Nat. Volatiles & Essent. Oils, 2021; 8(5):10547-10559

NVEO
Natural Volatiles & Essential Oils

Sustainable Packaging: A Study on Consumer Perception on Sustainable Packaging Options in E- Commerce Industry

Felix James[1] & Aju Kurian[2]

[1]Management Trainee- Eureka Forbes.

[2]Vice Principal, Don Bosco College Kolkata, West Bengal.

Abstract:

Waste management has always been a stumbling block in the development process. Countries all over the world have debated how to dispose of the waste they generate internally, and many programmes have been launched to deal with emerging waste disposal and management situations, and governments have proposed numerous regulations to reduce waste production at the source. With all the regulations in place, businesses have evolved toward more environmentally friendly ways of doing business. Businesses have shifted their strategy to more eco-friendly and sustainable paths as consumer attitudes toward eco-friendly products are constantly improving. The e-commerce industry is particularly concerned with transitioning to more environmentally friendly business practises. One such initiative aimed at achieving sustainability is the reduction of the industry's massive amount of packaging waste. In recent years, many industries have prioritised sustainable packaging. Understanding consumer psychology and behaviour is critical for any initiative. The purpose of this study is to investigate Indian consumers' pro-environmental attitudes toward sustainable packaging in the context of e-commerce. The study employs quantitative methods to determine Indian consumers' purchasing intentions toward products that offer sustainable packaging options. A structured questionnaire was used to collect data from various consumers, a structured questionnaire was used. According to the findings of the study, Indian consumers have a favourable attitude toward sustainable packaging.

Keywords: Sustainable packaging, e-commerce, deposit refund system, green supply chain, green packaging

Introduction :

Globally, operations managers are becoming more interested in the term "sustainability" and are attempting to incorporate it into their operations. The quest to become more sustainable is motivated not only by a desire to protect the environment, but also by a strategic orientation. Strategic orientation is the process by which an organisation uses strategy to adapt and/or change aspects of its environment in order to achieve a more favourable alignment (Manu and Sriram, 1996). Strategic orientation is an important factor in profitability (Narver and Slater, 1990), and it influences business decisions, which affect business orientation (Schniederjans and Cao, 2009). Environmentally sound products can improve a company's overall economic performance by integrating internally and externally with key stakeholders such as customers and suppliers (Sushaiza et al., 2016). The adoption of sustainable supply chain initiatives is determined by the firm's strategic orientation (Baines et al., 2005). Growing consumer awareness has prompted businesses to launch environmentally friendly products and services (Wu and Dunn, 1995).

Green Supply Chain Management (GSCM) and Sustainability :

Environmental issues are one of the most pressing issues confronting modern society and, of course, the logistics industry (Murphy and Poist, 2003). Green supply chain management (GSCM) is the integration of environmental thinking into supply chain management, which includes product design, material sourcing and selection, manufacturing processes, final product delivery to consumers, and product end-of-life management after its useful life (Srivastava, 2007). It is the practise of monitoring and improving environmental performance throughout the supply chain during the life cycle of a product (H'Mida and Lakhal, 2007). Green supply chain management (GSCM) is divided into three processes: green procurement, green manufacturing, and reverse logistics (Said, 2019). Among the three processes, green manufacturing is concerned with producing products that have the least negative impact on the environment. Green procurement is concerned with acquiring environmentally friendly and reusable products even after their end-of-life cycle. According to Ninlawan et al. (2010), reverse logistics is the process of recovering unsold

products from retail and distribution outlets as well as products used by customers for recycling or disposal (Said, 2019).

Government rules and regulations have compelled businesses to adopt green practises such as green packaging, green manufacturing, and green logistics, among others. Green practises have a significant impact on both economic and environmental performance (Fortes, 2009). Suppliers can help manufacturers maintain the greening method by sharing knowledge about best environmental enforcement practises and minimising environmental risks during the manufacturing process (Barasa, 2014). The conversion of organisations' supply chains to green supply chains is critical to achieving environmental awareness. These GSCM practises can help to improve the ecological balance and create a better environment by reducing the harmful effects of business on the environment. The government can act as a regulator, a facilitator, or even a buyer to encourage green practises.

