

**The Power of Kraft Paper Packaging as
a Competitive Advantage for FMCG**
Exploration of Consumer Attitudes and Choices

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<p>Abstract</p> <p>One of the major trends of today, environmental friendliness has been changing business around the world. With the rising demand for ecologically safe goods and production processes, companies are taking actions to reduce their negative impact on nature in different ways, including packaging. Addressing the problem of plastic waste, recyclable packaging has become a widespread phenomenon in the FMCG market. In particular, the release of product packages made from kraft paper is on the rise, announced by a growing number of companies, including global giants.</p> <p>Combining packaging as a role-player in consumer choice and kraft paper as a signal of eco-friendliness, the aim was to explore possible effects of packages made from kraft paper on consumer choice. As influencers on purchase decision, consumer perceptions of the product and the brand were studied in relation to kraft paper packaging. A simultaneous critical objective was to generate new practical knowledge on this yet uninvestigated topic. Its novelty justifies adaptation of exploratory purpose and deductive approach. Collected primary data served as the main source of knowledge, while the secondary data provided the theoretical background and findings from the researches on the most closely related topics. Given the qualitative type of the study, in-depth opinions and ideas of consumers coming from 8 countries in 5 world regions were collected through semi-structured personal interviews.</p> <p>The findings indicated that kraft paper packaging has an effect on consumer attitudes towards a product and on the purchase decision. A package made from kraft paper can cause a positive perception of product qualities and the willingness to act responsibly to the environment and stimulate consumers towards choosing the product. Nevertheless, the positive effect of the packaging can be dominated by its inappropriate design or product attributes having paramount importance for a consumer. Finally, it was concluded that kraft paper packaging has the potential to differentiate a product on the market of FMCG and stimulate purchase decision if this innovation is implemented wisely, being now a new market trend sparking consumer interest.</p>		
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Contents

1	Introduction.....	7
1.1	Background.....	7
1.2	Motivation for research	8
1.3	Research problem, questions and objectives	9
1.4	The structure of the study.....	10
2	Literature Review	10
2.1	The role of packaging for FMCG	11
2.2	The role of packaging in branding	15
2.3	Packaging as a competitive advantage for FMCG	17
2.4	The trend of eco-friendly packaging.....	19
2.5	Eco-friendly packaging as a competitive advantage for FMCG.....	24
	2.5.1 Factors stimulating the purchase	26
	2.5.2 Factors hindering the purchase	31
2.6	The trend of kraft paper packaging	34
3	Methodology	39
3.1	Research purpose	39
3.2	Research Approach, Methodological Choices and Design.....	39
3.3	Data collection.....	41
3.4	Data analysis.....	45
3.5	Research credibility and ethics.....	47
4	Research results.....	49
4.1	Attitudes, choices and experiences	50
4.2	Perception of sample products	56
4.3	Ideas and recommendations	64

5	Discussion	66
5.1	Consumer environmental awareness and concern	66
5.2	Research question 1.....	67
5.3	Research question 2.....	68
5.4	Practical implications	69
6	Conclusion	70
6.1	Limitations of the research	71
6.2	Ideas for future research.....	72
	References.....	74
	Appendices.....	86
	Appendix 1. Interview guide	86
	Appendix 2. Respondents' recommendations on the implementation of kraft paper packaging for FMCG.....	91
Figures		
	Figure 1. Brand's Inner and Outer Core (adapted from Kapferer 1994).....	16
	Figure 2. Generation of plastic waste in the EU from 2005 to 2017 (adapted from Statista 2019).....	20
	Figure 3. Regulations for minimizing and managing packaging waste in different countries (adapted from McKinsey 2020).....	22
	Figure 4. Concept map. Factors influencing the purchase of FMCG in eco-friendly packages	26
	Figure 5. Packages made from virgin kraft paper (adapted from Everychina 2020)...	37
	Figure 6. A package made from recycled kraft paper (adapted from Logistel 2020)..	37
	Figure 7. Packages made from printed kraft paper (adapted from Laminated Packaging Bags Supplier).....	38
	Figure 8. The respondents' regions of residence	42

Figure 9. Word Cloud. The most important product attributes	52
Figure 10. Word Cloud: Potential Encouraging Factors	55
Figure 11. Sample products from the question №1 (pistachios)	57
Figure 12. Sample products from the question №2 (basmati rice).....	58
Figure 13. Sample products from the question №3 (laundry detergents)	59
Figure 14. Sample products from the question №4 (chocolate tablets).....	60
Figure 15. Sample products from the question №5 (millet).....	61
Figure 16. Sample products from the question №6 (salt)	62
Figure 17. Sample products from the question №7 (cotton swabs)	63
Figure 18. Sample products from the question №8 (popcorn seeds)	64

Tables

Table 1. Pictorial interview questions asking for opinions.....	44
Table 2. Pictorial interview questions asking to make choices	44

1 Introduction

1.1 Background

With a growing number of companies on the market of fast-moving consumer goods (FMCG), the competition in the industry is constantly tightening (Deng & Srinivasan 2014). People are becoming increasingly exacting towards what they are going to pay money for, as social awareness on quality issues is growing and the variety of choice is widening daily (Marvi, Minbashrazgah, Zarei, & Baghini 2020, 2). In order to survive and excel on the market, businesses try to create a strong competitive advantage for their products and make them visible and desirable for consumers. One of the most apparent methods for FMCG to catch consumer attention is designing efficient packaging. Indeed, considering the findings that a package is an important purchase influencer for 73% of surveyed people and 3 out of 4 buying decisions are made in the point of sale, the packaging looks like a prospective area to work on (Wells, Farley, & Armstrong 2007; Kotler, Keller, Brady, Goodman, & Hansen 2019, 241).

In pursuit of differentiating their packages, businesses put efforts into innovating and following global trends known for their impact on consumer preferences, packaging industry and business overall (Global FMCG Packaging Market Size 2017, 7). One of the biggest worldwide issues shaping the future has become the care about the environment, involving governments, consumers and companies into ecological practices. More specifically, the problem of plastic waste is recognized especially relevant for FMCG, due to the frequency of daily products' consumption and peak popularity of plastics in packaging. Radhakrishnan (2016) describes that eco-friendly packaging is expected to be one of the biggest challenges for businesses in the next decades, leaving other issues, including cost, behind (Prakash & Pathak 2016). Cui and Ren (2016) also believe that eco-packaging design will be a necessity in the future and "present a brand-new page of packaging design". By today, the top 100 companies have started taking intensive actions in this direction, and the most

common practices among them are moving to full recyclability or more recycled content of their packages (Berg, Feber, Granskog, Nordigården, & Ponkshe 2020).

Among a widening variety of eco-friendly materials available for packaging today, the one growing in popularity is kraft paper. Its global market is predicted to double by 2025 compared to 2017 due to the increasing demand for the material in the industries including FMCG (Velarga 2018; Paper Packaging Market 2020). Considered within the biggest future market trends, kraft paper goes in line with the fashion for eco-friendliness and minimalistic design in packaging and has the marketing potential yet to be explored (Velarga 2018; 99designs 2019; Forbes 2020).

1.2 Motivation for research

While an increasing number of companies is releasing their products in kraft paper packages, little research has been undertaken to study consumer attitudes towards packaging made from this material and evaluate its potential as a competitive advantage. According to Prakash and Pathak (2016) and Boz, Korhonen and Sand (2020), even the literature on consumer perception of and behaviour towards environmentally friendly packaging in general is quite scarce.

As a result, there is the tendency of ecological packages failing to achieve marketing objectives despite strong promotion (Boz et al. 2020). Different researchers, including Dellis (2016), recognize the need for further examination of consumer consideration of eco-friendly designed products. This thesis aims to fill this gap and contribute fresh insights in the field by studying packaging made from kraft paper from the perspectives of eco-friendliness and design. The motivation for the research is caused by the topicality of kraft paper in packaging of FMCG, which has received social attention in recent time as an emerging market trend continually spreading over FMCG.

1.3 Research problem, questions and objectives

This thesis sets an objective to study the potential of kraft paper packaging as a tool for FMCG companies to differentiate a product. The following research problem is stated: “How strong is the power of kraft paper packaging as a competitive advantage for FMCG?”

The research questions to be answered in the result of this study are:

RQ1. How does kraft paper packaging of FMCG influence consumer perception of the product and the brand?

RQ2. How does kraft paper packaging of FMCG influence consumer choice?

The first question stands for the examination of consumer attitudes towards kraft paper packaging of FMCG and how they translate into product and brand perceptions. The second question is created to lead to the findings on consumer behaviour towards the goods in kraft paper packages, including the influence of the design and eco-friendliness aspects of kraft paper on the consideration of the products. This knowledge is expected to show the potential of packages from kraft paper in stimulating consumer purchase decision and becoming a competitive advantage for a product from the FMCG sector. The answers to the research questions are proposed to bring value to companies, entrepreneurs, marketing and advertising specialists, researchers and other parties interested in such topics as primary product packaging, branding, kraft paper utilization in business. The findings can be used as a source of knowledge on the market trends and new ideas for business and applied to the creation of packaging for new products, rebranding, enhancing a company’s competitiveness, development of marketing and business strategies, etc.

In order to generate the knowledge necessary to answer the research questions, insights regarding FMCG in kraft paper packages were collected from consumers of

different ages and genders living in various parts of the world through semi-structured personal interviews. More specifically, the process is described in the Methodology chapter.

1.4 The structure of the study

This thesis is divided into 6 chapters: Introduction, Literature Review, Methodology, Research Results, Discussion and Conclusion. The first chapter introduces the research topic to the readers, describing the background and significance of the topic in the current market situation, as well as the research problem and questions. The second chapter explains the main concepts related to the topic of the thesis and the key findings of the previous researchers. The third chapter, Methodology, elaborates on the design of this study, the methods chosen to conduct it, the process of collecting data and analyzing the findings. In the end, it describes how research credibility and ethics are considered throughout the study. In the fourth chapter, Research Results, the primary data collected through semi-structured personal interviews is reported in detail. The fifth chapter processes the findings overviewed in chapter four into the main outcomes, which are analyzed and discussed in order to answer the research questions. Next, the chapter provides practical implications that can be applied in real circumstances. The last chapter, Conclusion, summarizes the whole research paper, describes the limitations of the research and possible ideas for future studies.

2 Literature Review

This chapter overviews the literature related to the topic of the thesis with the purpose to create a theoretical background with the main concepts and establish familiarity with the findings already generated in the field.

2.1 The role of packaging for FMCG

Packaging is defined as the activities focused on designing and producing a container or wrapper for a product. The main types of packages by function are primary, secondary and tertiary. The latter one refers to the packaging used for the distribution, shipment of products, and can be called transport or transit packaging as well. Secondary, sometimes also called group, describes a package that is used for storing several products before placing them on a shelf at a point of sale or containing one product which also has another package underneath. The focus of this study is primary packaging, which refers to the one that contains a product itself in the retail environment and meets the final consumer. Thus, it is also called sales and consumer packaging. (Ramachandra, Chandrashekar, & Shivakumar 2010; Steenis 2019; Definitions n.d.)

A fundamental Marketing Mix concept is modified by some marketers to include packaging, in the meaning of primary, as the fifth P element (Ford, Moodie & Hastings 2012; Sehwet & Kundu 2007). This theoretical framework describes the tools that a company can use for effective positioning and increase in sales. The four basic areas to work on are Product, Price, Place and Promotion (Kotler, Armstrong, Harris, & Piercy 2017, 49). Together, these elements can be integrated into an effective promotional strategy to reach the consumers and increase their demand for the company's products. Packaging is added to the Mix due to the recognition of its significance in communicating with consumers, influencing their choice, differentiating a product (Ford et al. 2012; Magnier & Schoormans 2015).

More roles of packaging are identified by Sherlekar, Nirmala Prasad, and Salvadore Victor (2010, 116). They distinguish two groups of a package's functions: basic and promotional. The former includes protecting a product, providing convenience to utilize it and economies for manufacturers and users. It is the instrument of providing a product to a consumer in a good condition (Danielsson & Lundqvist 2011). Promotional role, for what a package received the name "speechless seller", or "silent salesman", is the focus of this research (Ford et al. 2012, 2; Steenis 2019,

3). The first corresponding function is called self-service, which refers to a package's importance in attracting consumers' attention, communicating features, and creating an overall impression. Accordingly, Draskovic, Temperley, and Pavicic (2009) call packaging a communication tool between companies and buyers. The second function is presenting the qualities of a product and a producer in a favourable light. This is called creating consumer difference. Many authors, including Limon, Kahle, and Orth (2009), explain that brand values can be messaged through a package, which can be a beneficial action in order to trigger resonance in consumers and win their favour (Ford et al. 2012). A package also identifies the product, which means establishing an image of the product in consumer minds with a distinctive design. The last of the main promotional functions emphasizes that a package is a tool that can facilitate the growth of sales. It is usually achieved with appropriate design, which shows a product as attractive and arouses the desire. (Sherlekar et al. 2010, 116; Kong, Amran, Suryati, & Jaratin 2014)

The abilities of packaging that cause its use as a marketing tool are described by Kotler and Keller (2015, 412). According to them, consumers can be stimulated to pay extra for the appearance, convenience and other similar advantages of a package. This factor is called growing consumer affluence. Moreover, distinct packages influence company image and let consumers recognize the brand. Cramphorn (2001) and Keller (2008) further develop this point by explaining that at the time consumers think about a brand, they associate its packaging with it. This can be caused by the phenomena that packages are what people usually know best about brands (Cramphorn 2001). What is more, a package also presents the brand after the purchase when the product is consumed and influences the user's experiences with the product. This way, packaging has a unique meaning of brand visibility and reinforcement, and, according to Underwood (2003), can contribute to building relationships between a consumer and the brand. Lastly, Kotler and Keller (2015, 412) explain the innovation opportunity of packaging. Through applying new functional solutions to a package, creating it to be easy-to-use, a company can attract consumers and influence their choice towards its product.

