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From perception to purchase intention: Driving sustainable food packaging adoption to combat environmental pollution

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Abstract

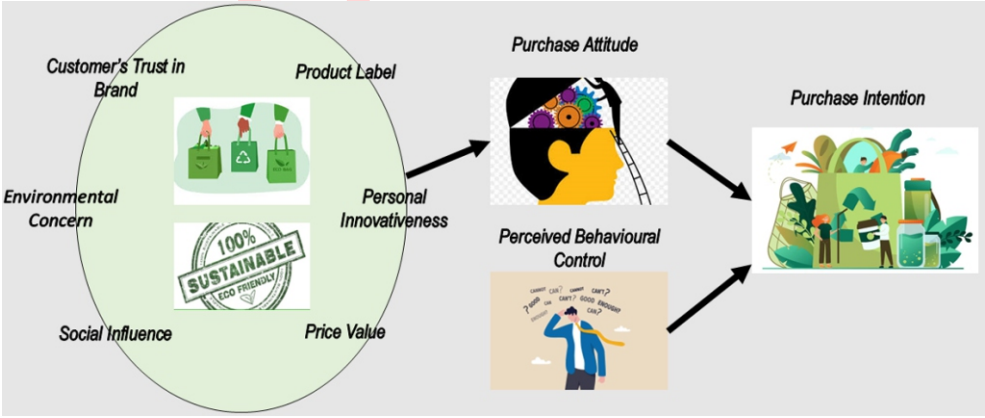
Aim: To investigate consumer intention towards purchasing sustainably packaged food items under influence of consumer attitude formed through intrinsic factors such as brand trust, environmental concern, and personal innovativeness, alongside extrinsic factors including social influence, price value, product labelling and perceived behavioural control.

Methodology: A conceptual framework was developed, and hypotheses were formulated by extending the Theory of Planned Behaviour to examine how the factors such as brand trust, environmental concern, and personal innovativeness affect Indian consumers' intention to buy sustainably packaged food products. This research was carried out in India via a self-administered online questionnaire survey method with 273 participants aged between 18 and 60 years.

Results: The study identifies that environmental concern, social influence, product label and perceived behavioural control significantly influence positive attitude formation, and subsequent information development towards sustainably packaged food in Indian context. Although brand trust, perceived innovativeness, and price value positively influence purchase intention development, the effects were found to be non-significant.

Interpretation: The study finds that attitude, environmental concern, and peer influence drive Indian consumers' sustainable packaging choices. However, low trust due to greenwashing, value-based motives, and cost barriers limit behavior. Clear labeling, transparency, awareness campaigns, and incentives can bridge the intention–behavior gap, promoting trust and adoption of eco-friendly packaging amid concerns about plastic waste and affordability.

Key words: Greenwashing, Recycling, Sustainable food packaging, Theory of planned behaviour



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Introduction

Food packaging helps to ensure the safety, quality,longer shelf life of food products and reduces food waste (Zhao *et al.,* 2023). Additionally, effective packaging communicates information through labels regarding nutritional content, allergens, and usage instructions. This type of communication promotes transparency and guide consumers to make informed choices (Coles *et al.,* 2003). Packaging also plays a vital role in marketing and brand recognition through attractive designs and visual appeals. However, conventional plastic packaging materials are threat on the environment and human health due to their non-biodegradable nature (Geueke *et al.,* 2018). Disposal of conventional food packaging material causes environmental issues such as landfill overloading, ground water pollution, air pollution upon open burning and marine pollution (Otto *et al.,* 2021). This issue has recently nudged businesses to adopt sustainable packaging over conventional practices by using recyclable or biodegradable materials for packaging.

Usage of sustainable packaging materials for food items mitigates the risk of environmental impacts while ensuring the food safety and quality. Sustainable food packaging results in reducing, reusing, and recycling materials, which aligns with the principles of circular practices, reducing landfill waste and carbon footprint (Siracusa *et al.,* 2008). Many business organisations are adopting life-cycle assessment of packaging material to ensure sustainability (Perera *et al.,* 2023). For instance, biopolymers like poly3-hydroxybutyrate-co-3-hydroxyvalerates (PHBV) are presently used to replace traditional plastics (Cheng *et al.,* 2024). Another notable development is to reuse foodwaste to create edible packaging. Food packaging made out of bio-nanocomposites ensures antimicrobial activity. Further, business organisations have started using Life Cycle Assessment (LCA) tool to measure the environmental performance of packaging materials (Ingrao *et al.,* 2017). It is observed that PHBV packaging is better than conventional polypropylene (PP) while mitigating environmental impact. Despite several long-term benefits, sustainable packaging faces challenges due to high production costs and limited infrastructure for recycling (Gomez Mesa *et al.,* 2025).

