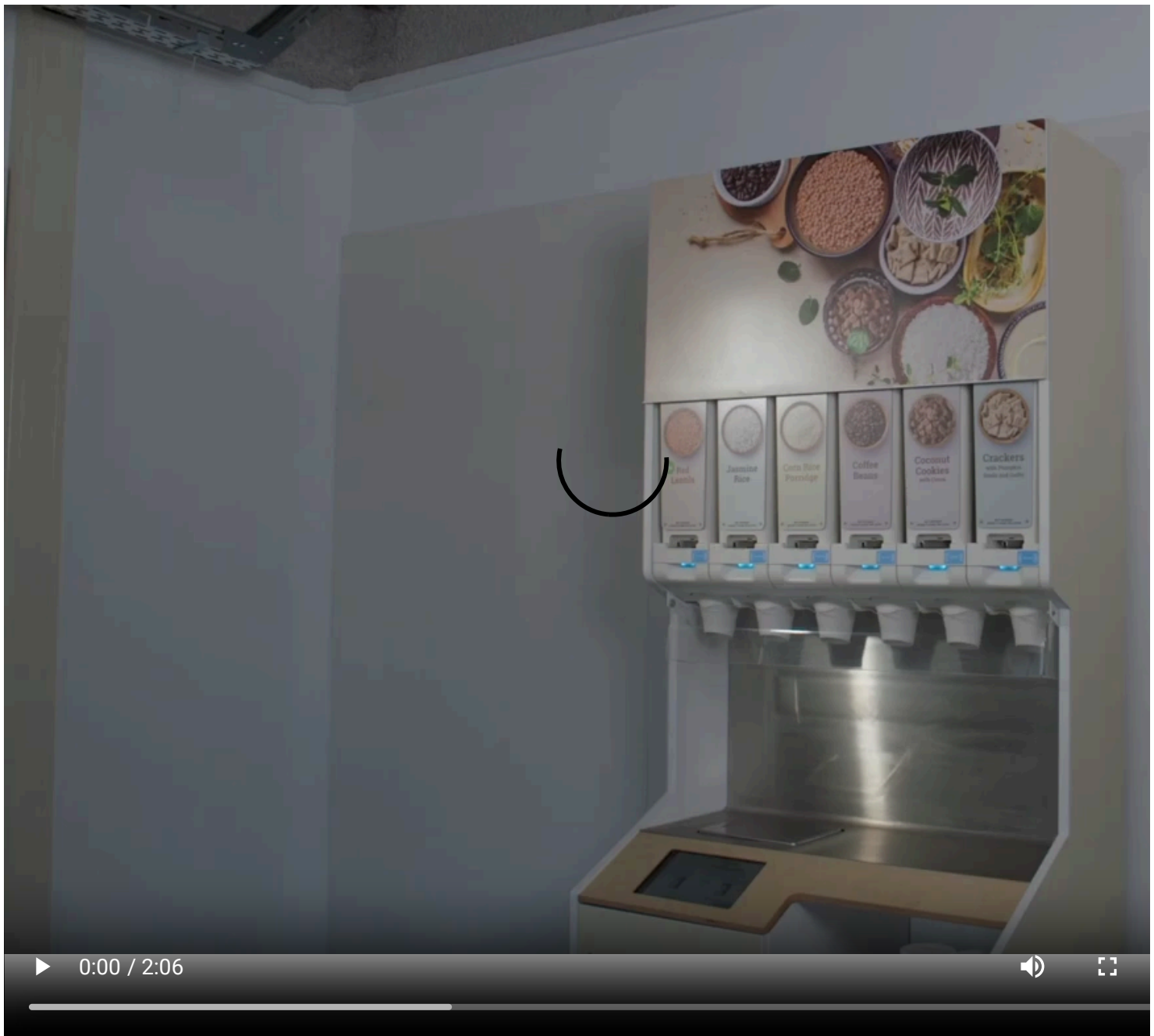
Please fill in your unique Prolific ID in the box below.

video and introduction

Please first read the following:

Imagine that the supermarket in your neighbourhood introduced a new reusable packaging system for some products. Instead of selling conventional prepackaged products, it provides products in food dispensers. It enables you to pack and store the product in reusable packaging made from durable plastic. Every time you use this packaging, you get a label where the product name and information generally available on the packaging are displayed.

Please watch the short video demonstrating how this reusable packaging system works with Jasmine rice as an example.



