The Influence of Green Packaging, Green Campaigns and Green Attitude on Green Behavioural Intentions of Consumers: Evidence from Sri Lanka

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Abstract

Various green constructs have been explored so far from different aspects, but surprisingly no study has been conducted to explain theoretically how green packaging, green campaigns, and green attitudes affect green behavioural intentions. This research aims to investigate how green packaging and green campaigns lead to the formation of a green attitude and subsequently affect the green behavioural intentions of consumers. Further, it investigates how the impact of green skepticism influences green attitudes and green behavioural intentions. The present research has been designed within the positivistic paradigm, and a self-administrated questionnaire was used to collect the data based on a convenience sample of 194. A SEM model was used to analyze the data based on SPSS and Amos 23. This research found that both green packaging and green campaigns positively influence to form a positive green attitude among customers and will consequently impact green behavioural intentions. The other construct studied was the negative influence of green skepticism on green attitude and green behavioural intentions, but the results were not statistically significant. This research contributes to bridging the gap that existed due to the nonexistence of a theoretical model needed to help policymakers and consumers who strive to protect the environment and behave as responsible citizens. This theoretical model explains the influence of green packaging, green campaigns, and green attitudes on green behavioural intentions.

Keywords: Green packaging, Green Campaigns, Green attitude, Green Behavioural Intentions, Green Skepticism

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Introduction

The competitive advantage that any company receives depends on specific factors. Business firms should be proactive in creating such avenues to open opportunities and identify profitable investments. To achieve such an advantage, they have to adjust strategically to the current environmental changes. Green marketing strategy has been pointed out by Onditi (2016) as a crucial strategy that cannot be neglected by competitive firms. The present situation in the world is that policymakers as well as consumers turn their attention to environmental protection and behave as responsible citizens. Even though discussions on this phenomenon commenced in the 1990s, investigations are still carried out to fill different knowledge gaps. Rahman et al. (2017) have stated that more opportunities are available in the green product business, but green marketers are not communicating enough to customers in Bangladesh.

There are researches done on green marketing with regard to different aspects. Recent research has recommended green campaigns to be directed towards females in Pakistan because they have been more positively affected and responsive to these green campaigns (Salam et al., 2021). This research emphasizes drawing attention towards females. Even though consumers used to consume any kind of items some consumers seems to be shifting their attention to green products. For example, according to Wu et al. (2018), green brand experiential satisfaction impacts switching intentions to green brands. Meantime, Taufique (2021) has examined the attitude toward the environment and its influence on consumer behavior. Another research done by Lu et al. (2015) has found that consumer personality traits affect consumer ethical beliefs and some dimensions of these consumers' ethical beliefs influence intention to buy green products. Some of the products being introduced to the markets create environmental issues and also damage to maintain nature as it is. So the concerned people are expecting firms to involve with better products and services that do not harm the environment. Samarasinghe and Samarasnghe (2013) have revealed that environmental effect is a significant and weak predictor of green purchase intention in Sri Lanka, but environmental knowledge is not a significant predictor. Environment protection has evolved into many areas, and alternative names have been used to name the concept. Environment-friendly, eco-friendly, nature friendly, and sustainability are some of them. The most popular term in the

contemporary business applications is green marketing. Green products cover the marketing done by producing eco-friendly products and services using decomposable and recyclable packaging, minimizing pollution as well as efficient use of energy (Mukonza & Swarts, 2019).

Marketers are competing in the marketplace based on the positioning strategy. Green is one of the trendy tools for them to differentiate. For example, this has been identified by some researchers. Green marketing has been an effective approach to differentiating products and services from competitor products (Chen & Chang, 2013). According to Lucarelli et al. (2020), environmental concerns have not really changed the behaviors. Different researchers have found various facts on this concept. Taufique et al. (2019) have identified that eco-friendly consumers prefer products with minimal impact on the environment. The recent Covid-19 pandemic also influences consumers to purchase sustainable and eco-friendly products (Qi et al., 2020). Recent research done by Maziiriri (2020) has found that green packaging and green advertising affect competitive advantage. Green marketing strategies are momentous for achieving better business targets because business firms are now focusing on sustainability (Papadas et al., 2017). Shabbir et al. (2020) found that eco-labeling, green branding, and packaging, premium prices of green products affect consumers' perception of the environment.

Research evidence is available in the green marketing literature that consumers' perceptions are influenced by green packaging, eco-labeling, green advertising, and sustainable green practices. Further, different aspects and impacts of green practices have been explored by previous researches. For example, literature is available on wastes generated from plastic packaging (Beitzen-Heineke et al., 2017), recycling difficulties (Klaiman et al., 2017), and biodegradable food packaging (Vilarinho et al., 2018). Besides,green advertising campaigns(Rahim et al., 2012), promotional methods (Uydaci, 2010), how to educate consumers on green products (Papadas et al., 2017), and also on skepticism on green communications (Goh & Balaji, 2016) are also available. In addition, studies have been done on consumers' trends to purchase environment-friendly products (Qi et al., (2020), environmental consciousness, and attitudes (Salam, 2021). Surprisingly, no studies have been done so far to understand how green packaging and green campaigns impact the formation

of green attitudes and subsequently to customers' behavioural intentions. This relationship needs to be investigated to go with the world trend because currently, policymakers and consumers are changing themselves to protect the environment and behave as responsible citizens. Therefore, this knowledge gap is required to be filed as described. This research aims to investigate the relationships of green packaging and green campaigns on green attitudes of people and how this attitude, in turn, influences the behavioural intentions of customers in situations where green skepticism is also prevailing within the formation of green customer attitude.