Altogether, the whole process of consumer experiences of goods flows with the participation of packaging. Before the purchase, it serves both as the first encounter with the product attracting consumers and the "five-second commercial" as the last factor to incline them to choose the product. After the purchase, it represents the brand until the end of disposal. (Fill & Turnbull 2016, 522; Kotler & Keller 2015, 412)

Under focus of this thesis, package design is defined by Pathak (2014, 61) as the combination of different selected elements that are created to make a specific sensory effect (Dellis 2016). The elements are usually classified to graphical (fonts, colours, labels, etc.), verbal (words, texts), and structural like a material (Steenis, van Herpen, van der Lans, Ligthart, & van Trijp 2017). They can serve to satisfy such human needs as for aesthetics (Cui & Ren 2016, 3; Celhay & Trinquencoste 2015) and as a tool to present the product in a certain way (Celhay & Trinquencoste 2015; Orth & Malkewitz 2010). It was found that package design influences different consumer expectations about the product, including quality and price (Orth, Campana, & Malkewitz 2010; Wang 2013; Steenis et al. 2017), naturalness (Binninger 2015), taste (Becker, Van Rompay, Schifferstein, & Galetzka 2011; Van Rompay, Franssen, & Borgelink 2013). The experiments described by Allison and Uhl (1964) and Robinson, Borzekowski, Matheson, and Kraemer (2007) discovered that consumers preferred the taste of products which were contained in branded packages and distinguished between the tastes of product alternatives only when their labels were clear. What comes to sustainability, an eco-friendly material directly presents the environmental advantage of a package (Magnier & Schoormans 2015; Pancer, McShane, & Noseworthy 2015) and can also affect consumer perception of the product inside, so that it is seen as sustainable (Steenis et al. 2017). The other researchers explored that sustainable elements of packaging impact consumer purchase behaviour (Rokka & Uusitalo 2008; Magnier & Schoormans 2015; Pancer et al. 2015; Magnier, Schoormans, & Mugge 2016). This term is defined as the processes flowing when people make decisions related to purchase, buy and consume products. Different influencing factors are distinguished and can be classified to psychological, social and economic. Understanding them can contribute to a better comprehension of

consumer behaviour and satisfaction of consumer needs. (Kermally 2003, 21; Solomon, Russell-Bennett, & Previte 2013, 3)

There are two main aspects of a package design that can be identified: functional and aesthetical (Steenis et al. 2017). While the first refers to basic roles of a package described earlier and its ecological impact, the second aims to create a favourable image of the product and the brand (Orth & Malkewitz 2008; Littel & Orth 2013; Lindh, Williams, Olsson, & Wikström 2016). The packaging material studied in this research can have advantages in both aspects.

This thesis studies packaging of fast-moving consumer goods (FMCG). Other names are non-durable products and consumer packaged goods. They are defined as products that are sold rapidly and have a relatively low price. FMCG serve to satisfy immediate needs, being consumed immediately or shortly. They are represented by products of daily use, with such categories as food, beverages, cleaning products, cosmetics and toiletries, office supplies. (Ramachandra et al. 2009; Kenton 2020)

In relation to FMCG, packaging plays a meaningful role during the assessment of products and brands (Magnier & Shoormans 2015, 53). This is connected with the nature of these products that are referred to low involvement decision-making of consumers (Fill & Turnbull 2016, 534). According to Involvement Theory, the level of personal relevance and risk is low, as opposed to high involvement products, and the products do not require deep information search and evaluation. Consequently, consumers see no big difference between the products in the FMCG sector and the packaging can become a point of differentiation. What is more, a package tends to become the product in consumer minds due to the first impression it creates (Grossman & Wisenblit 1999). Graphics and colours are vital contributors to the product and brand image affecting purchase decisions, which are usually taken fast for low-involvement everyday products. Shiffman, Stone, and Hufford (2013) specify that a typical product in a supermarket has one-tenth of a second to impress a consumer, while Clement, Kristensen, and Gronhaug (2013) found that the choices are made in a few seconds (Schwab 2017). Low-involvement products are known for

being bought out of habit, which complicates the situation for little-known companies and brings profit to established brands. (Hoyer 1984; Alden, Hoyer, & Wechasara 1989; Dickson & Sawyer 1990; Macdonald & Sharp 2000; Variawa 2010; Fill & Turnbull 2016, 96-97)

2.2 The role of packaging in branding

Marketing studies consider packaging a part of branding. Kermally (2003, 20) and Evans and Berman (1982) explain that branding is the practice resulting in faster recognition of a company by consumers and assuring them of higher quality and reliability, while packaging is one of the role-players in this process, as described earlier. Kompella (2014, 32) supports this idea by stating that the product package is an evident icon that rapidly signals a brand. This term describes a combination or a single one of a name term, symbol, sign, design that distinguish and differentiate the products of a company (Kotler et al. 2017, 233). Brands are built by all kinds of companies, and, according to the authors, hardly any company is unbranded today. This action is believed to be essential to continual success. Otherwise, as Moore and Pareek (2010, 12) believe, a product will be considered equal to commodity.

Kompella (2014, 32) refers packaging to one of the three ways that brands are built through. Namely, a product package is considered a part of the brand expression – the company's illustration of itself. The other two phenomena are brand experience, defining consumers' impressions of the brand, communications with it, and brand advocacy, referring to the recommendations of the company shared from person to person.

The model of Kapferer (1994) describes packaging as one of the elements constituting a brand (see Figure 1). Together with the other elements included in the outer core, packaging constructs a basic picture of the company and fills it with meaning, identifying what the brand stands for. The inner core, at the same time, justifies the reasons for the brand's birth and existence and is reflected in the outer. In tandem, they illustrate a complete brand.

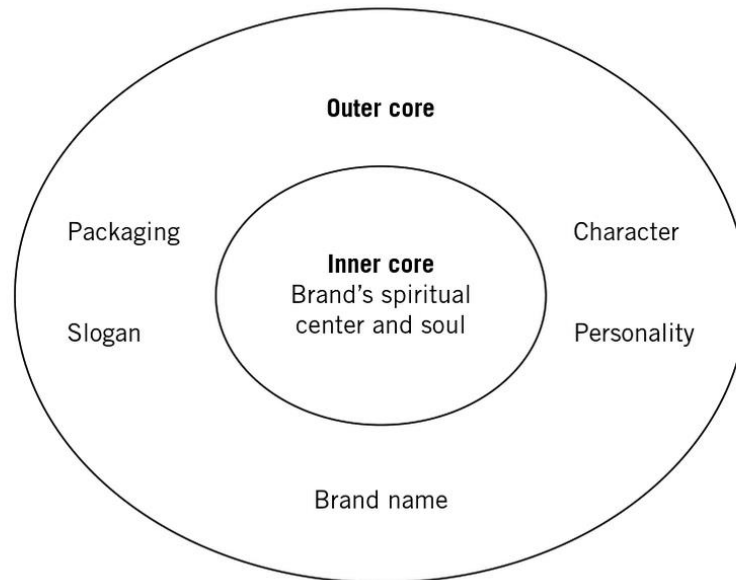


Figure 1. Brand's Inner and Outer Core (adapted from Kapferer 1994)

Talking of consumers, brands symbolize certain product characteristics for them, such as the level of quality and specific benefits. When considering an unfamiliar producer, an appealing packaging can transfer to positive assumptions about the product's qualities. Different researchers, including Wang (2013) and Binninger (2015), examined the influence of good attitudes towards a package on perceived product benefits. While different of them can be assumed to be positive by consumers thanks to successful package design, the authors came to the conclusion that there is a relation between packaging and branding.

Summing up, packaging acts as one of the main distinguishers of a company from the competitors, creating its special image and easing the recognition on the market. Given the main function of branding being the creation of a company's identity, packaging is considered an inalienable part of this process.

2.3 Packaging as a competitive advantage for FMCG

It is believed that packaging can become a source of competitive advantage for an FMCG company (Ford et al. 2012; Kotler et al. 2019, 241). In their latest book, Kotler, Armstrong, Harris and He (2020, 553) define competitive advantage as an advance over competitors achieved by offering consumers a bigger benefit. According to Maziriri (2020), Shakeel and Khan (2011) state that strengthening competitive advantage is one of the objectives that businesses focus on. This is caused by their strive to win the rivals and grow the purchase frequency. By designing a package in accordance with consumer preferences, a brand can achieve an increase in this product's sales (Ford et al. 2012). Deng and Srinivasan (2014) even believe that packaging can be "the game-changer" for FMCG. The author supports this idea with the examples of globally-known companies that worked on packaging as on one of the vital areas and explains that innovations in packaging are able to enhance product experience and image. Nevertheless, different researchers found that effective packaging can be realized with relatively low spendings and help a company better than expensive advertising (Louw & Kimber 2007; Vilnai-Yavetz & Koren 2013).

A package can increase the product's value in the eyes of a consumer, both with its functional and aesthetical aspects described before. First, such benefits as the convenience to use or store a product tend to be much appreciated by consumers and can become a decisive factor in their purchase decisions. A recyclable package material can be seen as an advantage of a product over the alternatives, too, and, respectively, the superiority of the company over the competitors. Second, a package can make the product visually distinctive at a point of purchase by looking either unusual or beautiful. A visually appealing design of a package is also believed to have an ability to satisfy human need for aesthetical pleasure (Cui & Ren 2016). In addition, by looking different or most attractive, a package can encourage a consumer's fast choice of a fast-moving good and so act as a competitive advantage. (ibid.)

One of the latest researches on eco-friendly packaging as a competitive advantage was conducted by Maziriri (2020). The study of the small- and medium-sized businesses implementing green packages revealed that they had a positive effect on competitive advantage. The authors came to the conclusion that the strategy of eco-friendly packaging has a good potential as a way to create competitive advantage for a company.

What is more, the packaging of FMCG can be evaluated by a consumer as one of the product attributes. They are the criteria that consumers evaluate alternative products based on. This process happens when a consumer makes a choice in a point of purchase. The example attributes are price, brand, quality characteristics, country of origin. Besides, product characteristics can be very different depending on the product type. Each of the attributes is rated in the mind of a consumer and summed up into an overall score of a product in order to compare it to the alternatives. A rating of each attribute also depends on its importance for the consumer because its score is multiplied by a bigger or smaller factor than the other attributes. Thus, some qualities of a product are prioritized over the other called trade-offs. According to compensatory decision rule, a consumer will choose the product with the highest score. (Shiffman et al. 2013)

Lysonski, Durvasula, and Zotos (1996) describe that a package influences both the cognitive and affective sides of the consumer decision-making process. The authors separate packaging elements into two categories. On one hand, visual, such as graphics, size and shape of a package, impact effective orientation of a consumer, meaning that they can induce emotions and feelings towards the product. On the other hand, informational elements, like verbal descriptions and utilized technologies, tend to influence the cognitive side of decision-making, so that a rational approach is applied. Together, the elements of a package influence the mental process and choice of a consumer. In case the packaging creates a positive effect on the person in a way to overperform the competitors, it serves as a competitive advantage for the company.

Alhamdi (2019) also followed the objective to extend the knowledge on the meaning of packaging for a product's competitiveness. The author studied a package's power to catch people's attention and differentiate a product in a market place. The results prove a positive impact on attracting consumers, which is achieved with the help of all studied dimensions, namely design, colour, size and shape. Moreover, the author proposes the significance of creating a clear packaging strategy in order to withstand competition in the circumstances of fast-changing consumer preferences.

2.4 The trend of eco-friendly packaging

Global trends and preferences of consumers can be called the major factors influencing packaging (Global packaging landscape 2019). One of the biggest movements of the XXI century that answers the world's problems with nature is environmental sustainability. According to Tiwari, Tripathi, Srivastava, and Yadav (2011), Polanski (1994) defined this term as the ability to meet the needs of the present without threatening the satisfaction of future generations' needs while causing a minimal harmful effect on nature. This trend intensified in the 1980s as a response to global ecological problems and increasing social concerns about them, with citizens and organizations acting as enthusiasts for nature's safety and organizing environmentalism movement. A part of the responsibility for the problems is put on the shoulders of businesses, and a growing number of them started to take actions, both forcedly and voluntarily, to improve the environmental impact of their products and operations (Kotler et al. 2019, 87). These practices are called green marketing and can be present in production, promotion, reclaim, and packaging of products (American Marketing Association 2020). Both in developed countries and emerging markets, the number of products with sustainable features has been increasing over the last three decades, including the segments of food, personal care, paper products, clothing (Tørgensen, Jørgensen, & Sandager 2012). Annual growth of new green products lifted from 0.5% to 9.2% during 1985-1995, following by 10-15% growth per year nowadays (Larsson & Khan 2011; Darnall, Ponting, & Vazquez-Brust 2012).

One of the issues that businesses try to address is plastic pollution, accounting for substantial harm to nature with the inability of plastics to biodegrade. Wasted packages made from this as well as the other non-biodegradable materials take a major part of global pollution (Koenig-Lewis, Palmer, Dermody, & Urbye 2013), contributing to climate change, resource deterioration, acidification and other global problems (Auliandri, Thoyib, Rohman, & Rofiq 2018; Steenis et al. 2020). According to the report of Euromonitor International, plastic takes the biggest share of all package materials, far beyond the others used (Global packaging landscape 2019). FMCG account for a substantial share of plastic waste due to wide usage of this material in packaging and frequent consumption of them (Deng & Srinivasan 2014). Figure 2 shows the increase in the amounts of plastic waste generated in the European Union in the years 2005-2017.

