

To Understand the Mentality of The Consumer Towards The Products Packaging In Favor Of Protect The Planet

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Abstract

Using green packaging for a product is the primary achievement of adopting a green concept. Green practices, such as green packaging, have grown in importance for businesses and consumers globally as environmental concerns have increased. The goal of this study was to determine the critical elements that genuinely contribute to the propensity of Indian customers to purchase green packed FMCG product, such as wallet tissue, crisps, and mini-packs of shampoo. Five (5) qualities in all have been selected for the study based on prior research and fieldwork. A self-structured questionnaire was used for the survey, and 150 respondents who utilize green packaging were chosen using the convenience sample method. The validity, regression, correlation, and reliability of this study have all been examined help of SPSS. According to the study's findings, consumers' purchase intentions for green packaged convenience items—such as mini-packs of shampoo, chips, and wallet tissue—are positively impacted by the variables known as environment concern, environmental knowledge of green packaging, green trust, and availability. However, when it comes to mini-packs of shampoo, chips, and wallet tissue, customers' purchase intentions for green packaged convenience goods are negatively impacted by the variable known as pricing. The findings are important for Indian marketers, product and package designers, and national policymakers in developing effective and persuasive marketing plans for environmentally friendly packaging that speaks to customers' subconscious demands.

Keywords: Convenience products, green packaging, environmental awareness, green trust, and intention to buy.

1.Introduction

Human actions and conduct have increasingly harmful consequences on the environment [1]. People try to act the same manner in spite of this understanding, even if they know it will eventually backfire. Climate change, pollution, and natural disasters are all examples of the environment's revenge against human life [2]. The ecology might be destroyed by massive plastic waste, which would result in toxic material releases, climate change, and carbon dioxide emissions—also referred to as the greenhouse effect [3]. People must be more conscious of this problem and take responsibility for their activities because it is now impacting the entire globe [4]. Furthermore, most people in today's world are acutely conscious of their surroundings and personal hygiene [2]. In recent years, people have become more environmentally conscious and are constantly searching for ways to make the environment better [5]. Green Reprocessed and biodegradable materials are typically used in packaging, reducing the quantity of natural resources wasted during production [6]. For the straightforward reason that modern consumers choose to buy products in packaging that is friendly to the environment and steer clear of products made of plastic or other synthetic materials that are harmful to the environment or human health [7]. Green packaging, also known as sustainable packaging, uses less energy-intensive materials and production techniques while reducing the harmful environmental effects of packaging [8]. Instead of using conventional materials like plastic and aluminum foil, green packaging solutions usually use recyclable and biodegradable materials [9]. Additionally, green manufacturing practices reduce their greenhouse gas emissions and power production [10]. Environmental conservation on a global scale has become growing global interest in recent years. Thus, green packaging is essential for encouraging sustainable development and reducing the consequences of waste and contamination [11]. In practical terms, governments are circulating updated legislation, levies, and other measures to make packaging ecologically friendly and sustainable, which stimulates businesses to promote environmentally conscious packaging in addition to the growing focus that consumers' impact on the environment. In this context, EU-backed directives require the implementation of national laws pertaining to the disposal of packaging waste [12]. Given that modern lifestyles often require longer product shelf lives, consumers are crucial to the success of green packaging [3]. Globally, thousands of millions of consumers purchase things from grocery stores to keep their homes in good condition [6]. Many products come in single-use packaging that is thrown away shortly after purchase. Over 500,000 tons of plastic supermarket packaging are anticipated to be used annually by the average American household [9]. Green information adoption results in a change in consumer perception, which impacts consumer behavior and, eventually, influences consumer choices regarding purchases [5]. The shampoo market in India is expected to develop at a compound annual growth rate (CAGR) of 9.57% from 2024 to 2029, reaching USD 432.70 million in 2024 and USD 683.20 million by 2029. Notably, the micro pack market is growing faster than the bottled

shampoo market because of their higher penetration [13, 14]. Potato crackers are the perfect snack for the majority of individuals, regardless of age. The size of the crackers and chips business in India expected to grow at a (CAGR) of 8.39% from 2024-2029, with PRAN holding the top spot of the market share and coming in second ITC [15].

