

Green Packaging- as a Novel Marketing Trend: an Empirical Investigation of Moroccans Consumer's Environment Friendly Attitude

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Abstract: Today, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. The future of human life disturbs this planet, thus thinkers and leaders have to create a solution. The influence of green marketing tools have been analysed in this study, namely the green packaging. Indeed, green packaging has emerged as a solution for several environment-related issues. There is a growing concern about environmental issues among consumers which is forcing manufacturers to produce more environment friendly products.

In this context, this study started to find consumers' attitudes toward green packaging with special reference to the Moroccan's consumers with four objectives, the main intention is to identify whether consumer attitudes towards green packaging is positive or not and in addition to that to find the most effecting factors on consumer attitudes toward green packaging and also to determine the relationship between independent variables (Demographic factor, Product characteristics, Environmental concern and Government role) and dependent variable (Consumer's attitude towards green packaging) and to demonstrate whether consumers attitude towards green packaging is differed according to their demographic factors.

The study helps to extend the understanding about the process of attitude development towards green packaging. 200 consumers were considered for this study was selected by using random sampling method and data were collected from by using structured questionnaires. Descriptive analysis, correlation analysis, regression analysis and chi square analysis were used in analysis and key results are that Moroccan's consumer's attitude towards green packaging seems strongly positive, most effecting factors on consumer's attitude towards green packaging is product characteristics, all the independent variables have positive relationship with the dependent variable and consumer's attitude towards green packaging is differed in accordance with to income level except other demographic factors.

Index-Terms: Green packaging, Consumer attitude, Demographic factor, Product characteristics, Environmental concern, Government role.

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I. Introduction

Today, consumers are more concerned about environmental changes and their buying behavior has changed a lot in this regard. Most consumers have concluded that their purchasing behaviors directly impact environmental issues and this is one of the criterions that consumers consider when shopping. Concern for the environment in purchasing patterns of consumers who prefer products that support the environment with a growing trend are visible.

Green behavior includes efforts for saving planet and refusing to purchase goods with inappropriate packaging. Indeed, consumers feel a sense of responsibility towards the environmental issues and try to participate in it by purchasing goods that are not harmful to the natural environment. Furthermore, in recent years, the worldwide has witnessed a growing number of marketing programs that aim to prevent the deterioration of the environment by environment-friendly groups, has been. Generally, such programs are related to conservation of the environment and are looking to affect consumer attitudes and behavior. Recently, environment-friendly products producing firms spend a lot on marketing their goods.

Packaging is one of the most important factors in the buy decision. An increase in buy decision making at the moment of shopping, have increased communication potential of goods packaging. Packaging products, especially in relation to green consumers should be such that to communicate with costumers and to be taken among other similar products and even attract attention. Packaging presents a combination of different elements,

each of which can be effective in creating the image in the minds of consumer. There is competition between green products sales, forcing companies to pay more attention to green packaging as a tool to attract the attention of their customers. In the design process, marketers and packaging designers need to consider consumers' needs, wants, demands and the experiences, and to consider how to use each element of good green packaging so as to attract the customer's attention.

II. Research Questions

The research questions for this study are as follows:

- 1) -Whether consumer's attitude towards green packaging is positive or negative?
- 2) - What factors that most influence on consumer's attitude towards green packaging?
- 3) - What is the relationship of these factors and the consumer's attitudes towards green packaging?
- 4) - Whether consumer's attitude towards green packaging varies with demography of the Moroccans consumers?

III. Literature Review

Many investigations have looked into how the packaging influence. The present investigation was conducted to better understand green packaging influence on consumer's behaviours.

A. Importance of green packaging in business context

In current market place packaging plays a vital role. Traditionally, packaging intended as a means of protecting and pre-serving goods, handling, transport, and storage of products (Hellstrom & Saghir, 2006). Packaging has been called the "silent salesman", as it informs us of the qualities and benefits that we are going to obtain if we consume a certain product (Giovannetti, 1995). According to Giovannetti, (1995), from the consumer perspective, packaging plays a major role when products were purchase. Packaging is crucial, given that it is the first thing that the public sees at the moment of purchase, because it is connected with the consumer before making the final decision to buy. Many marketing literature have assessed the packaging as a main section and an inseparable element in the Four P marketing.

