

This study investigated the acceptability of smart food packaging technologies in China, analyzing its correlation with consumer demographics, attitudes, and behaviors. Two surveys were conducted in Beijing, one focusing on intelligent packaging and the other on active packaging. Using chi-square tests, the study found that 56% of participants accepted smart packaging in both surveys. Notably, marital and employment status influenced the acceptance of active packaging, while consumer interactions with existing food packaging were linked to the acceptance of intelligent packaging. Trust in various institutions was associated with the acceptance of both active and intelligent packaging. This study, the first of its kind, provides valuable insights into Chinese consumers' perceptions of smart packaging technologies for food products. The findings can guide future consumer research for product-specific packaging designs.