

The Role of Green Packaging Mediates the Effect of Green Product on Purchase Intention of Starbucks Tumbler (Study at Starbucks GriyaSantrian)

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ABSTRACT : Purchase intention is one of the behaviors of consumers who wish to buy or choose a product based on their experience, use and desire. Green product is a variable that can increase buying interest. The green product in this study is the Starbucks Tumbler. The purpose of this study is to explain the effect of: green products on purchase intention, green products on green packaging, green packaging on purchase intention and the role of green packaging in mediating the effect of green products on purchase intention. The population in this study were Starbucks GriyaSantrian consumers with 100 respondents using purposive sampling and analyzed using path analysis. The results show that green product has a significant positive effect on purchase intention, green product has a significant positive effect on green packaging, green packaging has a significant positive effect on purchase intention and green packaging has a role to mediate the effect of green product on purchase intention.

Keywords -green product, green packaging, purchase intention

I. INTRODUCTION

Bali is one of the beautiful islands in Indonesia which has a huge impact on the world of tourism in Indonesia. The attractiveness of Bali Island that is able to distinguish it from other regions in Indonesia, among others, is the natural beauty, culture, and a variety of culinary specialties on the island of Bali (Antara & Sumarniasih, 2017). Small steps but a big impact to maintain harmony in Bali is by taking part in protecting and preserving the environment. Currently, the waste produced by the island of Bali reaches 10,849 cubic meters per day, which is equivalent to around 3,000 tons. The increase in waste has created a movement for change related to how public attention is to the importance of maintaining environmental sustainability and balance. This phenomenon has made companies increasingly aggressively making environmentally friendly products as an effort to create public awareness to protect the environment. The community became more worried about the natural environment; business people began to adjust company behavior in an effort to respond to new concerns from the community. Achieving new products by implementing environmentally friendly innovations requires support from all parties, especially organizational commitment to environmental preservation efforts (Suasana & Ekawati, 2018)

Companies around the world, large and small, have initiated continuous improvement by using the word green to apply all management practices aimed at improving the environmental performance of companies. Companies will apply environmental issues in their marketing activities, thus causing a new phenomenon in the marketing world in the form of green marketing concepts. Green marketing is not only about offering environmentally friendly products to consumers, but also regarding the production and distribution process. According to Ekawati et al. (2020) "The availability of environmentally friendly products and the consumption patterns of people who care about the environment are expected to be able to influence people's buying behavior"

According to Hanaysha (2018), "Purchase intention is the actions and social relationships carried out by individual, group, or organizational consumers to assess, acquire and use goods through an exchange or purchase process that begins with a decision-making process that determines these actions." So purchase intention is the behavior of consumers who wish to buy or choose a product. Green product is one of the variables that can increase buying interest. Environmentally friendly products that are termed green products will require producers to be able to implement green innovations properly (Kertiyasa et al., 2017). It is necessary for every company to realize that objective knowledge of consumers is the main determining factor of consumer decisions.

Purchase intention in this study refers to the behavior of consumers in purchasing environmentally friendly products. This environmentally friendly product is the Starbucks Tumbler. Starbucks Coffee is one of the companies that voices the movement to use green products. Starbucks Coffee is a green company that has a green marketing concept or green marketing strategy to show concern for the environment. All outlets play an active role in reducing environmental impact through one of the sales of tumblers. This is also done by Starbucks GriyaSantrian which is located in Sanur, Bali, the comfortable and calm atmosphere makes this outlet much in demand by consumers. Starbucks Coffee has been committed to doing more for years and is constantly looking for new ways to reduce the environmental impact of single-use cups and other packaging by launching green products.