Packaging means the container and a coordinate system which not only guarantees the safety of products throughout the production process, but also aims to create strong, fast and low-cost relation between the producer and consumer and through this way develops more added values for supply chain in the process of transportation, distribution, warehousing and sales. When an interesting packaging is presented in a supermarket, shop, or showcases or under curious consumer's visibility, inspection, investigation and judgment, indeed, it has done its notification task and has made the sales possible if it becomes popular and could motivate him to purchase it. That is why in packaging design designers must be clear and more oriented about its consumer. This scope has become a reason for many of ecological issues that currently human face. Therefore, new trend is emerging as a solution for above matter, which is "green packaging concept".

B. Advantages of green packaging

With the "go green" movement on the rise, companies are looking for green packaging options to do their part. In fact, though switching to sustainable packaging methods would mean a higher initial investment and change in culture, it would bear fruit the long run. Eco-friendly business practices demonstrate awareness and compassion and also stand to save money in the form shipping costs, material costs and reduced waste. In the following, we take a look at the advantages that business can gain by adopting sustainable packaging techniques.

Decrease environmental footprint: embracing green packaging methods can greatly help in establishing the goodwill of a business. Green packaging means much more than recyclability. In others words, it is made of recycled waste material which reduces the consumption of resources. Companies don't focus on their financial goals but try to meet their environmental goals as well.

Biodegradable: in addition to reducing the carbon footprint and environment impact green packaging has positive long term effects even after it's used for shipping. These alternative sustainable materials are recyclable and biodegradable, making their impact on the environment minimal.

Flexible and versatile: In addition to helping the environment from beginning to end, eco-friendly packaging is pretty versatile and can be re-used and re-purposed in most major industries that involve packaging. Whether companies are looking to package cosmetics, pharmaceuticals, electronics, or automotive parts there is an eco-friendly packaging product available to meet their green needs.

Improve Brand Image: environmentally-friendly packaging improves the brand image. When the clients learn that company use sustainable resources, they will see that she not only care about this planet, but

also that company is responsible. This improved brand image will further the company's profits and improve their image.

Reduce logistics costs: Thought the cost packaging materials could be slightly higher when compared to non-degradable counterparts; companies can save greatly on other aspects. Firstly, it greatly minimize the amount of raw materials used to create the packaging. Reduced materials also mean reduced effort at the end of the packaging life-cycle when it comes time to dispose or reuse it. Moreover, the smaller it is the cheaper and easier it is to move goods from one place to another. Consider all the shipping between the factory and the store then look at how much the business paid for it. It's likely to be a big figure and green packaging can significantly reduce it.

Easier grants and incentives: grants, incentives, and favorable loan rates sought after by almost all businesses. Governments and independent bodies offer incentives to encourage investment in energy efficient and green technologies. Using these funds companies can easily buy equipment to reduce their carbon footprint. Thus, in most cases, these Gants and loans are offered at a no-interest or a low-interest pattern.

C. Disadvantages of green packaging

While packaging can do a lot to get customer attention, and may add value to a good, it also adds some disadvantages.

Change leads to costs: Changing marketing tactics takes time and the development of a new strategy, which typically translates into increased costs. While companies' sustainable efforts and practices are designed to save money, when she puts effort into changing their brand to be more environmentally friendly, those changes can have expensive upfront costs.

Landfill impact: packaging is responsible for significant portions of the waste stream. Some waste can be recycled, but many materials are not appropriate for recycling. Post-consumer recycled content is often usable only in specific contexts. For instance, many types of recycled plastic may not be used in food containers. Much of the waste produced by packaging ends up in a landfill.

Costly Green Certifications: to commercialize products as "green", it depending largely on industry which have to go through a log and pricey process to obtain the environmental certifications. These certifications, which the governments, industry associations, professional associations and consumer rights groups distribute, use certain certifications to meet industry environmental standards. This is especially true for companies operating in the fields of recycling waste management and energy consumption. Respecting these standards can be difficult and that is one of the main green marketing disadvantages. Particularly because without these official standards, customers and industries will have no way to measure the facts of green "claims".

