
Exploring Environmental Concern and Trust in Predicting Sustainable Packaging Purchase Intention: Extending the Theory of Planned Behaviour in a Tier II Indian City

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ABSTRACT

This investigation delves into consumer purchase choices of sustainably packaged goods in a Tier II Indian city. The research uses the Theory of Planned Behaviour (TPB) while augmenting the model with two new variables environmental concern and trust. Data collected using a self-administered questionnaire was analysed through Partial Least Square-Structural Equation Modelling (PLS-SEM). TPB proved to be a reliable tool for predicting consumer intentions towards buying products with sustainable packaging. Additionally, extending the TPB model with additional components strengthens its ability to predict consumer behaviour. The research article ends by presenting future research possibilities while offering recommendations to policymakers and manufacturers.

KEYWORDS: Environmental Concern; Trust; Sustainable Packaging; Theory of Planned Behaviour; PLS-SEM

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1. Introduction:

The Sustainable Packaging Coalition describes sustainable packaging as packaging that is responsibly sourced, designed to be effective and safe throughout its entire life cycle, meets market standards for performance and cost, is produced entirely with renewable energy, and is efficiently recycled after use to serve as a valuable resource for future generations (Geueke et al., 2018; Jain & Hudnurkar, 2022). As consumers become more aware of the impact of their buying choices on the environment, the demand for eco-friendly packaging of products has increased significantly (Gupta, 2021). This consciousness is propelled by a growing understanding of the detrimental impacts of traditional packaging materials on ecosystems, encompassing issues such as deforestation, pollution, and resource depletion (Prakash & Pathak, 2016). Furthermore, stringent environmental regulations and waste management policies implemented by governments worldwide have compelled businesses to embrace sustainable packaging alternatives, fostering a shift towards eco-friendly practices across industries (Sumrin et al., 2020).

The growing societal concern over environment related issues and their adverse effects on human health has been a raising concern among governments, organizations, and academics (Aider, 2010). Awareness of environmental sustainability has led to changes in consumer demands and buying behaviour (Camilleri et al., 2023; Kassim et al., 2023; Petkowicz et al., 2024), making them gravitate towards eco-friendly consumption, a phenomenon called 'green consumerism' (Moisander, 2007; Nittala & Moturu, 2021; Zhou, 2014). This shift has prompted consumers to actively seek out and support brands that prioritize sustainable packaging options (Jain & Hudnurkar, 2022). When applied honestly and ethically, this "green marketing" approach can be advantageous for both consumers and manufacturers, as it addresses a key societal issue while meeting market demand (Zhang & Dong, 2020). However, some unscrupulous producers and marketers have taken advantage of this trend through "greenwashing" - the practice of providing false or misleading information about a product's environmental credentials, often accompanied by charging a premium price (Jain & Hudnurkar, 2022). This deceptive behaviour has eroded consumer trust, as many are now skeptical of companies' sustainability claims leading to considerable complexity in making "green" product choices (Sinha & Annamdevula, 2022). Nonetheless, the growing consumer consciousness around environmental issues presents a significant opportunity for brands that can genuinely deliver on sustainable packaging and transparently communicate their efforts to the public.

Previous literature had focussed the study of purchase intention of sustainable packaging to developed nations (Ha and Janda, 2012; Han et al., 2010; Kalafatis et al., 1999; Kim et al., 2013) with a few concentrating on emerging economies like India but limited focus on Tier-II cities (Biswas and Roy, 2015; Khare, 2015). Studies in Tier-II cities can provide important insights into the adoption of sustainable practices in regions with unique socio-economic conditions as consumers in these cities exhibit shifting consumption patterns and are transitioning to more affluent and lifestyle-oriented purchasing habits (Ghosh et al., 2010; Kaur & Thakur, 2019). Therefore, there is a need to broaden the scope of research to include Tier-II cities in India to holistically understand the nuanced dynamics of sustainable packaging on consumer purchase intentions, which can potentially offer pertinent insights for businesses to align their strategies with regional preferences.

