# **Accepted Manuscript**

Effects of sustainable design strategies on consumer preferences for redesigned packaging

Nigel D. Steenis, Ivo A. van der Lans, Erica van Herpen, Hans C.M. van Trijp

PII: S0959-6526(18)32860-9

DOI: 10.1016/j.jclepro.2018.09.137

Reference: JCLP 14272

To appear in: Journal of Cleaner Production

Received Date: 16 October 2017

Accepted Date: 15 September 2018

Please cite this article as: Nigel D. Steenis, Ivo A. van der Lans, Erica van Herpen, Hans C.M. van Trijp, Effects of sustainable design strategies on consumer preferences for redesigned packaging, *Journal of Cleaner Production* (2018), doi: 10.1016/j.jclepro.2018.09.137

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



## **ACCEPTED MANUSCRIPT**

"Effects of sustainable design strategies on consumer preferences for redesigned packaging"

#### Authors:

Nigel D. Steenis a, b

Ivo A. van der Lans b

Erica van Herpen b

Hans C.M. van Trijp a, b

- (a) Top Institute Food and Nutrition, P.O. Box 557, 6700 AN Wageningen, The Netherlands
- (b) Marketing & Consumer Behaviour Group, Wageningen University, Hollandseweg 1 6717 KN Wageningen, The Netherlands

#### Acknowledgements

This research was funded by the Top Institute Food and Nutrition (TIFN), a public-private partnership on pre-competitive research in food and nutrition and the Dutch Knowledge Institute for Sustainable Packaging (KIDV) under grant SD002 Sustainable Packages. The study organization, data collection and analysis, as well as the manuscript writing, were the sole responsibility of the academic partners. The content of the paper reflects only the views of the authors.

### Download English Version:

# https://daneshyari.com/en/article/10156339

Download Persian Version:

https://daneshyari.com/article/10156339

<u>Daneshyari.com</u>