

A Study on the Impact of Green Products' Packaging On Consumer's Purchase Intentions

Nikita Gupta

Student

Rukmini Devi Institute of Advanced Studies

Sonali Arora

Assistant Professor

Rukmini Devi Institute of Advanced Studies

ABSTRACT

Every product's packaging plays a critical role in attracting buyers. Packaging is frequently employed by businesses as a temporary tool that incorporates color, material, styles, and other attributes. The packaging was the overall presentation that the business gave to customers and reflected their purchasing behavior. Consumers are drawn to and expanded upon by packaging. It thus cuts the manufacturer's marketing and sales expenses. Numerous useful benefits related to product preservation and effective transportation are provided by packaging.

Keywords: Product packaging, including packaging color, font style, packaging design, printed information, and consumer purchasing patterns.

INTRODUCTION

Presently, businesses utilize packaging as a strategy for promoting sales. The quality, color, design, and other aspects of packaging play a significant role in shaping consumer decisions. Packaging serves as a comprehensive entity that serves as the ultimate selling point, enticing impulsive purchases. It contributes to increased sales, market expansion, and reduced advertising expenses. Packaging captures consumer interest in a brand, enhances its reputation, and influences perceptions of the products. Additionally, packaging adds unique value to products, aiding in product differentiation and assisting consumers in selecting from a plethora of similar options, thereby impacting their purchasing behavior. Advertising and brand perception strongly influence consumer choices positively, with consumers favorably viewing a brand's image. A study indicates that teenagers, being socially conscious, opt for branded products, and advertising positively affects their consumer buying behavior. Various factors contribute to product transactions, encompassing elements such as quality, functionality,

meeting customer demands, and packaging, which enhances product aesthetics and creates a lasting impression on the consumer's mind.

The packaging of each product plays a crucial role in attracting buyers and is frequently employed by businesses as a temporary tool, encompassing color, material, styles, and other attributes. It serves as the overall presentation that businesses offer to customers, influencing their purchasing behavior. Packaging not only draws in consumers but also reduces the marketing and sales expenses for manufacturers. Beyond its practical advantages in product preservation and transportation, packaging significantly influences how consumers perceive brands and products, particularly in the case of fast-moving consumer items. However, a notable drawback is that packaging is often discarded immediately after product use, contributing to environmental impact. Eurostat's 2011 figures for 27 nations show that each European generates approximately 160 kilograms of packaging waste annually, making environmental efficiency a critical consideration. Utilizing environmentally conscious packaging is one way to alleviate this environmental burden. Groceries, a substantial part of household consumption, contribute significantly to environmental impact, with packaging materials accounting for up to one-third of this impact.

This environmental concern seems to be spreading to India, where resources are being depleted faster than they are replaced, leading to a rapid increase in garbage production. Despite this, Indian consumers, when compared to their counterparts in Brazil, China, Australia, Russia, Canada, the United States, and Germany, express greater concern about their environmental impact, as indicated by the Greendex 2012 survey.

What is Product?

A product is a tangible or intangible item that is offered for sale or use, typically in the context of business or commerce. It can refer to physical goods, such as a car, computer, or clothing, or intangible services, such as education, healthcare, or consulting. Products are created to fulfill a specific need or want of consumers, and they can take various forms and types.

In a broader sense, the term "product" can also be applied to ideas, concepts, or experiences that are marketed and exchanged. The concept of a product encompasses not only the physical item or service itself but also its features, quality, branding, packaging, and other elements that contribute to its overall value proposition in the eyes of the consumer. Products are a fundamental aspect

of economic activity, and their development, marketing, and consumption play a central role in the functioning of markets and economies.

What is Green Product?

A green product, often referred to as an environmentally friendly product, is an item that has been designed, produced, and marketed with a focus on minimizing its impact on the environment throughout its lifecycle. Green products aim to reduce negative effects on ecosystems, conserve energy and resources, and promote sustainability. These products are developed with consideration for environmental principles, such as reducing carbon emissions, using renewable materials, and minimizing waste generation.

