

# Green Packaging and Purchase Intention: An Analysis of Consumer Perception and Loyalty

Asmeet Kaur Sethi<sup>1\*</sup>, Dr. Bindoo Malviya<sup>2</sup>

<sup>1</sup>Research Scholar, TMIMT, Teerthankar Mahaveer University, Moradabad (U.P.)-India

<sup>2</sup>Professor, TMIMT, Teerthankar Mahaveer University, Moradabad (U.P.)-India

\*Corresponding Author: Asmeet Kaur Sethi, Email: [asmeet1982@gmail.com](mailto:asmeet1982@gmail.com)

---

## Abstract

*This research paper investigates the relationship between green packaging and purchase intention, focusing on their influence on consumer perception and loyalty. In an era marked by increasing environmental consciousness, businesses are increasingly adopting sustainable practices, including the use of green packaging, to align with consumer values and enhance purchase intention. Understanding how consumers perceive green packaging and its impact on their willingness to purchase is crucial for companies seeking to establish competitive advantages in today's market. The study aims to address two primary objectives: first, to examine the relationship between consumer perceptions of green packaging and purchase intention, and second, to analyse the influence of green packaging and purchase intention on consumer loyalty towards the brand. These objectives are achieved through a comprehensive analysis of consumer preferences and behaviours related to sustainability and packaging. The research methodology involves the administration of a structured questionnaire to a diverse sample of consumers, capturing demographic information alongside perceptions of green packaging, purchase intention, and loyalty towards brands. The questionnaire items are designed to assess various dimensions, including the importance of environmentally friendly packaging in purchase decisions, perceptions of sustainability-related attributes, and the likelihood of remaining loyal to brands that prioritize green packaging. Data collected through the questionnaire are subjected to chi-square tests to uncover the underlying relationships between variables. The chi-square test explores the strength and direction of associations between different variables, shedding light on the interconnectedness of consumer preferences and attitudes towards green packaging and purchase intention. The findings of this study contribute to both theoretical understanding and practical implications for businesses operating in environmentally conscious markets. By elucidating the significance of green packaging in shaping purchase intention and consumer loyalty, businesses can formulate effective strategies to leverage sustainability as a competitive advantage. Moreover, the study offers insights into consumer behaviour dynamics, highlighting the importance of aligning brand values with consumer preferences to foster long-term relationships and brand loyalty.*

**Keywords:** Green Packaging, Consumer Behaviour, Sustainable Practices, Purchase Intention, Consumer Preferences, Consumer Loyalty.

---

## Introduction

In today's dynamic marketplace, characterized by heightened environmental awareness and shifting consumer preferences, businesses are increasingly recognizing the significance of sustainable practices in shaping purchase intention and consumer loyalty. Central to this paradigm shift is the adoption of green packaging – an eco-friendly approach aimed at minimizing environmental impact throughout the product lifecycle. Green packaging not only addresses growing environmental concerns but also serves as a powerful tool for companies to differentiate themselves in a crowded marketplace and resonate with environmentally conscious consumers. The importance of green packaging extends beyond its environmental implications; it also plays a pivotal role in influencing consumers' purchase intentions. As consumers become more discerning and socially responsible, they are increasingly drawn to brands that demonstrate a commitment to sustainability and environmental stewardship. Consequently, businesses are compelled to integrate sustainable packaging practices into their brand identity to align with consumer values and drive purchase intention. Against this backdrop, this research paper seeks to delve into the intricate relationship between green packaging and purchase intention, with a specific focus on their impact on consumer preferences and loyalty. By examining the underlying dynamics of consumer

behaviour in the context of sustainability and packaging, this study aims to shed light on the interplay between green packaging, purchase intention, and consumer loyalty. The objectives of this study are twofold: first, to explore how consumer perceptions of green packaging influence their purchase intentions, and second, to assess the extent to which green packaging and purchase intention shape consumer loyalty towards the brand. Through a comprehensive analysis of consumer preferences and behaviours, this research endeavours to uncover the underlying mechanisms driving consumer attitudes and behaviours towards sustainable packaging and its implications for brand loyalty.

