



**Green Packaging Factors That Affect Millennials Brand  
Preference towards Fruit Juice in the Indian Market**

**Aman Ullah Khan**

**MSc in Marketing**

**National college of Ireland**

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**Abstract**

This academic paper aims to evaluate the relationship ship between green packaging characteristics and its influence over consumer brand preferences of fruit juices in India over the Millennials generations. With the help of previous literature, it was identified and divided into primary and secondary objectives. Primary objective is to evaluate green packaging factors which influence Millennials brand preferences of Indian fruit juice and secondary objective was to find out if higher consumption levels of green products are associated with gender. With the help of 163 respondents over the survey it was observed that Millennials get influenced by eco label and green packaging. Further it was also concluded that there is no relationship between the gender of the consumer and purchase references. This research will help the fruit juice industry to strategise their green marketing platform in India.

**Keywords:** Sustainability, Green Marketing, Green packaging, Millennials, Brand Preference Fruit Juice

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**Name: Aman Ullah Khan**

**Student Number: 18177531**

**Degree for which thesis is submitted: MSc in Marketing**

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## Chapter 1- Introduction

People are now far more concerned with the climate change and environmental issues than before. Things like global warming, food wastage, rise of sea level, are the threats which are been faced by humans, and these threats make us think that we should control things which are going out of our hands for example increase in carbon footprints, draining waste material in rivers and oceans. Now people are taking interest in sustainable development which is the key to neutralise the threads are faced by us. . According to Abdullah (2017) many resources are expected to quickly become depleted, while others are likely to survive for a long time. Therefore, they are classified into two groups, based on the durability of resources: renewable resources and non-renewable resources. Sustainable development is a key concern for the consumer who started to buy green and sustainable products which also made the organisations to start manufacturing green and sustainable products. Most of the organisations are seeking to follow sustainable business practises because they have realised that now customers are more concerned about the environment and it will be a wise step to start practising sustainability. In addition, companies are discovering that showing social awareness will enhances the brand loyalty and improve brand image.

Green marketing consists of all practices intended to produce and promote any transaction aimed at fulfilling human needs and desires, ensuring that the fulfilment of these needs and desires takes place with limited negative effects on the environment (Polonsky, 1994). Green marketing includes a variety of tasks like modification, process improvements, labelling and advertising of green products (Dr Jagbir Singh Kadyan, 2011). Customers are becoming more aware about the

environment and are choosing products that do not harm the environment. In the food and beverage industry, green measures are being incorporated. For instance, Carlsberg's mission is for ZERO carbon emissions, ZERO waste of water, ZERO accidents and ZERO careless drinking.

Green packaging is also called ecological packaging or environmentally friendly packaging and is described as environmentally friendly packaging made entirely from recyclable material, which has a secondary use or degradation properties. There is no harm caused by the packaging and it can be reused or recycled and doesn't cause threats for nature (Guirong Zhanga, 2012). Same scenario discovered in India Same scenario discovered in India there are ample opportunities for competitors to come up with cheaper green products, (Nayak, 2017). Government is also supporting organisation which are using green marketing, according to Khan (2016) India opened a "green" court on October 19 2010 for organisations that are polluting the environment and breaking environmental laws. 'National Action Plan' on climate change was made in which 25,000 crore provision was made to reduce the effect of climate change, which is huge amount which is being invest by the government. There were two purpose of this research first one to examine green packaging of Indian fruit juice as a platform for brand preference. Another is to evaluate green packaging factors which influence Millennials brand preferences of Indian fruit juice. The secondary objective of this research is to find out if higher consumption levels of green products are associated with gender.

## **Chapter 2: Literature Review**

### **2.1 Introduction**

The concept of green marketing is to encourage environmentally friendly green products and is a sustainable process of marketing of goods or products which help in promoting eco-friendly items. It is also observable that people are taking initiatives and want a clean environment for themselves and for their future generation, by buying green packaged products customers get a sense of pride that they are somehow trying to save the environment by buying eco friendly products. The existing literature will help in understanding the core components of green marketing and how it caters towards the development of environmental, social as well as economic factors. Section 2.2 throws the light on sustainability and how it is used by organisations in the real world. In 2.3 green marketing is discussed and establishes a link between green marketing and how customers are influenced by green marketing. Moving on to section 2.4, it examines about the green marketing in India and how Indian firms are practising green marketing. Section 2.5 entails green packaging; how green packaging is done and what are the materials required for green packaged product. In section 2.5 green packaging is discussed in a generic way, however in the next section i.e. 2.6 it gets very niche and discusses about green packaging in India in fruit juice market. It also gives brief about the two big giants Dabur and ITC which are two big players in Indian fruit juice industry. Moving on to section 2.7, Millennials behaviour and brand preference towards green products and also factors that affect their preference are discussed.

### **2.2 Sustainability**

Kuhlman and Farrington (2010) define sustainability as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The main objective of practicing sustainability is to conserve renewable and non-renewable resources



so, that the coming generation can also use these in future. According to Abdullah (2017) many resources are expected to quickly become depleted, while others are likely to survive for a long time. Therefore, they are classified into two groups, based on the durability of resources: renewable resources and non-renewable resources. Non recyclable non renewable resources are limited and humans are totally dependent on those resources. On a period of millions to billions of years, natural cycles can renew these resources. However these materials are being exhausted far quicker than they are created. Sources which cannot be reused are fossil fuels currently providing more than 90% of our electricity, and uranium being used in nuclear energy. Non-renewable fossil fuel resources, such as coal, oil and natural gas, cannot really be reused and recycled. The usable energy in such fossil fuels is lost once burnt, leaving behind the excess heat and environmentally damaging gases. The exploitation and tapping of alternative renewable energy sources has risen. A number of renewable sources projects are underway globally to utilize this energy as it is clean, replenished, environmentally friendly and readily accessible as per Abdullah (2017) but Asumadu-Sarkodie (2016) disagree with it and believe that these sources also require fossil fuels to a small extent to generate energy and are not completely sustainable.

Sustainability isn't just about generating higher and cheaper products/services, and refraining from erosion of finite natural resources. This is a real practical value of doing business, which impacts performance, inspires creativity, promotes and preserves cooperation (McLaughlin, 1996). Sustainability gives corporations and agencies the impetus to create "more" while using much less. Nowadays sustainability is an area in which industries look upon as people are more aware of climate change and the potential threats it imposes on our planet. As per latest studies by the NYU Stern Center for Sustainable Business on the sale of customer packaged products in the US, 50% of the expansion of customer packaged products from 2013 - 2018 happened to come from sustainable goods. Pinterest announced a rise in consumer searches for sustainability earlier in 2019, with one of the most searched word for "sustainable living" (increased 69% from 2018) and searches for "sustainable living for beginners" up 265% (Trends, 2020).

Smith, (2015) states that most businesses propose that sustainability is rooted at the core of their company in their DNA but the truth is that so few businesses have completely incorporated or implemented sustainable practices into their business models. Although sustainable business projects have achieved substantial progress on policies such as lowering carbon emissions, water

recycling and changing workplace standards, it remains a niche activity and is yet to be integrated in mainstream business core policy to become a foundational part of building true value. A BSR/ Global Scan survey found that in 2016 only 13% of businesses stated sustainability was "extremely well" integrated in their companies and in three years there is been a small movement from 13% to 16% (Scan, 2019). Even then there are still several companies which are practising sustainability and offering value at the same time like Unilever, a widely cited global pioneer, has effectively implemented sustainability by introducing its 'Sustainable Living Strategy' and moving forward with an ambitious target of doubling sales while lowering its environmental impact. Sustainable living brands, like Dove, Ben & Jerry's, Comfort and Lifebuoy, "embedded sustainability into their contributions to the earth as well as its products. One of the aims is to reduce the carbon impact of Unilever's manufacturing and consumption of products by 2020 (Hardcastle, 2016). According to a press release by Unilever (2019) the customer products giant Unilever claims that its purpose-driven, Sustainable Living Brands are starting to grow 69% faster than the rest of the company and providing 75% of the business's growth. Unilever CEO Alan Jope also stated in the press release: Two-thirds of customers across the globe say they 're choosing brands due to their stand on social problems, more than 90% of Millennials say they're going to change brands to one that's championing a purpose." Unilever by its efforts to incorporate sustainability into its plan has distinguished the organization and enabled it to retain its rank as a sustainable business leader for the ninth consecutive year according to the Global Scan survey (GlobeScan-SustainAbility, 2019). Similarly the IKEA sustainability strategy that is People & Planet Positive had been introduced in 2012 with ambitious plans to reshape the IKEA brand (Pettersson-Beckeman, 2018). According to the IKEA's (2019) financial report over 60 percent of the product line is centred on renewable sources, such as wood and cotton, as well as more than 10 per cent consist of recycled materials. One of its major movements had been in recycled polyester during the financial year 2019. The share of its polyester which is used in its goods like curtains, rugs sofa covers, pillows etc in recycled textile products was 59% as compared to 24% in 2018. The total amount of healthy food sold at IKEA rose to 11 percent, and by the end of 2019 the quantity of plant-based food sold rose to 16 per cent. About 75 percent of its paper being used in packaging for products is made out of recycled materials. The goal is to supply 100% of paper based packaged products from sustainable sources by 2020. Since switching their entire lighting collection into

energy-efficient LEDs, they are now endeavouring for 100 percent renewable energy sources in IKEA operational processes. They aim to discontinue entirely single-use plastic goods from all IKEA store locations by 2020 and they are determined to using only sustainable and recycled products by 2030 and reducing overall IKEA environmental impact by an estimated 70 percent per product.