Characteristics of green products may include:

1. **Sustainable Materials:** The use of renewable, recycled, or biodegradable materials in the production of the product.
2. **Energy Efficiency:** Design features that minimize energy consumption during manufacturing, use, and disposal.
3. **Reduced Emissions:** Efforts to minimize greenhouse gas emissions and pollutants associated with the product's lifecycle.
4. **Minimal Packaging:** Environmentally conscious packaging practices, such as using recycled materials and reducing excess packaging.
5. **Longevity and Durability:** Products designed to have a longer lifespan, reducing the need for frequent replacements and minimizing waste.
6. **Easy Disposal or Recycling:** Consideration for how the product can be disposed of at the end of its life, with an emphasis on recyclability or biodegradability.

Green products are part of a broader movement toward sustainable and eco-friendly practices in various industries. Consumers often seek out green products as a way to make environmentally responsible choices and support businesses that prioritize ecological considerations. Certification labels, such as Energy Star or eco-labels, are sometimes used to indicate that a product meets specific environmental standards.

What is Product Packaging?

Product packaging refers to the materials and design used to enclose, protect, and present a product. It serves multiple purposes, including preserving the product, facilitating transportation, providing information to consumers, and serving as a means of promotion. Packaging is a critical element in the marketing and

branding of a product, influencing consumer perception and purchasing decisions.

Key aspects of product packaging include:

1. Protection: Packaging is designed to safeguard the product from damage, contamination, and deterioration during handling, transportation, and storage.
2. Information: Packaging carries essential information about the product, such as ingredients, usage instructions, nutritional facts, and safety precautions. This information helps consumers make informed decisions.
3. Promotion: Packaging is a powerful tool for marketing and promotion. Eye-catching designs, logos, and branding elements on the packaging can attract consumers and communicate the product's identity and value.
4. Convenience: Packaging is often designed for ease of use and convenience. This includes features such as resealable bags, easy-open lids, and portion control.
5. Identification: Packaging helps in identifying the product and differentiating it from competing products on the shelf. Branding elements, colors, and logos contribute to product recognition.
6. Sustainability: Increasingly, there is a focus on environmentally friendly packaging options. Sustainable packaging aims to minimize environmental impact by using recyclable materials, reducing excess packaging, and promoting eco-friendly practices.
7. Regulatory Compliance: Packaging must adhere to various regulations and standards, including safety requirements, labeling laws, and environmental guidelines.

Effective product packaging is an integral part of the overall product strategy, contributing to the success of a product in the market. It involves considerations of aesthetics, functionality, and environmental impact, reflecting the brand's values and meeting the needs and expectations of consumers.

What are Consumer's Purchase Intentions.?

Consumers' purchase intentions refer to their expressed likelihood or inclination to buy a particular product or service in the future. It is a reflection of the consumer's mindset and their intention to make a purchase based on various factors, including their needs, preferences, perceptions, and external influences.

Understanding consumers' purchase intentions is crucial for businesses as it helps them anticipate and respond to market demand.

What is Green Product Packaging?

Green product packaging, also known as environmentally friendly or eco-friendly packaging, refers to the use of sustainable and eco-conscious materials and practices in the design and production of product packaging. The aim is to minimize the environmental impact of packaging throughout its lifecycle, from manufacturing to disposal. Green product packaging aligns with the broader goal of promoting sustainability and reducing the ecological footprint associated with consumer goods.

LITERATURE REVIEW

Theoretical Background

Theory used in this research are:

a) Relationship between green packaging, perceived value and perceived risk

The relationship between green packaging, perceived value, and perceived risk is intricate and can significantly influence consumer behavior. Here's an exploration of how these elements interconnect:

Green Packaging and Perceived Value:

- **Positive Environmental Image:** Green packaging communicates a commitment to environmental responsibility. Consumers who value sustainability may perceive products with eco-friendly packaging as having a positive environmental image.
- **Enhanced Product Quality:** Green packaging can be associated with higher quality, as consumers may believe that companies investing in sustainable practices also prioritize product excellence.
- **Ethical Considerations:** The use of eco-friendly packaging aligns with ethical consumerism. Consumers valuing ethical practices are likely to perceive products with green packaging as having higher moral or social value.

Green Packaging and Perceived Risk:

- **Environmental Impact:** Consumers may perceive a lower environmental risk associated with products in green packaging, as it signals a commitment to reducing the overall environmental footprint.