The methodology employed in this study involves the administration of a structured questionnaire to a diverse sample of consumers, capturing insights into their perceptions of green packaging, purchase intention attributes, and loyalty towards brands. The questionnaire items are carefully crafted to elicit responses related to the importance of environmentally friendly packaging in purchase decisions, perceptions of purchase intention attributes associated with sustainability, and the influence of green packaging on consumer loyalty. Data collected through the questionnaire will be subjected to chi-square tests to examine the relationships between variables and uncover underlying patterns. The chi-square test will explore the strength and direction of associations between different variables, further illuminating the interconnectedness of consumer preferences and attitudes towards green packaging and purchase intention. Through this research, we aim to contribute to both theoretical understanding and practical implications for businesses seeking to navigate the evolving landscape of sustainable packaging and consumer behaviour. By elucidating the significance of green packaging in shaping purchase intention and fostering consumer loyalty, this study seeks to provide actionable insights for businesses to leverage sustainability as a strategic asset and cultivate stronger connections with environmentally conscious consumers.

## Review of Literature

**Kingston & Paulraj (2023)**, conducted a study that investigated the desire to purchase green packaging items based on three separate constructs: perceived green values, perceived health risks, and environmental concern. Structural equation modeling was utilised to examine responses of 468 customers, and the research found how these three factors significantly affected consumers' propensity to choose environmentally friendly packaging. Study also emphasised how crucial it was to distinguish between general environmental attitudes and particular environmental behaviours when calculating the effects of these variables. Overall, perceived green values, health consciousness, and environmental concern all have an impact on consumers' desire to buy. According to the study's findings, customers' environmental concerns, health problems brought on by plastic packaging, and perceived values about green packaging had a big impact on their purchasing behaviour.

**Kapse, et al. (2023)**, aimed to look at how sustainable packaging impacted Indian consumer behaviour and product sales. A structured questionnaire was utilised for gathering data for the study, which employed a quantitative research methodology. According to the research, people choose products based on brand, price, and quality rather than the sustainability of packaging. Sustainable packaging, however, became more crucial for raising brand awareness and fulfilling environmental criteria. The analysis emphasised the necessity for authorities to take action to support sustainable packaging and rein in supply chain costs. Although its results could be different in other developed nations, the research offered manufacturers and policymakers useful information. Investigating the causal links between various factors and purchase decisions would require more investigation.

**Amoako, Dzogbenuku, Doe, & Adjaison (2022)**, revealed in his study of customer reactions to business and marketing efforts cantered on the Sustainable Development Goals. This study was carried out in the West African nation of Ghana. Using a questionnaire, 650 people participated in the study. The article is broken up into many sections covering topics including role of pricing as mediator among green marketing initiatives and consumer behaviour, increasing brand loyalty, decreasing green marketing expenses, and advancing Sustainable Development Goals. However the limitations in the research

manuscript focused only on the single country Ghana which could have a wide range of inferences for many other countries in the emerging market sectors.

**Khandelwal, Kolte, Veer, & Sharma (2022)**, investigated the use of credit cards, compulsive buying, money attitudes, and financial literacy in this study. The goal was to comprehend the elements that affected customers' financial security and debt loads. Utilising non-probability sampling and convenience sampling, the study polled 313 credit cardholders. Results exhibited as those having power-prestige money views were more prone to use credit cards for compulsive spending. Higher financial literacy was also associated with reduced levels of compulsive spending. In order to avoid amassing too much debt, the study emphasised the significance of financial literacy and wise spending decisions. The study recommended taking steps to increase financial literacy and consumer protection, such as offering personal finance seminars in high schools and universities.

### Need of the Study

The growing emphasis on sustainability and environmental responsibility in today's global marketplace has underscored the need for businesses to adopt eco-friendly practices throughout their operations. Among these practices, green packaging has emerged as a crucial component for companies seeking to align with consumer values and enhance their purchase intention. However, despite the increasing adoption of green packaging, there remains a gap in understanding its impact on consumer behaviour and loyalty.