After you watched the video, please imagine potential problems you may encounter in practice when using this system and packaging.
Please describe your thoughts in the box below.

condition 1 (control)





sunrice
JASMINE RICE

REUSE
PACKAGING

This packaging is reusable.

Price **2,15** per kg 3,90 Weight (kg) **0,550**

Best before **30.05.2024**

per portion (75g)
269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ

0 705632 085943 >

Please take some time to read the label and carefully evaluate the whole experience of using this reusable packaging system. After, you will be asked to answer some questions.





JASMINE RICE



This packaging is reusable.

Price	per kg	Weight (kg)
2,15	3,90	0,550
Best before		<div>per portion (75g) 269 kcal 1141 kJ</div> <div>100 g: 355 kcal 1507 kJ</div>
30.05.2024		
 0 705632 085943 >		



Compared to buying conventional prepackaged products from the shelf, taking all steps into account (fill – take back home – store – consume – clean – bring to the store – refill), I think this reusable packaging system...

requires low effort to use	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	requires high effort to use
is easy to use	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	is difficult to use
is simple to use	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	is complicated to use

What do you think about the product offering in this reusable packaging system?

Strongly
disagree

Strongly
agree

Not all product
variants will be
available in this
reusable
packaging
system.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly disagree

Strongly agree

I think this reusable packaging system will only propose a narrow range of products.



The variety or range of product types will be poor in this reusable packaging system.

Please indicate how much you agree with each of the following statements.

I think this reusable packaging system...

Strongly disagree

Strongly agree

Has lower quality than single-use packaging.

○ ○ ○ ○ ○ ○ ○

Is not helpful for environmental protection in reducing single-use packaging.

○ ○ ○ ○ ○ ○ ○

Has no advantages compared to single-use packaging.

○ ○ ○ ○ ○ ○ ○

How many times per year will you realistically reuse this specific packaging in your grocery shopping?

Why do you fill in this number?

How many years will you realistically keep reusing this specific packaging in your grocery shopping?

Why do you fill in this number?



sunrice
JASMINE RICE

REUSE
PACKAGING

This packaging is reusable.

Price	per kg	Weight (kg)
2,15	3,90	0,550
Best before		
30.05.2024		
per portion (75g)		
269 kcal		
1141 kJ		
100 g:		
355 kcal		
1507 kJ		

0 705632 085943 >



Please indicate how much you agree with each of the following statements.
This reusable packaging system...

Strongly disagree

Strongly agree

Would keep me motivated to reuse my packaging in the long term.



Would motivate me to really try to reuse my packaging.

Would increase the effort I put into reusing my packaging.





JASMINE RICE



This packaging is reusable.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before	
30.05.2024	

per portion
(75g)

269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ





0 705632 085943 >

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

I can have a positive effect on the environment by adopting this reusable packaging system.



To show you are still paying attention, please select 'strongly disagree'.



I feel capable of helping solve environmental problems by adopting this reusable packaging system.



Strongly agree



○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

Uncertain that this packaging is less damaging to the environment.



This label on the packaging...

Strongly agree

Strongly
disagree

Strongly
agree

helps increase my understanding
of **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

How easy do you think it will be to **reach the minimum times of reuse** to decrease
the negative environmental impact of packaging?

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will take a short time
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will take a long time
to reach

It will require low effort
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will require high effort
to reach

It will be very possible
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will be impossible at
all to reach

It will be easy to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will be difficult to
reach

condition 2 - 5 times



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price per kg **2,15** 3,90 Weight (kg) **0,550**

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Please take some time to read the label and carefully evaluate the whole experience of using this reusable packaging system. After, you will be asked to answer some questions.



sunrice

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reused **5 times**.

Price per kg **2,15** 3,90 Weight (kg) **0,550**

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Compared to buying conventional prepackaged products from the shelf, taking all steps into account (fill – take back home – store – consume – clean – bring to the store – refill), I think this reusable packaging system...

is simple to use



is complicated to use



requires high effort to use



is difficult to use

What do you think about the product offering in this reusable packaging system?

Strongly disagree

Strongly agree

Not all product variants will be available in this reusable packaging system.



I think this reusable packaging system will only propose a narrow range of products.



The variety or range of product types will be poor in this reusable packaging system.



Please indicate how much you agree with each of the following statements.

I think this reusable packaging system...

Strongly disagree

Strongly agree

Has lower quality than single-use packaging.