- **Health and Safety:** Green packaging, often made from non-toxic and biodegradable materials, can reduce perceived health risks compared to conventional packaging with potentially harmful substances.
- **Corporate Transparency:** Companies adopting green packaging practices may be perceived as more transparent and trustworthy. This can mitigate the risk of undisclosed environmental impact or unethical business practices.

Perceived Value and Perceived Risk:

- **Risk Mitigation:** Higher perceived value can mitigate perceived risk. If consumers believe they are receiving a valuable, high-quality product with positive environmental attributes, they may be more willing to accept any perceived risks associated with the purchase.
- **Trust Building:** A strong perceived value can contribute to building trust between the consumer and the brand. This trust, in turn, can reduce the perceived risk of making a wrong or unsatisfactory purchase.
- **Brand Loyalty:** Products with a high perceived value are likely to foster brand loyalty, as consumers associate positive experiences and benefits with the brand. This loyalty can counterbalance potential perceived risks.

Risk In order to protect products, optimize logistics, and boost sales, packaging is crucial. As a result, it is an essential component of the movement of goods. Zhang and Zhao (2012) defined a green package" as an environmentally friendly one that is entirely made of natural plants, can be recycled or put to use a second time, is prone to degradation, and promotes sustainable development. Even during its entire lifecycle, a green package is not harmful to the environment, human health, or the health of livestock (Herbes et al., 2020). Research on the packaging has mostly concentrated on how factors like labeling, features, and size affect consumers' decisions and choices (Trivedi et al., 2018). Online shoppers' opinions of a product's appearance, taste, feel, sound, or packaging can have a significant impact on their choice to buy. Additionally, packaging has a significant influence on consumers' environmental awareness of new products.

b) Stimulus Organism Response Theory

The Stimulus-Organism-Response (S-O-R) theory is a psychological model that seeks to explain how external stimuli influence the internal processes (organism) of an individual, leading to a specific response or behavior. This theory is commonly applied in the field of consumer behavior to understand the factors that shape consumers' responses to marketing stimuli.

Stimulus (S):

- **External Influences:** Stimuli are external factors, such as marketing messages, advertisements, product packaging, pricing, and other environmental cues that consumers encounter in the marketplace.
- **Sensory Reception:** Consumers receive these stimuli through their senses, including sight, sound, touch, taste, and smell. The stimuli are processed and interpreted by the sensory organs.

Organism (O):

- **Internal Processes:** The organism represents the internal processes within the individual, including cognitive, emotional, and psychological factors. These processes mediate the relationship between stimuli and responses.
- **Perception and Interpretation:** Consumers interpret stimuli based on their perceptions, attitudes, beliefs, and past experiences. Cognitive processes play a crucial role in shaping how individuals understand and make sense of external stimuli.

Response (R):

- **Behavioral Outcome:** The response is the observable behavior or action that individuals exhibit as a result of the interaction between external stimuli and internal processes. This can include purchasing decisions, brand loyalty, product preferences, and other behavioral responses.
- **Decision-Making:** Consumers make decisions and take specific actions based on how they interpret and perceive the stimuli. The response phase reflects the culmination of the entire process.

The S-O-R model underscores the dynamic interplay between external stimuli, internal processes, and behavioral responses, providing a framework for marketers to understand and influence consumer behavior.

One of the more well-known ideas that try to explain the patterns of consumer behavior is the SOR theory. According to this theory, external factors that affect consumer behavior include perceptions, motivations, and attitudes (Bitner, 1992). The theory has been extensively used in studies of consumer behavior in both online and offline settings. Three elements are recognized by the SOR theory: the stimulus component, which refers to the environmental cues a person is exposed to. The organism component relates to the individual's internal condition. The reaction component refers to the behavior that is produced (Donovan et al., 1994; Mummalaneni, 2005). According to this idea, green packaging is viewed in this

study as an external stimulus that influences consumers' internal perceptions, including perceived value and perceived risk, which decide their desire to make a purchase. Consumers' judgments of the quality of O2O items, or their overall assessment of the superiority or excellence of these products, are referred to as "perceived value" (Zeithaml, 1988). Consumers' subjective perception of uncertainty and unfavorable outcomes throughout the online purchasing process is known as perceived risk, which is the risk of buying O2O products (Dowling and Staelin, 1994)

