

SUSTAINABILITY & PACKAGING- AN ESSENTIAL STRATEGY FOR THE QSR INDUSTRY

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ABSTRACT

PURPOSE

In our country India, where a majority population is young, the inclination towards fast food and junk food is rising each day and as a result, the popularity and growth of such QSRs is increasing manifold. A major factor which these QSRs need to deal with is the packaging material being used by such QSRs. The traditional old practices such as use of polythenes or plastic packaging materials and related items is no longer being used, neither encouraged. The packaging material being an important constituent of the restaurant and food industry should be used very judiciously as it is important for both the health of consumers as well as the environment. This study relates to the concept of eco-packaging used by the QSRs in the hospitality industry and its impact on the reputation or image of the QSR.

NEED OF THE STUDY

In the 21st century, the issues and concerns related to the environment are gaining wide importance and becoming an alarming issue. The state of environment and its related factors are witnessing constant deterioration with each passing day. So a need to take corrective actions and measures become necessary to counter this condition. One of such paradigms relates to the packaging material being used specifically for the food products and the restaurant industry. The rise in urbanization and increase in the disposable incomes of the people has resulted to the growing trends towards the QSRs.

METHODOLOGY

For the purpose of this study, a research design is framed. It is a plan that helps us to guide as to how, when and where the data is to be collected and how it is to be analyzed is called as a research design. The research under study will analyze the relationship between the green marketing tool- eco-packaging and its impact on the brand image of the product. So the study would be descriptive in nature. To collect the primary data from the respondents a questionnaire is used for the collection of responses from 1000 respondents from different areas of Punjab. The data collected will be analyzed using SEM (Structural Equation Modelling) through Smart Pls Software.

FINDINGS

The data collected have been analyzed with the help of various statistical tools. After the above analysis it was observed that the packaging if sustainable has a very strong impact on the image of the brand. A sustainable packaging material used by the QSR industry becomes a competitive edge over its competitors and helps the organization to grow better and portray themselves as a green brand.

IMPLICATIONS

Overall, the implications of eco-packaging in the QSR industry encompass environmental, branding, regulatory, cost, operational, waste management, and competitive aspects. By adopting eco-friendly packaging practices, QSR businesses can contribute to a more sustainable future while potentially benefiting from positive customer perception and market differentiation.

KEYWORDS- Quick Service Restaurants, deterioration, environment, hospitality, green brand, competitive, sustainable, eco-friendly, urbanization, paradigm.

INTRODUCTION

ENVIRONMENT & RELATED CONCERNS

Over the decades, environmentalism has emerged as a crucial issue due to degradation of natural resources. The concept of sustainability has broadened consumers' interests towards fortification of environment and increasing awareness towards ecological balance resulted in enhanced environmental consciousness among masses. It has not only been one of the major issues of public concern but also a crucial topic being taken up by various academic scholars as a topic of their research. In twenty first century, severe threats of sustainability are being faced by the world due to increasing environmental pollution, energy crisis, global warming, greenhouse gas emissions, etc. which generates the concern of all stakeholders for Safe Environment and to make continuous efforts to save the planet. In the present state of time, issues related to the changes in the climatic conditions is becoming a considerable factor all over the world. Many latest news from different parts of the world attract our attention which relates to the never previously occurred climatic traumas being faced. Our country India, is in no way lacking behind if we talk about the climate concerns and prevailing climate litigations in our country (Ghosh,2020). When we talk about the climate change and its impact on our country, India is the most vulnerable country as far as climate changes are concerned. Any mainstream environmental concern comes under the periphery of India as the air, water, forests and natural resources which are considered to be the environmental quality indicators are massively facing a decline. India records the third highest position in the world when it comes to the current GHG emissions on an annual basis (Ghosh,2020). The climatic changes such as alterations in the patterns of rainfall and drought, increase in PH levels of oceans, rise in temperature, sea level changes also give rise to zoonotic diseases (Arora & Mishra,2020).

