

Themes: yes group

Theme/sub-theme	Definition	Example
Awareness of plastic waste problem	Knowledge or awareness of plastic waste as an environmental problem	<p><i>“I am aware of the crisis with plastic around the world”;</i> <i>“Problems with plastic pollution”;</i> <i>“Plastic reduction globally is really important”</i></p>
Understanding terminology/ labels	A lack of knowledge or understanding regarding the end-of-life implications and environmental impacts conveyed by the terms ‘biodegradable’ and ‘compostable’ in the context of plastic packaging	<p><i>“It needs to be made clearer if hot composting is required though.”</i> <i>“Although I’m not sure which is better for the environment...”</i></p>
Hope that BCPP will have a positive environmental impact	An expectation or desire to reduce plastic waste by consuming BCPP	<p><i>“Hopefully to save indestructible plastic waste and in the belief that this biodegradable stuff will biodegrade”;</i> <i>“In the hope they will deteriorate quicker and completely, unlike much plastic packaging”</i></p>
Beliefs around environmental impact of BCPP	Beliefs or perceptions that BCPP is better for the environment than traditional forms of plastic packaging	<p>Responses referring to:</p> <ul style="list-style-type: none"> a) Reducing waste sent to landfill and incineration; e.g. <i>“To reduce long-term waste in landfills.”</i> b) Benefits to soil; e.g. <i>“...perhaps can be used to improve the soil”</i>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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		<p>c) Preventing build-up of plastic/microplastic in the environment; e.g. <i>“To reduce the amount of plastic waste and non-biodegradable products entering the environment”</i></p> <p>d) Faster degradation; e.g. <i>“Perceived lower environmental impact. Spend less time in the ground before breaking down.”</i></p> <p>e) More efficient use of resources; e.g. <i>“it reduces the need for landfill and further processing of recyclables leading to a more efficient use of given resources. And I can use the compost later”</i></p>
<p>Resolve to behave pro-environmentally</p>	<p>A conscious desire or pro-active intention to purchase BCPP because of a perceived positive environmental outcome</p>	<p>Reference to an overarching resolve to behave pro-environmentally <i>“I’m always looking for ways to minimise my footprint”; “Because we trying to reduce our plastic waste”; “I try to be green”; “Because I don’t want to burden the planet with more plastics”; “Trying to do my bit for the planet”; “I wish to play my part in reducing the amount of plastic waste in landfill and oceans”; “I like to buy Eco friendly products”</i></p> <p>For instance, including reference to wanting to support companies that use BCPP e.g., <i>“To encourage more companies to do likewise”; “Shows the company is at least making an effort”; “Because I know there has been some thought put into the product to make it more sustainable.”; “...[I] encourage the development of this packaging”; “the companies that are going to the bother of using biodegradable wrapping should be supported”</i></p> <p>Or reference to buying BCPP aligning with one’s values/ethos e.g, <i>“I believe in reducing the use of plastics”; “...knowing that I can reduce the amount of waste going to landfill or even to a recycling stream means a lot.”; “...we need to protect the land”; “I object to non-compostable throw-away plastic.”; “It’s just plain common sense!”; “Because it seems like a good idea to me.”; “It makes sense!”</i></p>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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<p>Packaging preferences</p>	<p>Consumer preferences related to packaging promoting or hindering BCPP consumption</p>	<p>Responses referring to a preference for 'home-compostable' over 'biodegradable'; e.g. <i>"I am more likely to buy products labelled 'home compostable' as I assume that I am able to put this into my home compost and it will break down naturally. I avoid things labelled biodegradable because it is unclear what under what conditions the product will degrade and what it will break down into (i.e. smaller plastic particles); "If I have to buy something that has non-recyclable packaging, I would prefer that it was compostable.";</i> <i>"...I like it best when it says 'suitable for home composting'"</i></p>
<p>Access to BCPP waste management</p>	<p>Relating to access to a means of processing BCPP waste appropriately</p>	<p>Responses referring to:</p> <ol style="list-style-type: none"> 1. Council organic waste collection; e.g. <i>"I don't currently compost at home but the compostable bags can go in the food waste bin, so I do that"</i> 2. Engagement in home-composting; e.g. <i>"I have two composters so can reduce what I put in my bins.";</i> <i>"I have a compost heap therefore I can dispose of the material safely instead of it going to landfill";</i> <i>"So, I can put it in my compost.";</i> <i>"We would like to compost everything";</i> <i>"...Need lots of compost for my allotment";</i> <i>"...always want more variety of compost material.";</i> <i>"...extra material for composter..."</i>
<p>Social norms</p>	<p>Perceived social desirability of BCPP</p>	<p><i>"More civilised to do so; "It is much more acceptable."</i></p>
<p>Availability of products in BCPP</p>	<p>Availability of BCPP within the immediate consumer environment</p>	<p><i>"Comes from work and church as they're already using"</i></p>
<p>Environmental concerns</p>	<p>Emotional/affective concern for environmental health</p>	<p>Reference to;</p> <ol style="list-style-type: none"> a) General environmental concerns e.g. <i>"Very concerned about environment.";</i> <i>"I am concerned about the environmental impact and climate change."</i>