Consumer acceptanceis vital in establishing sustainable packaging. The emergence of environmental concerns and the inclination among consumers to adopt responsible practices give rise to the acceptance of sustainable packaging of food items. Prior research shows that 66% of global consumers are willing to pay more for sustainably packaged products. Sustainable packaging signifies the brand's commitment to the environment and society, which gives rise to trust and loyalty towards the brand. In contrast, sometimes, it becomes challenging for consumers to rely upon sustainable packaging due to lack of knowledge and ambiguous labelling, leading to the greenwashing effect created by the business organisations. In order to raise awareness and knowledge, business organisations such as Unilever and Nestlé are transparently communicating sustainability messages. Further, consumers expect sustainable packaging cost remain similar to conventional ones with uncompromised convenience and functionality. Prior studies have reported that environmental concern, trust in brand, cost, label, and social influence drive consumers to accept sustainably packaged goods (Steenis *et al.,* 2018). Trust in brands and effective communication regarding sustainable packaging are vital to inspire consumers towards adoption of sustainable packaging. Clear communication of sustainable advantages and realistic guidelines about usage and disposal of material enhance consumer trust and create a positive attitude towards accepting sustainable packaging (Magnier and Schoormans, 2015).

Consumer willingness to adopt novel ideas and technologies influence the acceptance of sustainably packaged items. Higher personal innovation drive consumers to seek new information regarding environmental and societal impacts and inculcate new practices (Jaiswal and Kant, 2018). On a positive note, enthusiasm to try new things reduce the perceived risk and enhances the perceived value of sustainable packaging. Consumers with high environmental values show sustainably packaged product buying behaviour to prove themselves as responsible consumers. Environmentally conscious consumers also show keen interest in receiving sustainably packaged goods to conserve resources (Singh *et al.,* 2016). Along with environmental concerns, the consumers sometime get inspired and follow friends or social circles to obtain sustainably packaged goods to meet societal expectations or gain social approval (White *et al.,* 2019). Cultural values, including ethical behaviour towards the environment and society, reinforce the acceptance of eco-friendly packaging (Giacalone and Jaeger, 2023). Therefore, it is understood that subjective norm societal pressure also plays a significant role in adopting sustainable behaviours among consumers. On the flip side, the influence of high cost, unclear disposal instructions and lack of available facilities are some of the factors that reduce consumers' perceived control on adopting sustainable behaviour.

Further, price sensitivity can act as a hindrance to adopt sustainable packaging, especially in developing economy contexts (Vassallo *et al.,* 2015). Despite the state-of-the-art portrayal of an increased consumer awareness towards the environment and adoption of sustainable practices, there exist gaps in understanding the influence of various factors influencing consumer attitude towards the purchase behaviour of sustainably packaged food items. As sustainably packaged food items have long-term positive environmental and societal impacts, we explore several intrinsic and extrinsic factors that create consumer intention to adopt sustainably packaged food items. Based on the exploration, a conceptual framework was proposed by partially underpinning the theory of planned behaviour to seek answers to the following questions through future investigation. Therefore, several intrinsic and extrinsic factors were examined that would create consumer intention to adopt sustainably packaged food items using a conceptual framework by partially underpinning the theory of planned behaviour to seek answers to the following questions through future investigation.

How do intrinsic factors such as trust in the brand, environmental concern, and personal innovativeness shape consumer attitudes to purchase sustainably packaged food items? How do extrinsic factors such as social influence, price value and labelling influence the development of an attitude to purchase sustainably packaged food items? How does perceived behavioural control influence the purchase intention and attitude towards sustainably packaged food items? It is important to establish theoretical foundation and research context to answer the above research questions, which can be accomplished through examining the previous literature. Based on the findings, potential relationships between independent variables (such as trust in brand, environmental concern, personal innovativeness, price value, product labelling and perceived behavioural control) and outcome or dependent variable (sustainably packaged food item purchase intention) were proposed. The following section presents the review of prior literature and subsequently propose possible relationship in the form of hypotheses.