Recently the whole world came across the deadly covid-19 pandemic, which is still affecting the human race in one way or the other. According to Arora et al., (2018); the rise in the anthropogenic activities which cause damage to the environment can contribute to the root cause of such pandemics. The anthropogenic activities are the human activities which can directly or indirectly harm the environment globally including mining, overpopulation, increase in industrial waste, over consumption, smelting of iron ore, pollution, deforestation, etc. (Karimi et al., 2009). According to Arora & Mishra (2020), the environmental issues such as global warming, deforestation, increase in air, water and soil pollutants, etc. can be the leading cause to such pandemics. The intensive use of land for farming purposes and rise in deforestation has led to loss of lands for zoo's which have led to loss of habitat and more contact with wild animals and their body fluids. The occurrence of water borne diseases such as malaria and dengue have rose by 30% and 14% respectively due to temperature difference and flood like events (Struchiner et al., 2015; Boyce et al., 2016). The Covid- 19 pandemic and situations faced such as lockdowns have taught us many lessons if we consider the environment as an area. We observed the healing of the environment drastically leading to clean air and water. The skies and weather seemed very clear and the pollution levels were

strictly controlled. The greenhouse gas emissions reduced, unnecessary travels curtailed, less pollution levels, better agriculture, no disturbance to natural habitats (Arora & Mishra,2020). The consequences of such degradation is now visible in our environment wherein concerns have now been raised to save the planet by adopting green marketing strategies. Consumers have now been socially responsible and more rational towards environmental preservation. With rising concern towards environmental protection and growth in prominence of green movement in recent years, organizations have now begun to recognize the appeal of environment friendly products and strategies. More emphasis has now been given on green strategies both internally and externally in the business operations to recover pollution causing outputs, development of substitutes as renewable inputs and products resigning to decrease energy consumption. Long-term sustainability in usage of products and processes has been considered to be one of the core competencies of business nowadays (Kleindorfer et al., 2005). The pressing environmental issues have resulted in consumer's awareness towards restoration of ecological balance by demanding use of ecofriendly products (Doyle 1992; Vandermerwe & Oliff 1990). As per the emerging concept of stakeholder theory, businesses have now shifted their mindset from only profit making approach to a more balanced viewpoint of considering the multitude of associated stakeholders' factors in decision making to maximize the benefits of representative groups with parallel emphasis on the environmental protection (Freeman, 1984). Since 1970s, there was a beginning of a new era in which it was witnessed that the consumers are concerned towards the products that are environmentally safe and the level of awareness among the consumers were observed to increase (Alwitt & Pitts, 1996). Green revolution was the contribution of such awareness among the general mass. Green marketing has evolved as conscious marketing of socially responsible and sustainable products and services and has now become a new mantra for business organizations to deliver/render products/services to consumers in more social and environment friendly criterion.

ECO-PACKAGING

Eco-packaging, also known as sustainable packaging or green packaging, refers to the use of packaging materials and practices that have minimal negative impact on the environment throughout their lifecycle. It involves considering the entire packaging process, from material sourcing and production to disposal or recycling. The concept of eco-packaging revolves around several key principles. Eco-packaging focuses on using materials that are environmentally friendly. This includes opting for renewable, recyclable, or biodegradable materials, such as recycled paper, cardboard, bamboo, bioplastics, or compostable materials. These materials help reduce the consumption of non-renewable resources and minimize waste generation. Eco-packaging aims to minimize the amount of packaging waste generated. This can be achieved through strategies like right-sizing packaging to fit the product efficiently, eliminating unnecessary packaging components, and using materials that are lightweight but still provide sufficient protection. Eco-packaging emphasizes designing packaging materials that are easily recyclable or reusable. Packaging should be clearly labeled with recycling information and symbols, making it easier for consumers to identify and participate in recycling programs. Reusable packaging, such as refillable containers or packaging that serves a secondary purpose, helps reduce overall waste generation. Eco-packaging takes into account the energy required for the production, transportation, and disposal of packaging materials. It promotes energy-efficient manufacturing processes and encourages the use of renewable energy sources. Additionally, eco-packaging considers the carbon footprint associated with transportation and promotes local sourcing of materials to minimize transportation distances. Eco-packaging avoids the use of hazardous substances or chemicals that can harm the environment or pose risks to human health. This includes

minimizing or eliminating the use of toxic inks, dyes, adhesives, or coatings in packaging. Eco-packaging considers the entire lifecycle of packaging materials, from raw material extraction to disposal. It assesses the environmental impacts at each stage, including resource consumption, greenhouse gas emissions, water usage, and waste generation. This helps identify areas for improvement and informs decision-making in packaging design and material selection. Eco-packaging promotes consumer awareness and education regarding the importance of responsible packaging disposal, recycling, and reuse. Clear instructions and messaging are provided to guide consumers on proper waste management practices. By adhering to these principles, eco-packaging aims to reduce the environmental impact of packaging while maintaining functionality, product protection, and consumer appeal. It aligns with broader sustainability goals, such as reducing carbon emissions, conserving resources, and minimizing waste, to create a more environmentally responsible and sustainable packaging solution.