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

Is not helpful for
environmental
protection in
reducing single-
use packaging.

☐☐☐☐☐☐☐

Has no
advantages
compared to
single-use
packaging.

☐☐☐☐☐☐☐



JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price	per kg	Weight (kg)
2,15	3,90	0,550
Best before		
30.05.2024		
		
per portion (75g)		
269 kcal		
1141 kJ		
100 g:		
355 kcal		
1507 kJ		



My overall impression of buying products in this reusable packaging system is...

unfavourable

☐☐☐☐☐☐☐

favourable

bad

☐☐☐☐☐☐☐

good

negative

☐☐☐☐☐☐☐

positive

dislike

☐☐☐☐☐☐☐

like

How do you evaluate this reusable packaging system?

Useless ☐ ☐ ☐ ☐ ☐ ☐ ☐ Useful

Foolish ☐ ☐ ☐ ☐ ☐ ☐ ☐ Wise

Worthless ☐ ☐ ☐ ☐ ☐ ☐ ☐ Valuable





JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before 30.05.2024	per portion (75g) 269 kcal 1141 kJ
 0 705632 085943 >	100 g: 355 kcal 1507 kJ



Please consider the following items before answering the following questions:

- Multiple cleaning and transportation may cause usage traces on this packaging.
- The chance that you forget to bring this packaging with you to the shop.
- The lifetimes of other similar containers you used before.

If this reusable packaging system is available in your neighbourhood,
how will you realistically purchase rice in the future?

Always in single-use
packaging

☐ ☐ ☐ ☐ ☐ ☐ ☐

Always in reusable
packaging

To what extent will you reuse this packaging to purchase products again?

highly unlikely

☐ ☐ ☐ ☐ ☐ ☐ ☐

highly likely

no chance at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ very good chance

highly uncertain ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly certain

highly improbably ☐ ☐ ☐ ☐ ☐ ☐ ☐ highly probably

How many times per year will you realistically reuse this specific packaging in your grocery shopping?

Why do you fill in this number?

How many years will you realistically keep reusing this specific packaging in your grocery shopping?

Why do you fill in this number?



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price
2,15 per kg
3,90

Weight (kg)
0,550

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



This reusable packaging system...

Strongly agree



○ ○ ○ ○ ○ ○ ○




JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price

2,15 per kg
3.90

Weight (kg)

0,550

Best before

30.05.2024


0 705632 085943 >

per portion
(75g)

269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ



Strongly agree

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

I can have a positive effect on the environment by adopting this reusable packaging system.

☐ ☐ ☐ ☐ ☐ ☐ ☐

To show you are still paying attention, please select 'strongly disagree'.

☐ ☐ ☐ ☐ ☐ ☐ ☐

I feel I can help solve natural resource problems by adopting this reusable packaging system.

☐ ☐ ☐ ☐ ☐ ☐ ☐

I can protect the environment by adopting this reusable packaging system

☐ ☐ ☐ ☐ ☐ ☐ ☐





JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact than single-use packages after being reused **5 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before	
30.05.2024	



0 705632 085943 >

per portion (75g)

269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ



Based on the video and the information on the label, it is...

Unquestionable that this packaging is better for the natural environment.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Sure that this packaging meets high

☐ ☐ ☐ ☐ ☐ ☐ ☐

Questionable that this packaging is better for the natural environment.

Unsure that this packaging meets high

environmental
standards.

Doubtless that this
packaging is
environmentally
friendly.



Certain that this
packaging is less
damaging to the
environment.



environmental
standards.

Doubtful that this
packaging is
environmentally
friendly.

Uncertain that this
packaging is less
damaging to the
environment.



**JASMINE RICE**



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **5 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before 30.05.2024	per portion (75g) 269 kcal 1141 kJ 100 g: 355 kcal 1507 kJ



Please indicate how much you agree with each of the following statements.
This label on the packaging...

Strongly
disagree

Strongly
agree

helps increase my understanding
of **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.



Strongly
disagree

Strongly
agree

provides meaningful information
on **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

provides useful information on
the minimum times this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

How easy do you think it will be to **reach the minimum times of reuse** to decrease
the negative environmental impact of packaging?

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will require low effort
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will require high effort
to reach

It will be very possible
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will be impossible at
all to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐
☐ ☐ ☐ ☐ ☐ ☐ ☐

It will take a short time
to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will take a long time
to reach

It will be easy to reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

It will be difficult to
reach

☐ ☐ ☐ ☐ ☐ ☐ ☐

condition 3 - 25 times



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **25 times**.