The need for tissue has grown due to rising complexity, technology, and health hygiene awareness, which has ultimately impacted and supported the tissue industry's success [13]. The Indian tissue goods market in 2018 INR 17533 crore reach INR 33431 crore by 2024 has increased in just six years. Its spread, nevertheless, might have disastrous effects on the ecosystem. . Mini-packs, wallet tissue, and large quantities of chip packaging materials are practically non-recyclable because of the multiple layers of film coating that are employed under the plastic to keep the products intact. Due mostly to this, demand businesses are required to develop formal sustainability plans in addition to utilizing more environmentally friendly packaging [16].

1.1. Importance of the Research

The urge to be "green" or "eco-friendly" has grown in popularity in recent years. In an effort to market their products, many companies label them as eco-friendly. Customers are consequently become more picky about what they purchase in accordance with environmental consciousness. Being ecologically conscious is a desirable quality to possess globally in an era of changing consumer attitudes and behavior perceptions. The results of the study will also shed light on consumer agreement and response, which will be helpful for those interested in eco-friendly products and hoping to employ them successfully in eco-friendly advertising. Additionally, the inquiry may serve as an encouraging resource for people considering a new business strategy in light of a developing trend. This study will collect information on consumer intentions regarding green packaging, including the factors that affect customers' perceptions of and willingness to purchase goods packaged in environmentally friendly ways.

Objective of the study

The tendency of Indian customers to buy eco-friendly packaging is gradually increasing. Because of the enormous green wave that is currently emerging, green packaging is becoming more and more common in the consumer goods industry.

The following goals are being addressed by this study:

- To determine the main elements that genuinely contributes to consumers' intentions to buy green packaged convenience products.
- To examine the relationship between independent and dependent variables in terms of price, availability of the desired green packaged convenience product, consumer knowledge, green trust, environmental concern, and consumer purchase intention.

1.2. Research Question

- What are the quality elements that genuinely influence Bangladeshi consumers' intention to buy green packaging for convenience products?
- Do such factors have an impact on consumers' intentions to buy environmentally friendly packaged convenience goods?

2.Literature Review

The effect of green packaging on consumers' intentions to make purchases globally has been the subject of numerous studies [17]. Although a lot of research has been done globally, sadly, not much has been done in India regarding how green packaging affects consumer purchases in relation to convenient items [18]. Since consumers are the main driver behind the purchase of convenience goods, a thorough investigation may be conducted. The concept of green packaging is relatively new, but it has received a lot of attention lately, according to the authors, Mollah et al., [19]. Given its detrimental effects on the economy and society, it is without a doubt an important issue to consider in order to meet the Sustainable Development Goals in India. The majority of research on ecologically friendly packaging, according to Chanda & Koch [20,17], focuses on the packaging's composition and manufacturing process (technical elements), as several review publications have highlighted. Wahab et al. conducted another study [21] that focused on a few specific topics, such as marketing, consumer behavior, the effect of packaging on logistics, and the idea of the circular economy in this context. According to Baruah & Das [22], consumers have been using plastic shopping bags for the past ten years, which have a significant detrimental effect on the environment because they take a very long time to decompose and release harmful greenhouse gases and toxic fumes that are bad for humans, animals, and wildlife. Because green packaging is more environmentally friendly, people are more open to using it [18]. The results of the Jain & Hudnurkar study [23] show that the environment is changing faster than ever before. changing all around us, but not in a good way. The ice caps are melting, animals are going extinct, and the temperature is rising. In addition, in the midst of all of this,