The increasing number of Starbucks Coffee consumers, the higher the volume of plastic packaging waste from beverages produced by Starbucks Coffee consumer consumption activities. The awareness of the high potential of environmental pollution from plastic and paper waste was realized by Starbucks Coffee that it would pose a great danger to the sustainability of the earth, especially plastic which is a type of waste that is difficult to decompose. This awareness prompted Starbucks Coffee to launch a global "Take A Mug Pledge" program. This program is carried out with the aim of educating and changing the consumption behavior of Starbucks consumers from consuming Starbucks beverage products with regular single-use glass packaging to consumer personal tumbler glass packaging which can be purchased at Starbucks coffee outlets and can be used repeatedly without limits. Tumbler prices range from IDR 265,000 to IDR 600,000. The number of tumbler choices available is expected to provoke product purchase intention. Consumers are expected to be able to choose both in terms of size, packaging, and types of materials according to their tastes.

The drinking bottles sold at Starbuck Coffee outlets have their own advantages compared to tumblers in general, namely that they will not leave a smell when exposed to sunlight and can store hot and cold water. Based on the results of interviews conducted with the Starbucks GriyaSantrian Store Manager, it is known that in order to attract consumers to purchase a tumbler, there are several ways to do it, such as changing the tumbler motif according to the season, giving purchase discounts for several tumbler models ranging from 35 percent to 50 percent. This promo causes an increase in tumbler sales which is higher than on normal days, this indicates that consumers have more interest in the tumbler when the promo is ongoing and consumers do not have more concern about Starbucks tumbler which is an environmentally friendly product. Consumers have not realized that green products can have a positive impact on the environment.

Green marketing becomes more complete if it is equipped with packaging or product packaging in accordance with the concept of a company that applies environmentally friendly practices (Sari & Setiawan, 2017). Starbucks is a company that creates green packaging by making reusable tumbler packaging to reduce environmental damage. Starbucks has made great progress in reducing the impact of its waste through innovative cups and better, recyclable packaging designs. Purchasing a tumbler with good, reusable packaging makes consumers more interested in the Starbucks tumbler. The packaging tumbler used by Starbucks Coffee is a paper bag. Green packaging is the use of environmentally friendly containers or packaging, this packaging can be recycled easily. Packaging plays an important role in promoting a product where this can affect consumers and have the potential to attract consumer purchases. Attractive green products and good packaging can be trusted to increase consumer buying interest.

Faizal A & Ratnasari (2019) show that "green products have no significant effect on consumer purchase intentions, even though consumers already have knowledge of environmentally friendly packaging, there is no significant correlation with the interest in buying environmentally friendly packaging." Mantiaha (2016) states that "consumers buy these products because of the quality of the product itself. They don't buy eco-friendly products because they see what the company is doing to the environment."

The research above is contradictory to Atmaja & Utami (2017) which show that the "products offered and product packaging are important for green consumers in choosing organic products. Product choices and appearance with packaging that are easy to recycle and make use of recycled materials such as old newspapers. This supports green consumer behavior to behave in an environmentally friendly manner." Santoso & Fitriyani (2016) also show that "green packaging and green products have a significant positive effect on buying interest. Consumers assume that green products have higher quality compared to products in general and for consumers, green products are one of the solutions in protecting the environment."

II. HYPOTHESIS DEVELOPMENT

Frank & Hultqvist (2019) suggest that "individuals are more likely to buy products if the packaging has green claims than if they have neutral claims." Sutanto (2018) states that "the current trend for consumers to prefer environmentally friendly products, the decision to change ordinary packaging to green packaging can be a motivation for consumers to choose products." The results of several studies show that green products have a positive and significant effect on green packaging

H1: Green product has a positive and significant effect on green packaging.

