

## **Consumers' attitude and purchasing intention toward green packaged foods; A Malaysian perspective**

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**Abstract.** The interaction of business and environment has been an issue since early 70s. The study of consumers' attitude and purchasing intention toward green packaged foods helps marketers and providers to understand how to improve their green products, what type of green packaging they need and how to attract consumers to buy their products. Packaging as the final tool to reach the consumers has a salient role to transfer the message of green foods. In so far as green packaging is concerned, it is a very new concept in Malaysia. As of today there has been no empirical research on Malaysians attitudes and purchasing behavior toward green packaging. Subsequently the aim of this research would be toward this issue. For the purpose of the study a survey was conducted through mall-intercept personal survey. A total of 134 questionnaires were collected within the Klang Valley in Malaysia. Result of the study indicated that consumers' positive attitude along with demographics can shape the marketing strategy of green food providers.

**Keywords:** Consumer attitude, intention, green package, food, Malaysia

### **1. Introduction**

The interaction of business and environment has been an issue since 40 years ago when some of the researchers started to write about Ecological Marketing. Nowadays consumers are becoming more educated about their environmental responsibility and have more willingness to choose a green product over a conventional one. Marketers realized that packaging performs an important role in marketing communications and could be one of the most important factors influencing consumer purchase decision. The combination of green and packaging would be a new choice of consumers in developing markets like Malaysia. Marketers who are targeting a green segment of the market should avoid any marketing gimmicks in order to make loyal customers to purchase their green products. Marketers should also notice to subjective norms of consumers, since Malaysian notice to the opinion of the "important others" in making green purchasing decisions.

The customer and product is the challenge of every business, and meeting customer needs is a motive of good manufacturing practice. In order to meet the consumers' needs and wants and for a product to be acceptable to customers, quality and cost of product, the product's performance and even environmental issues should be considered. Malaysia, like many other developing countries, in the early days of abundant resources and minimal development pressures, little attention was paid to growing environment protection and conversation. In so far as green packaging is concerned, it is a very new concept in Malaysia. As of today there has been no empirical research on Malaysians attitudes and purchasing intention toward green packaging of foods. Subsequently the aim of this research would be toward this issue.

### **2. Green packaging; a novel marketing trend**

Packaging has an essential role in marketing and distribution of products. At the point of sale, packaging of products can be a crucial issue in a consumer's purchase decision. It also can impact the consumer's mindset of product by its exposure. Even after the purchase, the package of the product can continue to impact the consumption experience. Scientific studies indicate that packaging allow to attract consumer's attention, transfer valuable product information, position the product in the consumer's mind and

# Consumers Attitude And Purchasing Intention Toward Green

**Elizabeth Crisp Crawford, Emory Daniel  
, Shu-Yueh Lee**

## **Consumers Attitude And Purchasing Intention Toward Green:**

**Consumer Behaviour and Sustainable Fashion Consumption** Subramanian Senthilkannan Muthu, 2018-06-21 This book analyses the importance of consumer behaviour in sustainable fashion and consumption Consumer behaviour plays a major role in sustainability and when it comes to textile products a number of studies have shown that for certain product categories consumer behaviour during use and disposal stages influences the entire life cycle impacts of the product more than the raw material and manufacturing stages However green the production the overall sustainability of a product depends on the consumers who use and dispose of it Handbook of Research on Sustainable Consumption and Production for Greener Economies Goel, Richa, Baral, Sukanta Kumar, 2023-06-27

Over the past 50 years one of the biggest worldwide concerns has been ensuring sustainable consumption and production patterns Growing interest in the circular economy model provides the chance to create system wide goals for all societies with economic financial and governance decision making as critical drivers and solutions The Handbook of Research on Sustainable Consumption and Production for Greener Economies examines the critical factors that can encourage sustainable consumption production patterns and a green economy The major barriers hindering consumers and producers from moving towards sustainable consumption sustainable consumption behavior and production patterns the green economy and more are explored Covering topics such as green economy sustainable consumption and resource management this book is ideal for government officials policymakers researchers academicians and more **Sustainable Development Goals: A Handbook Based on Media Perspective**