Notes: Emergent themes organised according to 'yes', 'no' and 'I don't know' respondents

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		<p>b) Concerns over plastic waste specifically; e.g. <i>“Because I am concerned about plastic waste”</i>; <i>“I’m fed up with lots of plastic”</i></p> <p>c) Aversion towards waste e.g. <i>“Due to concerns regarding landfill and excessive waste.”</i>; <i>“Grew up on a Farm and hate waste”</i></p>
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Themes: no group

Theme/sub-theme	Definition	Example
Understanding terminology/labels	A lack of knowledge or understanding regarding the end-of-life implications and environmental impacts conveyed by the terms ‘biodegradable’ and ‘compostable’ in the context of plastic packaging	<p>Reference to:</p> <ol style="list-style-type: none"> 1. Not knowing what the terms mean e.g. <i>“labelling is confusion”</i>; <i>“I would need a convincing explanation of what these terms meant if I were to be influenced by them “</i>, <i>“I am not sure what these terms really mean,”</i>, <i>“These terms are confusing and can misleading. Whilst an item may be “compostable” under the right conditions, it may not be suitable for home composting or to include in council composting collections.”</i>, <i>“I’d welcome more consistency”</i>; <i>“I think most need an industrial composter to work. Not sure what biodegradable actually means”</i> 2. Difficulty in evaluating sustainability of products. e.g. <i>“There are too many considerations when buying products. A clothes item with biodegradable packaging might be manufactured in a less sustainable way or using a poorly looked-after/paid workforce, or just be significantly more expensive. It’s impossible to be sure of the best ethical choice within a given budget. Even professional advice can vary: eg is it better to recycle paper or send it to energy from waste plant, and indeed are there sufficient processing facilities for either?”</i> 3. A lack of clarity regarding the environmental impact conveyed by the various terms e.g. <i>“I don’t think it’s clear whether there are lower or higher carbon emissions associated with these products.”</i>

