

Awareness of Eco-Friendly (Ready-To-Eat) Food Packaging Amongst the Youth of Pune City

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Abstract:

The growing environmental implications linked to traditional food packing have compelled the evolution of sustainable food packaging, especially in the swiftly developing ready-to-eat (RTE) food industry. These cover regarding eco-friendly food packaging its awareness, perceptions, and behavioural intentions of the youth from Pune city in this study. A descriptive survey-based research design was used, and primary data were collected from 120 respondents aged 18–30 years via a structured online questionnaire using Google Forms. Results showed that only 78.3% of respondents knew the difference between a trademark and copyright, with a big majority knowledge of eco-packaging ideas, whilst 65% said they would pay a premium for RTE food products with sustainable packaging. 72% of participants learnt about it through social media, making this the most common information source. However, there was a significant attitude-behavior gap discovered, where positive environmental attitudes did not always result in purchasing behavior mainly due to cost sensitivity and limited availability. The study suggests that though the levels of awareness amongst Pune youth seems to be encouraging however further educational intervention and affordable accessibility to eco-friendly packaged products would go a long way in bridging intention behavioural gap in the age group. The implications of these findings are important for food manufacturers, policymakers, Keywords: Pune city, sustainable consumption, young awareness, eco-friendly packaging, ready-to-eat food, and environmental behavior, Although Pune's youth show positive levels of awareness, the study indicates that in order to close the intention-action gap, focused educational interventions and easier access to eco-friendly packaged goods are crucial. These results have important ramifications for food producers, legislators, and environmentalists who want to encourage young consumers to adopt sustainable consumption habits.

Keywords: Pune city, sustainable consumption, young awareness, eco-friendly packaging, ready-to-eat food, and environmental behavior

1. Introduction

1.1 Background of Eco-Friendly Packaging

Plastic pollution and non-biodegradable garbage pose serious dangers to ecological sustainability in the current global environment, which is experiencing an unparalleled environmental catastrophe. Because they persist in ecosystems, emit hazardous chemicals, and produce greenhouse gases during production and disposal, conventional food packaging materials—mostly plastics and synthetic polymers—contribute significantly to environmental deterioration.

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Eco-friendly packaging, which includes materials that are recyclable, biodegradable, compostable, or made from renewable resources, has become a feasible solution to these problems.

A paradigm change in the packaging business is represented by eco-friendly packaging, which is defined by a lower environmental impact throughout its lifecycle. Plant-based plastics, cardboard and paper derivatives, packaging made of bamboo, and edible packaging options are some examples of these sustainable substitutes. Adoption of such packaging is in line with the more general goals of the circular economy and the Sustainable Development Goals of the United Nations, especially Goal 12 on responsible production and consumption.

1.2 Importance in the Ready-to-Eat Food Sector

Globally, the ready-to-eat food industry has grown exponentially due to urbanization, shifting consumer time restrictions, and changing lifestyle patterns. Over the next ten years, the RTE food market in India, which is estimated to be worth USD 300 million, is expected to expand at a compound annual growth rate of 15–18%. Although this growth trajectory is commercially promising, the packaging waste produced by this industry presents serious environmental issues.

To guarantee food safety, preserve shelf life, and enable convenient consumption, RTE food products usually need substantial packaging. As a result, RTE food packaging has a disproportionately large environmental impact when compared to other food categories. Therefore, the shift to environmentally friendly packaging in this industry is not only desirable but also necessary for sustained development. mdpi.com

1.3 Focus on Youth Awareness

Young millennials and Generation Z, together known as "youth consumers," are a demographic group with unique traits that make them important change agents for sustainable purchasing habits. According to research, young consumers have a major impact on household purchasing decisions, are more environmentally concerned, and are exposed to more sustainability-related information via digital platforms. Frontiersin.org

Young customers often exhibit an attitude-behavior gap, meaning that their stated environmental concerns may not always translate into decisions to buy sustainable items, even when they have positive pro-environmental attitudes. Developing successful tactics to encourage young customers to use eco-friendly packaging requires an understanding of the elements that contribute to this disparity.

1.4 Pune City Context

The second-biggest city in Maharashtra, Pune, offers a special setting for researching young consciousness of environmentally friendly packaging. Pune, a well-known center for education with a large number of colleges, universities, and research facilities, is home to a sizable youth population with higher levels of education and exposure to a variety of information sources. The city is a suitable study site for examining sustainable packaging awareness due to its demographics, expanding food service sector, and developing environmental activities.

