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EXPLORING THE IMPACT OF SUSTAINABLE PACKAGING ON BRAND VALUE AND CONSUMER LOYALTY

FMCG Sector: Insights from Unilever

Business Economics, Technology and Communication

2025

ABSTRACT

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Title	EXPLORING THE IMPACT OF SUSTAINABLE PACKAGING ON BRAND VALUE AND CONSUMER LOYALTY : FMCG Sector: Insights from Unilever
Year	2025
Language	English
Pages	97 + 6 Appendices
Name of Supervisor	Daniel Sahebi

Sustainable packaging has recently drawn attention as people are becoming more concerned about the environment. For this reason, the purpose of this study was to examine how such packaging affects brand value and consumer loyalty in the FMCG industry. Unilever has been selected as the main case example as it is widely known for promoting sustainability through its packaging choices. From the study it is found that packaging plays a strong role in shaping how customers view a brand in terms of trust, innovation, and quality.

This study used an online questionnaire survey to gather data. In total, 51 responses were collected, which was considered enough for this type of research. The study observed that although general concern about sustainability was high among participants, awareness of Unilever's specific actions was mixed. It is also noticed that many people struggle to identify genuine eco-friendly packaging due to unclear labelling or design. The study highlights that customer loyalty increases when packaging appears honest and consistent, though price and practical factors still influence their choices. It is strongly believed that this study can support brands in improving sustainability communication and building long-term trust with consumers.

Keywords: sustainable packaging, brand value, consumer loyalty, FMCG

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1 INTRODUCTION

Today, people judge a brand by more than just product quality or price. It's often about what the company stands for and how it treats the planet. As global concern about sustainability grows, companies in every industry are feeling the pressure, not only from regulators, but also from everyday consumers. Packaging has now become a clear way for companies to show their practices and values. In fast-moving consumer goods (FMCG) companies, where products move fast and visibility is high, packaging is not just a small issue anymore. It is now seen as an important part of brand engagement.

1.1 Background and Perspective

In the last ten years, sustainability has moved from being a side issue to something most companies can't ignore. People now expect businesses to care; not just about profits, but also about how their work affects the planet and society. This shift is especially visible in fast-moving consumer goods (FMCG), where packaging does more than protect the product. It also tells a story about what the brand stands for. In fact, how a product is wrapped can shape what people think about a company's ethics and environmental role (Magnier & Schoormans, 2015). With more people worried about things like plastic waste and climate change, brands are being judged by what their packaging says or doesn't say.

Because of this, many large companies are changing how they package products. It's not just to follow rules, it's to build trust. More packaging now includes signs of eco-friendly actions, which helps customers feel like they're making better choices. Nielsen (2020) found that buyers are paying more attention to these signals. Some even use tools like Product Insider to check how a brand is doing on the environment. So, packaging

is no longer just about design or transport; it's become a way to show a company's values up front.

In this space, Unilever stands out. With products sold in over 190 countries from soaps to sauces: it's one of the most visible companies in the FMCG world. Sustainability isn't just a trend for Unilever; it's a long-term plan. The company has promised that all plastic packaging will be reusable, recyclable, or compostable by 2025 (Unilever, 2023). And this isn't just talk; real changes are happening. Refill stations, biodegradable sachets, and small-scale trials in places like the UK, India, and Indonesia show that the company is testing new ideas. This makes Unilever a strong case to look at how sustainable packaging might shape brand trust and customer loyalty in today's crowded market.

1.2 Purpose of the Study

This study mainly looks at how sustainable packaging practices can shape brand value and consumer loyalty, with Unilever as the focus. It aims to understand whether packaging decisions affect how much people trust a brand and stick with it over time. This is a timely issue because there's still not enough clear research connecting sustainable packaging with long-term consumer behaviour.

Earlier research has focused on broader environmental branding efforts (Delmas & Burbano, 2011) and how consumers respond to eco-friendly packaged products in emerging markets (Prakash & Pathak, 2017). But packaging itself separate from other marketing actions; has often been treated as secondary. This study brings it to the centre, viewing packaging as a major signal for brand loyalty and value.

1.3 Objectives

The study has three main objectives:

- To look at how eco-friendly packaging changes how people see a brand's trustworthiness, ethics, and innovation.
- To understand how Unilever is using sustainable packaging and how environmentally aware customers react to it.
- To figure out whether sustainable packaging helps people stay loyal to brands and adds to brand value.

1.4 Research Questions

Based on the objectives, the research questions are stated below:

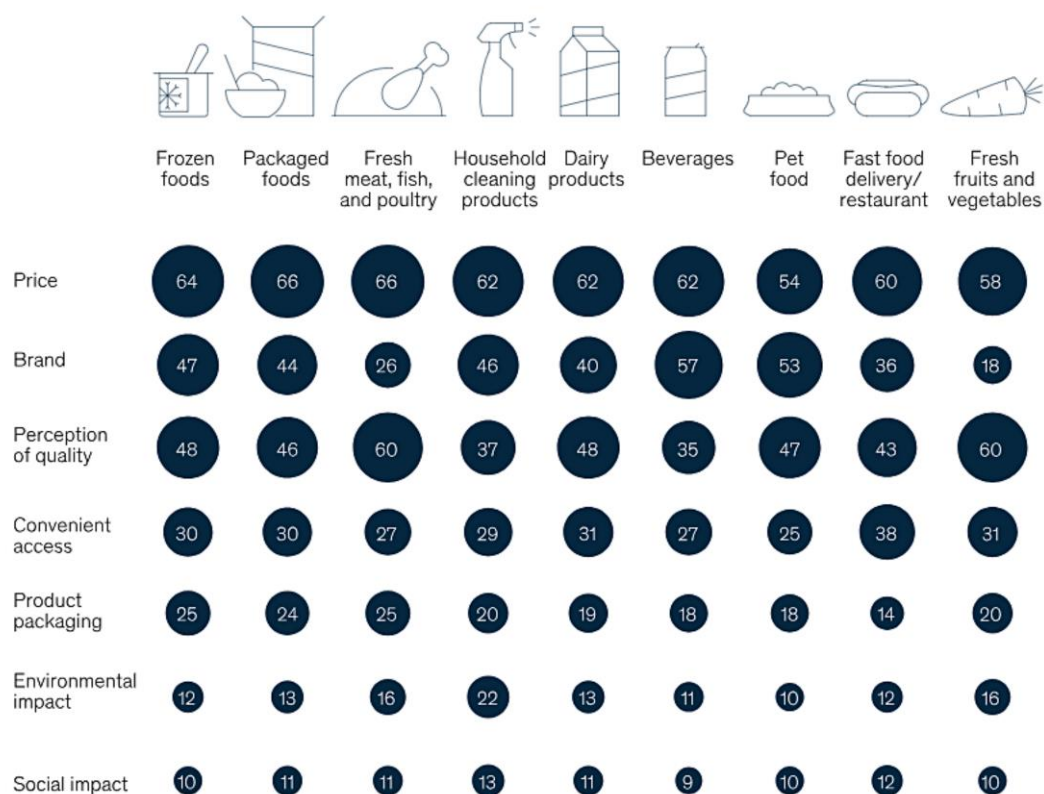
- Does using sustainable packaging change how people see FMCG brands in a meaningful way?
- Is eco-friendly packaging really something that helps build loyalty, or do people overlook it?
- What are consumers actually saying or thinking when they come across Unilever's sustainable packaging?

