



American Journal of Multidisciplinary Research and Innovation (AJMRI)

ISSN: 2158-8155 (ONLINE), 2832-4854 (PRINT)

VOLUME 4 ISSUE 3 (2025)



PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

Analyzing Consumer Purchase Intention on Products with Green Packaging among the Gen Z in Iligan City, Philippines

John Oliver M. Frias¹, Shairen L. Maghinay¹, Riashelle Anne B. Onipig¹, Albert A. Alonzo^{1*}, Djannez M. Dadole¹
Oliver Daniel J. Vicente¹, Malou R. Galla¹

Article Information

Received: March 15, 2025

Accepted: April 23, 2025

Published: June 02, 2025

Keywords

Attitude, Environmental Concern, Green Packaging, Personal Norms, Purchasing Intention, Willingness to Pay

ABSTRACT

Due to high consumption, packaging becomes a significant contributing factor to waste pollution. Green packaging is one of the innovative ideas to lessen the negative impact of packaging on the environment. This paper analyzes the influence of attitude, environmental concern, personal norms, and willingness to pay on Gen Z's purchase intention of products with green packaging. A quantitative research methodology involving 200 respondents was utilized, with data collected through a 4-point Likert scale survey. Statistical analysis revealed that all behavior factors significantly and positively influence purchase intention. Among these factors, personal norms showed the strongest correlation, emphasizing the choice of moral responsibility. The findings emphasize Gen Z's increasing environmental consciousness, which presents opportunities for businesses to align their strategies with sustainability goals by adopting green packaging. This research contributes valuable insights for stakeholders aiming to enhance sustainable practices and consumer engagement.

INTRODUCTION

People globally are increasingly worried about the planet's health. Due to widespread information access, buyers are now more discerning about their purchases. Consequently, companies that develop eco-friendly offerings find fresh opportunities and improve their bottom line. Surprisingly, according to Bodur and Tezer (2019), that greener products improved consumer consumption and the whole product experience. However, as the population has grown throughout time, so has consumption, and as a result, concerns about its detrimental effects on the environment have also grown. The problem of waste that cannot be broken down is significantly worsened by the materials companies use for packaging (Grant *et al.*, 2018). In an effort to lessen the ecological footprint of their products, corporations have transitioned to more environmentally sound packaging methods.

Packages, wrapping, or holders, either temporary or permanent, that serve to secure, maintain, and promote goods (Echeveste *et al.*, 2022). To achieve a more sustainable future and mitigate environmental and waste impacts, companies utilize packaging designed to be ecologically sound. These packaging types, which focus on materials that protect people and the environment, are often considered sustainable or eco-friendly (Heinrich *et al.*, 2019).

A shift in purchasing habits towards eco-conscious packaging is occurring, propelled by the growing recognition of the detrimental environmental impacts of conventional packaging methods. Due to these changes, many industries are now facing a heightened requirement for environmentally responsible packaging (Sakpal, 2023). According to Statista Research Department

(2024), the market for eco-friendly packaging materials, including sustainable glass, plastic, metal, and paper will be worth around 292.71 billion US dollars in 2024. This sector is predicted to experience considerable growth, arriving at 423.56 billion US dollars by 2029, a result of the world's growing knowledge and embrace of sustainable packaging options. With the tremendous growth of technology, the influence of globalization, and the obvious effects of environmental degradation, more individuals are becoming more aware of and starting to adhere to the concept of green marketing and practices. Thus, organizations must adopt significantly greener practices to safeguard their corporate credibility and profitability. According to a study by Feber *et al.* (2023), 43% of consumers in the United States believed that the environmental impact of packaging is extremely significant, which influences their purchase decisions.

In recent years, there's been a growing focus on environmentally responsible packaging, a key strategy for minimizing ecological harm and satisfying consumers who prefer eco-conscious products. Interestingly, according to the study of Andruszkiewicz *et al.* (2023), a greater emphasis on environmentalism is observed within Gen Z relative to earlier generations. Online networking sites have altered the dynamics of business-to-consumer communication concerning both eco-friendly and conventional goods, fostering a more involved and shared shopping experience (Singh & Sonnenburg, 2012). Social media sharing of information has a major positive impact on the intention to make green purchases. For this reason, the dissemination of information via online platforms significantly increases the likelihood of consumers choosing environmentally friendly products (Sun & Xing, 2022).