Noveena Chakravorty, Sayak Pal, Dr. Sharmila Kayal, Dr. Muhammad ABDULLAHI, Mohammed Auwal UMAR, Dr. Rajesh Chutia, Mamta Keswani, Uttam Kumar Khedlekar, Edith Oghenechovwe Otuya-Asohro, Dr. Amina Abdelhadi, Dr. Nadia Saraa, Sraya Banerjee, Protiti Mondal, Thi Mai Le, Thi Ngoc Diu Nguyen, Thi Thuy Anh Tran, Bao Trung Phan, Shishir Singh, Ayush Dutta, Dhruva Jyoti Mudoji, Dr. Supratim Karmakar, Dr. Muhammad Umair Chaudhry, Dr. Sobia Usman, Obaluyi John Fidelis, Keshav Vivek, Shiva Thrishul, Mr. Roopam Paul, Soumen Das, Tina Bose, Doyel Dutta, Sohom Bhattacharyya, Niladri Sekhar Dassarma, Dr. Sunil Kumar, Sadia Afrin, Rezwana Ahmed Mahedi, Madiha Anwar, Antonieto G. Alaban, Joti Devi, Priyanka Singh, Dr. Mufutau Oluwakemi ORIOLA, Dr. Olatunde Olufemi AJAYI, Debarshi Bhattacharyya, 2024-09-01 Promoting sustainable living across seventeen essential areas throughout the planet has been the agenda that was adopted in 2015 by the United Nations with a deadline of 2030 After nine years into the future since 2015 most nations still need to gear up to their full potential to fulfill the targeted development Although the United Nations has been publishing its annual SGD progress reports since 2016 along with a list of portals where the parameters can be measured for individual nations for each one of the seventeen goals the perspective of researchers and practitioners provides a unique perspective on the progression Despite the rigorous attempts from the United Nations regulatory authorities and government initiatives the gap remains and the fulfillment of the targets for all seventeen goals till the end of 2023 remains uncertain The book Sustainable Development

Goals A Handbook Based on Media Perspective offers a collection of concepts and perspectives on areas like effective administration media advocacy digital literacy responsible usage integrating inventory management greening efforts digital citizenship revival of tribal culture green products sustainable urbanization pastors as social media influencers for sustainable development agrarian sustainability programs on sustainability influencers of sustainability social media activism women s health representation empowerment sustainability in films and entertainment sustainable living mindful consumption climate advocacy public awareness waste management sustainable communication green practices environment friendly technology multiculturalism environmental communication democratic governance health communication and many more Collectively the chapters would help in understanding the different perspectives of sustainability through the lens of media and communication

**Sustainability in Industry 4.0** Shwetank Avikal,Amit Raj Singh,Mangey Ram,2021-09-30 A large and growing number of manufacturers are realizing the substantial financial and environmental benefits of sustainable business practices To develop more sustainable societies industries need to better understand how to respond to environmental economic and social challenges and transform industrial behavior The objective of this book is to provide the required knowledge and accelerate the transition towards a sustainable industrial system The book will help industries to enhance operational efficiency by reducing costs and waste It will help them increase customer response reach new customers and gain competitive advantage It offers innovation scenario planning and strategic analysis that goes beyond compliance as well as case studies and remedies to the industry 4 0 challenges Professionals as well as students can refer to this book to add to their knowledge on Industry 4 0 and develop new ideas and solutions to the existing and future problems

