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Impact of eco packaging on consumer purchase behavior

Wpływ ekologicznych opakowań na zachowania zakupowe konsumentów

Abstract

Product packaging is a major environmental problem that causes waste pollution and has a negative impact on flora and fauna. Nowadays consumers are becoming more socially responsible, they are concerned about environmental issues. Therefore, brands are embarking on the development of green marketing. However, research shows that there is a gap between the consumer's intention to buy eco-friendly products and the actual buying practice. The issue under investigation in this paper is related to the impact of the eco-product packaging on the consumer's purchasing behavior; we seek to identify the factors influencing the green purchasing behavior of consumers. The article analyzes the concept of consumer purchasing behavior, the types of consumer purchasing behavior and the factors influencing consumer purchasing behavior, discusses the decision-making process and identifies factors affecting the purchase of green packaging products. This paper provides a conceptual framework of factors affecting the purchase of green packaging products. The methods employed in this research are: analysis of literature and other references, synthesis and logical analysis of information, comparison of information, systemization and visualization.

Keywords

eco packaging, eco-friendly packaging, consumer behavior

Streszczenie

Opakowania są rodzajem odpadów i powodują negatywny wpływ na środowisko naturalne. Współczesny konsument staje się coraz bardziej odpowiedzialny i świadomy problemów związanych z ekologią. To zjawisko dostrzegane jest również przez przedsiębiorstwa, które w odpowiedzi na występujące trendy stosują coraz częściej marketing środowiskowy. Jednocześnie wyniki dotychczasowych badań wskazują, iż ekologizm zakupowy nie jest zjawiskiem jednoznacznym. Na przykład zamiar nabycia produktu z ekologicznym opakowaniem nie zawsze jest zgodny z rzeczywistymi zachowaniami zakupowymi. Różnice pomiędzy zamiarem dokonania zakupu przez konsumenta a jego zachowaniem zakupowym nie są całkowicie wyjaśnione. Powstaje pytanie, w jaki sposób ekologiczne opakowania determinują zachowania konsumentów. Celem artykułu jest identyfikacja czynników wpływających na zachowania zakupowe konsumentów. Autorki przedstawiają koncepcję, typy oraz determinanty zachowań zakupowych nabywców oraz skupiają się na identyfikacji czynników wpływających na zakup produktów w ekologicznym opakowaniu. Określają także koncepcyjny model czynników wpływających na zakup produktów w opakowaniu tego typu. W realizacji celu posłużono się metodą systematycznego przeglądu literatury.

Słowa kluczowe

opakowania ekologiczne, produkt ekologiczny, zachowanie zakupowe konsumenta

JEL: M11, M31

Introduction

During the last two decades the worldwide consumption of goods and services has been

growing exponentially. As a result, natural resources have been decimated, and nature has undergone major devastation. Among the gravest consequences global warming, increased

environmental pollution and damage to flora and fauna can be mentioned (Chen and Chai, 2010). A number of countries worldwide began to realize this threat and undertook efforts to minimize the footprint of their business activities in the environment. This revelation, along with the care about the nature and the society, prompted the emergence of sustainable development of industrial activity and the promotion of initiatives related with environmental action. By undertaking social responsibility and facing competition, enterprises are also gradually becoming aware of the importance of developing their environmental image. Therefore, a number of enterprises have undertaken development of eco marketing strategies in an attempt to gain competitive advantage (Chen, Hung, Wang, Huang & Liao, 2017).

One of the key aspects of a product is its packaging. Key functions of packaging are not only to protect the product but also to be sparing with the environment, to decrease the amount of waste left which is noxious to the environment. It is essential that business understands the advantages of more environment-friendly packaging and treats it as one of the key business strategies in the pursuit of competitive advantage. The packaging of a product has also become a part of the brand and the product itself, which contributes to development of the image of the brand (Chen *et al.*, 2017; Kumar Agariya, Johari, Sharma, Chandraul & Singh, 2012). Scholarly research indicates that the selection of packaging may develop a prominently positive image of a brand, or provoke negative associations with the brand, thus shaping its negative image (Chen *et al.*, 2017). The image of a brand is a key element forming the value of the brand. A solid and sustainable image helps to render an advantageous message thus distinguishing specific brands from their competitors. Products renowned for the solid image of their brands are more likely to be associated with quality; consumers are inclined to support such brands, which is manifested by more frequent purchases and product loyalty. Thus, it may be observed that by shaping the image of a brand, product packaging may indirectly influence consumers' decision making process as they make purchases. Nevertheless, scholarly literature lacks research which could prove or deny the impact of eco packaging upon the consumer purchase behaviors; nor is there any research available in the Lithuanian market regarding the relationship between eco packaging and consumer purchase behavior.