¹ Department of Accountancy and Business Management, Mindanao State University at Naawan, Philippines

* Corresponding author's e-mail: albert.alonzo@msunaawan.edu.ph

In the Philippines, there is a growing trend of consumers becoming informed about environmental problems, and these consumers are searching for brands and products that support sustainability. According to Lezoraine (2021), a large portion of Filipinos, specifically 75%, intentionally look for companies that provide options which minimize their impact on the environment. Moreover, Filipinos' mentality influences their purchasing intentions towards environmentally friendly products (Bascos & Murad, 2021) thus, businesses have gradually shifted their approaches to greener practices in rendering their products and services recognizing the enormous potential market. Furthermore, 80% of Filipino Gen Z strive to reduce their environmental footprint (Magkilat, 2022). This means they are more accepting of brands with similar priorities. Furthermore, given that Gen Z makes up 40% of the global consumer population, businesses must pay close attention to their preferences, as these preferences will drive the future goods and services. Hence, it is prudent for organizations to include the young consumer base in their sustainable marketing targets (Auliandri *et al.*, 2018). Due to the increasingly obvious environmental damage of recent times, stakeholders recognize the necessity of sustainable practices, with green packaging emerging as a key competitive advantage for companies. Despite existing research on the impact of sustainable packaging on Gen Z Filipinos, studies need to investigate how their attitudes, personal norms, environmental concerns, and willingness to pay influence their likelihood of buying products with eco-friendly packaging. Thus, this research aims to investigate the factors on buying behavior. It will focus on purchase intentions, which indicate the likelihood of consumers choosing products with environmentally responsible packaging. Understanding how attitudes, personal norms, environmental concerns, and willingness to pay affect these intentions will provide researchers with a more comprehensive view of Gen Z's approach to sustainable packaging.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by psychologist Icek Ajzen, focuses on understanding consumer behavior and decision-making. Ajzen (1991) stated that the primary construct of this theory is behavioral intention, which refers to the motivational factors that influence an individual's behavior, the more likely they are to carry out behavior. The second construct is the attitude toward the behavior, which refers to how favorable or unfavorable a person feels about a specific behavior. This attitude consists of behavioral beliefs and evaluations of the outcomes associated with the behavior. The third construct is the subjective norm, which represents the social pressure to either perform or refrain from a certain behavior. Subjective norms are formed by the combination of normative beliefs and an individual's motivation to comply. It encompasses both the perceived expectations of others and the significance an individual

assigns to those expectations. Ajzen and Fishbein (1977) in TPB stated that subjective norms play a significant role in shaping an individual's intention and behavior. This concept is so crucial that it's worth reiterating. Perceived behavioral control also plays a key role in the TPB, and it refers to people's perception of the ease or difficulty of performing the behavior of interest. It includes both the perceived expectations of others and the importance an individual places on those expectations.

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) was developed by Ajzen and Fishbein in 1977. Ajzen and Fishbein (1977) introduced the theory of Reasoned Action, which is often associated with the Theory of Planned Behavior. Psychologists utilized this cognitive framework to predict and understand human behavior. According to TRA, an individual's performance in a particular behavior is defined by their behavior intention, which is affected by their attitude toward the behavior and the subjective norm associated with it. Additionally, when social norms are systematically incorporated into an individual's personal value system, they develop into a distinct set of norms known as personal norms (Jansson, 2011). Schwartz (1997) stated that personal norms reflect an individual's internal sense of responsibility for engaging in specific behavior. TRA emphasized that a person's intention to perform is the primary predictor of their engagement in a behavior. This intention is shaped by the individual's attitude toward the activity and the surrounding norms. The theory emphasizes the significance of understanding voluntary conduct by investigating underlying beliefs and attitudes. TRA has been used to predict and explain a variety of actions.

The study encompassed two key constructs, namely attitude and subjective norms. Attitude pertains to an individual's assessment of a particular behavior, reflecting either a positive or negative perception of its performance and potential outcome (Ajzen, 1991). Attitudes toward particular behaviors are formed based on expectations or ideas about the behavior's expected outcomes. People will have a positive view toward the conduct if they believe that it will result in primarily good results (and that negative consequences are unlikely). According to Psychology (2016), individuals perceive that behavior will lead to mainly negative outcomes (and positive consequences seem unlikely), and they are likely to develop negative attitudes toward it. Additionally, Ajzen (1991) defines subjective norms as the social pressure that influences an individual's decision to engage in or avoid a particular behavior. In other words, the subjective norm refers to the opinions of significant others that influence an individual's decision-making (Park, 2000). According to Conner and Armitage (1998), an individual's behavior or intention to act is influenced by the perceived approval or disapproval of significant others, leading them to approval or avoid disapproval. Apart from that, within the TPB, subjective norms play a crucial role in influencing an

individual's intention and behavior. In essence, subjective norms encompass the influence of external factors, such as the opinions of significant others like parents or peers, on a person's decision-making process.