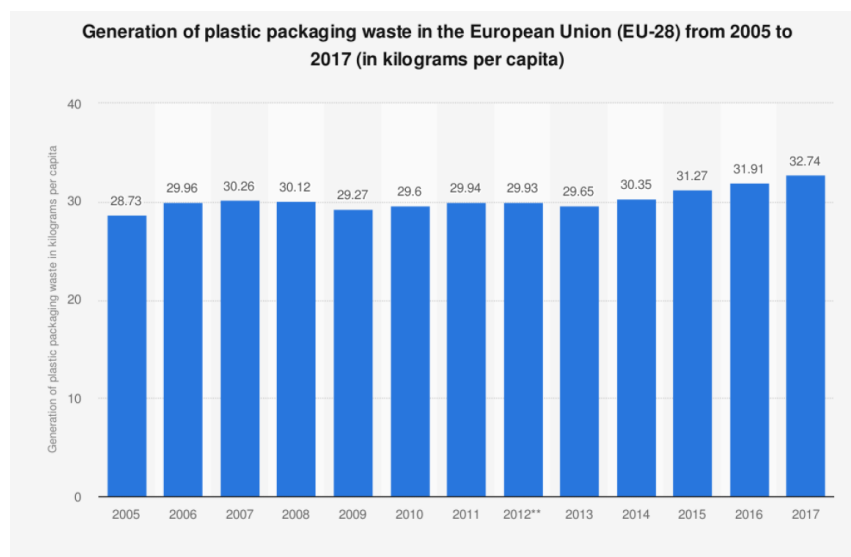


Figure 2. Generation of plastic waste in the EU from 2005 to 2017 (adapted from Statista 2019)

The solutions applied by businesses include producing packaging from recyclable and biodegradable materials (Kotler et al. 2019, 242). This kind of packaging is most commonly referred to as eco-friendly, environmentally-friendly, ecological, or green. It is worth noting that these terms also describe other packaging strategy aimed at minimizing the negative impact on nature (Kassaye 2001). They are avoiding to use

non-biodegradable packaging and decreasing energy consumption (Auliandri et al. 2018). The other authors describe that eco-friendly packaging is realized when its size, shape and weight are reduced and green materials are utilized. This thesis is centred on the latter practice. (Maziriri 2020)

According to Boz and colleagues (2020, 1), environmental protection, which generally describes the business of the 21st century, is on the peak in the packaging industry as well. The options of alternatives to plastics keep increasing in number rapidly, while some of the most frequently used and known by consumers are paper, cardboard and glass (Cui & Ren 2016). This progress led to another new concept, - eco-designed packaging - which describes package design that shows environmental friendliness with different cues, including the materials (Magnier & Crie 2015). To understand the reasons behind companies' decision to become greener, particularly in the area of packaging, the situation is further described from different angles. (Levens 2014)

To start with, companies are forced by government policies to alter their processes and products towards sustainability. In particular, policy-makers pay much attention to the issue of pollution and promulgate laws to decrease the harm caused by manufacturers (Steenis et al. 2017), with specific regulations regarding packaging materials (see Figure 3). The refusal to reduce negative influence on the environment can lead a company to obligatory payments, which mean monetary losses. On the opposite, the smart production of sustainable packages is believed to decrease costs and improve profitability. (Borgman, Mulder-Nijkamp, & de Koeije 2018).

Regulation examples, not exhaustive

● Regulation currently in place		○ Recent moves/next steps on sustainability regulations
Australia	China	India
● Focus on optimizing recovery and recycling of packaging	● Banned/limited imports on packaging waste in 2017	● Legislation favors recyclable substrates and formats
○ Target of 100% packaging to be recyclable, compostable, or reusable	○ Proposal to ban single-use plastic bags by 2022	○ Pushing for increased number of awareness campaigns and collection points
Canada	European Union	United States
● Canada-wide Strategy for Sustainable Packaging	● Packaging-and-waste directive	● Important jurisdictions implementing bans on plastic bags
○ Implementing the Strategy on Zero Plastic Waste (passed in 2018), with 2030 goal	○ Implementing a ban on selected single-use plastics	○ Introducing bills around reducing single-use-packaging waste and increasing recycling

Figure 3. Regulations for minimizing and managing packaging waste in different countries (adapted from McKinsey 2020)

Furthermore, according to Larsson and Khan (2011), people's interest in environmental problems and saving nature is increasing worldwide. This is caused by strategies of raising citizens' awareness on ecological issues and choice of green products that are implemented by the governments in many countries with the aim to protect the society (Tiwari et al. 2011; Koenig-Lewis et al. 2013). As a result, people tend to pay closer attention to sustainable aspects of products and give preferences to more eco-friendly options (Darnall 2008; Perrini, Castaldo, Misani & Tencati 2009; Munjal 2019). Rokka and Uusitalo (2008) believe that eco-friendliness becomes the most significant product characteristic for an average consumer (Ford et al. 2012, 5). In particular, people's attention to the harm of packaging, especially made from plastics, is attracted by media exposure and governmental push to recycle (Tiwari et al. 2011; Dellis 2016). These practices cause consumers' disinclination to choose products in plastic packages (Rokka & Uusitalo 2008; Simmonds & Spence 2017). The demand for more sustainable, recyclable options is believed to accelerate corresponding innovations in product packaging (Lewis 2017), with companies putting efforts into responding to consumers' preferences by offering products in eco-friendly packages. Stephen Ridge from well-known Somerfiend company states, "Our customers expect our own label brands packaging to demonstrate a commitment to waste reduction. We are actively identifying ways

that we can change our packaging to meet these expectations” (Consumers are asking for less packaging n.d.). These practices can be supported by the opinion of Kotler and colleagues (2001, 5), who believe that understanding and satisfying consumer needs is what unites successful companies.

As described earlier, packaging has the role of representing a brand, communicating verbally and visually with consumers. Thus, as supported by Auliandri and colleagues (2018), it is possible to communicate the company’s environmental responsibility through package design (Maziriri 2020). This includes the use of a material, - the major environmental influencer - which signals eco-friendliness by itself (Lindh et al. 2015). Considering increasing competitiveness between FMCG and a rapid spread of sustainability trend over the products and corporate cultures, the implementation of environmental practices tends to be seen even as a necessity for keeping up to the mark and surviving on the market. According to Maziriri (2020), Byrne (2017) expresses the opinion that green packaging is able to positively influence the popularity of a brand. Moreover, The Global Cosmetic Industry (2017) reports that there is a tendency of a stronger loyalty to the companies with positive environmental practices among 88% of consumers. Sustainability in packaging can be used to encourage brand attachment, as a non-material value is created to the product and the brand (Darnall et al. 2012).

Another opportunity for companies is the rise of consumer interest in product eco-friendliness and engagement into more environmentally responsible consumption. According to Dellis (2016), Lindh, Williams, Olsson, and Wikström (2015) believe that a package can draw people’s attention to its life cycle and stimulate them to recycle. Informational content can educate consumers on the benefits of recyclable materials and their usage. An important addition to this point are the findings of Darnall (2008) and Vazquez-Brust (2012), suggesting that a higher possibility for private businesses to benefit from such practices is by implementing them together with governmental organizations and environmental organizations, due to the trust they establish among consumers. All in all, efficiently created, educational practices can lead to the rise of brand awareness, creation of the company’s positive image, increase of

potential customers that are interested in eco-friendliness, and attraction of attention to the products.

To conclude, eco-friendly packaging is both the trend set by the market and the opportunity to improve consumers' attitudes, behaviour and purchase decisions towards the products. This means that the interaction between brands and consumers is two-way, with each of them able to work for the benefit of a company deciding to implement green packaging.

2.5 Eco-friendly packaging as a competitive advantage for FMCG

Due to a relative novelty of eco-friendly packaging trend, limited data is available on this topic. Few studies have been conducted so far to understand the power of this kind of packaging as a competitive advantage. In particular, the gap is observed in the area of environmentally friendly packaging materials from the perspective of an overall design. It was found that most of the researches have focused on the impact of graphical and verbal elements, as well as the factors that facilitate and discourage consumers to buy sustainable products in general. Murray and Delahunty (2010) believe that comprehension of the key elements of a package and drivers of purchase behaviour is necessary for creating efficient product packaging. This can be applied to eco-friendly packaging, too. This subchapter overviews the literature most relevant to the topic of the thesis. (Boz et al. 2020, 13)

According to Van Birgelen, Semeijn, and Keicher (2009) and Rokka and Uusitalo (2008), a positive influence of eco-friendly packaging on consumer intentions to buy and evaluations of brands has been observed (Koenig-Lewis et al. 2013, 3). A wide range of statistical findings illustrates people's positive perception and preference of ecologically safe packages. The findings from Statista (2020) show that in Europe, 72% of shoppers preferred products with environmentally friendly packaging in 2018. Country specific, the survey of consumers in Italy in 2018 showed that paper packaging scored higher than plastic packaging in all the studied factors: pleasantness, quality, sustainability, freshness, and purchase intention. In the

Netherlands in 2017, 41% of consumers pay very much or a lot of attention to the packaging material and 34% - neither a lot nor a little when purchasing food and drinks. A later survey of 2019 showed that 78% of the Dutch buy food in eco-friendly packages consciously. Among them, 3% do this always, 18% - often, 28% - regularly, and 29% - rarely. In another European country – Sweden – in 2018, the majority of consumers appeared to consider important the way products are packaged. 75% said that regarding food, and 69% - the other FMCG. The same year, promising statistics were collected in France, where 93% of the surveyed consumers claim to take products with at least one sustainable feature in their basket when shopping. As for the USA, the 2019 Omnibus study of more than 21,000 households found that consumers consider environmental friendliness and recycled packaging of products as the most significant factors in their product choice, which resonate with them most (Wilson 2019). At the same time, positive attitude to environmentally friendly packaging has been observed not only in developed countries but also in developing. An example is the research of consumers in India conducted by Prakash and Pathak (2016), who found that the Indians perceived green packaging positively and showed readiness to buy relative products and pay a higher price for them. Another survey in Brazil in 2019 showed that 43% of consumers always/ most of the time avoid single-use plastic material, and 32% do it sometimes. (Statista 2020)

The factors that stimulate and hinder the purchase of FMCG in kraft paper packages are discussed next. The main ideas from secondary data were summarized into the concept map below by the author of the present research (see Figure 4).

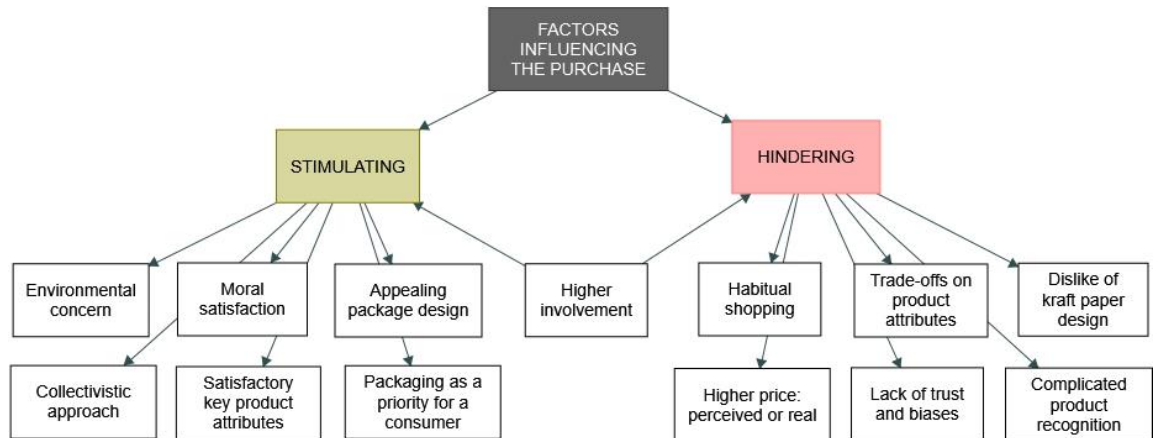


Figure 4. Concept map. Factors influencing the purchase of FMCG in eco-friendly packages

2.5.1 Factors stimulating the purchase

The role of packaging and its influence on eco-friendliness in the perception of goods were studied by Steenis and colleagues (2017). They examined the difference in consumers' attitudes towards the same product from the FMCG sector contained in the packages differing in materials and graphics. The findings suggest that the material of a package strongly affects the perception of the overall product's sustainability. Moreover, the eco-friendliness of a package tends to transfer to the positive perception of the other product characteristics, including taste, quality, naturalness and healthiness, while the costs are perceived as higher. The challenge described is the inequality in consumers' understanding of the products' green features, such as recyclability, which leads to different beliefs about their performance. The authors come to the conclusion that modifying packaging eco-friendliness can impact the perception of the product as a whole.

The research conducted by Lindh and colleagues (2015) explored consumers' knowledge about eco-friendly primary packaging of food. The questions followed include the issues of prioritization of a package's environmental aspects and perception of sustainable packaging. The findings show that more than 80% of respondents consider the ecological status of packaging to be influential in their choice, and for 60% of them, this factor is of high or medium importance. What is more, the

consumers associate environmental effect of packaging almost solely with its material. The respondents strongly consider paper-based packaging as environmentally beneficial, as opposed to plastics and metal.

Orzan and colleagues (2018) analyzed consumer behaviour towards environmentally friendly packaging. Mostly, the research focused on examining the people's reasons for choosing products in eco-friendly packages and attitudes to different materials of them. It was revealed that people are inclined to buy such goods mainly because of environmental protection, the opportunity to recycle and reuse, and the feeling of responsibility. The favourite packaging material appeared to be paper (74.2% of the respondents), followed by cardboard (52.9%) and glass (51.1%). In the conclusion, the researchers note people's willingness to purchase ecologically packaged goods.