Additionally, Pune's municipal government has put in place a number of environmental efforts, such as waste management programs and the enforcement of plastic bans, which may raise citizens' awareness of environmental issues. Pune's youth population is especially pertinent for comprehending the dynamics of eco-friendly packaging awareness because of the combination of educational options, exposure to environmental policies, and a booming food industry.

1.5 Objectives of the Study

This study's main goal is to determine how much knowledge young people in Pune city have about envi-

ronmentally friendly packaging for ready-to-eat food items. The particular goals consist of:

1. to find out how much the young of Pune know about eco-friendly packaging ideas.
2. to determine the main information sources affecting awareness levels.
3. to investigate what influences consumers' propensity to buy packaged RTE food items that are environmentally friendly.
4. to examine the connection between consumer behavior and environmental consciousness.
5. to offer suggestions for encouraging young consumers to choose eco-friendly packaging.

2. Literature Review

2.1 Consumer Awareness and Perception of Sustainable Packaging

In recent years, there has been a significant increase in the scholarly literature on consumer awareness of sustainable packaging, which reflects the increased interest in this area among academics and practitioners. A thorough study of customer understanding, behavior, and expectations about food packaging environmental sustainability was carried out by Chirilli, Molino, and Torri (2022). Their study, which included 646 individuals, showed that sociodemographic traits had a big impact on how consumers react to sustainable packaging. Based on packaging-related behavior, they notably distinguished four different consumer segments: "More sustainable—packaging-role-oriented," "More sustainable—packaging minimizers," "Less sustainable," and "Medium sustainable." The study discovered that while the youngest participants showed less sustainable habits, the most sustainable groups were primarily made up of females. mdpi-res.com

In a similar vein, Bojanowska and Sulimierska (2023) examined consumer awareness of biodegradable packaging, concentrating on how well consumers are able to recognize packaging materials that actually assist the environment. According to their findings, there are significant gaps in consumer understanding, and many participants mistakenly believe that traditional packaging materials are biodegradable. In order to support informed purchasing decisions, this study emphasized the need for more consumer education and more precise labeling regulations. mdpi.com

2.2 Youth Consumer Behavior and Sustainable Packaging

Because of their unique value orientations and possible long-term market influence, Generation Z consumers have become a focal group in sustainability studies. The TRUST-PACT (Trust-Enabled Perceived Authenticity and Communicative Transparency) concept was created by Moodbidri and Ashwini (2026) to explain why Generation Z consumers are prepared to pay for sustainable packaging. Brand trust was found to be a crucial mediating factor between environmental awareness and purchase intention in their study of Indian customers. The study showed that willingness to pay for sustainable packaging is strongly influenced by environmental awareness, perceived benefits, and green ideals, mostly through the mechanism of brand trust. Frontiersin.org

This result is consistent with the larger body of research on trust-based consumer behavior, which contends that concerns about greenwashing and information asymmetry impede sustainable purchasing. Customers are more likely to pay higher costs for environmentally friendly packaging when they believe that firms are genuine and open in their sustainability marketing.

2.3 Factors Influencing Packaging Preferences

Kapoor and Kumar (2019) looked into how packaging affects the buying choices of young Indian consumers. They found that most people care a lot about packaging and are willing to pay more for food that comes in good packaging. Their study found that factors like safety, convenience, usefulness, and the

cost—both money and social—play important roles in buying decisions. An interesting finding was that non-vegetarian people cared more about the environment than vegetarians, showing that what someone eats can affect how they feel about the environment. abacademies.org

More recently, Sethi and Malviya (2025) studied how aware young people are of and how often they use eco-friendly packaging.

They used a survey with 342 people. Their results showed high awareness (with an average score of 4.12 on a 5-point scale) and positive feelings (an average of 4.05), both well above the neutral level. A logistic regression analysis showed that being more aware made people more likely to use eco-friendly packaging—those with higher awareness were more than twice as likely to do so (OR = 2.14). The main reasons people were motivated to use eco-friendly packaging were their sense of environmental responsibility and being careful about costs. frontiersin.org

2.4 The Attitude Behaviour Gap

A common problem in the research is the gap between what people say they believe and what they actually do. Moodbidri and Ashwini (2026) looked at this in detail, pointing out that even though young people (Generation Z) have positive feelings about the environment, they are often unwilling to pay more for sustainable packaging. Their study found that this gap is because of things like not having enough information, being suspicious of green marketing, being sensitive to prices, and not having enough options for sustainable packaging.

