

**PACKAWARE: MOBILE APPLICATION TO
MOTIVATE ON GREEN PACKAGED PRODUCT
PURCHASE IN SUPERMARKETS TO REDUCE
ENVIRONMENTAL IMPACTS**

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A Dissertation Submitted in Partial Fulfilment of the Requirement for Bachelor of
Science (Honours) Degree in Computer Science

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Informatics Institute of Technology, Sri Lanka in collaboration
with University of Westminster, UK

2020

Abstract

Non-ecofriendly product packaging is a highly spoken topic. There are many negative impacts on the environment mainly due to human activities. Waste from product packaging is one of the factors which contributes to this problem. Consumers tend to purchase non-ecofriendly packaged products due to factors such as lack of knowledge, motivation or ease of use.

The project aims to research and analyse the usage of green packaged products by the supermarket consumers and to design, develop and evaluate an IS solution that motivates consumers to purchase environmentally friendly products.

The research focuses on addressing customers purchasing non-ecofriendly packaged products which would lead to an increase in package waste. The overview of environmental concerns, barriers of usage of eco-friendly packaging, Importance of eco-friendly packaging and the approaches used by supermarkets were discussed and analyzed using existing literature.

The results indicate the importance of motivating and recommending alternatives products and providing them with self-motivation by rewards based on a points system. After the consideration of these factors, “PackAware” has been designed and developed to help motivate them in purchasing eco-friendly packaged products.

The solution was evaluated by non-expert and expert stakeholders and was commended in terms of motivating customers who purchase non-environmental products.

Keywords: Environmental Concerns, Eco-friendly packaged products, Supermarket, Mobile Application, Analytics.