1.5 Relevance and Significance

This study is important both in practice and in theory. On the practical side, it can help business managers, designers, and marketers better understand how sustainable packaging supports brand growth and consumer loyalty. In the FMCG sector, where brands compete closely, this kind of insight can make a real difference in building trust.

A report by McKinsey & Company (2020) shows that while price, product quality, and brand reputation still lead most purchasing decisions, environmental concerns are starting to matter more; especially in sectors like FMCG. This shift supports the relevance of this study, which explores how sustainability-related signals like packaging can shape consumer behaviour. Table 1 summarizes key factors influencing purchase choices in the FMCG category.

Factors that play an important role in customer purchasing decisions, by category,¹%



¹Question: Which of these aspects play an important role in your decision when purchasing products in the following categories?
Source: McKinsey Packaging Survey (August 2020)

Figure 1. Factors Influencing Customer Purchasing Decisions in FMCG Categories (McKinsey & Company, 2020)

As shown in the table, eco-related factors are not yet the top reason people buy products, but they are gaining attention. Brands like Unilever that act early on these concerns may gain stronger consumer support as awareness continues to grow.

From an academic point of view, this study adds to the developing research on sustainability and brand management. Even though green branding has been widely studied, there's still not enough research focused on how packaging connects to loyalty and trust in global brands (Hyder & Amir, 2023). This study offers a focused perspective by looking specifically at packaging, not just broader CSR campaigns.

On a personal note, this research supports the author's long-term goal of working in sustainability consulting and consumer behaviour analysis. By exploring how eco-friendly packaging influences trust and loyalty, the study builds relevant skills in understanding market trends, consumer thinking, and ethical branding key areas for contributing to sustainable business development in international markets.

1.6 Key Concepts and Framework

This study is shaped around three main ideas: sustainability, brand value, and consumer loyalty. Each of these helps explain how packaging decisions matter in the FMCG sector, especially when it comes to shaping what people think and feel about a brand.

Sustainability, in this study, means using packaging that harms the environment less across the whole product life cycle. This includes things like recyclable or biodegradable materials, cutting down on extra wrapping, and encouraging reuse. In this kind of market, where plastic waste is constantly in the spotlight, a company's packaging often speaks louder than its ads. If someone picks up a product and sees it's wrapped in compostable material, they might feel like they're making a better choice. That emotional reaction matters. It makes sustainability visible and practical, not just a big idea.

Brand value refers to how much people believe a product is worth; not just in money, but in what it represents. That includes things like trust, positive feelings, or the belief that the company is doing good. In crowded FMCG shelves, where many products do the same thing, this is how one brand can stand out. For example, if two shampoos are priced the same but one uses recycled packaging and shares that story on the label, people often go with the one that feels more responsible. This small difference adds emotional value, which helps the brand stay in people's minds.

Consumer loyalty is about the bond customers feel with a brand; both in behaviour and emotion. It shows up when someone keeps buying the same product or talks about it to others. But loyalty isn't just about habit anymore. These days, more people are choosing brands that reflect their values. So, when packaging supports a cause they care about, like reducing plastic or using natural materials, it can feel like the brand "gets" them. That sense of shared values often leads to stronger loyalty over time.

To guide the research, two theories are used: Consumer Perception Theory and Brand Equity Theory (Keller, 1993). Consumer Perception Theory helps explain how people make sense of what they see, like a recycled-paper box or a green label with a sustainability message. These signals shape how ethical or credible they think the brand is. Brand Equity Theory then adds another layer. It looks at how those beliefs build trust, boost emotional connection, and even influence buying decisions. Together, these ideas give structure to the study and help connect packaging design to real brand outcomes.

1.7 Method Overview

This study uses a simple online survey to explore how people think about sustainable packaging in the FMCG sector. The focus is on Unilever, mainly because it's a well-known brand and has made public efforts in sustainability. A questionnaire was chosen as the method since it's an easy way to hear from different kinds of consumers. It also helped collect a wide range of thoughts and habits around packaging.

The questionnaire was shared using Google Forms. It included a mix of closed-ended and open-ended questions, grouped into five sections: participant background, awareness of sustainable packaging, views on brand value, loyalty behaviour, and personal reflections. The design aimed to collect both measurable responses and individual thoughts

about eco-friendly packaging. Key questions asked participants how often they buy FMCG products, how much they value sustainable packaging, and whether it affects their trust in and loyalty toward brands like Unilever.

Participants were expected to have at least basic familiarity with FMCG brands and some awareness of environmental issues. The survey targeted consumers with varying education levels and environmental concern levels, to ensure a wider range of views. The data will be analysed using descriptive statistics to identify trends in the responses. For the open-ended questions, simple thematic coding will be used to identify patterns and insights. Together, these approaches will help explain how packaging is understood as a sign of a brand's values and sustainability commitment.

2 THEORETICAL FRAMEWORK AND LITERATURE REVIEW

Over the years, people have become more aware of environmental issues, and this shift has slowly changed what they expect from the brands they support. Today, it's not just about how a company runs its operations; consumers are also looking closely at visible details like how products are packaged. In the FMCG world, packaging isn't just something that holds a product anymore. It's often the first thing people notice, and it sends a message about what the brand stands for.

This chapter builds the foundation for the study by bringing together different ideas from the literature. The research is shaped by theories like Consumer Perception Theory, Brand Equity Theory, Value-Perception Theory, and the Theory of Planned Behaviour from Ajzen. These help explain how sustainable packaging can affect what people think about a brand and whether they stay loyal to it. Some ideas from green marketing and ESG thinking are also included, especially where they relate to how people make choices and build trust.

The review mixes academic thinking with real-world examples, especially from Unilever, which is known for trying to lead in sustainability. At the same time, it points out where the research is still missing like how different kinds of consumers react to packaging and what that means for brand trust and long-term loyalty. All of this helps shape the way this study will look at the data and make sense of the results later on.

2.1 Introduction to Theoretical Framing

This study uses theory to help explain how people think about brands, especially when it comes to packaging and sustainability. A theoretical framework isn't just an academic step; it helps break things down and

makes it easier to understand what's going on beneath the surface. Over time, more attention has been given to the links between brand image, sustainability, and customer loyalty, and that's especially true in industries like FMCG, where packaging plays a big role (Keller, 1993). This research fits into that line of thinking.