Some authors believe that consumers are more involved in buying green everyday products than other alternatives. Sustainable packaging, in particular, can make consumer involvement in the choice of FMCG high (Thøgersen, Jørgensen, & Sandager 2012). This effect is caused by consumer interest in the product, the devotion of time to examine it, and the association of the product with a high-involvement environmental issue, such as the fight with plastic pollution. The research of Thøgersen and colleagues (2012) proves this connection. The authors explored if a sustainable product feature creates a difference in consumer choice of FMCG. The results show that the score of involvement was higher for the consumer choosing milk with green attribute than for those choosing the alternative without (ibid.). Thus, eco-friendly packaging can make a stronger effect on a consumer than conventional ones and so incline the person towards buying the product.

Magnier and Schoormans (2015) studied the influence of eco-friendly packaging on consumer buying behaviour with the specification on visual elements. While the research of the consumers with different levels of environmental concern showed some inequalities in their perception of sample products, all the respondents gave preference to the products in the packages designed harmoniously with the combination of verbal sustainability claims and visual attractiveness. The authors conclude

that an aesthetically pleasing design of an eco-friendly package increases the probability of the product to be chosen, meaning that attractiveness is significant for this kind of packaging. Consequently, the design of eco-friendly packaging can make people choose the product and so become a competitive advantage for the company.

The effect of eco-friendly packaging design on purchasing behaviour was proved by Borgman and colleagues (2018). They conducted the research with FMCG different in the packages different in graphics, information and forms. The most powerful appeared to be graphics, which showed particular effectiveness when being consistent with the contained product. Moreover, imagery in a natural style had a positive effect on the overall satisfaction of consumers. The results also show that eco-friendly form and information of a package are influential on purchase intention and can stimulate it better than neutral ones.

Fundamental determinant in consumer choices is the prioritization of product attributes (Rokka & Uusitalo 2008, 523). Modern theories on consumer culture support this thought by dividing consumers based on their interests, tastes and preferences rather than the social origin. As aforementioned, packaging can be considered as one of the product attributes and, thus, evaluated in competition with them.

The importance of eco-friendly packaging for consumers in comparison with the other attributes of FMCG was explored by Rokka and Uusitalo (2008). Their objective was to study consumer evaluations of real products rather than general attitudes. The outcomes resulted from the choice made by the respondents between alternative products. It was found that, although people differed in which product attribute out of the brand, price, packaging and user-friendliness were of the top-priority for them, one-third of consumers considered eco-friendly packaging as the most significant choice factor. The authors classified the respondents into different segments based on their preferred attributes in the choice, with the biggest one made of consumers prioritizing green packaging. The conclusion made is that eco-friendly package is a generally appreciated product feature but can be less important than other

attributes for consumers concerning certain products. Recyclable packaging can be seen as the opportunity to create a better product image and influence the purchase decision of a certain market segment.

Van Birgelen and colleagues (2009) conducted similar research. They examined consumers' choices between alternative goods in eco-friendly and ordinary packages. The decision was made based on the product attributes' level of importance for a participant. The findings show that consumers can sacrifice almost all characteristics in favour of green packaging, with certain ones obligatory for people to be satisfied. More specifically, it could outweigh brand, healthiness, convenience to use and design, while taste and price were critical requirements for the consumers. It can be concluded that the eco-friendly package is able to become a competitive advantage for FMCG only when their primary characteristics are satisfactory.

A crucial role in the behaviour towards eco-friendly products is played by a consumer's set of qualities. While the studies on the role of demographic characteristics, including gender and age, are quite contradictory and do not seem to show consistent patterns, income classes and education proved to have relation to the people's perception of goods and priorities.

The research of Tüzemen and Kuru (2018) is the one that illustrates this factor. The differences in the perception of eco-friendly packages by consumers with low to high income, as well as education, groups were analyzed. The findings propose that the importance of packaging and environmental aspect increased in direct ratio with income level. The consumers from the lowest level of income and education mostly focused on a product's purpose and price, while the higher were more interested in packaging and environmental friendliness.

One of the most discussed factors in buying eco-friendly products is an environmental concern. This term defines people's awareness about ecological problems and willingness to make their own contribution to solving them (Thøgersen et al. 2012). Related factors most frequently studied by researchers are

environmental awareness, personal orientation towards eco-friendliness and attitudes towards green products.

Auliandri and colleagues (2018) followed the objective to analyze the effect of one's environmental concern, attitudes, personal norms and willingness to pay on a purchase of products in eco-friendly packages. All these factors were found to be influential on the purchase decision. In particular, the authors observed that a positive attitude towards eco-friendly packaging was formed under the impact of a consumer's environmental concern and defined the intention to buy.

Similar research was conducted by Koenig-Lewis and colleagues (2013), who analyzed emotional and rational aspects in relation to the choice of FMCG in eco-friendly packaging. The results prove that the purchase intention of them is stronger for consumers with higher concern about the environment. At the same time, rational evaluation of product benefits did not appear to be present. As for consumers' emotions, the authors make the conclusion that their role is significant in influencing the purchase of products in environmentally-friendly packages.

Mostafa (2009) studied the influence of people's traits on a purchase of green products. Buying intentions of different consumers were analyzed and related to their environmental knowledge and concern, attitudes to green consumption, and altruistic values. It was found that all these factors define the consumption of eco-friendly products. In particular, the concern towards the environment and positive attitude are emphasized as strong determinants of purchase intentions. What is more, the results illustrate a clear difference in characteristics and behaviour patterns of people, so that they can be classified into two segments. The author calls them potential consumers of eco-friendly products and non-consumers and recommends eco-friendly companies to target the former, rather than the entire population.

Accordingly, some other authors distinguish a type of consumers, called green or ecological, who is especially interested in environmental sustainability and strive to

choose the most eco-friendly products (Catoiu, Vranceanu, & Filip 2010). This can apply to the choice of green packaging, too. As Lindh and colleagues (2015) found, the degree of its importance was different for the consumers based on their overall green consumption profile. Ecological consumers valued sustainable packaging most strongly, while non-ecological – the least.

Some factors can apply to consumers with different levels of ecological concern. Perceived immaterial benefits of buying an eco-friendly product have been studied from different angles. Thøgersen (2011) classified them into private and pro-social/altruistic. Moral satisfaction from acting in an environmentally responsible way can be referred to the former (Steenis et al. 2017). It was observed that the belief in a positive contribution from purchasing an eco-friendly product stimulates the decision towards this option (Olander & Thøgersen 1995). Such a choice can arouse positive feelings in a consumer, which were found to be a determinant of performing green behaviour and purchases (Magnier & Crié 2015). As for pro-social motives, they mainly show as the aspiration to save nature and social well-being. McCarty and Shrum (2001, 94) attribute the motive to bring benefit to society by acting in an environmentally responsible way to the collectivistic orientation of a person. Collectivism is known as the tendency to commit to group belonging, conformity, define the self in relation to a group. The researches by Kim and Choi (2005) and Kaufmann, Panni and Orphanidou (2012) explain that collectivistic approach has an impact on the motivation to act in an environmentally-responsible manner. The findings of the present research touched the issue of collectivistic behaviour from the side of conformity, elaborated in Research Results chapter.

2.5.2 Factors hindering the purchase

Although the literature illustrates that eco-friendly packaging has the potential to act as a competitive advantage, some variables can discourage a consumer to buy a product in such a package. This subchapter overviews the major ones studied and discussed in the literature.

To start with, eco-friendly products have established a reputation as more expensive, and this image tends to have an effect on consumers (Peattie & Crane 2005, 362).

Even if the price difference between a product that has environmental cues and the one that does not is relatively small, the stereotypical image of the sustainable goods' expensiveness can have power over a consumer's choice. As a result, the person excludes them out of their own potential choice options.

In case of a feasible price difference, it can have a direct impact on consumer choice as a product attribute. Price is known as one of the most sensitive product features, including the category of FMCG (Boz et al. 2020). Magnier and Crié (2015) explain that while a part of consumers expresses the readiness to pay for an eco-friendly product option, the others are strictly reluctant to do so. Even though the ecological features of a package can create a positive image, they do not always translate to a willingness to pay (Goucher-Lambert & Cagan 2015). Different other researchers, including Bezawada and Pauwels (2013), Zhu, Li, Geng, and Qi (2013), Gleim, Smith, Andrews and Cronin (2013), Chekima, Wafa, Igau, and Sondoh (2015), found the price to be a barrier for consumers to perform environmentally friendly behaviour and choose products in green packaging (Prakash & Pathak 2016; Boz et al. 2020).

Other product attributes involved in decision-making are also able to create difficulty for an eco-friendly package to be enough powerful for the purchase. This means that the influence of packaging on a choice can be weakened by other product features having importance for a consumer (Steenis et al. 2017). If there is a paucity of a package's or product's functional attribute, the significance of eco-friendly options to a consumer can be lowered (Boz et al. 2020, 11). According to Olson (2013), some eco-friendly packages require making trade-offs on quality, performance and price (ibid., 10). As a result, a person might be unwilling to sacrifice them and so choose a non-green product. Different researches studying the evaluation of eco-friendly products in a rational decision process of consumers showed that product qualities, including convenience and durability, had dominance over environmental features (Peattie & Ratnayaka 1992; Ottman 1993). An interesting approach was discussed by Van Birgelen and colleagues (2009), who take the famous Maslow's hierarchy of

needs as a basis. According to it, social and environmental issues become important to a person only after the basic needs are fulfilled (Sherlekar & Gordon 2010, 31). In relation to FMCG, such attributes as taste and price need to be satisfactory for a consumer in order to consider ecological advantages, such as green packaging. The authors make a separate notion about the relevance of this theory to low-income consumers.

Besides, as aforementioned, shopping for FMCG tends to be done out of habit, which can prevent the consumer's consideration of eco-friendly options. This is probably the largest obstacle for everyday products because when people take the same options as they usually buy, they tend to pay no attention to the other ones. When they do pay, Tarkiainen and Sundqvist (2009, 859) believe that environmental attitudes are not present in consumers' decision-making towards FMCG due to low involvement. At the same time, it is discussed in different studies that the purchasing of eco-friendly products happens with higher consumer involvement (Thøgersen et al. 2012). This can have a downside and create a barrier for the product to be bought because little effort is usually applied to choose FMCG.

Furthermore, the literature review shows that the lack of trust and biases are potential threats to the success of eco-friendly packaging. It was observed that consumers find it hardly possible to estimate the environmental status of a package. According to Steenis and colleagues (2017), people's knowledge about sustainable packaging is limited, which makes them rely on their own questionable beliefs. Interestingly to the present research, material appears to be the basis of the people's judgements on eco-friendliness. Possible misinterpretations of a consumer can lead to the failure of a company to deliver an ecological message. Moreover, prejudice about green packaging that consumers might play a meaningful role in this issue. One of the causes is greenwashing phenomena, defined as the process of delivering false information or creating an unfair image about a business's environmental friendliness (Kenton 2020). Such practices done by some companies contributed to the overall decrease in people's trust towards products and companies claiming to be eco-friendly. The problem of corporate distrust is described as the result of limited reliable

information about businesses' environmental practices available to consumers. According to the research of Darnall and others (2012), with the increasing number of green claims, people's sceptic attitude towards sustainable products was strengthening as well. (Magnier & Shoormans 2015; Lindh et al. 2015; Steenis et al. 2017; Young 2008; Boz et al. 2020)

As for the other potential threats to the success of eco-friendly packaging, one of them is a possible perception of it as less appealing. Magnier and Crié (2015, 360) address this to the minimalist, simplistic designs not diverse in colours that ecological packages tend to have. It was found that consumers did not want to lose pleasure that they get from interestingly designed packages while consuming the contained products. The researchers call this aesthetic cost.

In case when eco-friendly packaging is implemented as a switch from a previous design, some issues might hinder the success. Maccioni, Borgianni and Basso (2019, 3) state that ecologically-oriented changes might complicate and inhibit the recognition of the products. Different other researchers, including Liedtke, Baedeker, Hasselkuÿ, Rohn, and Grinewitschus (2015), Hoffmann (2017), Zimmerling, Purtik, and Welpé (2017) and Lofthouse and Prendeville (2018), emphasize the benefit of involving consumers into the development of new product versions in order to enhance the understandability of new eco-designs (ibid.).

2.6 The trend of kraft paper packaging

First, this subchapter draws an introduction to kraft paper material. Second, the most relevant findings from the literature are discussed in order to get a better understanding of the potential that this material can have for FMCG. Lastly, the main types of kraft paper that are under the focus of this research are described.

