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Understanding the New Age Green Consumer

Using the Theory of Planned Behaviour to Examine how Consumers Interact with Eco-Friendly Products and Packaging

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Abstract:- The main aim of this study was to develop a better understanding about consumers who have made a green purchase or intend to do so, and what factors influence that decision. A wide range of variables were examined in this study including 1. Green Purchase Intention, 2. Green Packaging and Labels, 3. Attitude towards Green Purchase Behaviour, 4. Subjective norms, 5. Influence of a Price point 6. Perceived Behavioural Control in terms of Eco friendly purchase, and how various socio-demographics groups differ in these variables. The theory of planned behaviour was used as a basis to examine relations between these variables. Self assessment questionnaires based on 5 point likert scale were used to assess the mentioned variables. Research was conducted on male and female subjects of age 18 and above, spread across various socio demographic groups, data was collected from 404 subjects. Collected data was analysed using JASP Descriptive analysis, t-test, ANOVA, and correlation. The results show a significant difference between various socio-demographic groups with respect to Green Purchase Intention. The findings underscore the significance of visually appealing and Eco-conscious packaging in driving positive attitudes and behaviours related to green purchases.

Keywords:- *Consumer Behaviour, Green Consumerism, Green Packaging, Theory of Planned Behaviour, Eco-Labels.*

I. INTRODUCTION

Concerns about environmental sustainability have gained significant traction, prompting a paradigm shift in consumer behaviour towards more eco-conscious choices. This burgeoning trend has encouraged businesses and researchers to explore the intricate relationship between eco-friendly elements, such as packaging and labels, and consumers' purchasing decisions. With a growing emphasis on sustainability, consumers are becoming increasingly mindful of the environmental impact of their choices, not only seeking products that align with their values but also advocating for transparency and authenticity in corporate practices. As companies strive to meet these evolving expectations, it becomes imperative to delve into the dynamic interplay between consumers' attitudes, subjective norms, perceived behavioural control, and their resultant purchase behaviour. This study adopted the Theory of Planned Behavior (Ajzen, 1991) to investigate how Eco-friendly packaging influences consumers' purchasing decisions, shedding light on sustainable consumption mechanisms.

Understanding consumer attitudes towards eco-friendly packaging and labels involves considering market dynamics alongside influencing factors. Environmental concern drives positive attitudes (Tonglet et al., 2004). The credibility of green labels, resonating with values (Festinger, 1957; Vermeir & Verbeke, 2006), and social norms (Ajzen, 1991) shape perceptions. The market analysis complements these factors. Socio- Demographics factors, like age and education, impact eco-consciousness (Zheng et al., 2021). Economic conditions influence green product demand (Boz et al., 2020). Integrating these aspects enriches insights into consumer attitudes and informs sustainable business practices.

The current market landscape is undergoing a transformation propelled by an escalating concern for environmental sustainability. Notably, this mounting apprehension regarding climate change has led to a perceptible shift in consumer preferences, with an increasing number of individuals gravitating towards eco-friendly alternatives (Zheng et al., 2021). About 57% of companies have integrated energy-efficient and climate-friendly technologies (Deloitte, 2022). Sustainable products now constitute 17% of the market's total value and exhibit a 32% share in market growth. Remarkably, while 65% of respondents express interest in supporting sustainability-focused brands, only around 26% follow through (Sustainable Market Share Index, 2022). Surprisingly, a disconcerting dissonance emerges between these laudable pro-environmental attitudes and the corresponding purchasing behaviour.

Peering into the enigma of this attitude-behaviour discrepancy uncovers a multitude of underlying factors. The dissonance between eco-friendly attitudes and purchasing choices stems from psychological, social, and practical variables. Established habits, convenience, and perceived barriers form a convoluted decision-making process that extends beyond intentions (Ajzen, 1991). Despite individuals professing a strong inclination towards eco-friendly consumption, entrenched habits and external influences can hamper the translation of these intentions into tangible actions. Individuals strive to align attitudes and behaviours, experiencing discomfort when inconsistencies arise, known as Cognitive Dissonance (Festinger, 1957). Influences like peer pressure, norms, and values contribute. Emotional reactions and social status also trigger cognitive dissonance (Bose & Sarker, 2012). For instance, an environment-conscious person might buy a high-emission vehicle due to peer pressure. In the organic market, despite positive

attitudes, consumers often display incongruent buying patterns (D'Souza et al., 2007). In such cases, consumers tend to adjust their dissonant components to match their concerns.

The Theory of Planned Behavior (TPB) serves as an appropriate lens to explore the intricate relationship due to its established effectiveness in predicting and understanding human behaviour across diverse contexts. By applying this theoretical framework, this study will unravel the cognitive processes underlying consumers' intentions and subsequent actions when faced with environmentally-conscious product choices. As evidenced by recent research, demographic factors wield significant influence over both green attitudes and purchasing behaviour (Paul et al., 2016). The intricate fusion of packaging and labelling forms a crucial touchpoint for consumers, carrying not only functional but also symbolic meanings that can influence their perceptions, attitudes, and purchase behaviour. Through a comprehensive analysis of the eco-friendly attributes embedded within packaging materials, as well as the information communicated through labels, this research endeavours to elucidate the extent to which these elements influence consumers' intentions to choose sustainable products (Karimi S and Mohammadimehr S, 2022).

The intricacies of consumer decision-making inevitably involve delving into the cognitive foundations that underpin these choices. Drawing upon the insights of behavioural economics, the biological dimension unveils the spotlight on cognitive biases that punctuate our decision-making processes. Anchoring biases, status quo bias, and loss aversion, articulated by Kahneman and Tversky (1979), conspicuously manifest within the realm of consumer behaviour, moulding preferences and implanting uncertainties. Acknowledging these intricate cognitive nuances enriches our understanding of the dissonance between environmentally conscious attitudes and the corresponding choices enacted by consumers.

While the shift towards green consumer behaviour represents a promising step towards a more sustainable future, it also necessitates a deep understanding of the nuances underpinning consumers' choices. Recognising the profound significance inherent in exploring the underlying discrepancy between attitudes and behaviours is of paramount importance. While extant studies have shed light on the broader landscape of green consumer behaviour, only a limited number have ventured into the intricacies of the nexus between packaging components and behaviour, employing the comprehensive lens of the Theory of Planned Behavior (TPB). This research endeavours to bridge this existing gap through the illumination of the nuanced interplay among elements of eco-friendly packaging, consumer attitudes, and actualised purchasing behaviours. By advancing our comprehension of this complex relationship between psychological dynamics and behavioural patterns, this study aspires to offer insights that can guide businesses, policymakers, and researchers alike, nurturing a holistic framework aimed at promoting sustainable consumption paradigms.

A. Climate Change and Consumer Responsibilization

According to IPCC climate change is any change in the climate over time, whether it is brought on by natural variability or human action. This definition of climate change is different from that used in the Framework Convention on Climate Change, where it is added to natural climatic variability and is linked to human activity that modifies the composition of the global atmosphere detected across similar timeframes. The energy balance of the climate system is affected by variations in solar radiation, the amount of greenhouse gasses and aerosols in the atmosphere, and the characteristics of the land surface. The effects of global warming or cooling caused by a variety of human and natural forces climate measurements of greenhouse gasses and related simulations of solar radiation have been made since the Third Assessment Report (TAR) activities, the characteristics of the land surface, and some features of aerosols have improved the quantitative estimations of radiant force. (Alley, bernsten et. al. , 2007)

23 September 2019 in Geneva The World Meteorological Organisation (WMO) predicts that the five years between 2015 and 2019 will be the warmest in recorded history, and this will be accompanied by an increase in the telltale indicators and effects of climate change, such as sea level rise, ice loss, and extreme weather. Additionally, greenhouse gas concentrations in the atmosphere have reached historic heights. The worldwide average temperature has risen by 1.1°C since the pre-industrial period and by 0.2°C compared to 2011-2015, according to the WMO study on The Worldwide Climate in 2015-2019, which was published to inform the United Nations Secretary-General's Climate Action Summit. According to an accompanying WMO study on greenhouse gas concentrations, carbon dioxide (CO2) and other important greenhouse gasses have continued to rise in the atmosphere from 2015 to 2019 and have reached new highs, with CO2 growth rates approximately 20% greater than the preceding five years. CO2 persists for millennia in the atmosphere and even longer in the ocean. According to preliminary data from a portion of greenhouse gas monitoring sites for 2019, CO2 levels worldwide are on track to approach or perhaps surpass 410 ppm by the end of the year. The pace of global mean sea-level rise over the five-year period from May 2014 to 2019 has been 5 mm per year, up from 4 mm per year in the ten-year period between 2007 and 2016. This is significantly quicker than the 3.2 mm/year average rate seen since 1993. The average September lowest (summer) sea-ice extent and the average winter sea-ice extent in the Arctic were both significantly below the 1981–2010 average. This time frame included the four coldest winters on record. Multi-year ice has almost vanished. Since 2016, Antarctic sea-ice extent measurements in February (summer) and September (winter) have dropped significantly below the 1981–2010 average. This is in contrast to the previous period of 2011–2015 and the lengthy span of 1979–2018. In 2017 and 2018, respectively, the extent of the Antarctic summer sea ice was at its lowest and second-lowest levels ever recorded, with 2017 also marking the second-lowest extent of the winter sea ice. From 40 Gt per year in 1979–1990 to 252 Gt per year in 2009–2017, the amount of ice that was lost from the