Bhaskaran, Polonsky and Cary (2020) stated that customers are influenced by organisations that practice environment- friendly activities, and look forward to associate with those brands and buy their products. According to Environmental Sustainability in Business (2020) companies which practice sustainability have the strategic advantage in attracting more customers. Modern consumers are aware about the current situation of the environment and they keep themselves informed about which organisations are practising sustainability and contributing to conserve the environment. If companies are using sustainable strategies to run their business, it may have a financial impact in the short term, but improve business profitability in the longer run. Sustainability also increases the level of productivity and reduces the cost of the company associated with waste dumping and costs like Hann (2010) discusses the impact of effective sustainable practices on the cost of debt a business incurs and demonstrates that businesses with better environmental protection programmes have slightly smaller credit spreads, suggesting a smaller debt burden for those businesses. Businesses that adapt sustainable practises are saved from large fines and settlements as illustrated by Kallis (2011) gives an example, businesses in the pulp and paper industry which emit more toxic substances have substantially higher bond yields over firms which emit less toxic substances. McLaughlin (1996) stated positive environmental reporting has been shown to cause positive changes in stock prices and Flammer (2013) states likewise, businesses that are morally irresponsible report substantial declines in stock values. For instance Flammer (2013) examined stock market responses to news linked to corporate environmental results. After examining environmentally relevant news during the time frame 1980-2009, the study concluded that on the 2 days of the news event that is one day prior to actually the news story is announced of eco-related events and the day announcement of the news s made, shares with environmental friendly activities' witness an rise in stock value of an average of 0.84 percent, whereas companies with "harmful environmental events" show a 0.65 percent drop in stock value. In particular, the stock value of the companies involved in chemical sector responds significantly poorly following environmental disasters (Laguna, 2009). Over the

duration of 1990 to 2005, Laguna (2009) investigated in total 64 accidents in chemical factories at 38 separate firms. The day of the blast, the average share value response was 0.76 per cent negative. Two days after the incident, the investor lost 1.3 per cent on average. According to Niță and Ștefea (2014) business sustainability is the best way to improve the corporate image as sustainability helps in building a good image in the eyes of the. This also motivates the employees of the organisation and unites the employees to achieve organisational objectives.

In the BSR/ Global scan survey out of 100 companies in the Sustainable corporate sector surveyed slightly more than half of the businesses have set 2020 as a significant milestone for their sustainability agenda. While just over a third of businesses are focused on 2025 to be the next big step. However more than a quarter of businesses are looking to the future, and are orienting their sustainability plans for 2030 (Scan, 2019).

### **2.3 Green Marketing**

Green marketing consists of all practices intended to produce and promote any transaction aimed at fulfilling human needs and desires, ensuring that the fulfilment of these needs and desires takes place with limited negative effects on the environment (Polonsky, 1994) . According to Akram Mohamad Alhamad (2019), green marketing involves the utilisation of recycled materials in the production of goods. Alhamad (2019) also talks about how this process is significantly focused on reduction of waste materials. The most crucial factor of green marketing is that it helps in catering towards external environments such as the eradication of water pollution, deforestation and even global warming. Sehgal (2017) asserts that, by adopting green marketing, the negative ecological impacts can be significantly reduced. It caters to providing a competitive advantage to the organisation in the competitive industry through which effective business functioning can be conducted. As per the view of Kumar (2016), the strategic nature of green marketing can prove to be fruitful in the long-term functioning of an organisation. The benefits of green marketing can be felt in its long-term term cost structures, and while the initial cost will prove higher to embed the necessary infrastructure, it gradually decreases leading to a long-term benefit for an organisation. Green marketing includes a variety of tasks like modification, process improvements, labelling and advertising of green products (Dr Jagbir Singh Kadyan, 2011). Customers are becoming more aware about the environment and are choosing products that do not harm the environment.

In the food and beverage industry, green measures are being incorporated. For instance Carlsberg's mission is for ZERO carbon emissions, ZERO waste of water, ZERO accidents and ZERO careless drinking. According to the Carlsberg Sustainability report (2019), overall emissions at their breweries were decreased by 13 percent and renewable energy increased to 56 percent of total electricity consumption, while five of their facilities have become carbon neutral. They have also made strides with their green packaging, which includes the plastic reduction Snap Pack and shrink wrap produced out of recycled sources, as well as the Green Fibre Bottle, the globe's first 100% bio-based paper beer bottle for which two prototypes have been released. The revenue growth from their green marketing practices has led to a growth of 3.2% in revenue and 10.5% in operating profits in the year 2019. Similar aspects can be observed in the fruit juice packaging sector as well as where organic materials are being used for the juices along with sustainable eco-friendly packaging. Moreover, with consumer behaviour shifting towards eco-friendly products, green marketing has been steadily gaining attention. According to Nicole Darnall (2012) green products enable new opportunities for growing business as illustrated by customer survey conducted by Nicole. It indicated that approximately 44% of the consumers are willing to pay extra for green products. Nicole Damall (2012) also mentioned that customers are willingness to pay 20-50% extra for organic or green labelled food and beverages. Anand Thakur (2018) also mentioned that approximately 82 % of Americans are willing to pay 5% extra for green products and that expenditure on goods which are identified as eco friendly would increase to 500 billion dollars in the US alone. However, on the other hand, according to Akram Mohamad Alhamad (2019) despite the efforts undertaken by various organisations customers are still confused/unsure and lack vital information about the actual meaning of the labelling terms ' biodegradable, sustainable, environmental friendly, recyclable.

According to Anand Thakur (2018) green branding plays a significant role in green marketing, going green has become a well-known trend that every organizations around the world are using to introduce new products as well as labelling them green goods. This has become very common in order to gain the trust of customers, organizations are labelling and making certificates for proving their brand is eco-friendly. Although many companies green wash their products and services. The idea of green washing is defined as a false exercise of appearing "greener." As considered by Schmuck et al. (2018), greenwashing caters towards false and

misleading information of a business's activities; conveying them to be environment friendly whereas such sustainable measures have not in fact been implemented by said company.

According to Hernik (2015) an urge to build a good reputation and recognize the company as better over competitors is the primary reason for greenwashing. The purpose of greenwashing is to persuade prospective consumers that a certain business takes care of social norms and is environment conscious, so customers should purchase their products. An example of greenwashing is General Motors had modified its logo colour from blue to green to reflect its "fuel-friendly to fuel-free" image. This is pure greenwashing, because only one of its "Chevrolet Volt" models is an eco-friendly electric vehicle, not all of its line. In addition, GM is considered to be one of the world's top ten highest environmentally damaging automotive manufacturers (Kadyan, 2014). Similarly constantly accused and penalized one of the well-known oil giants 'Royal Dutch Shell' for all of its greenwashing strategies. The company's most prominent ad campaign- "Don't throw away anything-there's no away" promoting the claim to growing flowers from Carbon emissions, but then it was reported to be misleading and disapproving (Kadyan, 2014). According to Mary R. Zimmer (1994) the problem about greenwashing is not just that it deceives customers, but also that if advertisers keep pretending to be environmentally responsible then businesses that are true to their sustainable goals will risk their competitiveness. Moreover, the overuse and abuse of the 'sustainable' claims will saturate the marketplace, a stage where the product's sustainability could become irrelevant to the customer. If the user considers the claim inaccurate, he or she would possibly ignore every sustainability arguments, thus avoiding any commodity that might potentially be safer for the environment (Robert N. Mayer, 1993).

## **2.4 Green marketing in India**

India provides extensive scope through which green advertising and marketing can be effectively performed. It has been identified that diverse firms inside the beverage sector of India is aligning closer to green marketing. However, Nayak (2017) listed few threats for the organisation such as expensive raw material used in green products as authentic/original green raw material are required and it is expensive which directly affect the manufacturing cost of the products. Another threat is from competitors, the Indian market is very competitor intensive and there are hundreds of competitors for most products. There is ample opportunity for competitors to come

up with cheaper green products, many of which making false claims that their product are eco-friendly that they sell for a cheaper rate as buyers always look for cheap products (Nayak, 2017). According to Khan (2016) India opened a “green” court on October 19 2010 for organisations that are polluting the environment and breaking environmental laws. ‘National Action Plan’ on climate change was made in which 25,000 crore provision was made to reduce the effect of climate change. This shows that Indian government is trying to ensure that organisations should run their business responsibly and follow ecological business regulations & guidelines. There is list of companies, in which Indian companies are also mentioned, which belong to different industries and they are doing their part by orienting their positioning in line with environment friendly initiatives.