On the other hand, behavioral intention is the primary determinant of behavior, reflecting an individual's commitment to engaging in specific behavior. According to the TRA, individuals who intend to engage in a particular activity are more likely to perform the behavior. It is recognized as an immediate predictor of behavior (Ajzen, 2002).

Further, the present study has included two additional constructs (environmental concern and willingness to pay premium) in determining consumers' intention on products with green packaging. In the common interpretation of the construct, willingness to pay and environmental concern for green products was found suitable for the present study (Moser, 2015). Environmental concern is a well-established variable in green marketing research, as emphasized by (Wiernik *et al.*, 2013). Research indicates a strong connection between environmental concern and specific environmentally friendly behaviors. Weigel (1983) and further elaborate on this concept, suggesting that environmental concern directly influences specific behaviors, which are ultimately shaped by consumer attitudes. By including these additional factors, this study aims to gain a more comprehensive understanding of consumer intention towards products with green packaging.

In essence, TRA provides a structured approach to studying consumer behavior and purchase intention, making it an invaluable tool for the research on analyzing consumer purchase intention on products with green packaging among Gen Z in Iligan City. The purpose of this study is to gain insights into promoting green packaging practices among Gen Z consumers.

The Growing Impact of Green Packaging

A shift in consumer buying habits is happening, with more and more people selecting environmentally friendly packaging due to their knowledge of how traditional packaging damages the environment. Due to these changes, many industries, most notably food and beverage, healthcare, and personal care, are now facing a heightened requirement for environmentally responsible packaging (Sakpal, 2023). Green packaging is defined by Owens (2019) as package designs with the smallest environmental impact possible. Also, it involves the use of supporting materials and production methods that are intended to decrease energy consumption and mitigate the adverse environmental effects of packaging. Recyclable and biodegradable accessories are often included in environmentally friendly packaging results (Mathew *et al.*, 2023). This is achieved through minimizing packaging refuse, prioritizing the use of environmentally friendly materials (like components that can be recycled or decomposed naturally), and powering production with renewable resources. Essentially, sustainable packaging

involves understanding and minimizing the company's environmental impact. Despite the growing desire for more sustainable packaging, customers' understanding of green packaging remains diverse. Nevertheless, as the world pays more attention to environmental problems like climate change and pollution, people are wanting more products that are good for the environment and their health, which is making green packaging popular. According to Khilwani (2022), there are several components of environmentally friendly packaging to consider. First of all, it shouldn't harm people or the community at any point in its existence. Second, the materials that go into eco-friendly packaging need to be produced, transported, and recycled. Lastly, ecologically friendly technology should be used in its production. The company faces a formidable challenge in developing sustainable packaging that will yield more benefits than drawbacks. It takes a lot of work to design such sustainable packaging because creating innovations and keeping up with technology advancements are difficult tasks.

Factors affecting Purchase Intention on Products with Green Packaging

Attitude

An individual's attitude is their positive or negative assessment of performing specific behavior (Ajzen, 1991). A consumer's attitude on eco-friendly packaging is determined by their knowledge of environmental and ecological principles. Examining sustainable packaging from a customer's standpoint involves studying their opinions on environmentally responsible packaging and how those opinions translate into their buying habits. Consumer attitudes significantly drive their willingness to buy products with eco-friendly packaging. When consumers possess favorable sentiments and positive convictions towards green packaging, they are inclined to purchase it (Martinho *et al.*, 2015). Especially for products with eco-friendly packaging, consumer attitudes are a major factor in determining their likelihood to buy. Positive attitudes will lead to increased purchases, and vice versa Mishra *et al.* (2017) because the likelihood of consumers purchasing environmentally sound products increases when they perceive the advantages for individuals and the ecosystem (Chaudhary, 2018). Current research indicates that consumer attitudes play a key role in determining whether they will buy products with eco-friendly packaging. For instance, according to Gupta (2021), positive attitudes and willingness to pay drive consumer purchase intent for green packaging.

H1 Attitude has significant relationship with purchase intention

Environmental Concern

Environmental issues have become increasingly known as consumers have recognized the damaging effect that traditional packaging has on the natural world. Plastic pollution is recognized as being the most serious issue (Rhein & Schmid, 2020). Measuring environmental

concerns creates issues due to the different conceptual definitions and operational measures involved. There is a broad range of measurements and operational definitions of environmental concern (Cruz & Manata, 2020). However, according to Schultz (2001), the environmental concerns scale is a valid and useful measure for assessing people's attitudes, values, and beliefs regarding environmental problems. Environmental concern is a key driver for consumers to prefer products with green packaging that minimizes the environmental harm caused by using eco-friendly, recyclable, and biodegradable materials (Cruz & Manata, 2020). Adopting sustainable packaging practices is an opportunity to address growing customer concerns regarding the impact of product packaging on the environment. According to Philippines Star (2021), Gen Z in the Philippines is more environmentally conscious compared to older generations. They are willing to spend more money on sustainable goods that represent their principles. This increases the demand for greener products and sustainable alternatives. In addition to environmental concerns, many Gen Z consumers will purchase goods that are packaged sustainably. Environmental concerns regarding green packaging offer advantages for customer purchasing decisions. Improving consumer attitudes, promoting premium pricing for green packaging, and increasing environmental awareness can lead to a rise in stronger demand for green-packaged products (Gupta, 2021). The study reveals in Maichum *et al.* (2016) that environmental issues are a major influence on purchase intention towards green products, with environmental attitude having the strongest direct influence, providing crucial insights for environmental sustainability.