Literature Review

Green Packaging

When sustainably packaged food products are concerned, consumer purchase intentions are influenced by producers' and retailers' sustainability policies (Canio et al., 2021). Favorable sustainability has drawn attention because of many wastes generated from plastic packaging (Beitzen-Heineke et al., 2017). Food packaging adds a large amount of garbage disposed by households regularly. For example, Chen et al. (2017) found that due to excessive packaging, household waste increases. Because of this accumulation of household waste, a clearing process is required to separate them for recycling (Klaiman et al., 2017). Further, due to this unnecessary burden to dispose garbage, consumers tend to select sustainable green packaging designed purposefully to give consumers comfort in disposing of the waste. The label on the packaging also plays a substantial role in providing information and educating consumers about the green product. It is an essential feature tightly attached to the package itself, and without the label, the greenness is hardly identifiable. The value of the product offered by the company is to transfer the mind of the consumer through these properly designed labels. These labels guide consumers to select green products. Therefore, eco-labels induce consumer buying of such products (Chekima et al., 2016). The eco-labels are communicating some message about the green product. Consumers accept this information if it is coming from a credible source. When independent regulatory agencies issue labels, the acceptance is enhanced (Parguel et al., 2011). Kao and Du (2020) explain that green advertising is essential but not enough to solve all the problems faced by green marketing.

Therefore, Maziiriri (2020) proposes that green packaging be an additional precursor to achieving competitive advantage and business performance. Researchers have stated that packaging materials have a broader purpose than merely attracting consumers (Carter & Ellram, 1998). Most companies introduce environmentally friendly packaging with recyclable qualities, but customers need better packaging materials. From the customers' perspective, a package should be able to protect the product from damages, enhance the lifespan of the product and facilitate stackability (White et al. 2015). Because of criticisms about oil-derived polymers, going with the green concept, new biodegradable food packaging materials have been developed (Vilarinho et al., 2018). They further describe that cellulose is also recommended as renewable and sustainable raw material. Othman (2014) explains that some biopolymers are derived from renewable resources like plants, marine animals, and microorganisms. Polonsky et al. (1998) stated that packaging is one way to prove the greenness to consumers. Based on the above literature following hypothesis can be proposed;

H_1: Green packaging positively affects the green attitudes of consumers

Green Campaigns

Business organizations, Government, and private institutions like environment activist groups propagate awareness programs and other public communication about the merits of green lifestyles and benefits to the environment. As mentioned by Rahim et al. (2012), people are widely exposed to green advertising campaigns, but they do not follow a green living pattern because they don’t have a comprehensive understanding of that. Some research findings have pointed out the influence of green advertising. For example, Green advertising affects individual attitudes and consumers' environment friendliness (Kim et al. 2019). Further, the results of this research have revealed that green advertising affects consumer attitudes and pro-environmental intentions. Purchasing green products is helpful for the protection of the earth. Kumar et al. (2017) states that green advertising helps to persuade shoppers to buy items that save the earth. Kumar and Kumar (2017) describes that green advertising helps to communicate biological and environment-friendly messages to nature-friendly customers.

One of the main barriers faced by concerned consumers about environmental protection activities is the lack of information. Consumers can remove this barrier if relevant authorities or green business organizations do green campaigns, promotions, and advertising. Implementing programs to communicate messages to say the company's products are environmentally friendly will help business firms create an image in the consumer's eye (Onditi, 2016). To achieve this target, internal as well as external communication, including advertising, is needed (Uydaci, 2010).Several promotional methods can be used for achieving these goals, such as free samples, catalogs, sales contests, trade fairs, and exhibitions. It was found by Onditi (2016), even though consumers know green products, consumers take some time to start using them. Most commonly, they tend to buy these products due to health issues. Further, he added that to purchase these products, availability and reliability are essential. Polonsky & Rosenberger (2001) have identified that people come to know about green products through television advertising, friends, sample products distributed, and gift vouchers. Green marketers can use social media and websites to reach consumers and educate customers (Papadas et al., 2017). Green firms are doing campaigns to convince consumers about their products. Nevertheless, to be effective, these campaigns should contain green claims with proper documentation (Smith & Brower, 2012). It was found that consumers examine products to know whether they are environmentally harmful (Prothero & McDonagh, 1992). Based on the literature mentioned above following hypothesis can be proposed;

H_2: Green campaigns positively affect the green attitudes of consumers.

Green Skepticism

Skepticism has been discussed by different authors related to marketing issues from the late 1990s. Obermiller and Spangenberg (1998) applied this to advertising and defined it as disbelief of advertising claims. According to Kim and Lee (2009), skepticism is apparent in business management areas such as organic products and environmental claims. Skepticism has been defined by Goh and Balaji (2016, pp. 634) as "the tendency to doubt the environmental claims or environmental performance of branded products." The greenwash can also be considered as a reason for skepticism. The term greenwash is used to describe companies' act of over claiming the

environmental function of products of a company that cannot substantiate (Parguel et al.2011).This greenwash may distort the picture of the environmental movement of the firm (Hamann & Kapelus, 2004). Elvin (2013) found that skepticism about a company's motives affects consumers' purchase of its products. According to Leonidou and Skarmeas (2017), green skepticism influences people to get more information on the products of a company and sparks negative word of mouth to peers, and affects the purchase intentions of customers. Hughner et al. (2007) explained that skepticism of organic labels discourages buying organic foods. Therefore, the following hypotheses can be proposed;

H_3: Green skepticism negatively affects the attitude towards green products

H_4: Green skepticism negatively affects the green behavioural intentions of consumers

Green Attitudes and Green Behavioural Intentions

A positive Green attitude in the minds of the general public is vital to expect favorable behavior towards the environment. Attitude means "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991, pp.88).