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		<p>4. Lack of knowledge around disposal of BCPP including;</p> <p>a) knowing what to do with the waste <i>“Because I don’t know whether they are compostable in my compost bin. And whether they break down completely or only to nano particles.”</i>; <i>“never thought of home composting plastics…”</i>; <i>“I think of biodegradable, although I understand what compostable means, had not thought of it as an option.”</i></p> <p>b) Knowing what services the council offers; <i>“Some things can go in our food waste bin, but our council aren’t very clear on this as it’s burned rather than composted.”</i>; <i>“I’ve already had compostable packaging put through the letterbox and I’ve contacted Haringey Council about how best to dispose of it with no response”</i></p> <p>c) Awareness of composting as a waste disposal strategy e.g., <i>“Also, never thought of home composting plastics, though have occasionally composted starch packaging”</i>; <i>“although I understand what compostable means, had not thought of it as an option”</i></p>
Beliefs around one’s own agency	Beliefs related to how much control the individual has over their consumption of BCPP	<p>Reference to:</p> <p>a) Producer vs consumer responsibility; <i>“All manufacturers should be using these types of packaging. It should not be the consumer who has check.”</i></p> <p>b) Perceived control over household shopping; <i>“Wife does shopping”</i>; <i>“I’m not the primary purchaser”</i></p>
Scepticism over decomposition claims	Having a sceptical attitude towards BCPP and/or doubts regarding the truth of labelling claims	<i>“Because I don’t trust that they are truly compostable at home”</i> ; <i>“I would buy if the composability was deliverable - not just greenwashing as it is at present.”</i> ; <i>“I think they are deceptive. I would like to know they really do compost”</i> ; <i>“it would need to be very clear, concise packaging otherwise I would not trust it to my compost worms.”</i> ; <i>“Having put “biodegradable“ stuff in my compost bins in the past they don’t seem to break down very effectively”</i> ; <i>“My experience is these do not decompose well. [Compostable] food bags take years to breakdown.”</i>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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<p>Beliefs around environmental impact of BCPP</p>	<p>Beliefs or perceptions that BCPP is not better for the environment</p>	<p>Reference to;</p> <ol style="list-style-type: none"> 1. Negative impacts of single-use plastic being exaggerated E.g. <i>“The fuss about single use plastic is massively over hyped. The total amount of plastic used for this is, in relative term, miniscule...”</i>; <i>“I know that plastic is an efficient way of preventing damage to food and perishable items and actual helps reduce food waste.”</i>; <i>“... and without [plastic] a lot of modern retailing, especially fresh food, would struggle.”</i> 2. Perceived higher carbon footprint of BCPP e.g. <i>“Plastic alternative also have greater carbon footprint than plastic”</i> 3. BCPP breaking down harmfully e.g. <i>“Biodegradable is a misleading term that doesn’t necessarily mean that the packaging will break down naturally and safely”</i>; <i>“it only ‘composts’ under certain conditions so is a scam and worse than normal plastic”</i>; <i>“Compostable plastic” almost always means micro plastic particles that come apart so that they are not an eyesore, but they are still plastic that does not degrade to organic material. It is almost more diabolical than plastic that doesn’t fragment. Micro particles are transported by wind or water and can be digested by lower life forms and then start up the food chain”</i>
<p>Access to BCPP waste management</p>	<p>Relating to access to a means of processing BCPP waste appropriately</p>	<p>Reference to:</p> <ol style="list-style-type: none"> a) Council collection services; e.g. <i>“they are not acceptable in our Council recycling/refuse collection scheme (separate garden waste, food waste, refuse to incinerator)”</i> b) BCP waste management infrastructure within UK as a whole; e.g. <i>“Because our system is not set up in the UK to process! So, it can’t be composted”</i> c) Mismanagement of BCPP waste post-consumer; e.g. <i>“Local waste disposal inadequate - no clear appropriate route so just going into landfill anyway.”</i> d) Home-composting opportunities: <i>“I don’t have a composting facility at home”</i>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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<p>No intention to buy BCPP</p>	<p>A conscious desire or intention not to buy BCPP</p>	<p>Reference to;</p> <ul style="list-style-type: none"> a) avoiding packaging all together; e.g. <i>“I generally try to avoid packaging”; “We buy loose veg and fruit whenever possible”; “I try to buy things without packaging.”</i> b) an intention to engage in other behaviours to reduce waste instead; e.g. <i>“I don’t believe it works. I take a bag with me to the shops.”; “I would be unlikely to purchase them and remain with taking my own bags to fill with my fruit and veg and re-useable coffee cup.”; “I already get a lot of fruit and veg without any packaging at all”</i> a) buying BCPP is not a priority e.g. <i>“Because I can’t be bothered to read every bit of packaging.”</i>