Additionally, the existing literature has largely overlooked the measurement of consumers' intention to purchase products with sustainable packaging in the Indian context using a social psychological model. Therefore, the present research uses the theoretical framework of TPB and includes environmental concern (Diamantopoulos et al., 2003) and trust (Siraj et al.,

2022) as two more constructs that influence willingness to pay price premium. Prior research employing the TPB to examine green or eco-friendly purchase intention has overlooked the effect of environmental concern and consumer trust on purchase decisions. Lack of awareness among consumers, lack of trust of certification agencies, fake ecolabels, and lack of monitoring institutions are regarded as the critical factors impacting the credibility of ecolabels (Rathnayaka & Wijethunga, 2020). Therefore, this article aims to study the consumers' buying intention of products having sustainable packaging. Gaining insight into consumers' attitudes and intentions regarding eco-friendly purchases can assist policymakers in crafting effective sustainable marketing strategies. This approach aims to earn consumer trust while respecting their sentiments and encouraging their involvement in sustainable development.

2. Literature Review and Hypothesis Formulation:

2.1 Theory of Planned Behaviour:

Ajzen introduced the TPB in 1985. Within the TPB framework, three key factors—Attitude toward the behaviour (A), Subjective norm (SN), and Perceived behavioural control (PBC)—collectively contribute to the development of a 'behavioural intention,' which subsequently influences actual behaviour (Ajzen, 2002). Figure 1 outlines the TPB framework.

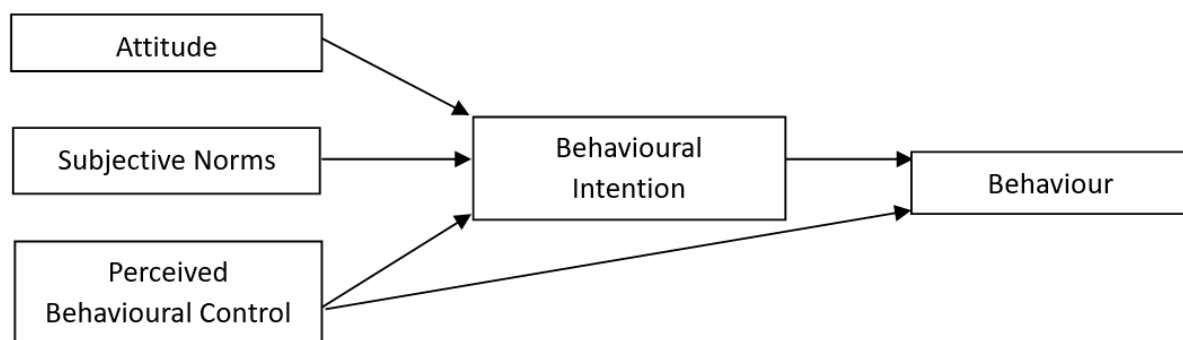


Figure 1: Theory of Planned Behaviour, (Adopted from Ajzen, 1985)

Attitude toward behaviour is defined how positively or negatively an individual assesses a specific behaviour (Ajzen, 1991). Individuals are more inclined to perform a behaviour if they have a positive attitude towards it. When outcomes are perceived positively, an individual is more likely to adopt a favourable attitude, which in turn increases the chances of them repeating that behaviour (Ajzen, 1991; Han et al., 2010). Subjective norm refers to the “perceived social pressure to perform or not perform the behaviour” (Ajzen, 1991). Essentially, SN is the influence of the opinions of important others on an individual's decision-making (Hee, 2000). If a person believes that significant others approve or disapprove of a behaviour, it affects their intention to perform that behaviour (Conner and Armitage, 1998). Ajzen (1988) defined PBC as the degree to which an individual perceives a particular action is easy or difficult to perform. According to Ajzen (1991), people with greater self-control have more likeliness to engage in a specific behaviour. PBC refers to an individual's belief about whether they possess the required resources and opportunities to carry out a specific behaviour (Ajzen, 2005; Conner and Armitage, 1988). TPB has proven to be highly effective in predicting intentions and behaviours across various domains and is considered a powerful model for explaining environmentally friendly behaviour (Yadav and Pathak 2017).