SL.No:	Company	Green Marketing Initiatives
1.	Philips India	<ul style="list-style-type: none"> <li>• Energy saving Lights.</li> <li>• Medical Equipments.</li> <li>• House hold appliances.</li> </ul>
2.	Mahindra Reva	<ul style="list-style-type: none"> <li>• Electric Vehicle-“e2o”.</li> <li>• Earth friendly small tractor designed to the farmers.</li> </ul>
3.	Go GreenBOV	<ul style="list-style-type: none"> <li>• Battery Operated Vehicles(BOV)</li> </ul>
4.	Philips	<ul style="list-style-type: none"> <li>• Compact Fluorescent Light (CFL) bulbs.</li> </ul>
5.	Hewlett-Packard Company	<ul style="list-style-type: none"> <li>• Energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.</li> </ul>
6.	Wipro Technologies	<ul style="list-style-type: none"> <li>• Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle.</li> <li>• Recycled plastic.</li> <li>• Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free.</li> </ul>
7.	CISCO Systems	<ul style="list-style-type: none"> <li>• Cisco recently partnered with San Francisco's Department of Energy to announce World's first Urban Eco Map Pilot. This tool provides information on carbon emissions which are caused by transportation, energy waste etc. organized by ZIP codes.</li> <li>• Cisco is planning to minimize the ecological impact by establishing responsible operation programs aimed to reduce energy consumption across the company, limit the greenhouse gas emissions implicated in global warming, closely manage the air quality, water consumption, food procurement and waste and lastly, monitor and ensure proper disposal of hazardous materials.</li> </ul>



8.	Accenture	<ul style="list-style-type: none"> <li>• Focused on “green” buildings and data centers at all global offices.</li> </ul>
9.	HCL	<ul style="list-style-type: none"> <li>• HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals.</li> </ul>
10.	McDonald Restaurant	<ul style="list-style-type: none"> <li>• McDonald ‘restaurant’s napkins, bags are made of recycled paper.</li> </ul>
11.	Panasonic(With ECONAVI Intelligent eco sensors)	<ul style="list-style-type: none"> <li>• Eco-friendly refrigerators, air conditioners, washing machines.</li> <li>• Plasma TV, LCD.</li> <li>• Quick iron, batteries and bulbs.</li> </ul>

**Table 1- List of companies and their initiatives in green marketing** (G. MANJUNATH, 2013)

However, there are many companies that are not adapting to green marketing or sustainable methods necessitating the Indian government to take action against them to enforce them to implement green marketing or sustainable methods of producing goods. The concept of green marketing is still new for the majority of the population. It’s a big task to create awareness about green products/ sustainable methods. Bhattacharjee and Mukherjee (2015) and as the Government demands more transparency in businesses they will continue to exert pressure companies to follow a strategy that safeguards customer’s interests in tandem with environmental concerns. This coupled with competitive pressure of environmental activities of rivals is forcing the companies to change their environmental marketing practices.

There's rising interest for environmentally sustainable packaging. The harmful consequences of single-use plastic are a subject you can't escape from these days. Companies are moving toward recycled and biodegradable packaging to satisfy market expectations and have a positive difference on earth.

## **2.5 Green Packaging**

Green packaging is also called ecological packaging or environmentally friendly packaging and is described as environmentally friendly packaging made entirely from recyclable material, which has a secondary use or degradation properties. More simple, there is no harm caused by the packaging and it can be reused or recycled and doesn’t cause threats for nature (Guirong Zhanga, 2012).

According to Bilal Mohammad Eneizan (2016) “Eco- labelling” is good approach for educating the customers and informing them how green the organisation is purporting to be. These approaches help to show the environmentally friendly properties of the product and it can be found on the packaging or in the manual of said product. The environment friendly path of fruit juice packaging remains a primary factor for juice manufacturers for building the market. In response to the changing environment, organisations are taking the step to develop eco friendly packaging which is evident in both developed and developing countries and recycling packaging is one of the popular methods being followed by most organisations in the market.

## **2.6 Green packaging in Indian fruit juice market**

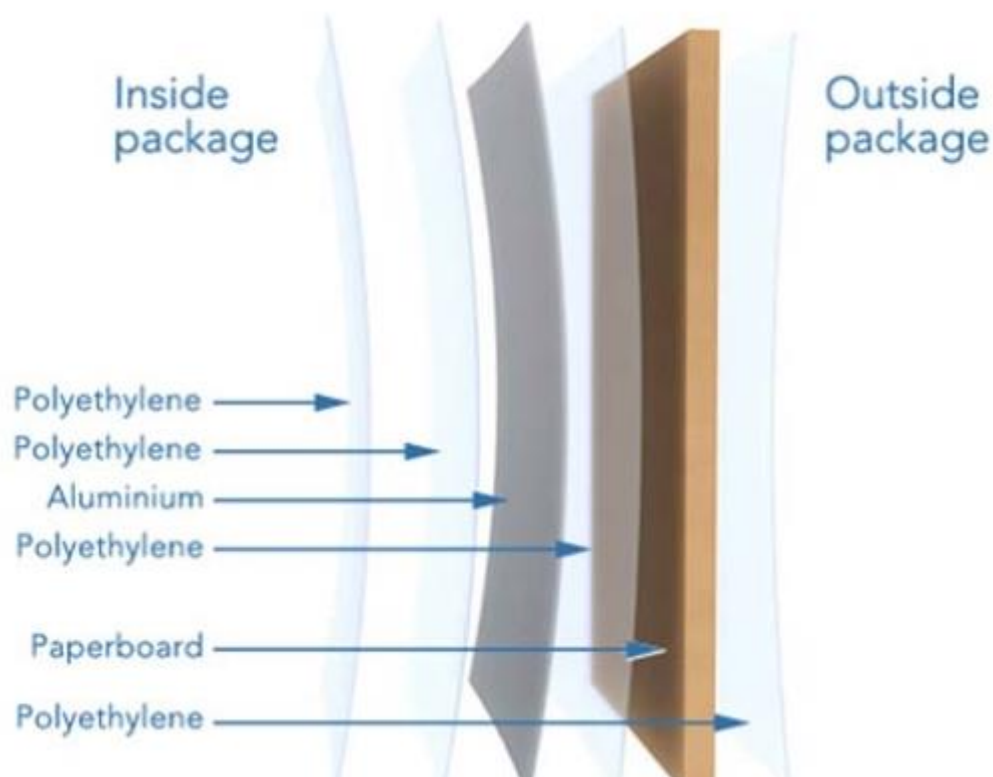
There is a significant lack of research available on Green packaging in the fruit juice industry in India. Hence this study will attempt to investigate and deliver deep insights regarding green marketing and packaging in the fruit juice industry of India. India is the fifth largest packaging hub in the world (Wedc.Org, 2018). Adhering to sustainable food packaging, the concept of green advertising is being implemented among various companies. India has shown a rise in sustainable packaging in food & beverages as a result of increased consumption of food and awareness as well as desire for valuable product and services (Wire, 2020). In the food and beverage industry of India, green packaging performs a critical role. As discussed previously, one of the most important successes of green advertising can be indicated by customers’ willingness to choose green products as opposed to regular products and services. With the boom in literacy rates all over the globe, people have become aware of what is beneficial for their fitness. Due to this, numerous companies participating within the beverage sector have shifted in the direction of using sustainable materials. In terms of fruit juice packaging; the bottle packaging can be done from substances such as paper, carton, PET, can etc. This ensures the longevity of the juice along with the product being safe from any toxicity. This method is influencing various companies in taking similar strategies through which fruit juices may be maintained in a secure and organic manner.

According to India Fruit Juice Packaging Market Report (2020) the major materials in Indian fruit juice packaging include- plastics, metal, glass and paperboard. Also majority of juices are packaged in PET bottles, metal cans, tetrapaks and other materials like glass etc. Owing to its easy availability and process ability, fruit juices in recyclable PET packaging have overhauled

carton packing materials. Small, single-serve cartons, nevertheless, continue to be popular for on-the-go usage and convenience of carriage. Based on the research of India Fruit Juice Packaging Market Report (2020) Indian fruit juice packaging market has great scope if the population supports organisations for experimenting with new fruit juice packaging. There are chances that organisations have to charge a little extra because initially green packaging requires investments, if the customers support those organisations and appreciate their efforts for eco-friendly initiatives then the fruit juice market is expected to grow exponentially. The significant market players in the Indian fruit juice packaging industry are- Tetra Pak International, Ester Industries Ltd, Parekh Aluminex Ltd and TCPL Packaging Ltd. These companies provide packaging to major juice companies.