Consumers in Europe have shown a positive attitude toward eco-products (Wüstenhagen & Bilharz, 2006). It is evident in previous research the educating consumers through green campaigns form a positive attitude towards the company and brand (Kirmani & Khan, 2018). Pro-environment campaigns can convert consumers into green-conscious (Lee et al., 2012). Lee (2014) has stated that green campaigns can motivate green behavior. Some research has shown opposite results too. For example, Nylasy et al. (2014) has said that green marketing cannot increase the consumers' attitudes towards the products. Salam (2021) has found that environment consciousness affects attitudes and, in turn, buying intentions.

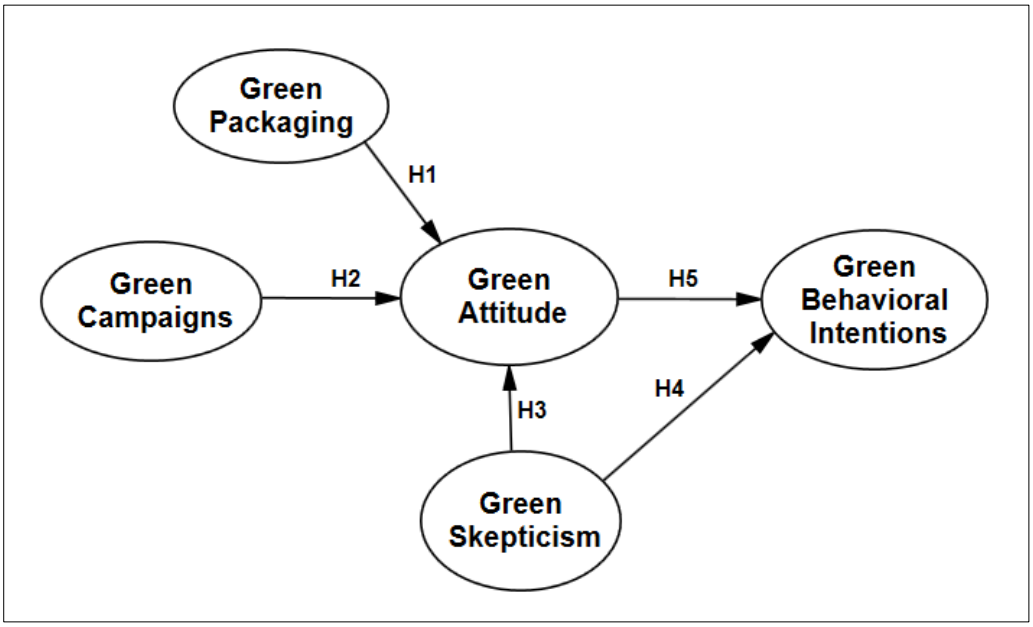
According to Cachero-Martinez, S. (2020), covid-19 has influenced to change the mindsets of people. Customers see the risk of not caring about the environment. This researcher has identified that satisfaction has a significant influence on word of mouth intention and purchase intention. As Qi et al. (2020) pointed out that consumers are

inclined to purchase environment-friendly products because, amid the covid-19 pandemic, their sensitivity to sustainability has been amplified. Behavioural intentions depend on several factors. Ali et al. (2011) has expressed that when people become aware bout environmental problems, they are inclined to change their behavior accordingly. Paul et al. (2016) also has found that customers attitude influence purchase behavior. Taufique (2021) suggests using green marketing strategies to increase awareness of the social pressure of eco-friendly consumption behavior among young millennials. Green behavioural intentions cover several consumer actions. As a result of green campaigns and package information, consumers tend to purchase green products, spread positive word of mouth and become loyal consumers of green buying. Based on the literature as mentioned above, the following hypothesis can be proposed;

H_5: Green attitude positively affects green behavioural intentions of consumers

As shown in Figure 1, a conceptual model has been developed to show the structural relationships and hypotheses.

Figure 1: *The conceptual model*



Source: Developed by author, 2021

Research Methods

The present research is located in the positivistic paradigm and applied the survey strategy to collect the data. The unit of analysis was individual consumers who purchase any product and service generally. The total sample size was 194, and it was decided by considering the minimum required sample size for structural equation models. According to Hair et al. (2010), the minimum sample size is 100 for SEM models with five or fewer constructs. The sampling method applied was convenience sampling since the unavailability of an appropriate sampling frame for random sampling. A questionnaire was developed using a five-point Likert scale to collect the data. Data analysis was done using confirmatory factor analysis and structural equation modeling based on SPSS and AMOS 23.

For operationalization of the five constructs, measurement items were adapted from previous studies. Each item has been given a code number as well as a suitable indicator name and shown in respective output tables. First, the measurement of green packaging comprises four items (e.g., recyclability) selected and modified from the study done by Shabbir et al. (2020). Second, the measurement of green campaigns included ten items in which the first four items (e.g., Promoting green living) have been used in the study of Rahim et al. (2012), and the other six were developed by the author based on the literature review. Third, the measurement of green attitude included five items (e.g., Reduce pollution) used in the research of Canio et al. (2021). Fourth, the measurement of green skepticism comprises four items (e.g., Think claims are not trustworthy) adapted from the study of Wu et al. (2018). Finally, green behavioural intentions were measured using three items (e.g., increase usage) used by Kautish and Sharma (2019).