The subject matter of this article is related with the impact of eco packaging on consumer purchase behavior. The here is to develop a conceptual model of factors that influence consumer purchase behavior when faced with eco packaging. In order

to achieve this aim, the following objectives have been set:

- to analyze the concept of consumer behavior;
- to identify factors having impact on consumer decision making;
- to develop a conceptual model of factors influencing consumer purchase behavior when presented with eco packaging.

The paper employs methods of the systemic analysis and generalization of scholarly literature and other information sources.

The concept and types of consumer purchase behavior

The rapidly increasing supply of products and services determines the growing competition among businesses. An enterprise which knows its clientele well thus gains major competitive advantage because basing upon research and analysis of consumer behavior better decisions can be made and products can be developed more efficiently. Such an enterprise may establish contact with its current or potential consumer more easily; it can understand consumers' needs and forecast their future behaviors. Thus, in order to know their current customers better and to attract new ones, enterprises have been paying more attention to the cognition and understanding of consumer behavior. Marketing experts seek to determine the trends in consumer behavior and its determining factors; thus they expect to pinpoint the key factors pertaining to the decision of a consumer to make a purchase. As marketing can be regarded as one of the functions of business, in this field it is essential to perceive the consumer psychology: the role of marketing is to satisfy consumer needs and to provide value, and both these objectives require understanding of consumer behavior. This way research of consumer behavior helps marketing experts to make decisions regarding presentation of a product or a service so it could influence consumer's decisions. The present chapter presents an overview of theoretical factors of consumer behavior — the concept of consumer behavior, types of purchasing behavior, factors affecting consumer behavior, the process of making purchase decisions, and the significance of the behavior of environmentally-conscious consumers. Scholarly literature defines the behavior of consumers as:

- Consumer purchasing behavior is a combination of consumer consciousness and external stimuli/incentives which may trigger changes in behavior (Lawan and Zanna, 2013).
- Ibukun *et al.* define consumer purchasing behavior as an activity which people undertake

when acquiring, consuming and dealing with goods and services (2016).

- Tyagi defines consumer purchasing behavior as a process of decision taking along with physical activity related with acquisition of goods and services, their assessment, consumption and disposal (2018).
- Ramya and Ali define consumer purchasing behavior as the behavior manifested by the consumer in the course of purchasing, using, assessing and disposing of goods and services which should satisfy the consumer's needs and wishes (2018).
- Kiruthiga *et al.* claim that consumer purchasing behavior may be defined as any psychological, social and physical behavior of potential clients when they realize, assess, purchase, or consume a product or a service or tell about a produce or a service to other individuals (2019).

It may be observed that different authors define consumer purchasing behavior in different ways. Some (Lawan & Zanna, 2013) define it as specific actions, whereas others (Ibukun *et al.*, 2016) see it as an activity, a process involving issues affecting the consumer before, during and after purchasing. Besides, it is essential to highlight that the process of consumer behavior is not restricted to actions performed before the acquisition of a product or a service. Instead, it also involves such factors as consumption, evaluation and disposal. In other words, consumer behavior includes all the actions related with a product or a service before and after purchase.

Basically, we may conclude that consumer behavior involves not only physical activity related with the process of acquisition but also the emotional and psychological reaction to a product or a service which affects the decision of the consumer regarding the purchase. On the basis of consumer behavior research, marketing specialists may determine what impacts the determination of a consumer to purchase; thus they can identify gaps in the market and establish the demand for products or services in the market. Consumer behavior research also helps marketing experts make appropriate decisions regarding the product design, pricing, advertising, packaging and distribution; they can also make decisions regarding the presentation of products or services in a way that can influence consumer purchase behavior.

In literature, consumer purchase behavior is defined as the final behavior of the consumer in the course of making an acquisition (Delafrooz, Taleghani & Nouri, 2014). Consumer purchase behavior significantly differs when acquiring different products, and the more complicated is the decision, the more consideration and involvement it requires (Prabhu, 2020). In terms of consumer

involvement and the perception of difference between brands, literature singles out four main types of consumer purchase behavior (Table 1) (Delafrooz *et al.*, 2014; Dwijayanti, Fikri, Pgri & Jombang, 2019; Kotler & Armstrong, 2010; Prabhu, 2020):