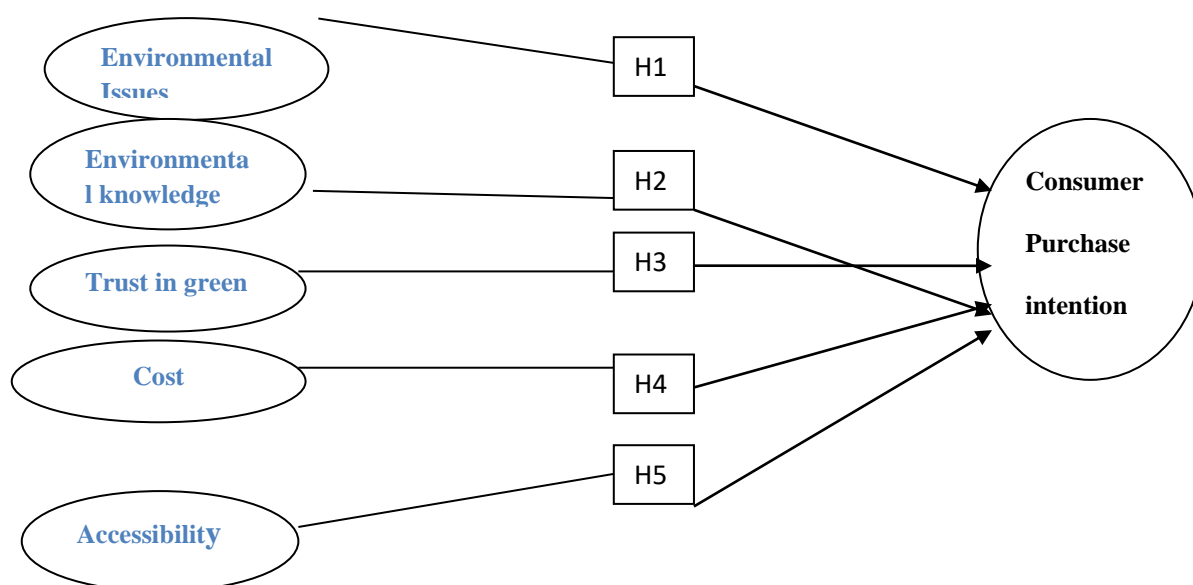
the amount of waste we produce every day is growing at an alarming rate. The sheer number of non-biodegradable things we use every day is astounding. Right now, we don't have enough space to get rid of our rubbish. Thus, as noted by Tyagi and Paul et al., [24] FMCG significantly contributes to our usage of plastics and other non-biodegradable materials. Green packaging, often known as a "ecofriendly package," is defined by Chirani et al. [25] as a package composed of natural plants that can be recycled, thrown away for additional processing, and promote sustainable development throughout the course of its whole life cycle. Additionally, it is safe for both animal health and human health. Put differently, according to Tamim & Akter [26], green packaging is defined as packaging that helps preserve the environment, can be recycled, repurposed, degraded, or disposed of, does not harm the atmosphere, keeps pollutants out of the environment, and maintains an absence of pollution throughout PLC. According to research by Chin & Hong [27], life cycle analysis is a thorough procedure that takes into account a product's whole lifespan, from development to disposal. It appears that the majority of consumers simply consider the material—that is, the materials used in the packaging, including glass, plastic, paper, etc.—instead of taking into account the entire life cycle of the product. This could mean that a more eco-friendly product, like recyclable laminated cardboard, would not be regarded as an eco-friendly packaging option, depending on life cycle needs. Businesses are creating new product categories for safe, ethical, and environmentally friendly packaging, according to a study by Lan et al. [28]. This obviously necessitates either establishing a collaborative connection with packaging suppliers or purchasing cutting-edge filling lines to manage more environmentally friendly, recyclable, reuse, and sustainable packaging. They cover a wide range of topics, including how personal, organizational, and Technological capabilities facilitate the application of innovative eco-design in packaging. The authors Asim & Seng et al., [29] noted that a few important factors affect the consumption patterns and opinions of Bangkok teens about green packaging. These include, for example, one's understanding of eco-friendly packaging and one's opinion on environmental issues. These factors could affect how customers view purchasing and utilizing packaged green products. They make more deliberate product choices, considering packaging that can mitigate the consequences of environmental problems on the earth or that doesn't harm animals or the environment. According to Islam et al. and others [30, 12], packaging becomes essential to an item's marketing, preservation, and use as it is being used, stored, and transported. and defense. However, used packaging will eventually break down into plastic waste and cause serious environmental damage. The environmental impact of trash generation and treatment is a major source of concern. According to Wadosell [31], consumers are also thought to play a relatively active role in addressing environmental challenges by recycling and choosing eco-friendly goods and ways of living. In a study on environmentally friendly packaging in the food business using quantitative analysis, Reynald [32] showed that many consumers are ignorant of the connection if they lack environmental understanding about information, particularly on labels between the goods they buy and the various ways their decisions affect the environment. Additional contributing reasons include the market's dearth of ecologically friendly packaging options and consumers' inability to distinguish between more and less environmentally friendly package alternatives. Eti et al. [33] claim that a few key factors affect young people's shopping patterns and attitudes about green packaging in Bangladesh. The primary focus of eco-packaging research has been on the communication components of the package, including its size, color, labeling, and efficacy. According to earlier studies by Nahar and Tamim [34, 26], consumers prefer environmentally friendly packaged goods to conventional ones. They concur that the biggest environmental advantage comes from cutting back on unnecessary packaging. As a result, product qualities and availability may become new and significant indications that impact buyer decisions. Another study by Alsagaf et al. [35] concentrated on a few internal and external elements that can affect customer preferences in the modern day, such as social responsibility, environmental consciousness, fundamental beliefs, and willingness to pay. Additionally, he maintained that the purpose of social media tools related to green markets is to raise environmental consciousness and attract non-green consumers. According to Reddy et al. [36], the phrase "green consumers" is becoming more and more well-known in today's culture. People who care about the environment are considered green customers. They have a tendency to buy eco-friendly products. Before durability, quality, dependability, availability, and cost were all taken into consideration, consumers did not want green products. Furthermore, enhancing structural Environmental consumerism may spread due to factors including the availability, naming, affordability, and enough information of environmentally friendly products, as well as motivating pro-environment consumer beliefs, as suggested by Swarnika & Rathnasiri [37]. Personal standards raise the likelihood of choosing such eco-friendly packages in the store, according to Haq et al.'s research [38]. Additionally, they point out that social norms and whether they are supported by favorable or unfavorable consequences that affect customers' behavior often dictate personal standards. Nevertheless, Oliver et al. [39] investigated the positive influence of personal norms on consumers' purchase intentions. This is consistent with the findings of the current study. The second most important element influencing Western Province consumers' inclination to buy environmentally friendly packaging is attitude consumer products. According to the researcher Islam & Sade [40], growing awareness of the need for sustainable packaging is solely attributable to better information. If consumers are aware of sustainable packaging options, they are more inclined to seek them out. Additionally, Ker et al. [41] found that customers' general degree of environmental knowledge is a significant factor influencing their sustainable behavior. According to French, N., & Truong's research [42, 28], "green consumers" are those who care about and are conscious of environmental issues.

