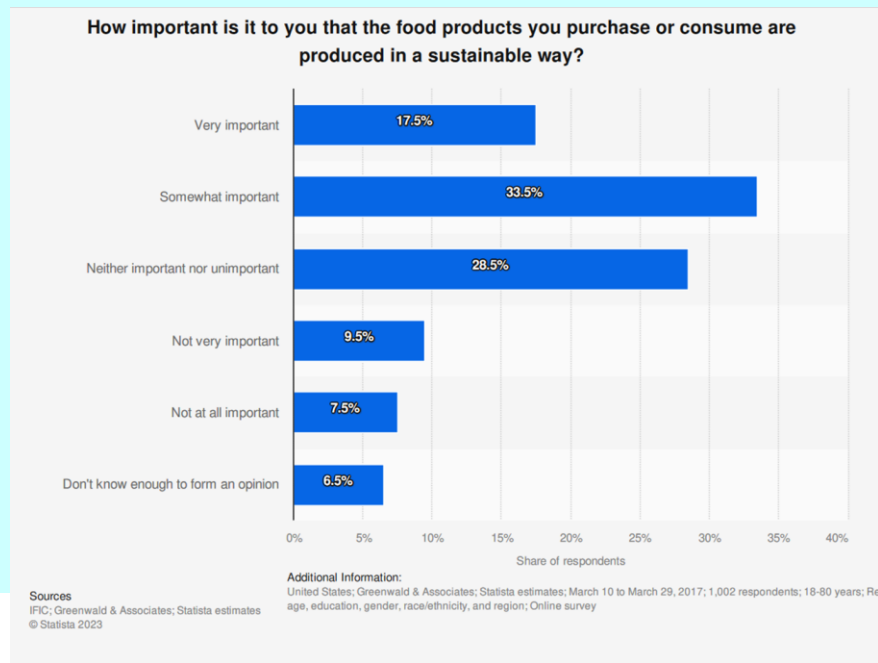


CONSUMER

Contemporary production and consumption methods are significant burden for the environment and its natural resources. Growing number of consumers is concerned about to what extent the chosen products are sustainable.

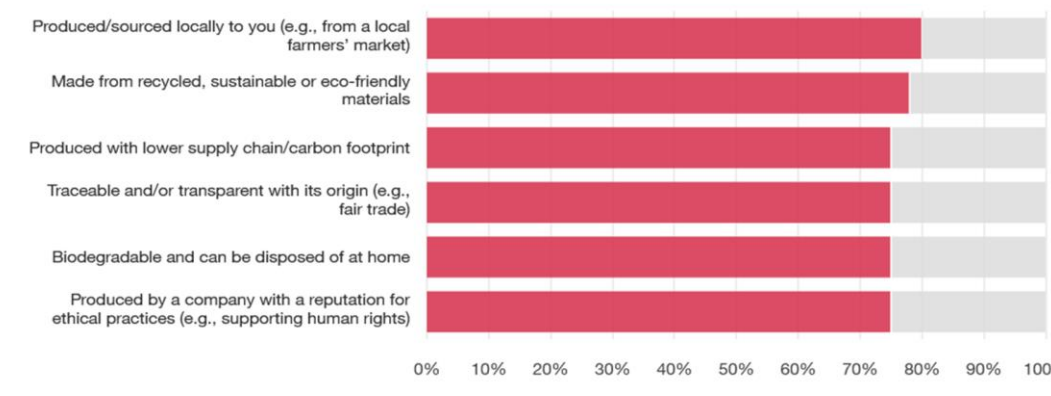
The conducted market research indicates consumers' positive approach towards eco - friendly products and services. The number of products distinguished by their sustainability often increases double yearly. However, the minority of respondents value more their own consumerism that is caused by lack of knowledge about impact of the nutritional choices. Moreover, some of the respondents blame the producers ruled by their financial goals attainment