Therefore, the need for this study arises from several key factors:

1. **Consumer Demand for Sustainability:** With rising environmental concerns and heightened awareness of ecological issues, consumers are increasingly demanding sustainable products and packaging. Understanding the factors driving consumer preferences towards green packaging is essential for businesses to meet these evolving demands effectively.
2. **Brand Differentiation and Competitive Advantage:** In today's competitive landscape, brands are continuously seeking ways to differentiate themselves and gain a competitive edge. Adopting green packaging not only demonstrates a brand's commitment to sustainability but also provides an opportunity to stand out in the market and attract environmentally conscious consumers.
3. **Impact on Purchase Intention:** Green packaging can significantly influence consumers' purchase intentions. By integrating sustainable packaging practices into their brand identity, companies can enhance consumer trust and drive higher purchase likelihood among those who prioritize sustainability.
4. **Consumer Loyalty and Purchase Behaviour:** Understanding how green packaging influences consumer loyalty and purchase behaviour is critical for businesses to design effective marketing strategies and product offerings. By examining the relationship between green packaging, purchase intention, and consumer loyalty, companies can tailor their approaches to better resonate with their target audience and drive long-term customer relationships.
5. **Strategic Business Decision-Making:** Insights gained from this study can inform strategic business decision-making related to product development, branding, and marketing. By understanding the factors that drive consumer preferences and loyalty towards green packaging, companies can optimize their packaging strategies to meet consumer expectations and achieve sustainable growth.

In summary, this study addresses a pressing need in the current business landscape by investigating the relationship between green packaging, purchase intention, and consumer behaviour. By bridging this gap in knowledge, the study aims to provide valuable insights for businesses to effectively leverage sustainable packaging practices and enhance their competitive position in the market.

### Research Objectives

1. To examine the relationship between consumer perceptions of green packaging and purchase intention.
2. To examine the impact of green packaging and purchase intention on consumer loyalty towards the brand.

### Research Methodology

1. **Type of Research:** The proposed research is descriptive in nature and will follow a quantitative approach, focusing on the relationship between green packaging, brand image, and consumer loyalty among environmentally conscious consumers in Rudrapur, Uttarakhand, India.
2. **Source of Data Collection**
  - ▮ Primary Data: The primary data will be collected through quantitative surveys conducted with consumers in the region.
  - ▮ Secondary Data: The secondary data will be collected from relevant literature, research papers, reports, and other published sources. This data will provide a theoretical framework and background information for the study.
3. **Research Instrument:** The research instrument for data collection will be a structured questionnaire. The questionnaire will comprise closed-ended questions with response options that can be quantitatively analysed. Specifically, it will be designed to gather information on consumer perceptions of green packaging, brand image attributes associated with sustainability, and the influence of these factors on consumer loyalty and purchasing decisions.
4. **Sampling**
  - ▮ Unit: Consumers in the area of Rudrapur region who buy and consume packaged goods will constitute the target group for sampling.
  - ▮ Sample Size: To ensure sufficient representation of various demographic groups and geographical regions within the region, a representative sample size will be chosen of 400 respondents.
  - ▮ Sampling Technique: Using random sampling techniques and snowball sampling, respondents will be chosen for the research based on their availability and desire to participate.

### Research Hypotheses

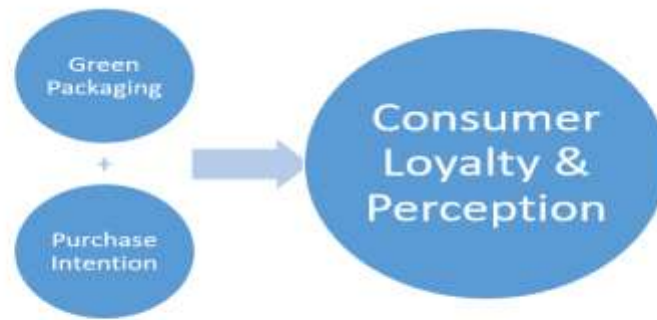
**Hypothesis 1 (H1):** There is a positive relationship between consumer perceptions of green packaging and purchase intention.

- Null Hypothesis (H0): There is no significant relationship between consumer perceptions of green packaging and purchase intention.
- Alternate Hypothesis (HA): There is a significant relationship between consumer perceptions of green packaging and purchase intention.

**Hypothesis 2 (H2):** Green packaging and purchase intention positively influence consumer loyalty towards the brand.

- Null Hypothesis (H0): Green packaging and purchase intention do not significantly influence consumer loyalty towards the brand.
- Alternate Hypothesis (HA): Green packaging and purchase intention significantly influence consumer loyalty towards the brand.

### Conceptual Framework



**Fig. 1** The impact of Green Packaging and Purchase Intention on Consumer perception and Loyalty is the focus of the study.

