

CAPTURING THE IMAGINATION OF GREEN CONSUMERS: A SCIENTIFIC MODELLING AND APPROACH ON SUSTAINABLE PACKAGING OF FOOD PRODUCTS

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This study intends to investigate the purchase intention of green food packaging among the consumers in Malaysia based on both demographic and psychographic factors. To achieve the objectives of the study three different models were tested to check the significant impact of the factors and their contribution towards the purchase intention of the consumers in Malaysia. The widely accepted model such as Theory of planned behaviour was used to capture the psychographic factors. Data was collected in 3 different areas within the Klang valley, Malaysia. Regression analysis was used in this study to analyse the data. The stepwise regression result shows that the factors having the substantial contribution to enhance the purchase intention among the consumers towards green food packaging. The most significant factor is attitude with contribution of 14%. The next important factor was race with contribution of 4.2% . The contribution of subjective norm and gender were 4.1% and 3.5% respectively. Based on the significance of the factors marketing practitioners can redefine their policies through prioritising on the issues that need to be addressed while attracting consumers in Malaysia towards sustainable green packaging practices in the near future.