Data Analysis

Sample Profile

The sample consisted of 45% of males and 55% of females. 58% of it were between 26-45 years of age, and 42% were within 46-65 years of age. The educational background shows that 70% of the respondents have professional qualifications and/or university degrees, while 30% have postgraduate qualifications. The income

level ranges from 50000-100000 for 20 % of the sample, and 80% of the sample earns more than 100000.

After the survey, the collected data were entered into IBM statistical package for social science (SPSS) software version 23. In the beginning, the data were tested for multivariate assumptions. The constructs and measurement items used in this present research were taken from previous studies with careful modifications wherever necessary in order to increase the relevance, validity, and reliability of the measurements. However, validity and reliability were tested, and unidimensionality was also examined by using CFA. Structural equation modeling (SEM) is used to test the causal relationships of constructs.

Multivariate Assumptions

Collected data were tested for multivariate assumptions at the beginning. Table 1 shows Skewness and kurtosis statistics calculated, and they were within the recommended range of -2 and +2, ensuring the data were normally distributed (Field, 2000; George & Mallery, 2010). Therefore, parametric tests could be applied for further analysis.

Table 1: *Normality test results*

Code	Indicators	N	Mean	Std. Dev.	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GP1	Package information	194	4.23	.654	-.615	.175	.817	.347
GP2	Recyclability	194	4.23	.630	-.601	.175	1.176	.347
GP3	Biodegradability	194	4.14	.705	-.390	.175	-.301	.347
GP4	Less damaging to environment	194	4.23	.644	-.602	.175	.953	.347
GC1	Promoting green living	194	3.72	.793	-.392	.175	-.145	.347
GC2	Encouraging to go green	194	4.15	.799	-.778	.175	.265	.347
GC3	Persuading green lifestyles	194	3.98	.762	-.534	.175	.195	.347
GC4	Leads social responsibility	194	4.04	.774	-.613	.175	.223	.347
GC5	Discourage harmful plastics	194	3.91	.718	-.378	.175	.150	.347
GC6	Discourage harmful polythene	194	3.94	.692	-.589	.175	.844	.347
GC7	Discourage harmful shopping bags	194	3.93	.779	-.672	.175	.805	.347
GC8	Reduce air pollution	194	3.94	.738	-.369	.175	-.018	.347
GC9	Reduce water pollution	194	3.91	.742	-.464	.175	.211	.347
GC10	Reduce land pollution	194	3.96	.723	-.779	.175	1.114	.347
GA1	Environment protection	194	4.11	.609	-.339	.175	.811	.347
GA2	Reduce pollution	194	4.09	.591	-.326	.175	1.076	.347
GA3	Save the nature	194	4.10	.624	-.329	.175	.572	.347

GA4	Environmentally safe mode	194	4.09	.621	-.325	.175	.616	.347
GA5	Prefer green products	194	4.09	.642	-.436	.175	.765	.347
GS1	Think claims are not trustworthy	194	3.06	.877	.262	.175	.159	.347
GS2	Think claims are exaggerated	194	3.18	1.092	.056	.175	-.505	.347
GS3	Think claims are misleading	194	3.15	.903	.073	.175	-.338	.347
GS4	Do not believe claims	194	3.25	.967	.064	.175	-.533	.347
GB1	Increase usage	194	3.94	.742	-.523	.175	.325	.347
GB2	Continue purchasing	194	3.99	.687	-.576	.175	.854	.347
GB3	Recommend to others	194	4.08	.708	-.650	.175	.799	.347

Source: Compiled by author, 2021

Test of Adequacy of Sample

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy test was conducted, and all values calculated were greater than 0.5, as shown in Table 2. These values ensure the required sample adequacy (Kaiser, 1974; Malhothra & Dash, 2011). This result ensured the appropriateness of the application of factor analysis for the data.

Bartlett's test of Sphericity is also an accepted measure of multivariate normality of a set of a distribution. When the significant value is less than 0.05, the distribution is multivariate normal and recommended for factor analysis (Field, 2000). The values obtained in the present research are depicted in Table 2, and they are highly significant. Therefore, further analysis can proceed with CFA and SEM.

Table 2: *KMO and Bartlett's test of sphericity*

Construct	**KMO**	**Bartlett's Test of Sphericity**	
		Chi-Square	**Sig.**
Green Packaging	0.851	750.863	0.000
Green Campaigns	0.943	1038.144	0.000
Green Attitudes	0.869	418.069	0.000
Green Skepticism	0.772	245.155	0.000
Green Behavioural Intentions	0.736	266.684	0.000

Source: Compiled by author, 2021

Confirmatory Factor Analysis (CFA)

A measurement model was developed for further analysis, and a confirmatory factor analysis was conducted.

Model Fit

Table 3: *CFA-Goodness of Fit Indices*

Criterion	CMIN	df	CMIN/df	GFI	CFI	PNFI	PCFI	IFI	TLI	NFI	RMSEA
Model Values	444.484	289	1.552	0.952	0.948	0.771	0.843	0.948	0.941	0.967	0.053
Recommended Values*	-	-	1.0 < 3.0	> 0.90	> 0.90	> 0.5	> 0.5	> 0.95	> 0.95	> 0.90	0.03 < 0.08