**Advancing the SDGs in Developing and Emerging Economies** Pardeep Singh,Shikha Daga,Kiran Yadav,Phuong Mai Nguyen,2025-05-21 This contributed volume the first in a set of two explores the intersection of innovation and sustainability investigating how transformative practices across various industries and regions are advancing the Sustainable Development Goals SDGs It highlights a wide network of solutions and real world examples that integrate various SDG principles into business and government strategies The chapters cover diverse topics including green finance human resource management sustainable marketing and the adoption of cutting edge technologies showcasing how innovation is driving the global transition towards a more sustainable future The geographic diversity represented in this section including contributions from Italy Brazil Vietnam India and Malaysia provides a rich multi regional perspective on sustainable development The chapters reflect the dynamic ways in which innovation is being harnessed to address pressing global challenges with a focus on both local and global contexts Each chapter offers in depth case studies and practical examples illustrating how SDG principles are being integrated into various sectors to foster long term sustainability Together these contributions emphasize the critical role of innovative strategies and practices in achieving the SDGs and building a more resilient sustainable world for future generations

**Proceedings of the 2022 International Conference on Economics, Smart Finance and**

**Contemporary Trade (ESFCT 2022)** Faruk Balli,Au Yong Hui Nee,Sikandar Ali Qalati,2023-12-19 This is an open access book As a leading role in the global megatrend of scientific innovation China has been creating a more and more open environment for scientific innovation increasing the depth and breadth of academic cooperation and building a community of innovation that benefits all Such endeavors are making new contributions to the globalization and creating a community of shared future To adapt to this changing world and China s fast development in the new era The 2022 International Conference on Economics Smart Finance and Contemporary Trade to be held in July 2022 This conference takes bringing together global wisdom in scientific innovation to promote high quality development as the theme and focuses on cutting edge research fields including Economics Smart Finance and Contemporary Trade This conference aims to boost development of the Greater Bay Area expand channels of international academic exchange in science and technology build a sharing platform of academic resources promote scientific innovation on the global scale strengthen academic cooperation between China and the outside world enhance development of new energy and materials and IT AI and biomedicine industries It also aims to encourage exchange of information on frontiers of research in different areas connect the most advanced academic resources in China and the world turn research results into industrial solutions and bring together talents technologies and capital to boost development

Including the Audience in Integrated Marketing Communication and Branding: Social Media, Gaming, and Beyond Elizabeth Crisp Crawford,Emory Daniel ,Shu-Yueh Lee,2026-03-05 Digital media has changed the consumer brand relationship Traditionally brands were created by professional marketers Now advertising is a collaborative effort that includes the audience Social media allows audience members to respond to promotional materials in real time and consumers can generate their own messages and memes regarding a variety of products services and issues of interest This democratization of advertising facilitates a communication environment that is both hyper personalized and multifaceted As organizations lose control of their brands the door has opened to a new polycentric communication environment that fosters influencer marketing and increases the importance of word of mouth communication in a variety of contexts Against this background the purpose of this Research Topic is to explore the wide range of perils and possibilities that this expanded frontier in communication provides with particular emphasis on the ways that audiences can participate in integrated marketing communications IMC Contributions to this Research Topic can explore how a polycentric and hyper personalized media environment affects audience member engagement and perceptions of brands and issues Articles can also explore the message strategies and communication tactics that audience members contribute to the IMC process In addition to dealing with social scientific topics contributions can investigate the ethical and legal issues related to audience participation in advertising to their own peers Although audience inclusion in IMC has some potential drawbacks it can also generate more meaningful consumer information Therefore a variety of perspectives on the topic of audience participation in IMC are welcomed As the goal of this article collection is to increase the scope of our

knowledge of how audience members participate in the IMC and branding process and the influence of this increased participation on advertising and promotional efforts the scope of the Research Topic is wide The Topic Editors welcome articles that take a social scientific perspective as well as critical and cultural perspectives Audience participation can be studied in a variety of contexts including mobile digital and social media environments gaming virtual and augmented reality events and social gatherings or any other context where audiences might shape promotional communication and branding In addition to exploring how audience participation shapes IMC articles can also explore how increased audience participation in branding influences consumers Interdisciplinary contributions are encouraged