Antarctic ice sheet each year rose at least six-fold. Since the millennium, there has been a noticeable acceleration in the rate of ice loss on the Greenland ice sheet. In comparison to all other five-year periods since 1950, the World Glacier Monitoring Service (WGMS) reference glaciers show an average specific mass change of 908 mm water equivalent per year for 2015–2018. The oceans hold more than 90% of the extra heat brought on by climate change. The highest ocean heat content measurements across the upper 700 meters were taken in 2018, with 2017 coming in second and 2015 coming in third. About 30% of the annual anthropogenic CO2 emissions are absorbed by the ocean, preventing further warming. However, because the absorbed CO2 reacts with the seawater and alters the ocean's acidity, there are significant ecological costs to the ocean. Since the beginning of the industrial revolution, there has been a 26% increase in total acidity. Over 90% of all natural disasters have a weather component. Storms and flooding are the most common calamities, and they have also produced the greatest financial damages. Drought and heat waves have caused agricultural losses, a worsening of forest fires, and human fatalities. Heatwaves, which affected all continents and set a number of new temperature records, were the deadliest climatic danger between 2015 and 2019. The hallmark of climate change has been discovered in almost every investigation of a big heatwave since 2015, the report claims. Tropical cyclones were responsible for the greatest economic damage. Fires have frequently resulted in significant emissions of carbon dioxide into the atmosphere. Wildfires in the Arctic region broke records in the summer of 2019. These fires released 50 megatons (Mt) of carbon dioxide into the sky in June alone. This is a greater amount of emissions than were produced by all Arctic fires in the same month from 2010 to 2018. In 2018, there were also significant forest fires in Sweden and Canada. According to the Bulletin of the American Meteorological Society, from 2015 to 2017, 62 of the 77 documented incidents—including nearly every study of a large heatwave show a considerable anthropogenic influence on the event's occurrence. The likelihood of extreme rainfall occurrences is being found to be influenced by humans in an increasing number of researches. (Global Climate in 2015-2019: Climate Change Accelerates, 2019)

Products made with fossil fuels include plastic. Since they cause the planet's temperature to rise, greenhouse gas emissions from various processes throughout the lifecycle of products made of plastic pose a serious threat to the environment. Up to 13% of the overall carbon budget on our planet will be used by plastic manufacture by 2050. The remaining carbon reserves on Earth have been exhausted as a result of global GHG emissions, and a dangerous feedback loop has been created as a result of their persistence in the environment. At least 8 million tonnes of discarded plastics enter our seas every year, raising concerns about the toxicity of plastics on marine life since they infiltrate the food chain and ultimately have an impact on human health. Plastic waste's ineffective management and prevalence on the riverbanks, coasts, and landscapes cause a higher percentage of GHG emissions to be released into the atmosphere. The permanence of micro-plastics poses a serious risk to the delicate and extreme ecology, which is home to a variety of organisms with little genetic diversity and is therefore vulnerable to climatic change. In this review, we have categorically discussed how plastics and plastic waste contribute to climate change. We have covered the types of plastics and plastic materials used globally, the lifecycle of plastics and GHG emissions, and how micro-plastics pose a serious threat to marine life and ocean carbon sequestration. It has also been extensively discussed how plastic pollution and climate change together affect the environment and people's health. After all, we have also spoken about several ways to lessen the impact of plastics on the environment. (Sharma et. al. 2023) The carbon footprint of 1 kg of recycled polyethylene terephthalate trays with 85% recycled content was calculated to be 1.538 kg CO2e. The stages of raw materials, production, secondary packaging, transportation, and end-of-life each contributed 45%, 38%, 5%, 3%, and 9%, respectively, of the overall life cycle greenhouse emissions. It was discovered that the recycled content of raw materials had a substantial impact on product carbon footprint: by manufacturing trays from 100% recycled content rather than the present recycled content level of 85%, tray carbon footprint could be reduced by 24%. It was discovered that a reduction in tray weight almost always results in an equivalent proportionate reduction in carbon footprint, with reductions of 20% and 30% in tray weight corresponding to 18.7% reductions in product carbon footprint, correspondingly, 28%. Since transportation only makes about 3% of the greenhouse gasses, increasing transportation efficiency had relatively little impact on the carbon footprint. Additionally, it was determined that the impact of end-of-life care was quite minimal. The carbon footprint of the trays increases by 2.7% in the worst-case scenario where recycling is not done at the end of their useful lives. However, when recycling rates are increased from 23.7% to 32% and 50%, the carbon footprint is reduced by 1% and 3%, respectively.(Dormer et. al. 2013)

Businesses are facing increasing pressure to place the environment more front and center due to the evidence of human-caused climate change (IPCC, 2013; O'Connor & Gronewold, 2013; van Halderen, Bhatt, Berens, Brown & Van Riel, 2016). As a result of these demands, corporate social responsibility (CSR) has become more popular (Livesey et. al., 2002). Labour disputes that emerged at the end of the 19th century as a result of the industrial revolution, when the model of artisan work was replaced with one of mass production, revealed a number of social issues that compelled businesses to take actions that could be seen as the beginning of CSR (Jenkins 2009). There is discussion on how CSR should be defined, quantified, and the order in which its various components should be ranked, despite the fact that it is a recurrent issue in both academic and economic contexts. This predicament may be brought on by a lack of agreement on the elements that make up corporate social responsibility or by the fact that the idea behind it has evolved through time. Despite their shared characteristics (Dahlsrud, 2008), it is important to distinguish between the various conceptualisations in order to comprehend the evolution that has taken place and position us in the present.

One issue here is that the concept of CSR oversimplifies some very complex arguments and ignores the necessity of making compromises between the company's financial health and ethical outcomes in the end. When decisions are made, profit unquestionably prevails over morality. Under certain circumstances, CSR tactics may be effective, but they are very susceptible to market failures, such as incomplete information, externalities, and free riders. What is beneficial for a business and what is best for society as a whole frequently diverge significantly. (Doane, 2005).

B. Packaging

Packaging is quite vigorously used as a competitive marketing tool, considering the crucial role it plays in communication (Rettie & Brewer, 2000).It holds a pivotal function in consumer purchase decisions, as it helps to draw attention, communicate significant brand attributes, and subsequently sells the product by inciting such purchase choices (Silayoi & Speece, 2007; Wells et al., 2007) it is known as the 'silent salesman on the shelf '(Pilditch, 1972).To understand this from sustainability point of view, it is vital to understand consumer behaviour and their perception of ecological packaging cues and design in the market. These packaging cues are classified into three groups: structural, graphical, and verbal (Underwood, 2003; Magnier & Crié, 2015).

Firstly, under the structural or physical structural cues comes the shape, size, weight, packaging material and weight. - (Steenis et al., 2017) or environmental concerns, in a way that augments to consumer perceptions of sustainability of product quality (Silva et al.,2017; Steenis et al., 2017), brand evaluation and purchase intentions. It was observed that consumers opted for beginning-of-life characteristics like cardboard packaging than plastic (Petljak, Naletina, & Bilogrević, 2019). And some chose end-of-life aspects like reusability, recyclability, and biodegradability (Bhardwaj, 2019). A study by Wang, Zhang, and Jiang (2022) observed that consumers often consider angular-shaped food products as healthy and associate circularity with unhealthy products. Previous researches state that consumers often prefer small-sized products over large ones as they perceive them to be more convenient and sustainable in nature, contributing to less wastage.

Next, the graphical or iconographic cues consist of visual attributes such as colours, imagery, labels, logos, and graphics. The packaging colour used as a cue to understand the eco-friendliness of brands, (Seo & Scammon, 2017), products, and packaging (Magnier & Crié, 2015; Scott & Vigar-Ellis, 2014) were studied in the field of consumer research, and the findings revealed that consumers tend to connect green, brown and dull colours as eco-friendly. In addition, the colour white and nature imagery also induce positive emotions in consumers (Hartmann & Apaolaza-Ibanez, 2010), pictures of green globe or Earth, leaves and other images also act as a cue for eco-friendliness (Wood et al.,2018). Amongst the visual cues, labels or eco-labels that gave information on the carbon footprint or recyclability of packaging were stated to be helpful by consumers in order to judge a given packaging (Magnier and Crié, 2015). Sustainability labeling helps consumers to reflect upon the visual cues that relate to environmental, social, and ethical considerations, or inferences can be drawn from extrinsic product attributes (Grunert et al., 2014).

Lastly, the verbal or informational cues are the texts presented on the packaging, which include names, product descriptions, marketing claims, marking, labelling and content information. The implicit information like brand or product name help in stimulating past experiences associated with the product (Steenis, 2019). Also, the verbal cues help communicate sustainability overtly through the medium of labeling for example (Magnier and Schoormans, 2015; Pancer et al., 2015). It was noticed that products with plenty amount of critical ingredients (fat, sugar, salt) also contained claims implying a positive health effect (Lwin et al.,2015).

Consumers expect ecological packaging to protect the product and incorporate material reuse and waste reduction, all through the packaging cycle, starting from production till the after-disposal stage (Dominic et al., 2015), but their reactions regarding their prices are overwhelming. And since a majority of the consumers show unsustainable behaviour in most of the situations, and fail to actually internalize sustainability entirely, it becomes essential to develop novel and operational tools for them to adopt an ecological behaviour where they are able to realize the positive impact of their actions (Dean, T.J; Pacheco, D, 2014). The reasons why consumers are reluctant to pay a premium for green packaging are the high prices correlated with their low budget and the lack of information regarding those products (Orzan et al., 2018).

