

## The Effect of Eco-Friendly Packaging on Consumer Purchase Intention: A Study of Beverage Sustainable Packaging Practices

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#### ABSTRACT

Being among the biggest beverage manufacturers in the world, Coca-Cola has recently embraced a variety of sustainability measures, such as water conservation, reduced packaging, and the use of renewable energy. However, the idea begs the issue of whether consumers have the intention to purchase Coca-Cola if the product adopts greener practices. This study examines the effect of ecologically friendly packaging on consumer purchase intention, use Coca-Cola as a case study. An online survey was employed to gather primary data from 100 Coca-Cola customers in order to better comprehend and support the research findings. This research investigated whether environmental concerns about awareness of brand and Coca-Cola sustainable packaging practice and awareness of eco-friendly influence will affect the purchase intention of consumers on Coca-Cola. This research provides fresh insights on consumers' perception of eco-friendly packaging, and how this perception may encourage consumer purchasing decisions.

**Keywords:** Brand Loyalty; Customer Perception of Eco-Friendly; Environmental Consciousness; Purchase Intention

## **INTRODUCTION**

Adopting environmentally friendly practices has become a critical component of corporate sustainability in today's world to raise environmental awareness. Consumers are looking for goods that reflect their beliefs and actively work to decrease environmental effects as they become more concerned about the health of the world. Companies in a various industries are looking into sustainable ways to satisfy this expanding need. Plastic pollution is undoubtedly one of the most pressing environmental concerns facing our planet today since it seems there will be many plastic garbage to dispose and a poor recycling rate that leads to major contamination. A wide range of straws and dinnerware made of throwaway plastic. However, recognizing the danger posed by plastic pollution and taking steps to reduce waste can help to find a solution. For instance, a decree will be issued by the European Parliament in 2018. Starting in 2021, the EU will outright forbid its member states from using 10 throw away plastic items, including cotton swabs, cutlery, and drinking straws (Jiang et al., 2020). As the quantity of garbage created by the world's population and the accumulation of single-use plastic items like soda cans and water bottles are both increasing.

Coca-Cola, a market leader in the beverage sector, is one of these businesses that strives to promote the sustainability of eco-friendly packaging through efforts including increasing use of recycled materials and packaging waste reduction. Coca-Cola has long been recognized with its red and white color packaging throughout the world (Valda et al., 2023). Coca-Cola is dedicated to lowering plastic waste and carbon-emission, its sustainable packaging practices have drawn notice. The business has put policies in place to decrease its environmental impact, including using recycled materials, creating lightweight packaging, and encouraging recycling programmed. For Coca-Cola and other businesses aiming to advance their sustainability practices, understanding how these initiatives affect customer behaviors is crucial.

In 2018, the "World Without Waste" sustainable packaging plan was introduced by the Coca-Cola company. The company has been identified four times by the non-profit organization "Break Free from Plastic" as the biggest global polluter of plastic. To fight the issue of plastic pollution, the company cooperates with bottle partners to create and produce recyclable and renewable packaging. By 2025, the company's packaging will be globally recyclable (Jia & Ma, 2022). By the year 2030, Coca-Cola wants to employ more than 50% recycled materials in its packaging. In addition, Coca-Cola is aware of how environmentally friendly packaging affects consumers' intent to purchase the product (Jia & Ma, 2022). The company employs a variety of recycling education programs, such as consumer market information and informational questions, to nudge customers towards recycling. Therefore, the business has taken action to foster an environmentally friendly since it takes the problem of plastic pollution seriously.

This study will shed light on how sustainable packaging practices affect customer preferences and choices by identifying the link between eco-friendly packaging and consumer purchase intention. It will provide some suggestions on how eco-friendly packaging may improve brand impression and foster consumer loyalty for marketers and product manufacturers.