## Data Analysis and Interpretation

**TABLE -1**

### Demographic Profile of Respondents:

CHARACTERISTICS	FREQUENCY	PERCENTAGE
<b>AGE</b>		
18-25	224	56.00
26-30	89	22.25
31-35	43	10.75
36-45	32	8.00
45 & Above	12	3.00
<b>TOTAL</b>	<b>400</b>	<b>100%</b>
<b>GENDER</b>		
Male	172	43.00
Female	228	57.00
Others	0	0
<b>TOTAL</b>	<b>400</b>	<b>100%</b>
<b>EDUCATIONAL QUALIFICATION</b>		
High School	62	15.5
Bachelor's Degree	151	37.75
Master's Degree	147	36.75
Ph.D./Doctorate	30	7.50
Other Professional Degree	10	2.50
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

### Interpretation

The demographic analysis indicates that the majority of respondents are young adults between the ages of 18 and 25, constituting 56% of the sample. This suggests that younger consumers are more engaged in discussions surrounding green packaging and sustainability. Additionally, a significant proportion of respondents hold either a Bachelor's (37.75%) or Master's degree (36.75%), indicating a well-educated consumer base that is likely aware of environmental issues and sustainable packaging practices. The gender distribution reveals a slightly higher representation of females (57%) compared to males (43%), suggesting that women may be more inclined toward sustainable consumption behaviours. The insights

derived from this demographic profile highlight the importance of understanding consumer preferences, as younger, well-educated individuals may be more responsive to green packaging initiatives. These findings provide valuable context for analysing how demographic characteristics influence purchase intention and consumer loyalty towards eco-friendly brands.

**TABLE 2: Interpretation of Pearson's Correlation Results:**

Correlations		CP 1	CP2	CP3	CP4	CP5	PI 1	PI 2	PI 3	PI 4
Consumer Perception of Green 3 - [I believe green 3 is better for the environment]	Pearson Correlation	1	.488**	.496**	.123*	.171**	.243**	.417**	.446**	.422**
	Sig. (2-tailed)		.000	.000	.013	.001	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Consumer Perception of Green 3- [I feel that products with green 3 are of higher 2]	Pearson Correlation	.488**	1	.698**	.647**	.594**	.558**	.353**	.585**	.555**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Consumer Perception of Green 3- [I trust brands that use environmentally friendly 3]	Pearson Correlation	.496**	.698**	1	.740**	.659**	.549**	.476**	.409**	.550**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Consumer Perception of Green 3 - [I am willing to pay more for products with eco-friendly 3]	Pearson Correlation	.123*	.647**	.740**	1	.824**	.710**	.371**	.384**	.479**
	Sig. (2-tailed)	.013	.000	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Consumer Perception of Green 3 - [Green 3 influences my decision when choosing between two similar products]	Pearson Correlation	.171**	.594**	.659**	.824**	1	.521**	.469**	.472**	.547**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Purchase Intention - [I would choose a product with green 3 over a similar product without it]	Pearson Correlation	.243**	.558**	.549**	.710**	.521**	1	.547**	.486**	.608**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
Purchase Intention - [I am more likely to buy from a brand that promotes 5]	Pearson Correlation	.417**	.353**	.476**	.371**	.469**	.547**	1	.752**	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400
Purchase Intention - [Green 3 increases my intention to purchase products from a specific brand]	Pearson Correlation	.446**	.585**	.409**	.384**	.472**	.486**	.752**	1	.847**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400

Purchase Intention - [The use of green 3 encourages me to try new products]	Pearson Correlation	.422**	.555**	.550**	.479**	.547**	.608**	.714**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation test was conducted to analyse the relationship between Consumer Perception of Green Packaging and Purchase Intention. The key findings from the correlation matrix are summarized as follows:

### 1. Relationship between Consumer Perception of Green Packaging and Purchase Intention

The correlation values (r) between different consumer perception variables and purchase intention variables range from 0.243 to 0.608, all of which are statistically significant ( $p < 0.01$ ).

This suggests that as consumer perception of green packaging improves, purchase intention also increases, supporting Hypothesis 1 (H1).

### 2. Strongest Correlations between Green Packaging Perception and Purchase Intention

“I am willing to pay more for products with eco-friendly packaging” and “I would choose a product with green packaging over a similar product without it”

Pearson’s  $r = 0.710$ ,  $p < 0.01$

This indicates a strong positive relationship between willingness to pay more and the preference for green-packaged products.