Customers have been found to buy environmentally friendly products when their primary requirements are convenience, performance, higher quality, and they understand how an eco-friendly product can help solve an ecological problem, and they are satisfied with price. The authors also looked at how the label on that box could be considered the focal point of a company's communication marketing campaign. In essence, the buyer is told what it is, how to use it, and any legal limitations on its weight, composition, and creator. The researcher Adrita [43] studied the factors that influence Bangladeshi buyers' inclination to purchase products with eco-friendly packaging. The results of the study provide credence to the idea that consumers' inclinations for environmentally friendly packaging and their concern for the environment are strongly related. The study's findings indicate that those who are more concerned about the environment are more inclined to support products packaged in eco-friendly ways. Hossain et al. [44] examined how clients' Their preference for eco-friendly packaging, their willingness to pay, and their awareness of environmental issues all affected their shopping decisions. Their findings showed that green knowledge and environmental consciousness had a significant impact on Indian consumers' decisions about what convenience goods to purchase. In Germany, Siddiqui et al. [45] looked at how consumers make decisions regarding eco-friendly items and packaging. The researchers found that green packaging had a substantial impact on customers' purchasing decisions, even while the green product itself had no statistically significant effect. This study used an exploratory methodology and a quantitative study design. A stratified sampling technique was used to determine a sample size of 300 people technique was applied. Furthermore, it is essential that producers, consumers, and brands offer green packaging in order to meet the industry standard. According to Kaur [46], green packaging is becoming essential in the food and beverage industry, even though its significance isn't immediately obvious. Due to consumer demand, shifting market requirements, and regulatory restrictions, businesses usually need to utilize green packaging techniques to lessen their environmental impact [47]. Amani [48] examined consumer product choices in the cosmetics business with respect to eco-friendly packaging. The authors claim that these findings are in line with prior research that shown relatively weak correlations between factors, such as age, education, as well as views on ethics or the environment. This study examined how consumers make environmental decisions by weighing the significance of green packaging against other pertinent product qualities. Additionally, when people are content with their financial circumstances, there is a higher correlation between income class and pro-environmental behavior, according to Dsouza & Kulal's research [49]. Additionally, he discovered a connection between economic contentment, environmental duties, and environmental consciousness. These views then impact consumers' intentions to purchase environmentally friendly products.