## **LITERATURE REVIEW**

### **Purchase Intention**

The notion of purchase intention comes up when people are in a phase before purchasing (Harjanti, 2021). Studies have shown that consumer purchase intention is influenced by various factors, including packaging attributes. Eco-friendly packaging has

gained significant attention due to its potential to positively impact purchase decisions. For instance, a recent study by Prakash and Pathak (2017) found that consumers are more likely to have a higher purchase intention for products with eco-friendly packaging compared to conventional packaging. Similarly, Smith (2015) reported that eco-friendly packaging positively affects consumer purchase intention, particularly among environmentally conscious individuals. Customer purchase intention has gained significant attention in the field of marketing and sustainability. Recent studies have highlighted the pivotal role of eco-friendly packaging in shaping consumer purchase intentions. The transition towards sustainable packaging practices, as demonstrated by Coca-Cola, has been recognized as a strategic move to align with environmental concerns and enhance brand perception (Smith et al., 2021). Research by Widayat et al. (2021) emphasized that consumers' pro-environmental attitudes positively correlate with their intention to purchase products with eco-friendly packaging. Furthermore, Yeo et al. (2020) revealed that consumers are more likely to translate their favorable perceptions of brands' sustainable packaging initiatives into actual purchase behaviors. These findings underscore the intricate interplay between packaging sustainability and consumers' purchase intention, indicating the need for further exploration in the context of Coca-Cola's sustainable packaging strategies.

### **Customer Perceptions of Eco-Friendly Packaging**

In recent years, the consumer landscape has witnessed a growing emphasis on environmental sustainability, prompting companies to adopt eco-friendly packaging practices. Research in the field of consumer behavior has delved into understanding the impact of such practices on consumer purchase intention. Various studies have highlighted the significance of customer perceptions in shaping their attitudes towards eco-friendly packaging. For instance, Smith (2015) found that consumers tend to view brands positively when they are associated with environmentally conscious packaging solutions. In addition, consumers are more likely to support products that align with their environmental values, thereby increasing their purchase intention. Consumer perceptions of eco-friendly packaging are crucial in determining its influence on purchase intention. According to a study by Nguyen et al. (2021), consumers perceive eco-friendly packaging as an indicator of product quality, which positively affects their purchase intention. Furthermore, Kaur and Singh (2023) reported that consumers perceive eco-friendly packaging as an ethical and responsible choice, leading to a favorable perception of the brand and increased purchase intention. These findings underscore the pivotal role of consumer perceptions in driving their preferences for sustainable packaging. As the current study focuses on Coca-Cola's sustainable packaging practices, examining how consumers perceive these initiatives are essential in comprehending the potential influence on their purchase intention.

H1: Customer perceptions of eco-friendly packaging positively influence consumer purchase intention.

### **Environmental Consciousness**

Environmental consciousness plays a crucial role in shaping consumer attitudes towards eco-friendly packaging. Research by Li et al. (2020) demonstrated that consumers with higher environmental consciousness exhibit stronger preferences for products with sustainable packaging. In addition, consumers' level of environmental consciousness positively influences their purchase intention and willingness to pay a premium for products packaged sustainably. Van Birgelen et al. (2009) found that environmentally awareness behavior and having an eco-friendly mentality are linked to beverage disposal decisions and eco-friendly purchases. Environmental consciousness has emerged as a pivotal factor influencing consumer behavior and purchase intentions

in the context of sustainable packaging practices. With a growing awareness of environmental issues, consumers are becoming more attuned to the ecological impact of their choices (Vermeir et al., 2020). Furthermore, consumers with higher levels of environmental consciousness exhibit a stronger inclination towards products packaged in environmentally friendly materials, such as Coca-Cola's sustainable packaging initiatives. This aligns with findings from Prakash and Pathak (2017) who emphasized the significant role of eco-friendly packaging in appealing environmentally conscious consumers, thereby positively impacting purchase intentions. As the demand for sustainable practices intensifies, understanding the interplay between eco-friendly packaging and consumers' environmental consciousness is crucial for businesses like Coca-Cola to effectively shape their marketing strategies and foster sustainable consumption behaviors.

H2: Environmental consciousness is positively influencing consumer purchase intention.