QUICK SERVICE RESTAURANT (QSR)

Quick Service Restaurants, abbreviated as QSR, are the fast food catering menu items which require minimal preparation and time. According to Wikipedia, a QSR is a fast-food restaurant, also known as a quick-service restaurant, that serves fast-food cuisine and has minimal table service. The QSR's have standard operational procedures, modern and efficient processes which helps them to maintain similar quality and tastes all over. Garg (2019), defined QSR as a subset of food service industry or food beverage industry which includes various fast food chains, restaurants, street vendors, take away restaurants, lounges, etc. The business of QSR in India is at a boom and the demand for fast food is being seen at a rise in a very short span of time. India being a country which is dominated by young population, the concept of QSR's have gained even more popularity. Almost 45% of Indian population is considered to be under the age bracket of 25 years. As the young generation in the present times is seen to have more inclination towards fast food and also eating out as compared to their forerunners. Also the young working population specially in big cities prefer to opt for such ready food items due to lack of time in specific (Garg,2019). Along with this a major lifestyle change in being witnessed in the past few years where people are inclined to gain new culinary experiences, the busy lifestyles are resulting to being dependent on outside food, availability of different kinds of innovative food menu at cheap, affordable prices, healthier food options, etc. all are giving rise to F&B industry in India. Also India is a country which is considered suitable and fertile for the growth of all kinds of crops may it be fruits and vegetables. This make India to be suitable and favorable specifically for the food industry (Viswanadham, 2006). All this is becoming a major attraction for the food and beverage industry to grow their footprints in India. Many foreign based QSR chains have become quite popular in India and are among the leading fast food chains in the country. Various studies have been conducted in the past considering the major QSR brands and their popularity in Indian markets. 'Subway', a US based chain is a popular chain in the Asian subcontinent. This chain has adopted the Indian values and cultural views like considering the Jain values, making adjustments to restaurant ambience and advertising etc. to be a choice for Indian consumers (Simi & Matusitz, 2017). A study conducted by Pradhan in 2018, analyzed the popularity of American fast food chain Mc Donalds in Indian regions particularly South and west and discovered that this brand gives a very major competition to any local brand in existence. With the foreign QSR brands being popular in the local markets, distinguished policies and practices being adopted by these foreign based chains are also introduced in our country which gives them a competitive edge over the local counterparts.

AIM OF THE STUDY

This study aims to discuss the sustainability of the packaging material being used in the QSR industry. In the recent times many popular foreign QSR brands have marked their footprints in the Indian markets. Many studies have been conducted in the past which highlights the inclination of the young Indian population towards the QSRs and fast food items. Many factors have been discussed in the past which leads to the popularity and preferences of the youth or millennial generation towards the Quick Service Restaurants. Some of them being the competitive prices, convenient location, quick service, quality of food, etc. But very few studies highlight the sustainability practices adopted by the QSRs and their impact on the decision making capacity of the individuals. This study aims to discuss one of such most common and needed sustainability effort adopted by the QSR that is eco-packaging. All the food items being served worldwide in such QSR chains includes packaging material as well as in-house service materials like paper and boxes. Also packaging of food items are made in the containers which constitute to be one of the most important element for any food chain. With the rise in awareness among the masses, the people have become conscious about the use of sustainable materials which are safe for both the health of the individuals as well as not harmful for the environment. This study takes into consideration the eco-packaging practices being adopted by the top 5 foreign QSR brands in India and studies the impact of eco-packaging on the image of the brand. The brand image is an important component which leads to a positive buying decision and helps in better sales and brand building. Also this study aims to further analyze the impact of brand image on the consumer purchase intention.