Packaging and Sustainability :

Packaging is a traditional function used to protect a product and prevent losses along the supply chain to the final consumer (Williams et al., 2008). Packaging is important in marketing because it can assist brand owners and other actors in establishing a distinct position in the marketplace (Rundh, 2016). The package and its design must: attract the buyer; communicate a message; arouse desire for the product; and sell the product (Rundh, 2016). Packaging should be designed to maximise logistics and productivity (Garcia et al., 2014). According to Saghir (2002), "packaging logistics" is the process of planning, implementing, and controlling a coordinated packaging system for preparing goods for safe, secure, efficient, and effective handling, transport, distribution, storage, retail, consumption, and recovery, reuse, or disposal, as well as related information, with the goal of maximising consumer value, sales, and thus profit (Garcia et al., 2014). According to a study conducted by Accenture, implementing a green packaging initiative can save companies 3–5 percent on supply chain costs (Sundip et al., 2011). People are becoming more concerned about the environment. It is only a matter of time before there is a significant shift in purchasing behaviour toward ecofriendly products. In developed countries, environmental concern is a likely predictor of green purchasing behaviour (Datta and Ishashwini, 2010). Following sustainable practises improves a company's reputation and brand image. Environmental considerations assist businesses in reducing their carbon footprints and conserving resources.

Green Packaging :

Green packaging primarily refers to the use of environmentally friendly and biodegradable materials for product packaging. Firms all over the world are being compelled to shift to sustainable and green packaging methods as the field of green supply chain management becomes more prominent. Companies use a variety of methods to provide eco-friendly packaging solutions. Some practises include: 1) minimising packaging to maintain an optimal weight volume ratio, allowing for more stacking of goods and thus increasing cargo shipped in fewer trips (Dharmadhikari, 2012), 2) using recyclable materials, and 3) using biodegradable materials.

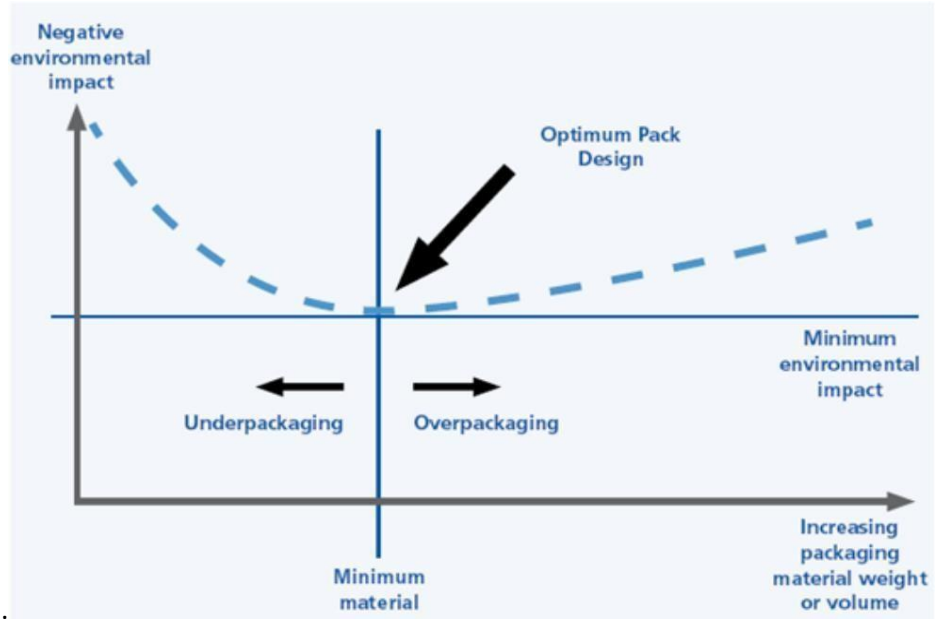

Figure 1: Optimum packaging.
Source: Innventia AB Model, Global Packaging Project, 6/10

E-Commerce and Sustainable Packaging :