TPB has proven effective in forecasting consumer intentions and behaviours across various green or environmentally friendly sectors, including eco-friendly hotels and restaurants, energy-saving products, green merchandise, and organic, demonstrating its applicability (Yadav and Pathak, 2016). Regarding green products, a few studies have been conducted: Chan and Lau (2002) explored TPB's relevance in assessing consumers' green purchasing behaviour within Chinese and American cultural contexts, highlighting its universal applicability. Similarly, Kalafatis et al. (1999) evaluated TPB's suitability in predicting consumers' intentions to purchase eco-friendly products in Greece and the UK.

Moreover, Taneja and Ali (2021) utilized an expanded model based on the TPB to elucidate consumers' intentions to embrace environmentally sustainable banking services, affirming the theory's relevance in assessing sustainable behavioural intentions. As a result, TPB has consistently demonstrated its effectiveness in forecasting and evaluating sustainable consumer behaviour across various domains, including organic consumption (Geng et al., 2017; Hosta & Zabkar, 2021), purchase intentions and loyalty towards eco-friendly products (Yu et al., 2017), as well as pro-environmental actions (Ataei et al., 2021; Wang & Scrimgeour, 2021). Therefore, following hypotheses can be proposed:

H1: Consumers' Attitude positively influences their willingness to pay a premium for products having sustainable packaging.

H2: Subjective Norm positively influences consumers' willingness to pay a premium for products having sustainable packaging.

H3: Perceived Behavioural Control positively influences the consumers' willingness to pay premium for products having sustainable packaging.

2.2 Environmental Concern (EC):

Crosby et al. (1981) defined environmental concern as a pronounced inclination of consumers to protect the environment. To gain a comprehensive understanding of a nation's receptivity to green movement, it is advantageous to examine consumer perspectives on environmental issues and how these perspectives influence their eco-friendly purchasing decisions (Chan and Lau, 2000). As such environmental concern plays an important role in the consumer decision-making (Diamantopoulos et al., 2003), consumers who demonstrate a heightened level of environmental concern have a higher likeliness to make eco-friendly purchases. An increased emphasis on environmental issues correlates with a higher propensity to purchase environmentally friendly products (Kalafatis et al., 1999).

EC plays a crucial role in forecasting consumers' eco-conscious behaviour and has a direct effect on their purchasing intentions, suggesting that such concern enhances the likelihood of consumers opting for environmentally sustainable products (Gupta, 2021). Individuals who exhibit greater environmental responsibility and concern are more likely to support green products and those with eco-friendly packaging (Gupta, 2021). This suggests a direct positive relationship between environmental concern and green consumption. Further research indicates that EC enhances the intention to buy recycled and upcycled fashion items (Gupta, 2021) as well as sustainable clothing (Gupta, 2021). Additionally, consumers globally are increasingly choosing products with sustainable packaging, even as prices rise, demonstrating their willingness to pay a premium for environmentally responsible choices. Numerous studies indicated that environmental concern plays a crucial role in shaping consumers', which in turn affects their intention to purchase eco-friendly products and services attitudes (Aman et al., 2012; Han et al., 2009; Hartmann and Apaolaza, 2012). Specifically, it has been suggested that EC has a notably positive effect on the intention to buy a variety of green

products. For example, EC significantly boosts consumer intention to purchase electric vehicles (Sang and Bekhet, 2015), positively influences both green purchasing behaviour and responsible environmental citizenship (Lee et al. 2014), affects consumers' preference for green energy brands (Hartmann and Apaolaza 2012), and is a key factor affecting consumers' attitudes and their intention to purchase green products and affects consumers' attitudes towards green purchases (Mostafa, 2008, 2009). Indeed, environmental concern is often viewed as a vital predictor of consumers' eco-friendly behaviour and has a direct impact on purchase intention (Siraj et al., 2022). Based on this discussion the following can be hypothesized:

H4: Environmental concern positively influences consumers' attitude towards paying a premium for sustainable packaged products.

H5: Environmental concern significantly influences their willingness to pay a premium.