<p>Aspects of the shopping environment</p>	<p>A particular part or feature of the shopping environment that hinders purchase of BCPP</p>	<p>Reference to.</p> <ul style="list-style-type: none"> a) Shopping online; e.g. <i>“Most of our household shopping is done online and we can’t tell what the packaging is.”</i> b) Time constraints; e.g. <i>“I don’t have time to pick up and read small print on packages”; “No time to check all these while shopping.”</i>
<p>Attention to product packaging/labelling</p>	<p>Notice taken of the labels on BCPP</p>	<p>Reference to:</p> <ul style="list-style-type: none"> b) Packaging not on one’s radar: for instance, because it’s not something they’ve ever considered; e.g. <i>“I’ve never really thought about it”; “Don’t read labels when shopping”; “Don’t look at all details of packaging before purchase”;</i> c) Noticing labels; e.g. <i>“I don’t always notice the compostable/ biodegradable signs amongst other text, images, and symbols on packaging.”</i> d) Packaging considered at the point of disposal not purchase; e.g. <i>“For the shopping I do at a supermarket, I deal with whatever recycling the packaging may or may not have.”</i> e) Forgetting to check packaging e.g. <i>“Partly forget to check.”</i>
<p>Social norms</p>	<p>Perceived social undesirability of BCPP</p>	<p>e.g., <i>“But also have a flat so only access to a shared compost heap, and neighbours have complained in the past when I’ve put compostable plastic in, as it just looks like the wrong thing has been put in. When I explained, they still complained that it takes to long to compost.”</i></p>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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<p>Other product qualities take precedence over packaging</p>	<p>Differential weight assigned to various product attributes</p>	<p>Reference to:</p> <ul style="list-style-type: none"> a) The general product; e.g. <i>“The item is more important than the packaging”</i>; <i>“We buy the products we like, without looking at the packaging.”</i>; <i>“It is the product that I buy, not the wrapping”</i> b) Price; e.g. <i>“my main incentive is price”</i>; <i>“Price is very important to me. If the price was the same, I would buy biodegradable.”</i>; <i>“I’m more interested in quality, price and expiration date”</i> c) Other ethical/nutritional/sustainable attributes; e.g. <i>“I try to buy fair-trade, organic and local”</i>; <i>“I would buy depending on nutritional value”</i>; <i>“There are too many considerations when buying products. A clothes item with biodegradable packaging might be manufactured in a less sustainable way or using a poorly looked-after/paid workforce, or just be significantly more expensive. It’s impossible to be sure of the best ethical choice within a given budget. Even professional advice can vary: eg is it better to recycle paper or send it to energy from waste plant, and indeed are there sufficient processing facilities for either?”</i> d) Functionality/convenience; e.g. <i>“Compostable plastic is the worst of both worlds... it falls apart if you make it useful as a bag to hold stuff in”</i>; <i>“Compostable or biodegradable bags are harder to dispose of.”</i>
<p>Packaging preferences</p>	<p>Consumer preferences related to packaging promoting or hindering BCPP consumption</p>	<p>Reference to:</p> <ul style="list-style-type: none"> a) Preference for no packaging e.g. <i>“I’d rather buy unpackaged, bulk goods than end up with lots of biodegradable packaging I don’t know how to dispose of properly.”</i>; <i>“Like to buy loose”</i> b) Preference for recyclable and reusable e.g. <i>“I would prefer to buy products in reusable or recyclable packaging, I believe this is more resource efficient.”</i> c) Preference for home compostable over industrially compostable e.g. <i>“I want whatever it is to be home compostable and not require commercial composting.”</i> d) Preference for specific packaging materials e.g. <i>“I’d prefer a paper bag if necessary”</i>; <i>“Buy glass bottles in preference to plastic.”</i>; <i>“I</i>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