2.1. Hypothesized Model and Conceptual Framework

Based on earlier research and studies by Mahmoud et al. [50], Reddy et al. [36], and Vyas et al. [51], the following factors have been considered to gauge consumer intentions to purchase convenient green packaging products. The purchase is explained by the conceptual framework and hypothesized model displayed in Figure 1. consumers' intentions regarding environmentally friendly packaging in India. The study's conceptual framework has found a number of important characteristics that eventually increase customers' willingness to choose green packaging, including environmental concern, environmental knowledge, availability, product attributes, and green trust.

Figure 1: Hypothesized model and conceptual framework



2.2. Environmental Issues

A person's sense of self and belief that they are an essential part of the natural world are what motivate their environmental sentiments surroundings [51]. "The collection of beliefs, affect, and behavioral intentions a person holds regarding environmentally related activities or issues [52]" is the definition given for environmental attitude. Additionally, in recent years, environmental concerns have emerged as a major influence on consumer behavior [53]. As a result, the researcher developed the following theory.

H1: Consumers in India are more likely to purchase green packaged convenience products when they are concerned about the environment.

2.3. Awareness of eco-friendly packaging

Knowledge is defined as an informed personal belief that improves a person's capacity for making significant judgments [54]. Understanding the customer is essential to marketing since it helps to influence their response [55]. More information increases consumer knowledge, which may affect their decision to buy [56]. Customers' interpretations and the manner in which the information is conveyed will determine this. H2 is therefore suggested.

H2: Customers' intentions to buy green packaging are significantly influenced by their level of knowledge about it.

2.4. Trust in green

A propensity to rely on a company, product, or service because of its reputation for environmental performance, goodwill, and credibility is known as "green trust" [57]. Customers' faith that particular products, services, businesses, or brands have the ability to favorably impact environmental change is increased by green trust [58]. The researcher consequently came up with the following theory.

H3: Customers' inclination to buy green packaged convenience products is significantly impacted by green trust.

2.5. Cost

Customers define price as the sum of money required to purchase or acquire an item [59]. Hidayat et al. [60] stated that, in the majority of cases, price is the most important element influencing consumers' purchasing decisions out of product, price, place, and promotion. Consumers of today believe that convenience products in green packaging support a justifiable cause, which significantly affects their intention to purchase [61]. For this reason, the following hypothesis was developing.

H4: Green packaged convenience products and price have a significant and favorable correlation.

2.6. Accessibility

The concept of availability denotes the ease with which something can be obtained, purchased, or located [62]. The availability is believed to be among the fundamental elements that could affect eco-friendly behavior [59]. Customers don't have much time or energy to search for ecologically friendly products, per the Akter study [63]. When customers struggle to obtain green products; it affects the attitude-behavior gap. The availability of eco-friendly packaging encourages customers to make larger purchases. Thus, H5 is suggested.

H5: The intention to acquire a green packaged convenience product is positively influenced by the availability of the desired green packaged product.

2.7. Green packaged convenience product buying intentions of consumers

Purchase intention is the desire of a customer to buy a particular commodity or service [64]. In their research, the author El-Sayed et al., [65] examined the urge to purchase consumer items whose packaging presents no risks to the Ecosystem and the natural environment is referred to as the green packaged consumer goods purchase intention. A multitude of internal and environmental factors impact purchase intention, which is a dependent variable [66]. Five factors—environmental concern, green trust, understanding of green packaging, price, and availability of the desired green packaged product have been used in this study to quantify consumers' buy intentions for green packaging.

3. Methodology of the Study

3.1. Study Characteristics

The study has employed descriptive (quantitative) research to gauge how green packaging affects consumers intention to buy.

3.2. Information Requirements

The information needed for this study is essentially primary in nature, and a systematic questionnaire was used to collect all of the data from many primary sources. Every piece of information is quantitative in nature. On the other hand, we have developed a literature study that gives us context on the stated objectives using several secondary sources of data.

3.3. Instrument of Measurement

According to the research, there are five key elements that genuinely improve Bangladeshi consumers' inclinations to buy green packaging.