- Complex purchase behavior — consumers manifest complex purchase behavior when they are profoundly involved in the acquisition and understand significant differences between brands (Kotler & Armstrong, 2010; Prabhu, 2020). Complex purchase behavior is common when planning large and important acquisitions, such as a new private car or a computer; decisions related with such purchases are complicated as they entail major financial commitment, and differences among brands or products require amassing/processing information before the final decision is made.
- Dissonance-mitigating purchase behavior — this behavior is common when consumer involvement into the process of purchasing is high and related with a rare or risky purchase, but the consumer does not notice differences between brands (Kotler & Armstrong, 2010; Prabhu, 2020). In such situations, the consumer may be inclined to believe that the products of different brands positioned in the same pricing interval are essentially identical. Typical for this behavior is making decisions more readily than in complex purchase behavior, even if after the acquisition of the product and detecting its drawbacks the consumer may be dissatisfied and regret the decision made.
- Customary purchase behavior — this is a type of purchase behavior which is based on the habits of consumers. Customary purchase behavior is seen in a specific consumer group where consumer involvement is low and the differences among brands are minor (Dey, 2017; Kotler & Armstrong, 2010; Yedukondalu, n.d.). Usually, such actions of acquisition are undertaken with little effort put into them, or even unconsciously. One could argue that, in such a case, consumers behaves automatically, with no conscious control of what they do (Eshetu & Mesfin, 2018).
- Purchase behavior oriented towards a broad choice — this is a type of purchase behavior manifested where consumer involvement into the acquisition process is low, but major differences among brands are observed (Kotler & Armstrong, 2010). In such cases, consumers commonly exhibit frequent alteration of brands in order to try out many different products of the same category.

Ke *et al.* (2017) distinguish three characteristics of consumer behavior which divide the market into three segments: strategic, immediate purchase, and group purchase:

Table 1. Consumer purchase behavior types based on the levels of consumer involvement and differences related with brands

	High involvement	Low involvement
High level of perception among brands	Purchase behavior oriented towards a broad choice	Complex purchase behavior
Low level of perception among brands	Customary purchase behavior	Purchase behavior mitigating dissonance

Source: Delafrooz *et al.*, 2014; Dwijayanti, Fikri, Pgri & Jombang, 2019; Kotler & Armstrong, 2010; Prabhu, 2020.

- Consumers acting in the strategic way highly value the product; they may select the optimal channel and timing. They always wait for discounts and additional information before they make their decision regarding the purchase.
- Consumers making the immediate purchase are only interested in buying on the spot; rather than wait for discounts, they tend to act "right here, right now".
- Consumers making group purchases are the ones who pay little attention to the assessment of the product; thus they choose to participate in group purchases (also known as collective purchases) where products are offered at a lower price on condition that a specific number of consumers take part in acquisition or make an order together (Lee, Kim, Chung, Ahn & Lee, 2016).

This classification focuses on actions of the consumer while considering the impact on the decision made in terms of the location (in this case, the place of selling) and/or the factors of the immediate environment (special offers for group purchases, discounts). Roberts *et al.* (2015) add two further types of consumer purchase behavior by suggesting impulsive and compulsive purchase behaviors:

- Impulsive purchase behavior is seen where an unplanned decision to acquire a product or service is made. It may also be related with sudden, usually powerful and systematic drive to buy something. A broad spectrum of research? that the behavior of impulsive buying and/or unplanned buying is involved in most decisions regarding acquisition; therefore, marketing experts seek to develop advertising and shop positioning tactics to trigger the impulse to buy, thus increasing the sale volume.
- Compulsive purchase behavior is an extreme (ultimate) form of impulsive buying which is considered to be a clinical problem and is diagnosed as a disorder of impulse control.

When considering these consumer purchase behavior types we may observe that psychological factors determine the consumer purchase behavior, and they may be manifested as loss of self-control in

the process of buying and/or unreasoned and irrational behavior. This is due to the fact that the decision to buy depends on the interaction of two different subsystems in which two types of processes are common: automated and controlled (Sanfey, Loewenstein, McClure & Cohen, 2006). Automated processes are immediate and effective; they frequently can be made in parallel, but these processes are specialized for operations of a specific field and are therefore relatively inflexible. Meanwhile, controlled processes are flexible yet fairly slow, thus they proceed at a limited capacity, and, at any single moment, only a low number of activities can be supported. The competition or interaction between the two processes may determine decision making during the process of making a purchase. The two types of reasoning may be aligned with two systems of human reasoning as described by Kahneman (2011):

- The first system acts automatically and very rapidly; it not require none at all or only marginal effort; no sensation of conscious control is evoked.
- The second system distributes attention necessary for conscious mental efforts.

When analyzing consumer purchase behavior types, we may observe that consumer purchase behavior may be affected both by internal factors stemming from the personal characteristics of the consumer, and by external factors which may be triggered by specialists of marketing. Therefore, in order to achieve more profound understanding of the internal and external factors determining consumer behavior, it is essential to overview the groups of factors having impact on the consumer behavior.