LITERATURE REVIEW

The term packaging, in simple words, can be defined as any material, may be a box, a bag, paper, etc. that is used to cover and protect a good before it is sold. Packaging becomes a necessary tool, as in the absence of which the product is not considered to be ready for sale. So, a product is enclosed in a package to make it ready for storage, distribution, sale & usage, etc. Eco-packaging is the science and art of using such a package that is completely safe for the environment as a whole. Eco-packaging is easily recycled and is not harmful for the environment. It makes use of renewable energy and recyclable material to the maximum possible extent. Various studies have been conducted in the past highlighting the different definitions of eco-packaging. In the words of Panwar et al., 2014, the packaging material when compared to traditional packaging alternatives, the design, production and use, which has least impact on the environment is termed as eco-packaging. Eco-packaging includes such materials and practices in the processes of utilization, production, distribution, disposal, etc. which results to minimal ecological footprints (Agarwal,2013). In the words of Lee S, 2017, reduction in traditional material usage, use of sustainable and bio-degradable recyclable material, better and useful packaging designs, and promotion of ecological disposal alternatives encompasses the concept of eco-packaging. Eco-packaging helps to reduce the critical environmental impacts and improve the sustainability by involving green materials, techniques to reduce waste reduction, energy efficient processes, and production techniques (Sharma et al., 2016).

According to Shrestha (2018), ecological packaging is such an approach towards product packaging, where the production and disposal of kind of material used for packaging, is given due consideration. Such a packaging will use recyclable material, generate minimal waste and use the least amount of energy when compared with traditional packaging materials. According to Delia (2010), a package can be considered as eco-friendly relating to the degree of pollution it can cause. A number of synonyms are used for the word eco-packaging. They are Green Packaging, eco-friendly packaging, environment friendly packaging, sustainable

packaging, etc. (Ilgin & Gupta,2010). The Sustainable Packaging Coalition (2011) has highlighted a number of points to provide a better understanding about sustainable packaging. They consider a packaging to be sustainable that is healthy and safe, is beneficial for the humans and communities across its life cycle. Such a packaging is made solely using renewable energy. It promotes the use of material that is manufactured using eco-friendly production processes and related practices and can be recycled easily. Sustainable packaging material is designed in such a way to maximize the use of materials and energy. It is not harmful to the environment throughout its life cycle. Many studies conducted by different researchers have highlighted that the disposal of packaging material as a waste is a major environmental problem. Such a huge amount of waste is released especially from the households and the majority of which constitutes to be the discarded packaged material and the consumption patterns and related structures cannot be changed (Bone & Corey,2000; Roper & Parker, 2006; Uusitalo, 1986). So it becomes very difficult to treat such waste in a way that it causes least damage to the environment. This becomes one of the major reasons why the packaging of a product should turn to be eco-friendly and green packaging should be added as a product attribute in the minds of the consumers (Rokka & Uusitalo,2008). The developed nations around the globe have been mostly taken up and analyzed to know the attitude of consumer and their inclination towards eco-packaged products. However, a few studies have been conducted with respect to Asian countries to study the impact of eco-packaging on the actual behavior of consumers (Koeing et al., 2014; Larceneux et al., 2012). While studying the influence of sustainable packaging on consumer behavior, it was found that the “Attitude of consumer” matters. According to Prakash & Pathak (2016), the attitudes of consumers affect their purchase decision. A consumer having a positive attitude towards a green packaged product will surely have a higher willingness to purchase it. Also the attitude towards the eco-friendly products will also affect the consumers purchase decision. Inclination towards green products available in a green package will definitely give an additional edge for conscious consumers (Cheah & Phau, 2011). The consumers having a high level of awareness about the prevailing issues in the environment and its degradation show a strong preference for sustainable packaging. Environmentally conscious consumers form a good market for sustainable packaging (Larsen et al, 1996). According to Magnier & Schoormas (2015); Piers et al. (2015), the purchase of green packaged products portrays a strong commitment of individuals towards the environment. Such a new dimension strongly impacts the purchase pattern of customers and helps the folks to easily make a differentiation between an eco-friendly and non-eco-friendly product (Shrestha, 2018).