2.3. Trust:

Trust is understood through three main dimensions: ability, integrity, and benevolence (Mayer et al., 1995). Ability involves the assurance that the trustee has the skills to fulfill the trustor's requirements. Integrity is the conviction that the trustee will act honestly and uphold their promises. Benevolence is the anticipation that the trustee will prioritize the trustor's interests. In terms of willingness to pay more, trust is defined as the willingness to accept potential negative outcomes when dealing with companies, with the belief that they will prioritize the consumer's interests (Lee & Turban, 2001). The improper use of ecolabels can result in "greenwashing," where a company claims to provide environmentally friendly products, but their practices are harmful to the environment. Research has shown that consumers are wary of being misled by companies that project a "green" image. Factors such as consumer ignorance, skepticism towards certification bodies, fake ecolabels, and inadequate oversight institutions significantly impact the credibility of ecolabels. Given the strong link between price and purchase intention, consumers desire complete trust in the products they buy to support sustainable packaging efforts. Trust in sustainable labels is linked to consumer confidence (Porral and Levymangin, 2016). Trust in labels is crucial for enhancing perceptions of safe vegetables, and consumers are likelier to buy and pay for sustainable packaging if they trust label information (Canio et al., 2021). Providing information increases consumer awareness and expectations, affecting their willingness to pay for products showing that trust is crucial in influencing shopping intentions (Nguyen et al., 2019). Therefore, another hypothesis for this research is:

H6: Trust positively influences consumers' attitude towards paying a premium for sustainable packaged products.

H7: Trust significantly influences their willingness to pay a premium.

2.4. Willingness to Pay a Premium and Purchase Intention:

Price is frequently seen as a vital factor in influencing consumer choices (Yadav and Pathak, 2017). Previous research has indicated that consumers' perceptions of price play a significant role in their food consumption decisions (Batte et al., 2007). Palazón and Delgado (2009) suggest that consumers who are particularly price-sensitive are more likely to make purchases when discounts are available rather than premiums. There is a negative correlation between price and the willingness to buy (Kukar-Kinney et al., 2012). As a result, price is considered a strategic marketing tool that affects consumer purchasing behaviour (Konuk, 2015). Hence the following can be hypothesized:

H8: Willingness to pay a premium has a positive impact on Purchase Intention.

Based on the hypothesis formulated a conceptual model is proposed (Figure 2)