Factors affecting consumer behavior

In some consumer behavior models, elements of consumer behavior are classified along the academic fields of psychology and sociology as psychology investigates human behavior at the individual level, whereas sociology investigates the

group level. In order to understand the importance of the two disciplines when researching consumer behavior, it is appropriate to identify the factors which have an impact on the decision-taking by consumers. Literature (Rani, 2014; Stávková, Stejskal & Toufarová, 2008) singles out four groups of factors having impact on the consumer behavior: cultural, social, personal and psychological.

Cultural factors. In the contemporary world, culture and consumption are tightly interrelated; therefore, it is evident that consumer behavior is largely affected by cultural factors. The rapidly growing importance of international marketing encourages marketing specialists to look for more profound understanding of the differences and similarities of consumers in different markets around the world (HemaPatil & BBlakkapa, 2012). As brands are involved in international markets, it is essential to realize that cultural factors do affect consumer behavior (Yakup & Sevil, 2011). The following factors are assigned to the cultural category: culture, subculture and the social class (Durmaz, 2013; Gajjar, 2013). Culture may be defined as the predominant beliefs, values, attitude, behavior and practice which are common in a group of people (Karkhanis, 2019). Culture is a key factor determining the wishes of an individual and his/her behavior acquired in the course of socialization processes with family and other key institutions. Culture is perceived as knowledge, beliefs, art, law, morals, customs and a number of skills which are developed by people as members of a society (Lawan & Zanna, 2013).

Subcultures are also assigned to cultural factors. Subcultures usually involve such features as nationality, religion, racial groups and geographical regions (Furaiji, Łatuszyńska & Wawrzyniak, 2012). Accordingly, we may single out four groups of subcultures: groups of nationalities possessing specific ethnic tastes and types of speech; religious groups are subcultures with specific cultural attitudes; racial group possess a specific cultural style and attitude; geographical areas are different in terms of the way of life (Durmaz, 2013).

As regards brands, it is important to perceive and consider cultural factors prominent in each market or specific situation in order to adapt the product as well as the marketing strategy, because this plays a key role in consumer perception, habits, expectations and behavior (Rani, 2014). Cultural and subcultural beliefs and values may be treated as attitudes existing at the subconscious level which influence the behavior of an individual in specific situations, such as product acquisition, evaluation, search for alternatives and making the final decision.

Social classes are also assigned to cultural factors — these are groups sharing similar values, interests

and behavior as they are fairly homogeneous and continuous; they are affected by such variables as education, income, living space, activity, and values (Durmaz, 2013). The behavior of individuals belonging to the same social class may also involve similar features of behavior, e.g. a consumer from a lower class is more price-sensitive, whereas consumers representing a higher social class are more interested in such factors as quality (Rani, 2014).

Social factors. The following referential groups are assigned to social factors: family, the social role, and status (Bakshi, 2012). Referential groups contain individuals with similar hobbies and life standards that may act as influential factors because the behavior of such a group may be interpreted by a consumer as a guideline. Consumers are inclined to follow other people's actions, especially when being unsure regarding the right decision. In their daily lives, consumers frequently seek advice of other people and examples to follow. Reference groups may affect consumer behavior in three ways which are outlined by Kotler & Armstrong (2010):

- An individual encounters novel behavior and lifestyle.
- Ideas affecting personal interests shall be adapted to the reference group.
- Compulsive conditions may develop; they may affect the choice of the brand of the required product.

Previous research established that such impact groups as prominent people, members of the brand community and bloggers may significantly boost the positive attitude of consumers to a brand thus influencing purchase intentions (Evans, Phua, Lim & Jun, 2017). Personality development is heavily affected by the surrounding people. The nearest people having an impact on consumer behavior are the family; therefore, when the target customer is sought in the marketing processes, it is common to go for family members who may influence the consumer behavior, including the spouse or children (Gajjar, 2013).

Personal factors. A number of personal factors also affect consumer behavior, including gender, age, the stage of life, professional area, income and lifestyle. Khuong & Duyen (2016) assign to these factors personal properties that may be related with personality psychology and attitudes, such as decision making, unique habits, hobbies and opinions, and physical properties, such as age, gender, origin and culture. Assuming that needs and purchases of individuals evolve throughout their entire life, marketing experts, in identifying their target audiences, consider consumers' life cycles, and each cycle is addressed with appropriate plans and products (Furaiji *et al.*, 2012). Some authors distinguish out psychological factors as a

separate group of factors involving consumer motivation, perception, beliefs and attitudes (Bakshi, 2012). These factors influence consumers' decision making in selection of a product, service or brand. Even though marketing experts cannot directly control these factors, by realizing their impact, strategies may be developed for brands considering features and wishes/preferences which are most common in a given target group, in order to satisfy the wishes of consumers and create value, ultimately bringing profit to the producer.