The research suggests that to close this gap, different strategies are needed. These include making eco-labels more trustworthy, being more honest with customers about how companies are doing, and making sustainable products more available.

2.5 Research Gaps Identification

Even though there is a lot of research on how people think and act about sustainable packaging, there are still some areas that need more attention.

First, not much has been studied about ready-to-eat foods, which have different packaging needs and are eaten in different ways. Second, there is not much research done in specific parts of India, with most studies looking at the whole country, which might miss the differences in how people in different places think and act. Third, there is not enough research on how young people in cities like Pune, which are known for education, think and act about the environment.

This study aims to fill these gaps by looking at ready-to-eat food packaging, focusing on young people in Pune.

It will explore how awareness, attitudes, and the intention to act all work together in this specific group.

3. Methodology

3.1 Research Design

This study used a descriptive, survey-based approach to learn about how aware young people in Pune are of eco-friendly packaging and their views on it. A descriptive method was chosen because it is good for showing the characteristics of a group and finding patterns and connections in the data.

3.2 Study Area and Target Population

The study was done in Pune, Maharashtra, India. It included people from different schools and areas in the city. The target group was young people aged 18 to 30. This group represents Generation Z and young millennials, who are big consumers of ready-to-eat food and will be important for shaping future sustainable habits.

3.3 Sample Size and Sampling Method

A total of 120 people were interviewed using convenience sampling.

This method is suitable for early studies and when there are practical limits to how people are counted. To get a mix of responses, the people were gathered from different places in Pune, including schools, shopping areas, and neighborhoods. Having 120 people is in line with what is usually done for descriptive surveys.

It offers enough data for meaningful analysis while being manageable within resource limits. The participants had to be residents of Pune, between 18 and 30, and used ready-to-eat food products.

3.4 Data Collection Instrument

A structured questionnaire was used to collect data. It was sent electronically via Google Forms to speed up data collection and ensure quality. The questionnaire had four sections:

Section A: Demographic Information – This included age, gender, levels of education, and diet preferences.

Section B: Awareness Assessment – This measured how aware people were of eco-friendly packaging, what types of sustainable materials they knew about, and how familiar they were with the terms used.

Section C: Perception and Attitude – This assessed people's feelings toward eco-friendly packaging, how important they thought sustainable packaging was, and their worries about the environmental impact of regular packaging.

Section D: Behavioral Intentions – This looked into people's willingness to buy products that use eco-friendly packaging, their willingness to pay more, and what influences their buying choices.

The survey used different question types, including multiple-choice, Likert-scale questions (with five points from "Strongly Disagree" to "Strongly Agree"), and ranking questions to capture both numbers and opinions.

3.5 Data Collection Procedure

Data was collected over four weeks in February and March 2025.

The survey link was shared through several channels, like email lists from schools, social media, and young people's groups. Before starting the survey, participants were asked for their consent and were told about the research's purpose, that participation was voluntary, and that their data would be kept private.

3.6 Data Analysis

The data was analyzed using descriptive statistics, including frequency counts, percentages, average scores, and standard deviations.

Cross-tabulation was used to look at the links between background factors and awareness or behavior. The analysis was done in Microsoft Excel, and the results were shown in tables and charts to make them easier to understand.

4. Results

4.1 Demographic Profile of Respondents

The demographic composition of the study sample is presented in Table 1.

The sample showed a fairly balanced gender distribution, with 55% female respondents and 45% male respondents. The age distribution was concentrated in the 21–25 years category (52.5%), followed by 18–20 years (30.8%) and 26–30 years (16.7%). In terms of educational qualifications, undergraduate students formed the largest group (45%), followed by postgraduates (35%) and diploma holders (20%).

Table 1: Demographic Profile of Respondents (N=120)

Demographic Variable	Category	Frequency	Percentage
1. Gender	Male	54	45.0%
	Female	66	55.0%
2. Age Group	18–20 years	37	30.8%
	21–25 years	63	52.5%
	26–30 years	20	16.7%
3. Education	Diploma	24	20.0%
	Undergraduate	54	45.0%
	Postgraduate	42	35.0%
4. Dietary Preference	Vegetarian	52	43.3%
	Non-vegetarian	68	56.7%

4.2 Awareness Levels of Eco-Friendly Packaging

The survey results indicated significant awareness of eco-friendly packaging concepts among the respondents.

