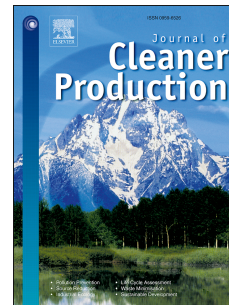


# Accepted Manuscript

Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation

Gyan Prakash, Pramod Pathak



PII: S0959-6526(16)31457-3

DOI: [10.1016/j.jclepro.2016.09.116](https://doi.org/10.1016/j.jclepro.2016.09.116)

Reference: JCLP 8076

To appear in: *Journal of Cleaner Production*

Received Date: 11 December 2015

Revised Date: 7 September 2016

Accepted Date: 16 September 2016

Please cite this article as: Prakash G, Pathak P, Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation, *Journal of Cleaner Production* (2016), doi: 10.1016/j.jclepro.2016.09.116.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## **Intention to Buy Eco-Friendly Packaged Products among Young Consumers of India: A Study on Developing Nation**

### **1. Introduction**

In the recent times, the issue of environmental protection has gained popularity as awareness towards the destruction of natural resources has become important (Pino et al., 2012). Now consumers are motivated to make a contribution to sustainable development, especially environmental protection (Moser, 2015). If they shift their everyday consumption behavior towards green consumption, a crucial beginning can be made as excessive increase in consumption has led to higher production of solid waste (Ramayah et al., 2010). Environmentally sustainable or “green” purchasing decisions offer a chance to reduce the negative environmental impact by adopting environmentally friendly products (Leonidou, et al., 2013). The term green is alternatively known as “eco-friendly”, “environmentally friendly”, or “sustainable” (Kim et al., 2013).

In the household consumption, groceries account for a substantial share, and up to one-third of the environmental impact is mainly due to packaging materials (Koenig-Lewis et al., 2014). This trend seems to be catching in India, which is generating waste products at a rather alarming rate, much faster than the natural degradation process and is using resources at a speed that exceeds the rate at which these materials are being replaced (Pattnaik and Reddy, 2010; Nandy et al., 2015). However, Indian consumers are more conscious of their environmental impact than consumers from Brazil, China, Australia, Russia, Canada, America and Germany (Greendex, 2012).

Most of the Indian states have banned the use of plastic bags due to environmental degradation (Earth Policy Institute, 2013; Clapp and Swanston, 2009) and shopping malls are charging extra money for plastic bags (Yadav and Rao, 2014). Thus, environmentally sustainable

Download English Version:

<https://daneshyari.com/en/article/5481696>

Download Persian Version:

<https://daneshyari.com/article/5481696>

[Daneshyari.com](https://daneshyari.com)