H2 Environmental Concern has significant relationship with purchase intention

Personal Norms

A consumer's personal norms have a considerable impact on their decisions to purchase. It indicates a deep-seated moral obligation to participate in behaviors that are charitable or environmentally conscious (Moser, 2015). In contrast, the subjective norm describes an individual's perception that influential others expect them to act in a particular manner, as well as their motivation to comply with the perceived social pressure (Drew & Sus, 2023). Personal norms are self-imposed standards derived from internalized ideals, rather than external rewards or consequences (Riesmeyer & Zillich, 2021) thus, personal norms can influence consumer purchases. Additionally, personal norms create an internal feeling of ethical responsibility to behave in an environmentally conscious way (Maniatis, 2016), studies have recently indicated a significant link between personal norms and a consumer's likelihood to purchase green products. For instance, according to Abbas *et al.* (2022), personal norms are closely linked to green goods buying intentions among consumers. The relationship between attitude and conduct and ecological welfare can be enhanced by customers adhering to their norms or genuine moral

commitments (Sabri & Wijekoon, 2021).

H3 Personal Norms has significant relationship with purchase intention

Willingness to Pay

Willingness to pay refers to the highest price a buyer is willing to pay for a specific quality of goods or services (Kalish & Nelson, 1991; Kohli & Mahajan, 1991; Wertebroch & Skiera, 2002). Willingness to pay (WTP) refers to the maximum amount consumers are prepared to spend on a product or service based on their perceived value. Additionally, social media serves as a platform for introducing products, which can positively influence consumers' purchase intentions. According to Taillon *et al.* (2020), social media plays a crucial role in shaping consumers' purchase intentions. Marketers need to analyze huge amounts of data that are provided by social media. Several studies have shown that customer engagement with social media marketing activities can have a significant impact on consumer intention to pay more for goods and services in the context of SMM and customers' willingness to pay premium prices. Cronin *et al.* (2010), state that environmentally conscious consumers are less price-sensitive and are willing to accept higher prices. Similarly, Schmidt and Bijmolt (2019) emphasize that willingness to pay is a key factor in price response strategies, influencing pricing and promotional decisions. Due to the fact that it is environmentally conscious, customers are not price sensitive, they are willing to pay higher prices. Additionally, several studies have established a significant relationship between consumers' willingness to pay and their intention to purchase environmentally friendly or environmentally packaged goods.

H4 Willingness to Pay has significant relationship with purchase intention

MATERIALS AND METHODS

The proponents of the study used a quantitative method. It is a method of collecting and evaluating data in numerical information. Correlational research method was also used to determine if consumers' intention to purchase green-packaged products has significant relationship with factors which included attitude, environmental concern, personal norms, and willingness to pay. The study was conducted in Iligan City, Philippines to 200 respondents who had previous experience purchasing products with green packaging. This study utilized an adopted questionnaire (Gupta, 2021).

RESULTS AND DISCUSSION

Table 1 displays the Cronbach's alpha values for each construct. The analysis produced an overall Cronbach's alpha of 0.86, reflecting a high degree of internal consistency among the survey items. This value falls within the commonly accepted threshold for reliability in empirical research. Accordingly, the items within the questionnaire exhibit strong internal coherence, indicating that they effectively capture the same underlying construct.

Table 1: Constructs

Constructs	Cronbach Alpha	No. of Items	Remarks
Attitude	0.86	3	Good
Environmental Concern	0.85	3	Good
Personal Norms	0.84	3	Good
Willingness To Pay	0.84	3	Good
Purchase Intention	0.79	3	Acceptable
Overall	0.86	15	Good

Table 2 presents the behavioral factors affecting Generation Z's choice of green packaged products. The results show a mean of 3.43 towards the attitude of buying green packaging which is classified under "strong positive attitude" category. It confirms a positive attitude of Gen Z consumers toward products manufactured by companies using biodegradable packaging and committed to environment-friendly policies. Prakash and Pathak (2015) stated that developing a favorable attitude of consumers towards sustainable packaging has been an effective way to influence purchase of environment friendly products.