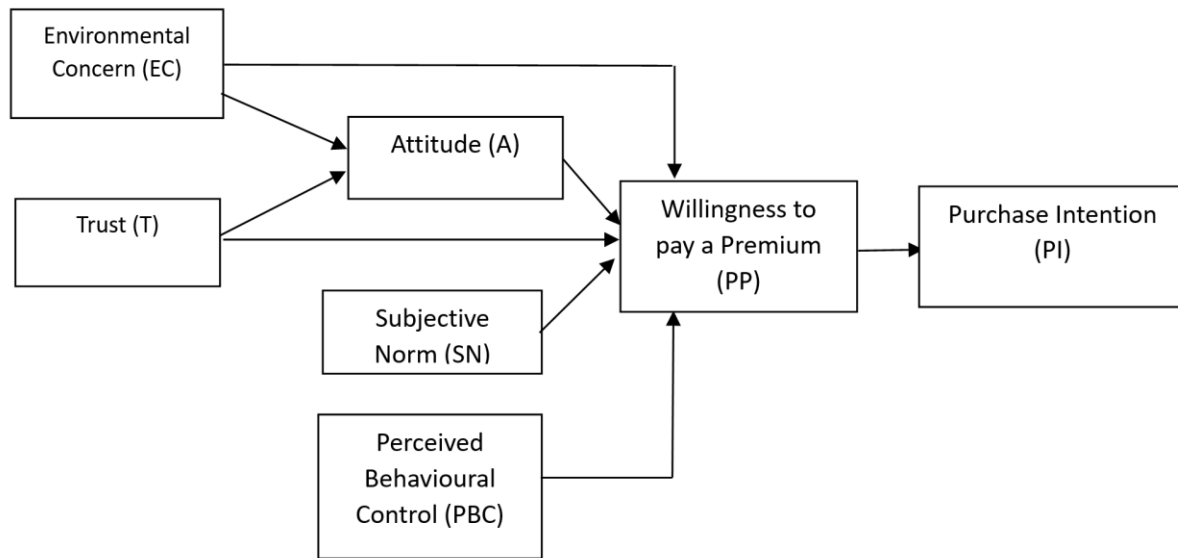


Figure 2: Proposed conceptual model

3. Data Collection and Questionnaire:

A self-administered questionnaire was used to collect the demographic information of the respondents along with the items to measure the constructs. Based on the hypothesis, environmental concern (EC) was adapted from Mohd Suki and Mohd Suki, 2019; trust (T) was adapted from Jarvenpaa et al. (2000) and McKnight et al. (2002); attitude (A), subjective norm (SN), perceived behavioural control (PBC) was adapted from Martinho et al. 2015; willingness to pay a price premium (PP) was adapted from Yadav and Pathak (2017), and purchase intentions (PI) was adapted from Lavuri (2021). The responses were recorded on a scale ranging from 1 to 5, wherein 1 was “strongly agree” and 5 was “strongly disagree”. Initially a pilot study was conducted to establish the validity of the scales. As such 50 questionnaires were distributed among students of a university in Guwahati city. Initial results of Cronbach’s Alpha were more than 0.7, indicating good internal consistency. Finally, 256 respondents were collected from residents of Guwahati city. Demographic information of the respondents is tabulated in Table 2.

Table 1: Demographics of the sample (N= 256)

Characteristics		Frequency	percentage
Gender	Male	142	55.40%
	Female	114	44.50%
Age Group	18-25	89	34.76%
	26-33	61	23.82%
	34-41	48	18.75%
	42-50	39	15.23%

Characteristics		Frequency	percentage
	>50	19	7.4%
	Primary	14	5.70%
	Higher secondary	60	23.50%
Education	Under-Graduate	94	36.50%
	Post-Graduate	63	24.70%
	Others	27	10.60%
	Student	129	50.60%
Profession	Self-employed	40	15.30%
	Government Employee	51	20%
	Private Employee	36	14.10%
	<10,000	132	51.80%
	10,000-20,000	39	15.30%
Monthly Income	20,000-30,000	24	9.40%
	30,000-40,000	21	8.20%
	40,000-50,000	9	3.50%
	>50,000	30	11.80%

4. Data Analysis and Interpretation:

Partial least squares structural equation modeling (PLS-SEM) was used to analyze the model analysis with the help of Smart-PLS v.4.1.1.1 software. This approach uses quantitative data analysis to examine different constructs together by testing the measurement and structural model and proposed hypothesis (Hair et al., 2020).

4.1 Common method bias (CMB):

Given that the data collection primarily utilized a cross-sectional design, there is a heightened possibility of encountering a common method bias (CMB) issue. As such, it is important to address the CMB concern. Full collinearity assessment using the variance inflation factor (VIF) (Kock, 2015) was used to test CMB. The results indicated that all VIF values were under the limit of 3.3 thereby confirming that CMB is not a concern for this study.

4.2. Measurement model:

The first approach in evaluating a measurement model is measuring its outer-loading. Outer loading shows how well an item measures the underlying constructs. It shows the representation of the item in the constructs. The loading values should be above 0.70 in order to validate the construct. The Table 2 shows that all the values are above 0.70 which shows that all indicators are consistent in their measurement of that construct.

Table 2: Outer Loadings

	A	EC	PBC	PI	PP	SN	T
A1	0.819						
A2	0.785						
A3	0.889						
EC1		0.806					
EC2		0.811					
EC3		0.85					
EC4		0.715					
PBC1			0.734				
PBC2			0.837				
PBC3			0.839				
PI1				0.769			
PI2				0.75			
PI4				0.725			
PI5				0.838			
PP1					0.89		
PP2					0.866		
SN1						0.895	
SN2						0.868	
T1							0.769
T2							0.792
T3							0.857
T4							0.757
T5							0.766

To evaluate the measurement model's internal consistency, Cronbach's alpha and composite reliability (rho_c) are utilized. A higher level of internal consistency is indicated when the value approaches or exceeds 1. Composite reliability is often considered a superior method for assessing internal consistency, with values over 0.7 regarded as significant. As shown in Table 3, all reflective constructs have Cronbach alpha and composite reliability values exceeding 0.7. This indicates that the constructs are internally consistent, demonstrating that all indicators for each construct consistently measure that construct. Additionally, the estimated average variance extracted (AVE) values being greater than 0.50 suggest that the construct accounts for more than 50% of the variance of the indicator. AVE values less than

0.50 suggest a higher presence of errors in the indicators. The alpha, rho_c and AVE values are presented in Table 3.