### ***Green packaging initiatives by Dabur***

Dabur India Ltd is India's biggest FMGC organisation. The 'Real' juice brand comes under Dabur and it holds 43.5 per cent of market share in the Indian fruit juice market. Dabur launched a new range of fruit juice with the name of 'Real Wellness'; it caught the attention of the customer because it was packaged in a paper-based carton taking less time and efforts for recycling (Dabur Packs, Tetra Pak Juice, 2020). Dabur is now moving toward by recycling and reusing of plastic and trying their best to clean the environment and making it plastic-free country. According to Dabur Rolls out Mega Plastic Waste Recycling Initiative in Punjab (2020) in 2019 Dabur collected almost seven million kilos of plastic which was collected directly from end-users and then recycled and reused by Dabur. During 2019-2020 Dabur had decided to collect 9.5 million kilos of plastic. This shows that Dabur is a responsible organisation and it wants to help their customers by not only providing them with these products but also creating eco-friendly business practices and taking responsibility to create a clean environment for the people. It is very interesting to know that Dabur does not manufacture its juice packaging on its own outsourcing this to Tetra Pak. Dabur rigorously makes sure that Tetra Pak is making their juice packaging 100 per cent recyclable and reusable.



**Fig 2 (Eco-Friendly Packaging, Tetra Pak Cartons Fully Recyclable, 2020)**

The picture above illustrates the packaging of the Dabur's juice packaging, outlining every layer of the pack which consists of polyethylene, aluminium and paperboard. Aluminium and paperboards are very easy to recycle and they take less time to recycle, however, polyethylene necessitates several steps so that it can be recycled without releasing toxic by-products.

#### ***Green Packaging Initiatives by India Tobacco Company (I.T.C)***

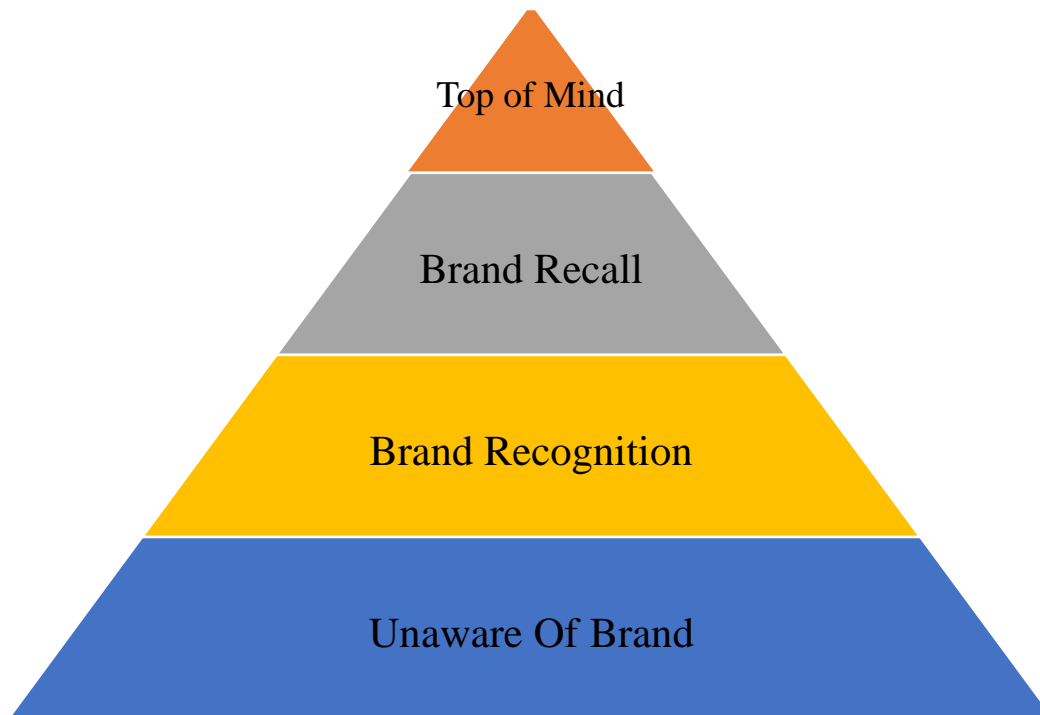
The India Tobacco Company or ITC was established in 1910 and deals in FMGC products, hotels, paperboard, speciality papers and agri-business. ITC is a company which has diversified its business in many sectors and is renowned for its overarching aim to heal the environment. ITC has diversified its business to include B Natural which is a fruit juice brand that provides 100 per cent authentic juice without any concentration, as well as, the entire range of fruits are directly bought from the farmers across the country as per the sustainability report of ITC (2019). Like Dabur B Natural does not manufacture its own packaging, the organisation also outsources it to Tetra Pak, which consists of same material which is used in the Dabur's juice containers. ITC juice containers follow the same process of recycling which is used by Dabur. ITC tries to

educate their customers about the sustainability and attempts to make India a better place for all. It's 'Well-Being out of Waste' (WOW) focuses on promoting knowledge, segregation, disposal and recycling of urban solid waste through the whole supply chain. WOW helps mostly by making sure that little waste goes to dump facilities, as well as by making it possible to extract more money from waste in the course of building sustainable livelihoods. The company has collaborated with the Government to train the municipal waste management staff to segregate the waste so that the process of recycling becomes easier; which will reduce the amount of waste that goes to landfills. In the case of ITC, the organisation is trying to improve the image in the eyes of the customer because of its predominant tobacco manufacturing business. Hence, ITC is trying to overcome its negative image by trying their best by performing eco logical activities.

## **2.7 Millennial's Brand Awareness and Preference towards Green Products.**

Millennial is a term used for members of the population who were born between 1980 and 2000. They are called Millennials because they were born in a more advanced digital era (Travis J. Smith, 2015) and have become the dominant generation as they represent 25% of the global population (Dimock, 2019). According to Niskanen, (2019) price is not the only factor which affects the brand preference of the Millennials; they also look for the brands which have characteristics related to sustainability for example recyclability, reuse, eco- friendly, etc. Today's life style of Millennials is very hectic and they hardly have the time to go through the details of the product while buying. This puts additional pressure on the organisations to communicate clearly or rely on superior branding which facilitates habitual purchasing. It is important to show the customers how organisations put efforts and are following ethical and sustainable path (Niskanen, 2019).

According to Keller (2012) "At the given point in time the brand's awareness emerges when it becomes familiar to the consumer". According to Aaker (1991) brand awareness refers to the willingness of a consumer to recognise a brand, to connect that brand to a brand name, symbol or image. Keller (2013) and Chernatony (2003) also agreed that brand awareness is linked to the value of a brand and making it easy for customers to recognize a brand in a multiple products segment. According to Aaker (1991), brand awareness can be divided into 4 stages outlined below, and is called the pyramid of awareness.



***Fig 3 The Awareness Pyramid, (Aaker, 1991)***

After being unaware of the brand, brand identification is the lowest form of brand awareness; it is particularly important when the customer selects a brand at the time of purchase. Brand recall is the next step in the ladder of awareness. Brand recall is, in particular, a far more difficult challenge than brand identification as well as is linked with a better brand positioning. When reviewing brand awareness, the first brand name listed by a consumer, is generally on the top of the mind; a brand ahead of several other brand names in the mind of the consumer. Aaker (1991) stated that creating brand awareness requires both identification and recall, which entails acquiring brand name recognition and connecting it to the appropriate product category among the customers. Meenakshi (2006) states that awareness of the name serves like an anchor with which everything else about the brand is associated, just as a person's name serving like an anchor to connect certain associations regarding him / her. By generating a high degree of brand awareness one may affect brand preference and therefore behavioural purchasing intent

According to Albanese (1987) and Samuels (1978) the preferences of a person are not constant, and can be either due to an internal cause or an external cause. Oliver and Swan (1989) give the definition of preference in marketing implies the perceived value or options of substitutes. While Zajonc and Markus (1982) propose that a “preference is a pattern of behaviour that shows itself

not so much in what the person says or thinks about the item, but in how he behaves towards it". The American Marketing Association has described brand preference as one of the measures of a brand's strength in consumers' mind and heart; it reflects the brands that are favoured under premises of equal cost and accessibility. Gensch (1987) states consumers shape brand preferences to simplify the task of the decision process on transactions. On the basis of past encounter with the brand, customer will select its suitability instead of its rivals. Organizations having goods at the brand preference level of the market are in a good position, because the choice of the brand results in the loyalty towards the brand. Customer preferences are affected by economic, cultural, personal and emotional influences. The cycle of Brand Preference formation includes: first, access to several brands, accompanied by a complex procurement decision making process. Hwang (2013) states some consumers delete certain brands from their mind; instead consumers memorize brands that they might prefer buying in the future from existing brands.

According to Prof. Sudipta Majumdar (2015) and Kumar and Ghodeswar (2015) environmental awareness and attitude play a crucial role in the preference of customers to buy green products. It has also been observed that people who are conscious about environmental issues tends to buy products which are green and do not have toxic by-product after characteristics. According to Liang (2018) social awareness plays an important role in buying green product, social conscious buyers like Millennials pay lots of attention towards social responsibilities and they buy products which are eco-friendly. Beibei Yue (2020) stated in his study that the consumers who are eco-friendly are more like to consume green products. He also added that environmental concerns also play crucial role for buying green products, green consumption can be increased if the consumers take more interest towards environmental issues. Study by Steenis (2017) implied that customers are responding positively to sustainable packaging. Green packaged goods are the most critical factors that influence customer preferences (J. Rokka, 2008). Simmonds (2017) added further that it has been shown packaging of a product not only serves as the protector of the core product, but is also capable of affecting brand perception and buying behaviour, also Ottman (2008) stated in his study that there is strong relationship between brand preference, green awareness and brand image. On the other hand, Nittala (2014) and Liang (2018) also stated that the consumers understand the current situation of the environment, but this does not guarantee that the customers will always buy green products.