Marketing factors. Chen *et al.* suggest an insight that such variables as product design, quality, price and various promotional campaigns have impact on the brand perception and satisfaction among consumers (2011). Therefore, another group of factors which may also be referred to external factors are marketing factors which may be perceived by employing the 4P model involving the marketing complex containing the four key elements: the product, price, place, and promotion (Kotler, 2000). Product is assigned tangible (goods) or intangible assets (services, experience) which satisfy the needs or wishes of the consumer. This element involves product design, its properties, quality and design features which are common for a brand, packaging, label, guarantees, return on investment and service which the consumer receives when purchasing a product or a service (Kotler, 2000). The price involves marketing decisions, discounts and conditions of payment involving time and efforts (Blythe, 2009). Place is aligned with decisions and factors such as channels, coverage, range of products, location, inventory, and transportation (Kotler, 2000). Promotion is related with marketing communication which is employed to introduce potential consumers with offers and persuade them to purchase a specific product or service (Singh, 2012). Advertising, public relations, direct sales and encouragement of sales are assigned to promotion (Blythe, 2009).

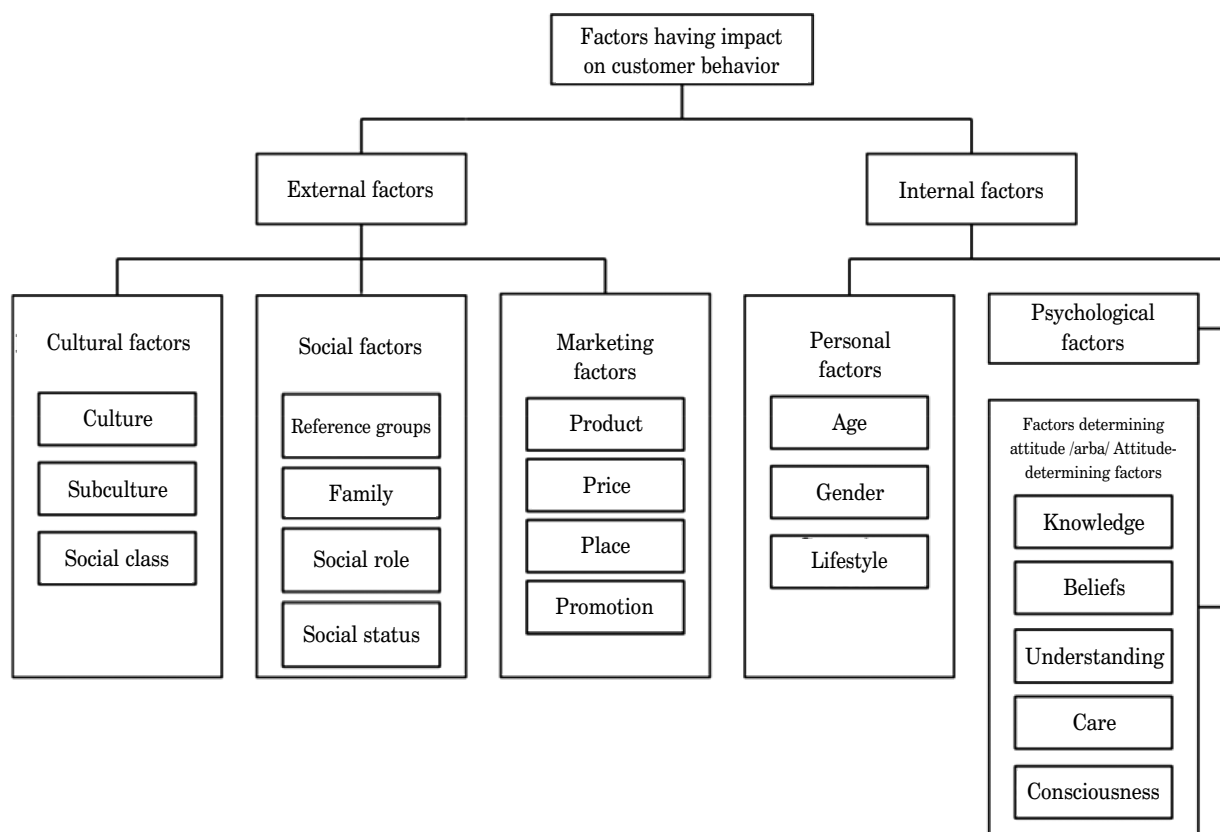
As the objective of this paper is related with the purchasing behavior of products featuring eco packaging, it is appropriate to single out the factors which influence decisions regarding the acquisition of an eco-product. Literature (Huang, Lin, Lai & Lin, 2014) claims that factors related with attitude have direct influence on the consumer's intentions and behavior; they also shape values which may determine the attitude to the product and belief in its properties. Jaiswal and Kant (2018) add that consumer behavior is affected not only by such personal factors as attitude but also by such cognitive factors as care and knowledge; therefore, the following key factors influencing the decision to buy an eco-product can be distinguished: environmental concern and