Meanwhile, the mean score of 3.40 for environmental concern is under "strongly concerned" category. This indicates that environmental factors significantly

affect the purchasing decisions of Gen Z consumers. Environmental concern, in fact, is considered one of the most important drivers of sustainable consumption behavior (Hartmann & Apaolaza-Ibáñez, 2011). These results speak to how the ecology of beliefs influences Gen Z's preference for products with less environmental impact.

On the other hand, personal norms had a mean of 3.58 overall, which falls to the category of "strong moral obligation". Such internalized moral standards are the driving forces that greatly impact purchase behavior as it reflects a high degree of environmental accountability and results in improved consumer satisfaction (Prakash & Pathak, 2015).

Table 2: level of Gen Z's behavioral factors in purchasing products with green packaging in terms of Attitude, Environmental Concern, Personal Norms and Willingness to Pay and Purchase Intention

Constructs	Mean	Interpretation
Attitude	3.43	Strong Positive Attitude
Environmental Concern	3.40	Strong Concern
Personal Norms	3.58	Strong Moral Obligation
Willingness To Pay	3.37	Strong Willingness
Purchase Intention	3.51	Strong Intention
Overall	0.86	Good

Moreover, the construct of willingness to pay scored a mean of 3.37, yielding "strong willingness." This shows that Gen Z consumers have a high willingness to buy products with environmentally friendly packages under the perception of great environmental benefits. This willingness to respond is influenced by the environment and a general preference for environmentally friendly products (Schwepker & Cornwell, 1991).

Finally, purchasing intention reached a high average score of 3.51, indicating a strong intention between Gen Z to buy sustainable packaged products. More so, Petkowicz (2024) explains that the perceived ecological of the product yields a greater likelihood to purchase if one scores high on a belief in environmental sustainability. Such perspectives are not simply a matter of theory but have relevance to the practical implications of these discoveries, which indicate that consumer preoccupation with the environment and firm-facilitated diffusion of environmental information have vital considerations for patterns of consumption.

Table 3 shows the results of Spearman rank correlation test Gen Z's behavioral factors in purchasing the product with green packaging in terms of attitude, environmental concern, personal norms, and willingness to pay and its relationship with purchase intention. As a result, the test produced a p-value of < .001 for attitude, which shows that there is a significant relationship between variables, so it is concluded that the evidence was sufficient to support a significant relationship between attitudes and customers intention to purchase green packaged products. Their relationship was characterized by a correlation coefficient (rho) of 0.540, denoting moderate positive correlation between these two variables. Which means that the better consumers appreciate green packaging, the greater their purchase intention is. Gupta (2021) also added further support that positive consumer perceptions regarding green packaging have a strong impact on the purchase decisions. For environmental concern, the test also produced a p-value of < .001, which also is lower than the significance threshold,

Table 3: Correlation of Variables between Purchase Intention and Behavioral Factors in terms of Attitude, Environmental Concern, Personal Norms and Willingness to Pay

Factors	Correlation Coefficient (Rho)	P-Value	Remarks
Attitude	0.540 ***	<. 001	Significant
Environmental Concern	0.626 ***	<. 001	Significant
Personal Norms	0.658 ***	<. 001	Significant
Willingness to Pay	0.587 ***	<. 001	Significant

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

indicating that the relationship between the variables is significant, implying that environmental concern has a statistically meaningful impact on consumers' purchase decisions. In addition, it can be observed that the correlation coefficient (rho) previously described to be of 0.626 indicates a high positive relationship between the two variables. This means that when customers become more environmentally concern, the likelihood of purchasing eco-repackaged products also increases. As Cruz and Manata (2020) further support, environmental consciousness has been a motivator in choosing products that are more environmentally friendly, such as the use of materials that promote less damage to the environment (e.g. recycled, recyclable, biodegradable packaging).

For the personal norms the p-value was <. 001, also lower than the significance level previously determined, indicating that there is a significant relationship between the variables, meaning there is a significant relationship between personal norms and customers' purchase intentions. The strength and positivity of this relationship between the two variables is further exemplified by their correlation coefficient (rho) of 0.658. It suggests that consumers who feel strongly about the personal morality of being environmentally responsible will hold onto the specified items that align with those beliefs, such as items with sustainable packing. This finding was also confirmed by Abbas *et al.* (2022) showed that a significant positive association exists between personal norms and consumers' willingness to pay for green purchase. For willingness to pay, the statistical test produced a p-value of <. 001, indicating a significant association among the variables. There is enough evidence to support that willingness to pay £ is significantly related to the purchase intentions. Their relationship had a correlation coefficient (rho) of 0.587, indicating a moderate positive relationship between the variables. This shows a positive relationship: as consumers become more willing to pay for eco-friendly packaging the probability of them purchasing those products increase. According to Cronin *et al.* (2010), eco-conscious customers usually value environmental effects much more than the price tag, so they're willing to pay more if needed.