Green washing: As green marketing brings so many advantages to a business, a lot of big companies try to look "greener" and the majority of it is just green washing. This means a company will make something not sustainable look green by putting all of the attention on a little detail. For example, disposable water companies are very extremely harmful to the ecology. Yet we will see many that say "Our packaging is 100% recyclable", while the entire production process is so polluting that they are not a sustainable companies. That's why many customers have grown skeptical of seeing the word "green" stamped on goods or services. The word "green" has been vastly overused and has practically lost all of its meaning. What's more, some customers even see it as simply an excuse for a company to charge more for goods with no ecological benefits. Unfortunately, this practice is prevalent in many industries, from textiles and cleaning supplies to beauty products and food.

D. Seven Sins of Greenwashing packaging

It always feels good to make a healthy decision, whether that's going to the gym, cutting out negative energy, or doing a part to help better the environment. We all try to be aware and conscious of the planet and taking care of the world around us. Every little step helps and should (theoretically) count. But what if we found out that those allegedly "eco-friendly", "sustainable," "natural" goods and practices we were adopting were not as socially responsible as they seemed?

In 2010, TerraChoice conducted a study with 4,744 green goods labeled as such in American and Canadian stores, discovering that more than 95 percent were guilty of at least one of the "7 sins of greenwashing?". So here are "The 7 Sins of Greenwashing":

Sin of the hidden Trade-off: A claim suggesting that a product is 'green' based on a very narrow set of attributes without attention to other important ecological issues. Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest. Other important ecological issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important (i.e., energy use of manufacturing, gas emissions, etc.) might make a bigger impact on the eco-friendliness of a product as a whole.

Sin of no proof: environmental information that cannot be substantiated by easily accessible supporting claim or by a reliable third-party certification. Common examples are facial tissues or toilet tissue products that claim various percentages of post-consumer recycled content without providing evidence (i.e., a light bulb is touted as energy efficient with no supporting data).

Sin of vagueness: A claim that is so poorly defined or very broad that its real meaning is likely to be misunderstood by the consumer. ‘All-natural’ is an example. Arsenic, mercury, uranium, and formaldehyde are all naturally occurring, and poisonous. ‘All natural’ isn’t necessarily ‘green’. (i.e., an “all-natural” cleaner may still contain harmful ingredients that are naturally occurring).

Sin of worshipping false labels: A good that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists; fake labels, in other words.

Sin of irrelevance: An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable goods in order to sway consumers into purchasing their products. ‘CFC-free’ is a common example, since it is a frequent claim despite the fact that CFCs are banned by law. The label is completely irrelevant (i.e., advertised as “CFC-Free”—but since CFCs are banned by law this is unremarkable).

Sin of lesser of two evils: Some companies will argue that their product is more environmentally sustainable than other products in the same category. This risks distracting the consumer from the general sustainability of the entire product category. Organic cigarettes could be an example of this Sin, as might the fuel-efficient sport-utility vehicle (i.e., an organic cigarette may be greener, but, you know, it’s still a cigarette).

Sin of fibbing: Environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered. For example, In Canada, two [spa retailers](#), “EcoSmart Spas” and “Dynasty Spas,” were making false claims that their goods met the criteria of the ENERGY STAR Program. The companies were slapped with a fine for brazen greenwashing.

E. Consumer’s attitudes towards green packaging

Consumer’s attitude is what consumers like and dislike and consumers’ product buying decisions were based on their environmental attitudes (Blackwell et al., 2006). Mansaray and Abijoye (1998) identified that, the quality of the environment depends critically on the level of values, knowledge, attitudes, and practices of consumers. Previous research finds that consumer’s attitude towards green packaging affects more factors such as:

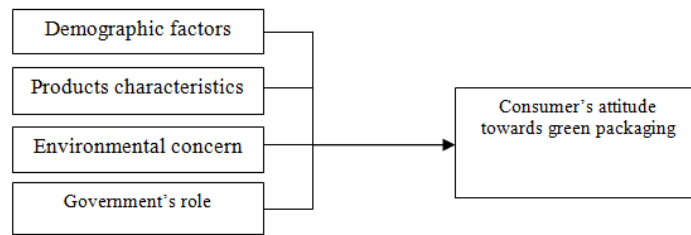
Product characteristics of the particular product: According to Aertsens et al. (2011) perceived high quality of green goods has a positive effect, whereas perceived low quality of green goods has a negative effect on consumer green buy attitude and behavior. Laroche, Bergeron and Barbaro-Forleo (2001), found that 13.1 percent of respondents were willing to pay a higher price for green goods. In the same scope, when concentrating on good price, Chyong, Phang, Hasan and Buncha (2006) has identified, attitudes are the most consistent explanatory factor in predicting consumers’ willingness to pay for green goods.