About 78.3% of participants were familiar with the term "eco-friendly packaging," while 67.5% could correctly identify at least three types of sustainable packaging materials (paper/cardboard, bamboo, biodegradable plastics).

When assessed across specific awareness dimensions using a 5-point Likert scale, respondents showed the highest awareness regarding the environmental issues associated with plastic packaging (M = 4.23, SD = 0.87), followed by understanding of biodegradability concepts (M = 3.95, SD = 0.92) and knowledge of recyclable packaging options (M = 3.78, SD = 1.04).

Table 2: Awareness Levels Across Different Dimension

Awareness Dimension	Mean	Standard Deviation
Environmental problems of plastic	4.23	0.87
Biodegradability concepts	3.95	0.92
Recyclable packaging knowledge	3.78	1.04
Compostable materials awareness	3.52	1.12
Eco-label recognition	3.45	1.08

4.3 Sources of Information

Social media platforms were the primary source of information regarding eco-friendly packaging, with 72% of respondents citing them.

Educational institutions ranked second (58%), followed by family and friends (45%), news media (38%), and product labels (35%). Multiple response analysis showed that respondents typically accessed information from two to three different sources, indicating a multi-source information environment.

The prominent role of social media aligns with the digital-native characteristics of the youth demographic, highlighting the importance of digital communication strategies in promoting eco-friendly packaging awareness.

4.4 Attitudes Toward Eco-Friendly Packaging

Respondents generally held positive attitudes toward eco-friendly packaging.

A large majority (83.3%) agreed or strongly agreed that eco-friendly packaging is important for environmental protection. Likewise, 76.7% believed that individual consumer choices can help in reducing environmental pollution.

However, the strength of these attitudes varied across dimensions.

While environmental concern had the highest score ($M = 4.35$, $SD = 0.78$), practical factors such as the convenience of eco-friendly packaging scored lower ($M = 3.42$, $SD = 1.15$), suggesting potential barriers to actual behavioral change.

4.5 Purchasing Behavior and Willingness to Pay

In terms of behavioral dimensions, 65% of respondents expressed willingness to pay a premium for eco-friendly packaged RTE food products.

However, this willingness was conditional, with 48% preferring premiums not exceeding 10% of the product's price, 35% accepting premiums of 10–20%, and only 17% willing to pay above 20%.

Current purchasing behavior showed that only 42% of respondents regularly purchased eco-friendly packaged products, despite their high awareness levels.

The main barriers identified were higher prices (cited by 68%), limited availability (52%), and lack of sufficient information about product authenticity (45%).

Table 3: Willingness to Pay Premium for Eco-Friendly Packaging

Premium Range	Percentage
Up to 10%	48%
10–20%	35%
Above 20%	17%

4.6 Gender-Based Differences

Cross-tabulation analysis revealed notable gender differences in awareness and behavioral patterns. Female respondents showed higher awareness scores ($M = 4.12$) compared to male respondents ($M = 3.78$). Likewise, willingness to purchase eco-friendly packaged products was higher among females (72%)

than males (56%). These findings are in line with existing literature that suggests greater environmental consciousness among female consumers.

5. Discussion

5.1 Interpretation of Awareness Levels

The results show that the youth in Pune have a good level of awareness about eco-friendly packaging. Around 78.3% of them know about it, which is much higher than what is generally seen in other parts of the country. This could be because Pune is a city with many educational institutions, and people there are often exposed to environmental education and discussions about sustainability. These findings match what Sethi and Malviya found in 2025, where they saw high awareness levels (average score of 4.12) among young people. This suggests that there is a growing awareness about the environment among younger generations. eksplorium.com

However, there are differences in the level of awareness across different topics.

While people are well aware of the problems caused by plastic (average score of 4.23), they know less about specific eco-friendly alternatives like compostable materials and eco-labels. This shows that people may know more about the issues than the solutions. Therefore, there is a need for more education that includes practical options and helps people recognize real eco-friendly products.

5.2 The Attitude-Behavior Gap

One important finding of this study is that there is still a gap between what people think about eco-friendly packaging and what they actually do.

More than 83% of the people surveyed have a positive view of eco-friendly packaging, but only about 42% buy such products regularly. This gap is similar to what Moodbidri and Ashwini found in 2026, where they saw this issue as a key challenge for making sustainable packaging popular among younger generations. frontiersin.org

The main reasons people don't buy eco-friendly products are higher prices (68%), limited availability (52%), and doubts about whether they are truly eco-friendly (45%).