Price **2,15** per kg **3,90** Weight (kg) **0,550**

Best before
30.05.2024



per portion
(75 g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Please take some time to read the label and carefully evaluate the whole experience of using this reusable packaging system. After, you will be asked to answer some questions.



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **25 times**.

Price **2,15** per kg **3,90** Weight (kg) **0,550**

Best before
30.05.2024



per portion
(75 g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Compared to buying conventional prepackaged products from the shelf, taking all steps into account (fill – take back home – store – consume – clean – bring to the store – refill), I think this reusable packaging system...

is simple to use



is complicated to use

requires low effort to
use

☐☐☐☐☐☐☐

requires high effort to
use

is easy to use

☐☐☐☐☐☐☐

is difficult to use

What do you think about the product offering in this reusable packaging system?

Strongly
disagree

Strongly
agree

The variety or
range of product
types will be
poor in this
reusable
packaging
system.

☐☐☐☐☐☐☐☐

I think this
reusable
packaging
system will only
propose a
narrow range of
products.

☐☐☐☐☐☐☐☐

Not all product
variants will be
available in this
reusable
packaging
system.

☐☐☐☐☐☐☐☐

Please indicate how much you agree with each of the following statements.

I think this reusable packaging system...

Strongly agree



○ ○ ○ ○ ○ ○ ○





JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **25 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550

Best before

30.05.2024

per portion
(75g)

269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ



0 705632 085943 >



My overall impression of buying products in this reusable packaging system is...

dislike ○ ○ ○ ○ ○ ○ ○ like

bad ○ ○ ○ ○ ○ ○ ○ good

unfavourable ○ ○ ○ ○ ○ ○ ○ favourable

negative ○ ○ ○ ○ ○ ○ ○ positive

How do you evaluate this reusable packaging system?

Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Foolish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wise
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable



Please consider the following items before answering the following questions:

- Multiple cleaning and transportation may cause usage traces on this packaging.
- The chance that you forget to bring this packaging with you to the shop.
- The lifetimes of other similar containers you used before.

If this reusable packaging system is available in your neighbourhood, how will you realistically purchase rice in the future?

Always in single-use packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always in reusable packaging
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To what extent will you reuse this packaging to purchase products again?

highly uncertain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	highly certain
highly improbably	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	highly probably
highly unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	highly likely
no chance at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very good chance

How many times per year will you realistically reuse this specific packaging in your grocery shopping?

Why do you fill in this number?

How many years will you realistically keep reusing this specific packaging in your grocery shopping?

Why do you fill in this number?



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **25 times**.

Price per kg **2,15** 3,90 Weight (kg) **0,550**

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Please indicate how much you agree with each of the following statements.
This reusable packaging system...

Strongly
disagree

Strongly
agree

Would increase the effort I put into
reusing my packaging.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Would keep me motivated to reuse
my packaging in the long term.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Would motivate me to really try to
reuse my packaging.

☐ ☐ ☐ ☐ ☐ ☐ ☐



JASMINE RICE



This packaging is reusable.
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reused **25 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550

Best before
30.05.2024

per portion
(75g)

269 kcal
1141 kJ

100 g:
355 kcal
1507 kJ



Based on the video and the information on the label, it is...

Sure that this packaging meets high environmental standards.



Unsure that this packaging meets high environmental standards.

Unquestionable that
this packaging is better
for the natural
environment.

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

Questionable that this packaging is better for the natural environment.

Certain that this packaging is less damaging to the environment.

○ ○ ○ ○ ○ ○ ○

Uncertain that this packaging is less damaging to the environment.

Doubtless that this packaging is environmentally friendly.

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

Doubtful that this packaging is environmentally friendly.





JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **25 times**.

<p>Price <small>per kg</small> 2,15 <small>3,90</small></p> <p>Best before 30.05.2024</p>  <p>0 705632 085943 ></p>	<p>Weight (kg) 0,550</p> <div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> <p><small>per portion (75g)</small> 269 kcal 1141 kJ</p> <p><small>100 g:</small> 355 kcal 1507 kJ</p> </div>
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Please indicate how much you agree with each of the following statements.
This label on the packaging...