Consumer’s environmental concern: Many people may have high environmental concern but have a feeling that the saving of the environment is the prime responsibility of the government. Tanner and Kast (2003) identified that green packing purchases strongly facilitated by positive attitude of consumers towards ecological preservation. Krause (1993) observe in his study the strong linkage between attitude and behavior. However, other studies demonstrate no significant relationship between attitude towards ecological issues and buy behavior of ecological friendly good or good with environmental friendly package.

Demographic factors of the consumers as age, gender, and income level influence to the environmental friendly purchasing behavior of consumers. Green buy intention correlates positively with every age and income except for level of education. Many researchers have shown significant differences between women and men in environmental attitudes (Tikka et al., 2000) with women having more positive attitudes towards the environment compared to men (Brown & Harris, 1992; Tikka, Kuitunen, & Tynys, 2000). Women were more likely to buy product with ecological friendly packaging. Because they believe that product was better for the environment (Mainieri, Barnett, Valdero, & Unipan, 1997).

Government role regarding environmental friendly packaging: The role played by the government in ecological preservation is undeniable. Abdul, Abustan and Karwi (2000) find that individuals, industry and government, are three equally important factors in the building of individual’s positive attitude toward ecological preservation. Hence, government plays a vital role by influencing peoples’ purchasing behavior, to purchase goods that contain in green packages.

Fig 1. Conceptual framework



IV. Research Methodology

The data used for this study were collected at a single point of time, the study is cross-sectional in time horizon. Total numbers of 200 respondents were selected. The samples were chosen through convenience sampling technique. A quantitative research approach is used to conduct the research. The data was analyzed using the Statistical Package of the Social Science (SPSS), employed both the descriptive and inferential analysis techniques. The statistical analysis was used is SPSS package 16.0.

Under the product characteristics price and quality of the product has been concerned and under the demographic factor, consumer's age, gender and income level were considered as dimensions. Level of the consumers and environmental knowledge and responsibility of the consumers, were considered as dimensions of the environment concern. Finally, investment and establishing rules and regulations were the dimensions of the government role.

Hypothesis Development

This research aims to evaluate consumer's attitudes towards green packaging. By studying the theoretical and empirical literature subject, and with considering the research results of Paço and Raposo (2010), Borundh (2013), Chung and Hong (2003), Arefi and Nekouei (2010), Buelow et al. (2010), Ting Wei et al. (2014), the following hypotheses were developed for this study based on the theoretical framework shown above, so that they would be tested through primary data collection using data collection tools. A total of 12 hypotheses will be tested in this study.

- H1. There is a significant influence of product characteristic on Consumer's attitude towards green packaging.
- H2. There is a significant influence of environmental concern on Consumer's attitude towards green packaging.
- H3. There is a significant influence of demographic factor on Consumer's attitude towards green packaging.
- H4. There is a significant influence of government's role on Consumer's attitude towards green packaging.
- H5. There is a relationship between demographic factor and consumer's attitude towards green packaging.
- H6. There is a relationship between product characteristics and consumer's attitude towards green packaging.
- H7. There is a relationship between environment concern and consumer's attitude towards green packaging.
- H8. There is a relationship between government role and consumer's attitude towards green packaging.
- H9. Consumer's attitude towards green packaging is varied by gender.
- H10. Consumer's attitude towards green packaging is varied by age.
- H11. Consumer's attitude towards green packaging is varied by education.
- H12. Consumer's attitude towards green packaging is varied by income.

A. Methods of Measurements of Variables

The dependent variables (Demographic factors, Product characteristics, Environment concern, and Government role) and independent (consumer's attitude towards green packaging) and in the research model were measured through seven point Likert scale.