This research focuses on primary packaging made from kraft paper. This term comes from the German word meaning "strength" and is used to identify one of the strongest paper and paperboard types, which is made from wood pulp processed

with a sodium sulfate solution – a special technique to achieve hardness. Carl F. Dahl was the one to invent kraft paper in 1879 and patent it five years after, while the first factory producing this material opened in 1890 in Sweden. The advantages that differentiate kraft paper are durability, lightweight, efficient use of raw materials and the ability to use all wood types in the production. Nowadays, the material is commonly known to be used for bags and wrapping of products. In 2018, kraft paper constituted 80% of all paper produced. (Kraft Paper Sets Global Trend 2018; Sonal n.d.; Hernandez, Selke, & Lawal 2018)

There are different kinds of kraft paper, which can be divided into two categories: natural unbleached and bleached. The latter is weaker, lighter in colour, which can be up to white, has a higher price and tends to be chosen for wrapping packages that need to look like high value. In this thesis, the packaging produced from unbleached kraft paper is studied, which is brown, less processed and used for FMCG. It tends to be recognized by consumers due to its special colour and texture that give the impression of a raw material being "close to nature". (Netramai, Kijchavengkul, & Kittipinyovath 2016)

The growing amount of primary packages produced from unbleached kraft paper has been observed on the FMCG market in the latest years prior to this research. The use of this material is called one of the major trends in packaging for 2020 (Тренды в разработке и дизайне упаковки в 2020 году [Trends in packaging development and design in 2020] 2020). Some of the FMCG market giants that have already released packages made from kraft paper include Heinz, Colgate, and Marks & Spencer Foods, while Carlsberg, Dr Pepper, Sprite, and Lilt have announced the release of kraft paper bottles by 2021 (Cheung 2016; Yermilova 2018; Meadow 2019; Connolly 2020). According to Data Bridge's research in 2019, global kraft paper market is expected to grow by 4.33% in compound annual growth rate (CAGR) during the years 2019-2026. This rise is a part of the overall increase in the implementation of eco-friendly packaging and technological progress in the packaging industry (Global Kraft Paper Market 2019).

More specifically, one of the major reasons behind the trend of kraft paper in packaging is the aforementioned consumer demand for naturalness in products and packages, heightening together with people's environmental awareness and interest. Different researches illustrated that paper-based materials are considered the most eco-friendly by consumers (Allegra, Zarbà, & Muratore 2012; Lindh et al. 2015; Orzan et al. 2018). More specifically, Peters (2016) found that FMCG in kraft paper is seen as having the most natural texture and being the most appealing overall. The consumers' perceptions were compared to those of plastic packages that were found less attractive and preferable.

What is more, positive development in the paper industry is believed to be another driver for the spread of kraft paper on the market (Global Kraft Paper Industry Analysis 2020). According to the report by Berg and Lingqvist (2019), packaging accounted for nearly half of global paper and paperboard market in 2018. By 2025, the paper market is forecast to lift in CAGR up to USD 88.73 billion, compared to USD 69.91 billion in 2019 (Research and Markets 2020).

There are different types of unbleached kraft paper that can be utilized for the primary packaging of FMCG. The most common and studied in this research are virgin natural, recycled and printed. In order to gain an understanding of possible primary packaging options from unbleached kraft paper, a brief overview of the most widespread types is following. (Everything you need to know about kraft paper packaging 2020; Jones 2020; Forbes 2020; Sonal n.d.)

Virgin natural kraft is the thickest type of brown paper, due to minimum processing (see Figure 5). It is known to be the best in the protection of contents, guarantee durability and have a low cost. Possible uses of it are corrugated boxes for mailing, protective layering, branded packaging, with the opportunity to put a print on it. (ibid.)



Figure 5. Packages made from virgin kraft paper (adapted from Everychina 2020)

Recycled kraft paper is called an eco-friendlier type, as it is made from recycled materials (see Figure 6). While its tear and bursting strength is lower, the price is more affordable, too. This option is a good choice for companies eager to implement sustainable packages. The report of Goldstein Market Intelligence (2020) notes that the use of naturally recycled kraft paper is a rising trend today. Newspaper bottom wrap, product boxes, paper bags and cans are the example where recycled kraft paper is used. (ibid.)

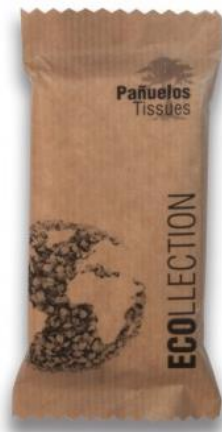


Figure 6. A package made from recycled kraft paper (adapted from Logistel 2020)

The most versatile from the options, printed kraft paper is widely utilized to create branded packages (see Figure 7). Companies in different industries implement this material, including those offering FMCG. Printed kraft paper allows the combination of the eco-friendly look together with custom design, which can be realized in different colours. According to the research of Goldstein Market Intelligence (2020), the demand for this type of kraft paper is very promising due to the possibility to print a company's logo, information, and make a package attractive for consumers. (ibid.)



Figure 7. Packages made from printed kraft paper (adapted from Laminated Packaging Bags Supplier)

To conclude, the application of kraft paper in primary packaging for FMCG is on the rise today. The trend is predicted to strengthen in the next years, supported with promising consumer demand. To evaluate the opportunity for FMCG companies to unveil the potential of kraft paper in primary packaging design, this research collected and analyzed primary data, which is described in the next chapters.

3 Methodology

3.1 Research purpose

Depending on the questions and objectives that research follows, it can have different purposes. The main ones defined in the most common classification are exploratory, descriptive and explanatory. While there are distinct differences between them, either one or a combination of two research purposes can be applied to research. (Saunders, Lewis, & Thornhill 2009, 138-140.)

The purpose of this study is exploratory since it is dedicated to the examination of a novel phenomenon that appeared within the latest time and still hasn't been researched much. The author strives to gain familiarity with it, understand what is happening around it, develop new knowledge and puts emphasis on collecting new insights and ideas. (Kothari 2004; Saunders et al. 2009, 138-140)

3.2 Research Approach, Methodological Choices and Design

In the base of research methods lies an adopted philosophy. It represents the kind of data used and the way it is processed, including the assumptions of an author and his/her role in the studied environment (Saunders et al. 2009, 108). This thesis examines an observable phenomenon with the help of both objective and subjective points of interpretation. The research is supported by the author's doubts and beliefs and is focused on generating applied outcomes. Consequently, an adopted philosophy is pragmatism. (ibid.)

The theory constructs a base of research and can be used in different ways. There are two main research approaches. Inductive is used when hypotheses are developed from the theory and tested when collecting primary data. Deductive approach characterises the researches that, on the opposite, collect data in order to create a new theory. The author follows the objective to explore the nature of a

particular phenomenon, the meanings people attach to it, the patterns in their perceptions and behaviour and use the collected data to develop generalized conclusions as a result. Consequently, this research uses the inductive approach, which is more open-ended and exploratory and so corresponds with the research purpose and the method of data collection. This approach is also supported by the type of collected data, which is described further. (ibid., 126)

There are two types of methods to research: quantitative and qualitative. The main objective of this study is to understand what people think and feel about a particular phenomenon and how different factors influence their attitudes and behaviour in the situations where it is present (Kothari 2004, 3). The author collects verbal data and then attaches meaning to the words of the interviewees, finds interconnections between the ideas in their answers. Thus, both the stage of data collection and data analysis are processed with qualitative techniques. (Saunders et al. 2009, 149)

The research strategy is chosen according to the methodology and resources, such as the research type, purpose, questions and objectives. A strategy characterises the way(s) to collect primary data, and the one(s) that will help answer the research questions and meet the objectives in the best way is chosen. For this research, a survey was utilized due to its convenience of collecting individuals' thoughts by getting responses to questions (Check & Schutt 2012, 160). More specifically, the interview method was chosen, which is considered a primary technique for qualitative research. This method enables to collect well-elaborated answers from consumers, which was achieved with one-to-one conversations. The interviews were semi-structured, which made it possible to slightly modify the questions when needed during the conversations in a way to achieve the most valuable insights. At the same time, the structure of questions directed the participants to cover certain issues.

As for the time horizon, it usually defines if research is conducted at one or multiple periods of time. In this thesis, a studied phenomenon is explored at a single point of time, so the research is cross-sectional. The focus is on the situation present at the

time of the research since the understanding of it can provide ideas useful for the future. (ibid., 155.)

3.3 Data collection

Given an exploratory type of this research, primary data plays a fundamental role of a knowledge source that theories are built from as a result. This type of data is defined as the one collected by a researcher and different from secondary data, which was generated by other authors for their purposes. Prior to the collection of primary data, a preliminary analysis of the secondary provides an overview of the theory, existing knowledge on the topic, and ideas that can be researched and assists in the choice of primary research methods. The sources of secondary data examined are books, scientific articles, researches, and master's and PhD theses of the latest years prior to the present study. (Sachdeva 2008, 109)

The process of primary data collection and generated outcomes are dependent on a chosen strategy and accuracy in following it. As described in the previous subchapter, it was assumed that the survey in a form of personal interviews will enable the best outcomes and result in data necessary for answering the research questions successfully. The structure of the conversations was as important as the flexibility, so the interviews were semi-structured. (Saunders et al. 2009, 320)

The respondents were chosen based on several factors flowing from the research topic. Judgement sampling approach was applied, so the author decided what social categories are the most relevant for the study (Bradford & Cullen 2011, 98). Since this research studies the phenomenon in relation to ordinary people as consumers, suitable individuals from the author's personal list of contacts were invited. Firstly, adults, meaning the age above 18 years old, were seen as ideal respondents due to the importance of them having a mature approach to shopping for FMCG, the experience of shopping for everyday products individually and independence in buying behaviour, including making purchase decisions. Secondly, it was decided to limit the maximum age of interviewees to 50 years old because the preliminary literature

review showed that people of the elder age groups, such as Baby Boomers generation, are the least concerned about green product features like eco-friendly packaging (Statista 2020). As a result, the age of the respondents ranged from 20 to 46 years old. The gender of the participants was either male (marked M1-M10) or female (marked F1-F11), and there were 10 and 11 of them, respectively. As for the country of the interviewees' residence, the research topic concerns a phenomenon present worldwide, so the study of consumers living in different regions brings richer knowledge to the research. All in all, 21 respondents from 8 countries in 5 world regions participated in the research. They are Canada, Uruguay, Spain, Finland, Russia, France, Vietnam, Australia. The word cloud below illustrates the proportion of participants from different world regions (see Figure 8).



Figure 8. The respondents' regions of residence

To establish contact with the respondents, the Internet was used, and the interviews were conducted personally on Zoom platform as the most popular at the time of the research and familiar to all the participants.

The length of the interview was approximately an hour and varied depending on such factors as the duration of a participant's answers and additional questions arising in the process. The interviewer regularly asked the respondents to explain what he/ she means by own words in order to get a clearer understanding of the idea. Moreover, semi-structured type of interview allowed to ask the interviewees some probing questions to deepen the data when the author saw the opportunity of bringing more value for the research.

Interview questions derive from research questions, the main themes of the research, the focus of the study defined during preliminary literature review (Bradford & Cullen 2011, 95). Accordingly, the interview questions became clear to the author after reviewing secondary data for the first time and were created to cover the issues that are central to the research. As stated by Bradford and Cullen (2011, 95), the questions were put in a logical order to make a conversation move in a natural way.

The interview consists of 4 parts that unite questions on a certain subtopic. They are the perceptions of sample products; general attitudes towards packaging and eco-friendliness; product choice; personal experience with kraft packaging.

The questions in the first part included pictures that were shown to the participants. From the 1st to the 4th, they asked about the perception of sample products in kraft packages, while the 5th to the 8th - to choose which product from the set a person would buy, considering also the prices and package materials written under the pictures. These 8 questions with sample products were strategically put at the beginning of the interview because the following interview attracts much attention to the topics of eco-friendliness and kraft packaging, which could influence the respondents, their perception of sample products and even choices. The products from different categories of FMCG were included in the interview. Since the questions 1-4 asked to compare a product in a kraft package with the other, they contained one product packaged in kraft and three or four in other materials. The types of FMCG were strategically chosen with the aim to test kraft paper packaging for products having different particularity. Table 1 specifies the principles, according to which the questions 1-4 were created. The column "The core of the product" describes how much a product itself, excluding packaging, can vary from one producer to another. This issue is supported by the column "The main difference", which states the key factors of the products themselves, excluding the packages, that tend to differentiate one from another in the eyes of consumers. The questions 5-8 illustrated products in kraft paper packaging (one or two per question) and in packages from other materials (two to five per question). The author created the questions specifically to test kraft paper packages with different price levels (low, medium or high) and the

alternatives varying in price and quantity. Table 2 shows the details of these questions' construction.

Table 1. Pictorial interview questions asking for opinions

Question number (product)	The core of the product	The main difference
1 (pistachios)	Very similar	Perceived quality
2 (basmati rice)	Very similar	Perceived quality
3 (laundry detergent)	Similar	Perceived performance
4 (chocolate tablets)	Not very similar	Taste, brand

Table 2. Pictorial interview questions asking to make choices

Question number (product)	Quantity, price level of kraft alternatives	Quantity, price level of the other alternatives
5 (millet)	1, medium	<ul style="list-style-type: none"> • 1 low-price, • 2 medium-price, • 1 high-price (famous brand)
6 (salt)	1, medium	<ul style="list-style-type: none"> • 3 low-price, • 1 medium-price • 1 high-price (expensive material)
7 (cotton swabs)	1, high	<ul style="list-style-type: none"> • 3 low-price, • 1 medium-price • 1 high-price (famous brand)
8 (corn seeds)	2, medium and high	<ul style="list-style-type: none"> • 1 low-price, • 1 medium-price

The second part of the questions (non-pictorial) was supposed to reveal how much a person knows and does about eco-friendliness. The questions were created not to ask about these issues in a direct way but rather to stimulate a person to tell his/ her opinion and experience related to the topic. The third set of questions about product choice refers to the shopping routine of a respondent, including the evaluation of products. The fourth part includes questions that ask about noticing and buying

products in kraft packaging and the details of such experience. Lastly, two final questions were posed. The first of them asked a respondent about his/ her willingness to see more FMCG in kraft paper packaging in the future, while the second provided the consumers with the chance to share ideas on the implementation of kraft paper packaging and any other comments. A full interview guide can be found in Appendices (Appendix 1).