Strongly
disagree

Strongly
agree

provides meaningful information
on **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

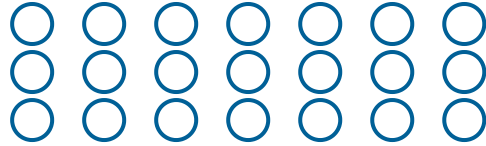
helps increase my understanding
of **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

provides useful information on
the minimum times this
packaging should be reused to
decrease the negative
environmental impact.

☐ ☐ ☐ ☐ ☐ ☐ ☐

How easy do you think it will be to **reach the minimum times of reuse** to decrease
the negative environmental impact of packaging?



It will be easy to reach



It will be difficult to reach

It will require low effort to reach



It will require high effort to reach



It will be very possible to reach



It will be impossible at all to reach

It will take a short time to reach



It will take a long time to reach

condition 4 - 45 times



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact than single-use packages after being reused **45 times**.

Price
2,15 per kg
3,90

Weight (kg)
0,550

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Please take some time to read the label and carefully evaluate the whole experience of using this reusable packaging system. After, you will be asked to answer some questions.



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **45 times**.

Price per kg **2,15** 3,90 Weight (kg) **0,550**

Best before
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per portion
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Compared to buying conventional prepackaged products from the shelf, taking all steps into account (fill – take back home – store – consume – clean – bring to the store – refill), I think this reusable packaging system...

is simple to use

☐☐☐☐☐☐☐

is complicated to use

is easy to use

☐☐☐☐☐☐☐

is difficult to use

requires low effort to
use

☐☐☐☐☐☐☐

requires high effort to
use

What do you think about the product offering in this reusable packaging system?

Strongly
disagree

Strongly
agree

The variety or
range of product
types will be
poor in this
reusable
packaging
system.

☐☐☐☐☐☐☐

Strongly disagree

Strongly agree

Not all product variants will be available in this reusable packaging system.



I think this reusable packaging system will only propose a narrow range of products.



Please indicate how much you agree with each of the following statements.

I think this reusable packaging system...

Strongly disagree

Strongly agree

Has lower quality than single-use packaging.

○ ○ ○ ○ ○ ○ ○

Has no advantages compared to single-use packaging.

○ ○ ○ ○ ○ ○ ○

Is not helpful for environmental protection in reducing single-use packaging.

○ ○ ○ ○ ○ ○ ○



sunrice

JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **45 times**.

Price **2,15** per kg **0,550**
Weight (kg)

Best before
30.05.2024



per portion
(75g)
269 kcal
1141 kJ
100 g:
355 kcal
1507 kJ



Please consider the following items before answering the following questions:

- Multiple cleaning and transportation may cause usage traces on this packaging.
- The chance that you forget to bring this packaging with you to the shop.
- The lifetimes of other similar containers you used before.

If this reusable packaging system is available in your neighbourhood,
how will you realistically purchase rice in the future?

Always in single-use
packaging



Always in reusable
packaging

To what extent will you reuse this packaging to purchase products again?

highly improbably



highly probably

highly uncertain



highly certain

no chance at all



very good chance

highly unlikely



highly likely

How many times per year will you realistically reuse this specific packaging in your grocery shopping?

Why do you fill in this number?

How many years will you realistically keep reusing this specific packaging in your grocery shopping?

Why do you fill in this number?




JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact
than single-use packages after being
reused **45 times**.

Price	per kg	Weight (kg)
2,15	3,90	0,550
Best before		
30.05.2024		
		per portion (75g)
0 705632 085943 >		269 kcal 1141 kJ
		100 g: 355 kcal 1507 kJ



Please indicate how much you agree with each of the following statements.
This reusable packaging system...

Strongly
disagree

Strongly
agree

Would motivate me to really try to reuse my packaging.

☐☐☐☐☐☐☐

Would keep me motivated to reuse my packaging in the long term.

☐☐☐☐☐☐☐

Would increase the effort I put into reusing my packaging.

☐☐☐☐☐☐☐

**JASMINE RICE**



This packaging is reusable.
It will have a lower environmental impact than single-use packages after being reused **45 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before	per portion (75g)
30.05.2024	269 kcal 1141 kJ

**0 705632 085943 >**

100 g:
355 kcal
1507 kJ



Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

I can protect the environment by adopting this reusable packaging system

☐☐☐☐☐☐☐

I feel I can help solve natural resource problems by adopting this reusable packaging system.

☐☐☐☐☐☐☐

To show you are still paying attention, please select 'strongly disagree'.