Materials and Methods

Structural Model Formulation: In this study previous literature were used to frame a structural model to investigate the influence of customer's trust in brand, environmental concern, social influence, personal innovativeness, price value, product label, customer purchase attitude and perceived behavioural control.

Customer's Trust in Brand: Customer trust is a cornerstone in fostering long-term loyalty and purchase intention. Prior research emphasizes that trust enhances positive attitudes and repeated purchases, especially for products with environmental claims (Li *et al.,* 2021). Trust in a brand signifies reliability, ethical practices, and commitment to sustainability, which are critical in influencing consumers' purchase decisions. In the case of food items, confidence in packaging attributes pertains to the trust placed in food products and brands. Further, for sustainable food packaging, trust mitigates skepticism of greenwashing and reassures consumers about the brand's authenticity, strengthening loyalty over time.Researchers have argued that firms seek to build and sustain brand loyalty by investing in branding strategies, which is an effective way to gain consumer trust (Chen and Chang, 2013). Hence, we propose.

Hypothesis 1: Consumers' trust in the brand will positively influence attitude development towards sustainably packaged food purchases.

Environmental Concern: Environmental concern reflects the degree to which individuals are aware of and willing to act upon environmental issues. Emerging awareness regarding environmental issues fosters a sense of responsibility among consumers to select products or brands that align with green values (Joshi and Rahman, 2015). This has increased the demand for goods with minimal environmental impact, such as biodegradable packaging, energy-efficient appliances, and organic food products. Purchase attitude significantly influences the purchase intention of consumers who are willing to adopt sustainable practices in their consumption choices (Gomes *et al.,* 2023).

Hypothesis 2: Consumers' environmental concerns will positively influence attitude development towards sustainably packaged food purchases.

Social Influence: Social influence, stemming from societal norms, peer recommendations, and desire for social approval, play a vital role in shaping consumer attitude and influence purchase intention. Positive endorsements from social groups can amplify trust in sustainable brands, especially when these endorsements align with the consumer's values (Hollowbeek *et al.,* 2022). Further, social pressure encourages pro-environmental behaviours among consumers who highly value the opinions of others surrounding them. Similarly, when individuals observe their peers involving themselves in buying sustainably packaged goods, they align themselves with group norms to avoid social disapproval (White *et al.,* 2019). Hence, the following proposition was formulated.

Hypothesis 3: Consumers' social influence will positively influence the attitude development towards sustainably packaged food purchases.

Personal Innovativeness: Personal innovativeness signifies an individual's curiosity, willingness to experiment and openness to adopting new products or ideas (Rogers *et al.,* 2014). Innovative consumers tend to show responsibility towards the environment and act as influencers to broader consumer groups through their early adoption of sustainable products (Kim *et al.,* 2018). They are inclined to trust and try sustainable packaging options. Personal innovativeness allows these people to evaluate the long-term functional and emotional over economic benefits of sustainable packaging (Li *et al.,* 2021). Hence, we proposed.

Hypothesis 4: Consumers' personal innovativeness will positively influence attitude development towards sustainably packaged food purchases.

Price Value: Price value is crucial in forming consumer attitudes towards purchasing decisions for sustainable products. According to previous literature, the consumers perceive higher benefits and quality of sustainable products than premium prices, especially in the cases of food products (Magnier and Schoormans, 2015). Effective communication of long-term cost-effectiveness or environmental benefits of sustainable packaging can shift perceptions and enhance trust. Consumers who perceive a strong price-value ratio are likely to remain loyal to brands offering sustainable solutions (Steenis *et al.,* 2018). Hence,

Hypothesis 5: Perceived price value will negatively influence the attitude development towards sustainably packaged food purchases.

