

The Outlook of Sachet Packaging in Green Supply Chain Management: A glance Study based on Customer Preferences of Eco - Friendly Food Seasoning Packaging

Yuary Farradia

School of Postgraduate

Universitas Pakuan, Bogor, Indonesia

yuary.farradia@unpak.ac.id

Tutus Rully

Faculty of Economics and Business

Universitas Pakuan, Bogor, Indonesia

tutusrully@unpak.ac.id

Sri Hidajati Ramdani

Faculty of Economics and Business

Universitas Pakuan, Bogor, Indonesia

Ramdani1171@unpak.ac.id

Abstract

Consumer behaviour is changing with time and now consumers are getting in details of the packaging. Nowadays consumer tend looking for eco – friendly packaging due to environmental issues, as well as a preference for recyclable of food packaging materials. Packaging performs diverse and complex functions in the supply chain. This study emphasizes the importance of sachet packaging from a supply chain perspective. This aim of this study is to provide broad information about consumers' perception of Eco-friendly food seasoning packaging materials and how this preference might impact to the supply chain management. Findings from this study develop a conceptual model of sachet eco-friendly packaging toward green supply chain management. A Focus Group Discussion with house wife and small medium enterprises group segment of respondent was conducted. Findings from the study showed all respondents agreed with the conception of eco-friendly food seasoning packaging.

Keywords

Eco-Friendly Packaging, Green Supply Chain Management, Food Seasoning Sachet