environmental awareness (Jaiswal & Kant, 2018). Scholarly research indicates that environmental awareness plays a prominent role in consumer purchase decision making (Goh & Balaji, 2016), and environmentally conscious consumers are directly associated with positive attitude toward eco products, which reinforces their inclination to purchase the same (Jaiswal & Kant, 2018). Literature defines environmental awareness as a cognitive skill to perceive the essential issues related with the environment and sustainability, including air, water and ground pollution, energy consumption and its efficiency, recycling, amassing of waste and its impact on the society as well as on the physical environment (Jaiswal & Kant, 2018). Authors also outline two types of environmental knowledge: a consumer's objective knowledge on the environment, and subjective knowledge understood as the knowledge on environment protection (Pagiaslis & Krontalis, 2014). The former is related with factual information stored in the memory; in other words, this is the facts the consumer knows, whereas subjective knowledge is based on consumer's perception and the evaluation of one's own knowledge on the product (Tan, 2011). Sarumathi also singles out beliefs, consciousness and understanding as factors which influence the purchasing behavior of eco-conscious consumers (2014). Maniatis also highlights the fact that the consumers denoted by the eco-attitude select eco-friendly products on the basis of their own knowledge about benefits to the environment, economic benefits, ecology-related confidence and the ecological looks of the product (2016).

It may be claimed that these factors have an impact on the consumer's attitude related with the customary purchase behavior. Considering personal and cultural factors, such factors as knowledge, beliefs, and understanding were also identified. These factors are directly associated with care and consumer consciousness. Such marketing factors as external looks of the product or its price also play an important role as the consumer selects an eco-product. We may generalize that there are a number of various internal and external factors influencing consumer behavior. These factors may determine which associations arise to consumers, what is their attitude to the product or service, and to which extent they trust the brand. Personal factors shaping the outlook of an individual are of key importance in the purchase process as they may determine the selection of an eco item/product marked with eco packaging.

On the basis of researched literature, a scheme of factors making impact on consumer behavior can be developed (Fig. 1).

Figure 1. Factors influencing consumer behavior



Source: the authors' research; based on Chen *et al.*, 2011; Kotler, 2000; Rani, 2014; Stávková *et al.*, 2008.

Behavior of eco conscious consumers

With environmental consciousness increasingly important, consumers start looking for more environment-friendly alternatives to replace traditional purchases (Akehurst, Afonso & Gonçalves, 2012). Care about the environment also prompted the rise of sustainable development which highlights the need for promoting sustainability and promotes a type of development which reduces negative impact on the environment and the society (Yadav & Pathak, 2017). Along with the rise of sustainable development, consumer responsibility has also increased in the field of consumption. It is manifested by purchasing and consuming eco-products. An eco-product is associated as one whose design and/or features employ recycled materials; thus the positive impact on the environment is increased or the toxic effects on the environment are reduced throughout the entire cycle of the product's existence. Thus, an eco-product is harmless to the environment and is integrated into recycling strategies. It uses eco packaging which is reused, recycled or naturally decomposed. Hence, these trends have determined

the growing importance of the concept of an environmentally-conscious consumer. Priya (2013) refers to an environmentally-conscious consumer as a user who ultimately cares about the environment and who, therefore, only purchases organic and environmentally-friendly products. Akehurst *et al.* (2012) add that an environmentally-friendly consumer is inclined to relate the process of acquisition or consumption with the possibility of protecting the environment as such a consumer is well aware that refusal to acquire environment-contaminating products contributes to environment protection. According to Chen *et al.*, environmentally-conscious consumers care about environmental issues, and their decisions regarding purchase are made only upon considering the environmental friendliness of the brand (2017). Shamim and Ali (2017) claim that the environmental issues considered by consumers also significantly influence their purchase behavior. This is because purchase behavior of environmentally-responsible consumers may be influenced by the same key factors as for 'regular' consumers — i.e. psychological (emotional), environmental and social factors. During each step of the purchase process, environmentally-conscious

consumers are eager to compare products and assess their eco levels, thus manifesting extra concern (Kataria, Kataria & Garg, 2013). Chen *et al.* (2017) highlight three types of eco consumption based on the care for purchasing eco products:

- Acquisition of eco products for the sake of personal satisfaction and expression of concern as well as positive emotions to the environment.
- Acquisition for the sake of self-enrichment and the relation of the eco image with the future 'ideal me'.
- Acquisition allowing to deal with an issue (i.e., with satisfying a need).