There are lots of factors which can affect the brand preferences in a negative and positive manner such as:

**Price-** Green products are commonly more expensive than non-green products which according to Bisai (2018) price is always been an issue for green product, especially for the Millennials because most of them have a fixed budget. A study was conducted in which in USA restaurants people hesitated to pay extra for green products and services. Igor Popovic (2019) stated that the high price goods in eco friendly packaging negatively impact the consumer purchasing preference; this was observed with the people who have low income. Muhammed Abdullah Sharaf (2018) also agreed that customers are not likely to buy green products if they are expensive as compared to regular products, price plays an important role in purchasing preference of the customers. Rehman, (2015) also mentioned in his study that if the price of the green product is high then the ethical consideration of the customers might winded away. However low price will affect the buying preference of the customer positively. He also mentioned that high price sensitivity will effect the buying behaviour of the customer negatively. However, Popovic (2019) also stated that a slight increase in price does not affect consumer purchase behaviour even in developing countries.

**Demographics-** The demographics include age, sex, level of education, etc of the consumer. According to Sand (2020) consumer willingness to pay for recyclability of the packaging of different raw material for example, glass, aluminium, paper, plastic, etc depends on the demographic and socio-graphic factors like age, political party influences etc. Demographic factors plays crucial role for buying green products, Sandra Larsson (2011) stated that the age and income factor might have some impact on green consumer but later he mentioned that income factor plays an important role in buying green products. Demographic consist of various elements which affect the brand preference of the customers for example age, country, etc. However, gender is a part of demographic factors but it plays a significant role in buying preference in green products. According to Andhy Setyawan (2018) gender differences also plays major role in consumption of green products; however he also mentioned that eco- friendly goods are more associated with women, women are more committed to environmental products then men in Indonesia. Igor Popovic, (2019) mentioned mixed studies in his research, he stated that gender plays important role for predicting the choice of the customers because women are



more conscious with the environmental situation and they are more likely to buy green products., However later he also mentioned that gender does not play any role on consumer perception .

Social norms- social norms are subjective norms which affect the brand preference indirectly. According to Rahman (2015) social norms impact the buying decision of the customer, social norms and community groups have a positive relationship with purchasing and actual buying of the green product. He also stated that social norms have indirect impact on customers green purchasing behaviour and effect attitude towards green products that further influence green purchase behaviour. However, Bhutto, et al. (2019) stated that customers are surrounded by people and “these people” are friends and family members, the general action from these people affects the buying decision of customer. The above discussion means that customers are surrounded by lots of people and they can develop their social norms by getting influenced by other people or they can develop their social norms on their own by analysing the situation around them. Giovanni Sogari (2017) discussed that the Millennials are intrigued and they are grown in phase where environmental issues are taken seriously and because of this they gained knowledge about the issue which currently affect environment. This indirectly forms norms towards the nature and they are more motivated to buy green products.

Visual cues- According to Sand (2020) the visual cues are constructed by using textual and graphical attributes. Graphics and colours are the most commonly used cues by the organisation to indicate that their product is green/sustainable. In visual cues colours play an important aspect, customer’s preferences change according to colour as well. According to Saluja (2017) many colours that can be considered highly provoking can inspire consumers to make impulse buying decisions. Warms colours like as red, orange, yellow offer a feeling of excitement, but sometimes it also causes distraction and sense of anxiety. However, on the other hand, there are consumers who prefer calming colours for example green and blue because they relate these colours with sense of calmness and security. Nonetheless, customers from diverse backgrounds will connect to colours differently, so colour patterns are formed on the basis of their own cultural experiences. It is also hard to take the colours of a certain brand or product and then to incorporate them into another cultural. It should only be achieved if there is a full awareness of

how certain colours and colour variations are viewed at that location (J.T Madden, 2000). For instance, green colour and green leaves are printed on the products which are sustainable in nature; this is done so that the customer can easily spot the green label which indicates the product is sustainable. However Sand (2020) also stated that, when a green coloured label or an eco-label was used alone on the product compared to a label having no colour, the perception about the efficacy of the product tends to decline in the eyes of the consumers. Only using the green colour, or only using the eco label perceived lower product efficacy, thus leading to a decline in the purchase intentions of the buyer. However, when both the green colour and eco label were used together, the negative effect decreased. The above discussion shows that colours plays significant role in purchasing decision of the customers.

Eco- label- According to Smith( 2010) a study was conducted in United Kingdom in which it was found that 79 percent of female consumers were willing to pay 40 percent extra for the products which claims environmental packaging of clothes detergents. She also mentioned that Millennials show positive attitude towards the products who consist green label on their box or container in which they are packed, in her study she also mentioned that approximately 40 percent of the Millennials considered products which consists of picture of nature on the packaged products. Davidson (2016) also agreed to the result which was given by Smith (2010) stating, Millennials consider recycling symbol on a packaging indicates that the product is environmentally friendly. Davidson (2016) also added that the effect of green advertising and environmentally friendly labelling on customers behaviour showed that Millennials buying preference of green products were strongly affected by print advertisements. Niskanen, (2019) mentioned similar statement which are also mentioned above, that nowadays customers don't have much time to go through all the details which are mentioned on the product. The best way to let the customers know about the product is labelling which is a very effective and simple way to tell the customers that product packaging is sustainable or eco-friendly.

Packaging material- According to Dam (1996) customers assess the quality of packaging primarily from the material. Looking at the packaging materials, Dam's study uncovers that glass is known to be the most environmentally sustainable, led by paper, while tin cans and cardboard drinks containers have a midrange positioning and plastic has been viewed as being one of most

environmentally unsustainable. Packaging has evolved dramatically lately, in particular as a result of open customer access to knowledge (Sandu, 2014). In other words, customers are very well aware about the environmental damage of product packagings, the waste of resources and the search for packaging which meets their needs. Within that sense, one of the key determinants for customers is sustainable packaging; that is, packaging those results in very little wastage, integrates recyclable materials and can also be recycled when it is empty (Sandu, 2014). The high-quality material will be more likely to entice customers than low-quality material. Product packaging therefore has a powerful influence on buying preference. Customers relate the packaging materials to some basic values of the brand according to. However, customer attitudes about certain materials may alter a product's presumed quality (P.R Smith, 2004).

## **2.8 Conclusion**

To submit up in a nut shell, people are aware about the current situations of the environment (Nittala, 2014). The customers are getting aware and now they prefer green/eco-friendly, however, there are various factors which affect the buying preference of the customers. In the above literature review price, visual cues, social norms, demographic, green packaging and material are the factors which are discussed above. In the literature review all the mentioned factors are discussed. From the above literature review a gap which got highlighted was green packaging as a factor which is not studied deeply, many researchers have done a deep study on factors like price, demographics and social norms etc, but there were only few studies which are done on green packaging. This research aims to evaluate the gap, how green packaging affects customer's brand preference towards green packaged fruit juice in the Indian market. Green packaging consists of various elements but this research will only focus on visual cues, eco label, and material of packaging. The motive for doing this research is to examine how visual cues, material of packaging and eco label affect the brand preference of the Millennials. Gender difference plays a crucial role in buying customer preference Andhy Setyawan (2018). Another aim of this research is to see which gender is more likely to consider green product to buy.

## **Chapter 3- Research Methodology**

This part of the dissertation will give a frame for explaining the problems, identifying and analysing the gaps and emerging spectacle. Research methodology is a systematic methodology used in research. According to Igwenagu (2016) research methodology is used in a systematic way, it is considered as a guide for conducting research. It explains and evaluates the methods, focuses on the boundaries and capabilities, clarifies pre-assumptions and implications and compares their results within a given time zone.

### **3.1 Research Objectives**

Going green has become a trend which most of the organisations follows, this is because now customers are aware about the current environment scenarios and they are also aware about the future threats like, rising sea level, increase in carbon footprints, deforestation which leads to global warming, which will affect sustainable co-existence. According to Nicole Damall (2012) most of the customers are willing to pay 20-50% extra for green products. There are several factors which affect the buying preference of the Millennials such as price, demographics, social norm, eco- label and visual cues. In this research a deep study will be conducted on green packaging because in many studies packaging is not considered as a big factor which can affect the buying preference of the customers. Green packaging consists of various elements however; this research paper will focus on 3 elements which are eco label, visual cues and material of the packaging. Likewise, gender is also studied as a major factor in some of the research but their results did not provide a strong statement as discussed in literature review. Igor Popovic, (2019) mentioned mixed studies in his research, he stated that gender plays important role for predicting the choice of the customers because women are more conscious with the environmental situation and they are more likely to buy green products., However later he also mentioned that gender does not play any role on consumer perception . According to Andhy Setyawan (2018) women associate with green products more than men, however this research was not conducted on any specific product and it was conducted in Indonesia. This research will take a deep insight how different genders perceive green products in Indian fruit juice market.