3.4. Method of Scaling

A five-point Likert scale was employed in the study to collect participant opinions. Highlighted are the aspects that the respondents felt were most significant and logical. A five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), is used to ask respondents to rate their level of agreement or disagreement. Twenty-five respondents participated in a pretest before the questionnaire was finalized.

3.5. Formulation of the Questionnaire

A self-structured questionnaire was employed to gather primary data. There were three sections to the questionnaire. The respondents' demographic information is included in the first section. Some basic information regarding green packaging was employed in the second section, and in the third, we found five elements that genuinely contribute to consumers' intentions to buy green packaging.

3.6. Sample Size and Sampling Method

Because it takes less time and money to establish a sampling frame, non-probability sampling has been used. We selected samples using the convenience sampling approach out of the several non-probability sampling techniques. The survey was conducted in India Jashore area, with a sample size of about 150 respondents.

3.7. Data Collection Methods

A self-structured questionnaire was employed to obtain data from customers who buy green packaged convenience products from retail establishments.

3.8. Analysis of Data

A variety of consumers provide data, which is then encoded and analyzed using SPSS (version 21) software. It is examined using a mix of multiple regression computations, reliability statistics, and descriptive statistics.

4. Findings

4.1. Respondents' Demographic Profile

The following table 1 displays the respondent's demographic profile. According to the respondents' demographic profile, the majority of them are male (52%) and female (48%); they are primarily in the 20–25 age range (46%), and 48.7% of them have graduated of the 150 respondents, 66 had incomes under \$100,000, 38 had incomes between \$10,000 and \$20,000, 19 had incomes between \$20,000 and \$30,000, 8 had incomes between \$30,000 and \$40,000, and 19 had incomes beyond \$40,000. Furthermore, 107 of the respondents were students, 5 were business owners, 4 worked for the government, and 9 were employed by the private sector jobs, while 25 were classified as others.

Table 1: Respondents' Demographic Profile

Sl. No.	Description	Frequency	Percentage (%)
1	Gender	Male	78
		Female	72
2	Marital Status	Married	38
		Unmarried	112
3	Age Below 20 years	Below 20 years	2
		20 to 25	69
		26 to 30	48
		31 to 35	16
		36 to 40 and above	15
4	Education	SSC	16
		HSC	18
		Graduation	73
		Master/ P.G.	38
		Others	5
5	Occupation	Students	107
		Business	5
		Private Job	4
		Govt. Job	9
		Others	25
6	Income Level	Below 10,000	66
		10,000 to 20,000	38
		20,000 to 30,000	19
		30,000 to 40,000	8
		Above 40,000	19

4.2. Fundamental Green Packaging Information from Elementary Data

Additionally, this survey gathered some fundamental data regarding green packaging from the participants, which are shown in table 2 below:

Table 2: Respondents' Basic Information on Green Packaged FMCG Product

Variables	Categories	Frequency	Percentage
Do you know about Green packaging?	Yes	150	100%
	No
Have you purchased any green packaged convenience products?	Yes	150	100%
	No
Reasons for purchasing Green Packaged convenience products	Environmental friendliness	102	68%
	Natural elements	11	7.3%
	High quality	37	24.7%
Most frequently purchase category in prospects of mini-pack shampoo category	Dove	45	30%
	Himalaya	14	9.3%
	Sunsilk	47	31.3%
	Mamaearth	16	10.7%
	Clinic Plus	28	18.7%
Which chips is your particular favourite?	Uncle chips	52	34.7%
	Nacho crips	12	8%
	Cheese puffs	27	18%
	Kurkure	36	15.3%
	Lays	24%
Which wallet tissue did you use more during the previous three months?	Sinmeo wallet tissue	107	71.3%
	Freshee wallet tissue	34	22.7%
	Tulips wallet tissue	9	6%
How will you be satisfied with using green packaged convenience items?	Highly satisfied	127	84.7%
	Satisfied	23	15.3%
	Neither satisfied nor dissatisfied
	Dissatisfied
	Highly Dissatisfied
How often would you purchase sustainable packaging product?	Daily	21	14%
	Weekly	10	6-7%
	Monthly
	When Needed	119	79.3%
Would you like to recommend your friends and relatives using green packaged convenience product in future?	Yes	100	100%
	No