As stated, data validates the findings of Tan and Goh (2018), where it was mentioned that higher perception regarding eco-friendliness of packing enhances the likelihood intention to purchase. It presents a market opportunity for companies to cater to the

growing demand for sustainable packaging among Gen Z consumers. To counteract this trend, they should promote their products through all sustainable practices, such as environmentally friendly packaging, which emphasizes its advantages in causing less harm to the environment attracting consumers with environmental concerns. Implementing this strategy will appeal to environmentally aware consumers and concurrently enhance the company image with the public and its competitiveness in the marketplace. The growing demands of the market indicate that; investing in green packaging will likely lead to sales growth and long-term success.

CONCLUSION

Hence, the findings show that the behavioral factors have a significant influence on the purchasing decisions of Gen Z consumers in Iligan City when choosing products with green packaging based on attitude, environmental concern, personal norms, and willingness to pay. This is in line with the Theory of Reasoned Action (TRA), which posits that a person's attitudes and subjective norms compel or deter behavior. The underlying motivation behind such behaviors is consumer's positive perception of environmental sustainability and need for personal beliefs, whereby they make the choice of buying products with green packaging. Moreover, this finding is consistent with the Theory of Planned Behavior (TPB) which posits that subjective norms and perceived behavioral control shape purchasing decisions. This article examines if the cultural sensitivities of consumers have an impact on their purchase intentions towards eco-friendly packaged products. Furthermore, their suggested payment suggests TPB perceived control, that consumers are more inclined to purchase eco-oriented products if they feel they have access to them.

Overall, these results indicate that members of Generation Z in Iligan City are willing to consume sustainably packaged products as long as they believe you have a sense of morality, you have the means to pay for it. With increased knowledge of the environment comes demand from consumers for businesses to resonate their products along with their marketing in accordance with values that share with green packaging. As a result, businesses should explain the environmental advantages of their products, prioritize sustainability in their communications, and provide eco-friendly choices that are affordable and accessible. It not only follows the

growing need for greener products, but will also establish trust with eco-aware consumers, resulting in more sales and a positive image.