*Proceedings of the Fifth International Symposium on Protected Cultivation in Mild Winter Climates*, 2001

*Consumers Purchase Intention Toward Green Food Products & Beverages in FMCG Sector* Timea Mihoková, 2023 One of the solutions to the challenge of environmental sustainability is green products This study uncovers the characteristics that influence young people s willingness to buy green items Young customers are first time buyers who will play an essential part in assuming environmental responsibilities Many elements are now influencing customers purchase intentions The goal of this research is to look into the theoretical processing of green products as well as assess customer intent to buy a green food products and beverages in the FMCG sector using the Theory of Planned Behavior The purpose of this study is to see if there is a link between components from the Theory of Planned Behavior such as attitude subjective norm perceived behavioral control and extended model items such as willingness to pay and environmental concern At FHWN data was collected from 114 students Five hypotheses were developed in order to provide solutions to study issues The results were statistically significant in the last section of the research and all items from the Theory of Planned Behaviour model have a substantial impact on purchase intention for green food products and beverages Environmental concerns and perceived behavioral control have the greatest impact on respondents purchasing intentions according to the findings One of the solutions to the challenge of environmental sustainability is green products This study uncovers the characteristics that influence young people s willingness to buy green items Young customers are first time buyers who will play an essential part in assuming environmental responsibilities Many elements are now influencing customers purchase intentions The goal of this research is to look into the theoretical processing of green products as well as assess customer intent to buy a green food products and beverages in the FMCG sector using the Theory of Planned Behavior The purpose of this study is to see if there is a link betwe

**Agrobiodiversity in Asia** Mohd Shukri Ali Ibrahim, 2015

*Sustainability as a source for competitive advantages*, 2020-02-06 Bachelor Thesis from the year 2017 in the subject Business economics Offline Marketing and Online Marketing grade 1 7 Pforzheim University language English abstract The objective of this paper is in the first instance to identify and discuss frameworks and prerequisites which might enable companies to successfully implement a sustainability marketing approach within the company and along the supply chain Further and more importantly the aim is to put forward arguments that demonstrate the

economic viability and attractiveness of the approach and as such establish a business case for sustainability Sustainability Marketing as an integrated management approach that allows companies by actively addressing and integrating ecological and social issues related to its core business activities instead of ignoring them or threat them as externalities to create long term monetary as well as non monetary competitive advantages Secondly based on the identified frameworks and prerequisites defined as important for the successful implementation of the Sustainability Marketing concept an assessment of two companies with respect to their sustainability approaches will be conducted to examine if and to which extend these companies have already been implementing aspects of the Sustainability Marketing concept and to which degree they were able to convert their efforts into competitive advantages respectively any monetary or non monetary gains Subsequently the two approaches will be compared and recommendations for possible improvements on the matter for each firm will be provided Sustainability is a megatrend of our times providing substantial challenges and opportunities for society in general and businesses in particular Yet most companies today still seem to regard the subject of sustainability as a financial and organizational burden to be dealt with in order to comply with regulations and ease the pressure from stakeholder groups or at most as a way to generate positive PR rather than as a lever for the creation of a business case respectively for long term competitive advantages and profitability Dhaka University Journal of Business Studies ,2013 Understanding Consumer Behaviour J. Paul Peter,1996 Understanding Consumer Behaviour offers a unique focused integrative strategic marketing approach to the topic specifically the way in which consumer behaviour is brought into the discussion of marketing strategy Abundant use of current student friendly examples that effectively tie in and illustrate the theories presented Event Management ,2006 Environmental Marketing Management Ken Peattie,1995 This text provides a study of how environmental concerns affect the principles and practice of marketing and how the marketing function is affected by environmental concerns It examines how aspects of marketing can be applied to developing and implementing greener strategies Limbic in the Environment of Sustainability and Green Consumerism. The Relationship between Consumers' Attitude, Purchase Intention and Actual Buying Behaviour Teresa Schauer,2021-11-26 Master s Thesis from the year 2020 in the subject Business economics Miscellaneous grade 1 3 Ingolstadt University of Applied Sciences Business School language English abstract The responsible use of resources and the environment as well as further aspects of sustainability play an important role in the modern world of trade This thesis aims to present the most important aspects and factors regarding these aspects and to research the underlying consumer behaviour In the first part the findings from the literature that relate to the topics of sustainable development Corporate Social Responsibility and green consumption are described Furthermore consumer behaviour and the associated connections between attitude purchase intention and buying behaviour are examined and introduced to the neuromarketing concept of Limbic In the second part current insights are gained through the method of quantitative research which should generate a better understanding of the modern customer