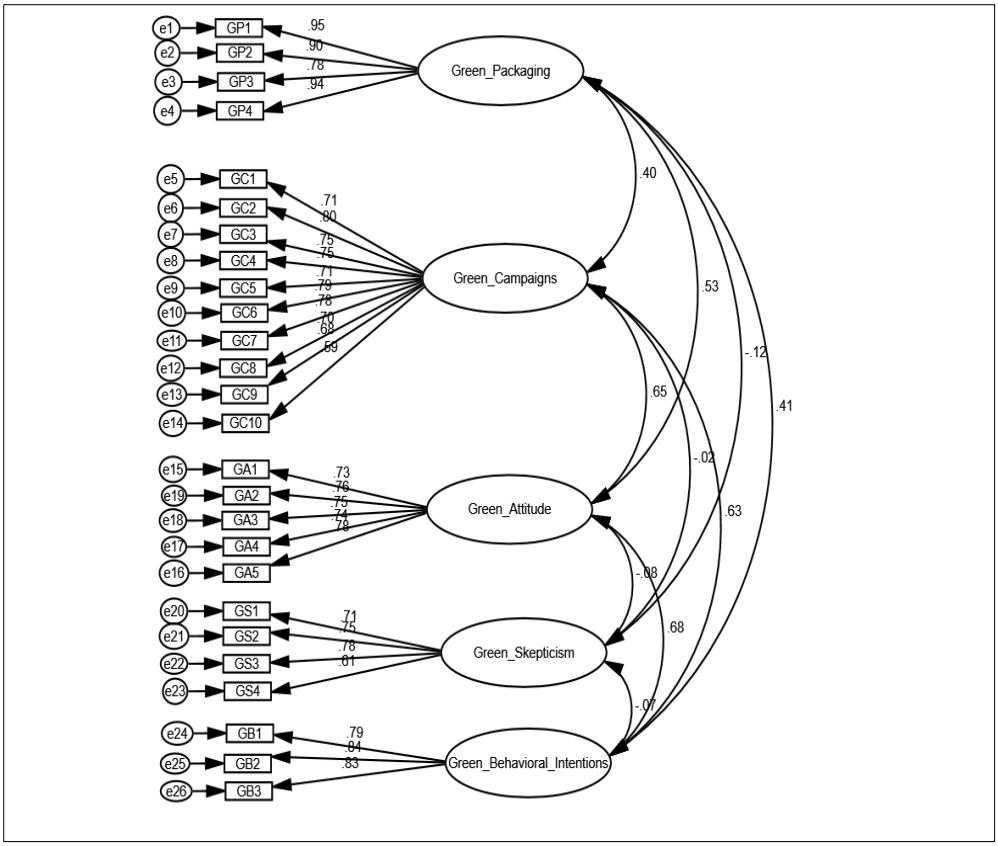
CMIN:$\chi 2$; df: degrees of freedom; GFI: Goodness of fit Index; CFI: Comparative fit index; PNFI: Parsimony normed fit index; PCFI: Parsimony Comparative Fit Index; IFI: Incremental fit index; TLI: Tucker-Lewis Index; NFI: Normed fit index; RMSEA: Root-mean-square error of approximation

Source: Compiled by author, 2021 based on: Hair et al. (2010); Holmes-Smith (2012); Suki (2017); Parry (2020)

Table 3 shows the model fit indices for the estimated CFA model. The $\chi 2$ of the model was 444.484with $p > 0.05$ and 289 degrees of freedom, making $\chi 2/df = 1.585$. They were within the recommended regions as the criteria given by Holmes-Smith (2012) and Suki (2017). A GFI value over 0.90 is better as per the criteria set by Hair et al. (2010), and therefore, the obtained value for GFI is accepted. According to the recommended values of Suki (2017) and Parry (2020), the Comparative Fit Index has passed the recommended level. Parsimony Normed Fit Index and Parsimony Comparative Fit Index have passed the recommended thresholds as per the criteria given by Hair et al. (2010) and Suki (2017). Further, according to the criteria set by Hair et al. (2010), Suki (2017), and Holmes-Smith (2012), Incremental Fit Index has approximately reached the recommended level. RMSEA is well within the acceptable limits (Hair et al., 2010). Normed Fit Index also has passed the threshold; Tucker-Lewis Index shows a reasonable fit (Hair et al., 2010; Suki, 2017; Holmes-Smith, 2012). Accordingly, based on all these values, it can be concluded that the estimated measurement model fits these data well.

Unidimensionality

Figure 2: *Standardized Regression Weights of Confirmatory Factor Analysis (CFA)*



Source: Compiled by author, 2021

For the purpose of examining the unidimensionality, confirmatory factor analysis was done, and the factor loadings were well above 0.5, as shown in Figure 2 and Table 4, and all of them became positive and significant ($P < 0.001$). Therefore, the unidimensionality was confirmed as very high (Cook & Kallen, 2009; Slocum-Gori, & Zumbo, 2011).

Table 4: *Standardized Factor Loading of Confirmatory Factor Analysis (CFA)*

Code	Indicators	Paths	Constructs	Estimates***
GP1	Package information	<---	Green_Packaging	.947
GP2	Recyclability	<---	Green_Packaging	.902
GP3	Biodegradability	<---	Green_Packaging	.780
GP4	Less damaging to environment	<---	Green_Packaging	.942
GC1	Promoting green living	<---	Green_Campaigns	.709
GC2	Encouraging to go green	<---	Green_Campaigns	.797
GC3	Persuading green lifestyles	<---	Green_Campaigns	.753
GC4	Leads social responsibility	<---	Green_Campaigns	.745
GC5	Discourage harmful plastics	<---	Green_Campaigns	.714
GC6	Discourage harmful polythene	<---	Green_Campaigns	.788
GC7	Discourage harmful shopping bags	<---	Green_Campaigns	.782
GC8	Reduce air pollution	<---	Green_Campaigns	.699
GC9	Reduce water pollution	<---	Green_Campaigns	.678
GC10	Reduce land pollution	<---	Green_Campaigns	.593
GA1	Environment protection	<---	Green_Attitude	.733
GA2	Reduce pollution	<---	Green_Attitude	.762
GA3	Save the nature	<---	Green_Attitude	.747
GA4	Environmentally safe mode	<---	Green_Attitude	.741
GA5	Prefer green products	<---	Green_Attitude	.778
GS1	Think claims are not trustworthy	<---	Green_Skepticism	.712