Consumers evaluate the expected costs and benefits of products before making any purchase, they cannot always perform it responsibly (Orzan et al., 2018); moreover responsible consumption is believed to be economically critical, time-consuming, and stressful (Biswas & Roy, 2015). The actual fact is that green products are not extraordinarily pricey, but our regular products are quite inexpensive (Thogerson & Olander, 2003) and therefore consumers are unwilling to pay for any product which is usually available at cheap rates and familiar to them in the market.

Eco-literacy (consumer's knowledge) scale was developed by Laroche et al. (1996) to measure the ability to recognize and understand various ecological symbols, behaviours, and concepts. It was observed that lack of knowledge about sustainability terminology gaps and inconsistent attitudes toward eco-friendly packaging are some of the reasons that influence consumers' perceptions (Nordin & Selke, 2010). Absence of eco-literacy or knowledge does not lead to successful ecological buying behaviour as per the literature considering the strong knowledge-behaviour link (Dispoto. 1977).

Packaging has undergone profound changes lately due to the limitless information available to the consumers (Sandu & RM, 2014), which is to say that consumers are getting more conscious about their consumption choices and prefer the ones that serves well to their needs as well as the environment. Research states that products packaged in eco-packaging hold more value for the consumer (Ottman, 1993). Consumers have realized that their purchase behaviour, consumption patterns, and production of a specific product pose a direct impact on environment, as a result, they've become more mindful (Laroche, Bergeron & Barbaro-Forleo, 2001) Certain motivators are responsible to opt for ecological packaging such as:

- *Environmental Concern:*

Consumers who are environmentally conscious are quite mindful of their behaviour in opting for a healthier lifestyle that can further contribute positively towards resolving environmental issues (Kilbourne & Pickett, 2008; Ganapathy et al, 2014; Thongplew et al. 2013) Considering the environmental risks ecological consumer prioritize packaging that uses less waste, utilizes recycled or biodegradable packaging materials and can be recycled when empty (Orzan et al., 2018). The purchase intentions for ecological packaging were strongly driven by environmental concern and personal norms linked with saving the environment, amongst young consumers in India (Prakash & Pathak, 2017).

- *Social Norms:*

The concept of subjective norms is one of the key variables in the theory of planned behaviour (TPB) and are also known to be one of the most influential factors in terms of behavioural antecedents (Schwartz, 1977; Cialdini and Trost, 1998). In order to make people collaborate better, they must have an understanding of how other consumers actually behave and the benefits of behaving in adherence to social norms, for instance, if a consumer discovers that the majority of other consumers prefer recyclable and reusable bottles, they probably will engage in similar behaviour (Rokka & Uusitalo, 2008). Empirical studies suggest that presenting with normative information encourages consumers to act similarly to their peer groups (Schultz et al., 2007)

- *Governmental Laws:*

Government plays a directional function in formulating enforcing and regulating policies and regulations to support sustainable packaging A study by Dummett (2006) discovered that governmental rules and regulations are strongly instrumental and significantly correlate the eco-business attitudes and ecological manners. The Plastic Waste Management (Amendment) Rules, 2022 mandated phasing out of any plastic packaging that cannot be recycled or utilized as an alternate source of energy. To ensure that consumers opt for ecological products and packaging, various platforms like National Dashboard for monitoring the action-plan implementation, Central Pollution Control Board (CPCB) Monitoring Module for Compliance on Elimination of Single-Use Plastic, Grievances Redressal App and hefty penalties for violating these laws are implemented in India. The suggestion of environmental regulations has direct positive results with the increasing rules of law (Fredriksson Per & Mani, 2002).

When the product packaging design is ecological in nature and conforms to environmental regulations arising from environmental issues, consumers tend to associate the brand with environmental commitment and concern, results suggest that green packaging design strongly predicts green trust which augments brand attachment (Yang, Y., & Zhao, X., 2019).

Numerous brands have started incorporating green packaging in their products to extend their efforts for environment-friendly initiatives. For instance, McDonald's Corporation's efforts to eliminate polystyrene clamshell packaging is an admirable step in corporate environmental practices (Menon et al., 1999).

BMW, the German automobile company has designed its two-seater ZI that is capable of being disassembled and recycled. It also has doors, panels, and bumpers that are built from recyclable thermoplastic (Laroche, Bergeron & Barbaro-Forleo, 2001).

Plum Goodness, an Indian skincare brand, makes sole use of recyclable packaging, that are completely vegan and cruelty-free in nature. They run their own recycling program, where customers receive rewards in shopping credits, in exchange of giving away Plum empties for recycling. These are some examples of how brands have started implementing green packaging vigorously in their products, that safeguards the environment, and promotes green consumerism, wherein a consumer voluntarily chooses to consume Eco-friendly products.

C. Green Consumerism and Theory of Planned Behaviour

The notion of consumer behavior is based on the consumption of goods and services based on need fulfillment by choosing products and services that are suitable for each consumer who is part of different segments of consumers, who account for different consumption patterns, preferences, experiences, and values that are captured by brands and marketers who incorporate it in their products and services. Continuing on this notion, green consumer behavior holds basic cognitive and behavioral processes of consumer behavior but with more defined rational choices that are sustainable and ecologically conscious utilization of resources by purchasing green products and services, consumers develop or expand on their pro-environment attitude and reflect it in their buying decisions.

With increasing environmental concerns, the statistics of consumers willing to purchase green products and their demands have increased in recent years. Still, this willingness has not been equally executed in the buying behavior of consumers despite increasing sustainability challenges and positive eco-friendly attitude, the 'Green Purchase Intention' does not positively correlate with 'Green Purchase Behavior'. The global market share for green product purchases was reported as 7-8% in the Market Research Report. Transparency Market Research. 2021, which has only

increased by more than 5-6%, cumulating around 16-17%. Since packaging elements and eco-labels play a vital role in the formation or enhancement of the attitude towards green product purchase decisions, even with a leisure rate of demand, eco-labels are helping in being conducive in the market and propelling demands for eco-friendly products. Eco-labels serve as a powerful marketing tool to communicate the manufacturer's credibility of the product's environmental-friendly value and other reliable information about its environment-friendly attributes. Eco-labels have an established relationship with purchase intention that will be promoted based on consumers' subjective ecological conceptions and motivation (Hutton and Ahtola, 1991; Bell, 1994; Niva and Timonen, 2001; Collins, 2004). The motivational aspect of green consumers is controlled by intentions of consumer's willingness to pay and the extent to which they will perform this behavior (Rajendran, et al., 2019), the greater the intention to indulge in green purchase behavior, the greater will be the likelihood of that behavior to be performed. The price and monetary aspects of a green-packaged product influence consumers' purchase intention towards it (Karbala and Wandebori, 2012; Agyeman, 2014).

The foregoing phenomenon of understanding the correlation between Green packaging, its elements, and Green Consumerism has been approached with various theoretical bases, which are; value-belief-norm theory (Stern et al., 2000), a theoretical framework to explain and understand how beliefs and personal norms as well as moral obligations are influenced by individualistic values and vice versa in terms of pro-environmental behaviors. The stimulus Organism Response model is a framework that explores the functioning of an organism's internal psychological processes of stimuli which can be cognitive, value-based, and attitudinal, and how these shape an organism's responses to stimuli. In green consumerism, the stimuli can be any environmental factor that will elicit the internal psychological process that will also include their environmental knowledge and personal values which will reflect in consumer's response to sustainable behavior and adopting eco-friendly products(Liu and Zheng, 2019; Amaya et al.,2022) And ultimately, the Theory of Planned Behavior (TPB), developed by Ajzen (1991), offers a psychological framework to comprehend human behavior by focusing on behavioral intentions, influenced by attitudes towards the behavior, subjective norms, and perceived behavioral control.

Researchers have customarily preferred the theory of planned behavior to explain Green Purchase Intention and Green Purchase Behavior 19.1% of the time in numerous studies for their conceptual framework, followed by the Theory of Reasoned Action and then the Stimulus Organism Response model(Wijekoon and Sabri, 2021). The reason is its wide usage and significant significance in the Asian context as they find relevance with the theories of attitude, social norms, and perceived behavioral control that affect intention and eventually behaviour of the consumer. TPB model has been well aimed at predicting consumer intention and behavior for a wide range of green concepts and products (Ha and Janda, 2021; Chan and Lau, 2008)

- *Theory of Planned Behavior and Green Consumerism:*

As the focus of this paper is oriented on how elements and eco-labels on packaging expedite attitude formation underpinning environmental concern, with the amalgamation of all the cognitive, affective, and behavioral aspects, a consumer's pro-environment attitude will form that may bring changes in consumer's interest in green consumption (Fadilla, et al., 2018; Rahadjeng and Fiandari, 2020; Pena-Garcia, et al., 2020; Pinasthika, et al., 2021). There seems to be a close association between attitude, ethical values, and social obligations as well as personal norms that can help understand environmental concerns and behavioral intention (Wang and Wu, 2016). Consumers hold attitudes and values that concern the environment, their health, and their stand in society, which is reflected in a positive outcome on GPI and GPB (Wijekoon and Sabri, 2021). Asian countries, predominantly collectivist, experience a challenge where consumer behavior towards environmental protection leads to a social dilemma. The influence of reference groups, subjective norms, and conformity (Gupta & Ogden, 2009), significantly drives Green Pro-Environmental Behavior (GPB), yielding mixed outcomes on Green Pro-Environmental Intention (GPI) and GPB. Research reveals that parents and peers, in close proximity, serve as reliable sources for adopting GPB via observation (Lee, K. 2014; Salazar et al., 2013). Consequently, the emphasis on socio-demographics and social norms wields greater influence on GPI and GPB in these collectivist societies compared to individualistic societies. Perceived behavioral control accounts for the ease of adopting eco-friendly options, and affects purchase intention.