To look at how sustainable packaging might affect loyalty and perception, this study leans on three main theories: Consumer Perception Theory, Brand Equity Theory, and Value-Perception Theory. Each one brings something slightly different to the table. They help explain things like how people notice packaging, what it makes them feel, and whether it builds trust in a brand. These theories make sense for this kind of topic because FMCG customers often decide fast; sometimes just based on what the product looks like. If the packaging sends the right message, it can shape how they see the brand overall.

These ideas also line up well with the survey used in this research. Some of the questions ask about brand trust, feelings about eco-friendly packaging, and how often people choose products based on what they're wrapped in. That connects directly to the theories above.

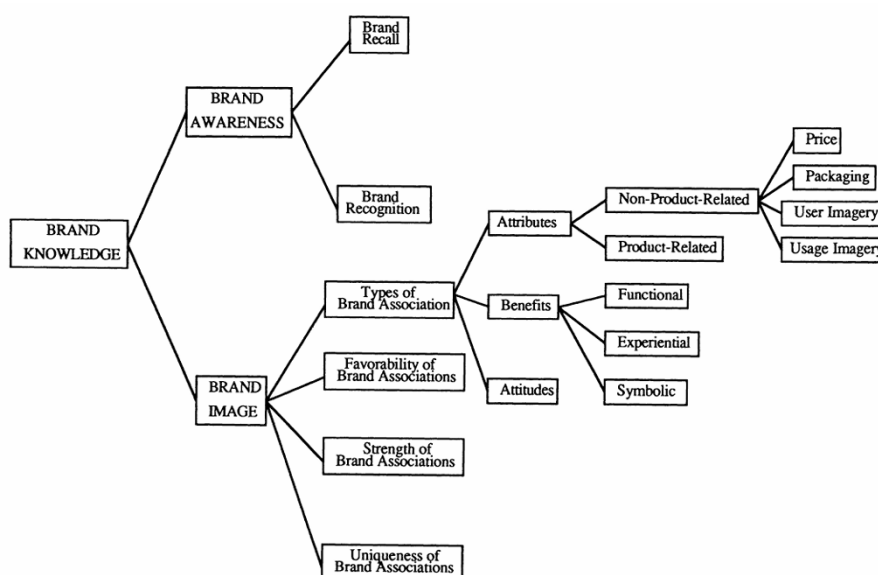


Figure 2. Dimensions of Brand Knowledge (adapted from Keller, 1993)

This figure shows two of the most important parts of brand knowledge—brand awareness and brand image. These help explain how people connect to a brand and remember it later. In this case, the figure helps show how things like packaging might strengthen those connections and lead to more loyalty over time.

2.2 Consumer Perception and Sustainable Packaging

Consumer decisions, it is often argued, stem more from perceptions than objective realities. As Van den Elzen (2016, p. 4) suggests, individuals interpret marketing stimuli subjectively, meaning that sustainable packaging often serves as more than a physical wrapper—it becomes a strategic communication channel.

Magnier and Schoormans (2015, p. 55) revealed that eco-labels, earthy colour palettes, and tactile elements like matte textures elevate consumer perceptions of environmental friendliness. Similarly, Bandara et al. (2022, p. 45) illustrated how packaging attributes such as shape and material profoundly influence buying behaviours in eco-conscious segments, notably within dairy products.

In fast-paced FMCG contexts, these packaging cues function as critical heuristics. According to Ampuero and Vila (2006, p. 104), typography, imagery, and even package shape serves to anchor brand perceptions rapidly at the point of purchase.

This matters even more with low-involvement purchases, where shoppers don't spend much time thinking. They often go with what stands out something that looks familiar or feels right. Visual elements like eco-labels, soft matte textures, or natural colours can act as quick clues. These things help make the choice easier and, at the same time, give the feeling that the brand cares about the environment.

Unilever has picked up on this idea in the way it communicates sustainability. Through its "Waste-free World" plan, the company has said it wants all packaging to be recyclable, reusable, or compostable by 2025 (Unilever, 2023). It shows up in simple ways like using recycled plastic, toned-down colour palettes, or short, clear messages on the packaging of products such as Love Beauty and Planet. These choices don't just talk about sustainability; they help make it visible and part of what the brand looks like. That consistency builds trust over time.

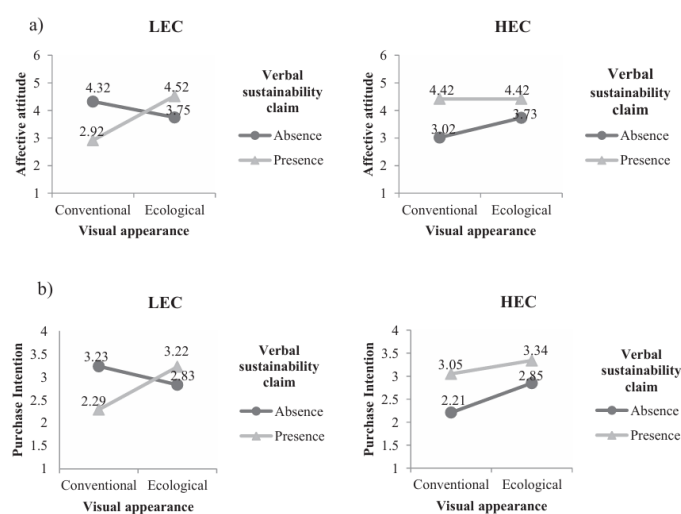


Figure 3. Influence of Environmental Concern on Affective Attitude and Purchase Intention (adapted from Magnier & Schoormans, 2015, p. 57)

This figure highlights how varying degrees of environmental concern among consumers mediate their emotional responses and purchasing behaviours toward sustainable packaging. Consumers with low environmental concern tend to show strong emotional and behavioural responses only when packaging claims and visual cues are well-aligned. In contrast, highly eco-conscious consumers are more forgiving and display positive responses regardless of design congruence illustrating the layered role that perception plays in shaping outcomes.

2.3 Brand Equity Theory in the Context of Sustainability

Brand equity usually means the extra value a product gets from its brand name (Keller, 1993). It's been an important idea in marketing for years, but lately it also has more to do with the values people believe a brand stands for. These days, it's not just about quality or being well-known people often care about whether a brand seems honest, ethical, or aware of environmental issues.

One part of this idea comes from Keller's Customer-Based Brand Equity model (2009, pp. 140–146), which talks about four main things: how aware people are of a brand, what they associate with it, how good they think it is, and how loyal they feel. When companies use packaging like refillable containers or biodegradable materials or go for a clean, low-waste design; it can make the product seem more thoughtful or trustworthy. And for some people, that adds to how much they value the brand.

Real-world examples show how this works in practice. Dove, a brand under Unilever, recently tested refillable body wash bottles as part of its sustainability goals (Unilever, 2023). Many customers liked the idea; not just for the environmental reason, but also because the design felt fresh and genuine. It helped the brand seem more up to date and trustworthy. A global study by NielsenIQ (2023) backs this up, showing that most people about 73% say they're willing to change what they buy if it helps reduce environmental harm. Brands that are seen doing something real about sustainability tend to earn more trust, and that trust builds stronger brand equity.