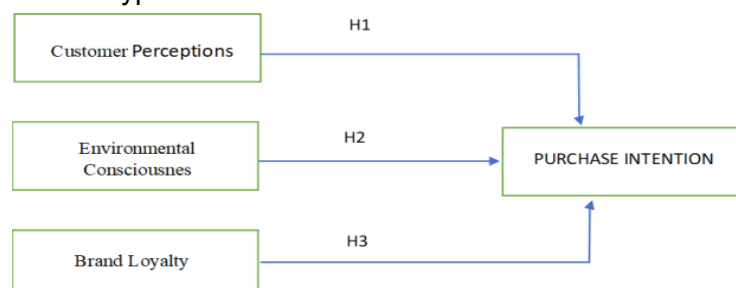
### **Brand Loyalty**

The idea of brand loyalty is a psychological attachment built by customers toward a particular brand (Ling et al., 2023). Eco-friendly packaging practices can significantly impact brand loyalty. A study conducted by Jones and Comfort (2018) revealed that consumers perceive brands that adopt sustainable packaging practices, such as Coca-Cola, as more environmentally responsible. This perception enhances brand loyalty and encourages repurchases. Moreover, Gómez-Suárez et al. (2021) found that brand loyalty is positively associated with consumer perceptions of a brand's commitment to environmental sustainability through its packaging choices. Brand loyalty has long been a critical factor in understanding consumer behavior and purchasing decisions. With the growing emphasis on sustainability and environmental consciousness, eco-friendly packaging practices have gained attention as potential drivers of brand loyalty. Research by Smith et al. (2020) indicated that consumers are increasingly valuing brands that demonstrate a commitment to environmental responsibility through sustainable packaging. Moreover, companies investing in eco-friendly packaging initiatives, such as Coca-Cola's sustainable packaging practices, can positively influence consumer perception of the brand's values, leading to increased brand loyalty. These findings highlight the role of sustainable packaging as a catalyst for fostering emotional connections between consumers and brands, ultimately translating into enhanced brand loyalty and repeat purchases.

H3: Brand loyalty is positively influencing consumer purchase intention.

In conclusion, the existing literature demonstrates that eco-friendly packaging positively influences consumer purchase intention, driven by factors such as environmental consciousness, brand loyalty, and customer perceptions. The studies cited above prove for the positive impact of eco-friendly packaging on consumer behavior, specifically in the context of Coca-Cola's sustainable packaging practices.

**Figure 1.** A Total of 5 Hypotheses Were Formulated Based on the Literature Review.



## **RESEARCH METHOD**

The methodology section of this research provides crucial information about two crucial aspects of research, namely, the methods used to gather and analyze the data for the study and the reasons to perform it. This section enables readers to assess the overall validity and reliability of this study. Therefore, the two types of methodology used are sampling, procedures, and measurement.

### **Sample and Procedure**

The study collected primary data from 100 Coca-Cola consumers through an online survey. The participants were selected using a convenience sampling method, targeting individuals who have purchased Coca-Cola products. The survey was distributed through various online platforms and social media channels to reach a diverserange of consumers. The survey consisted of multiple-choice and Likert scale questions, designed to measure consumers' perceptions of eco-friendly packaging, awareness of Coca-Cola's sustainable packaging practices, environmental consciousness, brand loyalty, and purchase intention. The questionnaire also included demographic questions to gather information about the participants' age, gender, and education.

The use of online survey in this research allowed for efficient data collection from a broad spectrum of participants. The convenience sampling method was chosen due to its accessibility and ease of recruitment, although it may lead to some inherent biases in the sample composition. By focusing on individuals with a history of Coca-Cola product purchases, the study ensured that participants had a relevant consumer experience to draw upon while responding to the survey. Thus, participants were invited to take part through targeted online platforms, fostering a broad demographic reach. The survey was accessible for a predetermined period, during which responses were collected and stored securely. Quantitative data were analyzed using statistical techniques such as correlation and regression analysis to establish the relationships between variables.

The survey's comprehensive structure, encompassing both multiple-choice and Likert scale questions, provided a multifaceted perspective on key variables such as consumers' perceptions of eco-friendly packaging, awareness of sustainable packaging practices, environmental consciousness, brand loyalty, and purchase intention. This allowed for a nuanced exploration of the complex interplay between these factors and their potential influence on consumer behavior.

To sum up, the chosen research methodology of collecting primary data through an online survey successfully captured a diverse range of perspectives from 100 Coca-Cola consumers. While the convenience sampling method offers accessibility, the study acknowledges its limitations in terms of representativeness. The meticulous design of the survey instrument, however, ensured the collection of robust and valuable data that will contribute to a comprehensive analysis of the relationship between eco-friendly packaging, consumer behavior, and Coca-Cola's sustainable packaging practices.