REFERENCES

- Abbas, J., Zhang, J., Cherian, J., Sandhu, Y. A., Cismas, L. M., Negrut, C. V., & Negrut, L. (2022, April 12). Presumption of Green Electronic Appliances Purchase Intention: The Mediating Role of Personal Moral Norms. *Sustainability*, 14(8). <https://doi.org/10.3390/su14084572>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Process*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). Residual Effects of Past on Later Behavior: Habituation and Reasoned Action Perspectives. *Personality and Social Psychology Review*, 6(2), 107-122. https://doi.org/10.1207/S15327957PSPR0602_02
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888-918. <https://psycnet.apa.org/doi/10.1037/0033-2909.84.5.888>
- Andruszkiewicz, K., Brzezińska, M. G., Rapca, M. G., & Wiśniewski, P. D. (2023). Attitudes and Pro-Environmental Behavior of Representatives of Generation Z from the Example of Poland and Germany. *Sustainability*, 15. <https://doi.org/10.3390/su152015068>
- Bascos, S. C., & Murad, N. S. I. (2021). The purchase intention of Filipino consumers towards environmentally friendly products. https://animorepository.dlsu.edu.ph/faculty_research/10900
- Bodur, H. O., & Tezer, A. (2019). The Green Consumption Effect: How Using Green Products Improves Consumption Experience. *Journal of Consumer Research*. <https://doi.org/10.1093/jcr/ucz045>
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A Review and Avenues for Further Research. *Journal of Applied Social Psychology*, 28(15), 1429-1464. <https://doi.org/10.1111/j.1559-1816.1998.tb01685.x>
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39, 158-174. <https://doi.org/10.1007/s11747-010-0227-0>
- Cruz, S. M., & Manata, B. (2020). Measurement of Environmental Concern: A Review and Analysis. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00363>
- Drew, C., & Sus, V. (2023). *Subjective Norms: Definition and Examples (2024)*. Helpful Professor. Retrieved August 5, 2024, from <https://helpfulprofessor.com/subjective-norms/>
- Echeveste, M. E. S., Sastre, R. M., & de Paula, I. C. (2022). A Systematic Literature Review on Packaging Sustainability: Contents, Opportunities, and Guidelines. *Sustainability*, 14(11). <https://doi.org/10.3390/su14116727>
- Feber, D., Goel, A., Nordigarden, D., & Ponshe, S. (2023). *Sustainability in packaging: US survey insights*. McKinsey. Retrieved August 5, 2024, from <https://www.mckinsey.com/industries/packaging-and-paper/our-insights/sustainability-in-packaging-us-survey-insights>
- Grant, T., Dilkes-Hoffman, L. S., Lane, J. L., Pratt, S., Lant, P. A., & Laycock, B. (2018). Environmental impact of biodegradable food packaging when considering food waste. *Journal of Cleaner Production*, 180, 325-334. <https://doi.org/10.1016/j.jclepro.2018.01.169>
- Gupta, R. K. (2021). E3S Web of Conference. *Exploring the factors affecting purchase intention towards green packaged products of Indian consumers*. <https://doi.org/10.1051/e3sconf/202130901084>
- Hartmann, P., & Apaolaza-Ibañez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254-1263. <https://doi.org/10.1016/j.jbusres.2011.11.001>
- Heinrich, V., Tacker, M., Pauer, E., & Wohner, B. (2019). Assessing the Environmental Sustainability of Food Packaging: An Extended Life Cycle Assessment including Packaging-Related Food Losses and Waste and Circularity Assessment. *Sustainability*, 11(3). <https://doi.org/10.3390/su11030925>
- Jansson, J. (2011). Consumer Eco-Innovation Adoption: Assessing Attitudinal Factors and Perceived Product Characteristics. *Business Strategy and the Environment*, 20, 192-210. <https://doi.org/10.1002/bse.690>
- Kalish, S., Nelson, P. (1991). A comparison of ranking, rating and reservation price measurement in conjoint analysis. *Marketing Letters*, 2(4), 327-335 (1991). <https://doi.org/10.1007/BF00664219>
- Khilwani, N. (2022). A Study on Consumer Attitude towards Green Packaging. *International Journal of Research and Analytical Reviews*, 9(1). <https://www.ijrar.org/papers/IJRAR19D3690.pdf>
- Kohli, R., & Mahajan, V. (1991). A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis. *Journal of Marketing Research*, 347-54. <http://dx.doi.org/10.1177/002224379102800309>
- Lezoraine, M. (2021). *75% of Filipino Consumers Seek Eco-Friendly Brands - Philippines*. Kantar Worldpanel. Retrieved August 5, 2024, from <https://www.kantarworldpanel.com/ph/Latest-Insights/sustainability-matters>
- Magkilat, B. (2022). Pinoy millennials, GenZs more optimistic than global peers - study. Manila Bulletin.

