

Impact of Packaging on Consumer Purchase Decision with Special Reference to Green Packaging

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Here the researcher focused to study the impact of packaging on consumer purchase decision with special reference to “Green Packaging”. Because of increasing self-service systems and changing consumer’s lifestyle, the product packaging is growing increasingly as a tool of sales promotion as well. Package plays an important role in marketing communication and it is influencing consumer’s purchase decision. Researcher has concentrated this in depth in literature review. In this research, the model was developed and tested in order to reveal impact of Green Packaging towards consumer acceptance level.

The relationship between customer acceptance level & the green packaging elements were tested. As well as simple regression and correlation were used to measure the relationship in between customer acceptance level and green packaging elements. The sample size was 100 respondents and they represented Western Province in Sri Lanka.

As per the research. it revealed that there is a positive relationship in-between the customer acceptance level and the green packaging elements such as Packaging design, Reducibility, Reusability, Recyclability and Rules & Regulations. According to results, majority of the respondents had a moderate extent of acceptance for eco -friendly packaging elements.

Keywords: Packaging, green packaging, consumer’s purchase decision.