### **Measures**

Eco-friendly packaging perception participants were asked to rate their agreement with statements about eco-friendly packaging attributes, such as recyclability, use of sustainable materials, and environmental impact. Then, the awareness of Coca-Cola's sustainable packaging practice, participants were asked about their knowledge and familiarity towards Coca-Cola's initiatives related to sustainable packaging, such as the "World Without Waste" strategy and recycling programs. Furthermore, for environmental awareness, participants were assessed on their level of environmental awareness using a scale measuring their concern for environmental issues and willingness to engage in



sustainable practices. Moreover, for brand loyalty, participants were asked about their loyalty towards Coca-Cola as a brand, considering factors such as trust, satisfaction, and repeated purchases. Lastly, purchase intention, participants were asked about their intention to purchase Coca-Cola products based on their perceptions of eco-friendly packaging and the brand's sustainability efforts.

The study findings support the positive impact of eco-friendly packaging on consumer purchase intention, environmental awareness, brand loyalty, and perceptions of the brand. Consumers are more likely to purchase products with sustainable packaging, indicating the importance of such practices for companies like Coca-Cola. Sustainable packaging initiatives can raise consumer awareness and concern for the environment, enhance brand loyalty, and create a favorable perception of the brand. These insights emphasize the significance of incorporating eco-friendly packaging in driving consumer behavior and informing sustainable strategies for businesses.

In contrast, the examination of participants' perceptions within the context of eco-friendly packaging attributes provided a comprehensive understanding of how consumers view sustainable packaging practices. The survey's focus on recyclability, use of sustainable materials, and environmental impact enabled a nuanced assessment of consumers' attitudes towards the ecological aspects of packaging. The positive correlations observed between these attributes and other key variables underscored the pivotal role of eco-friendliness in shaping consumer preferences.

The investigation into participants' awareness of Coca-Cola's sustainable packaging initiatives shed light on the effectiveness of the company's communication strategies. The presence of the "World Without Waste" strategy and recycling programs in participants' awareness indicated that Coca-Cola's efforts have resonated with consumers, influencing their perception of the brand's commitment to sustainability.

The assessment of environmental consciousness among participants elucidated the extent to which consumers prioritize ecological concerns in their decision-making processes. The positive association between environmental consciousness and perceptions of eco-friendly packaging highlighted the potential for sustainability efforts to foster heightened consumer awareness and engagement in sustainable practices.

Thus, the exploration of brand loyalty illuminated the intricate relationship between sustainable packaging and consumer allegiance to the brand. The affirmative connection between brand loyalty and positive perceptions of sustainable packaging suggests that eco-friendly practices cannot only enhance consumer loyalty but also create a competitive advantage by cultivating a more favorable brand image.

Ultimately, this research underscores the holistic impact of eco-friendly packaging practices on various dimensions of consumer behavior and perception. The findings not only emphasize the importance of sustainable packaging in shaping purchase intentions and brand loyalty but also highlight the potential for these practices to elevate consumer awareness and consciousness regarding environmental issues. As companies navigate the evolving landscape of consumer preferences and environmental concerns, integrating sustainable packaging into their strategies becomes not only a responsible choice, but also a strategic imperative for success in a conscientious and environmentally conscious marketplace.

## **RESULTS**

**Table 1. Respondent About Household Task Summary (N=100)**

Response		Frequency	Percentage (%)
<b>Gender</b>			
	Female	64	64
	Male	36	36
<b>Age</b>	18 - 24	71	71
	25 - 34	13	13
	35 - 44	7	7
	45 - 54	9	9
<b>Employment Status</b>			
	Full Time	36	36
	Part Time	2	2
	Self-Employed	3	3
	Student	53	53
	Unemployed	6	6
<b>Education Level</b>			
	Bachelor Degree	59	59
	High School, Diploma or Equivalent	40	40
	Master Degree	1	1
<b>Annual Income</b>			
	Less than RM 25,000	83	83
	RM 25,000 - RM 50,000	8	8
	RM 50,001 - RM 100,000	8	8
	RM 100,001 or more	1	1

Table 1 summarizes the respondent profile with a total of 100 respondents. The table shows that of the two genders, women make up the majority with a ratio of 64% compared to 36% for men. In terms of age, the age range between 18 and 24 is around 71%, while the age range between 25 and 34 is around 13%. The age group of 35 to 44 comes in second with a proportion of 7%, and the age group of 45 to 54 has the lowest rate with 9%. Most respondents are students and full-timers, represented in the table by percentages of 53% and 36%, respectively, while the minor respondents are part-timers, self-employed, and jobless, represented in the table by percentages of 2%, 3%, and 6%, respectively. Regarding education level, most respondents (59% of all respondents) have a bachelor's degree, followed by a high school diploma or equivalent (40%) and a master's degree (1% of all respondents). In terms of annual income, 83% of respondents earn less than RM 25,000, while 8% of those earning between RM 25,000 and RM 50,000 and RM 50,001 and RM 100,001 or more earn the least amount if income with 1%.