- <https://mb.com.ph/2022/07/05/pinoy-millennials-genzs-more-optimistic-than-global-peers-study/>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers, *Sustainability*, 8(10),1077. <https://doi.org/10.3390/su8101077>
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215-228. <https://doi.org/10.1016/j.jclepro.2015.02.067>
- Martinho, M. d. G. M., Paires, A. L. L., & Fonseca, M. (2015). Factors affecting consumers' choices concerning sustainable packaging during product purchase and recycling. *Resources, Conservation and Recycling*, 103, 58-68. <https://doi.org/10.1016/j.resconrec.2015.07.012>
- Mathew, D. S., Bansal, R., Patidar, M., & Islam, M. E. (2023). Consumers' Perception Towards Eco-Friendly Products and Packaging. *International Journal of Creative Research Thoughts*, 11(4). <https://ijcrt.org/papers/IJCRT2304197.pdf>
- Mishra, P., Jain, T., & Motiani, M. (2017). Have green, pay more: An empirical investigation of consumer's attitude towards green packaging in an emerging economy. *Essays on sustainability and management: emerging perspectives*, 125-150. https://doi.org/10.1007/978-981-10-3123-6_7
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167-175. <https://doi.org/10.1108/JCM-10-2014-1179>
- Owens, B. (2019). *What is Green Packaging?* noissue. Retrieved 2014, from <https://noissue.co/blog/environmentally-friendly-packaging-materials/>
- Park, H. S. (2000). Relationships among attitudes and subjective norms: Testing the theory of reasoned action across cultures. *Communication Studies*, 51(2), 162–175. <https://doi.org/10.1080/10510970009388516>
- Petkowicz, A. C., Pelegrini, T., Bodah, B. W., Rotini, C. D., Moro, L. D., Neckel, A., Spanhol, C. P., Araújo, E. G., Pauli, J., & Mores, G. d. V. (2024). *Purchasing Intention of Products with Sustainable Packaging*. *Sustainability*, 16(7), 2914. <https://doi.org/10.3390/su16072914>
- Philippines Star. (2021). *Generation Z and the environment* | Philstar.com. Philippine Star. Retrieved August 5, 2024, from <https://www.philstar.com/business/2021/08/23/2121849/generation-z-and-environment>
- Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of cleaner production*, 141, 385-393. <https://doi.org/10.1016/j.jclepro.2016.09.116>
- Psychology. (2016). *Theory Reasoned Action Theory*. *psychology*. Retrieved May 19, 2024, from https://psychology.iresearchnet.com/social-psychology/social-psychology-theories/reasoned-action-theory/#google_vignette
- Rhein, S., & Schmid, M. (2020). Consumers' awareness of plastic packaging: More than just environmental concerns. *Resources, Conservation and Recycling*, 162, 105063. <https://doi.org/10.1016/j.resconrec.2020.105063>
- Sabri, M. F., & Wijekoon, R. (2021). Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework. *Sustainability*, 13(11). <https://doi.org/10.3390/su13116219>
- Sakpal, P. (2023). *Rising Demand for Eco-Friendly Packaging Drives Global Green Packaging Market*. *LinkedIn*. Retrieved 2024, from <https://www.linkedin.com/pulse/rising-demand-eco-friendly-packaging-drives-global-green-sakpal/>
- Schmidt, J., & Bijmolt, T. H. (2020). Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias. *Journal of the Academy of Marketing Science*, 48, 499-518. <https://doi.org/10.1007/s11747-019-00666-6>
- Schultz, P. W. (2001). The structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of environmental psychology*, 21(4), 327-339. <https://doi.org/10.1006/jevps.2001.0227>
- Schwartz, S. S. (1997). ScienceDirect. *Normative Influences on Altruism*, 10, 221-279. [https://doi.org/10.1016/S0065-2601\(08\)60358-5](https://doi.org/10.1016/S0065-2601(08)60358-5)
- Schwepker, C. H., & Cornwell, B. T. (1991). *An Examination of Ecologically Concerned Consumers and Their Intention to Purchase Ecologically Packaged Products*. *JPP & M*, 77-101. <http://dx.doi.org/10.1177/074391569101000205>
- Singh, S. (2003). Simple random sampling. In *Advanced Sampling Theory with Applications: How Michael 'selected' Amy Volume I* (pp. 71-136). Dordrecht: Springer Netherlands. https://doi.org/10.1007/978-94-007-0789-4_2
- Singh, S., & Sonnenburg, S. (2012). Brand Performances in Social Media. *Journal of Interactive Marketing*, 26(4). <http://dx.doi.org/10.1016/j.intmar.2012.04.001>
- Statista Research Department. (2024). *Market value of sustainable packaging worldwide in 2023 and 2024, with a forecast to 2029(in billion U.S. dollars) Market value in billion U.S. dollars 271.86271.86 292.71292.71*. Statista. Retrieved 2024, from <https://www.statista.com/statistics/1419940/global-sustainable-packaging-market-size/>
- Sun, Y., & Xing, J. (2022). The Impact of Social Media Information Sharing on the Green Purchase Intention among Generation Z. *Sustainability*, 14. <http://dx.doi.org/10.3390/su14116879>
- Taillon, B. J., Mueller, S. M., Kowalczyk, C. M., & Jones, D. N. (2020). Understanding the relationships between social media influencers and their followers: the moderating role of closeness. *Journal of Product & Brand Management*, 29(6), 767-782. <https://doi.org/10.1108/JPBM-03-2019-2292>
- Tan, W. L., & Goh, Y. N. (2018). The role of psychological factors in influencing consumer purchase intention

- towards green residential building. *International Journal of Housing Markets and Analysis*, 11(5), 788-807. <https://doi.org/10.1108/IJHMA-11-2017-0097>
- Werner, C. M., Turner, J., Shipman, K., Twitchell, F. S., Dickson, B. R., Brusckke, G. V., & von Bismarck, W. B. (1995). Commitment, behavior, and attitude change: An analysis of voluntary recycling. *Journal of environmental psychology*, 15(3), 197-208. [https://doi.org/10.1016/0272-4944\(95\)90003-9](https://doi.org/10.1016/0272-4944(95)90003-9)
- Wertenbroch, K., & Skiera, B. (2002). Measuring consumers' willingness to pay at the point of purchase. *Journal of marketing research*, 39(2), 228-241. <https://doi.org/10.1509/jmkr.39.2.228.19086>
- Wiernik, B., S. ones, D., & Dilchert, S. (2013). Age and environmental sustainability: a meta-analysis. *Journal of Managerial Psychology*, 28(7/ 8), 826-856. <https://doi.org/10.1108/JMP-07-2013-0221>
- Zillich, A. F. & Riesmeyer, C. (2021). Be Yourself: The Relative Importance of Personal and Social Norms for Adolescents' Self-Presentation on Instagram. *Social Media + Society*, 7(3), <https://doi.org/10.1177/205630512111033810>