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		<i>chose tin or lose whenever i can”; “I look for recyclable packaging materials...cardboard, plastic, glass and tetrapak”</i>
Availability of products in BCPP	Availability of BCPP within the immediate consumer environment	<i>“because there are none or hardly any retailed products that are wrapped in compostable material. The only one I know is potato starch envelopes for magazines.”; “I don’t see biodegradable packaging very often”</i>

Notes: Emergent themes organised according to ‘yes’, ‘no’ and ‘I don’t know’ respondents

Themes: 'I don't know' group

Theme /sub-theme	Definition	Example
Understanding terminology/labels	A lack of knowledge or understanding regarding the end-of-life implications and environmental impacts conveyed by the terms 'biodegradable' and 'compostable' in the context of plastic packaging	Reference to: <ol style="list-style-type: none"> 1. Not knowing what the terms mean e.g. <i>"These terms are still a bit unclear - if the product is packaged in material that is home compostable yes but it might require anaerobic composting otherwise. What exactly does biodegradable mean? Is it actually plastic free; "labelling is too confusing"; "Not sure of the difference"</i> 2. A lack of clarity regarding the environmental impact conveyed by the various terms e.g. <i>"I wouldn't know which one would be more favourable to the environment so would not be sure of my preference"; "At the moment it is very confusing. If a plastic bottle is recyclable is that a more sustainable option compared to supposedly biodegradable packaging?"</i> 3. Lack of knowledge around disposal of BCPP including; <ol style="list-style-type: none"> a) knowing what to do with the waste e.g. <i>"I am not sure what to do with it if it says it is biodegradable as I know it is probably not good in landfill due to methane; "I'm never sure where the compostable packaging should go - recycling or general waste"; "not knowing the best way to dispose of it, not wanting to contaminate existing systems"</i> b) which services are offered by council e.g. <i>"Not sure if my council accepts for recycling. I phoned them and they said yes but later I read they don't."</i>
Scepticism over decomposition claims	Having a sceptical attitude towards BCPP and/or doubts regarding the	<i>"I don't necessarily trust them"; "Not entirely convinced they are what they claim to be"; "I am dubious about the 'home compostability' of these items."; "I tried to compost compostable rubbish bags but they did not compost well in my compost bin"; "I have tried composting so-called 'compostable' bags before, but they took so long to decompose that I gave up and took them out and put them in the normal bin"; "I do compost and already have guardian Mag in it taking ages."</i>

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	truth of labelling claims	
Negative beliefs about BCPP's benefit	Beliefs or perceptions that BCPP is not better for the environment	Reference to: a) carbon footprint; e.g. <i>"there is still an impact in producing the packaging (land use/carbon emissions etc), whether it is biodegradable or not."</i> ; <i>"Not convinced they are better"</i> b) negativity of plastic being overstated; e.g. <i>"If biodegradable packaging ends up in the ocean like plastic, what will happen? Will the rotting material cause chemical pollution? Eutrophic conditions in places maybe? At least plastic is relatively inert."</i> ; <i>"It's still single use. And it will degrade like food whereas plastic is more inert in landfill. Food is many times worse than plastic in emissions creation"</i>
Access to BCPP waste management	Relating to access to a means of processing BCPP waste appropriately	Reference to: a) Lack of local services (i.e. council collection) e.g. <i>"Our authority does not accept food waste for recycling, and it is inconvenient put packaging in the green bin as all other green bin content comes from the garden."</i> b) Lack of BCPP waste management infrastructure within UK as a whole e.g. <i>"we don't have facilities to compost a lot of these items"</i> c) Mismanagement of BCPP post-consumer e.g. <i>"I am sceptical about packaging marked as compostable/biodegradable as I live in a flat and have to use the council's waste system."</i>
No intention to buy BCPP	A conscious desire or intention not to buy BCPP	Reference to; a) avoiding packaging all together; e.g. <i>"I try to buy products with absolutely minimal packaging or better none at all"</i> b) intention to engage in other behaviours to reduce waste instead; e.g. <i>"I recycle as much as I can"</i> ; <i>"I try and recycle as much packaging as possible"</i> c) buying BCPP is not a priority e.g. <i>"Not bothered."</i>
Aspects of the shopping environment	A particular part or feature of the shopping	Reference to: a) Shopping online; e.g. <i>"tend to buy online so not often possible to identify these variables."</i>