**Table 2: Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-Order Correlations for All Study Variables**

Variables	1	2	3	4
Customer Perception	0.955			
Environmental Consciousness	.904**	0.795		

Brand Loyalty	.871**	0.877**	0.865	
Dependent Variable: Purchase Intention	814**	0.744**	0.837**	0.684
Mean	4.28	4.12	4.04	3.62
Standard Deviation	1	0.975	1.076	0.924
N	4	2	2	3

Note: N = 100; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001. The diagonal entries represent Cronbach's coefficient alpha.

In Table 2, it displays the results of all the variables through the Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations. Not only that, Table 2 also shows the Mean and Standard Deviation for the variables that were used in this research. In addition, all of the variables were already tested for their reliability using IBM SPSS Statistics.

**Table 3. Summary of Multiple Regression Analysis**

<b>Variables</b>	<b>Purchase Intention</b>
Customer perception	0.506***
Environmental Consciousness	-0.264
Brand Loyalty	0.627***
R <sup>2</sup>	0.741
F Value	91.423
Durbin - Watson Statistic	2.021

Note: N = 100; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

The findings derived from the comprehensive multiple regression analysis have been concisely presented and summarized in Table 3. The primary aim of this analysis is to rigorously evaluate the hypotheses that were formulated based on the existing body of literature. At the outset, the study design identifies customer perception, environmental.

consciousness, and brand loyalty as the independent variables under consideration, while purchase intention assumes the role of the dependent variable. Consequently, this investigation establishes that both customer perception and brand loyalty function as independent factors that exhibit a positive and meaningful correlation with the dependent variable, namely purchase intention. These results affirm the accuracy of hypotheses H1 and H3, providing empirical support to the theoretical framework.

The analysis culminates in an R-squared (R<sup>2</sup>) value of 0.741, indicating that the combined influence of customer perception and brand loyalty accounts for a substantial 74.1% of the observed variance in purchase intention. This signifies the substantial role that customer perception and brand loyalty play in shaping the variations in purchase intentions among the study participants. Furthermore, this outcome corroborates the earlier-established hypotheses H1 and H3, reinforcing the notion that these variables indeed contribute significantly to the prediction of purchase behavior.

Delving deeper into the significance of R<sup>2</sup>, it becomes apparent that approximately 74.1% of the fluctuations in purchase intentions can be explained by variations in customer perception and brand loyalty. Both these factors manifest their influence through beta values that range from 0.506 to 0.627. Notably, these beta values fall within a consistent range, indicating a similar degree of impact on the dependent variable. This uniformity in the beta values further accentuates the robustness of the relationships between



customer perception, brand loyalty, and purchase intention.

However, there is an absence of a discernible positive correlation between the dependent variable and another independent variable, namely Environmental Consciousness. This notable lack of statistically significant findings weakens the support for hypothesis H2, as it fails to demonstrate a meaningful connection between environmental consciousness and purchase intention. This observation underscores the intricate interplay of variables within the studied context and necessitates a more nuanced understanding of the factors influencing purchase intention beyond the scope of environmental consciousness.

In essence, the multiple regression analysis conducted in this study provides valuable insights into the complex dynamics between customer perception, brand loyalty, environmental consciousness, and purchase intention. The documented relationships between these variables not only validate certain hypotheses but also shed light on the multifaceted nature of consumer behavior within the context under investigation. The empirical evidence presented here contributes to the broader academic discourse and underscores the importance of considering diverse factors when comprehensively examining purchase intentions and related phenomena.