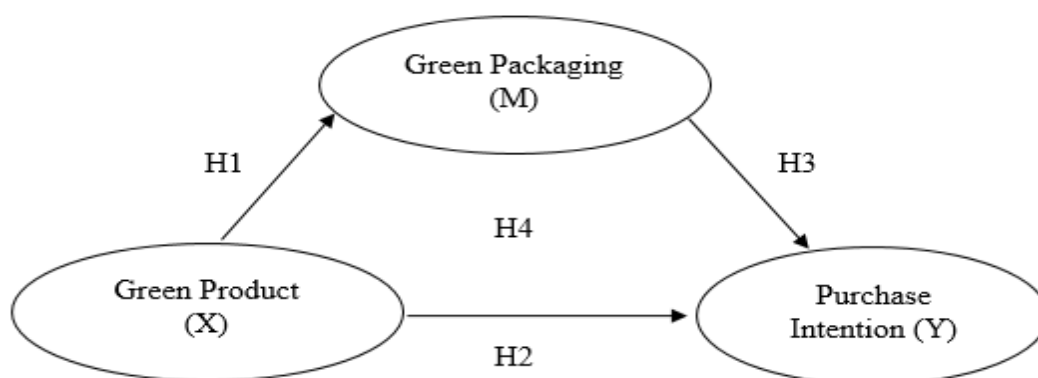
Research by Sun & Wang (2019) states that “attitudes towards environmentally friendly products positively affect consumers' intentions to buy environmentally friendly products.” Woo & Kim (2018) also argued that “attitudes towards purchasing environmentally friendly products are positively related to purchase intentions.” Christyanto & Sutrisna (2018) state that “environmentally friendly products have a significant effect on buying interest. Consumers assume that green products have higher quality compared to products in general and for consumers, green products are one of the solutions in protecting the environment.” Febriani (2019) states that “green products have an effect on purchase intention.” From some of the studies above, it shows that green products have a positive effect on buying interest. Owned environmentally friendly products play an important role in buying interest. This is due to the increasing level of public awareness to care about the environment.

H2: Green product has a positive and significant effect on purchase intention

Khan et al. (2018) states that “the attributes of packaging materials have a significant effect on consumer purchase intention.” Santoso & Fitriyani (2016) who state that “green packaging has a positive and significant effect on consumer perceptions.” Rahmi et al. (2017) which states that “ecological symbols and green packaging show a positive influence on purchase intention, in this case, consumers' purchase intention of environmentally friendly products.” Rajendran et al. (2019) in their research show that “consumer purchase intention is influenced by packaging design, therefore knowledge of environmentally friendly packaging is a determining factor in attracting consumers to buy products.” Auliandri et al. (2018), Mara Dewi et al. (2020), Kumar et al. (2021) state “Environmentally friendly packaging can increase consumer purchase intention.”

H3: Green packaging has a positive and significant effect on purchase intention.

Vivek & Sahana (2020) state that “consumers feel that awareness of green products is an important factor in purchasing environmentally friendly products.” Hao et al. (2019) in their research said that “consumers want to place more importance on the practicality of environmentally friendly packaging, such as convenience, reusability, and protection capabilities.” Wahab (2018) said that “product packaging is a key element in marketing an environmentally friendly business.” Orzan et al. (2018) said “most respondents knew the impact of packaging on the environment and the reasons for purchasing were environmental protection, recycling and a sense of responsibility towards the environment.” It can be explained that the better the green packaging in a green product, the higher the potential for buying intention. Chen et al. (2017) Nguyen et al. (2019) state that “green packaging has a mediating role in the relationship between green product and purchase intention”

H4: Green packaging plays a role in mediating the effect of green products on purchase intention.**Figure 1 Conceptual framework****III. METHODS**

This research uses a quantitative approach with a survey method. Information is obtained from respondents using a questionnaire. The exogenous variables in this study are green products, measured by environmentally friendly products; The performance of the tumbler and the Product is used repeatedly. The dependent variable in this study is purchase intention, measured by being beneficial to the environment, does not cause environmental pollution and is superior to other products. The mediating variable in this study is green

packaging, measured by Can be recycled, can be reused, packaging design, safe to use. The population in this study were all Starbucks GriyaSantrian consumers. The sample size used in this study was 100 samples using purposive sampling technique. The criteria for determining the sample in this study were Starbucks GriyaSantrian consumers, who had graduated from high school, and were aware of the Starbucks tumbler products. This research uses 2 types of data collection, namely interviews and questionnaires. In this study, path analysis techniques were used.

IV. RESULTS AND DISCUSSION

The characteristics of respondents can be grouped by gender, with men dominating (45%) than women (55%), because women prefer unique items such as the shapes and designs of various tumblers. The majority of respondents are high school / vocational school graduates (59%) and also the majority of respondents are students (53%). Then the majority of respondents have an income of <IDR 1,000,000 (45%).