Code	Indicators	Paths	Constructs	Estimates***
GS2	Think claims are exaggerated	<---	Green_Skepticism	.752
GS3	Think claims are misleading	<---	Green_Skepticism	.784
GS4	Do not believe claims	<---	Green_Skepticism	.606
GB1	Increase usage	<---	Green_Behavioural_ Intentions	.795
GB2	Continue purchasing	<---	Green_Behavioural_ Intentions	.836
GB3	Recommend to others	<---	Green_Behavioural_ Intentions	.833

******* Statistically significant at .001

Source: Compiled by author, 2021

Reliability

Cronbach's Alpha values and Composite Reliability (CR) values of all latent variables were used to assess the reliability of the measurement scales. As depicted in Table 5, Cronbach's Alpha values are above the threshold of 0.7, which confirmed the internal consistency of the scales (Hair et al., 2010). CR values are also given in Table 5, and all the values exceed 0.7 ensuring acceptable reliability (Fornell & Larcker, 1981; Hair et al., 2010; Malhothra & Dash, 2011). Therefore, the model has strong evidence for reliability.

Table 5: *Results of Reliability and Convergent Validity Tests*

Constructs	No. of Items	Cronbach's Alpha α > 0.7	Composite Reliability (CR) CR > 0.7	Average Variance Extracted (AVE) AVE > 0.5
Green Packaging	4	0.937	0.941	0.802
GP1- Package information				
GP2- Recyclability				
GP3- Biodegradability				
GP4- Less damaging to environment				
Green Campaigns	10	0.918	0.918	0.530
GC1- Promoting green living				
GC2- Encouraging to go green				
GC3- Persuading green lifestyles				
GC4- Leads social responsibility				
GC5- Discourage harmful plastics				
GC6- Discourage harmful polythene				
GC7- Discourage harmful shopping bags				
GC8- Reduce air pollution				
GC9- Reduce water pollution				
GC10- Reduce land pollution				
Green Attitude	5	0.867	0.867	0.566
GA1- Environment protection				
GA2- Reduce pollution				
GA3- Save the nature				
GA4- Environmentally safe mode				
GA5- Prefer green products				
Green Skepticism	4	0.801	0.807	0.514
GS1- Think claims are not trustworthy				
GS2- Think claims are exaggerated				
GS3- Think claims are misleading				
GS4- Do not believe claims				
Green Behavioural Intentions	3	0.861	0.862	0.675
GB1- Increase usage				
GB2- Continue purchasing				
GB3- Recommend to others				

Source: Compiled by author, 2021

Convergent Validity

As shown in Table 5, all AVE values exceeded the recommended value of 0.5, ensuring the convergent validity was acceptable (Fornell & Larcker, 1981; Hair et al., 2010).

Discriminant Validity

The results of the testing of discriminant validity are given in Table 6. The square roots of the AVE values are given on the principal diagonal, and they are greater than the inter-construct correlations in their corresponding rows and columns. These results confirm the discriminant validity of the estimated model (Fornell & Larcker, 1981; Hair et al., 2010).

Table 6: *Assessment of Discriminant validity*

	Green Packaging	Green Campaigns	Green Attitude	Green Skepticism	Green Behavioural Intentions
Green Packaging	**0.895**				
Green Campaigns	0.401	**0.728**			
Green Attitude	0.528	0.653	**0.752**		
Green Skepticism	-0.124	-0.02	-0.078	**0.717**	
Green Behavioural Intentions	0.411	0.633	0.679	-0.065	**0.822**

Source: Compiled by author, 2021

Structural Model and Results

A structural equation model was developed and applied to examine the relationship among constructs. Accordingly, the hypotheses were also tested. The recommended model fit indices were used to test the model fit, and they are given in Table 7.

