



Eco-Friendly Packaging Innovations in Senegalese Herbal Markets: Consumer Acceptance and Waste Reduction Effects Analysis

Adébé Babatunde^{1,2}, Femi Ogunleye³, Chinedum Nnaemeka⁴

¹ University of Ibadan

² National Centre for Technology Management (NACETEM)

³ Nigerian Institute of Social and Economic Research (NISER)

⁴ Department of Advanced Studies, National Centre for Technology Management (NACETEM)

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Correspondence: ababatunde@outlook.com

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Author notes

*Adébé Babatunde is affiliated with University of Ibadan and focuses on African Studies research in Africa.
Femi Ogunleye is affiliated with Nigerian Institute of Social and Economic Research (NISER) and focuses on African Studies research in Africa.
Chinedum Nnaemeka is affiliated with Department of Advanced Studies, National Centre for Technology Management (NACETEM) and focuses on African Studies research in Africa.*

Abstract

This study examines the adoption of eco-friendly packaging solutions for medicinal herbs in Senegalese herbal markets to assess consumer acceptance and the potential for waste reduction. Qualitative research methods were employed, including semi-structured interviews and focus group discussions among herbal market vendors and consumers to gather insights into their perceptions and experiences with new packaging solutions. Findings indicate that over 70% of respondents found the eco-friendly packaging appealing and preferred it compared to traditional options. Consumers also expressed significant interest in reducing plastic waste, highlighting a willingness to adopt sustainable practices. The study concludes that there is substantial potential for promoting eco-friendly packaging solutions in Senegalese herbal markets, with consumer acceptance as a key driver of adoption. Recommendations include the development and promotion of eco-friendly packaging options tailored to meet consumer preferences, alongside incentives or policies aimed at encouraging sustainable practices.

Keywords: *African geography, herbal markets, qualitative research, consumer behaviour, waste management, sustainability, ethnography*

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