The current packaging systems are evaluated using three criteria: a) the rise of e-commerce and direct delivery to customers, b) the need for convenient packaging and improving customer experience, and c) the increasing pressure to reduce waste and pollution from packaging. The volume of shipped products is increasing as a result of e-commerce. Packages travel through a longer and more complex logistics network, while businesses strive for lean principles and zero inventory in the supply chain network. The rise of ecommerce has had an impact on packaging requirements on many levels, including robustness, sustainability, and brand awareness, as well as providing a diverse customer experience. This business-to-customer (B2C) model has influenced the business-to-business (B2B) model. Companies expect a B2C-like experience in the B2B model as well. According to DHL, an e-commerce package is handled 20 times more frequently in the logistics network from the distribution centre to the consumer than a pallet transport to the retailer. The more handling there is, the more likely the package will be damaged. In the near future of e-commerce, where delivery will most likely be done by drones, packaging must evolve to meet the expectations of both customers and businesses.

According to surveys, 50% of customers said that receiving a damaged item would cause them to avoid doing business with the same retailer again. Customers are also becoming more aware of inefficient and wasteful packaging. According to research, approximately 40% of e-commerce packaging volume is void. This is especially true for clothing apparel because structural rigidity is inefficient in fashion apparel. One of the major challenges in packaging is optimising this void and protecting the package when it performs at high speeds and on large scales. Since its commercialization, plastic has been the primary component of packaging. According to the European Union, citizens of the European Union are responsible for 170 kg of plastic packaging waste per person in 2016. The shocking fact is that only 14% of all plastics produced are recycled. According to Narteh (2018), sustainability status has ideally helped logistics operators to create brand value and a variety of growth opportunities that not only increase financial capabilities but also attract and retain a potential talented workforce for innovation (Tran et al., 2019). The general public is becoming increasingly concerned about the negative effects of plastic and other non-biodegradable materials in use,

and they are demanding better packaging solutions. According to the International Post Corporation, 60 percent of their survey respondents wanted sustainable packaging for their parcels.

But are consumers willing to pay a higher price for greener packaging? Research is not sufficient enough to draw a conclusion in this regard. Consumers, according to DHL trend research, are not willing to pay a high premium for greener packaging; instead, they prefer to pay a small premium. The survey also revealed a shift in the public perception of green packaging. Companies must recognise this shift in customer sentiment and focus on developing long-term solutions. Companies are struggling to optimise packaging in the face of a rapid and unpredictable shift in demand. Inefficiency in this area would result in higher packaging and supply chain costs. Customers are also dissatisfied with the packaging, which is difficult to use and poses a risk to waste management. On the other hand, there is environmental damage. Finding a balance between these would require stakeholders from all parts of the supply chain to brainstorm solutions to this problem. Recent advances in artificial intelligence and data science can assist businesses in developing accurate master data on the dimensions of each product and aid in packaging. Over time, software-based load planning and optimization systems will provide a commercial opportunity for both truckers and freight forwarders (DHL trend research, 2019). Technology can help with optimization. The dimensions of a product can be measured by automated systems using 3D scanning. Using this information, carton boxes required for the product can be identified, and items can be automatically inserted. Collaborative robots (co-bots) are also used in packaging to optimise the packaging and aid the manual operating process, or even replace it. DHL Supply Chain pioneered the use of collaborative robots for co-packing, commissioning a central fleet of co-bots between multiple distribution centres and allowing supply chain organisations to handle seasonal and promotional peaks in demand with significantly less friction than hiring seasonal staff on a regular basis (DHL trend research, 2019).

The pallet shrink wrap used to keep cartons safe in transit and warehouses is made of plastic and is a major source of waste. Recycling plastic shrink wrap is an option, but it is heavily dependent on the infrastructure in the area. Companies all over the world are using fiber-reinforced stretch films, pallet locks, lids, and trap systems to reduce their use of plastic shrink wrap. In many e-commerce categories, resealable plastic envelopes have become the standard packaging solution (DHL trend research, 2019). Biodegradable materials made from starch, corn, or even seaweed are replacing virgin plastics. IKEA has replaced Styrofoam in its packaging with biodegradable mushroom-based packaging material. The high cost of these alternative solutions is preventing companies from adopting green packaging practises (Tran et al., 2019).