Notes: Emergent themes organised according to 'yes', 'no' and 'I don't know' respondents

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	environment that hinders purchase of BCPP	b) Time constraints; e.g. <i>“Shopping on the run usually so, great if the items I pick have compostable packaging, but it was an afterthought.”</i>
Other product qualities take precedence over packaging	Differential weight assigned to various product attributes	Reference to: a) The general product; e.g. <i>“Depends on what the product is”; “Only if the product was one, I particularly wanted”; “It depends on the product. I’m buying the product... </i> b) Price; e.g. <i>“Depends on the price difference - when on low income you go for what’s cheaper and something’s things labelled biodegradable are more expensive”; “I would like to as long as it wasn’t more expensive.”; “No matter how firm my environmental beliefs, I have no more money”; “Depends on price, due to financially struggling.”</i> c) Other ethical/nutritional/sustainable attributes; e.g. <i>“I’m already selecting on price, provenance, whether my kids will eat it, is it vegan etc...”; “It’s more important to me that the product has good ethical standards, such as not containing palm oil, and organic ingredients.</i> d) Functionality/convenience; e.g. <i>“Have had numerous issues with compostable packaging failing before the product is used, compromising product quality.”; “I wanted to buy compostable cups for our village fete last summer but the shelf life quoted (one year) made it difficult to justify as you never quite know how many cups you will need and this how many you might want to save for following year.”</i>
Attention to product packaging/labelling	Notice taken of the labels on BCPP	Reference to: a) Packaging not on one’s radar: for instance, it’s not something they’ve ever considered; e.g. <i>“I don’t look at the labels”; “not something we look for”; “Never thought much about it”; “Not something I’ve really considered, recyclable yes but not compostable.”; “I’ve not been looking for details on packaging but will now do so.”; “I don’t specifically look at this information on the label”</i>

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		<p>b) Noticing labels e.g. <i>"I probably wouldn't read the label unless it were stated very clearly at the front of the product."</i>; <i>"Didn't know this info was on packaging"</i></p> <p>c) Packaging considered at the point of disposal not purchase e.g. <i>"I'm buying the product and only look at the packaging when I come to put it in the bin"</i>; <i>"We buy products we are in the market for. The packaging is then dealt as a consequence."</i>; <i>"Tend to check packaging after to see whether they compost"</i></p>
Packaging preferences	Consumer preferences related to packaging promoting or hindering BCPP consumption	<p>Reference to:</p> <p>a) Preference for no packaging e.g. <i>"I prefer to buy items with no packaging, yet if there was a specific item, I needed I would buy it irrespective of biodegradable or compostable packaging"</i></p> <p>b) Preference for recyclable and reusable e.g. <i>"...figure corn-starch packaging is better than plastic but still would prefer to buy something ... that can be reused or recycled like glass"</i>; <i>"We aim for recyclable packaging. Are we more likely to go for compostable packaging? Probably not."</i>; <i>"I buy recyclable packaging if poss"</i>; <i>"Equal weighting to recyclable packaging"</i></p> <p>c) Preference for compostable over biodegradable e.g. <i>"Compostable yes. Biodegradable I'm sceptical about whether it actually will."</i></p> <p>d) Preference for home compostable over industrially compostable e.g. <i>"Only if it states home compostable"</i>; <i>"Depends on whether it is industrial composting or home"</i>; <i>"It would depend if they are compostable at home or not"</i></p> <p>e) Preference for specific packaging materials e.g. <i>"Paper and wood are fine, I'd buy them."</i>; <i>"I'd tend to go for paper/ cardboard over plastic claimed to be compostable"</i></p>
Availability of BCPP	Availability of BCPP within the immediate consumer environment	<p><i>"I would like to, but sometimes what I want is not available in compostable packaging"</i>;</p> <p><i>"I hardly ever see products marked as having compostable packaging (except weekend Guardian)."</i></p>

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		<i>" Very little evidence of this type of packaging being available in the shops near me.";</i> <i>"Not always on offer as a choice"</i>
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