Next the discriminant validity of the measurement model was assessed which refers to how distinct a construct is from any other construct in the analysis. Heterotrait-Monotrait (HTMT) ratio was assessed to check the discriminant validity wherein the values between two constructs should be below 0.9. Table 4 indicates the HTMT values.

Table 3: Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
A	0.777	0.871	0.693
EC	0.807	0.874	0.635
PBC	0.728	0.846	0.648
PI	0.773	0.855	0.596
PP	0.703	0.871	0.771
SN	0.715	0.875	0.778
T	0.849	0.892	0.623

Table 4: Heterotrait-Monotrait Ratio

	A	EC	PBC	PI	PP	SN	T
A							
EC	0.747						
PBC	0.671	0.622					
PI	0.683	0.575	0.823				
PP	0.799	0.748	0.866	0.839			
SN	0.322	0.283	0.509	0.605	0.575		
T	0.531	0.438	0.494	0.583	0.614	0.544	

Based on the above discussion, the scales were reliable and valid. Therefore, the constructs can be used to test the structural model specifying the interrelationships among the latent constructs.

4.3 Structural Model:

After evaluating the measurement model, the subsequent step involves analyzing the structural path to determine the path coefficients, which represent the relationships between the study's constructs, and assessing their statistical significance. The test was performed. The results revealed:

Following the evaluation of the measurement model, the next step entails analyzing the structural path to ascertain the development of path coefficients, which represent the relationships among the study's constructs, and to evaluate their statistical significance. The findings indicate that for hypothesis H1, attitude exerts a significant and positive influence on the willingness to pay a price premium ($B=0.214$, $t=0.071$, $p<0.05$), thereby supporting H1.

Additionally, the results demonstrate that subjective norm significantly and positively affects the willingness to pay a price premium ($B=0.135$, $t=2.41$, $p<0.05$), thus supporting H2. Furthermore, subjective norm is shown to have a significant and positive impact on the willingness to pay a price premium ($B=0.317$, $t=4.957$, $p<0.05$), supporting H3. The analysis also reveals that subjective norm significantly and positively influences the willingness to pay a price premium ($B=0.209$, $t=2.744$, $p<0.05$), thereby supporting H5. Moreover, subjective norm is found to have a significant and positive effect on the willingness to pay a price premium ($B=0.13$, $t=2.314$, $p<0.05$), supporting H7. Finally, the results indicate that subjective norm significantly and positively impacts the willingness to pay a price premium ($B=0.621$, $t=13.255$, $p<0.05$), thus supporting H8.

Table 5: Structural model (Hypothesis testing)

Hypothesis	Original Sample (O)	Standard Error	T-Value	P-value	Results
H1: A > PP	0.214	0.071	3.005	0.001	Supported
H2: SN > PP	0.135	0.056	2.41	0.032	Supported
H3: PBC > PP	0.317	0.064	4.957	0.000	Supported
H5: EC > PP	0.209	0.076	2.744	0.003	Supported
H7: T > PP	0.13	0.056	2.314	0.042	Supported
H8: PP > PI	0.621	0.047	13.255	0.000	Supported

4.4 Mediation Analysis:

To test the indirect effect of attitude, Hayes and Preacher's (2014) recommendation was followed. The results revealed a significant positive mediation of attitude (A) between Environmental Concern (EC) and Willingness to pay a price premium (PP) for both H4 ($\beta = 0.107$, $p < 0.05$) and H6 ($\beta = 0.055$, $p < 0.05$). These findings support the acceptance of both hypotheses, indicating partial mediation of attitude that plays a crucial mediating role in the relationship between environmental concern and willingness to pay a price premium. This suggests that individuals with higher levels of environmental concern are more likely to develop positive attitudes towards eco-friendly products, which in turn increases their willingness to pay a premium for such items. The significant indirect effect underscores the importance of fostering positive attitudes towards environmental issues as a means to promote sustainable consumer behaviour.

For testing the indirect effect of attitude, we applied SmartPLS software to estimate the indirect effect, as Hayes and Preacher's (2014) recommendation, with confidence intervals to prove their significance.

