Appendix

Appendix I. Literature Search

Table A1. Literature search terms.

Packaging Functional Area	Search Keywords	Results
1. Marketing	"packaging" AND "marketing"	1598
2. Logistics and Supply Chain Management	"packaging" AND "logistics"	382
3. Food Technology	"packaging" AND "food technology"	218
4. Environmental Protection	"packaging" AND "environmental protection"	331

Search Query: "packaging" and "marketing

TITLE-ABS-KEY ("packaging" AND "marketing") AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "AGRI") OR LIMIT-TO (SUBJAREA , "DECI")) AND (LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2006) OR LIMIT-TO (PUBYEAR , 2005) OR LIMIT-TO (PUBYEAR , 2004) OR LIMIT-TO (PUBYEAR , 2003) OR LIMIT-TO (PUBYEAR , 2002) OR LIMIT-TO (PUBYEAR , 2001) OR LIMIT-TO (PUBYEAR , 2000) OR LIMIT-TO (PUBYEAR , 1999)) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English"))

Search Query: "packaging" and "logistics"

TITLE-ABS-KEY ("packaging" AND "logistics") AND (LIMIT-TO (SUBJAREA , "AGRI") OR LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "DECI")) AND (LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2006) OR LIMIT-TO (PUBYEAR , 2005) OR LIMIT-TO (PUBYEAR , 2004) OR LIMIT-TO (PUBYEAR , 2003) OR LIMIT-TO (PUBYEAR , 2002) OR LIMIT-TO (PUBYEAR , 2001) OR LIMIT-TO (PUBYEAR , 2000)) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English"))

Search Query: "packaging" and "food technology"

TITLE-ABS-KEY ("packaging" AND "food technology") AND (LIMIT-TO (SUBJAREA , "AGRI") OR LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "DECI")) AND (LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2006) OR LIMIT-TO (PUBYEAR , 2005) OR LIMIT-TO (PUBYEAR , 2004) OR LIMIT-TO (PUBYEAR , 2003) OR LIMIT-TO (PUBYEAR , 2002) OR LIMIT-TO (PUBYEAR , 2001) OR LIMIT-TO (PUBYEAR , 2000)) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English"))

Search Query: "packaging" and "environmental protection"

TITLE-ABS-KEY ("packaging" AND "environmental protection") AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "AGRI") OR LIMIT-TO (SUBJAREA , "ENVI") OR LIMIT-TO (SUBJAREA , "DECI")) AND (LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2006) OR LIMIT-TO (PUBYEAR , 2005) OR LIMIT-TO (PUBYEAR , 2004) OR LIMIT-TO (PUBYEAR , 2003) OR LIMIT-TO (PUBYEAR , 2002) OR LIMIT-TO (PUBYEAR , 2001) OR LIMIT-TO (PUBYEAR , 2000) OR LIMIT-TO (PUBYEAR , 1999)) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English"))

Appendix II. Questionnaire

<u>**QUESTIONNAIRE**</u>

The purpose of the questionnaire is to identify the packaging elements and attributes of selected foods products that can be found on the shelves of retail stores (packaging units – primary packaging) and on the warehouse (carton boxes – secondary packaging). The questionnaire consists of three (3) parts. Responses to all fields are mandatory.

<u>**Part A: Food Type of purchased SKUs**</u>

In which food product type does the considered SKU belongs?

Food Product Type	Food Product Type
Alcoholic Beverages	Meat
Canned Food	Nuts
Cereals	Pasta
Cheese	Pastries
Chocolatery	Salad Ointments
Coffee	Salads – Vegetables
Cold Cuts	Snacks
Confectionery	Soft Drinks
Dairy	Spices
Flour	Tea
Jam – Honey	Wine
Juices	Other (please indicate)
Legumes	

Indicate the **name** of the product and its **manufacturer**.

Name	:
Manufacturer	:

<u>**Part B: Degree of Conformity of Packaging Elements**</u>

To what extent does the packaging of the considered SKU meet the following conditions:
(Note with "PU" the desired value for a packaging unit and with "CA" for a carton)

Packaging Element	Not Important	Less Important	50-50	Important	Very Important
1. Have bright colours					
2. Be monochrome					
3. Have white (background)					
4. Contain blanks					
5. Include image					

Packaging Element	Not Important	Less Important	50-50	Important	Very Important
6. Mention nutritional information					
7. Provide information on the production techniques of the product					
8. Include quality certification labelling					
9. Include signs indicating compliance with environmental practices					
10. Include information that helps product tracking					
11. Indicate traceability elements (barcode, QR-code)					
12. Mark for the use of flammable or other hazardous materials					
13. Indicate suggested product consumption ways					
14. Have a size marginally larger than the product					
15. Have a volume marginally larger than the product					
16. Have a base that follows known geometric shapes (cube, cylinder, etc.)					
17. Manufactured from durable materials					
18. Be waterproof					
19. Withstand mechanical stress					
20. Withstand wear and corrosion					
21. Protect the product from theft					
22. Protect the product from moisture					
23. Easily placeable on the shelf					
24. Not exposing the product to sunlight					
25. Allow visual contact with part of the product					

Packaging Element	Not Important	Less Important	50-50	Important	Very Important
26. Have a lightweight					
27. Be made of materials that give prestige to the product					
28. Be made of environmentally friendly materials					
29. Be made of materials that can be reused					
30. Be easily transported					
31. Allow the packaging of the product in larger groups (cartons, etc.)					
32. Be cheap					
33. Suggest recipes for the containing product					
34. Be resistant to cooking, baking, etc. (ready to cook)					
35. Indicate country of origin of primary and secondary materials					
36. Show the temperature of the product at any time					
37. Increase the shelf life of the containing product					
38. Be "smart"					
39. Indicate if a product is of a protected designation of origin					
40. The shape of the package should describe the contents					
41. Do not expose the product to outside temperature					
42. Not allow odours to leak					
43. Be made of recycled materials					

Part C. Packaging Attributes

If you were to describe the packaging attributes, which of the following adjectives would you use:
(Note: Mark the desired value with an "X" – Indicate up to 5 answers for each case)

Attribute	Attribute
Attractive	Recyclable
Recognisable	Eco-friendly
Original	Economic
Unusual	Practical
Modern	Durable
Useful	Robust
Convenient	Other (please indicate)