“Green packaging influences my decision when choosing between two similar products” and “Green packaging increases my intention to purchase from a specific brand”

Pearson’s  $r = 0.472$ ,  $p < 0.01$

This suggests that brand preference and purchase intention are positively influenced by the perception of green packaging.

### 3. Relationship between Purchase Intention Variables

The highest correlation is observed between “Green packaging increases my intention to purchase from a specific brand” and “The use of green packaging encourages me to try new products” ( $r = 0.847$ ,  $p < 0.01$ ), indicating that consumers who develop a purchase intention due to green packaging are also more likely to try new products from brands using sustainable packaging.

### 4. Statistical Significance of Correlations

All relationships are significant at either  $p < 0.01$  (99% confidence level) or  $p < 0.05$  (95% confidence level), meaning the probability that these relationships occur by chance is very low.

### Conclusion

The results strongly support Hypothesis 1 (H1):

There is a significant positive relationship between consumer perception of green packaging and purchase intention.

The findings suggest that brands implementing green packaging strategies can enhance purchase intention, particularly by increasing trust, willingness to pay more, and influencing consumer decision-making.

#### TABLE 2: Interpretation of Multiple Regression Analysis

To examine the impact of Consumer Perception of Green Packaging and Purchase Intention on Consumer Loyalty, a multiple linear regression analysis was conducted. The regression model included Consumer Perception (CP\_Avg) and Purchase Intention (PI\_Avg) as independent variables, with Consumer Loyalty (CL\_Avg) as the dependent variable.

**Table 1** presents the model summary, indicating how well the independent variables explain the variance in Consumer Loyalty.

Table 1: Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.685	0.470	0.467	1.50848

1

#### Interpretation:

The R-value (0.685) indicates a moderate to strong positive correlation between the predictors (Consumer Perception & Purchase Intention) and Consumer Loyalty.

The R<sup>2</sup> value (0.470) suggests that 47% of the variance in Consumer Loyalty is explained by the model.

The Adjusted R<sup>2</sup> (0.467) indicates a good model fit, showing that the independent variables significantly contribute to predicting Consumer Loyalty.

#### ANOVA Test for Model Significance

The **ANOVA test** was used to assess the statistical significance of the regression model

Table 2: ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	799.808	2	399.904	175.743	0.000
Residual	903.375	397	2.276		
Total	1703.183	399			

#### Regression Coefficients

The coefficients of the regression model are presented in **Table 3**, showing the relationship between the independent variables and **Consumer Loyalty**.

Table 3: Regression Coefficients

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t-value	Sig. (p-value)
Constant	7.988	-	12.347	0.000



Consumer Perception (CP_Avg)	0.182	0.203	4.027	0.000
Purchase Intention (PI_Avg)	0.568	0.530	10.517	0.000

### Interpretation:

Consumer Perception of Green Packaging ( $\beta = 0.203$ ,  $p = 0.000$ ) has a significant positive effect on Consumer Loyalty. This suggests that consumers who perceive green packaging positively are more likely to remain loyal to brands using sustainable packaging.

Purchase Intention ( $\beta = 0.530$ ,  $p = 0.000$ ) has a stronger impact on Consumer Loyalty compared to Consumer Perception. This means that when consumers intend to purchase green products, they are more likely to stay loyal to the brand.

Since both p-values are  $< 0.05$ , the results confirm that Consumer Perception and Purchase Intention significantly predict Consumer Loyalty.

### Findings

#### 1. Consumer Perception and Purchase Intention

- According to the study, consumers' perceptions of green packaging and their propensity to buy are significantly positively correlated. Customers are more inclined to favour and buy eco-friendly items if they have a favourable opinion of green packaging.
- Customers are more likely to choose a green-packaged product over a comparable non-green option when they are willing to pay more for items with eco-friendly packaging.
- Customers are more likely to make a purchase from companies they trust when they utilize eco-friendly packaging.

#### 2. Green Packaging and Consumer Loyalty

- Together, purchase intention and green packaging have a considerable impact on customer loyalty, accounting for 47% of the variation in customer loyalty.
- Compared to consumer perception, purchase intention has a greater effect on customer loyalty. This implies that companies may increase customer trust and retention by successfully marketing green packaging.
- Customers are more willing to try new items from the same brand if they plan to purchase green-packaged goods, indicating the long-term potential of sustainable packaging in building brand loyalty.