The start of an interview is the responsibility of an interviewer, who needs to show the credibility to the participants. They should be introduced to the research and asked for consent, with the notion of anonymity expected to make respondents feel less tense about the interview, as Saunders and colleagues (2009, 331) state. The interviews for this study started with a brief presentation of its purpose as a part of the research. Each respondent was informed about the confidentiality of his personal information and audio-recording his answers, and the approval was ensured. To make the participants more confident and prepared for the process, the structure of the interview was announced. Lastly, the researcher explained short definitions of the key terms used in the interview, namely 'fast-moving consumer goods' and 'kraft packaging'. After answering any other questions of the participants and getting their confirmation on understanding everything told, the interview started.

3.4 Data analysis

Lancaster (2004, 155) describes that data needs to be transformed into information in order to be used for an explanation - the process called data analysis. Considering the qualitative type of primary data collected, corresponding methods were utilized for the work with it.

As Sachdeva (2008, 183) explains, qualitative data is constructed from specified descriptions of interactions, situations, happenings. The researcher recorded them in the form of audio, and the first step was to transcribe them, meaning to reproduce in the text format with exact words of the interviewees. It was done right after every interview finished to benefit from fresh memories. (Saunders et al. 2009, 485)

There is a bigger involvement of a researcher in the interpretation of qualitative data than of quantitative one (Sachdeva 2008, 183). To help interpret qualitative data, one or several of the 3 major types of processes are conducted: summarizing of meanings, categorization of meanings and structuring of meanings using narrative (Saunders et al. 2009, 491.).

At first, the researcher went through the transcriptions, started to define relationships and created categories in order to group the data into meaningful chunks. This process is known as categorization and is led by the stated research questions and objectives, which defined what categories will be of the most significant value. Some structure was added to the transcribed data, which was initially an extended text, in order to interpret it in a more efficient way. The main ideas in the data were defined and labelled. To compare these variables and make a complete analysis, Microsoft Excel program was utilized, where the matrices were created from the labels put together in columns and rows. This step enabled the establishment of relations between different ideas of every respondent and recognition of trends among the respondents. What is more, data display process included creating different types of visual displays. The tables enabled to make the data more comprehensible for the readers. Built with the use of NVIVO software, word clouds helped to illustrate the most important ideas from primary data, while the conceptual map - to summarize the knowledge from the literature review. (ibid., 503)

Part of the data was structured using narrative, which is considered a relevant technique for phenomenological research like this, which is focused on and sensitive to personal experiences and interpretations with respect to the social environment. This form of analysis was applied to the stories told by the interviewees, so the plots and structures were processed. Narrative structuring helped to analyze how engaged the participants were in the situations, what their actions were, as well as related happenings and consequences. (ibid., 497)

All in all, these processes together constitute data reduction step, which leads to simplified condensed data. Concurrently, it is transformed into visuals that summarize it,

and the author created the matrices in Microsoft Excel. This data display procedure assists in establishing the main patterns, trends and relationships in order to extract meaning from the data, interpret it. Moreover, it helps to reach the final step of data analysis, which is drawing and verifying conclusions. (ibid., 497-505)

3.5 Research credibility and ethics

In order to collect and process data with maximum accuracy and efficiency, every stage of work involved the consideration of potential threats to the research credibility. Saunders and colleagues (2009, 156) define two main aspects of it: reliability and validity.

Research reliability represents how consistent the outcomes are as the result of utilized methods of data collection and analysis. One of the threats relevant to this research is participant bias, defined as the situation when respondents say what they think they are expected to say (Saunders et al. 2009). To mitigate this risk, the participants were asked to share their thoughts sincerely from their perspective as consumers, encouraged to do so during the interview, and reminded about no need for them to have any expertise on the topic. To prevent social desirability bias occurring when respondents describe themselves according to accepted norms of behaviour (Boz et al. 2020, 13), the author explained that no judgements would be made on their answers and emphasized the significance of the truth in their words for the research outcomes.

The second concept related to research credibility is validity. It shows how well the methods access and describe the knowledge and meanings of the participants (Lancaster 2004, 71-73). According to Bradford and Cullen (2011, 105), validity depends on the accuracy of the methodology and outcomes in representing the events. The threat called 'history' by Saunders and colleagues (2009, 157) is considered relevant to this research since it describes the issue of circumstances change over time that can influence the studied people, environment. The interviews for this research were conducted during the time of COVID-19 pandemic, which influenced the lifestyles of

people around the world due to an obligatory lock-down of citizens in the countries. Hence, some participants mentioned that their shopping behaviour changed for this reason. The interviewer asked them to tell about the times before the lock-down as the research focuses on the study of the phenomena in ordinary circumstances.

Sometimes called external validity, generalizability relates to how much the research results can be applied to other research settings (ibid.). Since this thesis has an inductive approach and aims to generalize and develop theories as the result, the research is designed to generate knowledge that can be beneficial for different companies, marketing specialists, agencies, and applied in their circumstances. Nevertheless, the research does not claim the results to be generalizable to all contexts and emphasizes high sensitivity to such factors as geographic locations and individual companies' circumstances.

To ensure that the rights of those who are related to the study are always respected, the issues of research ethics need to be considered at all stages of work. The author was verifying to process with the formulation of a topic, designing the research, communicating with the participants, working with data, drawing conclusions and reporting in a moral and responsible manner.

The research was designed in a way to guarantee that no one related to the study is subject to such issues as stress, discomfort, embarrassment, harm of any kind (Saunders et al. 2009, 185). All the respondents participated in the interview voluntarily with the opportunity to withdraw at any time. As stated in the subchapter on data collection, they were instructed on the nature and purpose of the research, the structure and format of the interview. Each person was affirmed of the confidentiality and anonymity of his/ her personal data and the freedom to express his/ her thoughts and ask questions during the interview. Informed consent on being audio recorded was given by all the participants, too. To maximize their understanding of the questions, the author explained the main terms that are specific to the topic before the interview. All the questions of the participants were answered, and uncertainties clarified.

During the process of data analysis, the author also ensured non-maleficence, which is the avoidance of any negative influence on the participants (ibid., 186). Following the goal of objectivity, the researcher worked solely with the collected data and did not let any personal relationships with the participants influence the interpretation of their answers and the process overall.

As for reporting, the rights of people related to the study must be respected as well (ibid., 548). In the thesis, no names or private information of the participants are mentioned to preserve their anonymity. Author's right was always respected, so no ideas of the respondents were presented without indicating their authors. To do so, the respondents' names were replaced with the markings F1-F11 for female and M1-M10 for male. When some exact phrases of the respondents were used, their words were cited according to the standards. All in all, the researcher aimed not to affect the participants negatively in any way while reporting their answers.

4 Research results

“The literature may not have identified everything that is important in relation to a particular topic of study; there is always something that your work can add” (Bradford & Cullen 2011, 101).

Since this study examines a novel topic and related literature is scarce, the above idea is considered of special relevance. As aforementioned, the present research aims to fill the gap in the literature on kraft paper FMCG packaging from a marketing perspective. This chapter makes a summary of the primary data collected during this exploratory study. More specifically, the insights received from the respondents throughout semi-structured one-to-one interviews are reported. Despite the first part of the interview constituted by picture-based questions, the answers to them will be described after the other ones. The reason is the convenience in understanding the respondents' full profiles and identifying patterns.

4.1 Attitudes, choices and experiences

To start with, the participants were asked the questions revealing their general attitudes towards packaging and eco-friendliness. The objective was to get an understanding of a person's consideration of FMCG's packages and their material in particular, as well as environmental awareness and concern.

The role of packaging for FMCG was considered important by all the respondents, but different reasons were stated. The design as a point of attraction and selling was mentioned by 9 respondents: F1, F2, F3, F4, F10, M2, M4, M6, and M8. The last one stressed the impact of information on a package, which, in his opinion, should convince a consumer to buy the product, especially given the tons of FMCG in a market. Second most common aspects of packaging that make it meaningful for consumers were convenience and eco-friendliness. Interestingly, the easiness-to-use was emphasized only by male respondents (M1, M3, M4, M7, M8), while the safety for nature – solely by females (F3, F5, F7, F8, F9). Some other package's roles provided as the reasons for its importance are sealing a product properly (M10), increasing consumers' awareness on sustainability issues (F11), and showing what income class of consumers the product is targeted at (F6). These three arguments were given by the respondents as singular reasons for why they consider the role of packaging for FMCG to be important.

The next question moved the respondents closer to the research topic, asking how important packaging material for FMCG is for them. In general, it was called significant by 20 out of 21 participants, while M4 said he does not tend to think about it and pay attention to. Moreover, M6 explained that a package's material does not matter for him but environmentally friendly materials "obviously are important" nowadays, and F10 believed that it plays a role only for green consumers, not ordinary ones. From the individuals considering this aspect important, the ecological reason was given by 13 respondents. The other reasons were defining the convenience-to-use mentioned by F2, M5, M7, preserving the product noted by M3, creating a brand's image and raising people's ecological awareness pointed by F11.

Next, all respondents said that it is necessary for an FMCG company to be eco-friendly nowadays, except the one (M7) who thought it is not critical but is a plus. F6 believed that green practices are necessary only for premium brands, M9 elaborated that the reasonability depends on a company's vision and mission, and M3 shared that eco-friendliness is important in production, while is fifty-fifty for him in packaging. Interesting elaborations were provided by F1 and F10:

"I think it's important because a lot of people pay their attention to the eco-responsibility of a company and so it has a strong impact on the image that the company gives of itself and its culture and philosophy".

"Definitely, those companies that are more eco-friendly will be favoured over those who are not. So, it's definitely a competitive advantage. It will become a very strong competitive advantage".

The last question in the first part aimed to reveal how involved a respondent is into environmental actions. The findings show that 18 out of 21 interviewees take at least some actions, with recycling and avoiding plastic bags being the most popular – 11 and 7 people respectively. Moreover, F1 and F11 mentioned buying green products, while M2, M3 and M10 had participated in bigger-scale environmental activities – collecting waste in the yard, volunteering for waste collection programme, and planting the trees, respectively.

The following set of three questions referred to the topic of product choice. As for the time to choose FMCG products, 10 respondents said that they make decisions fast, between a few seconds (M7) to less than 3 minutes. For 3 respondents – F1, F4 and M10, – it takes long to choose FMCG, with M10 sharing that he spends nearly 10 minutes to choose one product. The rest of the participants explained that there are two types of their shopping situations: buying daily goods quickly or having longer shopping. Thus, these 8 individuals claimed to making choices either fast, or for a longer time, up to 15 minutes for an item (F8).

The next question raised the topic of product attributes in the sense of their importance for a consumer comparing with a package of FMCG. According to 5 interviewees, the packaging is the most significant feature for them, with F1, F3, F6 and F7 specifying to the design, while M1 – to the information on a package. 2 individuals called packaging the second most important product attribute for them after a price for M9 and quality for M10. For 8 participants, the packaging is at the third place of significance after brand and price (F10, M4, M5, M6), quality and price (F4), quality and brand (M8), ingredients and brand (F8, F9). The rest 6 respondents either called packaging less important (M2), or did not mention it at all (F1, F5, F11, M3, M7). The word cloud below was created to summarize the most important FMCG attributes for the surveyed consumers (see Figure 9).



Figure 9. Word Cloud. The most important product attributes

Talking on the issue of price, 18 out of 21 participants believed it is fair for an FMCG company to charge more for a product in kraft packaging. Price difference that a person is ready to pay varied across the respondents. The majority of them, 12, called the surplus of up to 30% to be tolerable, with an equal portion of those ready to pay up to 20% and 20-30%. Furthermore, 4 respondents (F2, F7, M1, F11) said that a small price difference like 1-2 EUR or 5% can be reasonable, F6 thought that the surplus is fair if the product is better, and F10 believed:

“Maybe 50% is fair. It all comes to the product, it’s not just the packaging that determines the price. You can’t just put any product in kraft packaging and raise the price exponentially just because it’s kraft packaging”.

The last and biggest number of questions moved the interviewees closest to the research topic as they were asked about their personal experience with FMCG in kraft paper packaging. It was found that 17 out of 21 respondents had noticed that kraft paper packages caught their attention in-store. An interesting point was shared by M5:

“Kraft packaging caught my attention many times because it stands out on the shelves when the majority of products are in plastic. However, I have also seen shelves of products fully in kraft packaging and none of them prominently stood out for me”.

Talking of the feeling towards kraft packaging in general, 7 respondents clearly stated that they like it and called it stylish, trendy and cool. F3, F10 and M9 said that they feel better like they did a good action when buying FMCG in kraft packages. F10 described her feelings:

“It’s like a more responsible choice to make for the consumers. I feel like if I buy that, I would support more eco-friendly companies, so in that way I feel like I’m making a change, protecting the environment. So, I definitely feel like more peace with myself”.

Two sub-questions asked if the look of kraft paper packaging translates to the perceptions of the product’s quality and the brand in consumer minds. It appeared that 17 out of 21 respondents usually have an impression in-store that products in kraft paper packages are of better quality. M2 believed that this is defined by the design:

“A lot depends on design. Plastic package can also have such a design that it will seem high quality for me, and kraft can have an excellent design and bad design”.

At the same time, the perception of a brand was more varying. 8 people said they tend to assume in-store that a product in kraft paper package is produced by prestige/ reputable brand, and the same number of respondents said they do not feel so. The tendency observed among the latter is associating kraft paper packaging with

small young companies, often local, due to seeing such before. Moreover, F8 and M2 explained that their assumption of the brands' reputability and prestige usually depend on a product. As for the rest of the respondents, M1 (as well as F8) felt that a product in kraft could cost more, F2 was not sure and M10 was indifferent.

Doubtfulness about the quality of FMCG in kraft paper packages did not appear to be a widespread issue, with 5 out of 21 participants remembering a case of feeling so.