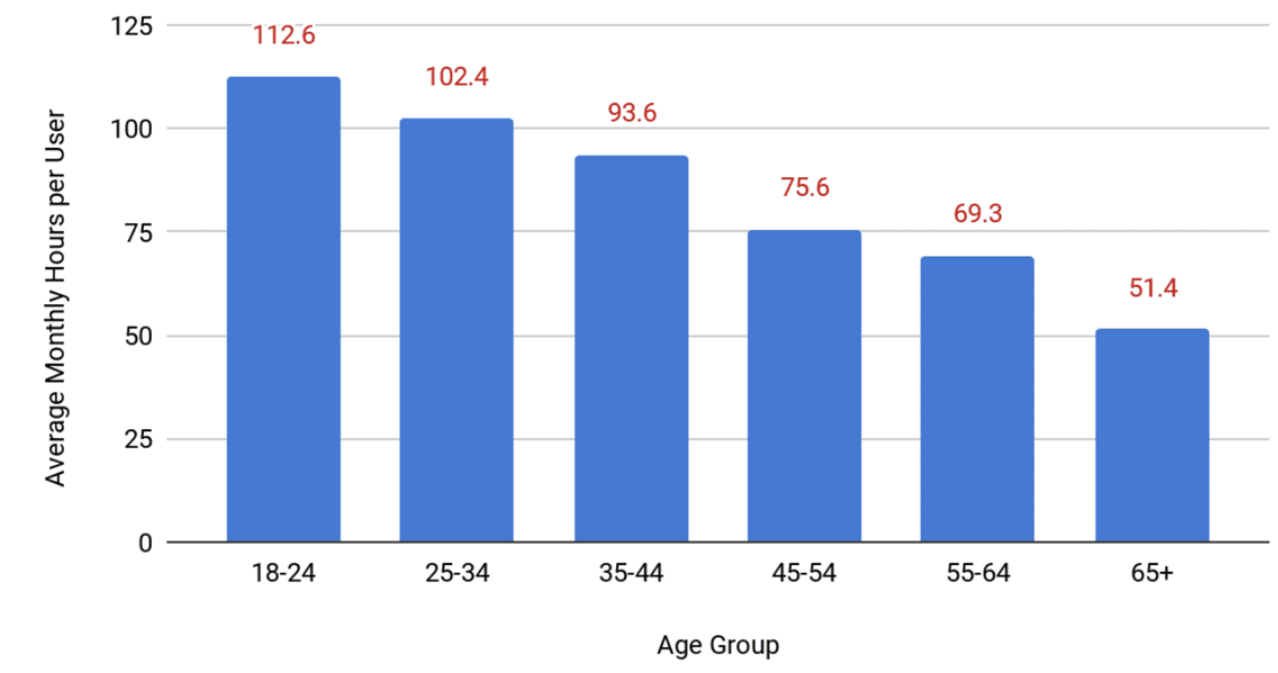
Consumers will pay a sustainability premium of 5% or more

Question: How much above an average price would you be willing to pay for a product that is...