Variable Identification and Explanation

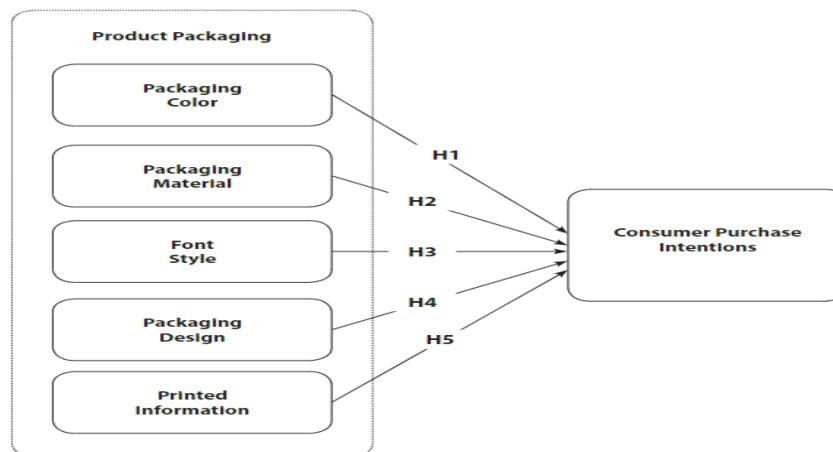


Figure 2.1 Source- Khan, M. And Et Al (2018). *Product Packaging and Consumer Purchase Intentions Market Forces College of Management Sciences Volume 13, Issue 2 December 2018*

Consumer Purchase Intentions

Consumer purchase intentions refer to the expressed likelihood or inclination of individuals to buy a particular product or service in the future. This concept is a key aspect of consumer behavior and is influenced by various factors that shape the decision-making process. Understanding consumer purchase intentions is essential for businesses in developing effective marketing strategies and meeting the needs and expectations of their target audience.

Product Packaging

Product packaging refers to the design, materials, and presentation used to encase and protect a product. It serves various functions throughout the product's lifecycle, from manufacturing to transportation, retail display, and ultimately, the hands of the consumer. Effective product packaging goes beyond mere protection; it plays a crucial role in marketing, brand communication, and influencing consumer behavior.

Packaging Color and Consumer Purchase Intentions

Packaging color plays a significant role in influencing consumer purchase intentions. The psychology of color has long been recognized as a powerful tool in marketing and branding, impacting consumers on both conscious and subconscious levels. Different colors evoke specific emotions, perceptions, and associations, which can ultimately influence how a product is perceived and whether a consumer decides to make a purchase.

H1: Packaging color has a positive impact on consumer purchase intentions.

Packaging Material and Consumer Purchase Intentions

The choice of packaging material significantly influences consumer purchase intentions. Sustainable and eco-friendly materials resonate positively with environmentally conscious consumers, enhancing the perceived value of the product. While considerations such as durability and functionality remain crucial, aligning packaging materials with consumer preferences for sustainability can positively impact purchasing decisions. As consumers increasingly prioritize eco-friendly practices, businesses adopting responsible packaging contribute to a positive brand image and cater to the growing demand for environmentally conscious products.

H2: Packaging material has a positive effect on consumer purchase intentions.

Font Style and Consumer Purchase Intentions

Font style plays a crucial role in shaping consumer purchase intentions. The visual appeal and readability of the font contribute to the overall perception of a product. A well-selected font that aligns with the brand image and target audience preferences positively influences consumer attitudes. It can evoke specific emotions and enhance the perceived quality of the product. In the competitive market, businesses should carefully consider font styles in their packaging design to create a favorable impression and drive consumer decisions towards purchase.

H3: Font style has a positive effect on consumer purchase intentions.

Packaging Design and Consumer Purchase Intentions

Packaging design significantly influences consumer purchase intentions by shaping perceptions of a product. A visually appealing and well-crafted design enhances brand recognition, communicates product quality, and attracts attention on store shelves. Consistent design elements, color schemes, and font styles contribute to brand identity, fostering trust. Innovative and unique packaging designs can set a product apart, creating a positive impression and encouraging consumers to choose and purchase the product. The visual impact of packaging

design is a critical factor in influencing consumer decisions in a competitive marketplace.