Eco-packaging is one of the attribute of a product that influences the purchase decision of a consumer. Significant impact of functional characteristics of a package such as its color, size, convenience of use, design, storage, etc. is witnessed as compared to the environmental aspect. No consumer would choose a product merely on the basis of its packaging. Consumers prefer to buy a green packaged product provided the other attributes of the products remained same. (Rokka & Uuistalo, 2008). The rise in price of a product due to use of a Green package becomes a main hindrance towards making a purchase decision especially in a country like India, where the Indian consumers are considered to be highly price sensitive (Kumar & Kapoor, 2014). But the consumers who are committed towards the environmental safety and are conscious about the prevailing issues in the environment tend to ignore the price aspect mainly in western countries and are ready to pay a higher price for such products (Grankvist & Biel, 2001; Cronin et al., 2011). Many National and Multi-national companies are making efforts to modify their packaging strategies and turning to eco-friendly mediums of packaging to create green orientation and grab a competitive edge (Prakash & Pathak, 2016). The green orientation by such companies not only helps to tap a

good market share but also results to enhancement of profits of the company. Walmart has adopted the 4R strategy in packaging their products using such material that is line with its 4R strategy. This strategy includes Reduce, Reuse, Recycle and Rethink. Dell India, one of the known IT companies introduced eco-friendly packages for their laptops. McDonalds is using biodegradable paper packing for its food packaging in the stores. Such efforts by different companies help them to mark a positive image in the minds of consumers, influence their attitude, brand choice and purchase decision of consumers (Han et al., 2009; Magnier & Crie, 2015).

Eco-packaging, which refers to the use of environmentally friendly materials and practices in packaging, has several implications for the Quick Service Restaurant (QSR) industry. The adoption of eco-packaging in the QSR industry can significantly reduce the environmental impact associated with packaging waste. Traditional packaging materials, such as plastic foam and non-biodegradable plastics, contribute to landfill waste and pollution. Eco-packaging materials, on the other hand, are often biodegradable, compostable, or made from recycled materials, reducing the carbon footprint and promoting sustainability. Embracing eco-packaging can enhance a QSR brand's image and reputation, particularly among environmentally conscious consumers. Customers are increasingly valuing businesses that demonstrate a commitment to sustainability. By using eco-friendly packaging, QSR companies can attract and retain customers who prioritize eco-conscious choices, leading to increased customer loyalty and positive brand perception. Governments and regulatory bodies are increasingly implementing measures to reduce plastic waste and promote sustainable packaging practices. QSR businesses may face legal obligations to comply with such regulations. By adopting eco-packaging practices proactively, QSR companies can stay ahead of regulatory changes and ensure compliance with environmental standards. The use of eco-packaging materials may initially entail higher costs compared to traditional packaging options. However, as sustainable packaging becomes more widely adopted, economies of scale and advancements in eco-packaging technology are likely to drive down costs. Moreover, cost-saving measures can be implemented in other areas of operations to offset the initial investment, such as optimizing portion sizes or streamlining supply chains. Implementing eco-packaging solutions may require changes in the QSR industry's supply chains, packaging processes, and equipment. Businesses may need to source new suppliers, invest in training employees on proper packaging procedures, and modify equipment to accommodate eco-friendly materials. However, these challenges also present opportunities for innovation and collaboration with suppliers and partners specializing in sustainable packaging solutions. Eco-packaging promotes better waste management practices within the QSR industry. Biodegradable or compostable packaging can be disposed of in an environmentally friendly manner, reducing the strain on landfill sites. Additionally, QSR businesses can explore recycling initiatives, such as providing dedicated bins for packaging recycling or partnering with recycling organizations to ensure proper disposal and recycling of packaging materials. As eco-consciousness grows among consumers, QSR companies that prioritize eco-packaging gain a competitive edge in the market. Differentiating themselves as environmentally responsible and sustainable can attract new customers who align with these values. Moreover, sustainability initiatives can inspire customer loyalty, as consumers often prefer supporting businesses that align with their personal values. Overall, the implications of eco-packaging in the QSR industry encompass environmental, branding, regulatory, cost, operational, waste management, and competitive aspects. By adopting eco-friendly packaging practices, QSR businesses can contribute to a more sustainable future while potentially benefiting from positive customer perception and market differentiation.

RESEARCH QUESTIONS

1. What is the impact of Eco-Packaging on image of the brand in context to the QSR industry?
2. What is the impact of brand image on the consumer's intention to purchase a product in context to the QSR industry?

