

EXPERT ASSESSMENT OF THE CONSUMER PROPERTIES OF TRANSPORT PACKAGING MADE OF RECYCLED MATERIALS

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Abstract

The aim of the study is to assess the significance of a formulated set of consumer properties of transport packaging made of 100% recycled paper materials by means of an expert method. The research methodology includes the use of the method of analysis and expert methods (the ranking method in particular). A classification scheme of the consumer properties of packages made of 100% recycled paper materials is presented. The functional, ergonomic and ecological properties of the transport packages made of 100% recycled paper materials are ranked in order of significance. It was found that of greatest significance is the individual property of mechanical strength, which belongs to the group of functional properties, and experts show the greatest agreement in their assessments on the group of environmental consumer properties, which are ranked second in terms of significance. Among those, of greatest significance is the property of recyclability. From the group of ergonomic consumer properties, according to experts, of greatest significance is the mass of the packaging.

Key words: expert assessment, consumer properties, packaging, recycling