Impact of Eco-Friendly Packaging on Consumer Purchase Intention towards FMCG Products: The Mediating Role of Green Perceived Value

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Abstract

Purpose: Fast-moving consumer goods (FMCG) are responsible for a significant portion of the trash generated by packaging, and businesses are increasingly adopting packaging that is recyclable, biodegradable, and reusable in order to respond to the pressures placed on the environment. This study investigates whether or not environmentally friendly packaging has an effect on customers' intention to acquire fast-moving consumer goods (FMCG) products, as well as whether or not green perceived value acts as a mediator between these two factors. Additionally, the study investigates the impact of environmental awareness.

Design/Methodology: A descriptive research design was adopted. A structured questionnaire was circulated to 450 consumers in Tamil Nadu, India; 419 responses were received and, after removing unengaged respondents and records with missing data, 392 responses were retained for analysis. Data were analysed using percentage analysis, reliability and validity checks, correlation, simple and multiple regression, and a bootstrapped test of the indirect effect.

Findings: Eco-friendly packaging had a significant positive influence on purchase intention (β = 0.527, $p < .001$) and on green perceived value (β = 0.545, $p < .001$). Environmental awareness (β = 0.438) and green perceived value (β = 0.519) also significantly influenced purchase intention. Green perceived value partially mediated the effect of eco-friendly packaging on purchase intention (indirect effect = 0.136, 95% bootstrap CI [0.085, 0.190]).

Originality/Implications: The study integrates packaging attributes, environmental awareness and green perceived value in a single model for the FMCG sector in an emerging-market context. The results suggest that FMCG firms should communicate the tangible benefits of sustainable packaging, because consumers respond not only to the packaging itself but to the value they perceive in it.

Keywords

Eco-friendly packaging, Green perceived value, Purchase intention, Environmental awareness, FMCG, Sustainable consumption, Tamil Nadu.