HYPOTHESIS

- H1. There is no significant impact of Eco-Packaging on Brand Image.
- H2. There is no significant impact of Eco-Packaging on Consumer Purchase Intention.
- H3. There is no significant impact of Brand Image on Consumer Purchase Intention.

RESEARCH METHODOLOGY

This study focuses on 3 objectives which involves the study of impact of eco-packaging on the brand image. Also a direct relationship between the eco-packaging and consumer purchase intention is studied. Along with it the impact of brand image on the consumer purchase intention is examined. This relationship is analyzed with reference to the Quick Service Restaurant (QSR) industry. For the purpose of our study top 5 foreign QSR brands are taken into consideration which includes Mc Donalds, Dominos, Subway, KFC and Burger King. These brands are chosen on the basis of their wide footprints in India, having a substantial market share in the Indian markets and being the top notch choice of the young generation of the country.

The study will be conducted in the top 10 cities of Urban Punjab including the capital of Punjab i.e. Chandigarh. The people of these cities are mostly well-educated and conscious class of people having high per capita incomes and disposable incomes and these cities are also usually considered as a shopping hub for various small towns adjoining. The sample unit will be the people having the age between 24 years to 40 years as they are well informed and familiar with the choices of products available. Also, such people possess the decision making power and are aware and considerate about the environmental issues prevailing. For this study, such people will be considered who are aware about the Green products and have purchased any eco-friendly green product at least once. A sample size of 1000 respondents will be considered. Renowned authors Zigmond & Uma Sekaran stated that any sample size that is above the figure of 500 can be considered as an ideal sample size in the large surveys. Also, Hassan (2014) used the sample size of 140 and considered it as adequate. However, Hair et al., (2013), stated that 200-300 sample size is a true representative of the population in a management related study. Further to support it, the authors stated that any sample size above 200 is sufficiently adequate if SEM Technique is used (Hoelter,1983; Belli, 2017). In this study, Purposive sampling technique will be used. In this technique, such respondents are selected that possess the required characteristics according to the judgment of the researcher (Awang, 2012). To collect the primary data from the respondents, the questionnaire will be used. Questionnaires are a series of pre-determined questions for the purpose of gathering information from the respondents to record findings and used as an important research tool (Altinay & Paraskevas, 2008). In order to measure the variables under study, a 5 point likert scale will be used, ranging from 5- strongly agree, 4- agree, 3- neutral, 2- disagree, 1- strongly disagree. Structural equation Modeling will be used to test the conceptual model formulated for the present study. SEM is a technique which is used to test the hypothesized relationships between the constructs.

RESULTS AND INTERPRETATION

The results are assessed based on following criterion:

1. **T Statistics:** The hypotheses are tested by observing the t-statistics value. The critical value of t-statistics at 5% level of significance is 1.96. If the calculated value of t-statistics is more than 1.96, the null hypothesis is rejected.
2. **β Coefficient:** β Coefficient depicts the relationship between the constructs. It shows the strength of the relationship in comparison with other constructs in the relationship. The value of β Coefficient is between 0 and 1. The more the value of it close to 1, the stronger is the relationship. It also shows whether the relationship is positive or negative.
3. **R Square:** The R Square represents the coefficient of determination. It shows the amount of variance explained in endogenous construct by the exogenous constructs. The value of R Square lies between 0 and 1. The value close to 0 is considered as weak and value close to 1 as strong. It can also be expressed in percentage form.

The results of the structural model are given below:

H1: There is no significant impact of Eco-Packaging on Brand Image

TABLE 1.1: IMPACT OF ECO-PACKAGING ON BRAND IMAGE

Hypothesis	Original Estimate	Bootstrap Mean	Bootstrap Standard Deviation	T Statistics	Significance
Eco-Packaging → Brand Image	0.1562	0.1556	0.0246	6.321	Significant

The obtained value of t statistics for hypothesis 1 (H1) is 6.321 which is more than the critical value. Hence the null hypothesis (H1) is rejected. We can conclude that there is a significant impact of Eco-Packaging on Brand Image. The value of β Coefficient is 0.1562 and is positive. Hence, the impact of Eco-Packaging on Brand Image is positive and strong.

H2: There is no significant impact of Eco-Packaging on Consumer Purchase Intention.