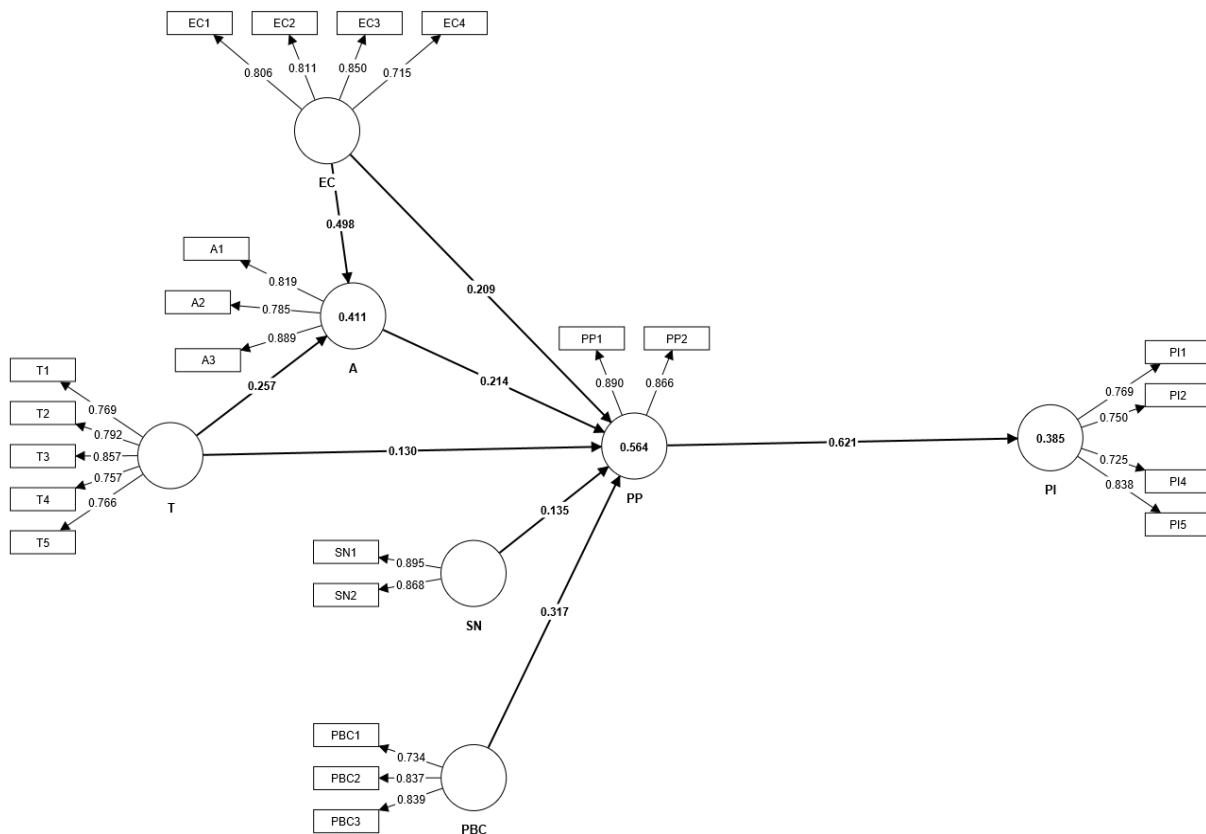
H₄ Upon testing, we found a significant positive mediation of attitude(A) between Environmental Concern (EC) and Willingness to pay a price premium (PP), ($\beta = 0.107$, $p < 0.05$), we, therefore, accepted the H4.

H₆ Upon testing, we also found a significant positive mediation of attitude(A) between Environmental Concern (EC) and Willingness to pay a price premium (PP), ($\beta = 0.107$, $p < 0.05$), we, therefore, accepted the H6.

The results support the hypothesis that attitude plays a crucial mediating role in the relationship between environmental concern and willingness to pay a price premium.

