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EXPLORING GREEN PACKAGING ACCEPTANCE IN FAST MOVING CONSUMER GOODS IN EMERGING ECONOMY: THE CASE OF MALAYSIA

Logforum

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LET'S GET TO KNOW

ABOUT

This study aims to establish a model to understand the motivational drivers of green packaging acceptance from the lens of the Theory of Consumption Value.

DESIGN/METHODOLOGY/ APPROACH

Data from self-administered questionnaire were obtained for this qualitative study to address the affirmation hypotheses. A total of 426 questionnaires were distributed among the shopping centres' consumers in Klang Valley, Malaysia.

FINDINGS/EXPECTED FINDINGS

Findings from this study indicated that three values have a significant impact on consumer's green packaging acceptance which is emotional, functional, and social value while conditional and epistemic have no statistical impact on consumer's green packaging acceptance.

ORIGINALITY/VALUE/ CONTRIBUTION

These research findings contribute to the growing body of knowledge on the drivers that motivate consumers to shift from traditional packaging to green packaging and subsequently contributing to long-term urban sustainability and quality of life predominantly in the emerging economy.

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