Table 1. Measurements of variables

Decision attributes	Perfectly Disagree	Strong Disagree	Disagree	Moderate	Agree	Strong Agree	Perfectly Agree
Number	1	2	3	4	5	6	7
Range	X=1	1<X≤3	3<X<4	X=4	4<X<5	5≤X<7	X=7

Source: Authors Elaboration

“X” denote Average score (Mean value) of the Consumer's attitude towards green packaging

Table 2. Analysis of Reliability of the Instruments

Variable	Cronbach's Alpha
Consumer's Attitude towards green packaging	0.876
Demographic Factor	0.898
Product Characteristics	0.867
Environmental Concern Government Role	0.887

Source: Authors Elaboration

The overall Cronbach's Alpha Coefficient values for selected variables indicated a strong internal consistency among the attributes. So, the variables used were concluded as reliable.

Respondents Characteristics

According to the findings of collected data from the sample, there were 117 (48.5%) female respondents and 83 (41.5%) male respondents.

13 respondents were under to age 25 years' and it represented 6,5%, 27 respondents were belonging to age between 25 to 34 years' and it represented 13.5%, 38 respondents were belonging to age between 35 to 44 years' and it represented 19%, 65 respondents were belonging 45 to 54 years 'old and it represented 32.5% from the total sample. 45 respondents were belonging between 55-60 and it represented 22.5%. 12 respondents are more than 60 years 'old.

43 respondents' education level were have a baccalaureate and it represented 21.5%, 28 respondents have Bac+2 and represented 14%, 60 respondents have Bac + 3/4 and represented 30%, and finally, 69 respondents have Bac + 5 and it represented 69.5% from the total sample.

According to the findings 12 are without income and it represented 6%. 14 have below than 3000 dhs and t represented 7%. 74 respondents earned income between 3000 and 5000 dhs and it represented 37%, 92 respondents earned income between 5000 and 10000 dhs and it represented 46%, 21 respondents earned over than 10000 dhs and it represented 10.5 % from the total sample.

Multiple Regression Analysis

The results of Multiple Regression Analysis are presented as follows:

Table 3. Model summary of multiple regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	0.876	0.867	0.944	0.16610

Table 4. Coefficients table of multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.063	.300		-4.237	.000
Demographic Factor	0.382	.045	.617	-7.594	.000
Product Characteristics	0.765	.086	.813	8.432	.000
Environmental Concern	.387	.034	.456	9.067	.000
Government Role	.427	.021	.441	9.336	.000

a. Dependent Variable: Consumer's Attitude towards green packaging

Table 5. Simple regression analysis

Method	Linear			
	Demographic factor	Product characteristics	Environmental concern	Government role
R	0.756			
R Square	0.766			
a- Constant	0.523			
b- value	3.22			
Sig. value	0.000	0.000	0.000	0.000

Table 6. Correlation Analysis

		Demographic Factor	Product Characteristics	Environmental Concern	Government Role
Consumer's Attitude towards green packaging	Pearson Correlation	.656**	.806**	.867**	.804**
	Sig. (2-tailed)	.000	.000	.000	.000

Table 7. Chi Square analysis

Personal factor	Items	Number	Mean	Asymp. Sig
Gender	Male	83	5.9642	0.875
	Female	117	6.9382	
Age level	Under 25	13	5.4422	0.157
	25 – 34	27	5.9642	
	35 – 44	38	5.6782	
	45 – 54	65	5.9802	
	55 - 60	45	6.0002	
	More than 60	12	6.9442	
Education level	Bac degree	43	6.6742	0.787
	Bac + 2	28	6.2342	
	Bac + 3/4	60	6.1242	
	Bac + 5	69	6.7842	
Income level	Without income	12	6.9332	0.049
	- 3000 dhs	14	5.4442	
	Between 3000 et 5000 dhs	74	5.3142	
	Between 5000 et 10000 dhs	49	6.9641	
	Over than 10000 dhs	51	5.7643	

V. Conclusion And Recommendations

Nowadays, most consumers have concluded that their purchasing behaviors directly ecological issues and this is one of the criterions that consumers consider when shopping. Eco-friendly behavior includes efforts for saving energy and refusing to purchase goods with inappropriate packaging. In fact, consumers feel a sense of responsibility towards the ecological issues and try to participate in it by purchasing goods that are not harmful to the environment.