Product Label: Product labels serve as a vital tool to develop consumer attitude towards purchase intention. Labels with

transparent and clear information regarding recyclable material usage for packaging, water usage, carbon footprint and environmental certification diminish skepticism about greenwashing and enhance consumer confidence in purchasing decisions (Atkinson and Rosenthal, 2014). Further, detailed and visually appealing labels improve consumer perceptions of sustainable packaging and increase purchase intentions (Pires *et al.,* 2021). On the other hand, misleading or vague claims, often called "greenwashing," can erode trust and discourage sustainable purchasing behaviours. In such instances, labels endorsed by trusted third-party organisations can significantly strengthen the credibility of sustainability claims. Effective labelling helps forming attitudes and motivate consumers to perform actual purchase behaviour and develop loyalty towards the brand (Koenig-Lewis *et al.,* 2014). Therefore, it is proposed,

Hypothesis 6: Product labels will positively influence the attitude development towards sustainably packaged food purchases.

Customer Purchase Attitude: Purchase attitude is formed under emotional and rational factors such as alignment with personal values, needs, trust in a brand, product features, price, positive influence of marketing, environmental concern, social influence, etc. (Ajzen, 2002). In the present-day scenario, consumers with environmental and social concerns tend to form positive attitudes towards the brands those communicate sustainability values (Paul *et al.,* 2016). Research indicates that brand actions that align with consumer expectations reinforce favorable attitudes toward sustainable products purchase intention (Yadav and Pathak, 2017). Moreover, consumers' confidence in their ability to integrate sustainably packaged food into their daily lives, further enhances their willingness to buy. Addressing these factors by improving affordability and accessibility while educating consumers about the benefits of sustainable packaging can significantly enhance perceived behavioral control and drive higher purchase intentions for sustainably packaged food. Thus, perceived behavioural control directly impacts purchase intentions and interacts with attitudes to understand consumer decision-making processes. Therefore, it was proposed.

Hypothesis 7: Consumers' attitudes will positively influence purchase intention towards sustainably packaged food.

Perceived Behavioral Control: Perceived behavioural control reflects an individual's ability to perform a specific behaviour based on knowledge, self-confidence, financial resources and product availability (Hagger and Hamilton, 2024). In the context of sustainable food products, consumers show strong purchase intention and higher loyalty if eco-friendly food products are readily available on affordable price (Paul *et al.,* 2016). Additionally, the perceived ease of navigating the eco-friendliness of the food items strengthen purchase intention. For instance, if sustainable packaging options are widely available in stores or online, and the consumers feel informed about their environmental benefits, they are more inclined to purchase them. Conversely, low perceived control, such as high costs or limited access, diminishes purchase intentions despite possessing favourable attitudes toward the product (Yadav and Pathak, 2017).

Hypothesis 8: Consumers perceived behavioural control will positively influence the purchase intention towards sustainably packaged food. Additionally, a pictorial representation of the main concepts and the expected relationships between independent and dependent variables, which is termed as conceptual framework is presented in Fig. 1.

Study Design: In this study, the deductive method was adopted to construct the proposed conceptual framework by underpinning the TPB. Further, positivism approach of research philosophy was selected as this research aims to study measurable phenomena and test hypotheses. A single cross-sectional design was employed to collect data via a structured questionnaire.

Sample collection: The questionnaire was created using Google forms and distributed over peer-to-peer digital networks