- *Factors Affecting Green Consumption:*

Numerous variables may hinder or facilitate the decision to purchase green products (GPB) as Khuzaimah et al. (2020) in their study on consumer behavior in green purchases gave factors such as Price Perception, knowledge, eco-labeling, social influence, emotional characteristics, shelf-life of the product, and store-related considerations that significantly impact consumer behavior when purchasing environmentally friendly products. Product’s functional and green attributes were identified as major drivers (Joshi and Rahman, 2015), additionally, ElHaffar et al. (2020) explained that personal norms, perceived self-efficacy, and willingness to pay were found to directly affect green behavior, while perceived simplicity and benefit certainty were indirectly affecting behavior by mediating intentions. Other than mediators towards green consumption, certain factors are found to mitigate green consumption that as high price and inconvenience in purchasing the product, egoistic values, skepticism towards green advertising, lack of environmental concern, perceived seriousness of environmental problems, and perceived barriers found to be key obstacles affecting both GPI and GPB and making ecological concerns a secondary part of the decision-making process.

➢ *Mediating Role of Socio-Demographics in Influencing Green Consumerism:*

As we are specifying the objective of this study to green packaging, attitude, GPI, and GPB, the influence of sociodemographic characteristics; gender, age, income, education level, Marital status, occupation, and residence area (rural/urban), in the previous studies several relationships have been found between these and green consumerism. Females were far more concerned about the impact their purchase decisions which are driven by environmental considerations (Testa et al., 2020) and consumption may have on the environment than males are (Antimova et al. 2012 - Peattie, K., 2010). Females are also positively persuaded by Eco-labeled products(Staples, M.; Niazi, M., 2007). Education level determines an individual's knowledge and attitude in their behavior towards green initiatives and consumption, higher education ensures eminent propensity of them engaging in green consumption as they understand the complex environment issues better (Butterfield et al., 2005, Kaushik et al., 2014). With age, young consumers tend to be involved in sustainable aspects and protecting the environment, while aging consumers tend to engage in environmentally friendly and recycling behaviors (Park, H.J.; Lin, L.M., 2018). According to Rokka and Uusitalo (2008), consumers who are concerned about their safety would favorably purchase eco-friendly products, Munnukka (2008) provides evidence to support this assertion, suggesting that consumers from higher incomes are more willing and motivated to modify their perceptions of green products and their intentions to buy them, notably green packaging. Findings suggest that occupation of consumers help in connecting how different occupations shape consumer's behavior to engage in the consumption of green product, that consumers from certain occupation may express intention to purchase green products (Li, M. L. 2020). Although not much research has been done on the influence of marital status of GPI and GPB, it is considered a potential factor, aligning with gender, income, education, and occupation.

➢ *Environmental Awareness:*

These two terminology are often used interchangeably, though Environmental Awareness comes from Environmental Knowledge (Zameer and Yasmin, 2022). Plastic pollution is a major environmental threat, It cannot be stopped immediately but some of its use can be replaced with technology of using alternative packaging material. Thus, to build environmental knowledge and awareness of climate change, packaging should be improved and designed that meet consumer needs, while also mediating eco-labels because they serve informational purposes for environmental knowledge which can lead consumers to buy green products (Chirilli, C.; Molino, M.; Torri, L., 2022). As discussed above, the attitude formed concerning environmental knowledge can help in predicting eco-friendly consumption behavior in terms of environmental consciousness, environmental concern, and environmental commitment (Wijekoon and Sabri, 2021). The pro-environmental behavioral intention is likely to have an emotional influence (Lu et al., 2020). A recent study by Shimul Cheah (2022) explores the use of positive (pride) and negative (guilt) emotions in advertisements to enhance consumers' Environmental Awareness and purchase intention. The study found that the interaction between consumers' environmental knowledge and message appeal was statistically significant, affecting purchase intention. However, the main effect of appeal type and knowledge level was not significant. Interestingly, consumers with higher environmental knowledge showed a stronger purchase intention when exposed to guilt-inducing messages as they felt their behavior may err in moral standards (Peloza et al., 2013; Tracy and Robbins, 2007), while those with lower knowledge preferred messages invoking pride. With these, marketers can employ Corporate Social Responsibility in their campaigns and designing packaging.

➢ *Corporate Social Responsibility (Csr):*

Previous studies have shown that CSR can influence consumer behavior. The ordeal is to persuade consumers to shift their consumption of conventionally packaged products to sustainable packaged products also ensuring trust in eco-labels(Wijekoon and Sabri, 2021). By taking into consideration consumers' perception of product attributes with its packaging elements, environmental knowledge, attitudes, and consumer responsibility, these aspects can be used to shape consumer's pro-environmental intentions and behavior (Shimul and Cheah, 2020). As a part of CSR, companies, and organizations can tailor pro-environmental campaigns, communication strategies such as advertisements for green products that can facilitate consumer needs(Wijekoon and Sabri, 2021) and their purchase criteria, for different consumer segments, which can have a significant influence on their attitude formation and intention for green consumption (Shimul and Cheah, 2020). It'll convert consumers who have an active pro-environment attitude yet buy green products on rare occasions into consistent green consumers (Wijekoon and Sabri, 2021). An increasing number of societies are turning to the market to address societal issues, turning away from traditional government and NGO initiatives. The Sustainable Development Goals given by the United Nations has an applicable SDG goal that can bridge responsibilities between CSR and consumer responsibilization, SDGs 12 (12.1.5 recycling rate and material recycled) on ensuring “responsible consumption and production” and 14 “life below water” (14.1.1b plastic debris density). The practice of assigning responsibility, fueled by conscious capitalism, necessitates not just corporate dedication but also consumer buy-in.

➢ *Consumer Responsibilization:*

Responsibilization begins with people who are aware of the repercussions of their public and private consumption choices on the environment, society, and future generations, they will make changes in their behavior through attitude (Webster, 1975). Conventional packaging comes with the cost of pollution and build-up of waste that is non-biodegradable, which leads to a decline in resources that cater to the needs of people around the world as they replenish. That's when brands and consumers act upon the intention of the environmental concern, they will responsibilize their behavior and demonstrate accountability

towards the environment by shaping and making eco-friendly consumption choices. (Yang et al., 2021; Liu et al., 2020). This decision of responsible consumption categorizes them as green consumers who make difficult value judgments to determine what levels of detrimental environmental impact are deemed acceptable for their consumption behaviors (Moisander, 2007). Thus, they develop a self-identity as "environmentalists" with a willingness to exhibit GPB (Wijekoon and Sabri, 2021). There are 70% of consumers who assert responsibility to adopt eco-friendly consumption (Barbarossa. C, 2017) Besides, corporations also anticipate consumers to be morally and environmentally responsible, expecting them to prefer sustainable products, inferred from packaging (Yoon, 2020). To explain why consumers incline with environmental responsibility, the Social Ideal Theory (SIT) (Rawls, 2004; Farrelly, 2007, Robeyns, 2008) propounds on people's desire to build an ideal society while acting in an ecologically sustainable way. People being socially conscious consumers compare their stand in society with others and perceive themselves as individuals with the responsibility to understand the impact of their purchasing an environment-friendly product. Relating this behavior to conscious capitalism, conscious pricing is a strategy where consumers make choices that help them create solutions to the problems of society, which gives them a sense of self-efficacy and maintains their identity as environmentalists. Consumers engage in environmentally responsible behavior that they are concerned and aware of and is under their ability of behavioral control; such as cutting down on the purchase of non-biodegradable packaged products, reusing, and recycling.

D. Theoretical-Framework

- *Theory of Planned Behavior:*

Human behavior is a very complex and intricate entity and explaining or even understanding the behavior of a human being is a task which is even more difficult and complex in nature. The behavior of human beings can be approached from various levels, via the physiological processes or using the social institutions for the purpose of understanding and explaining it. Another major aspect of human behavior can be cognitive self - regulation. It can be adopted in a dispositional approach to understand human behavior. There have been arguments that have highlighted the failure of general dispositions as they have been assessed with respect to the organization and institution, groups and people with whom an individual might interact (Azjen and Fishbein, 1977). These general attitudes have failed to predict specific behaviors which were directed at the target of attitude. Also, low relations between general personal traits and behavior has held many to claiming broad behavior dispositions as untenable (Mischel, 1968). A remedy for poor predictive validity of attitudes and traits came in the form of principle of aggregation, which assumes that any single ample of behavior would reflect not only influence of a relevant general disposition but also the influence of various other factors and by aggregating different behavior in different occasions and situations the other influence might cancel out each other, resulting the aggregate to represent a more valid measure of underlying behavioral dispositions.

- *Theory of Reasoned Action:*

The most proximal cause of behavior is behavioral intentions (Azjen and Fishbein, 1980; Fishbein, 1980; Fishbein and Azjen, 1975). In his paper, The Theory of Reasoned Action, 2009, David Trafimow suugests the intention is heavily influenced by an individual's attitude and subjective norms. They might turn out to be the major element of any particular behavior. Here, it also becomes necessary to understand what affects attitudes and subjective norms. Attitude is determined by one's behavioral beliefs and evaluations of the consequences that may occur. To form an attitude people sum up behavioral belief evaluation. Determination of subjective norms is by believing about what specific important others think an individual should do and how much is that individual motivated to comply with them. And hence, formation of subjective norms, sum normative belief motivation to comply with products. The Theory of Planned behavior came into existence, because of the existence of limitations in the theory of reasoned action (Azjen and Fishbein,1980 ; Fishbein and Azjen,1975) . The major one being the limitation of it in dealing with behaviors on which the human beings have no volitional control.