Closed loop logistics is a viable alternative to the use of short-life plastic in the supply chain. The implementation of reusable and circular packaging solutions was the second most important priority identified by respondents in DHL's customer survey. The e-commerce sector may appear to be far from the closed loop model, but it is closer than it appears. Return rates have been observed to be around 30% across the industry, with the fashion sector reaching up to 60%. RePack created a business model based on the concept of a closed loop. The customer can return the empty packing bag by simply folding it and mailing it anywhere in the world using regular postal service. Subscription models were the first reusable cases. It worked when the customer interacted with the company on a regular basis. This concept will most likely evolve and permeate e-commerce (2019 DHL trend research).

Figure 2: Closed Loop Packaging in E-commerce, Source: DHL

The Theory of Reasoned Action (TRA) is a social psychology theory that seeks to predict and comprehend human behaviour (Ajzen and Fishbein, 1977). According to the theory, individual behavioural intentions are influenced by attitudes. Attitudes are the positive or negative evaluations of behaviour and its outcomes (Ajzen, 1991). If a person believes that people important to him or her approve or disapprove of his or her behaviour, he or she will behave or intend to behave in a way that will help him or her get approval or avoid disapproval (Conner and Armitage, 1998). In green marketing, one of the important sustainability variables is environmental concern (Wiernik et al., 2013). Fundamentally, environmental concern predicts specific environmental behaviours, which in turn are predicted by consumer attitudes toward specific behaviours (Weigel, 1983; Ajzen and Fishbein, 1980). Consumers are willing to pay more for environmentally safe products, and rising disposable income in India is encouraging them to adopt more environmentally sustainable behaviour (Prakash and Pathak, 2016). TRA has been widely used to forecast Indian consumers' intentions in green marketing areas such as recycling habits (Davies et al. 2002) and to assess customer purchasing behaviour.

Consumers and Packaging :

Research is conducted to study consumers' perspectives on packaging. Kauppinen-Räisänen and Luomala (2010) explored the effect of product evaluation on purchase intention. Packaging has an effect on brand personality (Magnier and Crie, 2015), product preferences (Rundh, 2009), volume perceptions, and product use (Garber et al., 2009). Rokka and Uusitalo (2008) reported that green packaging has an influence on consumers' choices and that product packaging is an important product attribute in consumer choice. Consumers preferred environmentally friendly packaging, and non-recyclable plastic packaging created a negative attitude toward the utility of the product; however, a strong theoretical contribution on consumer responses to eco-friendly packaging remains lacking (Prakash and Pathak, 2016). There haven't been many studies in the Indian context on sustainable packaging and consumer perceptions. Consumer willingness to buy products with eco-friendly packaging is rising (Schwepker and Cornwell,1991). A study conducted by Koenig-Lewis et al. (2014) found that purchase intention was affected by general environmental concerns. It appears that it has several effects on consumers' attitudes and behaviour toward a product or a brand, especially when they are using eco-friendly packaging (Prakash and Pathak, 2016). Purchase intention, attitude, ease of use, willingness to pay, and environmental concerns have a positive effect on the perception of sustainable behaviour (Giannelloni, 1998; Robinot and Giannelloni, 2009).

Attitude:

Previous research has shown that consumer attitudes toward eco-friendly packaged products influence purchase intent (Ahmed et al., 2011; Limbu et al., 2012). Consumers who have a favourable attitude toward environmentally friendly products are more likely to purchase them (Cheah and Phau, 2011; Prakash and Pathak, 2016).

Ease of use:

Ease of use refers to how easily the customer can handle and dispose of the packaging after use. According to some studies, in initiatives such as the deposit refund system, customers were often hesitant to return the beverage bottles to the retailer outlet and instead dumped them in the waste box. In such a case, the ease with which a customer can access such a system will be taken into account. Many studies have shown that the packaging should be simple and easy for the customer to use. One of the primary goals of packaging is to make use as simple as possible.

Environmental Concern:

Environmental concern emerges as one of the primary motivators for environmentally friendly behaviour (Bamberg, 2003). The belief in eco-friendly products and the desire to protect the environment influenced consumers' awareness of eco-brands and their intent to purchase them (Wang et al., 2013; Koenig-Lewis et al., 2014). Customers were more likely to buy environmentally friendly packaged goods because it reflected their environmental concern (Magnier and Schoormans, 2015; Pires et al., 2015).