Kuo and Yen (2009, p. 106) also point out that brand loyalty is tied to how authentic a brand seems. When the way a product is packaged fits with the sustainability message a brand is sharing, people tend to believe it more. That kind of consistency makes the brand feel sincere and helps customers feel emotionally connected. Over time, that builds loyalty.

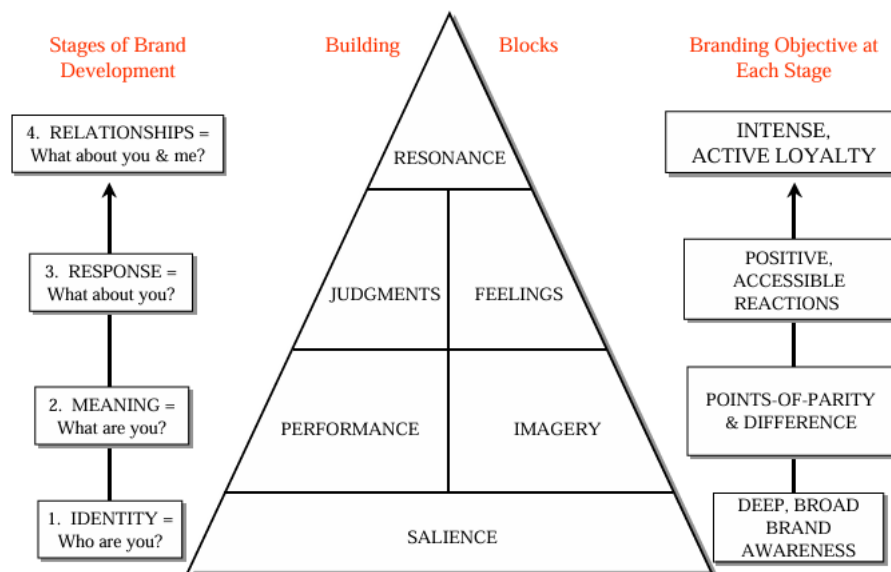


Figure 4. Customer-Based Brand Equity Model Pyramid (adapted from Keller, 2009, p. 143)

This figure shows how brand equity grows step by step from basic awareness to strong emotional loyalty. Each level, like performance, brand image, and customer feelings, can be shaped by how the packaging looks and feels. For example, a recyclable bottle or a label with a clear message might help people remember the brand, trust it more, or even feel proud to use it.

2.4 Role of Environmental Packaging in Shaping Brand Image

Packaging, often overlooked, is one of the few marketing elements physically experienced by consumers. According to Magnier and Schoormans (2015, p. 53), packaging quietly reinforces brand narratives long after the initial purchase often serving as a tangible reflection of the brand's identity and values.

Materials such as recycled plastics, natural inks, and minimalist designs foster an aura of authenticity (Magnier & Cri , 2015, p. 353). These elements signal sincerity and environmental responsibility in a way that verbal messaging alone often cannot. On the other hand, flashy, glossy packaging or vague sustainability claims can feel inconsistent with a brand’s ethical messaging. Ottman (2017, p. 88) emphasizes that when packaging design does not align with communicated values, consumers may perceive the brand as insincere or opportunistic; prompting scepticism that can erode brand trust and damage long-term image.

Unilever’s approach offers a compelling example of alignment. The company has made post-consumer recycled content a core component of its packaging strategy, reinforced by transparent messaging and lifecycle impact disclosures (Unilever, 2023). These efforts serve not only environmental goals but also communicate ethical consistency across product lines, which strengthens consumer confidence.

To better understand how consumers decode sustainability messaging, it is useful to distinguish between different types of ecological cues presented through packaging.

		Nature of the ecological cues	
		Intrinsic	Extrinsic
Element of the offer on which the ecological attribute bears on	Product	Ecological cue focusing on an internal attribute of the product. E.g.: <i>without chemicals, organic ingredients...</i>	Ecological cue focusing on an extrinsic attribute of the product. E.g.: <i>logo organic, images representing the nature...</i>
	Packaging	Ecological cue focusing on an internal attribute of the packaging. E.g.: <i>reduction of the packaging/over-packaging, use of recycled materials.</i>	Ecological cue focusing on an extrinsic attribute or an external seal of approval attesting of the ecological nature of the packaging. E.g.: <i>logo FSC, bio-compostable, recyclable.</i>

Table 1. Nature of Ecological Cues on Packaging (adapted from Magnier & Schoormans, 2015, p. 56)

The table breaks down sustainability signals into two types. Some are built into the packaging itself; like what the materials are made of or whether they break down naturally. Others are added on, like eco-labels, green logos, or short claims. Looking at it this way helps show how people might pick up on different kinds of information when they see a product.

Graphical cues	Quotations
- Colors – e.g.; brown, green, white	<i>“Colors are usually duller, they look more natural, brownish like cardboard, or green too” (R11)</i>
- Photographs – e.g.; Trees, leaves, meadows...	<i>“The picture of the tree has an evocation of naturalness” (R16)</i>
- Images – e.g.; Terms or symbols inherent to the protection of the environment, hand-made drawings...	<i>“The handmade drawing of a turtle evokes the protection of nature” (R15)</i>
- Logos – e.g.; FSC, recyclable...	<i>“I brought you a recyclable logo” (R11)</i>

Table 2. Taxonomy of Graphical Ecological Cues (adapted from Magnier & Schoormans, 2015, p. 57)

A second table shows how visual design plays into this even more. Things like leaf icons, earthy colors, or nature images can make a product feel more eco-friendly at first glance. These graphics don't just decorate the package they act as small signals that help people decide if they trust what the brand is saying.

In the end, well-designed packaging does more than just look nice or protect the product. If the look matches the message, it can help customers feel like the brand is serious about the environment. That kind of connection matters, especially for people who want their purchases to reflect their values.

2.5 Consumer Loyalty and Attitudinal vs. Behavioural Commitment

Loyalty has often been linked to repeated purchasing over time. However, Dick and Basu (1994, p. 101) propose a more layered view by distinguishing between attitudinal loyalty; rooted in emotional and cognitive alignment and behavioural loyalty, which may occur without a strong underlying attachment.

Within the context of sustainability, attitudinal loyalty becomes particularly important. Keller (2009, p. 290) suggests that when a brand reflects the personal values of its consumers, it is more likely to develop a lasting emotional bond. Similarly, Tu et al. (2024, p. 2) argue that what really matters is whether a brand's environmental actions feel believable to consumers. When the messaging and behaviour seem to match, this tends to build a stronger sense of connection over time.