Table 1.2: Impact of Eco-Packaging on Consumer Purchase Intention

Hypothesis	Original Estimate	Bootstrap Mean	Bootstrap Standard Deviation	T Statistics	Significance
Eco-Packaging → Consumer Purchase Intention	0.2166	0.2158	0.0278	7.676	Significant

The obtained value of t statistics for hypothesis 2 (H2) is 7.676 which is more than the critical value. Hence the null hypothesis (H2) is rejected. We can conclude that there is a significant impact of Eco-Packaging on Consumer Purchase Intention. The value of β Coefficient is 0.2166 and is positive. Hence, the impact of Eco-Packaging on Brand Image is positive and strong.

H3: There is no significant impact of Brand Image on Consumer Purchase Intention

Table 1.3: Impact of Brand Image on Consumer Purchase Intention

Hypothesis	Original Estimate	Bootstrap Mean	Bootstrap Standard Deviation	T Statistics	Significance
Brand Image Consumer Purchase Intention	→ 0.7281	0.7324	0.0638	11.380	Significant

The obtained value of t statistics for hypothesis 3 (H3) is 11.380 which is more than the critical value. Hence the null hypothesis (H3) is rejected. We can conclude that there is a significant impact of Brand Image on Consumer Purchase Intention. The value of β Coefficient is 0.7281 which is highest in all the relationship seen above. The β coefficient is positive and strong. It shows that the brand image is an important determinant of consumer purchase intention.

On the basis of discussion of results given in tables above, we see that Eco-Packaging plays an important role in impacting the brand image and consumer purchase intention. After observing the β Coefficients of these constructs, the Brand Image has the highest coefficient (0.7281). Therefore, we can conclude that brand image is an important component in determining the consumer purchase intention.

CONCLUSION

In conclusion, eco-packaging has a significant impact on both the image of a brand and consumer purchase intention. As sustainability and environmental concerns have become increasingly prominent in society, consumers are seeking products and brands that align with their values and demonstrate a commitment to reducing their ecological footprint. Eco-packaging provides an avenue for brands to showcase their environmental consciousness and differentiate themselves from competitors. Firstly, eco-packaging contributes to shaping the image of a brand. By utilizing sustainable materials, minimizing waste, and employing eco-friendly manufacturing processes, brands can position themselves as responsible and environmentally conscious entities. Such practices enhance the brand's reputation, fostering a positive perception among consumers. The brand is seen as socially responsible, which can lead to increased trust, loyalty, and positive word-of-mouth recommendations. In today's socially conscious era, brands that neglect environmental concerns risk being viewed as outdated and unresponsive to societal needs. Moreover, eco-packaging plays a crucial role in influencing consumer purchase intention. Studies have consistently shown that a significant number of consumers actively seek out eco-friendly products and packaging when making purchasing decisions. Eco-packaging sends a strong message that the brand is committed to sustainability and cares about the environment. This resonates with environmentally conscious consumers who prioritize minimizing their own environmental impact. When faced with a choice between products with conventional packaging and those with eco-packaging, consumers are more likely to select the latter, resulting in increased sales and market share for the brand.

Furthermore, eco-packaging has the potential to create a positive emotional connection with consumers. When individuals purchase products with eco-packaging, they experience a sense of fulfillment and pride in making an environmentally responsible choice. This emotional connection fosters brand loyalty and repeat purchases, as consumers feel a personal

connection to the brand's values and sustainability efforts. In addition to influencing individual consumer choices, eco-packaging also contributes to broader societal change. As more brands adopt eco-packaging practices, it creates a ripple effect, raising awareness about the importance of sustainability and encouraging other companies to follow suit. This collective shift toward eco-packaging has the potential to drive systemic changes in the industry, resulting in reduced environmental harm and improved sustainability practices overall. In conclusion, eco-packaging serves as a powerful tool for brands to positively impact their image and consumer purchase intention. By embracing eco-friendly materials and practices, brands can position themselves as socially responsible, gain consumer trust, and enhance their competitive advantage. With the growing importance of sustainability in consumer decision-making, eco-packaging has become a vital aspect of brand identity and success in today's market. As consumers increasingly prioritize environmental consciousness, brands that fail to adapt to this paradigm risk losing relevance and market share.

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