The respondents' basic information is displayed in Table No. 2 alongside green-packaged convenience items such as wallet tissue, chips, and mini-pack shampoo. All respondents—100% of them—were aware of green packaging and have bought convenience products in green packaging. The majority of consumers (68%) purchased green packaging convenience goods because to environmental concerns, while natural components had the lowest percentage (7.3%). With 30% and 31.3% of purchases, respectively, Dove and Sun silk mini-pack shampoo brands were the most popular among respondents. During the survey period, the popularity of the remaining three brands—Clinic Plus, Mama earth and Himalaya —were 18.7%, 10.7%, and 9.3%, respectively. 34.7% of the participants in this study purchased Uncle chips, followed by cheese puffs (18%) and kurkure, Nachocrips (8%), and Lays(24%). Out of the 150 respondents, 71.3%, 22.7%, and 6% of them used sinmeo wallet tissue, Freshee wallet tissue, and Tulips wallet tissue most frequently over the preceding three months, respectively. Additionally, the participants' basic data indicates that 15.3% of respondents are satisfied with their experience utilizing convenience items packed in green, and 84.7% are extremely satisfied. According to this survey, 6.7% of respondents indicated they would like to buy once a week, 14% said they would like to buy every day, and the remaining 79.3% stated they would only buy when absolutely necessary. In the future, all survey respondents said they would like to urge their friends and family to use packaged convenience products that are less harmful to the environment.

4.3. Based on Variable Evaluation

4.3.1. Green packaged convenience items:

A Reliability Analysis Cronbach's Alpha was calculated for the 20 items in the study, and the measure's overall reliability was 826 with Kennedy's [67] recommended standard value of 0.60, which shows that a reliability level above .60 is considered acceptable. Therefore, the questionnaire that was used to gather information was trustworthy.

Table 3: Analysis of Reliability

Cronbach's Alpha	Number of Items
0.826	20

4.3.2. The Kaiser-Meyer-Olkin test

KMO (KAISER-MEYER-OLKIN), gauges how well your data fits into factor analysis. The sample size was sufficient to consider the data normally distributed, as indicated by the KMO value of 0.836. Data normality is defined as a KMO value greater than 0.70.

In Table 4, KMO and Bartlett's Test are presented.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling	0.836
Bartlett's Test of Sphericity Approx. Chi-Square	Approx. Chi-Square	2091.349
	df	210
	Sig.	0.000

4.3.3. Hypothesis Testing Outcome

The researchers can decide on the suggested hypotheses by using a structural model when testing them. Understanding the connection between independent and dependent variables is also beneficial. Several predicted causal relationships between customer purchase intentions for green packaging are tested using structural equation modeling.

Table 5: Analysis of Multiple Regressions

Hypothesis	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	T	P	Decision
		Std. Beta	Error	Beta			
	Constant	0.007	0.191		0.038	0.970	
H1	Environment Concern	0.281	0.066	0.239	4.238	0.000	Supported
H2	Environmental Knowledge of green packaging	0.310	0.052	0.366	5.974	0.000	Supported
H3	Green trust	0.326	0.056	0.353	5.871	0.000	Supported
H4	Price	-0.032	0.032	0.048	-1.002	0.318	Rejected
H5	Availability	0.106	0.043	0.124	2.446	0.016	Supported

Note: H= Hypothesis, Std. Error= Standard Error, T= Hypothesis Test Statistic, P =Probability

