

## **ABSTRACT**

In this research, the appeal factors for biodegradable packaging are studied to find out whether Indonesian consumers are interested in this new type of environmentally friendly packaging. Other than that, this research also studies some other factors that drive consumer choices on packaging. The study using bread as subject for packaging to give clearer image for the respondents. This research utilized a quantitative methodology through online survey in which conjoint analysis study was done and analyzed using SPSS software to process the data. The study result is used to observe the importance level of each attributes and the preferences towards attribute levels. Clustering technique was applied to cluster the respondents into various groups based on their gender, income level, domicile, and environmental awareness in order to deeply understand each group preferences and its implications on packaging. The research finds out that Indonesian consumers have high interest on biodegradable packaging, particularly in seaweed-based packaging. Besides that, brands and packaging design are the other factors that affect the consumers' purchasing behavior and decision.

**Key Words:** Conjoint Analysis, Biodegradable, Packaging, Brand, Design, Indonesia