

CONSUMER PERCEPTION AND BEHAVIOR TOWARD HYGIENE TISSUE PRODUCTS CONTAINING CONVENTIONAL AND ALTERNATIVES FIBERS

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ABSTRACT

The effect of global megatrends has significantly changed consumer perception and behavior, generating a surge in demand for sustainable products¹. In response to this surge, several companies are offering sustainable options for their portfolios². However, it is noticed that consumers undergo challenges that prevent the adoption of sustainable products³. Hence, this research aims to gather qualitative and quantitative data to understand consumer perception and behavior toward hygiene tissue products containing conventional and alternative fibers (wood, agricultural residues, fibers crops, etc.). Data is collected from consumers through focus groups, choice-based conjoint analysis, surveys, and visual experiments, from market experts (people marketing sustainable products in different industries) through a Delphi method, and from the packaging of these products⁴⁻⁷. Critical knowledge will be generated by contrasting experts' insights and the image and text analysis of attributes displayed on the packaging against consumer perception. Preliminary results have indicated that raw materials (source and type of feedstock) are vital in a product's perceived sustainability. It is also found how attributes and visual characteristics of the products can hierarchically convey sustainability and how lack of knowledge and confidence in sustainable products prevent the purchase of sustainable products as price and performance do. This knowledge will produce data-based communication strategies to better connect with sustainable-oriented consumers.

Keywords: Global megatrends, consumer perception, alternative fibers, sustainable products

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