#### 3. Demographic Insights

- The highest level of interaction with green packaging is seen among young adults (18–25 years old), indicating that younger customers are particularly drawn to sustainability-driven branding.
- Compared to male customers, female shoppers show a small preference for eco-friendly items.
- Consumers with bachelor's and master's degrees who are better educated are more likely to choose green packaging, suggesting that knowledge and education are important factors in making sustainable purchases.

#### 4. Strategic Business Implications

- Companies may use green packaging as a competitive advantage to boost customer loyalty and buy intention.
- Consumer trust and engagement with sustainable companies may be increased via effective branding and marketing strategies that highlight environmental responsibility.
- In order to ensure openness and authenticity in their green marketing endeavours, businesses must match their sustainability goals with consumer values.

## Conclusion

The study emphasizes how important green packaging is in influencing consumers' intentions to make purchases and cultivating their loyalty. The findings show that eco-friendly packaging improves brand-customer interactions in addition to influencing consumer decision-making. Businesses that put an emphasis on green packaging may stand out from the competition and gain the confidence of their long-term clientele as sustainability emerges as a major market driver.

Additionally, the study highlights that purchase intention has a greater impact on customer loyalty than perception alone, indicating that companies need to convert eco-conscious branding into real product offers and successful marketing campaigns. Targeted sustainability advertising are necessary since younger, better-educated customers are becoming a crucial market for green products.

To sum up, green packaging is a strategic business tool that may boost sales, encourage brand loyalty, and promote customer involvement. It is not merely an environmental project. To present a more comprehensive picture of the green packaging environment, future studies may include other elements including governmental regulations and industry-wide sustainability initiatives.

## References

1. Abdallah, A. B., & Al-Ghwayeen, W. S. (2020). Green supply chain management and business performance: The mediating roles of environmental and operational performances. *Business Process Management Journal*, 489-512.
2. AHMED, A., & QURESHI, S. (2021). Green marketing: A door to sustainable development. *A journal of composition theory*, 1979-1987.
3. Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaisson, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence & Planning*, 310-327.
4. Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 1848-1866.
5. Gupta, D. D., Verma, V. C., Leeson, G. W., & Meiners, N. (2020). Changing consumer values and shopping behaviour in India. *Academy of Marketing Studies Journal*, 1-26.
6. Khandelwal, R., Kolte, A., Veer, N., & Sharma, P. (2022). Compulsive buying behaviour of credit card users and affecting factors such as financial knowledge, prestige and retention time: a cross-sectional research. *Vision*, 172-180.
7. Kapse, U., Mahajan, Y., Hudnurkar, M., Ambekar, S., & Hiremath, R. (2023). The Effect of Sustainable Packaging Aesthetic Over Consumer Behavior: A Case Study from India. *The Australasian Accounting, Business and Finance Journal*, 236-246.
8. Kingston, A., & Paulraj, D. (2024). Examining the effects of green attitude on the purchase intention of sustainable packaging. *Sustainability, Agri, Food and Environmental Research*, 12.
9. Nedumaran, G., & M, M. (2020). GREEN MARKETING ON CUSTOMER BEHAVIOUR TOWARDS USAGE OF GREEN PRODUCTS. *Green Marketing: Impact of the Agriculture Products*.
10. Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J. A., Rehman Khan, S. A., & Panda, T. K. (2019). Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 163-169.
11. Qureshi, I. H., & Mehraj, D. (2022). Identifying the factors of internal green marketing: a scale development and psychometric evaluation approach. *International Journal of Manpower*, 786-804.
12. RAJADURAI, J., ZAHARI, A. R., ESA, E., BATHMANATHAN, V., & ISHAK, N. M. (2021). Investigating green marketing orientation practices among green small and medium enterprises. *The Journal of Asian Finance, Economics and Business*, 407-417.

## Websites

- <https://sustainablepackaging.org/>
- <https://www.greenbiz.com/>
- <https://www.packagingdigest.com/>
- <https://www.ellenmacarthurfoundation.org/>

- <https://www.worldpackaging.org/>
- <https://www.marketresearch.com/Heavy-Industry-c1595/Packaging-c87/Green-Packaging-c1079/>