Unilever's Love Beauty and Planet line provides a useful example. The brand highlights the use of recyclable packaging and works toward sourcing ingredients in a more sustainable way. Its messaging tends to stay simple and aligned with environmental goals. During a refill station trial between 2021 and 2022, customers kept returning to buy products even in areas where they weren't widely available. Although the exact data wasn't fully disclosed, this outcome points to something beyond just ease or habit that may reflect a connection with the brand's sustainability approach. This suggests that when a brand's packaging choices align with its stated values, loyalty may be sustained beyond product performance or ease of access. Although specific data points vary, Unilever has continued to emphasize packaging sustainability as part of its loyalty-building approach (Unilever, 2023).

This kind of pattern seems important in the FMCG sector, where switching between brands is easy and where trust doesn't always come quickly. When the packaging reflects real environmental effort not just a marketing claim; it may help customers feel more confident in sticking

with the brand over time. In such cases, emotional alignment adds depth to the customer-brand relationship and may serve as a source of competitive strength.

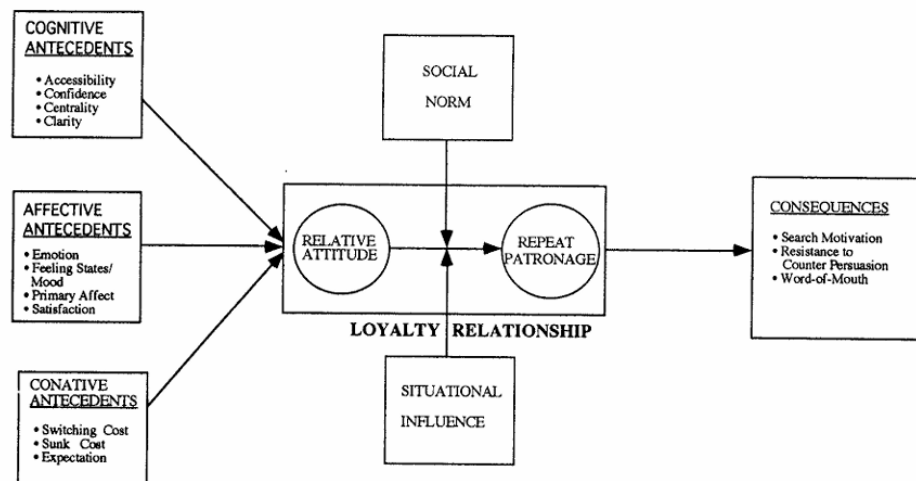


Figure 5. Framework for Customer Loyalty (adapted from Dick & Basu, 1994, p. 101)

The framework identifies three main dimensions of loyalty: cognitive (based on beliefs), affective (based on emotion), and conative (based on intention). Packaging tied to sustainability may contribute to each of these: through recognizable environmental symbols and messaging (cognitive), through perceived care and responsibility (affective), and through the motivation to continue buying from brands that reflect one's values (conative).

When brands integrate sustainability into their design choices in ways that reflect consistent values, they not only meet growing consumer expectations; they may also foster loyalty that is more emotional, value-driven, and lasting.

2.6 Green Marketing and ESG Strategy Models

Green marketing refers to efforts that bring environmental thinking into branding, especially in how companies communicate and deliver value (Peattie & Crane, 2005, p. 360). On a wider level, ESG—short for Environmental, Social, and Governance—helps guide how sustainability is built into regular business operations. It connects a company's environmental intentions to its everyday choices, from how it packages products to how it shares information with the public.

Many firms set long-term sustainability goals, but they also have to consider immediate pressures from consumers, investors, or partners. These aims can sometimes pull in different directions, making it harder for managers to act quickly or confidently.

Ajzen's Theory of Planned Behaviour (1991, p. 179) suggests that behaviour is shaped by three main factors: individual beliefs, social expectations, and the sense of having control over one's actions. When applied to packaging, this theory helps explain why people are more likely to buy eco-friendly products when they believe it matters and when it feels easy to act on. Features like simple disposal steps or clearly marked materials help lower small barriers that might otherwise discourage sustainable choices.

Zeithaml's Value-Perception Theory (1988, p. 13) adds another dimension. It argues that consumers judge a product's value based on both practical factors and ethical considerations. In the FMCG sector, where shoppers often focus on price or speed, sustainable packaging must strike a balance. If the packaging feels easy to use and also communicates a positive environmental message, it may help tip the decision toward purchase. Minimalist, compostable packaging with a clear label, for instance, can suggest both responsibility and product quality.

Survey responses from this study support this trend. Question 17 asked whether consumers would be willing to pay slightly more for sustainably

packaged products, and many said yes; especially when the packaging clearly reflects environmental purpose and usability. This suggests that perceived value is shaped by both ethical appeal and how easy the sustainable option is to choose.

A strong real-world example of this alignment is Unilever’s Sustainable Living Plan. It embeds ESG strategy into decisions about packaging through lifecycle assessments, third-party certifications (such as Rainforest Alliance and FSC), and public-facing reports (Unilever, 2023). These actions help translate broad sustainability goals into visible, consistent brand behaviour making it easier for consumers to see the company’s commitment.

Variate	TSCA		FP		SP	
	Model 15	Model 16	Model 17	Model 18	Model 19	Model 20
EA	-0.005	-0.031	0.008	-0.021	-0.019	-0.042
ES	-0.001	-0.017	0.026	0.008	-0.027	-0.042
IV						
GT		0.357 ***		0.302 ***		0.292 ***
ESG	0.491 ***	0.321 ***	0.423 ***	0.279 ***	0.394 ***	0.255 ***
R ²	0.241	0.339	0.178	0.248	0.159	0.225
Adjusted R ²	0.228	0.324	0.164	0.231	0.145	0.207
F	18.459 ***	22.176 ***	12.569 ***	14.278 ***	10.990 ***	12.546 ***

*** is $p < 0.001$. IV: independent variable.

Table 3. ESG Factors and Sustainable Competitive Advantage (adapted from Xi & Wang, 2024, p. 15)

This table outlines how ESG-driven actions in areas such as packaging innovation, waste reduction, and transparent communication can be linked to business benefits like stronger brand trust, reduced long-term costs, and increased strategic resilience.

When companies apply these ideas to packaging; making it practical, honest, and easy to understand; they show that sustainability can fit naturally into how a brand is experienced. In cases like Unilever, this approach doesn’t just support environmental goals; it also adds value for the buyer and helps the business stay competitive over time.

2.7 Literature Gaps and Conceptual Synthesis

Despite growing academic interest, important gaps in the literature remain. Steenis et al. (2017, p. 285) point out that emotional responses to sustainable packaging are still under-researched. Although brand equity theories are well established, their overlap with sustainability; especially in relation to packaging requires further study. In addition, NIQ (2023) highlights an increase in consumer demand for sustainability, but there is limited longitudinal research that connects packaging cues to long-term consumer loyalty.

Differences in how consumers interpret sustainability cues also remain poorly understood. Xi and Wang (2024) distinguish between abstract cues (like eco-symbols or imagery) and more concrete cues (such as material texture or recyclability labels). These variations matter, especially for global brands like Unilever, since different consumer segments may react to the same packaging message in different ways depending on their values, habits, or cultural context.