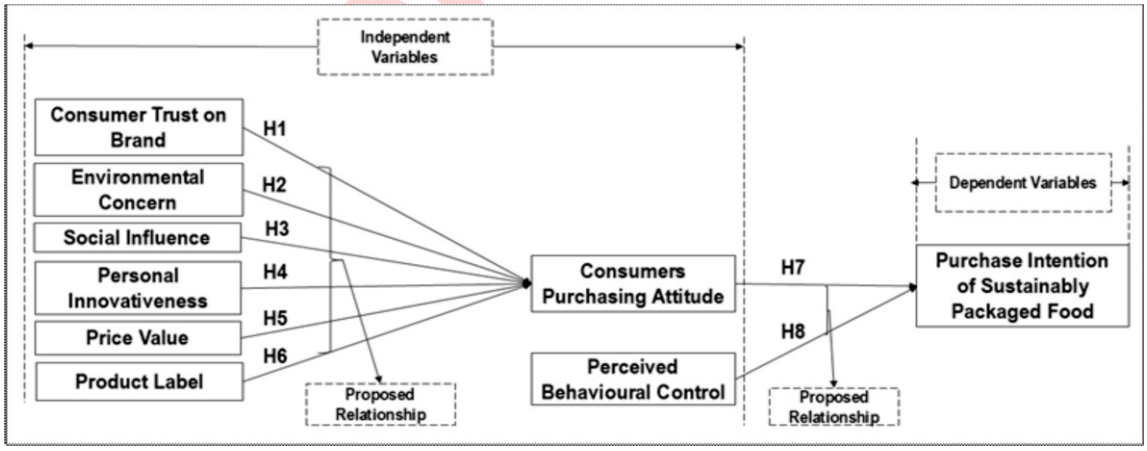

Fig. 1: A conceptual research framework examining the factors influencing consumers' purchase intention of sustainably packaged food. The framework integrates attitudinal, social, and informational determinants into a behavioral intention model for sustainable consumption.

and social media platforms. The digital distribution removed the constraint of geography, allowing receipt of responses across India. The target respondents in this study were adults of age 18 to 60 years. The minimum sample size was recommended to be five times the number of items in latent variables, while the maximum sample size was ten times the number of items in latent variables (Hair *et al.,* 2014). The survey form contained approximately 27 items. Thus, the sample size was between 200 and 400 samples (Hassan *et al.,* 2022). The respondents were ensured regarding confidentiality.

Measurement Items: The survey method was employed using a self-administrated questionnaire as a data collection technique. The measured items for the variables in the questionnaire were adapted from previously published research articles. The measurement items were the individual question or statement used to measure a particular variable or construct studied, especially in the fields such as Humanities, Social Sciences and Psychology. Accordingly, the items for independent variables such as trust in brand was adapted from Hegner and Jevons (2016), which contained 4 items or statements for measurement. Environmental concern items were adapted from Li *et al.* (2021) (consisting of 4 items), social influence items were adapted from Islam *et al.* (2024) (consisting of 3 items), items for personal innovativeness were adopted from Li *et al.* (2021) (consisting 3 items) , items for price value were adopted from De-Medeiros *et al.* (2016) (consisting 3 items), items for product label were adopted from Cho (2015) (consisting 3 items), items for consumer purchase attitude were adapted from Ajzen (2002) and Gómez-Bayona *et al.* (2023), and items for perceived behavioural control were adapted from Ajzen (2002) and Gómez-Bayona *et al.* (2023) consisting 3 items each, Finally, the items for dependent variable intention towards purchasing sustainably packaged food items were adapted from Gómez-Bayona *et al.* (2023) consisting of 3 items. The details of scale items are presented in Table 1 with their respective abbreviations. Each item used is separately denoted with abbreviation to feed into the software for hypotheses testing. All the items were measured using Likert Scale ranging from 1 to 5; 1st Strongly Disagree, 2nd Disagree, 3rd Somewhat agree, 4th Agree and 5th Strongly Agree, respectively.

Data Analysis: In this study, IBM SPSS 29 was used for data analysis and IBM AMOS 29 for structural equation modelling (SEM). The presence of outliers was investigated to ensure the accuracy and reliability of the dataset. In the next step, structural equation modelling (SEM) was applied to test the research model. Initially, a confirmatory factor analysis (CFA) was performed to investigate the adequacy of the measurement model. For the