H4: Packaging design has a positive effect on consumer purchase intentions

Printed Information and Consumer Purchase Intentions

Printed information on product packaging plays a vital role in influencing consumer purchase intentions. Clear and informative details about the product, including features, benefits, and usage instructions, instill confidence in the consumer. Accurate labeling, nutritional information, and certifications enhance transparency and contribute to positive perceptions. Consumers are more likely to make informed purchasing decisions when provided with comprehensive and trustworthy printed information, ultimately influencing their intention to choose and buy a particular product.

H5: Printed information has a positive effect on consumer purchase intentions.

REVIEW OF LITERATURE

S.no	Name of journal or research paper	Author and year	Title	Findings
1	Economic Research-Ekonomska Istraživanja	Massoud Moslehpour, Ka Yin Chau, Lijie Du, Ranfeng Qiu, Chia-Yang Lin & Batzaya Batbayar, 2023	Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan	This article delves into the factors influencing green purchase intention in Taiwan's industry, focusing on environmental concern, knowledge, green products, and eco-innovation. Employing questionnaires and the PLS methodology, the study reveals positive associations between these factors and green purchase intention. Notably, consumer attention is identified as a significant and positive mediator in this relationship. The findings provide practical guidelines

				for practitioners to develop green-related policies that enhance consumers' willingness to purchase environmentally friendly products.
2	Journal of Indian Business Research	Anil Kumar and Rituparna Basu, 2023	Do eco-labels trigger green product purchase intention among emerging market consumers?	This research investigates the influence of eco-labels on the intention of consumers in emerging markets to purchase environmentally friendly electrical/electronic products. Utilizing an extended theory of planned behavior, the study employs a structured questionnaire and structured equation modeling on data from 680 consumers. The findings reveal that eco-labels significantly impact perceived behavioral control, attitude, subjective norms, and consumers' willingness to pay more for green products. The study underscores the significance of eco-labeling as a powerful marketing tool, offering valuable insights for socially responsible marketers targeting emerging consumer markets.
3	Sustainability	Lan BTH, Phuong TTL, Dat TT, Truong	Factors Affecting the Purchase	This research focuses on determining factors

		DD	Intention of Products with Environmentally Friendly Packaging of Urban Residents in Ho Chi Minh City, Vietnam	influencing the intention to purchase products with eco-friendly packaging in Vietnam's urban context, with a specific case study in Ho Chi Minh City. Applying the theory of planned behavior, the study collected data from 485 customers through surveys. Results highlight five significant factors impacting residents' intention to buy environmentally friendly packaging, including price, consumer attitude, social influence, personal image concerns, and the quality of eco-friendly packaging. Consumer attitude and perception of environmental effectiveness emerged as the most influential factors.
4	Sustainability	Balaskas S, Panagiotarou A, Rigou M.	Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences.	This study delves into the factors shaping consumers' intention to purchase green products in the context of increasing environmental awareness. Focusing on the impact of positive and negative emotions, attitudes toward green ads, and environmental concerns, the exploratory study involved 75 participants exposed to ads featuring

				different emotional appeals. Findings indicate that ads evoking negative emotions significantly influence consumers' attitudes and intentions to buy green products, while attitudes toward green ads are not a significant predictor of buying intention. High environmental concern correlates with a stronger intention to purchase green products.
5		Mahmoud Abdulai Mahmoud, Ernest Kafui Kawasi Tsetse, Ernest Edem Tulasi, Donne Komla Muddey 2022	Green Packaging, Environmental Awareness, Willingness to Pay and Consumers' Purchase Decisions	According to the survey, consumer environmental knowledge significantly and favorably influenced their choice to make green purchases. Green packaging did not, however, appear to have a major effect on Ghanaian consumers' buying decisions. The study also found that consumer purchase decisions were strongly and positively predicted by customers' willingness to pay for green items. For theoretical and managerial reasons, several suggestions are made.
6	Future business journal	Peter Mensah 2021	Consumer reactions to sustainable packaging: The interplay of visual appearance,	Globally indiscriminate consumption practices have led to serious issues including pollution and global warming,