Willingness to pay:

The high cost of products has been cited as a deterrent to green consumption (Nasir and Karakaya, 2014). According to Grankvist and Biel (2001), price has no bearing on the purchase of eco-labeled goods. Consumers who are concerned about the environment are not price-sensitive and will accept "higher" prices (Cronin et al., 2011). These arguments, however, were based on western consumers, not Indian consumers. It is a well-known fact that the Indian community is price-conscious. It is critical to determine whether Indian consumers are willing to pay more for such long-term initiatives.

Hypotheses of the Study

1. There is no significant relationship between pro-environmental attitude and future purchase intention of Indian consumers to buy products with sustainable packaging solutions.
2. There is no significant relationship between environmental concern and future purchase intention of Indian consumers to buy products with sustainable packaging solutions.
3. There is no significant relationship between ease of use and future purchase intention of Indian consumers to buy products with sustainable packaging solutions.
4. There is no significant relationship between willingness to pay and future purchase intention of Indian consumers to buy products with sustainable packaging solutions.

Tool Used:

The data was collected using a structured questionnaire, on a five-point scale. (1) being strongly disagree to (5) being strongly agree. The questionnaire has four parts and has a total of 15 questions.

Constructs	Source
Attitude	Han and Yoon (2015)
Environmental concern	Koenig-Lewis et al (2014)
Ease of use	Researcher
Willingness to pay	Jang et al (2011)

Purchase intention	Wee et al., (2014)

Table 1: Details of the components of the questionnaire

Sample:

The questionnaire was distributed via various electronic media as a Google Form. A total of 300 responses were gathered from members of the general public who use e-commerce to make purchases. KMO and Bartlett's tests were used to assess sample adequacy. The obtained KMO value was 0.897, which is greater than the standard value (0.6). The data sample appears to be sufficient for further analysis. The demographic characteristics of the respondents are as follows: Out of 300 responses, 187 (62.3%) were males, 111 (37%) were females, and 2 (0.7%) preferred not to state their gender. The age, annual income, and educational qualifications of the respondents are depicted in the diagrams below.

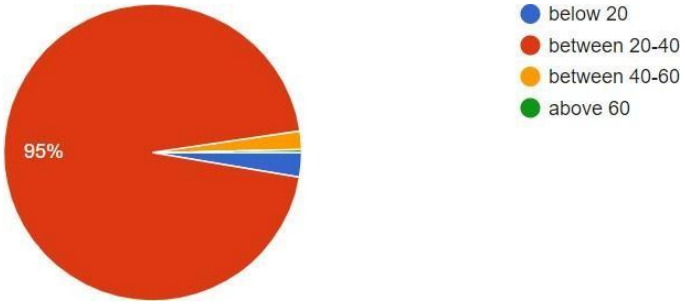

Figure 3: Age

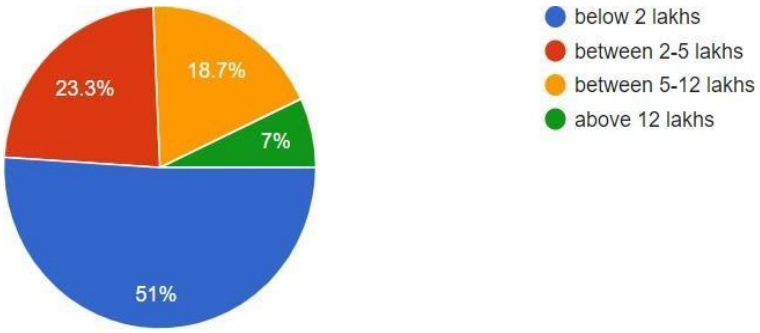

Figure 4: Annual income

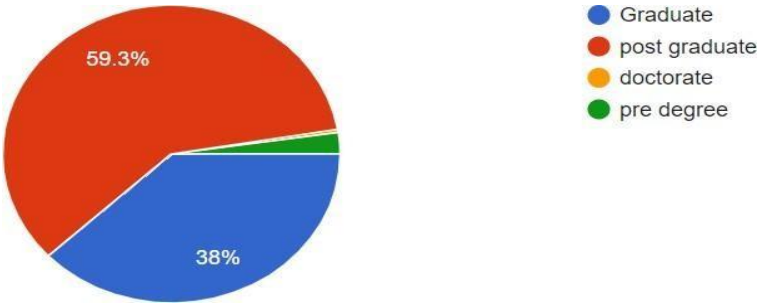

Figure 5: Educational qualification

Data Analysis and Interpretation :