Table 1: Constructs and measurement items of the study

Variables or Constructs	Measurement Items or Statements
Trust on brand (TRUST)	TRUST1. I trust this brand.
	TRUST2.This brand is reliable.
	TRUST3.This brand keeps its promises.
	TRUST4. I feel confident in this brand
Environmental Concern (CNCRN)	CNCRN1. I am concerned about the environment.
	CNCRN2. I consider the impact of my actions on the environment.
	CNCRN3. Protecting the environment is important to me.
	CNCRN4. I am willing to make sacrifices to protect the environment
Social Influence (SI)	SI1. People who are important to me think I should purchase sustainably packaged food.
	SI2. My family and friends encourage me to buy sustainable products.
	SI3. People whose opinions I value prefer sustainable packaging.
Personal Innovativeness (PI)	PI1. I like to experiment with new products.
	PI2. Among my peers, I am usually the first to try new things.
	PI3. I am open to trying innovative products
Price Value (PV)	PV1. The sustainably packaged food offers good value for the money.
	PV2. The price of sustainably packaged food is reasonable.
	PV3. Buying sustainably packaged food is worth its cost
Product Label (PL)	PL1. I pay attention to eco-labels when purchasing food.
	PL2. The product label provides clear information about sustainability.
	PL3. I trust the environmental claims on the product label
Purchasing Attitude (ATT)	ATT1. Purchasing sustainably packaged food is a good idea.
	ATT2. I have a positive attitude toward buying sustainably packaged food.
	ATT3. Purchasing sustainably packaged food is beneficial
Perceived Behavioural Control (PBC)	PBC1. I have the resources to buy sustainably packaged food.
	PBC2. It is easy for me to buy sustainably packaged food.
	PBC3. I am confident in my ability to purchase sustainably packaged food
Purchase Intention of Sustainably Packaged Food (INT)	INT1. I intend to purchase sustainably packaged food in the near future.
	INT2. I will make an effort to buy sustainably packaged food.
	INT3. It is likely that I will buy sustainably packaged food

measurement model, factor loadings of the statements were examined first. Due to the standardized factor loadings being below 0.50, one item of brand trust (TRUST1) and environmental concern (CNCRN2) were removed from the model.

Reliability and Validity Assessment: The reliability of the constructs was tested using Cronbach's alpha for reliability (α > 0.70), and validity was tested using average variance extracted (AVE > 0.50). Discriminant validity was assessed by ensuring that the square root of the AVE for each construct was greater than the correlations with other constructs (Fornell and Larcker's (F-L) criteria). Finally, a structural model was used in order to test the hypothesized model of relations (Table 2).

Results and Discussion

A total of 302 responses were collected and 273 responses were included for further analyses. The gender-wise distribution of the respondents had 163 female and 110 male participants. Most of the participants were bachelor degree holders (217). Others were either master's degree (47) or PhD degree (9) holders. After confirming the validity and reliability of the measurement model, the structural model was estimated and to test the research hypotheses proposed in study to explain the consumer purchase intention of sustainably packaged food items. The results are presented in Table 3. In this study, the environmental concern (β = 0.28, p = 0.001), social influence (β = 0.22, p = 0.003), product Label (β = 0.25, p = 0.002), attitude (β = 0.38, p < 0.001), and perceived behavioural control (β = 0.31, p = 0.001) were identified as positive and significant predictors of intention to purchase sustainably packaged food products. Although, the factors such as brand trust, personal innovativeness, and price value positively influenced the purchase intention, the impacts were identified as non-significant.

Table 2: Reliability and Validity Assessment

Constructs	Items	Cronbach's Alpha	AVE
Trust in brand (TRUST)	TRUST2 TRUST3 TRUST4	0.82	0.6
Environmental Concern (CNCRN)	CNCRN1. CNCRN3. CNCRN4.	0.85	0.6
Social Influence (SI)	Si1. SI2. Si3.	0.79	0.5
Personal Innovativeness (PI)	Pi1. PI2. Pi3.	0.74	0.7
Price Value (PV)	Pv1. PV2. Pv3.	0.76	0.8
Product Label (PL)	PI1. PL2. PI3.	0.81	0.7
Purchasing Attitude (ATT)	ATT1. ATT2. ATT3.	0.88	0.9
Perceived Behavioural Control (PBC)	PBC1. PBC2. PBC3.	0.83	0.6
Purchase Intention of Sustainably Packaged Food (INT)	INT1. INT2. INT3.	0.87	0.8

The findings of this study indicate that attitude is the strongest determinant of sustainably packaged food purchase intention among Indian consumers. This implies that consumers who perceive the behaviour positively, are intend to act upon it. The finding is consistent with previous sustainability studies in the context of consumer behaviour (Cho, 2015). Further, the authors found that the personal awareness towards environment leads to demonstration of pro-environmental behaviour during product purchase. Aligning with this, it was also observed that environmental concern motivates the purchase intention. Similarly, under normative and peer influence the consumers develop intention to demonstrate responsible behaviour towards the environment, consistent with social norms theory (Cialdini and Goldstein, 2004). Further, it was found that the positive effect of product level in developing purchase intention, reflecting clear and informative labelling serves as a symbol of authenticity and trustworthiness. This effect is supported by Thogersen (2006), highlighting the importance of transparent product information during purchase decision making. Along with the above-mentioned factors, perceived behavioural control is also a significant antecedent that reinforces the purchase intention upon affordability and knowledge.

