

DETERMINANTS OF ECO-PACKAGING: PATHWAYS TO RESPONSIBLE PRODUCTION AND CONSUMPTION

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ABSTRACT

Global concern for environmental protection has led to the United Nations movement for Sustainability by setting up an agenda for achieving Sustainable Development Goals. There is a growing awareness and sensitivity among consumers and corporations to contribute to the larger cause of Sustainability. Plastic has been one of the major contributors to Packaging as well environmental pollution. Technological advancements, government regulations, consumer awareness, corporate initiatives etc. are playing a key role in devising measure minimize environmental damage by ensuring availability of products in Eco-Packaging. Inspired by Circular Economy, Cradle to Cradle, Tiple Bottom Line, Green Marketing, and Attitude towards Behaviour theoretical frameworks, Eco-Packaging is a pathbreaking initiative, contributing to minimizing waste and environmental pollution. The present study explores the determinants of Eco-Packaging, based on a survey of customers. The factor analysis reveals that key determinants and their constituents related to Environmental Concern, Ethical choice for responsible consumption and credibility and trust, contribute to Eco-packaging. The study brings important findings and implications for professionals and scholars.

KEYWORDS: *Eco-Packaging, Sustainability, Sustainable Packaging, Green Packaging, Green Marketing.*

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