On the basis of the above listed types of consumption, and by considering how various factors may impact the user behavior, theoretically, the insight of Chen *et al.* can be corroborated that eco consumers do care about environmental issues, and their purchase decisions are made after having considered eco friendliness of the brand (2017). The research of these authors revealed that an excessively large packaging of an item negatively correlates both with the attitude toward and with the image of an eco-brand; these two variables positively correlate with the attribution of a brand to eco brands (Chen *et al.*, 2017). The results of the research by (Chen *et al.*, 2017) revealed that excessively large packaging negatively affects an eco-brand image. The image of a brand is the key element when creating the value of a brand. The solid image of a brand helps to send a better message thus singling out the brand from its competitors. Products carrying a solid image of their brand tend to be associated with quality; consumers are willing to support such brands, which is manifested by more frequent purchasing of such products and development of consumer loyalty. Therefore, if product packaging may affect the image of a brand and the image of a brand may determine the acquisition of products and consumer loyalty, we may assume that product packaging can influence the consumer purchase behavior.

Packaging is an inherent part of a product and a brand — it is an attribute of a brand contributing to the formation of the brand image (Chen *et al.*, 2017). However, over the last decade it was observed that product packaging also contributes seriously to environmental pollution. This determined the growth of the need for eco packaging (Rokka & Uusitalo, 2008; Seo, Ahn, Jeong & Moon, 2016). These days, the functions of packaging are not restricted to product protection or the formation of the brand image; it is currently expected that the packaging is environmentally-friendly, and thus it reduces environmental issues related with package waste (Auliandri, Thoyib, Rohman & Rofiq, 2018). The development of eco

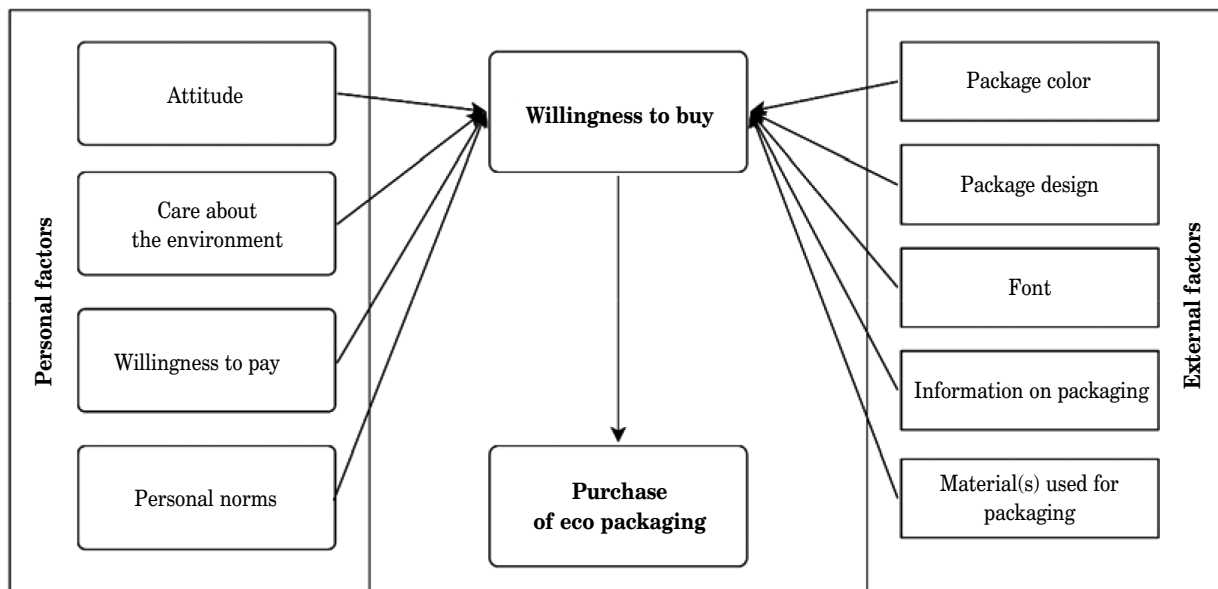
packaging, environment protection, and the development of sustainable economy have been agreed upon in the worldwide packaging industry and adopted by a number of industrial countries (Zhang & Zhao, 2012).