Moreover, in recent years, the worldwide has witnessed a growing number of marketing programs that aim to prevent the destruction of the environment by eco-friendly groups, has been. Generally, such programs are related to conservation of the ecology and are looking to affect consumer attitudes and behavior. Each year, eco-friendly products producing companies spend a lot on marketing their goods. Also, international studies have shown that consumers are more concerned about environmental changes and have changed their behavior in this regard. Concern for the environment in shopping patterns of consumers who prefer eco-friendly goods with a growing trend is visible. Additionally, knowing what stimulates consumers to buy eco-friendly goods is very important.

Packaging is considered as one of the most important factors in the buying decision. An increase in buying decision making at the moment of shopping, have increased communication potential of goods packaging. Packaging goods, specifically in relation to green consumers should be such that to communicate with costumers and to be considered among other similar goods and even attract attention.

Packaging is a combination of different elements, each of which can be effective in creating the image in the minds of customers. There is competition between products sales, forcing companies to pay more attention to packaging as a tool to attract the attention of their customers. In the design process, marketers and packaging designers need to consider consumers’ demands, needs and the experiences, and to consider how to use each element of product packaging so as to attract the customer’s attention.

As a company, one of her responsibilities is to find the right packaging for shipping her products. In order to find the right packaging, she needs to consider cost, materials, size and more. One of the latest trends is to opt for using eco-friendly packaging materials such as the sustainable solutions and environmentally-friendly goods we offer at Hughes.

For data analysis, descriptive statistics were used to analyze demographic criteria. Table 7 corresponds to demographic variables of the research which were analyzed through the collection of 200 questionnaires. As the data show, most of the respondents were women, aged between 45 to 54 years, and with Bac + 5.

According to the descriptive analysis findings and the decision rule, consumer’s attitude towards green packaging is strongly positive. Thus, researcher finally concludes that Moroccan’s consumers are concern about

their environment very intensively. Based on the findings of regression analysis, most effecting factor to consumer's attitude towards green packaging is product characteristics. Therefore, researcher finally concludes that promoting product characteristics is more appropriate to improve consumer's attitude towards green packaging.

All the variables have positive relationship with consumer's attitude towards green packaging. In the other hand, among the variables environmental concern was the highest positive correlated variable with consumer's attitude towards green packaging. Otherwise, consumer's attitude towards green packaging is not differing by consumer's gender, age and education level and income level.

From findings, it is suggested that firms to package their goods with designs that is attractive to the consumer. Essentially, consumers look to bright designs, so firms should notice the designs choice for packaging products that enhance its attractiveness. Accordingly, marketers and packaging designers are recommended to follow their promotional programs on the designs packaging so that it would be more appropriate with the form.

The researcher highly recommends for marketers that green package concept should be promoted through advertising, posters and leaflets. Concerning manufacturers, transforming their traditional packaged strategy into green packaged that will lead to get more profits. Moreover, manufacturers have to be more concern on the quality and durability of the product of the product when it is green packaged. Because consumers were highly concentrate on it. To the manufacturers those who wish to transform their classical packaging strategy into green packaging strategy should be provided loan facilities and tax reliefs. Consumers should be advised in the way of method, importance of recycling, harmfulness of environmental unfriendly packages and diseases that can be raised through polluted environment.

Programs should be organized to improve their attitude towards green packaging continuously and also programs should be organized, those can change the traditional purchasing behavior of consumers (only concern about product price) then consumers will tend to purchase goods with concern of ecological influence. Researcher recommend to authorized parties, to establish strong ecological preservation policy and to invest more on goods package recycle projects which are vital to prevent the current environmental pollution in Morocco.

Research activities carried out always face some limits that can impact the findings and reduce the ability to generalize and reliance on it. This work is not an exception. For instance, to data collection tool in this research was a questionnaire. Questionnaire as a data collection tool has some disadvantages that can affect the results. Also in eco-friendly approaches, social norms are components which have large influence on consumer decision and have not been considered in this study.

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