Table 6: Mediation Analysis

Hypothesis	Original Sample (O)	Standard Error	T-Value	P-value	Results
H4: EC>A> PP	0.107	0.039	2.726	0.003	Supported
H6: T >A>PP	0.055	0.022	2.477	0.007	Supported

**Figure 3: Hypothesis Results**

5. Discussions:

The findings indicated that consumers' willingness to pay a premium for products with sustainable packaging can be anticipated by factors such as attitude, subjective norm, perceived behavioural control, environmental concern, and trust. Among these, environmental concern had the most profound impact on consumers' purchasing intentions, highlighting that individuals in Tier-II cities in India are also mindful of environmental issues and consider them when buying eco-friendly products, similar to those in more developed regions. This outcome seems to corroborate the studies by Hartmann and Apaolaza (2012); Mostafa (2007); Mostafa (2009) regarding the significance of environmental concern in choosing eco-friendly actions. Additionally, trust was found to significantly affect the willingness to pay a premium for sustainably packaged goods, aligning with the conclusions of Mostafa (2007). However, trust as compared to remains environmental concern remains lower, underscoring the need for stricter regulations in issuing certifications, considering the

entire supply chain. Consumers are aware of the concept of greenwashing and exercise caution when paying a premium.

In the context of the TPB, all variables (ATT, SN, and PBC) significantly influenced consumers' intentions to purchase green products, supporting previous research (Kim and Chung, 2011; Kanchanapibul et al., 2014; Kim et al. 2013). Both government and individuals can further promote environmental initiatives to educate the masses. The relationship between willingness to pay a premium (PP) and purchase intention (PI) suggests that when individuals are inclined to pay more for a product, they are more likely to buy it. Overall, the results affirmed the relevance of TPB in the realm of green consumerism within the context of a developing country like India.

6. Implications:

The results have important implications that could assist marketers in crafting effective strategies for promoting green products and encouraging their purchase. The findings suggest that marketers should focus on educating consumers about how they can continue to use products that are environmentally friendly (Roberts and Bacon, 1997). Environmental concern and consumer trust were found to be among the most significant factors influencing consumers' intentions to buy green products. Therefore, it is essential to raise consumer awareness by labeling eco-friendly products with green certifications and environmental claims, which can positively impact their attitudes and intentions toward these products. Communicating the environmental benefits of products effectively is crucial for marketers, as both environmental concern and trust significantly affect consumers' attitudes and intentions to purchase green products. The findings also indicate that green marketers might want to target individuals who are more altruistically inclined (with a higher concern for the environment) and have a positive attitude toward making changes by purchasing green or eco-friendly products (Lee et al., 2014). In line with the TPB, attitude, subjective norms, and perceived behavioural control emerged as significant positive predictors of purchasing green products. The empirical findings showed that attitude has a strong influence on purchase intention green products compared to subjective norms. As such, marketers should be effective in communicating their messages of environmental benefits within society, which can strongly influence individual intentions toward green products because of the persuasive impact of social groups (Chan and Lau, 2002). Finally, PBC exerted a more significant impact on the intention to purchase green products than subjective norms, suggesting that consumers possess more voluntary control over their choices concerning eco-friendly items.. Therefore, green or eco-friendly products should be widely available in most locations to save time and effort and provide more opportunities to purchase green products.

7. Limitation and Future Research Directions:

This study aimed to investigate the determinants influencing consumers' intentions to purchase sustainably packaged products in a Tier II Indian city, specifically Guwahati, utilizing the TPB model. The research focused on six primary variables: EC, T, A, SN, PBC, PP, and PI. Expanding the TPB model to include variables such as perceived risk, environmental knowledge, and consumer altruism could further elucidate consumer purchase intentions. The analysis employed convenience sampling; however, enhancing the survey's selectivity might have been achieved by sampling from more widely distributed areas (Kautish et al., 2020). Future research could explore the impact of moderating variables, such as socio-economic factors like income levels, on purchase intentions. This study is centered on a single emerging market, highlighting the need for cross-cultural surveys to compare and contrast purchasing trends between emerging and developed nations. The rural sector was not

addressed, indicating potential for future research in this area. Lastly, longitudinal studies could provide deeper insights into the long-term purchase intentions of consumers regarding sustainably packaged products.

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Class Activities:

- Debate pros/cons of sustainable packaging from consumer and business perspectives
- Analyze real-world examples of successful/unsuccessful green marketing campaigns
- Develop a marketing plan to promote a product with sustainable packaging

Assessment Questions:

- How does the extended TPB model enhance our understanding of sustainable packaging purchase intentions?
- What strategies can marketers use to increase trust in eco-friendly product claims?
- How might findings differ in rural areas or more developed countries?