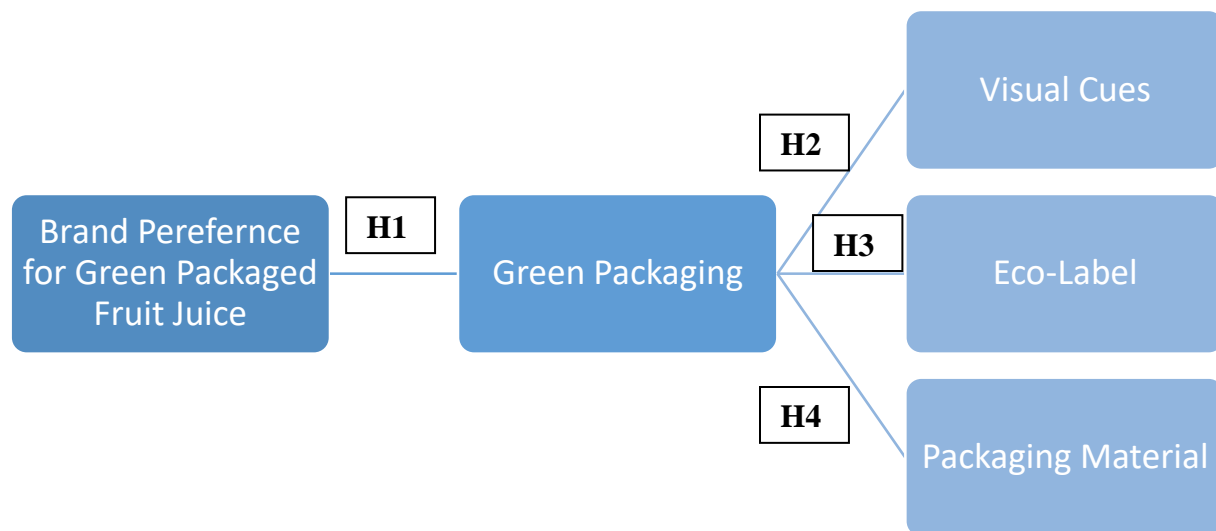
### Primary Objectives

1. To examine green packaging of Indian fruit juice as a platform for brand preference.
2. To evaluate green packaging factors which influence Millennials brand preferences of Indian fruit juice.

### Secondary Objective

1. To find out if higher consumption levels of green products are associated with gender.

### Research Model



**Fig 4 Suggested Research Model (Source: Own conception)**

### 3.2 Research Questions and Research Hypothesis

There is lack of research on how green packaging of fruit juice affect the Millennials brand preference and this study is mainly focused on Indian Millennials. However according to Bech-Larsen (1996) in few scenarios where green packaging is a concern, the study indicated that functional features affect buying preference of the Millennials , while ecological characteristics do not seem to have much practical impact on the Millennials . This hypothesis form to observe the relationship between green packaging and Millennials brand preference.

**Research Question 1-** Does green packaging of fruit juices affect the Millennials brand preference?

**H<sub>0</sub>:** There is no significant relationship between Millennials brand preference of fruit juice and green packaging on purchase decision.

**H<sub>1</sub>:** There is significant relationship between Millennials brand preference of fruit juice and green packaging on purchase decision.

This research aims to evaluate the gap, how green packaging affect customer's brand preference towards green packaged fruit juice in the Indian market. Green packaging consists of various elements but this research will only focus on visual cues, eco label, and material of packaging. These factors play a crucial role in brand preference of the Millennials. Each factor will be tested separately.

**Research Question 2-** Does Visual Cues embedded on the packaging of green packaged fruit juices influence the brand preference of Millennials?

**H<sub>0</sub>:** Visual cues on green packaged fruit juices do not affect the brand preference of the Millennials.

**H<sub>1</sub>:** Visual cues on green packaged fruit juices do affect the brand preference of Millennials.

**Research Question 3-** Does eco label influence the brand preference of Millennials for green packaged fruit juices?

**H<sub>0</sub>:** Eco- label does not influence the brand preference of Millennials for green packaged fruit juices.

**H<sub>1</sub>:** Eco -label does influence the brand preference of Millennials for green packaged fruit juices.

**Research Question 4-** Does packaging material influence the brand preference of Millennials for green packaged fruit juices?

**H<sub>0</sub>:** Packaging material does not influence the brand preference of Millennials for green packaged fruit juices.

**H<sub>1</sub>:** Packaging material does influence the brand preference of Millennials for green packaged fruit juices.

According to Aaron R. Brough (2016) environmental sustainable goods are more closely linked to gender for women's demographic group and it is presumed that women are more like to buy green products than men. However, Andhy Satyawati (2018) stated that attitude towards eco friendly products was higher in women than men, although the other two variables that were subjective norms and positive behavioural control did not show significant difference between men and women towards the purchase of green product. Andhy Satyawati (2018) also stated that the attitude variable failed to show a positive influence on the purchase decision towards green products even though women showed higher purchase intentions, so overall considering the three factors there is no significant gender difference toward purchase of green products.

**Research Question 6-** Does gender difference influence the consumption patterns of green packaged fruit juice?

**H<sub>0</sub>:** There is no significant impact of gender on buying preference of green packaged fruit juices.

**H<sub>1</sub>:** There is significant impact of gender on buying preference of green packaged fruit juices.

### **3.3 Research Philosophy**

Thornhill (2009) defines research philosophy as “the system of beliefs and assumptions about the development of knowledge”.

#### **Positivism**

Commonly identified with experimentation and experimental analysis, positivism is viewed as a type of empiricism, first identified as positivism in the 19th century by Auguste Comte (2018). In simple words positivism is a philosophy theory which states, if any objects/topics exists in the eyes of the science it can be studied. It emphasises that all the original data allows verification and accepts that the only valid data is scientific.

#### **Post Positivists / Post Positivism**

Post positivism considers both qualitative and quantitative methods approaches. Post positivism identifies that there is no distinction in the way scientists think and operate, and the way we act in our daily lives. Post Positivism is a viewpoint in the philosophy of science that stresses the importance of observation for scientific growth and therefore considers the analysis of events as

fundamental to understand creation (Fox, 2008). This paper will follow the post positivist because in this research both qualitative and quantitative data will be used. Fox (2008) also stated that researchers who follow post positivism approach are concerned about both the objectives nature of reality and science ability to distinguish that reality is being rejected.

### **3.4 Research Approach**

Mohajan (2010) stated that research approach can be defined as a guidance of steps for conducting a systematic and productive research. The research approach is categorised into three different parts. There are Deductive, Inductive, and Abduction. Deductive approach is used to demonstrate an existing theory through the formation of set of hypotheses, (Ritika Batra, 2015). The deductive approach can begin from any theoretical base from which it can deduce any number of alternative hypotheses (Jaana Woiceshyn, 2018). The main aim of using inductive approach is to narrow down large text data for finding clear links between the research finding and summary findings which are evaluated from the raw data (Thomas, 2003). In this research quantitative research method will be used to evaluate the factors which influence Millennials brand preferences towards green packaged fruit juice for which deductive approach will be used. With the help of this method the data will be collected to run the hypotheses formed out of research questions.

### **3.5 Research Method**

A research method can be explained as a systematic plan for conducting research (Moffitt, 2016). They are set of procedures that define the basic algorithm for the whole research. These methods are concerned with collection of data, establish relationship between variables and test the accuracy of the results (mantra, 2016). This research aims to establish the relationship between green packaging factors that influence the brand preference of these products for which quantitative data analysis method suits best for this research. A quantitative data analysis is conducted to evaluate the hypothesis and assessing the relationship with the variables. The quantitative data analysis contains several other procedures such as survey, observation and data screening for doing these tests (Rajasekar, et al., 2013). According Williams, (2007) quantitative analysis starts with a question statement and includes developing a hypothesis evaluating the literature and quantitative evidence. With a deeper study into the past literature several gaps have been identified which this paper aims to address and most of these papers have



used quantitative data to understand these topic. Therefore, to analyze these aspects, this paper would like to step in the shoes of past academicians and take their research method choices further to build a bridge over these gaps

### **3.6 Research Design**

According to Trochim (2002) a research design is used to structure the research to show how all the different parts of research for example measures, procedures, groups etc work to answer the core research questions.. In simple words research design acts like glue which holds the different elements of the research. There three main types of research design are exploratory, descriptive, and explanatory. Exploratory is the primary stage of research and its focuses on to provide new realisation in the research. Its value lies in enabling accurate investigation or developing a hypothesis by allowing better understanding and thus formulation of a problem. (Akhtar, 2016). The main objective of descriptive research is to explain a phenomenon and its features. This research focuses on what rather than how or why something happened, observation and survey tools are therefore used to collect the data (Nassaji, 2015). Explanatory research seeks to explain the causality of a phenomenon; hypothesis provides an explanation of the relationship that exists between variables (Williams, 2007). This research aims to evaluate the factors which influence Millennials brand preferences towards green packaged fruit juice for which explanatory research design will be followed and this will also help us to evaluate the hypothesis.