5. Analysis of the Results

According to the current study, Indian consumers' inclination to purchase convenience packaged goods produced of sustainable materials is strongly correlated with their level of environmental consciousness. The environment the study's hypothesis provides **five characteristics**: availability of the desired green packaged product, pricing, green trust, understanding of green packaging, and concern. As independent variables, these five elements constitute the focus of this investigation. Additionally, one of the dependent variables in this study is the aspect known as consumer purchase intentions. The hypothesis will be rejected if the significance level is higher than 0.05, indicating that it will have a detrimental effect on the consumer's intention to buy. In this case, the hypotheses are validated because the values of environmental concern, green packaging environmental understanding, green trust, and availability of significance are less than 0.05. Additionally, the price is rejected since its significance value is greater than 0.05, indicating Price has a detrimental effect on consumers' intentions to buy. The results of the multiple regression analysis presented in Table No. 5 also demonstrate that consumers in India are more likely to purchase green packaged convenience goods when they lack environmental concern ($\beta = 0.239$, $P = 0.000$), have environmental knowledge of green packaging ($\beta = 0.366$, $P = 0.000$), have green trust ($\beta = 0.353$, $P = 0.000$), and have availability ($\beta = 0.124$, $P = 0.016$). This suggests that these four factors have a significant correlation with consumers purchase intention and green packaged convenience goods. . Conversely, the cost of green packaging for specific convenience items has a detrimental effect on increasing Indian consumers' inclinations to purchase green packaged convenience goods ($\beta = -.048$, $P = 0.318$). Additionally, it shows that there is essentially no correlation between the cost of the general barrier to becoming a green consumer in India is not significantly related to green packaged convenience items and consumer buying intents. Convenience products coated in green materials are eventually more likely to be purchased by customers who have positive environmental concerns, green trust, and better knowledge about green packaging.

A suggestion made by the study

The model of studies indicates that a number of crucial elements influence consumers' willingness to purchase green packaging in the current market. Customers' intentions to purchase are positively impacted by availability, green packaging expertise, environmental awareness, and green trust. The findings indicate a positive correlation between the availability of green-packaged products and consumers' inclinations to buy green packaging. The green Marketers can use a range of promotional strategies to increase product availability. As a result, customers are more inclined to make a purchase. Additionally, companies need to educate consumers on environmentally friendly product packaging. Marketers would be strongly advised to concentrate on customer willingness to pay and personal norms in order to encourage Indian customers to make green purchases, given the substantial environmental benefits. They must create some engaging marketing campaigns that highlight the benefits of eco-friendly packaging in order to do this. Consumer behavior will eventually shift in favor of green consumption as a result of this. Furthermore, the government may include environmental and preservation information at every level of curriculum and discuss these results with the relevant authorities. Such a measure could enhance sustainability issues, customer perspectives, and preferences. Customers of the FMCG sector, both present and future, will then be prepared to safeguard the environment. Price sensitivity in relation to convenience products with green packaging is another pressing problem affecting consumers. Businesses must thus exercise caution when determining whether or not consumers are willing to pay the listed price for a green product. . This could improve India's standing internationally in terms of increased usage of ecologically friendly FMCGs in green packaging. A more socially and environmentally conscious economy is achievable in a

developing nation like India if businesses and lawmakers together to advance environmentally friendly packaging techniques.

6. Conclusion and Prospects for Further Study

Due to the globalization of green marketing, consumers are now increasingly concerned about the environment when making purchases. The purpose of this study was to ascertain how green packaging affected Indian consumers' intentions to buy particular convenience products. At the moment, it is clear that India's fast-moving consumer goods sector uses ecologically friendly and recyclable packaging, and even modifies products to lessen or completely eradicate environmental pollution. The nation's consumers continue to prioritize buying convenience products in environmentally friendly packaging. The study's main conclusions were that consumers' intentions to purchase ecologically friendly packaging are influenced by a number of factors, including product features, availability, trust and knowledge, and environmental concern.

It is imperative that Indian FMCG companies concentrate on enhancing these components. The study also showed that the chosen model is a helpful tool for determining the intentions of Indian customers about convenience products with green packaging. The total difficulties that Bangladeshi consumers must concentrate on in order to become green consumers are greatly influenced by these factors taken together. This study will help determine the needs and preferences of consumers who want to purchase convenience products packed in eco-friendly materials in order to meet consumer expectations and develop an effective marketing strategy. The research could help eco-friendly marketers in adjusting their marketing strategy, improving user experience, assessing competitors, and making educated decisions about regional expansion by identifying the factors that influence purchase intention. Regarding sample significance and possible results from the data gathered, this study does have several limitations. The primary and most important limitation is that the sample size is not representative of the world's population. 150 people took part in the study, which focused on the geographical analysis of Indian's city Delhi. Even though the study only examines a few factors, the public's purchasing intentions may be influenced by a different set of factors. In order to identify other elements that affect customers' decisions to buy green packaging, more research may be done in India with a larger sample size and in other locations quick meals.

Adherence to moral principles

- Conflict of interest disclosure
- There are no conflicts of interest to reveal.
- Informed consent statement
- Every individual participant in the study gave their informed consent.

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