The correlation table depicts the relationship between the variables under consideration. According to the table, ease of use has a strong correlation with purchase intention (0.606), followed by willingness

to pay (0.603), environmental concern (0.543), and attitude (0.543). (0.452). Therefore, it can be said that there is a significant relationship between the dependent and independent variables.

Correlations

		Attitude	Environmentalconcern	Easeofuse	Willingnesstopay	Purchaseintention
Attitude	Pearson Correlation	1	.415**	.492**	.437**	.452**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	300	300	300	300	300
Environmentalconcern	Pearson Correlation	.415**	1	.593**	.546**	.543**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	300	300	300	300	300
Easeofuse	Pearson Correlation	.492**	.593**	1	.556**	.606**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	300	300	300	300	300
Willingnesstopay	Pearson Correlation	.437**	.546**	.556**	1	.603**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	300	300	300	300	300
Purchaseintention	Pearson Correlation	.452**	.543**	.606**	.603**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

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

Figure 6: Correlations table

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704[a]	.496	.489	.51032	.496	72.442	4	295	.000	2.040

a. Predictors: (Constant), Willingnesstopay, Attitude, Environmentalconcern, Easeofuse

b. Dependent Variable: Purchaseintention

Figure 7: Model summary

The R value of 0.704 indicated a high degree of correlation between the dependent and the independent variables. 49.6% of purchase intention can be explained by attitude, willingness to pay, environmental concern, and ease of use. It shows almost half of the variance in choosing everyday consumer products with a lower environmental impact. The Durbin-Watson quotient is 2.04. The rule of thumb states that a test statistic value between 1.5 and 2.5 is acceptable. So, it can be inferred that the effect of auto correlation is absent or within an acceptable range. The VIF value was found to be less than 3, which shows that multicollinearity is absent.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.462	4	18.866	72.442	.000[b]
	Residual	76.825	295	.260		
	Total	152.287	299			

a. Dependent Variable: Purchaseintention

b. Predictors: (Constant), Willingnesstopay, Attitude, Environmentalconcern, Easeofuse

Figure 8: ANOVA

The ANOVA test shows P<0.05, indicating a good fit for the data or the regression model significantly predicts the outcome variable. The independent variables reliably predict the dependent variable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.911	.208		4.377	.000		
	Attitude	.114	.051	.110	2.251	.025	.710	1.408
	Environmentalconcern	.155	.053	.159	2.904	.004	.574	1.744
	Easeofuse	.279	.055	.286	5.047	.000	.531	1.883
	Willingnesstopay	.244	.042	.309	5.770	.000	.598	1.672

a. Dependent Variable: Purchaseintention

Figure 9: Coefficient table

From the table the following inferences can be made.

Hypothesis	Variable Relation	Significance	Unstandardized β	Result
H0a	ATT- PI	0.025	0.114	Reject Hypothesis
H0b	EC - PI	0.004	0.155	Reject Hypothesis
H0c	EU - PI	0.000	0.279	Reject Hypothesis
H0d	WTP - PI	0.000	0.244	Reject Hypothesis

Table 2: Result

$H_0$1-

There is no significant relationship between pro-environmental attitudes and the future purchase intentions of Indian consumers to buy products with sustainable packaging solutions.

The objective was to study the relationship between pro-environmental attitudes and future purchase intentions of Indian consumers. The analysis of the data revealed that the correlation coefficient between attitude and future purchase intention is 0.025, which is positive and significant. It shows that the proenvironmental attitude and future purchase intention of Indian consumers are positively and significantly correlated. Thus, the null hypothesis that there is no significant relationship between pro-environmental attitudes and future purchase intentions of Indian consumers is rejected. The findings of the study revealed

that attitude significantly influences the intention to purchase products online with sustainable packaging options.