How much extra are you willing to pay: **Up to 5%** | 6-10% | Over 10%



Average Monthly Hours per Mobile App User by Age

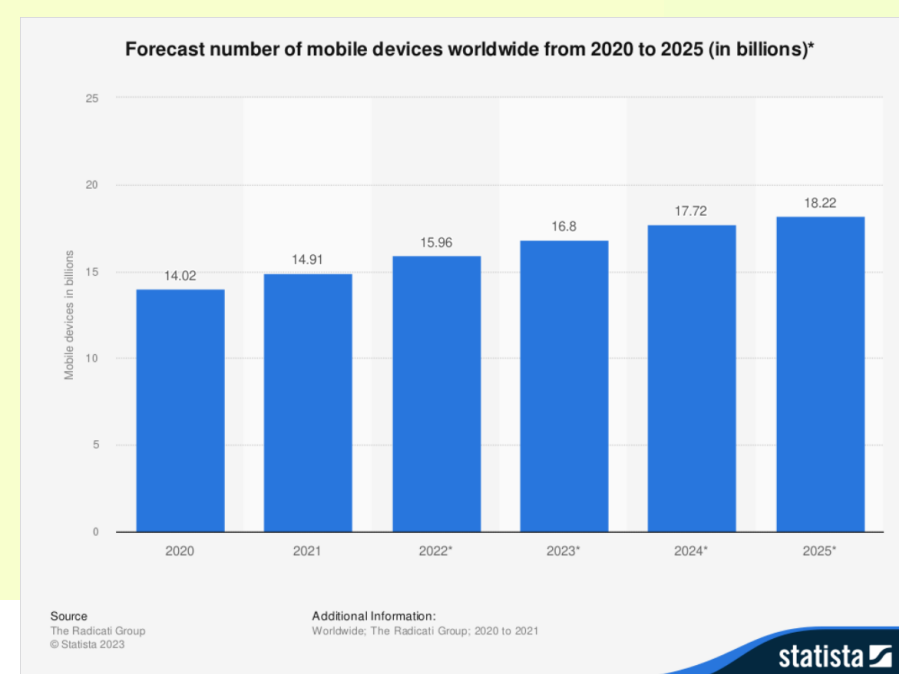
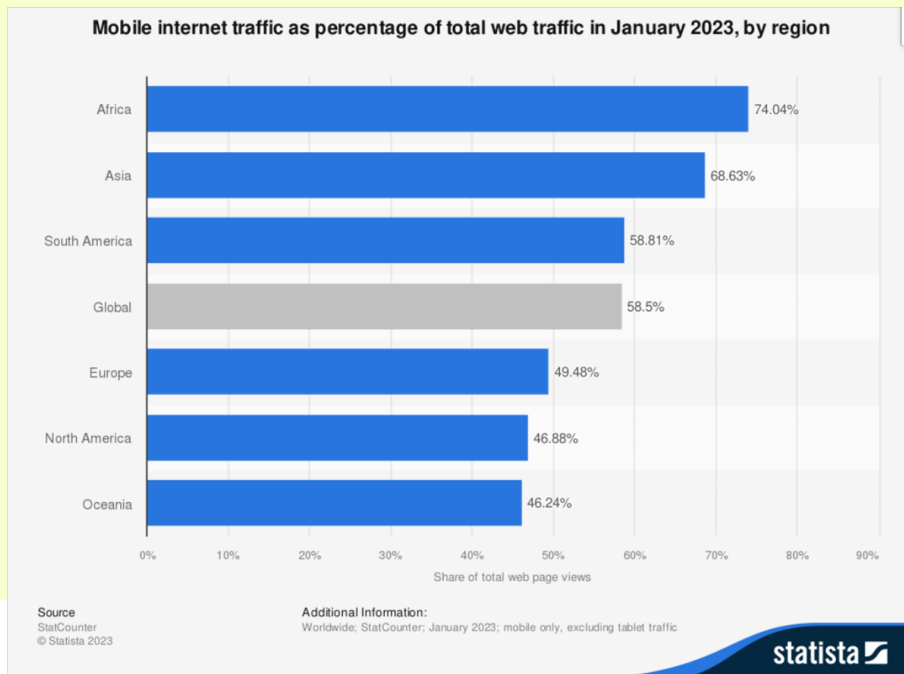


MOBILE COMMUNICATION

In 2022, over 60 percent of the global internet population uses a mobile device to go online. The number of mobile devices is expected to reach 18.22 billion by 2025, an increase of 4.2 billion devices compared to 2020. Four in ten consumers use their phones while walking up and down store aisles to access online product information and comparisons. More than a third (36%) use them while standing in front of a product to compare the price on a competing retailer's outlet or website.