- *Intention and Perceived Behavioral Control:*

In his paper, Icek Azjen, 1991 points that the central point in the theory of planned behavior is the intention of a human being to do or accomplish a particular given task. Intentions indicate the intensity at which people are willing to perform and put in efforts to perform a said behavior. They can be said to be the motivational factors which may influence a behavior. The stronger the intention, the more likely it is to be the behavior. But , it comes into effect only when the task or behavior is under volitional control of a human being. Intentions would have an influence on performance only to the extent that the individual has behavioral control.

- *Perceived Behavioral Control:*

It is very crucial to the theory of planned behavior. In fact it is the inclusion of perceived behavioral control which helps distinguish this theory from the theory of reasoned action. It refers to the people's perception of the ease or difficulty of performing the behavior in talks. It may vary across different situations and actions. An important factor is being played by expectancy of success in the perceived behavioral control which is defined as being the perceived probability of succeeding in any given task. It is similar to perceived behavioral control which refers to a specific behavioral context and not in a generalized predisposition. Current perceived behavioral control highly resonates to Bandura's concept of perceived self efficacy which "is concerned with judgements of how well one can execute courses of action required to deal with prospective situations." (Bandura, 1982 Pg. 122) Many studies have shown that people's confidence in their ability to perform a task has a powerful influence on their behavior towards the task. Theory of Planned behavior places the ideal of perceived behavioral control with a more general framework of being a relation between belief, attitude, intention and behavior. As per the theory of planned behavior, perceived behavioral control and behavioral intention can be used to

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predict the behavioral achievement. *Figure 1* shows the theoretical framework adopted for his study.

Theory of planned behavior works upon three determinants of intention (Azjen,1991).

- *Attitude:*

The individual's attitude towards the behavior and the level to which an individual favorably and unfavorably evaluates the behavior.

- *Subjective Norms:*

The pressure that an individual might face from social institutions like family, friends and peers in relation to performing or not performing a behavior.

- *Perceived Behavioral Control:*

As said earlier, it refers to the people's perception of the ease or difficulty of performing the behavior being studied. Reflecting past experiences and anticipated results and the obstacles that an individual might face.

It says that if attitudes and subjective norms are more favourable and if the perceived behavioural control is greater, the individual's intention to perform behavior is more stronger (Azjen,1991).

➢ *Sufficiency of Theory of Planned Behavior:*

Theory of planned behavior differentiates amongst three types of beliefs and amongst the related constructs of attitude, subjective norm and perceived behavior control (Azjen,1991). There can be an argument that all beliefs associate the behavior with an attribute of some kind. It should be hence possible to compile all beliefs under a single category to obtain an overall measure of behavioral disposition. Also, theory of planned behavior is open to include additional predictors if it can be established that they have a significant proportion of variance in intention. It has in fact expanded the theory of reasoned action by adding the element of perceived behavioral control (Azjen,1991). And hence, Attitudes, perceived behavioral control and subjective norms affect how consumers feel about a specific behavior. Theory of planned behavior is essential to marketers when it comes to understanding where specific consumer behavior is generated. It also helps marketers to predict the behavior that a consumer might complete based upon these factors. Hence, these three factors have an effect on any consumer's purchase intentions which may have an effect on the purchasing behavior of the consumer as well. Thus, by measuring the purchase intentions, marketers can directly be able to predict the purchase behavior of the consumers.

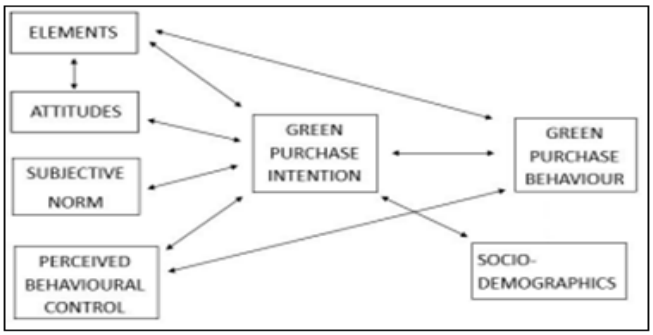

Fig 1 Theoretical Framework

E. Research Gap

Extensive research has been conducted on the relationship between elements of packaging and green purchase behaviour. However, only a few studies, such as the study by Rajendran, Wahab, & Singh (2019), have examined this relationship using the theory of planned behaviour (TPB). The TPB is a well-established theory that can be used to explain and predict human behaviour. It suggests that intention is the most important predictor of behaviour, and that intention is influenced by attitude, subjective norm, and perceived behavioural control.

This research examines the relationship between elements of packaging and green purchase behaviour using the TPB. It could provide valuable insights into how packaging can be designed to encourage green purchase behaviour.

II. METHODOLOGY

A. Hypothesis

- There will be no significant correlation between "Visual Elements influencing purchase decision for eco-friendly products (A -Visual Elements)" and "Attitude Towards Green Purchase Behaviour (D-Attitude)"
- There will be no significant correlation between "Visual Elements influencing purchase decision for eco-friendly products (A -Visual Elements)" and "Green Purchase Intention (G - GPI)"
- There will be no significant correlation between "Attitude Towards Green Purchase Behaviour (D - Attitude)" and "Green Purchase Intention (G - GPI)"
- There will be no significant correlation between "Subjective Norms 'effect on Green Purchase Behaviour (E - Subjective Norms)" and "Green Purchase Intention (G - GPI)"
- There will be no significant correlation between "Perceived Behavioural Control on Green Purchase Behaviour (F - Perceived Behavioural Control)" and "Green Purchase Intention (G - GPI)"

- There will be no significant difference in "Visual Elements influencing purchase decision for eco friendly products (A - Visual Elements)" between "Green Purchase Behaviour groups (GPB)"
- There will be no significant difference in "Perceived Behavioural Control on Green Purchase Behaviour (F - Perceived Behavioural Control)" between "Green Purchase Behaviour groups (GPB)"
- There will be no significant difference in "Green Purchase Intention (G - GPI)" between "Green Purchase Behaviour groups"
- "Green Purchase Intention (G- GPI)" and Socio-Demographics

- There will be no significant difference in "Green Purchase Intention" between "Genders"
- There will be no significant difference in "Green Purchase Intention" between "Age groups"
- There will be no significant difference in "Green Purchase Intention" between "Education Level"
- There will be no significant difference in "Green Purchase Intention" between "Occupation"
- There will be no significant difference in "Green Purchase Intention" between "Family Income Groups"
- There will be no significant difference in "Green Purchase Intention" between "Rural and Urban Residence"

- There will be no significant correlation between "Trustworthiness of information on the labels of green products (C - Labels)" and "Attitude Towards Green Purchase Behaviour (D - Attitude)"
- Price and Packaging Material

- There will be no significant difference in "influence of material used for packaging in Green purchase behaviour (B - Packaging Material)" between "people willing to pay more for green products and not willing to pay more for green products"
- There will be no significant difference in "influence of material used for packaging in Green purchase behaviour (B - Packaging Material)" between "people who believe green products are high priced and those who don't".

B. Measuring Scales

The scales and measures used for the constructs were adapted from:

G. M. Bandara, T. Lakmali, & Samaraweera (2022) consisting of 4 items for packaging material, and 5 items for visual elements of packaging.

Kong, Harun, Sulong, and Lily (2014) consisting of 3 items for eco-labels.

Kumar (2021) consisting of 4 items for attitude towards green purchase behaviour.

Paul, Modi, and Patel (2016) consist of 4 items for subjective norms.

Pittayachawan, Abareshi, Kam, and Teo (2014) consist of 5 items for perceived behavioural control(PBC). One item of the scale(PBC5) was removed.

Shimul and Cheah (2022) consisting of 4 items for green purchase intention.

All the adapted scales and measures used a five-point Likert scale. The Likert scale ranges from 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. The constructs of price and green purchase behaviour included 2 items, and 1 item, respectively. The participants had to respond to the items in terms of Yes or No.

To assess the internal consistency of selected scales, a pilot was conducted on 25 subjects. Cronbach's alpha value was used as a measure to assess internal consistency. Table 1 shows the results of the analysis.

Table 1 Cronbach's Alpha Value of a Pilot with 25 Subjects

Sr	Variable	Cronbach's Alpha
A.	**Visual Elements**	0.730
	Size influence the purchase decision of products with eco-friendly packaging	
	Shape influence the purchase decision of products with eco-friendly packaging	
	Material influence the purchase decision products with eco-friendly packaging	
	Color influence the purchase decision of products with eco-friendly packaging	
	Graphics influence the purchase decision of products with eco-friendly packaging	
B.	**Packaging Material**	0.781
	Minimum materials should be used when designing eco- friendly packages	
	Reusable materials should be used when designing eco-friendly packages	
	Recyclable materials should be used when designing eco-friendly packages	
	Bio-degradable materials should be used when designing eco-friendly package	
C.	**Labels**	0.884
	Green advertisements are always trustworthy.	
	I consider what is printed on eco-labels to be accurate.	
	The information on eco-labels is usually easy to understand.	