$H_0$2–

There is no significant relationship between environmental concern and the future purchase intention of Indian consumers to buy products with sustainable packaging solutions.

The objective was to study the relationship between environmental concern and the future purchase intention of Indian consumers. The analysis of the data revealed that the correlation coefficient between environmental concern and future purchase intention is 0.004, which is positive and significant. It shows that environmental concern and the future purchase intention of Indian consumers are positively and significantly correlated. Thus, the null hypothesis that there is no significant relationship between environmental concern and purchase intention is rejected. The findings of the study showed environmental concerns are significantly influencing the intention to purchase products online with sustainable packaging options.

$H_0$3–

There is no significant relationship between ease of use and the future purchase intention of Indian consumers to buy products with sustainable packaging solutions.

The objective was to study the relationship between ease of use and future purchase intention of Indian consumers. The analysis of the data revealed that the correlation coefficient between ease of use and future purchase intention is 0.000, which is significant. It shows that there is a significant relationship between ease of use and purchase intention. Thus, the null hypothesis that there is no significant relationship between ease of use and the future purchase intention of Indian consumers is rejected. The findings of the study showed that ease of use is significantly influencing the intention to purchase products online with sustainable packaging options.

$H_0$4–

There is no significant relationship between willingness to pay and future purchase intention of Indian consumers to buy products with sustainable packaging solutions.

The objective was to study the relationship between the willingness to pay and the future purchase intention of Indian consumers. The analysis of the data revealed that the correlation coefficient between willingness to pay and future purchase intention is 0.000, which is significant. Thus, the null hypothesis that there is no significant relationship between the willingness to pay and the future purchase intention of Indian consumers is rejected. The findings of the study showed that willingness to pay significantly influences the intention to purchase products online with sustainable packaging options.

Results and Discussions :

The current study seeks to investigate the topic of sustainable packaging in e-commerce and to comprehend Indian customers' attitudes toward sustainable packaging, particularly in e-commerce. The current study tested how consumers will direct their purchase intentions if sustainable packaging options for online purchases are provided. Indian consumers are concerned about the environment and are aware of the growing impact of their actions on the environment. The positive relationship between environmental concern and young Indian consumers shows that young Indian consumers are willing to accept environmentally friendly products. The environmental concern of Indian consumers is changing towards a positive trend. The β value has shown a value of 0.155. Consumers are becoming more aware of environmental issues.

According to the findings, willingness to pay is one of the most powerful factors influencing the purchase intention of sustainably packaged products. This contradicts a study that found Indian consumers to be price sensitive. Indian consumers are not overly concerned with the amount of money they have to spend on products with sustainable packaging options. Given that the majority of respondents are young Indian consumers aged 20 to 40, we can conclude that young Indian consumers are willing to pay more for sustainably packaged products. Respondents are willing to buy products from companies that provide sustainable packaging options, even if they are not as popular as reputed brands. As a result, the study suggests that price is no longer a barrier because customers recognise the environmental benefits.

The regression analysis also revealed that ease of use is the most influential factor on consumers' purchase intentions for a product (β=0.279 and Pearson's correlation coefficient of 0.606). The more complicated the system, the less likely such products will be purchased by the consumer. Customers are willing to put forth effort to support the cause of sustainable packaging options and prefer to purchase products in easy-todispose-of packaging.

Purchase intention and attitude (β=0.114) have a positive relationship. Customers who are concerned about environmental safety are easily persuaded to purchase products with environmentally friendly packaging. The study backs up the claim that young customers are concerned about environmental safety. As a result, e-commerce companies can make progress in developing sustainable packaging options for Indian customers.

The study contributes to a better understanding of Indian consumers' purchasing intentions for sustainable packaging options, particularly when it comes to online purchases. Because the majority of the Indian population is still young, companies can develop appealing and efficient strategies to capture this market. Companies should consider the cost of the packages that will be borne by the customer. The implemented system should be easy to use and should not require the customer to exert additional effort. One method of inducing green purchasing behaviour is through promotion and education of customers.