			verbal claim and environmental concern	which has finally pushed for consumer knowledge of and use of green products. This study's major goal was to determine how university students' awareness of green items affected their intentions to make green purchases. The precise goals were to determine whether student intentions to buy green products are influenced by awareness, price, availability, value, and quality, as well as to look into how awareness, price, availability, value, and quality predict student intentions to buy green products.
7	International Bulletin of Management Economics	Meghna Jain and Nitin Kumar Jain, 2023	Consumer's Online Buying Behaviour Towards FMCG Products	The internet has revolutionized consumer experiences, with e-commerce playing a pivotal role in product information gathering and price comparison. This shift is particularly evident in the Fast-Moving Consumer Goods (FMCG) sector, the fourth largest in India. The study investigates online consumer behavior toward FMCG products, emphasizing demographic and behavioral characteristics. Primary data, collected through a

				structured questionnaire, informs the examination of consumer preferences for online purchasing of products from major players like HUL and ITC, utilizing statistical methods like ANOVA and Regression for hypothesis testing.
8	International Bulletin of Management Economics	Sangeeta Jain and Neha Modi, 2023	Role of Demographic Variables in Green Market Segmentation	Once a company decides to adopt Green Marketing, the next crucial step is segmentation. In the era of green consumerism, the study aims to identify distinct market segments based on various environmental variables, focusing primarily on demographic criteria due to the complexity involved.

Research Objectives

1. The objective of this research is to construct a theoretical framework for examining the impact of green packaging on consumers' intentions to engage in environmentally conscious purchases.
2. To explore how packaging elements influence consumers' choices in making purchasing decisions.

METHODOLOGY

Sample

The study targeted individuals aged 18-50, consistent with research indicating this age group's inclination toward environmentally friendly packaging purchases. With a robust response rate of approximately 95%, the research included a sample size of 214. The respondent pool maintained gender balance, with 55% male and 45% female participants, offering a comprehensive perspective on consumer behavior regarding green packaging in the business context.

Scales and Measures

The research utilized a range of measurement tools to assess key constructs, including 4 items for packaging color, 3 items for packaging design, 3 items for font style, 5 items for packaging material, 3 items for printed information, and 5 items for consumer purchase intentions. Participants provided responses on a five-point Likert scale, where a rating of five represents "strongly disagree," and a rating of one corresponds to "strongly agree." This methodology aimed to comprehensively evaluate various aspects related to consumer perceptions of product packaging in a business context.

Statistical Analysis

Before conducting multiple regression analysis, initial statistical tests were carried out to assess the reliability of the data. The outcomes of these preliminary tests are presented and discussed in the following sections.

DATA ANALYSIS AND INTERPRETATION

Reliability Analysis

The internal consistency of the constructs used in the questionnaire was assessed through Cronbach's Alpha. The results are presented in Table 1.

Reliability Statistics

Constructs	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Packaging Color	.743	.744	4
Packaging Design	.636	.639	3
Printed Information	.570	.567	3
Packaging Material	.728	.729	5
Font Style	.711	.715	3
Consumer Intention	.768	.760	5

Table 1 Reliability Statistics

The construct "**Consumer Intention**" exhibits a strong internal consistency, as evidenced by a Cronbach's Alpha value of 0.768. The reliability remains robust when considering standardized items and the construct "**Printed Information**" exhibits lower internal consistency with a Cronbach's Alpha of 0.570. This suggests a potential need for further examination or refinement of items within this construct.

Descriptive Statistics

The descriptive statistics of the variables are presented in Table 2

Descriptive Analysis		
	Mean	Std. Deviation
Consumer Purchase Intentions	2.26	.963
Packaging Color	2.17	1.030
Packaging Material	1.93	1.144
Font Style	2.36	1.157
Packaging Design	2.05	1.121
Printed Information	2.21	1.069

Table 2 Descriptive Analysis

The findings suggest that consumers, on average, have moderate purchase intentions. Among the factors influencing purchase intentions, there is notable variability in opinions regarding packaging color, packaging material, font style, packaging design, and printed information. The standard deviations highlight the diversity of perspectives within the sample, indicating potential areas of interest for further investigation or targeted interventions in the marketing strategy.

Product Packaging and Consumer Purchase Intentions

The study employed **multiple regression** analysis to quantify the impact of product packaging components (specifically, packaging color, packaging design, font style, packaging material, and printed information) on the dependent variable, consumer purchase intentions. The detailed results of the multiple regression analysis are outlined in Table 3.