On the other hand, the effects of insignificance of trust may suggest consumers worry about misleading information regarding originality of sustainable claim (Graca and Khare, 2024). Consumers differentiate sustainable packaging based on innovative features such as biodegradable materials, refillable containers. Such features of packaging help to create self-image as environmentally responsible (Li *et al.,* 2021). Lack of such features weakens the purchase intention. Despite having importance, the price value has non-significant effect on purchase intention probably due to economic consideration in the context of a developing economy (Mahmoud *et al.,* 2022).

Although the findings imply attitude, environmental concern and peer influence motivate purchase intention, several new dimensions have emerged for better understanding of purchasing intention of sustainably packaged food items by the Indian consumers. First, the insignificance of trust posits concern due to greenwashing effects, which requires business organisations to strengthen consumer confidence through transparent claims via credible third-party certifications. Second, the findings highlight that the sustainability aspects are more value driven in developing economies like India in contrast with

Table 3: Results of structural equation modeling

Hypothesis	Hypothesized Effects	Standardised Regression Weight	p-Value	Conclusion
H1	TRUST INT	0.05	0.126	Not Significant
H2	CNCRN INT	0.28	0.001	Significant
H3	SI INT	0.22	0.003	Significant
H4	PI INT	0.04	0.145	Not Significant
H5	PV INT	0.07	0.89	Not Significant
H6	PL INT	0.25	0.002	Significant
H7	ATT INT	0.38	0	Significant
H8	PBC INT	0.31	0.001	Significant

developed economies where price acts as key player towards sustainable practices adoption. Third, packaging works as a tool to project eco-conscious image through self-declaration information such as biodegradable, refillable or innovative features, thereby enhancing purchase intentions. Clear and authentic labeling fosters trust by eliminating the scope for confusion regarding eco-friendliness. Finally, the findings indicate potential gap between intention and actual behaviour highlighting opportunities for marketers and policymakers to employ information nudges and incentives to promote sustainable choices.

Recent trends in food packaging highlights a significant shift towards biodegradable, compostable and plant material usage instead of non-biodegradable materials (Corderio *et al.,* 2025). Further, under extended producer responsibility (EPR) framework marketers in developed countries have been adopting refillable pouches, reusable crates and returnable containers (Stark and Matuana, 2021). Usage of recycled and mono-material PET as packaging material has increased. Additionally, smart packaging technologies including QR codes, NFC chips and battery free sensors are being used to promote consumer engagement by offering real time data on carbon footprint, freshness and disposal guidance. Introduction of biodegradable tetra packets and recycled flexible films reflect the adoption of global trends within Indian context. However, affordability acts as hindrance, specifically, in developing markets like India. Therefore, achieving cost competitiveness is essential to influence widespread adoption. Cost competitiveness can be potentially achieved through collaboration across the value chain starting from manufacturers, retailers, policymakers, and ending at consumers. Cost reduction should be considered as making sustainable choices by providing subsidies, and tax incentives

Rising environmental issues create concern among theconsumers over unsustainable packaging, especially, single-use plastics, which contribute significantly to landfill accumulation and carbon emission. Despite having such concerns, convenience and affordability often create continued reliance on unsustainable options (Misra *et al.,* 2024). There is an existing gap between environmental concerns and sustainably packaged item purchase behaviour, reflecting barriers such as cost and limited access to eco-friendly alternatives (Teixeira *et al.,* 2025). Therefore, it is necessary for business organisations to use eco-labels and awareness campaigns to enhance consumer trust and encourage sustainable choices (Bócoli *et al.,* 2025).

This study highlights that the most influential driver towards acceptance of sustainably packaged food products is attitude among Indian consumers which is developed under the influence of environmental concern, social norms and product labelling. Positive perception motivates sustainable behaviour when consumers possess affordability and knowledge which leads to purchase intention. While innovative material usage in packaging and transparent labelling fosters purchase intention, brand trust and price value act as skepticism of greenwashing and sensitivity to economic constraints.

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