Distribution of cue perception content categories among clusters											
	C1	C2	C3	C4	C5	C6	C7	C8	C9-21	<i>H_I</i>	<i>n</i>
Abstract cue perceptions											1848
<i>Convenient</i>	32%	26%	18%	1%	13%	1%	2%	3%	5%	0.22	382
<i>Sustainable</i>	23%	23%	11%	6%	7%	18%	1%	2%	10%	0.16	293
<i>Novel, modern</i>	32%	6%	6%	41%	1%	4%	1%	1%	9%	0.28	263
<i>High (packaging) quality</i>	21%	40%	17%	4%	2%	2%	3%	3%	10%	0.24	189
<i>Attractive</i>	36%	7%	6%	26%	1%	2%	1%	6%	15%	0.21	130
<i>Tasty</i>	32%	14%	3%	11%	7%	3%	2%	11%	15%	0.16	124
<i>Cheap</i>	24%	13%	15%	15%	6%	6%	4%	6%	13%	0.13	108
<i>Luxurious</i>	61%	7%	5%	4%	1%	1%	4%	3%	15%	0.38	107
<i>Familiar</i>	29%	20%	7%	16%	1%	12%	1%	5%	9%	0.17	92
<i>Healthy</i>	30%	0%	5%	30%	10%	2%	2%	7%	15%	0.20	60
<i>Preservable</i>	44%	26%	14%	2%	4%	0%	4%	2%	5%	0.29	57
<i>Natural, authentic</i>	42%	7%	2%	23%	12%	5%	2%	2%	5%	0.25	43
Concrete cue perceptions: Materials & structural features											985
<i>Transparent</i>	41%	41%	1%	1%	1%	2%	2%	6%	6%	0.33	264
<i>Flexible</i>	0%	39%	44%	0%	1%	1%	6%	1%	7%	0.35	142
<i>Carton</i>	2%	0%	14%	1%	53%	0%	1%	0%	29%	0.37	137
<i>Pouch</i>	0%	0%	87%	0%	7%	0%	0%	0%	6%	0.76	114
<i>Canned</i>	1%	7%	0%	0%	0%	0%	91%	0%	0%	0.84	81
<i>Plastic</i>	0%	1%	46%	0%	0%	29%	0%	19%	4%	0.33	72
<i>Pot</i>	0%	81%	0%	0%	0%	16%	3%	0%	0%	0.69	70
<i>Glass</i>	0%	88%	0%	0%	0%	0%	0%	0%	12%	0.78	58
<i>Round</i>	11%	70%	0%	0%	0%	0%	11%	4%	4%	0.52	27
<i>Rectangular</i>	5%	5%	15%	0%	55%	0%	0%	0%	20%	0.36	20
Concrete cue perceptions: Graphic features											186
<i>Green graphic design</i>	48%	1%	0%	45%	0%	0%	1%	0%	6%	0.43	107
<i>Graphics, appearance</i>	45%	2%	2%	23%	6%	2%	4%	2%	13%	0.26	47
<i>Imagery</i>	56%	0%	0%	38%	3%	0%	0%	0%	3%	0.46	32
Concrete cue perceptions: Product features											60
<i>More contents per package</i>	33%	15%	6%	3%	15%	3%	0%	6%	18%	0.18	33
<i>Liquid soup</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	1.00	16
<i>Dry powder soup</i>	0%	0%	0%	0%	100%	0%	0%	0%	0%	1.00	11
Remaining cue perceptions											145
<i>Note.</i> Rows sum to 100%. <i>n</i> = number of elicited cue perception descriptions per category. <i>H_I</i> = Herfindahl index, equalling the sums of squared row proportions. C9-21 are aggregated and displayed in a single column due to their small size											

Table 4. Distribution of Cue Perceptions Among Consumer Clusters (adapted from Xi & Wang, 2024, p. 15)

The table points out that people don't always react to packaging cues the same way. Some might notice images or colours first, while others pay more attention to the material or what's written on the label. So, how people take in these messages can really depend on what stands out to them personally.

This study looks into how certain parts of a package like how it feels, the symbols used, or even basic design choices—might influence what

someone thinks about the brand. It also explores whether those impressions have anything to do with how likely they are to keep buying from that brand later on.

By combining insights from theory and the survey data collected in this research, the study aims to offer a clearer view of how sustainability choices in packaging affect consumer behaviour. Rather than focusing only on abstract theory, the approach connects academic thinking to practical outcomes in FMCG settings. This may help brands develop packaging strategies that not only meet environmental goals but also support stronger and more lasting customer relationships.

3 METHODOLOGY

This chapter explains the methodological choices guiding the study, which explores how sustainable packaging influences brand value and consumer loyalty in the FMCG sector through the lens of Unilever. A qualitative case study approach, grounded in interpretivist philosophy and inductive reasoning, was used to capture the depth of consumer perceptions in a real-world context. Rather than testing predefined variables, the study focuses on understanding how meaning is shaped by individual experiences and sustainability cues. The research design includes purposive sampling, multi-layered data collection (both structured and open-ended), and dual analysis methods to ensure credibility, depth, and ethical rigor throughout the process.

3.1 Research Philosophy and Approach

This work is guided by interpretivism, the view that people understand the world through lived experiences and the social settings they're part of. Instead of aiming to measure fixed facts, this perspective looks at how meaning is formed in context. In this case, it helps examine how individuals think and feel about sustainable packaging, especially when connected to a global brand like Unilever, which promotes ethical values in its messaging.

Unlike positivist approaches that focus on measurable outcomes, interpretivism is more concerned with depth; it looks closely at what people experience and how they explain those experiences. This is especially useful in the FMCG sector, where choices are not always rational. Buying decisions are often shaped by subtle impressions of trust or ethics. Visual elements like recycled packaging or environmental labels may seem simple, but they often carry deeper signals whether emotional, cultural, or even based on personal values that influence how people relate to a brand.

Aligned with this philosophy, the study adopts an inductive research approach, allowing patterns, themes, and meanings to emerge organically from the data rather than being imposed through predefined hypotheses. This approach enables the researcher to remain open to unexpected consumer insights, particularly those related to ethical consumption behaviors and sustainable branding cues.

The inductive approach is especially relevant when working with qualitative data, as in this study, where both structured survey responses and open-ended reflections are analyzed. Such an approach facilitates the development of findings that are grounded in participants' own words while also engaging critically with frameworks such as Consumer Perception Theory, Brand Equity Theory, and Customer-Based Brand Loyalty Models.

Overall, this interpretivist-inductive foundation supports a holistic inquiry into the symbolic and functional role of sustainable packaging within consumer-brand relationships. It ensures that the research captures not only what consumers think but also how they feel and why they act, contributing meaningfully to both academic theory and practical brand strategy.

3.2 Methodological Design and Strategy

This study uses a qualitative case study approach to look more closely at how sustainable packaging relates to brand value and consumer loyalty in the FMCG sector. Unilever was chosen as the main case because of its global presence, wide product range, and visible focus on improving packaging practices.