The results of the description of the respondents' answers show that the green product variable score is 3.87 out of 5. The highest score is 3.94 out of 5 in the statement "using a Starbucks tumbler can help protect the environment", this means that consumers use a Starbucks tumbler because they want to help. protecting the environment. The lowest score is 3.79 out of 5 in the statement "Starbucks tumbler is an environmentally friendly product", where as many as 12 respondents answered disagree, this indicates that respondents still do not know Starbucks tumbler is an environmentally friendly product. A total of 28 respondents answered strongly agree, this indicates that the respondents already know the Starbucks tumbler is an environmentally friendly product.

The green packaging variable score is 3.88, this means that the respondent agrees with the statements on the green packaging variable, so it can be said that Starbucks consumers GriyaSantrian agree that Starbucks tumblers use environmentally friendly packaging. The highest score is 3.92 on the statement "Starbucks tumbler packaging is recyclable." , which means that Starbucks GriyaSantrian already uses environmentally friendly packaging. The lowest score of 3.80 in the statement "Starbucks tumbler packaging design displays a sentence for contributing to saving the environment" means that Starbucks GriyaSantrian has offered a tumbler with a packaging that displays the sentence for the contribution to saving the environment.

The purchase intention variable with an average score of 3.87 and is included in the good category. This means that a Starbucks GriyaSantrian consumer has an interest in buying tumbler products at Starbucks GriyaSantrian. The highest score of 3.93 is focused on the statement "Having an interest in buying a Starbucks tumbler because it does not cause environmental pollution" which means that consumers have an interest in buying sourced Starbucks GriyaSantrian products because Starbucks tumblers do not cause environmental pollution. The lowest score is 3.79 d in the statement "Have an interest in buying a Starbucks tumbler because I have more attention to the environment than other products" which means that consumers have a desire to buy Starbucks GriyaSantrian tumbler products because they have more attention to the environment than other products. .

Table 1.Results of the Regression Equation Path Analysis 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,191	1,102		7,436	0000
	Green product	0,630	0,092	0,567	6,816	0.000
R1 ² : 0,322						
F statistic : 46,461						
Sig. F : 0,000						

The value of β_1 is 0.567 which means that the green product has a positive effect on green packaging. The influence of the independent variables on the dependent variable as indicated by the total determination value (R square) of 0.322 means that 32.2 percent of the variation in green packaging is influenced by variations in green product, while the remaining 67.8 percent is explained by other factors that are not included into the model.

Table 2.Results of the Regression Equation Path Analysis 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,629	0,840		3,129	0,002
	Green product	0,370	0,068	0,443	5,404	0,000

	Green packaging	0,302	0,062	0,401	4,900	0,000
R ²	: 0,559					
F statistic	: 61,363					
Sig. F	: 0,000					

The β_2 value of 0.443 means that the green product has a positive effect on purchase intention. The β_3 value of 0.401 means that green packaging has a positive effect on purchase intention. The effect of the independent variable on the dependent variable as indicated by the total determination value (R square) of 0.559 means that 55.9 percent of purchase intention variations are influenced by variations in green product and green packaging, while the rest. The total determination value of 0.720 means that 72 percent of the purchase intention variable is influenced by the green product and green packaging variables, the remaining 28 percent is explained by other factors outside the model formed

Table 3. Direct Effect and Indirect Effect and Total Effect

	Direct Effect	Indirect Effect	Total Effect
		(M) ($\beta_1 \times \beta_3$)	
X → M	0,567	-	0,567
X → Y	0,443	0,227	0,670
M → Y	0,401	-	0,401

The path coefficient value of the direct effect of green product on green packaging is 0.567. These results indicate that the green product has a positive effect on green packaging. The path coefficient value of the direct effect of green product on purchase intention is 0.443. This result shows that green product directly has a positive effect on purchase intention. The path coefficient value of the direct effect of green packaging on purchase intention is 0.401. This result shows that green packaging has a positive effect on purchase intention. The path coefficient value of green packaging indirect effect in mediating the effect of green products on green packaging is 0.227. This result shows that green products have an indirect effect on purchase intention through green packaging.