M9 explained:

"It will depend on the other criteria: the design, the price, everything".

The last questions asked the interviewees about their experience of buying FMCG in kraft paper packaging and thoughts about future perspectives. It was found that the majority of the respondents had bought such products – 16 out of 21. Mostly, they mentioned buying food, including nuts, dried fruits, dairy products, eggs, sandwiches, tea. From those 16 who had such an experience, 4 respondents (F3, F4, F5, M9) believe that kraft paper packaging had become a decisive factor in their choice, and 3 persons (F6, F7, F11) said "maybe". FMCG in kraft are chosen every time of shopping by 4 participants (F1, F3, F4, M9). 3 ones (F6, F7, F10) buy them ones a week, 3 (F5, F9, F11) – 2-3 times a month, while the other 6 – rarely or never any more (M3).

Thinking about what can encourage them to buy more FMCG in kraft paper packaging, the respondents came up with different factors. In order to define the most frequently expressed ideas, the word cloud was created (see Figure 10).



Figure 10. Word Cloud: Potential Encouraging Factors

The most popular one mentioned by 11 individuals was the bigger number of these products in stores, the diversity. Some respondents mentioned that in their countries, namely Uruguay, Russia, Vietnam, Australia, FMCG in kraft paper packaging are quite limited, while F9 noticed that FMCG in kraft are increasing in number. The second popular factor was a price, with F3, F8, M6 saying that a smaller price difference could encourage them to buy more, and M7 believing that it would have to be almost the same as of the alternative products. 3 respondents (F7, F10, M2) expressed an assumption that the increase in their own environmental awareness would stimulate them to buy more products in kraft packages. A fine design, appearance of them were described as potential encouraging factors by M2 and M6. Apart from that, F9 and F10 believed that their frequency of choosing FMCG in kraft would increase if their friends bought more of these products. The other factors were a good balance between quality and packaging (F11), trust inspired by brands (M9), better in-store placement of these products (F3), less neutral design of kraft packages (F1), the implementation of such packages by favourite brands (F9). It was also important for some not to sacrifice functionality (M8) and protection of the product (M5). An interesting idea was explained by M3. Once he did not like the taste of the chocolates in kraft paper and now tends to associate other products in this packaging with that negative experience. Thus, he emphasizes that positive experience of consuming products in kraft is the factor encouraging to buy other products in such packages.

4.2 Perception of sample products

As described in Data Collection subchapter, the questions in this part are based on the pictures of FMCG in kraft paper packages, which were shown to the interviewees. In all the questions, they were asked to assume that the alternative products' volume and taste are the same.

In the first four questions, the consumers were asked to share their thoughts and opinions about a product packaged in kraft comparing to the other sample products in different materials.

Firstly, the kraft paper package of pistachios (see Figure 11) was liked by everybody, except one person (20 respondents out of 21). The respondents talked about a successful design of this package, like F10, for example:

"It looks like the product goes with the packaging, like a perfect match".

As a general trend, the respondents differentiated kraft paper package from the others, and F4, F5, F10 clearly stated that the other packages look the same for them. 12 interviewees mentioned that this product looks high-quality, and 7 had the feeling that it can be expensive. Moreover, F4 expressed the idea about the novelty of kraft in packaging:

"There is always a want for trying something new. There may be the same in all the packages, but the fact that there is a new package already makes people try, me for example, something new because these all are the same, they have bored me already".

The trendiness of kraft paper in packaging was mentioned by the respondents, including F6:

“Right now, I know that it’s very in-trend packaging, so I think it’s kind of modern because many companies are switching to this kind of packaging. It gives a vague feeling that it’s more natural”.

The opinion that the pistachios in kraft paper package number 4 are more natural than the other options was also expressed by 5 respondents, with M7 sure that these pistachios are “definitely better product than at least numbers 1, 2”.

The only respondent who did not find this kraft package appealing, M10 coming from Australia, described the design as boring and looking cheap.



Figure 11. Sample products from the question №1 (pistachios)

An opposite situation emerged with basmati rice products (see Figure 12). 10 people expressed their definite dislike of the product in kraft paper (number 3) and 7 found it appealing. M8 described his thoughts:

“For rice, I don’t think the same way as before. Rice is something already so simple. When I buy rice, I look to have slightly different taste or something useful like you can cook it in 5 minutes”.

3 respondents perceived this kraft paper option as a fine-quality, from whom F2 did not enjoy the package design, and the same number of consumers suggested that the price can be high. Some liked this kraft package due to transparent window on it, making it possible to see the product inside and, at the same time, this was the reason for one respondent (M10) to dislike this product option. The rest of the interviewees expressed mixed feelings about the rice in kraft paper. Common trends in their opinions are considering the minimalistic neutral design of kraft as less attractive compared to colourful flashy packages and feeling doubtful about the trustworthiness of the company due to the plain package.



Figure 12. Sample products from the question №2 (basmati rice)

The third product set made of laundry detergents (see Figure 13) resulted in the following proportion: kraft package option number 2 was definitely liked by 9 participants, disliked by 4, and perceived with mixed feelings by the rest 8. The kraft package in this question gave 8 respondents the feeling of the product’s higher price and 7 respondents – of better quality. 5 of them (F1, F4, F6, F8, M10) thought that the ingredients of this option can be more natural than of the other ones, which was regarded as the product’s advantage above the others. For instance, F4 and M10 said:

“The 2nd looks more natural. The others seem completely chemical”.

“Maybe I would trust it more than the other one because of the packaging and it’s selling us the product like it’s less dangerous, less chemicals”.

Not all the respondents expected the price of the detergent in kraft to be high, with M6 and M10 suggesting that this option can be the cheapest or the second cheapest. Regarding laundry detergents, the tendency of preferring familiar brands appeared among 3 respondents (M1, M3 and M4), so they were not much interested in the laundry detergent in the kraft package.



Figure 13. Sample products from the question №3 (laundry detergents)

As shown in Table 1, the 4th question contained the products most varying in the core – chocolate tablets (see Figure 14). Nevertheless, the preference of favourite brands for chocolate was expressed by 3 respondents (F2, F3, F7) out of 21. The design of kraft paper package number 4 was found appealing by 10 interviewees, and unattractive – by 7. The others explained their mixed feelings towards chocolate in the

package designed this way because it was unusual for them to see particularly this product in kraft. M2, M8 and F10 expressed the same idea – that they would not notice a chocolate tablet in kraft on a shelf. F10 further said:

“If I’m just not looking for chocolate specifically and I’m just like glancing, then I would definitely be interested to try it”.

The feeling of quality and naturalness of the chocolate tablet in kraft arose in 5 consumers, and just 3 perceived it as pricy.



Figure 14. Sample products from the question №4 (chocolate tablets)

In the next four questions, the respondents were supposed to choose which product they would buy among different alternatives including one or two in kraft packages. The results show that all participants chose product in eco-friendly packaging at least once. Most of the participants, 11, gave such preference in 2 questions out of 4 and an equal number of people, 5, chose products in kraft 3 times and 1 time. Nobody made choices of options in kraft paper packages 4 times out of 4.

For the millet (see Figure 15), an absolute leader was option number 4 – the only kraft package in this set chosen by 18 respondents out of 21. Except for the advantage of eco-friendliness, the interviewees mentioned an appealing design of this package

and medium price as the reasons for their choice, while for M7 it was the hardness of cardboard material. F8 explained her choice this way:

“It’s not the most expensive and the package is eco-friendly, so I won’t worry that when I throw it away, it will decompose for 500 years somewhere”.

The rest individuals gave preference either to the 1st product (F2 and F10), or to the 5th (M10), so the products number 2 and 3 were chosen by nobody. It was observed that the participants generally did not find the 2nd package appealing and considered the 3rd to be unreasonably expensive.



Figure 15. Sample products from the question №5 (millet)

The choices of salt (see Figure 16) were much more varying among the respondents. Two kraft paper packages in this question were chosen only by 3 consumers: number 4 - by 2 persons, and number 2 – by 1 person.

“For salt, I think cardboard is better than paper – it preserves its quality better”.

The biggest number of interviewees, 7, gave preference to the product number 1 in a plastic package, due to the lowest price and convenience of the package’s shape. 6 interviewees chose a similar option but more expensive – number 6, because it looked more trustworthy to them due to its design and price. The most expensive option in glass package – number 3 – was preferred by 5 interviewees. It appeared that the 5th product was not chosen by anybody. One of the reasons is that regarding salt, the interviewees mostly talked about the convenience of different packages for further storage and use of this product.



Figure 16. Sample products from the question №6 (salt)

The consideration of cotton swabs (see Figure 17) differed interestingly from person to person. Product number 3 in kraft, which is the most expensive, was preferred by 2 respondents (F3 and M5). F3 was also considering the 4th familiar brand and had the following approach:

“It brings me more confidence to buy something which seems more natural to put it in your body”.

An equal number of people chose the 4th and the 5th options – 6 per each. Their decisions were based on knowing these brands, or on the lowest price. A bit less – 5 respondents – went for the 1st product, because of the convenient package and second-lowest price. Number 2 was preferred by 1 individual, and nobody decided towards the 6th option.



Figure 17. Sample products from the question №7 (cotton swabs)

In the last pictorial question showing popcorn seeds (see Figure 18), the biggest number of the respondents – 16 out of 21 – preferred the product in kraft cardboard package number 1. F10 explained her involvement in the product:

“It’s not too expensive and it’s cardboard, so I feel better buying it. And it says, “Faithful to nature”, so it sort of drops me in”.

The second popular choice was another product in kraft paper package - the 4th option preferred by 3 respondents. They found the design stylish and noted the user-friendliness of the package, including a zip-line and the possibility to reuse. Next, the 2nd product was preferred by 2 individuals. The advantage of a transparent package

was mentioned again. Nevertheless, product number 3 with this feature and the lowest price was considered unattractive by the consumers due to the package's design and was not chosen by any of them.



Figure 18. Sample products from the question №8 (popcorn seeds)

4.3 Ideas and recommendations

The interview finished with two final questions asking the participants to share their thoughts about the future perspectives. Firstly, a promising statistic appeared as 19 respondents out of 21 expressed the willingness to see more FMCG in kraft paper packages in stores. F4 shared her belief on the superiority of kraft paper packages over the other ones and the potential for companies:

“The others have bored already, kraft is now the biggest trend. If companies switched to the production of kraft packaging, they would start selling more”.

Moreover, F11 noticed that packages from kraft paper are increasing in the last year, and M6 believed that there will be more of them in the future. From those who gave a negative answer to the question, M6 said he does not care about the amount of FMCG in kraft in stores, while M5 had the following opinion:

“If all FMCG products will be in kraft packaging, it will not be that interesting to choose which one to buy”.

The very last question of the interview encouraged the respondents to think of any ideas on the implementation of kraft paper packaging for FMCG companies and other comments they can have. In their answers, most of the respondents supported the idea to implement packaging from kraft by FMCG companies, seeing the reasonability of this action both for new and established companies. For example, F10 and F9 expressed quite radical opinions:

“Kraft packaging should be a new big implementation for FMCG companies”.

“I think new companies should definitely use kraft packaging because there is no point in releasing a new product if it isn’t packaged in an eco-friendly way, or the product isn’t eco”.

Furthermore, the participants emphasized that businesses should pay more attention to ecological issues and take relevant actions nowadays. For example, F5 shared:

“I wish that companies pay more attention to the environment and raw materials that they produce the packaging from”.

Other most popular ideas concerned the price and packaging design. According to the interviewees, FMCG in kraft paper packaging should have a big price difference from the other alternatives. As for the product appearance, the consumers noted the importance of packaging design for them, including verbal elements like product information. Both the respondents F1 and M10 expressed the idea of adding colours on kraft paper packages to make them more attractive. The full list of recommendations given by the respondents can be found in Appendices (Appendix 2).

Summing up, the interviews conducted as an essential part of this exploratory research contributed thorough data. This chapter made an overview to identify the

main findings, which will be further analyzed and integrated into the study to answer the research questions.

5 Discussion

This thesis set an objective to evaluate the potential of kraft paper packaging to become a competitive advantage for fast-moving consumer goods (FMCG). Due to the novelty of the topic, the research purpose was exploratory and the approach - deductive, considering primary data as the main resource of knowledge. The author applied a qualitative approach and conducted semi-structured interviews that provided the information for answering the research questions. This chapter draws the conclusions out of the findings generated throughout the study and answers the research questions, as well as provides practical implications for the future.

5.1 Consumer environmental awareness and concern

To start with, collected primary data proves that consumers today recognize the importance of packaging (21/ 21 respondents) and its material (20/ 21 respondents) for FMCG. Most interviewees associate packaging with the design and convenience-to-use first, while the material is primarily related to eco-friendliness in their minds.

The findings from the literature about growing environmental knowledge and concern of consumers around the world described before (Larsson & Khan 2011) are supported by the primary data, with almost all interviewees showing awareness on environmental problems and kraft paper packaging, recognizing the necessity for FMCG companies to be eco-friendly today and taking ecological actions themselves.

5.2 Research question 1

RQ1. How does kraft paper packaging of FMCG influence consumer perception of the product and the brand?

To start with, primary data shows that consumers translate kraft paper packaging of FMCG into their perception of the contained products' characteristics, which complies with the finding of previous researchers (Orth et al. 2010; Becker et al. 2011; Van Rompay et al. 2013; Binninger 2015; Steenis et al. 2017). Around 80% of the surveyed people (17/ 21) tend to assume that products in kraft have a better quality when they see them. Moreover, the appearance of the packages translates to the perception of the contained products' naturalness and higher price. All in all, packages from kraft paper proved to appeal to the consumers and positively contribute to their perception of the products.