This kind of design helps capture things that numbers alone can miss; like how people feel about packaging, or what certain design elements mean to them personally. Compared to big surveys or datasets, this kind of case study offers more room to explore how people actually feel and

respond; especially when the brand being studied talks openly about its environmental efforts. In Unilever's case, for example, the company has set a goal of changing how it handles plastic by 2025, aiming to use materials that can either be reused, recycled, or broken down more easily (Unilever, 2023). Its yearly progress reports also provide useful context for comparing consumer responses with the company's stated goals.

As Otani (2020) emphasizes, the interpretivist paradigm seeks to understand complex social realities as co-constructed by individuals within specific contexts—an ideal match for exploring how consumers interpret sustainability signals embedded in packaging.

The case study strategy enables the integration of both micro-level consumer insights and macro-level brand disclosures. Drawing on Baxter and Jack (2008), the qualitative case study design supports a holistic yet focused exploration. It encourages the use of multiple data sources, including structured questionnaire responses and open-ended reflections to interpret participant experiences within their consumption context. This multi-source design accommodates both descriptive statistical analysis and thematic interpretation, strengthening the interpretive depth of findings without sacrificing empirical clarity.

Moreover, Unilever's product presence across personal care, household, and food categories enhances the transferability of insights across a broad consumer spectrum. Rather than aiming for statistical generalization, this study adopts an inductive case logic, constructing theory from specific, situated consumer-brand interactions around sustainability; a defining feature of interpretivist inquiry (Thomas, 2006).

Finally, this methodological framework supports the broader goal of generating practical, theory-informed insights into how visible sustainability efforts in packaging influence long-term brand loyalty. As Ridder (2017) notes, case study designs are not merely descriptive; they contribute to

mid-range theory by grounding abstract constructs like loyalty and ethical branding in real-world consumer experiences.

3.3 Sampling and Participant Selection

This study followed a qualitative and interpretive approach, so participants were selected using purposive sampling. The goal was to include people who had some familiarity with sustainability in everyday consumer products. As explained by Etikan, Musa, and Alkassim (2016), this type of sampling helps find individuals who can share views that are shaped by their own experience, which is useful when exploring topics that rely on personal perception and context.

A target group of 40–50 consumers was initially defined. At the close of data collection, 51 complete responses were obtained. Inclusion criteria required participants to be active FMCG users and to possess basic awareness of Unilever’s sustainability efforts, especially in packaging. This ensured that participants were able to reflect critically on environmental packaging cues, brand trust signals, and behavioral loyalty dimensions.

To increase thematic diversity and strengthen the transferability of insights, purposive sampling was further stratified to ensure variation across several demographic and behavioral factors:

- Age cohorts (Gen Z, Millennials, Gen X, Baby Boomers)
- Gender identities
- Educational backgrounds (from secondary to postgraduate levels)
- FMCG purchase frequency (ranging from occasional to habitual)
- Sustainability engagement (from basic familiarity to high involvement)

This stratified purposive strategy, as noted by Palinkas et al. (2015), supports credibility by recognizing that attitudes toward sustainability and brand loyalty are shaped by demographic, psychographic, and experiential differences.

Participants were invited through online channels, with messages shared across academic platforms and social media groups. The invitations included a brief explanation of the research purpose, along with details about voluntary participation and privacy, following the ethical standards of Vaasa University of Applied Sciences and GDPR requirements.

By bringing together people with different backgrounds and experiences but all linked to the topic, the study was able to collect a wide range of views. This helped in understanding how consumers respond to Unilever's packaging and how those responses connect to ideas like trust and brand loyalty.

As Baxter and Jack (2008) affirm, such sampling decisions are foundational for generating depth and transferability in qualitative case research.

3.4 Data Collection Tools and Questionnaire Design

This study used an online questionnaire shared through Google Forms to gather responses. It was chosen mainly because it was easy for participants to use, worked across different devices, and met the privacy standards set by GDPR. It was also a practical choice since many of Unilever's consumers are familiar with digital tools and come from a range of different locations. The questionnaire was designed to gather both measurable trends and more detailed thoughts about how people view sustainable packaging and how it affects their trust in brands like Unilever. The finalized questionnaire comprised five thematic sections, each directly mapped to core research constructs derived from the theoretical framework:

Section 1: Participant Background

- Collected demographic variables (e.g., age, gender, education level, country of residence)
- Assessed environmental concerns and frequency of FMCG product purchases

Section 2: Awareness of Sustainable Packaging

- Evaluated familiarity with Unilever's packaging sustainability initiatives
- Measured perceived importance of eco-packaging, frequency of choosing products with eco-labels, and ease of identifying sustainable packaging cues

Section 3: Perception of Brand Value

- Included Likert-scale items assessing brand trust, product quality, and innovation as shaped by sustainable packaging practices

Section 4: Consumer Loyalty Behavior

- Explored key loyalty constructs:
 - Attitudinal loyalty (emotional attachment, preference)
 - Advocacy behavior (willingness to recommend)
 - Switching intentions
 - Willingness to pay a premium for environmentally responsible packaging

Section 5: Open-Ended Reflections

- Provided qualitative space for participants to share:
 - Emotional reactions to sustainable packaging
 - Trust-building packaging features
 - Ideas or suggestions for how Unilever might improve its use of sustainable packaging

The survey used a mix of question types, including rating scale items and open-ended prompts. This format made it possible to explore broad

patterns while also looking closely at personal opinions and feelings. The open-ended answers were later analyzed using Braun and Clarke's (2006) six-step thematic method. This helped sort the responses into clear themes and made it easier to understand what participants were saying across different areas of the survey.

Before full deployment, the instrument underwent peer review and informal pilot testing with two respondents from the target demographic. Their feedback helped refine:

- The clarity of phrasing
- The logical sequencing of sections
- The alignment between questions and theoretical constructs

In addition to primary data, the study utilized secondary sources to support triangulation and contextual interpretation. These included Unilever's Sustainability Reports, McKinsey & Company's global packaging research, and a consumer behavior study on sustainable packaging in the FMCG sector (Ilangasekara & Siriwardana, 2022). These sources helped validate participant perspectives by situating them within industry-wide trends and evolving consumer expectations (Jick, 1979).

Altogether, this multi-layered design ensures a methodologically sound, ethically responsible, and practically relevant foundation for analyzing how sustainable packaging influences brand perception and loyalty behavior.

3.5 Data Analysis Method

To generate a comprehensive and insight-rich understanding of consumer responses, the study employed a dual-method analysis strategy combining quantitative descriptive statistics with qualitative thematic analysis. This hybrid approach enabled both pattern recognition and

meaning making, capturing the breadth and depth of consumer interpretations surrounding sustainable packaging, brand value, and loyalty.