The effect of green products on green packaging

The significance probability value is 0.000 with a beta coefficient value of 0.443, with a significance level of $0.000 < 0.05$, then **H1 is accepted**. This result means that the green product has a positive and significant effect on purchase intention, the more environmentally friendly Starbucks tumbler products are, the more environmentally friendly packaging is needed for the Starbucks tumbler at Starbucks GriyaSantrian. If Starbucks GriyaSantrian is able to offer environmentally friendly tumbler products, it will increase the green packaging of Starbucks tumblers at Starbucks GriyaSantrian.

The effect of green products on purchase intention

The significance probability value is 0.000 with a beta coefficient value of 0.567, with a significance level of $0.000 < 0.05$, then **H2 is accepted**. This result means that the green product has a positive and significant effect on green packaging, the more environmentally friendly Starbucks tumbler products will increase purchase intention at Starbucks GriyaSantrian. Green products are products made from recycled materials, products that are created to be recycled or reused, products made from natural ingredients, and packaging from environmentally friendly products. If Starbucks GriyaSantrian is able to offer environmentally friendly tumberstarbuck products, it will increase purchase intention.

The effect of green packaging on purchase intention

The significance probability value is 0.000 with a beta coefficient value of 0.401, with a significance level of $0.000 < 0.05$, then **H3 is accepted**. This result means that green packaging has a positive and significant effect on purchase intention, the better green packaging will increase the purchase intention of a Starbucks tumbler at Starbucks GriyaSantrian. Green packaging is the use of environmentally friendly containers or packaging. Where the packaging can be recycled easily

Green packaging mediates the effect of green products on purchase intention

Based on the results of testing the fourth hypothesis H4, the Z value of 4.450 is greater than the Z table value of 1.96, this shows that **H4 is acceptable**, so it means that green packaging is able to mediate the effect of green product on purchase intention, in other words green product has an indirect effect on purchase intention through green packaging. With Starbucks GriyaSantrian is able to offer environmentally friendly tumber products and environmentally friendly packaging, so that later it will increase purchase intention.

Research Limitations

The scope of this research is only at Starbucks GriyaSantrian, so the results of the study cannot be generalized to using Starbucks in other areas. This research can still be developed by changing the subject of this study, because this research will certainly give different results when the variables used as research material are changed. This research is only conducted within a certain period (cross-section), while the environment can change at any time (dynamic), so this research needs to be carried out again in the future.

V. CONCLUSION

Based on the results of the research that has been done, it can be concluded that the green product has a positive and significant effect on purchase intention, the better the green product will increase the purchase intention of the tumbler product at Starbucks GriyaSantrian. Green product has a positive and significant effect on green packaging, the better the green product, the better the green packaging for the tumbler product at Starbucks GriyaSantrian. Green packaging has a positive and significant effect on purchase intention, the better green packaging will increase the purchase intention of the tumbler product at Starbucks GriyaSantrian. Green packaging is able to mediate the effect of green product on purchase intention; green product will have a significant impact on purchase intention if it is mediated by green packaging.

Starbucks is expected to showcase the advantages of the tumbler, which is an environmentally friendly product, so that it will always be the first choice for consumers who want to buy environmentally friendly tumbler products. In designing tumbler product packaging, always add a clearer slogan regarding the sentence for contributing to saving the environment. Adding information related to tumbler which is an environmentally friendly product by conveying the benefits of using a tumbler and its impact on the environment. Starbucks should be more active in sharing information about tumblers, which are green products and explaining the impact of using tumblers on the environment. This information can further convince consumers that Starbucks tumbler products can help minimize environmental damage.

The results of this study are expected to expand the research area and also add other variables such as brand image that can influence the purchase intention of environmentally friendly Starbucks tumbler products. Besides that, it can add a research time span to get updated information considering the changing times.

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