☐☐☐☐☐☐☐

Strongly
disagree

Strongly
agree

I feel capable of helping solve environmental problems by adopting this reusable packaging system.

☐ ☐ ☐ ☐ ☐ ☐ ☐

I can have a positive effect on the environment by adopting this reusable packaging system.

☐ ☐ ☐ ☐ ☐ ☐ ☐





JASMINE RICE



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Price	Weight (kg)
2,15 per kg	0,550
Best before	per portion (75g)
30.05.2024	269 kcal
	1141 kJ
0 705632 085943 >	100 g: 355 kcal
	1507 kJ



Based on the video and the information on the label, it is...

Unquestionable that this packaging is better for the natural environment.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Questionable that this packaging is better for the natural environment.

Doubtless that this packaging is environmentally friendly.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Doubtful that this packaging is environmentally friendly.

Certain that this packaging is less

☐ ☐ ☐ ☐ ☐ ☐ ☐
☐ ☐ ☐ ☐ ☐ ☐ ☐
☐ ☐ ☐ ☐ ☐ ☐ ☐

Uncertain that this packaging is less

damaging to the environment.

damaging to the environment.

Sure that this packaging meets high environmental standards.

Unsure that this packaging meets high environmental standards.

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○





JASMINE RICE



This packaging is reusable.
It will have a lower environmental impact than single-use packages after being reused **45 times**.

Price	Weight (kg)
2,15 per kg 3,90	0,550
Best before	per portion (75g)
30.05.2024	269 kcal 1141 kJ
 0 705632 085943 >	100 g: 355 kcal 1507 kJ



Please indicate how much you agree with each of the following statements.
This label on the packaging...

Strongly disagree

Strongly agree

helps increase my understanding of **the minimum times** this packaging should be reused to decrease the negative environmental impact.

○ ○ ○ ○ ○ ○ ○

provides useful information on **the minimum times** this packaging should be reused to decrease the negative environmental impact.

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

provides meaningful information
on **the minimum times** this
packaging should be reused to
decrease the negative
environmental impact.

☐☐☐☐☐☐☐

How easy do you think it will be to **reach the minimum times of reuse** to decrease
the negative environmental impact of packaging?

☐☐☐☐☐☐☐

It will be easy to reach

☐☐☐☐☐☐☐

It will be difficult to
reach

☐☐☐☐☐☐☐

It will require low effort
to reach

☐☐☐☐☐☐☐

It will require high effort
to reach

It will be very possible
to reach

☐☐☐☐☐☐☐

It will be impossible at
all to reach

☐☐☐☐☐☐☐

It will take a short time
to reach

☐☐☐☐☐☐☐

It will take a long time
to reach

☐☐☐☐☐☐☐

individual differences (common)

Thanks a lot for your opinions about this reusable packaging system!
Now we would like to ask some questions about you as a consumer.

How frequently do you eat rice in your diet?

Please select the answer that is close to the average frequency of your rice
consumption.

- ☐ Everyday
- ☐ 4-6 times per week
- ☐ 2-3 times per week

- ☐ Once a week
- ☐ 2-3 times per month
- ☐ Once a month
- ☐ Rarely

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

I have avoided buying a product because it had potentially harmful environmental effects.

I make a special effort to buy products that are made from sustainable materials.

○ ○ ○ ○ ○ ○ ○

When I have a choice between two equal products, I purchase the one less harmful to the environment.

○ ○ ○ ○ ○ ○ ○

I have switched products for sustainability related reasons.

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

Most environmental claims on package labels or in advertising are intended to mislead rather than to inform consumers.

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

Because environmental claims are exaggerated, consumers would be better off if such claims on package labels or in advertising were eliminated.

☐☐☐☐☐☐☐

I do not believe most environmental claims made on package labels or in advertising.

☐☐☐☐☐☐☐

demographics

You are almost done! Before we close, we would like to ask a few last questions about you.

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

What is your birth year?

What is the highest level of education you have completed?

- ☐ Primary school or less
- ☐ Secondary school
- ☐ Post-secondary vocational education
- ☐ Bachelor's degree

- ☐ Master's degree
- ☐ Doctoral degree or more
- ☐ Prefer not to say

Including yourself, how many people currently live in your household?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ More than 6

Closure

You have finished all the questions, you can click next and close the questionnaire. We thank you for your time spent taking this survey.

Feel free to leave comments or suggestions about this survey in the box below. If you have any questions towards this research, you are welcome to contact X.Miao@tudelft.nl