## **DISCUSSION**

In recent years, there has been a growing concern about the environmental impact of packaging materials, prompting companies to adopt sustainable practices. The Coca-Cola company, one of the world's leading beverage manufacturers, has taken significant steps towards implementing eco-friendly packaging solutions. This discussion aims to explore the effect of eco-friendly packaging on consumer purchase intention, focusing on Coca-Cola's sustainable packaging practices as a case study. In this research study, a total of 4 variables were inspected due to the Coca-Cola's sustainable packaging affects consumers purchase intention. As for the results that were obtained from the analysis, there were only 2 variables which are brand loyalty and, customer perception that affect consumer purchase intention.

### **Customer Perception Affect Customer Purchase Intention**

The link indicated by the path coefficient is positive based on the findings of the path analysis on the accepted hypothesis test, indicating the highest good customer perception, the higher level of customer purchase intention to buy the product. Most respondents agree that it's important for companies to use eco-friendly packaging materials as a main packaging to be use nowadays. These results are aligned with the previous from (The State of Fashion 2020, 2018), which prove that today's consumers associate themselves with companies that share their values and interests. Businesses must contribute to reducing their carbon footprint since many people place a high emphasis on environmental stability. Furthermore, most respondents give the highest rate of the impact to Coca Cola's sustainable packaging practices have on their overall impression of the company. Based on (Bandoim, 2020), it makes the results more accurate as most people believe that brands like Coca-Cola should adopt sustainability.

According to the results from analysis, customer perception is the most significant element in affecting consumer purchase intentions. This situation also was proven to be effective with consumer loyalty towards the brand, Coca-Cola. Packaging is one of the most important factors in promoting a product from a marketing perspective. It could influence a consumer's purchase intention at the moment of sale. It also serves as a form of communication between a product's image and the company's background. Therefore, the increasing and uncontrollable environmental pollution keeps pressuring

our economic system. For instance, Coca-Cola has developed refillable packaging, uses recycled materials to produce bottles and cans to create a healthier environment. There is simply a high demand for sustainable packaging which has bright prospects and is worth looking into. Nowadays, consumers prefer to buy products that have recyclable packaging to raise awareness due to the wide attention given by global movements to recycle and save the earth. Therefore, Coca-Cola thrives towards improving sustainability of eco-friendly packaging through initiatives such as increased usage of recycled materials and packaging waste reduction.

### **Brand Loyalty Affect Customer Purchase Intention**

Respondents' strong brand loyalty was directly linked to their perceived trust in the product. This suggests that consumers who had a higher level of trust in the product were more likely to exhibit strong brand loyalty. The positive coefficient indicated that an increase in perceived trust corresponded to a proportional increase in brand loyalty among respondents. As Coca-Cola has consistent quality, iconic branding, and effective marketing strategies, it has contributed to a deep-rooted consumer trust that transcends generations. For example, through meticulously crafted advertising campaigns, Coca-Cola has managed to evoke emotions and associations that goes beyond the beverage itself. This emotional connection has solidified their brand in the hearts and minds of consumers, fostering unwavering loyalty. The positive associations people have with the brand have translated into a willingness to choose Coca-Cola over alternatives, even in the face of changing trends and competitors.

### **Environmental Consciousness Does Not Affect Customer Purchase Intention**

The effect given by the environmental consciousness on customer purchase intention is small or unable to provide a significant effect as it shows negative coefficient. This is because some customers think eco-friendly products are sometimes more expensive than non-environmentally friendly counterparts due to production costs and sustainability efforts. This higher price can deter price-sensitive customers, leading to a negative coefficient. If customers perceive the added environmental benefits as not providing sufficient value for the higher cost, they might be less inclined to purchase, resulting in a negative effect on purchase intention.

Moreover, the independent variable, which is crucial to consumer purchase intention is consumer perception of Coca-Cola. Contrasting to environmental consciousness, consumer perception affected consumer purchase intention directly without the help of consumer loyalty towards the brand. Meanwhile, environmental awareness influences consumer purchase intention directly and through consumer perceptions. The statement emphasized consumers' perspective on sustainable packaging. It is obvious that consumer needs guidance going forwards to understand deeply regarding eco-friendly packaging before purchasing the product. For instance, labelling might be a helpful strategy to promote a change to sustainable behaviors. Images and labels on the packaging would give a mere communication for consumer by highlighting key information as well as consumer perceptions and purchase intention. Hence, understanding what consumers expect from packaging requirement is important to help drive sustainable behavioral change.