What is more, the research revealed an important issue of consumer perception of a product in kraft paper being dependent on the package design. Some packages showed the ability to make most participants see the product as high-quality and the brand – as reliable, while the other created an opposite effect. Consequently, kraft paper can both lead to the product's successful appearance thanks to the proper package design and make the product's attractiveness questionable.

In addition, one kraft paper package can have a different effect on consumers as the result of their previous personal experiences of other products packaged in kraft. In case of little experience, one negative case with a product in kraft can impact on the next considerations of the other FMCG packaged in this material. Thus, in countries/ cities where fewer products in kraft are present today, consumers can be differently inclined to choose them than in countries/ cities with a wider variety.

Lastly, by the look, kraft paper packaging does not tend to make consumers feel doubtful about the quality of the contained products. Rather, the trustworthiness depends on other criteria, such as the package design, ingredients, producer, etc.

As for the brand perceptions, the findings show kraft paper package is considered an illustration of a company's care and efforts about the environment, which is generally appreciated and seen as the advantage by the consumers. This means that kraft paper packaging can enhance consumers' opinion about the brand, presenting it as environmentally responsible.

At the same time, only one-third of the surveyed people has an impression that a brand is prestige/ reputable if the product is packaged in kraft paper. The observed tendency is people expecting FMCG in this material to be produced by young local brands, which is again caused by prior experience of seeing such and the impression of products being home-made due to the natural look of kraft paper.

5.3 Research question 2

RQ2. How does kraft paper packaging of FMCG influence consumer choice?

Although half of the interviewed people always shop fast for FMCG and one-third do this regularly, most of them had their attention caught by kraft paper packages in stores. According to the observations, kraft paper packaging differentiates visually from that of the other products in the eyes of the consumers due to its distinct colour and appearance. Half of the respondents regularly buy FMCG in kraft, and for one-fourth of them, this package has become a decisive factor.

This research proves two major aspects of kraft paper packages to be influential on consumer choice. Firstly, it was found that even consumers with low environmental concern choose products in kraft paper packages for their eco-friendliness. By doing so, they get positive feelings as they behave good to the environment, the phenomenon previously described in the literature by Thøgersen (2011), Magnier and Crié (2015), and Steenis (2019).

Secondly, the kraft paper packages' design found attractive by the respondents stimulates them to buy these products. The texture, natural look, neutral colour and

trendiness of kraft paper tend to appeal to the consumers and act as the reason for their choice of the products. Important to consider is the difference in people's taste, with some better influenced by more colourful packages, including made from printed kraft paper. Moreover, as described before, kraft paper packaging can increase the product's chances to be bought by making consumers perceive the quality as higher and enhancing the overall image compared to the alternatives. Nevertheless, unsuccessful design of kraft paper package can make an opposite effect on people and stop them from choosing the product.

5.4 Practical implications

The present research is conducted with the purpose to contribute new knowledge to the field of international business in general and marketing in particular and to have practical value for companies, specialists, researchers and any other interested parties. This subchapter describes several recommendations resulting from the study.

The first conclusion made is that the success of kraft paper packaging for FMCG depends on a product category and an exact product. The interview about sample products has shown that some of them, like chocolate, for example, can be especially sensitive to the package design due to established trends on the market. An inaccurate design proves to impact consumer perceptions of the product and the brand negatively, while a successful design, including the visual and textual elements, - to stimulate the purchase. The design of a kraft paper package should be created based on the nature of the product and market trends in packaging it since they define consumer expectations.

Secondly, the price remains a significant product attribute for FMCG in kraft paper packaging and plays a role in consumer choice. In the present research, the products with medium price stayed competitive and looked trustworthy to the consumers, while with the lowest – tended to lack perceived reliability. Accordingly, the vast majority of people considered it fair for FMCG in kraft paper packages to have a higher price, with half of the respondents ready to pay 20% extra. At the same time,

the highest price tended to hinder the majority of the individuals from choosing the product in kraft. Managers can take into consideration this trend together with the demand for the smaller price difference between FMCG in kraft and other materials, and question the reasonability of raising the price on kraft packages above average.

Thirdly, the other product attributes should not be neglected for FMCG in kraft paper packages. Although the power of kraft paper packaging appears to be promising, the primary data shows that some of the most prioritized product characteristics are quality, ingredients and convenience, which can dominate in consumer evaluation of the alternatives. To be mentioned separately, the feature that was found to be demanded by consumers these days is a transparent package. According to some respondents, looking at the product through the package is essential for them and can become a critical reason towards choosing one product over the other. The recommendation to be made for managers is to support an effective package with the excellence in the product characteristics most important for target consumers and to consider creating a transparent part on a package.

6 Conclusion

To summarize, this thesis explored the impact of kraft paper packaging on the competitiveness of fast-moving consumer goods (FMCG). The research questions, addressing the most closely related subjects, assisted in focusing on the data most relevant for generating objected knowledge. Through personal semi-structured interviews, in-depth consumer insights were collected and provided a sufficient base for covering the research topic, supported by the findings from the secondary data.

The research revealed that the implementation of kraft paper packaging for FMCG is supported by the consumers. They show general awareness about environmental problems, proving the investigation of various researchers including Larsson and Khan (2011), and the favour towards companies taking ecological actions, like described by Darnall (2008), Perrini, Castaldo, Misani and Tencati (2009), Munjal

(2019). It was found that people who can be referred to green consumers were more prone to choose eco-friendly packaging, kraft paper in the present case, supporting previous research by Lindh and colleagues (2015). Nevertheless, the results suggest that the level of environmental concern called influential by Mostafa (2009), Koenig-Lewis and colleagues (2013), and Auliandri and others (2018), can have less impact on the choice than package design, whose effect was previously acknowledged by Magnier and Shoormans (2015). Overall, kraft paper material in packaging is found attractive due to its special look but also considered lacking bright colours that can be added on it. The findings prove its ability to positively influence consumer perception of the product and become a decisive factor in the choice. The author concludes that kraft paper packaging can become a competitive advantage for FMCG if the other factors described in the chapter Practical implications are respected.

6.1 Limitations of the research

To achieve comprehension of possible threats to the results' quality, the research limitations are discussed below.

The first issue to describe refers to the respondents' characteristics. The range of participants in the present research did not include people under 18 and over 50 years old. As for the geographic locations, the residents of a limited number of countries were involved, with no representatives of Africa and the Middle East and just one per Asia and Oceania.

Next, the research frames made it possible to test a limited number of sample products. Due to the topic focusing on FMCG in general, different categories of products within this industry were included, causing less examination of specifics that each category can have in relation to kraft paper packaging. Moreover, the variations in the products' appeal to the respondents suggest that other product options could arouse different consumer reactions and result in other insights.

Apart from that, the sample products were shown to the participants in a digital environment, rather than a real marketplace. This factor suggests that consumer perception and choice of the products could be different if shopping at a real point of sale from what they were in a digital space during the interview. This is caused by various factors influencing consumer perception and behaviour, such as a store environment, shopping companions, the variety of product alternatives, shopping circumstances.

To mention last, this research is prone to a common issue of possible differences between the respondents' view on their behaviour and its actual patterns. In other words, the data about the behaviour of the consumers depended on how they described and imagined it to be. The observation of the way the respondents actually act was not a part of the research.

6.2 Ideas for future research

A marketing perspective on the implementation of primary packaging made from kraft paper is a novel topic yet to be researched. This thesis explored the industry of FMCG and centred at the issue of competitiveness that such packaging can encourage. There are several possible directions to be taken in future marketing studies that the author can suggest.

To start with, an examination of consumers of the age groups other than studied in the present research could be undertaken in order to reveal their attitudes and behaviour towards products in kraft paper packaging. Besides, involving the consumers from Africa, the Middle East, Asia and Oceania regions into research could contribute valuable knowledge to the field of marketing and business overall. This thesis found that the individual from Australia radically differed in his perception of the kraft paper packages from the rest of the respondents. The study of different countries and regions can be vital for understanding market specifics and the issues like, for instance, a perspective for implementing kraft paper packaging in a certain context.

Next, the study of kraft paper packages of FMCG in a real marketplace environment is seen as a way to assist in a clearer depiction of consumer purchase behaviour. Such research could address the limitation of the present study described before by taking into consideration the factors influencing consumer perception and choice of products in-store.

What is more, future studies can focus on exploring the effect of kraft paper packages on consumer perception of products from other categories apart from FMCG. For example, for products requiring higher consumer involvement, kraft paper packages could have a different influence on consumer perceptions, leading the research to new valuable findings.

The last idea to be mentioned is studying the influence of primary packages made from other eco-friendly materials on the competitiveness of FMCG. For example, consumer perception of products packaged in glass and wood can be examined similarly to the present research. Another opportunity lies in new biodegradable materials being invented for packaging as a result of technological progress. Due to their novelty, their market performance is not explored yet and can become the objective of future research.

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Appendices

Appendix 1. Interview guide

I. The perception of sample products

1. Please take a careful look at these products (pistachios). What do you think about product number 4? How do you see it compared to the other? (presumably good quality, prestige brand, caring producer, high price; looks modern, stylish, attractive, close to me and my values, lack of trust, etc.)



1.



2.



3.



4.



5.

2. Please take a careful look at these products (basmati rice). What do you think about product number 3? How do you see it compared to the other?



1.



2.



3.



4.

3. Please take a careful look at these products (laundry detergents). What do you think about product number 2? How do you see it compared to the other?



4. Please take a careful look at these products (chocolate tablets). Assume that the taste is the same. What do you think about product number 4? How do you see it compared to the other?



5. Please take a look at these products (millet) and their characteristics stated below. Assume that the volume is the same. Choose the one you would buy.



1. Plastic package
2,3 EUR



2. Plastic package
3,1 EUR



3. Plastic package
3,4 EUR



4. Cardboard package
2,9 EUR



5. Plastic package
2,5 EUR

6. Please take a look at these products (salt) and their characteristics stated below. Assume that the volume and taste are the same. Choose the one you would buy.



1. Plastic pack
0,44 EUR



2. Cardboard pack
3,5 EUR



3. Glass pack
4,7 EUR



4. Paper pack
3,9 EUR



5. Plastic pack
1,67 EUR



6. Plastic pack
1,2 EUR

7. Please take a look at these products (cotton swabs) and their characteristics stated below. Assume that the volume is the same. Choose the one you would buy.



1. Plastic package
0,57 EUR



2. Plastic and paper package
1,49 EUR



3. Cardboard package
2,6 EUR



4. Plastic package
1,8 EUR



5. Plastic package
0,33 EUR



6. Plastic package
0,8 EUR

8. Please take a look at these products (popcorn seeds) and their characteristics stated below. Assume that the volume is the same. Choose the one you would buy.



1. Cardboard package
1,9 EUR



2. Plastic package
1,78 EUR



3. Plastic package
1 EUR



4. Paper package
2,8 EUR

II. General attitudes towards packaging and eco-friendliness

9. In your opinion, how important is the role of packaging for FMCG?
10. In your opinion, how important is package material for FMCG?
11. Do you think that, nowadays, it is necessary for an FMCG company to be eco-friendly?
12. Have you participated in any ecological activities? (recycling, collecting bottle caps, avoiding plastic bags, etc.)

III. Product choice

13. How much time do you usually spend to make choices of FMCG?
14. How important is packaging of FMCG for you compared to the other product characteristics (brand, price, etc.)?
15. Do you think it is fair for an FMCG company to charge more for a product in kraft packaging? *To what extent?

IV. Personal experience with kraft packaging

16. Have you ever noticed that kraft packaging of a product caught your attention?
17. How do you feel towards products in kraft packaging?
 - 17.1. Do you have an impression that products in kraft packaging are usually of better quality?
 - 17.2 Do you have an impression that products in kraft packaging are usually produced by prestige/reputable brands?
18. Have you ever felt doubtful about the quality of a product in kraft packaging? *Did it influence your choice?
19. Have you ever bought FMCG in kraft packaging? *Please tell what products you bought and why you chose them.
20. Has kraft packaging ever become a decisive factor in your choice? *Please tell about this time(-s).
21. How often do you choose products in kraft packaging? *Please tell about what products you choose and why.
22. What, as you think, can encourage you to buy FMCG in kraft packaging more often?
23. Would you like to see more FMCG in kraft packaging in stores?
24. Do you have any ideas on the implementation of kraft packaging or other comments?

Appendix 2. Respondents' recommendations on the implementation of kraft paper packaging for FMCG

TOPIC	RECOMMENDATION
DESIGN	<p data-bbox="555 495 1406 584">"The design can be made cool both for kraft and for plastics, and anything else".</p> <p data-bbox="555 667 1018 703">"Try different colour of cardboard".</p> <p data-bbox="555 786 1382 875">"Try to add more colours to this kind of packaging, so that it attracts the eyes of the consumers even more".</p> <p data-bbox="555 958 1369 1048">"I think that they should just try to be like the others. Not specially change the market but try to get in with the choices".</p>
PRICE	<p data-bbox="555 1142 948 1178">"Be more affordable in price".</p> <p data-bbox="555 1261 1366 1350">"I think it is a good idea to use this kind of package but maybe you can use it if the price doesn't get too much higher".</p>
OTHER IDEAS	<p data-bbox="555 1433 1394 1523">"You have to see the finances, the marketing, the vision and the mission of the company, if it suits that kind of idea".</p> <p data-bbox="555 1606 1369 1695">"They don't have the whole information thing I mentioned before. If they can just put the necessary things in the product".</p> <p data-bbox="555 1778 1401 1989">"If kraft packaging is not hard to produce, then I think they should just do it because it will resonate, create a better impression on the consumer, then it will just be better for the company and also for the environment".</p>