D.	**Attitude**	0.756
	It is important to me that the products I use don't harm the environment.	
	I consider the potential environmental impact of my actions when making many of my consumption decisions.	
	I would describe myself as environmentally responsible.	
	I am willing to be inconvenienced to take environmentally sustainable actions.	
E.	**Subjective Norm**	0.873
	Most people who are important to me think I should purchase green products when going for purchasing.	
	Most people who are important to me would want me to purchase green products when going for purchasing.	
	People whose opinions I value would prefer that I purchase green products.	
	My friend's positive opinion influences me to purchase green product.	
F.	**Perceived Behavioural Control**	0.924
	I am confident that I know where to find green products.	
	I am confident that I know the impact of green products which I buy.	
	I am confident that I can recognise which products are green.	
	I buy green products under my own accord.	
G.	**Green Purchase Intention**	0.799
	The probability I would consider buying this eco-friendly packaged product is high.	
	If I were going to purchase a similar product, I would buy this eco-friendly packaged product.	
	I intend to buy green products in future.	
	If eco-friendly packaged products are available, I will buy them.	

C. Research Design

The research design employed for the current study is the correlational research design. Correlation research design is generally used to assess/understand if there exists a relationship between two or more variables. The goal of correlation research is to determine whether there is a statistically significant association or correlation between the variables being studied. In this research design, researchers collect data on the variables of interest and then use statistical techniques to analyse the data to determine the strength and direction of the relationship between the variables. Online questionnaires, convenience and snowball sampling. The questionnaire consisted of existing valid and reliable scales for the constructs of the study from existing literature, that were contextually adapted for this study.

D. Participants

The following inclusion and exclusion criteria for sampling were set before the actual data collection.

➢ *Inclusion criteria :*

- The participants must be above 18 years.
- Only male and female genders were included.

➢ *Exclusion criteria :*

- Participants below 18 years were not included.
- Genders other than "Male" or "Female" are not included.

➢ *Demographic Details of the Participants:*
Out of 404 Participants:

- 152 were male (37.6%), and 252 female (62.4%)
- Majority of the sample lied in the age range of 18-24 (332, 83.2%), followed by 25-34 (52, 12.9%), 35-44 (12, 3%), and 45 and above (8, 2%)
- 5 participants (1.2%) were educated upto 8 years, 35 (8.7%) were educated between 8 and 13 years, with 301 (74.5%) undergraduates(pursuing as well as graduates), and 63 (15.6%) pursuing or having completed post-graduation or above.
- 315 participants (78%) were students, 19 (4.7%) were unemployed, and 70 (17.3%) were employed (Salaried, Self-employed and/or by other means)
- 123 participants(30%) reported family income below 3 lakhs, 126 (31.2%) between 3 and 8 lakhs, 83 (20.5%) between 8 and 12 lakhs, and 72 (17.8%) above 12 lakhs.
- 349 (86.4%) participants resided in urban areas, while 55 (13.6%) resided in rural areas.

III. PROCEDURE

This research was done to explore if there exists a connection between following variables, 1. Green Purchase Intention, 2. Green Packaging and Labels, 3. Attitude towards Green Purchase Behaviour, 4. Subjective norms, 5. Influence of a Price point 5. Perceived Behavioural Control in terms of eco friendly purchase, and also how various socio-demographics groups differs in these variables.

To maximise the reach, data had been collected using an online Google form. It consisted of the consent form inquiring about individuals' willingness to participate in the study and assuring data confidentiality. Demographic details include 1.) Gender, 2.) Age Groups, 3.) Education Level, 4.) Employment Status, 5.) Income Groups, 6.) Area of residence

Instructions of marking the data and the scales in a likert format with an option of handing over suggestions if any. Participants are asked to score each topic on the various scales based on their own experiences and relatability. Scales and measures used a five-point Likert scale. The Likert scale ranges from 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. The constructs of price and green purchase behaviour included 2 items, and 1 item, respectively. The participants had to respond to the items in terms of Yes or No. The entire questionnaire contained 38 items,

IV. RESULTS

Descriptive statistics were conducted for the scales of A (Visual Elements), B(Packaging Material), C(Label), D(Attitude), E(Subjective Norms), F(Perceived Behavior Control), and G(Green Purchase Intention) in a sample of 404 participants. Table 2 shows that the mean and standard deviation for the mentioned variables are as followed: "A" (M = 19.718, SD = 2.684), "B" (M = 17.257, SD = 2.496), "C" (M = 11.851, SD = 2.033), "D" (M = 15.550, SD = 2.467), "E" (M = 14.621, SD = 2.697), "F" (M = 14.772, SD = 2.733), "G" (M = 15.916, SD = 2.455) Refer hypothesis statements for a better understanding about variables A - G.

Shapiro-Wilk test was performed to examine the normality assumption of the data. As shown in table 2, results indicate that scores for each variables/elements are significantly deviated from normality. With each having a P – value < .001 following are the Shapiro - Wilk scores and its p-values for mentioned variables: "A" (W = 0.974, p = < .001), "B" (W = 0.889, p = < .001), "C" (W = 0.946, p = < .001), "D" (W = 0.973, p = < .001), "E" (W = 0.971, p = < .001), "F" (W = 0.971, p = < .001), "G" (W = 0.958, p = < .001)

Table 2 Descriptive Statistics for Variables A, B, C, D, E, F, G (N = 404)

	A	B	C	D	E	F	G
Valid	404	404	404	404	404	404	404
Missing	0	0	0	0	0	0	0
Mean	19.718	17.257	11.851	15.550	14.621	14.772	15.916
Std. Deviation	2.684	2.496	2.033	2.467	2.697	2.733	2.455
Shapiro-Wilk	0.974	0.889	0.946	0.973	0.971	0.971	0.958
P-value of Shapiro-Wilk	< .001	< .001	< .001	< .001	< .001	< .001	< .001

F. Correlation

Table 3 shows Spearman's Rho, which indicates the correlation between the following variables'A,' 'C,' 'D, ' 'E,' 'F, 'and 'G '. We are taking into consideration three levels of significance from .05 .01 and .001, results pertaining to our hypothesis under consideration, indicated that:

'A '(Visual Elements) and 'D '(Attitude) have a correlation with, $p < 0.001$ and rho = 0.403 . (H1)

'A '(Visual Elements) and 'G '(Green Purchase Intention) have a correlation with, $p < 0.001$ and rho = 0.349. (H2)

'D '(Attitude) and 'G '(Green Purchase Intention) have a correlation with, $p < 0.001$ and rho = 0.547. (H3)

'E '(Subjective Norms) and 'G '(Green Purchase Intention) have a correlation with, $p < 0.001$ and rho = 0.497. (H4)

'F '(Perceived behavioural Control) and 'G '(Green Purchase Intention) have a correlation with, $p < 0.001$ and rho = 0536. (H5)

'C '(Label Info) and 'D '(Attitude) have a correlation with, $p < 0.001$ of correlation, and rho = 0.426. (H11/10)

Refer Hypothesis statements for a better understanding about variables A - G.

Table 3 Spearman's Correlations between 'A,' 'B,' 'C,' 'D,' 'E,' 'F,' and 'G'

			Spearman's rho		p
A	-	D	0.403	***	< .001
A	-	G	0.349	***	< .001
C	-	D	0.426	***	< .001
D	-	G	0.547	***	< .001
E	-	G	0.497	***	< .001
F	-	G	0.536	***	< .001
* p < .05, ** p < .01, *** p < .001					

G. T - Test

A Mann-Whitney Score was conducted to examine if there exists a difference in "Influence of Visual Elements on Green Purchase decision" between individuals who made a green purchase and those who didn't made a green purchase. (Group 27 = Made a Green Purchase) (Group 28 = Didn't made a Green purchase)

As shown in Table 4, Group 27 (M = 19.885, SD = 2.639) Scored significantly high on "Influence of Visual Elements on Green Purchase decision" then Group 28 (M = 18.828, SD = 2.769

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Table 4 Descriptive Statistics for "Influence of Visual Elements on Green Purchase decision" Scores by "Green Purchase Behaviour" Groups

	Group	N	Mean	SD	SE	Coefficient of variation
SUM A	27	340	19.885	2.639	0.143	0.133
	28	64	18.828	2.769	0.346	0.147
Mann-Whitney Score = 13205.500, p = 0.006						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Perceived Behavioural Control on Green Purchase Behaviour" between individuals who made a green purchase and those who didn't made a green purchase. (Group 27 = Made a Green Purchase) (Group 28 = Didn't made a Green purchase)

As shown in Table 5, Group 27 (M = 15.094, SD = 2.626) Scored significantly high on "Perceived Behavioural Control on Green Purchase Behaviour" then Group 28 (M = 13.063, SD = 2.678)

Table 5 Descriptive Statistics for "Perceived Behavioural Control on Green Purchase Behaviour" Scores by "Green Purchase Behaviour" Groups

	Group	N	Mean	SD	SE	Coefficient of variation
SUM F	27	340	15.094	2.626	0.142	0.174
	28	64	13.063	2.678	0.335	0.205
Mann-Whitney Score = 15313.500, p < .001						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Green Purchase Intention" between individuals who made a green purchase and those who didn't made a green purchase. (Group 27 = Made a Green Purchase) (Group 28 = Didn't made a Green purchase)

As shown in Table 6, Group 27 (M = 16.185, SD = 2.306) Scored significantly high on "Green Purchase Intention" then Group 28 (M = 14.484, SD = 2.731)

Table 6 Descriptive Statistics for "Green Purchase Intention" Scores by "Green Purchase Behaviour" Groups

	Group	N	Mean	SD	SE	Coefficient of variation
SUM G	27	340	16.185	2.306	0.125	0.143
	28	64	14.484	2.731	0.341	0.189
Mann-Whitney Score = 14495.000, p < .001						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Green Purchase Intention" between genders. (Group 1 = Female) (Group 2 = Male)