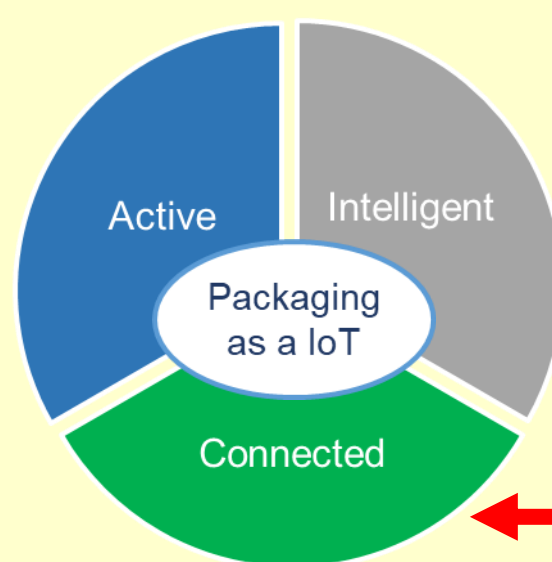
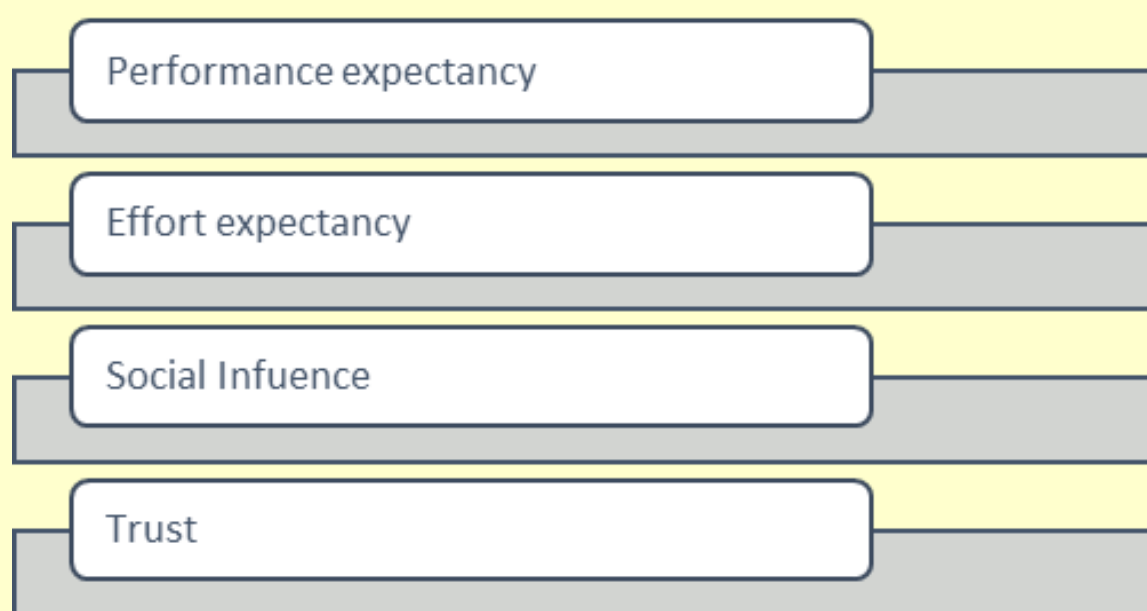
IoT

The use of IoT in food consumption can produce individual and societal-level benefits through negative environmental changes' reduction. Furthermore, it can encourage sustainable food practices by making them easier/less demanding



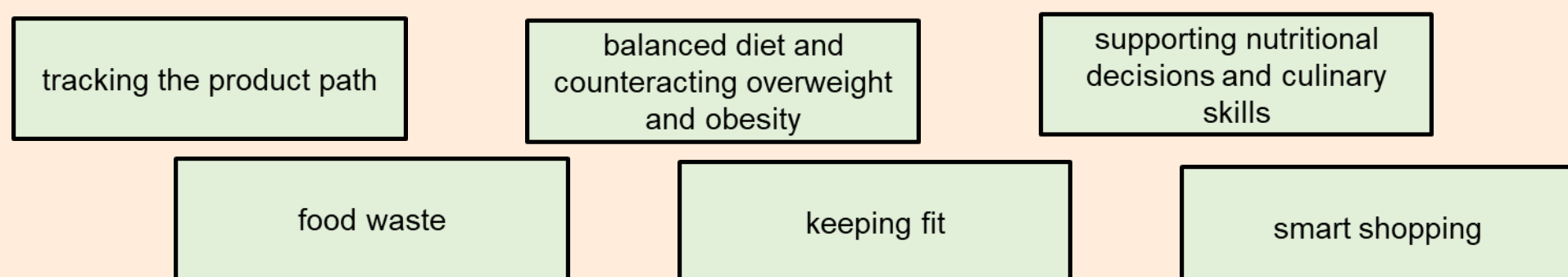
SMART PACKAGING/UTAUT

Packaging equipped with a sensor or any other communication device, the product becomes a 'thing' in the IoT. The use of the packaging as IoT is a communication channel that opens up spectrum of opportunities for interaction with consumers - in stimulating the process of sustainable purchasing and consumption of food. Undoubtedly, the use of packaging in IoT is not widely accepted. From the consumer's perspective, the barrier is the acceptance of technology (including UTAUT), security, and changing habits



FROM SMART PACKAGING TO SUSTAINABLE FOOD CONSUMPTION

The aim of the study is to determine the impact of technology acceptance on the desired forms of sustainable behavior that smart packaging in IoT can support. The areas of sustainable behavior and consumption selected are: tracking the product path, food waste, counteracting overweight and obesity, balanced diet, keeping fit, supporting nutritional decisions and culinary skills, and smart shopping.



Change habits - transtheoretical model of change



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