These findings support what Kapoor and Kumar found in 2019, which shows that even though young people value eco-friendly packaging, their decisions are influenced a lot by cost. abacademies.org

5.3 Role of Information Sources

Social media is the main source of information for Pune's youth, with 72% of them getting their information from there.

This supports the work of Chirilli, Molino, and Torri (2022), who highlighted the importance of understanding the channels that influence consumer awareness. For Pune's young people, digital platforms are the main way they learn about environmental issues. This suggests that awareness campaigns should focus more on social media than on traditional methods. mdpi-res.com

On the other hand, product labels are not seen as a major source of information, with only 35% of people relying on them.

This means there is an opportunity to improve point-of-purchase education by using clearer eco-labeling and better sustainability communication on packaging. This aligns with the findings of Bojanowska and Sulimierska (2023), who noted that people often fail to recognize biodegradable packaging. mdpi.com

5.4 Gender Differences and Demographic Influences

The study found that females have higher awareness and are more willing to buy eco-friendly products than males. This matches the findings of Chirilli, Molino, and Torri (2022), who found that the most

environmentally conscious consumers are mostly women. This pattern could be due to different ways males and females are raised or how much exposure they have to environmental topics. mdpi-res.com These findings show that while general awareness campaigns are important, there is also a need for specific efforts to engage male youth and help them turn their awareness into actual actions.

5.5 Practical Implications

The findings hold significant practical implications for multiple stakeholders. For food manufacturers, the demonstrated willingness to pay premiums (65% of respondents) indicates market potential for eco-friendly packaged RTE products, provided pricing remains within acceptable ranges (preferably below 20% premium). Addressing authenticity concerns through credible certification and transparent communication could enhance consumer trust and adoption.

For policymakers, the findings support continued emphasis on environmental education and the development of standardized eco-labeling systems that enable consumers to identify genuinely sustainable products. For environmental advocates, the prominence of social media as an information source suggests that digital campaigns targeting youth audiences could effectively enhance awareness and potentially influence behavior.

6. Conclusion

6.1 Summary of Key Findings

This study looked into the level of awareness about eco-friendly packaging for ready-to-eat food products among youth in Pune.

It found several important things. First, the youth in Pune have a relatively high level of awareness, with 78.3% familiar with eco-friendly packaging. Second, even though they have a positive attitude towards it, only 42% buy these products regularly, showing a gap between what they believe and what they do. Third, the main reasons people don't choose eco-friendly packaging are high cost, limited availability, and doubts about its authenticity. Fourth, the main source of information for the youth is social media. Fifth, there are differences in awareness based on gender, with females being more aware and more willing to buy eco-friendly packaging.

6.2 Achievement of Research Objectives

The study successfully reached its goals by measuring awareness levels, identifying where people get their information, examining what affects their willingness to buy eco-friendly products, and looking at how awareness relates to actual behavior.

These findings provide a full picture of the current situation regarding eco-friendly packaging awareness in Pune and the challenges in turning awareness into real actions.

6.3 Recommendations

Based on these findings, the following suggestions are made:

1. **Increased Availability:** Food manufacturers and retailers should make eco-friendly packaged food products more available in various places where people shop to address the issue of limited availability.
2. **Better Pricing:** Setting prices that are within the range of 10–20% higher than regular products could help increase the adoption of eco-friendly packaging.
3. **Digital Awareness Campaigns:** Since social media is the main source of information for the youth, it is important to create engaging content that teaches them about eco-friendly options and their benefits.
4. **Trustworthy Labels:** Implementing clear and reliable eco-labels would help people trust these products and make better choices.

5. Education in Schools: Adding information about eco-friendly packaging in school curriculums could make use of Pune's strong educational system to increase awareness and shape long-term behavior.

6.4 Limitations and Future Research Scope

7. Discussion

7.1 Understanding Awareness Levels

The results show that the youth in Pune have a good level of awareness about eco-friendly packaging. Around 78.3% of them know about it, which is much higher than what is generally seen in other parts of the country. This could be because Pune is a city with many educational institutions, and people there are often exposed to environmental education and discussions about sustainability. These findings match what Sethi and Malviya found in 2025, where they saw high awareness levels (average score of 4.12) among young people. This suggests that there is a growing awareness about the environment among younger generations.

However, there are differences in the level of awareness across different topics.