As shown in Table 7, Group 1 (M = 15.679, SD = 2.357) Scored significantly less on "Green Purchase Intention" then Group 2 (M = 16.309, SD = 2.569)

Table 7 Descriptive Statistics for "Green Purchase Intention" Scores by Genders

	Group	N	Mean	SD	SE	Coefficient of variation
SUM G	1	252	15.679	2.357	0.149	0.150
	2	152	16.309	2.569	0.208	0.158
Mann-Whitney Score = 16253.500, p = 0.010						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Green Purchase Intention" between residence groups. (Group 21 = Rural) (Group 22 = Urban)

As shown in Table 8, Group 21's scores (M = 15.582, SD = 2.386) on "Green Purchase Intention" is not significantly different then Group 22's scores (M = 15.968, SD = 2.465)

Table 8 Descriptive Statistics for "Green Purchase Intention" Scores by Different Residence Group

	Group	N	Mean	SD	SE	Coefficient of variation
SUM G	21	55	15.582	2.386	0.322	0.153
	22	349	15.968	2.465	0.132	0.154
Mann-Whitney Score = 8874.000, p = 0.363						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Influence of packaging material in Green Purchase Behaviour" between group of People willing to pay more for green product and Group of people not willing to pay more. (Group 23 = People Willing to pay more) (Group 24 = People not willing to pay more)

As shown in Table 9, Group 23's score (M = 17.190, SD = 2.513) on "Influence of packaging material in Green Purchase Behaviour" is not significantly different then Group 24's scores (M = 17.417, SD = 2.458)

Table 9 Descriptive Statistics for "Influence of Packaging Material in Green Purchase Behaviour" Scores by Group of People Willing to Pay more for Green Product and Group of People not Willing to Pay more

	Group	N	Mean	SD	SE	Coefficient of variation
SUM B	23	284	17.190	2.513	0.149	0.146
	24	120	17.417	2.458	0.224	0.141
Mann-Whitney Score = 16098.000, p = 0.373						

A Mann-Whitney Score was conducted to examine if there exists a difference in "Influence of packaging material in Green Purchase Behaviour" between Group of People who believe Green Products are high priced and group of people who believe green products are not high priced (Group 25 = People who believe Green Products are high priced) (Group 26 = People who do not believe Green Products are high priced)

As shown in Table 10, Group 25 (M = 17.495, SD = 2.350) Scored significantly more on "Influence of packaging material in Green Purchase Behaviour" then Group 26 (M = 16.391, SD = 2.818)

Table 10 Descriptive Statistics for "Influence of Packaging Material in Green Purchase Behaviour" Scores by Group of People who Believe Green Products are High Priced and Group of People who Believe Green Products are not High Priced

	Group	N	Mean	SD	SE	Coefficient of variation
SUM B	25	317	17.495	2.350	0.132	0.134
	26	87	16.391	2.818	0.302	0.172
Mann-Whitney Score = 16941.000, p < .001						

H. ANOVA

One way ANOVA was conducted to examine if there exists a difference in "Green Purchase Intention" between different Age group (Group 3 = 18 - 24) (Group 4 = 25 - 34) (Group 5 = 35 - 44) (Group 6 = 45 and above)

As shown in Table 11, p value for the conducted One Way ANOVA is 0.319. Therefore there is no significant difference in Green Purchase Intention score between Age group.

Table 11 Descriptive Statistics for "Green Purchase Intention" Scores by Age Groups

Age Code	N	Mean	SD	SE	Coefficient of variation
3	332	15.816	2.410	0.132	0.152
4	52	16.269	2.590	0.359	0.159
5	12	16.500	3.371	0.973	0.204
6	8	16.875	1.642	0.581	0.097
p = 0.319					

One way ANOVA was conducted to examine if there exists a difference in "Green Purchase Intention" between different Level of Education groups (Group 7 = upto-8 years) (Group 8 = 8 - 13 years) (Group 9 = Under Graduation) (Group 10 = Post Graduation and Above)

As shown in Table 12, p value for the conducted One Way ANOVA is 0.002. Therefore there is a significant difference in Green Purchase Intention score between level of Education groups.

Table 12 Descriptive Statistics for "Green Purchase Intention" Scores by Level of Education Groups

Education Code	N	Mean	SD	SE	Coefficient of variation
10	63	16.651	2.863	0.361	0.172
7	5	12.800	3.271	1.463	0.256
8	35	15.429	2.146	0.363	0.139
9	301	15.870	2.331	0.134	0.147
p = 0.002					

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One way ANOVA was conducted to examine if there exists a difference in "Green Purchase Intention" between different Occupation groups (Group 11 = Student) (Group 12 = Unemployed) (Group 13 = Employed - Salaried/Self-Employed/Other)

As shown in Table 13, p value for the conducted One Way ANOVA is 0.027. Therefore there is a significant difference in Green Purchase Intention score between Occupation Groups.

Table 13 Descriptive Statistics for "Green Purchase Intention" Scores by Occupation Groups

Occupation Code	N	Mean	SD	SE	Coefficient of variation
11	315	15.806	2.345	0.132	0.148
12	19	15.263	3.034	0.696	0.199
13	70	16.586	2.673	0.319	0.161
0.027					

One way ANOVA was conducted to examine if there exists a difference in "Green Purchase Intention" between different Family Income groups (Group 14 = Below 3 Lakhs) (Group 15 = 3 – 8 Lakhs) (Group 16 = 8 - 12) (Group 17 = Above 12 Lakhs)

As shown in Table 14, p value for the conducted One Way ANOVA is 0.413. Therefore there is no significant difference in Green Purchase Intention score between Family Income Groups.

Table 14 Descriptive Statistics for "Green Purchase Intention" Scores by Family Income Groups

Income Code	N	Mean	SD	SE	Coefficient of variation
14	123	15.626	2.484	0.224	0.159
15	126	16.032	2.413	0.215	0.151
16	83	16.169	2.342	0.257	0.145
17	72	15.917	2.604	0.307	0.164
p = 0.413					

V. DISCUSSION

In today's environmentally conscious marketplace, the choices consumers make when it comes to eco-friendly products and sustainability have never been more critical (Liu and Zheng, 2019; Amaya et al.,2022). As individuals increasingly consider the environmental impact of their purchases, businesses must navigate a complex landscape of consumer behaviour and decision-making. This study explores a series of hypotheses that shed light on a wide array of factors influencing green purchasing behaviour. These hypotheses encompass an extensive range of variables, including visual elements in product design, attitudes toward green purchasing, demographic differences, and the trustworthiness of label information. By exploring these hypotheses, we aim to study the multifaceted nature of sustainable consumer choices, offering businesses valuable insights to craft effective marketing strategies in a world where sustainability takes centre stage.

The first hypothesis suggested no significant correlation between "Visual Elements influencing purchase decision for eco-friendly products" and "Attitude Towards Green Purchase Behavior." However, the rejection of this hypothesis reveals a significant positive correlation between visual elements and attitudes towards green purchase behaviour. Prior research emphasises the pivotal role of eco-friendly packaging design in shaping consumer attitudes and intentions (Silayoi & Speece, 2007; Wells et al., 2007). Effective packaging communicates the eco-friendliness of products and influences perceptions of product quality. Thus, the findings underscore the importance of visually appealing and eco-conscious packaging in driving positive attitudes and behaviours related to green purchases.

The second hypothesis suggested no significant correlation between "Visual Elements influencing purchase decision for eco-friendly products" and "Green Purchase Intention." However, the rejection of this hypothesis reveals a significant positive correlation between visual elements and green purchase intention. This aligns with prior research indicating that visually appealing eco-friendly packaging plays a crucial role in shaping consumers' intentions to purchase green products (Choi & Johnson, 2019; Varah et al., 2020) Effective packaging design communicates the eco-friendliness of products and positively influences perceptions of product quality. Hence, the findings underscore the significance of visually appealing and eco-conscious packaging in driving positive attitudes and behaviours related to green purchases.

The third hypothesis suggested no significant correlation between "Attitude Towards Green Purchase Behavior" and "Green Purchase Intention." Nevertheless, the rejection of this hypothesis reveals a significant positive correlation between attitudes toward green purchase behaviour and green purchase intention. This indicates that individuals with a more positive attitude towards environmentally conscious buying are more likely to intend to make green purchases, aligning with prior research (Bamberg & Möser, 2007).

The fourth hypothesis suggested no significant correlation between "Subjective Norms 'effect on Green Purchase Behavior" and "Green Purchase Intention." Nonetheless, the rejection of this hypothesis indicates a significant positive correlation between subjective norms' influence on green purchase behaviour and green purchase intention. This highlights the importance of social influences in shaping individuals' intentions to engage in green consumption (Ajzen, 1991; Stern, 2000).

The fifth hypothesis suggested no significant correlation between "Perceived Behavioural Control on Green Purchase Behavior" and "Green Purchase Intention." However, the rejection of this hypothesis indicates a significant positive correlation between perceived behavioural control on green purchase behaviour and green purchase intention (Paul et al., 2016). This suggests that individuals' perceptions of their ability to engage in green consumption strongly influence their intentions to do so, in line with the theory of planned behaviour (Ajzen, 1991; Bamberg & Möser, 2007).

The sixth hypothesis suggested that there will be no significant difference in "Visual Elements influencing purchase decision for eco-friendly products" between "Green Purchase Behavior groups." However, the rejection of this hypothesis indicates a significant difference in visual elements between groups based on green purchase behaviour. This implies that consumers who engage in green purchasing behaviours may have distinct preferences for visual elements in product packaging compared to those who do not engage in such behaviours. Businesses should consider tailoring their packaging designs to cater to these preferences (Yang & Zhao, 2019).

