

## PROJECT DETAILS

Project Title:

**Consumer Acceptance and Preferences Towards Sustainable Packaging: A Cross-Cultural Study**

Project Summary:

This research aims to investigate consumer acceptance and preferences towards sustainable packaging across various cultures and demographics. By conducting surveys and focus groups, the study will identify key factors influencing consumer behaviour and analyse cultural and demographic differences. The expected outcomes include insights into consumer perceptions of benefits and barriers to adopting sustainable packaging, and recommendations for organisations on effectively promoting these products. This research will significantly contribute to understanding sustainable packaging solutions for addressing environmental challenges. This insight will guide companies in the development of consumer-aligned strategies, in meeting regulatory demands, driving innovation, and fostering broader acceptance of environmentally friendly packaging alternatives.

Preferred Applicant Skillset:

The preferred PhD candidate should possess strong analytical and research skills, experience with systematic literature reviews, and a demonstrated ability to design and conduct empirical studies. The candidate should demonstrate potential in both quantitative and qualitative research methodologies, enabling them to comprehensively analyse data and gain nuanced insights into sustainable packaging solutions. Strong problem-solving skills to effectively address research challenges, as well as high quality written communication skills are preferred.

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