While people are well aware of the problems caused by plastic (average score of 4.23), they know less about specific eco-friendly alternatives like compostable materials and eco-labels. This shows that people may know more about the issues than the solutions. Therefore, there is a need for more education that includes practical options and helps people recognize real eco-friendly products.

7.2 The Gap Between Attitudes and Behavior

One important finding of this study is that there is still a gap between what people think about eco-friendly packaging and what they actually do.

More than 83% of the people surveyed have a positive view of eco-friendly packaging, but only about 42% buy such products regularly. This gap is similar to what Moodbidri and Ashwini found in 2026, where they saw this issue as a key challenge for making sustainable packaging popular among younger generations.

The main reasons people don't buy eco-friendly products are higher prices (68%), limited availability (52%), and doubts about whether they are truly eco-friendly (45%).

These findings support what Kapoor and Kumar found in 2019, which shows that even though young people value eco-friendly packaging, their decisions are influenced a lot by cost.

7.3 Where People Get Their Information

Social media is the main source of information for Pune's youth, with 72% of them getting their information from there.

This supports the work of Chirilli, Molino, and Torri (2022), who highlighted the importance of understanding the channels that influence consumer awareness. For Pune's young people, digital platforms are the main way they learn about environmental issues. This suggests that awareness campaigns should focus more on social media than on traditional methods.

On the other hand, product labels are not seen as a major source of information, with only 35% of people relying on them.

This means there is an opportunity to improve point-of-purchase education by using clearer eco-labeling and better sustainability communication on packaging. This aligns with the findings of Bojanowska and Sulimierska (2023), who noted that people often fail to recognize biodegradable packaging.

7.4 Differences Based on Gender and Other Demographics

The study found that females have higher awareness and are more willing to buy eco-friendly products

than males.

This matches the findings of Chirilli, Molino, and Torri (2022), who found that the most environmentally conscious consumers are mostly women. This pattern could be due to different ways males and females are raised or how much exposure they have to environmental topics.

These findings show that while general awareness campaigns are important, there is also a need for specific efforts to engage male youth and help them turn their awareness into actual actions.

7.5 Practical Implications

The results have important practical implications for different groups.

For food manufacturers, the fact that 65% of respondents are willing to pay more for eco-friendly packaging shows there is a market for such products, as long as the price increase stays within a reasonable range (ideally under 20%). Addressing concerns about authenticity through trustworthy certifications and clear communication could help build trust and encourage more people to buy eco-friendly products.

For policymakers, the findings support the need to continue focusing on environmental education and developing standard eco-labeling systems that help people recognize genuine sustainable products.

For environmental advocates, the main source of information for young people is social media, so creating digital campaigns that target this group could help raise awareness and influence behavior.

8. Conclusion

8.1 Summary of Key Findings

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8.2 Achieving Research Goals

The study successfully reached its goals by measuring awareness levels, identifying where people get their information, examining what affects their willingness to buy eco-friendly products, and looking at how awareness relates to actual behavior.

These findings provide a full picture of the current situation regarding eco-friendly packaging awareness in Pune and the challenges in turning awareness into real actions.

8.3 Suggestions

Based on these findings, the following suggestions are made:

- **Increased Availability:** Food manufacturers and retailers should make eco-friendly packaged food products more available in various places where people shop to address the issue of limited availability.
- **Better Pricing:** Setting prices that are within the range of 10–20% higher than regular products could help increase the adoption of eco-friendly packaging.
- **Digital Awareness Campaigns:** Since social media is the main source of information for the youth, it is important to create engaging content that teaches them about eco-friendly options and their benefits.

- Trustworthy Labels: Implementing clear and reliable eco-labels would help people trust these products and make better choices.
- Education in Schools: Adding information about eco-friendly packaging in school curriculums could make use of Pune's strong educational system to increase awareness and shape long-term behavior.

8.4 Limitations and Future Research

This study has certain limitations.

The sample was collected using a convenience sampling method, which might not represent the entire youth population. The sample size of 120 is sufficient for basic analysis but may not detect more complex patterns. Also, because the data was self-reported, it might be influenced by social desirability, making people overstate their environmental concerns and willingness to pay for eco-friendly products.

Future research could use more representative sampling methods, larger sample sizes for more detailed analysis, and observational or experimental methods to confirm what people say they do.

Comparing results across different cities in India could provide a better understanding of regional differences in awareness about eco-friendly packaging.

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