Conclusion :

The current study was carried out to improve understanding of Indian consumers' purchase intentions for products packed in a sustainable manner. The study adds a new dimension to sustainable packaging in a developing country like India by employing a new concept called "ease of use." According to the research, Indian consumers are willing to pay a premium for environmentally friendly packaging. It is the responsibility of online sellers to make their packaging more environmentally friendly. They must pay attention to consumers' environmental concerns and work to increase their interest in sustainable products.

References :

1. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. Psychological bulletin, 84(5), 888-918.
2. Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.
3. Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. Journal of environmental psychology, 23(1), 21-32.

4. Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation. Marketing Intelligence & Planning, 29(5), 452-472.
5. Conner, M., & Armitage, C.J. (1998). Extending the theory of planned behavior: a review and avenue for further research. Journal of Applied Social Psychology, 28 (15), 1429- 1464.
6. Cronin Jr, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. Journal of the Academy of Marketing Science,39(1), 158-174.
7. Datta S K and Ishaswini (2011), "Pro-Environmental Concern Influencing Green Buying: A Study on Indian Consumers", International Journal of Business and Management, Vol. 6, No. 6, pp. 124-133.
8. DHL trend research (2019). Rethinking Packaging: A DHL perspective on the future of packaging in the logistics industry. Retrieved June, 2020 from https://www.dhl.com/content/dam/dhl/global/core/documents/pdf/glo-core-rethinkingpackaging-trend-report.pdf
9. Garber, L. L., Hyatt, E. M., & Boya, Ü. Ö. (2009). The effect of package shape on apparent volume: an exploratory study with implications for package design. Journal of marketing theory and practice, 17(3), 215-234.
10. Giannelloni, J.L. (1998). Environment-related behaviors and their aetiology: a review of marketing research. Recherche et Applications en Marketing, 13(2), 49-72.
11. H'Mida, S. and Lakhal, S.Y. (2007), "A model for assessing the greenness effort in a product supply chain", International Journal of Global Environmental Issues, Vol. 7, No. 1, pp. 4-24.
12. Kauppinen-Räisänen, H., & Luomala, H. T. (2010). Exploring consumers' product specific colour meanings. Qualitative Market Research: An International Journal, 13(3), 287-308
13. Koenig-Lewis, N., Palmer, A., Dermody, J., & Urbye, A. (2014). Consumers' evaluations of ecological packaging–Rational and emotional approaches. Journal of Environmental Psychology, 37, 94-105.
14. Magnier, L., & Crie, D. (2015). Communicating packaging eco-friendliness: an exploration of consumers' perceptions of eco-designed packaging. International Journal of Retail & Distribution Management, 43(4/5), 355-366.
15. Nasir, V. A., & Karakaya, F. (2014). Underlying motivations of organic food purchase intentions. Agribusiness, 30(3), 290-308.
16. Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of Cleaner Production*, *141*, 385-393. https://doi.org/10.1016/j.jclepro.2016.09.116
17. Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices–Do consumers care? International Journal of Consumer Studies, 32(5), 516- 525.
18. Robinot, E., & Giannelloni, J. L. (2009). Attitude toward environmentally friendly hospitality management: A measurement scale. Recherche et Applications en Marketing (English Edition), 24(2), 29-50.
19. Rundh, B. (2009). Packaging design: creating competitive advantage with product packaging. British Food Journal, 111(9), 988-1002.

20. Schwepker Jr, C. H., & Cornwell, T. B. (1991). An examination of ecologically concerned consumers and their intention to purchase ecologically packaged products. Journal of Public Policy & Marketing, 10(2) 77-101.
21. Srivastava, S.K. (2007), "Green supply-chain management: a state-of-the-art literature review", International Journal of Management Reviews, Vol. 9, No. 1, pp. 53-80.
22. Sundip N., Michael W, Gary G and Gary H (2011), Simultaneous Sustainability and Savings: Why Companies Should Invest in Sustainable Packaging, April 12, Accenture, available at http://www.accenture.com/us-en/Pages/insight-simultaneous- sustainability-savings-summ ary.aspx.
23. Weigel, R. H. (1983). Environmental attitudes and the prediction of behavior. Environmental psychology: Directions and perspectives, 257-287.