

Key findings on consumption behaviour in relation to “single-use plastics”

Consumers’ concern on product information

Among the questions asked in relation to product information, *product pollutes the environment when in use* (71%) was the greatest concern for consumers.

Less concern was placed on the potential post-consumption waste generated by a product, including *whether the product or its materials are recyclable* (57%) and *whether the product is excessively packaged* (55%).

Consumers’ purchasing behaviour

In terms of purchasing behaviour, there was a high take-up rate for *avoid buying single-use products* (70%). However, less than half of the respondents *gave priority to simple packaged or packaging-free products* (48%).

When it comes to product packaging, consumers are usually passive recipients. When consumers make purchase decision, the consideration on a product’s eco-friendly package is sometimes secondary to its brand, quality, design and taste. In a focus group discussion, some participants expressed they did not have much say over product packaging for many situations. A non-working adult participant aged 34 stated that 「一個玩具拆出嚟…攝滿唔同嘅紙皮，綁好多條鐵線…一堆垃圾，仲大過件玩具。」 - There is so many cardboard and wires that wrapped around the toy. The packaging is even bigger than the toy itself.”

Consumer’s recycling behaviour

When asked how often did they *recycle plastics*, 22% of the respondents said “Always”, 25% “Usually”, 21% “Sometimes” and 17% “Seldom”. It is worth noting that 15% said they never recycled plastics. The rate of students who always or usually recycled plastics (35%) was lower than that of the average respondents (47%).