Finally the theoretical findings are related to the new survey results and further analysed focusing the various Limbic Types  
Finally a development of the CSR fields in Retail is given as well as recommendations for action and possibilities for retailers  
are derived and optimisation potentials are presented **International Journal of Advertising** ,2009 Sustainable

Urban Development Minh Hòa Nguyễn, Bang Anh Tuan, 2015 **International Marketing** S. Tamer Cavusgil, Tiger Li, 1992

*Mobile Computing* ,2009 This multiple volume publication advances the emergent field of mobile computing offering  
research on approaches observations and models pertaining to mobile devices and wireless communications from over 400  
leading researchers Provided by publisher

## Decoding **Consumers Attitude And Purchasing Intention Toward Green**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Consumers Attitude And Purchasing Intention Toward Green**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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### **Table of Contents Consumers Attitude And Purchasing Intention Toward Green**

1. Understanding the eBook Consumers Attitude And Purchasing Intention Toward Green
  - The Rise of Digital Reading Consumers Attitude And Purchasing Intention Toward Green
  - Advantages of eBooks Over Traditional Books
2. Identifying Consumers Attitude And Purchasing Intention Toward Green
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Consumers Attitude And Purchasing Intention Toward Green
  - User-Friendly Interface
4. Exploring eBook Recommendations from Consumers Attitude And Purchasing Intention Toward Green
  - Personalized Recommendations

- Consumers Attitude And Purchasing Intention Toward Green User Reviews and Ratings
- Consumers Attitude And Purchasing Intention Toward Green and Bestseller Lists
- 5. Accessing Consumers Attitude And Purchasing Intention Toward Green Free and Paid eBooks
  - Consumers Attitude And Purchasing Intention Toward Green Public Domain eBooks
  - Consumers Attitude And Purchasing Intention Toward Green eBook Subscription Services
  - Consumers Attitude And Purchasing Intention Toward Green Budget-Friendly Options
- 6. Navigating Consumers Attitude And Purchasing Intention Toward Green eBook Formats
  - ePub, PDF, MOBI, and More
  - Consumers Attitude And Purchasing Intention Toward Green Compatibility with Devices
  - Consumers Attitude And Purchasing Intention Toward Green Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Consumers Attitude And Purchasing Intention Toward Green
  - Highlighting and Note-Taking Consumers Attitude And Purchasing Intention Toward Green
  - Interactive Elements Consumers Attitude And Purchasing Intention Toward Green
- 8. Staying Engaged with Consumers Attitude And Purchasing Intention Toward Green
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Consumers Attitude And Purchasing Intention Toward Green
- 9. Balancing eBooks and Physical Books Consumers Attitude And Purchasing Intention Toward Green
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Consumers Attitude And Purchasing Intention Toward Green
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Consumers Attitude And Purchasing Intention Toward Green
  - Setting Reading Goals Consumers Attitude And Purchasing Intention Toward Green
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Consumers Attitude And Purchasing Intention Toward Green
  - Fact-Checking eBook Content of Consumers Attitude And Purchasing Intention Toward Green

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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