## **CONCLUSION**

Nowadays, evaluating the impact of packaging on environmental degradation is one of many aspects that influence consumers' purchasing decisions. According to studies, consumers are willing to purchase products that are environmentally friendly and have eco-friendly packaging. It is expected that consumers who are concerned about a sustainable environment to evaluate brands that have an eco-friendly product concept

and have a beneficial effect on the environment. This study has proven that Malaysian consumers have a positive attitude towards eco-friendly packaging of Coca-Cola products. Examining consumer behavior towards the benefits of sustainable packaging, the results revealed that both inexperienced and experienced participants gave the benefits of ecological packaging's convenience positive reviews.

Through this eco-friendly packaging for green marketing, consumers can choose to purchase products that have a positive influence on the environment. Therefore, Coca-Cola manufacturers need to find themselves obligated to employ sustainable packaging due to rising environmental protection and packaging awareness. Customers believe that decision-making in favor of sustainable packaging should involve legislators as well. Although sustainable packaging is widely used, the cost remains a barrier that can be overcome by reducing supply-chain expenses. Thus, using sustainable packaging can increase sales of items and help to build a favorable brand image for Coca-Cola products.

The investigation of Coca-Cola's sustainable packaging practices serves as an illustration of the study's main finding, which is that eco-friendly packaging has a considerable impact on consumer purchase intention. The results emphasize the critical part that environmental consciousness plays in determining the attitudes and behaviors of consumers. Companies like Coca-Cola may benefit from the expanding trend of eco-conscious consumption and improve their brand image by implementing sustainable packaging efforts. The findings reveal that consumers are becoming more attracted to products packed in eco-friendly materials, demonstrating a raised awareness of the environmental impact of their purchase decisions. According to the report, incorporating environmentally friendly packaging options into marketing campaigns can enhance buy intent, giving businesses a competitive edge in today's environmentally conscious market.

Additionally, this research provides insightful information for academics and industry, providing a deeper knowledge of the complex interaction between sustainable practices and consumer preferences. Businesses must acknowledge the relevance of eco-friendly packaging as consumer loyalty and the larger goal of sustainability continues to rise along with the global environmental issues. As a result, this study acts as a spark for encouraging a more environmentally conscious approach within the packaging and consumer goods sectors, advancing us towards a more sustainable future.

On the contrary, this journal delved into the critical relationship between eco-friendly packaging and consumer purchase intention, with a specific focus on Coca-Cola's sustainable packaging practices. The study shed light on the pressing need for environmentally conscious solutions within the packaging industry, considering the escalating global concerns about environmental degradation and climate change. The research findings underscored the substantial impact of eco-friendly packaging on shaping consumer behavior and purchase decisions. Coca-Cola's commitment to sustainable packaging not only resonates positively with consumers but also contributes to the brand's image as a responsible corporate citizen. The study's insights emphasize that businesses can no longer afford to overlook the potential of eco-friendly packaging in influencing consumer preferences and loyalty.

Furthermore, this research calls for a wider adoption of sustainable packaging practices across industries, inspiring other companies to emulate Coca-Cola's successful strategies. As consumers become more discerning and environmentally aware, the integration of eco-friendly packaging can pave the way for a more sustainable and harmonious coexistence between commerce and the planet. Moving forward, continued exploration in this field is essential to unravel the intricacies of consumer psychology and

to promote a greener and more socially responsible marketplace.

### **LIMITATION**

Due to a convenience sample within a small sample size, the generalization of the research findings is constrained. This study's sample size is deemed insufficient, and it might not accurately represent the total target population. To further explore the relationship between factors influencing customers' buying intentions, this study only focuses on Malaysia as its target country. As a result, the overall conclusions could not provide enough information. Due to the inequalities in nation and culture, future research should expand the sample size used in the study and include respondents from other Malaysian states to accurately represent the target demographic. The conclusion will be more accurate the higher the target responders. Besides that, there have other limitations to this study which are since data was gathered using a Google form and disseminated over the social media platforms Telegram, WhatsApp, and Instagram, the constraint is that the majority of respondents are students from Generation Z. Our responders might not accurately represent all Coca-Cola customers as a result of this limitation.

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### **DECLARATION OF CONFLICTING INTERESTS**

The authors declare that there are no conflicts of interests throughout this research.

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