### **3.7 Instrument and Scales**

For evaluating the factors which influence Millennials brand preferences towards green packaged fruit juice the most suitable tool will be conducting a survey. Ponto (2015) explained survey tool as a method of collecting data from individuals through their answers to question which are asked. Moreover, survey analysis has integrated broad array of population-based results. The main purpose of this method is to extract information, discussing characteristics from a large proportion of interested individuals. Prime examples of this are census surveys that obtain data reflecting personal and demographic characteristics, and also consumer feedback surveys. The intention behind conducting these surveys through mails was to obtain opinions or to describe demographic features of individuals to base products or programs.

The survey consists of 10 questions adhering to the Likert chart. Likert is applied to give flexibility to respondent to answer closed- ended questions, this also gave them the ability to

show their opinion onto some degrees or no opinion at all (Ankur Joshi, 2015). Initially the demographic data was collected from the respondents. Moving on the green packaging awareness in the fruit juice industry was evaluated by asking them whether they are aware about green products and green packaged fruit juices. Then to know the brand preference of the Millennials they were given the image of Real juice and B natural brands. Lastly Millennials were asked about the influence of variables such as visual cues, eco-label and packaging material on brand preference of fruit juices.

### **3.8 Time Horizon**

This research aims to evaluate that effect of customer's brand preference towards green packaged fruit juice in the Indian market at a given period of time. The research paper is on a cross sectional sample rather than longitudinal, so that we can study the influence in a specific time frame rather than any intervals. For this the questionnaire links was open from 13<sup>th</sup> august to 16<sup>th</sup> august.

### **3.9 Data Collection & Sample Distribution**

The sampling data collected for this survey used non probability sampling. The questionnaire was developed from the software called Survey Monkey, and it was distributed through in form of web link. The questionnaire was able to collect 206 responses but only 162 responses are taken into consideration for this research as sample have not completed the questionnaire or missed some question which gave us 78.6 is our completion rate.

### **Sampling**

According to Parveen, (2017) sampling is a method of selecting a set of people from the population it helps in making the research more economical and time saving. There are two types of sampling method probability and non-probability sampling. Non probability sampling is used for exploratory researches and focuses on a specific target of a population. It is cost effective and faster than the probability sampling (Vasja Vehovar, 2016). Probability sampling is used when the results of the research is used for great amount of population in this every respondent have equal opportunity and probability of being a part of a sample. Adhering to the relationship between the variables, time and monetary constrains the sampling of this research will be done with the help of non-probability sampling.

Three non-probability sampling are used in this research which are discussed below

- 1) **Convenience sampling** - According to Etikan, (2016) convenience sampling also known as Accidental sampling where respondents get together in certain practical criteria for example ease of access, availability at a given time willingness to participate for the purpose of study. The survey was given to people who are known in multiple cities of India, who consume fruit juice.
- 2) **Purposive sampling** -In this type of sampling research choose their respondents according to their own judgement, as a motive to study. Purposive sampling uses an expert's judgment to select cases, or it selects cases that have a specific purpose in mind, it is used in exploratory research Parveen, (2017). The survey was specifically distributed to the people who were in the category of Millennials
- 3) **Snowball sampling**- According to (Johnson (2014) snowball sampling is known non-probability sampling method which is used to spot the hidden population. This method of sampling is depended on respondents who approach other people and invite them to be part of the survey.

## Chapter 4- Data Analysis and Findings

This part of research focuses on evaluating hypothesis and discusses the demographic elements of the sample. SPSS was used to evaluate the main objective of the research using Pearson Correlation. Despite receiving a positive answer to the poll, the reliability and accuracy of the evidence plays a very important role when it comes to applying such findings on a large scale of population. Therefore, the first criteria that should be estimated should be credibility or reliability of the data. According to Taber, ( 2017) Cronbach's alpha a statistic widely cited by the researchers to show that measurements and measures designed or adopted for research projects are acceptable for the purpose. In order to assess the internal consistence and credibility of the responses collected by the questionnaire Cronbach's alpha test was run over the SPSS to assess the whether the design of the survey is able to accurately measure variables of interest.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.758	.764	5

The reliability test evaluates five questions relating to green packaging factors taken from the same scale i.e. 5 point Likert scale. Cronbach's alpha provides an assessment of the internal accuracy of the questionnaire (Brown, 2002).Cronbach's alpha reliability coefficient is usually between 0 and 1. The nearer the alpha coefficient of Cronbach's is to 1.0, the higher the internal reliability of the items in a scale. George (2003) gave the thumb rules if Cronbach's Alpha is:

- .9 – Incredible,
- > .8 – Great,
- > .7 – Satisfactory,
- > .6 – Questionable,
- > .5 – Objectionable, and
- < .5 – unacceptable.

Since the Cronbach's alpha is more 0.758, it can be said that the data is satisfactory.

#### 4.1 Testing Hypothesis

##### Hypothesis 1

**H<sub>0</sub>:** There is no significant relationship between Millennials brand preference of fruit juice and green packaging on purchase decision.

**H<sub>1</sub>:** There is significant relationship between Millennials brand preference of fruit juice and green packaging on purchase decision.

Correlations		
	Green Packaging influence your preference for the brand	Purchase Green Packaged Fruit Juice
Green Packaging influence your preference for the brand	1	.400**
Pearson Correlation		.000
Sig. (2-tailed)		
N	163	163
Purchase Green Packaged Fruit Juice	.400**	1
Pearson Correlation		.000
Sig. (2-tailed)		
N	163	163

\*\* . Correlation is significant at the 0.01 level (2-tailed).

A Pearson product-moment correlation coefficient was computed to assess the relationship between the green packaging of fruit juices and Brand preference of Millennials. There was a positive correlation between the variable,  $r = .000$ ,  $p (.000) < 0.05\%$ ,  $n = 163$ . Overall, there was positive correlation between green packaging of fruit juices and purchasing preference of Millennials.

##### Hypothesis 2

**H<sub>0</sub>:** Visual cues on green packaged fruit juices do not affect the brand preference of the Millennials.

**H<sub>1</sub>:** Visual cues on green packaged fruit juices do affect the brand preference of Millennials

**Correlations**

		Preference Of Brand	Visual Cues
Preference Of Brand	Pearson Correlation	1	-.134
	Sig. (2-tailed)		.088
	N	163	163
Visual Cues	Pearson Correlation	-.134	1
	Sig. (2-tailed)	.088	
	N	163	163

A Pearson moment correlation coefficient was computed to assess the association of preference of brand and influenced by visual cues. From the results the Pearson correlation value  $r = (-.134)$ ,  $p (.088) > 0.05$  this shows that there is no significance relationship between these two variables. However, Sand (2020) stated that the efficacy of the products tends to decrease if visuals cues are not used or not used properly. To this, research does not follow the same notion. Therefore, null hypothesis is accepted and alternative hypotheses rejected.

### Hypothesis 3

**H<sub>0</sub>:** Eco-Label does not influence the brand preference of Millennials for green packaged fruit juices.

**H<sub>1</sub>:** Eco-Label does influence the brand preference of Millennials for green packaged fruit juices.

**Correlations**

		Preference Of Brand	Eco-Label
Preference Of Brand	Pearson Correlation	1	.171*
	Sig. (2-tailed)		.029
	N	163	163
Eco-Label	Pearson Correlation	.171*	1
	Sig. (2-tailed)	.029	
	N	163	163

\*. Correlation is significant at the 0.05 level (2-tailed).

A Pearson moment correlation coefficient was computed to assess the association of eco-label influence the brand preference of Millennials for green packaged fruit juice. From the result the Person correlation value  $r = .171$ ,  $p = (.029) < 0.05$ ,  $n=163$  from which it can be inducted there is significance correlation between eco-label and brand preference of Millennials for green packaged fruit juices. In the above literature review it was observed by Smith ( 2010), Millennials shows positive attitude towards the products which have green label on their boxes or containers in which they are packed, in the study it was stated that 40% Millennials considered products which had eco label on them. Davidson (2016) also supported the result which was stated by Smith ( 2010) stating Millennials consider recycling symbol on a packaging to be a sign of the product being environmentally friendly.

#### Hypothesis 4

**H<sub>0</sub>:** Packaging Material does not influence the brand preference of Millennials for green packaged fruit juices.

**H<sub>1</sub>:** Packaging Material does influence the brand preference of Millennials for green packaged fruit juices.

