Consumers' Awareness and Preferences in Adapting Sustainable Packaging Usage

M. Gnanaprakash
Part-Time Ph.D. Research Scholar, Madurai Kamaraj University, Research Centre in Business Administration, V.H.N.SenthikumaraNadar College

Dr. M.Jaisun
Assistant Professor, Research Centre in Business Administration, V.H.N.SenthikumaraNadar College (Autonomous), Virudhunagar

Abstract:

Purpose: This study aims to identify consumer preferences for sustainable packaging, and it also discusses the obstacles that stand in the way of consumers adopting sustainable packaging.

Methodology: This study is descriptive in nature; primary data for this study is collected by direct survey with people whereas the secondary data for this study is collected from research articles, journals and websites.

Findings: Consumer's perceptions in this research show that consumers are well awareof sustainable packages but they are not aware of terminologies. But this research shows that it is not easy to change consumers' behaviour because reasons for the preferences of plastic packages are strong while comparing the preferences for sustainable packaging

Practical implications: By adopting sustainable packaging, a company can position itself as socially responsible and attract environmentally conscious consumers. Sustainable packaging can foster stronger customer loyalty.

Keywords:
Sustainable packaging, Consumer preferences, Barriers, adaption.