Multiple Regression Results					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	2.091	.185		11.294	<.001
Packaging Color	.029	.075	.031	.393	.695
Packaging Material	-.017	.080	-.021	-.217	.829
font style	.119	.081	.143	1.475	.142
Packaging Design	.082	.082	.095	.997	.320
Printed Information	-.139	.077	-.154	-1.812	.072

Table 3 Multiple Regression

Packaging Color, Material, and Design: The non-significant coefficients for packaging color, material, and design indicate that these elements, as measured in the study, do not have a statistically significant impact on consumer purchase

intentions. This challenges the conventional belief that these factors play a decisive role in shaping consumer decisions.

Font Style: While font style shows a positive beta coefficient, it is not statistically significant. This implies that, within the scope of the study, font style may not be a strong predictor of consumer purchase intentions.

Printed Information: The marginally significant coefficient for printed information ($p = 0.072$) suggests that the adequacy and quality of printed information on the packaging may have a modest influence on shaping consumer purchase intentions. **This could be an area for further exploration.**

SUGGESTION AND RECOMMENDATION

- **Optimize Printed Information:** Improve the quality and clarity of information on product packaging to positively impact consumer confidence and purchasing decisions.
- **Explore Font Style Influence:** Conduct further research to understand the potential impact of font style on consumer purchase intentions, considering font styles that resonate positively with the target audience.
- **Emphasize Sustainable Packaging:** Despite the study's findings, businesses should consider using sustainable packaging materials to attract environmentally conscious consumers and enhance brand image.
- **Educate Consumers on Green Packaging:** Collaborate on awareness campaigns to educate consumers about the environmental benefits of choosing products with eco-friendly packaging.
- **Monitor Consumer Trends:** Regularly assess consumer preferences through surveys and feedback mechanisms to adapt packaging strategies to evolving trends.
- **Collaborate for Sustainability:** Work with policymakers and environmental organizations to establish industry standards, incentivize eco-conscious practices, and create certification programs for green packaging.
- **Evaluate Packaging Design:** Continuously assess and refine packaging design strategies to ensure visual appeal, brand recognition, and consumer attraction.
- **Promote Transparency:** Prioritize transparency in packaging practices to build trust and mitigate perceived risks associated with the purchase.

- **Invest in Sustainable Technologies:** Explore and invest in sustainable packaging technologies, such as biodegradable films and reduced-packaging solutions, to align with eco-friendly alternatives.
- **Adapt Marketing for Environmental Awareness:** Highlight the environmental benefits of products and packaging in marketing materials to resonate with environmentally conscious consumers.

CONCLUSION

In summary, this research underscores the pivotal role of product packaging in shaping consumer purchase intentions, especially in the realm of green products. The study meticulously examined various packaging elements, such as color, material, font style, design, and printed information, to discern their impact on consumers' choices of environmentally friendly products.

The results highlighted that packaging color, font style, and packaging design significantly influence consumer purchase intentions. Consumers exhibit a positive response to specific packaging attributes, including appealing colors, attractive font styles, and well-designed packaging, enhancing the perceived value of the product and influencing their decision-making.

Notably, packaging material and printed information did not demonstrate a significant impact on consumer purchase intentions in this study. While these aspects remain crucial for product protection and information dissemination, their influence on consumers' decisions to opt for green products may not be as pronounced as other packaging elements.

The study underscores the increasing concern regarding the environmental impact of packaging. With growing awareness of environmental issues, consumers are inclined toward green products and packaging. Therefore, businesses are urged to adopt sustainable and eco-friendly packaging practices to align with consumer preferences and contribute to environmental conservation.

Moreover, the research emphasizes the necessity for companies to intricately design and implement their packaging strategies, taking into account the specific preferences and behaviors of their target consumers. This is particularly pertinent in the context of green products, where environmentally conscious consumers actively seek products with sustainable packaging.

In conclusion, as businesses navigate the competitive landscape, understanding the nuanced connection between product packaging and consumer behavior is paramount. By aligning packaging strategies with consumer preferences and

environmental considerations, companies can not only enhance their brand image but also positively contribute to the global sustainability agenda.

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