Correlations			
		Preference Of Brand	Packaging Material
Preference Of Brand	Pearson Correlation	1	.078
	Sig. (2-tailed)		.325
	N	163	163
Packaging Material	Pearson Correlation	.078	1
	Sig. (2-tailed)	.325	
	N	163	163

A Pearson moment correlation coefficient was computed to assess the association of brand preference and packaging material. From the result Pearson correlation value  $r = .078$ ,  $p (.325) > 0.05$ ,  $n= 163$ . From which it can be stated that there is no significance relation between brand preference and packaging material. Therefore, null hypothesis is accepted and alternative hypotheses rejected. However, on the other hand, (P.R Smith, 2004) shows that the high-quality

material will be more likely to entice customers than low-quality material. Product packaging therefore has a powerful influence on buying preference. Customers relate the packaging materials to some basic values of the brand. With the help of this paper it can be stated that the green packaged fruit juice brand does not comply with the past research.

### Hypothesis 5

**H<sub>0</sub>:** There is no significant impact of gender on buying preference of green packaged fruit juices.

**H<sub>1</sub>:** There is significant impact of gender on buying preference of green packaged fruit juices.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Green Packaged Fruit Juice	Male	86	2.49	.991	.107
	Female	77	2.78	1.273	.145

The above table shows that there are 86 males and 77 females in the sample and the mean and standard deviation for females is slightly more than the males.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase Green Packaged Fruit Juice	Equal variances assumed	4.894	.028	-1.636	161	.104	-.291	.178	-.642	.060
	Equal variances not assumed			-1.614	143.141	.109	-.291	.180	-.647	.065

The independent t-test is often used where you have two different groups of persons or events to evaluate if the results of two groups or situations are statistically distinct from each other, for instance: males and females or experimental and control group (Solutions). The independent-sample t-test measures the results of two different samples with the same constant, dependent



variable. In this thesis t-test is used to determine if brand preference for green packaged fruit juice varied on the basis of gender. Here the dependent variable is brand preference for green packaged fruit juice and the independent variable is gender which has two groups: males and female. Levene's test for equality of variance is used to test the hypothesis.

In the above table F statistic and significance value are given, we compare the significance level with 0.05. The significance level is 0.028 which is less than the 0.05 value. So we will read the second line i.e. equal variance not assumed. In the second line the t value is -1.614 and DF is 143.1 and our significance value is 0.109, we compare it again with 0.05 and as it is greater than 0.05 so the null hypothesis is accepted.

## **Chapter 5- Discussion**

Indian brands are constantly evolving their products into eco friendly material in order to attract more customers. With the help of previous literature, it was observed that brands are constantly focusing on Millennials because of their eco-friendly approach, the same scenario was observed in Indian fruit juice companies. With the help of this research it was found that Indian Millennials prefer green packaged fruit juice. This is because people are getting aware and taking environmental issue seriously. Government is also making efforts to create awareness about the issues which are threat to the environment. Another factor which influences the Indian Millennials is eco labelling, with this research we were able to conclude that Indian Millennials prefer brand which consists of eco- labelled. This is because eco labelled consider as green products which gives the sense of security, which means the products are safe for the consumers and for the environment. Sandu (2014) also stated that, customers are very well aware about the environmental damage of product packaging, the waste of resources and the search for packaging which meets their needs.

However visual cues and packaging material do not influence the brand preference of Indian Millennials. The results of this research show that there is no connection between visual cues and packaging material however P.R Smith (2004) and Sandu (2014) stated that there is a relation between packaging material and visual cues they mention in their study that the high-quality material will be more likely to entice customers than low-quality material. Product packaging therefore has a powerful influence on buying preference. Customers relate the packaging materials to some characteristics of the brand. In the case of visual cues Sand, (2020) stated that, Millennials perceive those brands which have green colour packaging but the result of this research does not match with the authors results.

With the analysis of secondary objective, it was concluded that gender does not play significant role in brand preference of green products. Igor Popovic, (2019) mentioned in study in his research that gender does not play any role in purchasing preference for green products. this research agrees to this notion. This is because environmental issue is faced by everyone and there is no role of gender which can be played to protect the environment. Buying green products

demonstrate that Millennials are supporting the organisations which are manufacturing eco-friendly products.

### **5.1 Managerial Implication**

The findings of this research have several managerial implications. Initially, it was observed that green packaging of fruit juices attracts Millennials to purchase. Brands can use this finding to attract more Millennials by inculcating their eco-friendly packaging as an advertisement element across all advertisement medium. The better the awareness of the eco-friendly packaging of fruit juices will result in more market opportunities.

Eco-Label of the product demonstrates attributes that product is eco-friendly and the information of product usage. In eco-packaging brands tend to use advertise their offers and highlight the usage of eco-friendly material to produce the product. The research was able to conclude that eco-labeling of the product demonstrates high variability of brand preference towards the fruit juice companies. Using this attribute brands should transform their point of purchase advertisements, highlighting the green packaging of the products. Moreover, brands should create more interactive mediums such as demonstration and rallies to spread awareness among the people towards eco-friendly products and use these opportunities to highlight their label through banners. The research further explored the dependency of gender differences over consumption of green packaging fruit juices where it was observed that there is no relation between the gender of the buyer and influence of green packaging over them. The brands use advertisement's which are not directed towards any gender. With this research brands can refer their marketing strategies and focusing on advertisements that are not focused towards any gender and can attract the target market as a whole.

## **5.2 Limitation & Future scope**

Despite the effective and efficient analysis of these findings there were some monetary and time restriction's which created certain limitation for this research paper. Firstly, the sample size of the research was 163 respondents might create some hindrance while strategizing and implementing marketing strategies to the whole population. Adding to this, the sampling and distribution method used for this is non-probability sampling which is not recommended for quantitative research. Moreover, non-probability sampling as a method is subjected to various biases from the respondents. Another limitation of this paper was that the factors undertaken from the previous literature were limited to just three. The paper lacked to further critically evaluate different dimensions of past researches to ascertain several other factors of eco-packaging that influence brand preference. Lastly, the paper was focused towards a specific generation, Millennials which further creates a hindrance for applying the results to the general population which consist of people from several generations.

This academic paper opens several opportunities for future researchers to dig upon further on the given variables and their dependency over brand preference of the fruit juice industry. Firstly, there should be thorough research upon further variables price, demographic factors, packaging design and branding & logo. Secondly, the given research focuses upon Millennials which has limited the adoption of this research finding to huge population, future researches are advice to explore in more generation. Thirdly, the research examines the variability in the fruit juice industry considering the structure of the research further studies can inculcate the same design and structure and explore different FMCG industries. Lastly adhering to the limitation of the paper future researchers are advised to use different sampling methods over a longitudinal period of time and aim diverse and heterogeneous respondent.

## **Chapter 6- Conclusion**

Primarily this research was focused to identify and bridge the gap of green packaging factors that affect Millennials brand preference towards fruit juice in the Indian market. Moreover, this academic paper also highlights the ongoing dilemma in the fruit juice industry to focus their marketing strategies of eco-friendly product packaging towards a specific gender in order to increase the brand preference. To understand these gaps, questionnaire was distributing and was assed using SPSS wherein 163 respondents were taken into consideration. After assessing these respondents, it was concluded that green packaging of the fruit juices does affect the preference of Millennials over which eco labelling imbedded on the product was identified to be the most crucial factor that influences. However visual cues and packaging material does not influence Millennials brand preferences. Lastly it was also observed that there is no significant relationship between the gender of the respondent and their brand preference towards the fruit juice industry.

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## Appendix- Questionnaire



### **Green Packaging Factors That Affect Millennials Brand Preference towards Fruit Juice in the Indian Market**

#### **About the Survey**

Dear Respondents,

I am a marketing Masters Student and working on an academic paper for my thesis. In this paper, we are trying to assess the influence of green packaging factors on Millennials Brand preference of Fruit Juice.

Thank you for taking the time to complete this questionnaire. All the responses will be anonymous and only used for the purpose of our thesis. Please read all the questions carefully. It will not take more than 5 minutes to fill this questionnaire.

\* 1. What is your Gender?

- ☐ Male
- ☐ Female
- ☐ Do not want to disclose

\* 2. What is your age?

- ☐ 24-30
- ☐ 31-35
- ☐ 36-40

\* 3. Are you aware about Green products and Green Marketing in general?

- ☐ No  
☐ Yes

\* 4. Are you aware about Green Packaged Fruit Juices?

- ☐ No  
☐ Yes

\* 5. Do you purchase Green Packaged Fruit Juices?

- ☐ Never  
☐ Rarely  
☐ Sometimes  
☐ Usually  
☐ Always

\* 6. Out of the given brands of Fruit Juice, which brand do you prefer the most?



Real Juice



B Natural

**Other  
Brands**



\* 7. Does Green Packaging of a Fruit Juice influence your preference for the brand?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

\* 8. Does Visual Cues embedded on the packaging of Fruit Juice influence your preference for the brand? (Visual cues are colors of the packaging and printed images on the products For example- green colored packaging or images associated with nature.)

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

\* 9. Does Eco-Label on the packaging of Fruit Juice influence your preference for the brand?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

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**\* 10. Does material of the packaging of Fruit Juice influence your preference for the brand? (For example, if its recyclable, biodegradable packaging, reusable etc)**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
-