Table 7: *SEM-Goodness of Fit Indices*

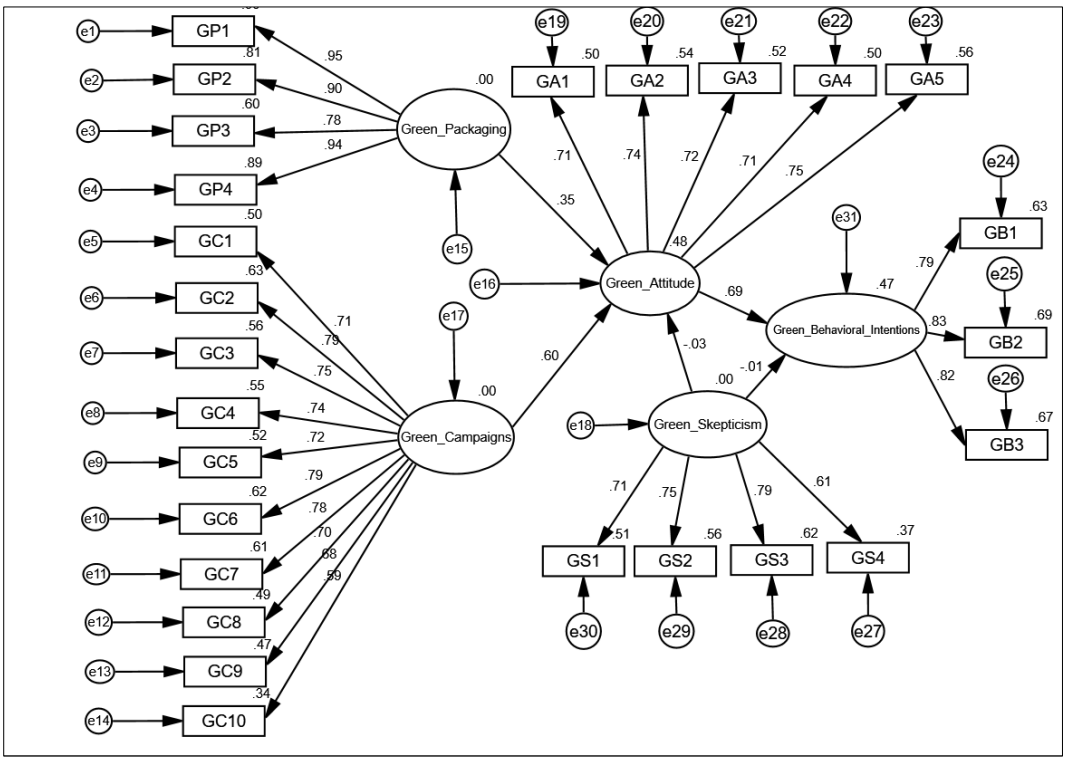
Criterion	CMIN	df	CMIN/df	GFI	CFI	PNFI	PCFI	IFI	TLI	NFI	RMSEA
Model Values	493.782	294	1.680	0.941	0.934	0.772	0.845	0.935	0.927	0.954	0.059
Recommended Values*	-	-	1.0 < 3.0	> 0.90	> 0.90	> 0.5	> 0.5	> 0.95	> 0.95	> 0.90	0.03 < 0.08

CMIN:$\chi 2$; df: degrees of freedom; GFI: Goodness of fit Index; CFI: Comparative fit index; PNFI: Parsimony normed fit index; Parsimony comparative fit index IFI: Incremental fit index; TLI: Tucker-Lewis index; NFI: Normed fit Index; RMSEA: Root-mean-square error of approximation

Source: Compiled by author, 2021 based on: Hair et al. (2010); Holmes-Smith (2012); Suki (2017); Parry (2020)

As depicted in Table 7, all fit indices are satisfactory, and therefore, the postulated causal structure is well fitted to the data collected.

Figure 3: *Regression Weights of Structural Model*



Source: Compiled by author, 2021

Table 7: Regression Weights and Significance

Paths			Estimate
Green Packaging	------->	Green Attitude	.352***
Green Campaigns	------->	Green Attitude	.598***
Green Skepticism	------->	Green Attitude	-.031
Green Skepticism	------->	Green Behavioural Intentions	-.011
Green Attitude	------->	Green Behavioural Intentions	.686***

******* Statistically significant at .001

Source: Compiled by author, 2021

Testing the Hypotheses

As shown in Figure 3, the Green Packaging impacts Green Attitude positively, and the contribution is 0 .352. As depicted in Table 7, it is significant at the 0.001 level, and therefore, H_1 can be accepted. The other latent construct, Green Campaigns, positively impacts Green Attitude, and it contributes 0.598 at a significant level of 0.001. Therefore, H_2 is also accepted. The third hypothesis is about the negative impact of Green Skepticism on Green Attitude. It is not significant. Therefore, H_3 is rejected. The fourth hypothesis is that Green Skepticism negatively impacts Green Behavioural Intentions as in figure 7, but it is also not significant, as given in Table 7. Therefore, H_4 is also rejected.Finally, it is found that Green Attitude impacts positively to Green Behavioural Intention by contributing .69, and it is significant at .001. Therefore H_5 is accepted.

Table 8: Summary of Hypothesis Testing

	Hypotheses	Results
H_1	Green packaging positively affects the green attitudes of consumers.	Supported
H_2	Green campaigns positively affect the green attitudes of consumers.	Supported
H_3	Green skepticism negatively affects attitude towards green products	Not Supported
H_4	Green skepticism negatively affects the green behavioural intentions of consumers	Not Supported
H_5	Green attitude positively affects green behavioural intentions of consumers	Supported

Source: Compiled by author, 2021

Findings and Discussion

Green packaging and green attitudes of consumers

The present research found that green packaging has a significant impact on the green attitude of consumers. The green attitude is formed in the consumer's mind because of several reasons. The information provided by green packaging with eco-labels convinces and motivates consumers to be transformed into green consumers. The knowledge a consumer must have about environmental sustainability is enhanced by the practical and inducing information that comes with green packaging. Therefore, rational consumers may have the chance to conceptualize green consumerism when exposed to a decision-making situation where a well-designed green package with eco-label is available. Therefore, such consumers can form a positive attitude towards the green product. The present finding is in line with some of the findings of previous research. Canio et al. (2021) consumers select sustainably packaged foods when they have sustainability motives. The waste generated through packaging is readily seen due to the packaging materials which are not recyclable. Consumers recognize such harmful packaging materials, and therefore they can easily identify green packaging with their practical knowledge. Beitzen-Heineke et al. (2017) and Chen et al. (2017) have studied this waste generated from plastic packaging and the amount of garbage generated from household waste. As Klaiman et al. (2017) correctly pointed out,

consumers have to spend much time separating and preparing garbage disposal because of these various packaging materials. Such a tiresome task reminds consumers when they see a green package ready for sale, and consumers easily form an attitude towards the positive side of green packaging. As Parguel et al. (2011) explain, when a green label comes with an independent agency, consumers' acceptance of a product is very high. Therefore, a positive attitude can be enhanced in the consumers' minds when they observe such labels. The findings also shed light on the explanations given by Vilarinho et al. (2018). They stressed that biodegradable food packaging had been developed to handle environmental issues, and such types of materials have a very high probability of attracting consumers and forming a positive attitude for such products.