The seventh hypothesis suggested that there will be no significant difference in "Perceived Behavioural Control on Green Purchase Behavior" between "Green Purchase Behavior groups." Nonetheless, the rejection of this hypothesis indicates a significant difference in perceived behavioural control between groups based on green purchase behaviour. This suggests that consumers who engage in green purchasing behaviours may perceive greater control over their buying decisions in environmentally conscious contexts. Marketers can leverage this perception to encourage sustainable consumption (Paul et al., 2016).

The eighth hypothesis suggested that there will be no significant difference in "Green Purchase Intention" between "Green Purchase Behavior groups." However, the rejection of this hypothesis indicates a significant difference in green purchase intention between groups based on green purchase behaviour. This implies that consumers who engage in green purchasing behaviours have higher intentions to continue making environmentally conscious purchases, emphasising the importance of fostering and retaining green consumer segments through marketing strategies (Kotler, 2011).

The hypothesis H9.1 suggested that there would be no significant difference in "Green Purchase Intention" between genders. However, the rejection of this hypothesis reveals a significant difference in green purchase intention between females and males. This implies that gender may play a role in influencing individuals' intentions to make eco-friendly purchases. This highlights gender as a significant factor in shaping green consumer behaviour. Previous research has shown that gender differences can influence environmental behaviours (Zhao et al., 2021). When comparing the effects of social influence and eco-label variables on purchase intention between the two gender groups, it can be shown that the effects on male respondents are greater than those on female respondents (Pinem, 2019). Marketers should consider gender-based strategies when targeting environmentally conscious consumers.

The hypothesis H9.2 suggested that there will be no significant difference in "Green Purchase Intention" between age groups. The non-rejection of this hypothesis indicates that age does not significantly influence green purchase intention. This finding is in line with the idea that concerns about sustainability and environmental issues are not limited to specific age groups but are prevalent across generations (Nekmahmud et al., 2022). Marketers should recognise that consumers of various age groups may have similar intentions to engage in green purchasing, necessitating a broad approach to sustainable product marketing.

The hypothesis H9.3 suggested that there will be no significant difference in "Green Purchase Intention" between education levels. However, the rejection of this hypothesis indicates a significant difference in green purchase intention based on education levels. Higher education levels are associated with increased environmental awareness and pro-environmental behaviours (Schultz & Zelezny, 1999). Marketers can leverage this knowledge to develop targeted marketing campaigns for different education segments, aiming to promote green consumer behaviour.

The hypothesis H9.4 suggested that there will be no significant difference in "Green Purchase Intention" between occupations. However, the rejection of this hypothesis indicates a significant difference in green purchase intention based on occupation. Different occupational groups may exhibit varying levels of commitment to environmentally friendly purchasing. Companies should consider tailoring their marketing strategies to resonate with the values and preferences of specific occupational segments (Kotler, 2011).

The hypothesis H9.5 suggested that there will be no significant difference in "Green Purchase Intention" between family income groups. However, the non-rejection of this hypothesis indicates that family income does not significantly influence green purchase intention. This suggests that concerns about sustainability and environmentally friendly consumption are not exclusive to specific income groups and are more widespread (Zhang & Dong, 2020). Marketers can adopt a broad approach to targeting environmentally conscious consumers regardless of income levels.

The hypothesis H9.6 suggested that there will be no significant difference in "Green Purchase Intention" between rural and urban residences. The non-rejection of this hypothesis indicates that residence type (rural or urban) does

not significantly affect green purchase intention. This finding suggests that environmental concerns and intentions to engage in green purchasing are not strongly tied to residence location but are more universally relevant (Zhang & Dong, 2020). Marketers can target green consumer segments across both rural and urban areas with similar strategies.

The tenth hypothesis suggested that there will be no significant correlation between "Trustworthiness of information on the labels of green products" and "Attitude Towards Green Purchase Behavior." However, the rejection of this hypothesis indicates a significant positive correlation between the trustworthiness of label information and attitudes toward green purchase behaviour. This finding underscores the pivotal role of transparent and trustworthy information on product labels in influencing consumers' attitudes toward green purchasing (De Marchi et al., 2020). It highlights the importance of credible eco-labelling and communication strategies in fostering positive attitudes and behaviours related to sustainable consumption (Lee & Lye 2003).

The hypothesis H11.1 suggested that there would be no significant difference in the "influence of material used for packaging in Green purchase behaviour" between "people willing to pay more for green products and not willing to pay more for green products." The non-rejection of this hypothesis indicates that there is no significant difference in the influence of packaging material on green purchase behaviour between these groups. This suggests that the choice of packaging material may not be a decisive factor for consumers when it comes to paying more for green products. Other factors, such as product attributes and personal values, might play a more substantial role in consumers' willingness to pay extra for sustainable products (Wang & Wu, 2016).

The hypothesis H11.2 suggested that there would be no significant difference in the "influence of material used for packaging in Green purchase behaviour" between "people who believe green products are high priced and those who don't." The rejection of this hypothesis indicates a significant difference in the influence of packaging material on green purchase behaviour between these two groups. This finding suggests that consumers who believe green products are high-priced may be more influenced by the choice of packaging material in their purchasing decisions (Laroche et al., 2001). Marketers should consider addressing price perceptions and emphasising the eco-friendliness of packaging when promoting green products to these consumers (Shimul & Cheah, 2022).

VI. CONCLUSION

According to the study conducted it was fount that, people who make a green purchase decision based on visual element of a packaging also had a significant positive attitude towards green purchase behavior. People who make a green purchase decision based on visual element of a packaging also had a significant Green Purchase intention. People who had a positive attitude towards green purchase behavior also had a significant Green Purchase intention. People who made a green purchase decision based on the influence of subjective norms also had a significant Green Purchase intention. People who have perceived behavioural control on Green Purchase decision also had a significant Green Purchase Intention. People who made a green purchase have scored higher on the influence of visual elements on green purchase behavior. People who made a green purchase have scored higher on perceived behavioural control on Green Purchase decision. People who made a green purchase have scored higher on Green purchase intention. Male scored higher on Green Purchase intention compared to females. There was no significant difference in Green Purchase Intention between age groups. People with education level of post-graduation and above, scored higher on green purchase intention, compared to other lower education levels. People who are salaried or self-employed scored higher on green purchase intention, compared to students and unemployed individuals. There was no significant difference in Green Purchase Intention between different income groups. There was no significant difference in Green Purchase Intention between people residing in rural and urban areas. People who perceived the information on eco labels to be trustworthy also had a significant positive attitude towards green purchase behavior. There was no significant difference in influence of packaging material on a green purchase decision between people who are willing to pay more for Eco-friendly products and people who are not willing to pay more. People who believed that green products are higher priced scored significantly high on the influence of packaging material on a green purchase decision.

LIMITATIONS

Scale used to assess the influence of Visual Elements on green purchase decision was very general with no assessment about specific visual elements of a packaging. Due to convenient sampling, a large proportion of the sample, are students based on Vadodara, due to which a lack of diversity is observed in sample. 83.2 % of the sample size was from the age group 18-24 years. Similarly, proportion of female participants in more at (62.4 %) as compared to that of males at (37.6 %) A large proportion of Sample resided in urban area (86.4%) as compared to (13.6%) in rural area.

Because the method of data collection was Google form and English language was used as a medium of instruction, the number of people who were able to participate was limited to people who had an electric device with internet access and have an operational command over English language.

Due to the limitation of inclusion criteria, individuals below the age of 18 and people from the LGBTQ+ community were not included, therefore no assessment was possible for these group of individuals. Majority of participants are of Indian nationality, therefore generalising the findings for the global population is possible only after further investigation.

No clear category for earning students is defined in employment status, making it difficult to assess students who are employed or are earning through other means.

Complaints about the Questionnaire being too lengthy were made by 12 participants out of 404, indicating a possible influence of Questionnaire fatigue in the results. Because responses were collected with a physical presence of a research intern (who was responsible for data collection) there is a possibility of Responder's Biases which is prevalent in research involving participants providing a self-report.

IMPLICATIONS

The research results can incentivise product manufacturers of green product packaging and help them gain better insights about the consumer niche they are focused on.

It can help product manufacturers to decide a selling price based on difference in Green purchase intentions observed between different socio-demographics and consumer's willingness to pay a premium for Eco-friendly products.

Results pertaining to visual elements can serve as an incentive for manufacturers to focus on Visual elements of packaging for Eco-friendly products. Product designers can use the results of this study as a basis to switch to designs with sustainable features.

With increasing number of green messages and advertisements, awareness amongst consumers about sustainability will increase.

This study was inclusive of people from various socio demographies, this data is beneficial in predicting green purchase intention and developing policies or measures that can aid in positive attitude formation, and perceived behavioural control; which can further lead to favourably directing them to engage in green purchase behaviour.

Direct environmental benefits as a result of more sustainable packaging alternatives will also aid in the on-going fight against climate crisis.

FUTURE SUGGESTIONS

Since the scale for assessing the impact of visual elements was very general, there is scope for focusing further studies on impact of particular visual element, for example colour or font style with respect to Eco-friendly packaging.

Because complaints were received related to Questionnaire being too lengthy, further studies can focus on alternative ways of data collection such that Questionnaire fatigue is eliminated. As majority of participants are of Indian nationality, there is scope for testing these findings in different parts of the world.

Due to the limitation of Google form and English language, if alternative methods of data collection is explored, such that insights can be gained from population who were excluded due to language and technological limitations.

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