With the increasing accessibility and dissemination of information, the population gains more knowledge about eco packaging, and thus the perception of the importance of this issue has also been growing. Chen *et al.* (2017) observed that there are cases where, while selecting a strategy of product packaging, brands first of all consider the costs of packaging and its attractiveness, but then consumers are exposed to a sense of guilt because of the issue of excessive packaging and its the impact on the environment. This affects the brand image. Thus, development and use of eco packaging has evolved into a major issue both from the point of view of marketing and brand development specialists, and from that of consumers, because environmentally-conscious consumers care about environmental issues, and packaging influences their behavior. In their research Prakash and Pathak (2017) investigated the scope of the concern of Indian consumers and the influence of such factors as attitude, personal norms and willingness to pay, on the intention to purchase products featuring eco packaging. The research was based on the Motivated Action Theory which discusses the relationship between attitudes and behavior in human actions. The research confirmed that this method is applicable for the willingness of consumers in India to purchase products featuring eco packaging as the attitudes and personal norms have a major impact on the intention to buy. The research also revealed positive impact of the environmental concern and willingness to pay on the intention to acquire an eco-product.

Conceptual model of factors having impact on the acquisition behavior of environmentally-friendly item packaging

Even though research indicates that consumers do care about environmental issues and that their attitude to environmentally-friendly packaging is positive, when exploring the behavior of environmentally-friendly consumers, many researchers observed a mismatch between consumer attitude towards products featuring environmentally-friendly packaging and the real-life purchasing practice (Joshi & Rahman, 2015; Vermeir & Verbeke, 2008). Also, much research has been carried out basing on the theory of pre-

Figure 2. A theoretical model of factors which may impact the decision to buy products featuring an environmentally-friendly package



Source: the authors' research; based on Magnier & Crié (2015); Prakash & Pathak (2016); Khan, Ahmad & Waheed (2018).

planned activity in order to pinpoint what determines the differences between the attitude of consumers and their behavior (Arvola *et al.*, 2008; Smith and Paladino, 2010). Nevertheless, previous research was focusing on the impact of factors of one type on the consumer intent to buy, e.g. on personal factors (Prakash & Pathak, 2017), external factors (Ahmed, Parmar & Amin, 2015); however, this research never determined relationships between such different groups of factors as internal factors (attitude, care about the environment, personal standards, willingness to pay for a product featuring environmentally friendly packaging) versus external factors allowing to identify a product featuring environmentally-friendly packaging, thus singling it out from multiple alternatives, such as the color of the packaging, the material, design, font, and the information provided on the packaging. That is why, having conducted analysis of scholarly literature (Magnier & Crié, 2015; Prakash & Pathak, 2017; Khan, Ahmad & Waheed (2018), we can draw a theoretical model of factors which may impact the intention to buy products featuring environmentally-friendly packaging (Fig. 2). The model developed may be used for the identification of relationships between the factors affecting the consumer's intention to buy and for the assessment of the impact of these factors on the willingness to buy products featuring environmentally-friendly packaging.

Conclusions

Having conducted research of literature, it was established that consumer purchase behavior covers not only physical activity related with the process of purchasing but also emotional and psychological reaction to a product or service which impacts the consumer's decision to make a purchase. Consumer purchase behavior is not limited to decisions made prior to the purchase decision; it also continues after the acquisition and therefore involves such factors as consumption of the product, its assessment on the basis of experience of use — and this may contribute to the consumer's decision regarding repeated acquisitions, or, to the contrary, to negative opinions on the product and the brand.

An influence on consumer purchase behavior stems from a variety of factors; literature distinguishes such main groups as: cultural factors, social factors, external (marketing) factors, personal factors and psychological factors. What concerns the behavior of environmentally conscious consumers, such attitude-forming factors as knowledge, beliefs, understanding, care and consciousness should be considered as these factors may impact the consumer's decision regarding the acquisition of an organic product.

Having conducted research of scholarly literature, personal (attitude, care about the environment, willingness to pay, personal

standards) and external factors (color of packaging, design of packaging, font, information on packaging, material of packaging) were identified. They help to recognize products featuring environmentally-friendly packaging and may impact the intention of the consumer to purchase products featuring environmentally-friendly

packaging. In order to determine the significance of these factors and their impact on consumer purchase behavior, an empirical research is appropriate which should be based on regressive analysis and would allow to identify the impact of the outlined factors on the consumer's intention to buy and the interrelationship of these factors.

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