Green campaigns and green attitudes of consumers

The present research found that green campaigns positively affect green attitudes. These green campaigns may take the form of different promotions, advertising, public communications, and the like. However, the green campaigns do some basic formation of consumers' green attitude whatever the mode they take. The green campaigns educate consumers on different aspects of environmental protection endeavors. Therefore, finally, consumers transform themselves into such green consumer status. The findings of this research validate some of the previous scholarly works. Kim et al. (2019) have found that green advertising affects consumers' attitudes and environmental friendliness. Present research supports these findings. There are somewhat opposite views. Accordingly, even though consumers are receiving plenty of information from green advertising, consumers do not become green consumers because of not having a better understanding of it (Rahim et al., 2012). Onditi (2016) has reported that consumers need some time to decide to use them. The present research is inconsistent with these findings because, from green campaigns, consumers learn about green lifestyles, but they only form positive attitudes at first, and after some time, they express the intention to buy and go for the final purchase.

Green attitude and green behavioural intentions

The present research found that green attitude positively affects green behavioural intention, and the contribution is .69, statistically significant at the .001 level. Salam (2021) has found that environment consciousness affects attitude and then buying intentions. The present research found that green packaging and green campaigns affect green attitudes and then behavioural intentions. Therefore, present findings have found similar findings, but the scope covers broad aspects. Behavioural intentions cover several dimensions, such as positive word of mouth, intention to continue the same purchase in the future, and intentions to increase the purchase or use of green products. The present findings confirm the findings of Ali et al. (2011). They have found that when people come to know about environmental problems, people change their behavior. Because the formation of a green attitude occurs due to different green campaigns and packaging, this green attitude changes the behavioural intentions. Further, the findings of Paul et al. (2016) are also in line with present findings since they have reported that customer attitude influences purchase behavior.

Conclusion

The present study is based on the premise that even though the constructs considered have been explored individually or in different relationships, they have not been studied on how green behavioural intentions were affected by green packaging, green campaigns, and green attitude in the presence of green skepticism. Therefore, the present study added the existing knowledge, a theoretical model which can explain the said relationships. These constructs have not been investigated with appropriate links to understand the phenomenon to the best of the author's knowledge. Therefore, present research fills the knowledge gap that exists. In a nutshell, present research found that both green packaging and green campaigns influence to form a positive green attitude among customers and consequently impact green behavioural intentions. The other construct studied was the negative influence of green skepticism on green attitude and green behavioural intentions, but the results were not statistically significant.

The study captured several vital insights and contributed to the existing knowledge on the green behavior of consumers. Since packaging affects green attitude and changes behavior, information provided by eco-labeling can convert the normal consumers into green consumers, which is a need of the country for a sustainable environment. Therefore, the research concludes that designing packaging with the necessary information will convert the country's consumers into mostly required consumers. The other contribution is identifying the green campaigns conclude the ability to convert the consumers into green consumers through various informational support campaigns. Therefore achieving a status of a sustainable environment for the future of the people is guided by the contributions of this research.

Theoretical and managerial Implications

Marketers are seeking ways to reach customers in order to achieve their objectives. Green behavioural intentions are vital for marketers who are involved with green marketing. To realize how consumers behave in response to market offerings is one of the marketer's vital tasks. Present research shed light on this, and the tested theoretical model explains how consumers behave when marketers manipulate relevant constructs. The research gives evidence of the undoubted impact of green attitude on green behavioural intention, and therefore, in order to have desired benefits, marketers must control the green attitudes. Two constructs are affecting or forming a positive green attitude of consumers: Green packaging and green campaigns. Therefore, marketers should take necessary actions to design the packaging with relevant information to affect green attitudes. This effort will be enhanced by green campaigns, which is very important in achieving marketing tasks. Green campaigns educate consumers on the advantages of eco-friendliness, sustainability of the environment, positive health effect of consuming green products. In the recent past, green campaigns were launched to discourage the use of plastic materials, polythene, polythene bags, and shopping bags. These discouragements and harmful effects make the consumer attitude unfavorable about the said materials, and therefore marketers must introduce alternative biodegradable and recyclable packaging materials. Emission of waste materials and toxic liquid from different factories must be reduced or remedies must be found to recycle in order to send the green messages to consumers since consumers are aware of their wrongdoing and

may form a negative attitude toward such companies' products. It is important to know that the Government is also launching such environmental sustainability campaigns, and consumers may be discouraged from purchasing such companies' products due to negative attitudes.

Limitations and Future Research

Present research considered eco-labeling as a part of green packaging because labeling is an essential part of the packaging, and consumers evaluate the product with the information provided by the label as well as the way it goes to the consumer with the green claim. New research can be conducted, considering eco-labeling and packaging as two constructs. Further, the theoretical model can be modified by considering green skepticism as a moderating variable between green campaigns and green attitude. In this research, hypotheses involving green skepticism were not significant, and therefore, the mediation analysis could not be done. However, in a different context with a different sample, the results may be significant. Hence, a future study can consider green attitude as a mediator between green skepticism and green behavioural intentions.

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