

## **Green Packaging on Customer Purchase Intention: Examining the Mediation of Brand Image with Special Reference to RTD Milk Beverages Sector**

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The change in consumer behaviour resulted in manufacturers behaving in an environmentally friendly manner, which has an immense influence on environmental sustainability. Consumer behavioural studies in ecological sustainability indicate a lack of knowledge; thus, this study explores the association between the influence of green packaging on the purchase intention of ready-to-drink milk beverages and the impact of brand image on the relationship between the influence of green packaging on purchase intention. The study used a quantitative research strategy with a convenience sampling technique by utilising a structured questionnaire to obtain primary data from three hundred and ninety (390) respondents. The study's conclusions demonstrate that the identified variables of green packaging positively and significantly impact purchase intention. At the same time, brand image positively and significantly mediated the effect of green packaging on purchase intention. The study's findings contribute to environmental sustainability and marketing literature, highlighting the importance of communicating about green packaging attributes and integrating them into corporate communication strategies.

**Keywords:** *Brand Image, Green Packaging, Product Characteristics, Purchase Intention*