3.5.1 Quantitative Analysis

The structured questionnaire items: primarily closed-ended Likert scale questions were analyzed using basic descriptive statistical techniques. These included:

- Frequency distributions to observe how often particular responses were selected
- Percentage calculations to examine categorical demographic and behavioral trends
- Mean scores to identify central tendencies on variables such as sustainability awareness, perceived trust, innovation, and brand loyalty

Where relevant, optional cross-tabulations were employed; for instance, comparing willingness to pay more for sustainable packaging by age group, or perceived ease of identifying eco-friendly packaging by gender. These tabulations were only applied when response volume supported meaningful subgroup analysis. As Arkkelin (2014) emphasizes, such descriptive methods form the statistical foundation for identifying significant patterns before applying deeper inferential or thematic logic.

This statistical layer offered a foundational picture of consumer orientations while highlighting areas for deeper qualitative interpretation.

3.5.2 Qualitative Thematic Analysis

The three open-ended questions (Q18–Q20) were analyzed using thematic analysis, following the widely recognized six-phase model by Braun and Clarke (2006):

1. Familiarization with the data through repeated reading
2. Generating initial codes to identify keywords, emotions, or sentiment patterns
3. Searching for themes by grouping similar codes
4. Reviewing themes for consistency, overlap, and distinctiveness
5. Defining and naming themes that reflect core insights
6. Producing the narrative, using direct participant quotations to illustrate meaning

Themes were developed inductively, meaning they emerged organically from participant language rather than being pre-defined. This approach enabled the study to capture emotional drivers, credibility cues, and symbolic brand associations connected to sustainable packaging—areas that are often obscured in purely quantitative evaluations. The interpretation remained conceptually anchored in theories such as Consumer Perception Theory and Brand Equity Theory (Keller, 1993), ensuring alignment with the thesis's broader analytical framework.

3.5.3 Visualization of Results

To enhance clarity and accessibility in presenting findings, the following visual tools were used:

- Tables and graphs summarizing key participant data (e.g., average Likert scores for brand trust or innovation)
- Thematic maps visually linking sustainable packaging elements (e.g., materials, design, labeling) to consumer perceptions of authenticity, trust, and loyalty pathways

This structured but flexible analysis design supports both narrative richness and empirical clarity, enabling the research to move beyond surface-level metrics and offers theoretically grounded insights into sustainability-driven brand behavior.

3.6 Data Management and Reliability Assurance

A clear plan for handling data was established early on to ensure the research stayed consistent, ethically sound, and dependable throughout. This helped protect participant privacy and supported the overall quality of the results, especially given the mix of qualitative and quantitative responses collected during the study.

3.6.1 Visualization of Results

All participant responses were fully anonymized and securely stored in encrypted digital folders, with access restricted solely to the researcher. No personal information that could identify participants was collected at any stage. This choice followed ethical research standards and ensured the study stayed in line with GDPR rules and other privacy guidelines (Creswell & Poth, 2018). By eliminating identity risks and securing sensitive data, the research maintained full ethical integrity throughout the project.

3.6.2 Data Cleaning and Screening

Upon completion of data collection, the dataset was screened to remove:

- Incomplete responses
- Duplicate submissions
- Inconsistent or illogical answer patterns (e.g., conflicting responses across related Likert items)

This data cleaning process was essential for ensuring clarity, consistency, and analytical reliability. It helped reduce bias, strengthen the internal validity of patterns, and create a more refined dataset for both statistical and thematic interpretation (Creswell & Poth, 2018).

3.6.3 Instrument Reliability and Validation

The questionnaire instrument underwent multiple validation procedures to ensure reliability:

- **Pilot Testing:** Conducted with two individuals from the target demographic to identify confusing language and structural gaps.
- **Peer Review:** Academic peers reviewed the survey for conceptual alignment and logical coherence.
- **Face Validation:** Ensured that survey items were visibly and clearly aligned with constructions such as sustainable packaging awareness, brand value perception, and consumer loyalty.

These practices, rooted in best-practice survey design, helped confirm that the instrument would capture relevant, trustworthy, and construct-valid data across both qualitative and quantitative dimensions.

3.6.4 Triangulation and Thematic Credibility

To increase the robustness of interpretations, the study employed methodological triangulation by integrating insights from:

- Unilever's Sustainability Reports
- McKinsey & Company's industry publications
- Consumer behavior data from third-party reports

This approach followed Jick's (1979) triangulation model, which emphasizes the integration of multiple data sources to validate emergent themes and reduce single-source bias. Through this method, participant insights were compared against broader market trends and organizational benchmarks to assess consistency and strengthen thematic credibility.

3.6.5 Transparent Documentation

All stages of the research process, including survey development, participant recruitment, data cleaning, and both quantitative and qualitative analysis were systematically documented. This level of transparency supports dependability, allowing future researchers to audit or replicate the study's methodology (Shenton, 2004). The clear procedural trail also contributes to the overall reliability and academic trustworthiness of the project.

3.6.6 Trustworthiness in Qualitative Research

Following the well-established framework from Lincoln and Guba (1985), the study incorporated four key strategies to enhance trustworthiness:

- **Credibility:** Achieved through pilot testing and methodological triangulation
- **Dependability:** Ensured by maintaining consistent procedures and full documentation
- **Confirmability:** Supported by preserving an audit trail of codes and analytical decisions, minimizing researcher bias
- **Transferability:** Enhanced by purposive sampling across age, gender, education, and consumer behavior dimensions, and supported through rich, illustrative narratives in the results chapter

These measures collectively ensured that the study was grounded in participant realities while remaining analytically sound and transparent.

3.7 Ethical Considerations

This research followed the ethical standards set by Vaasa University of Applied Sciences (VAMK) and respected the requirements of the EU's General Data Protection Regulation (GDPR). Care was taken at every stage to protect participants' rights, explain the research clearly, and

follow the laws related to data and research ethics. The study also followed national research and privacy rules from Finland. These included laws about how personal data should be handled (like the Data Protection Act) and how information used in research should remain open and accessible (such as the Act on the Openness of Government Activities). In addition, guidance from TENK's HTK research ethics framework (2012) helped shape how ethical choices were made during the process.

3.7.1 Informed Consent and Participation Rights

Participants were presented with a concise information sheet at the beginning of the online questionnaire. This document clearly stated:

- The purpose of the study
- The voluntary nature of participation
- The estimated time commitment
- How the data would be collected, stored, and used

Participation continued only after explicit electronic informed consent was given. This ensured that responses were submitted knowingly and voluntarily, consistent with ethical research principles (Resnik, 2020). They were also told that they could leave questions unanswered or stop the survey at any time before submitting it, without any consequences.

3.7.2 Anonymity and Confidentiality

The survey did not collect any personal details that could identify someone. All answers were kept anonymous and saved in a secure digital folder, which only the researcher could access. These procedures ensured compliance with GDPR and aligned with ethical expectations for safeguarding participant privacy in digital research (Association of Internet Researchers [AoIR], 2019).

3.7.3 Data Protection and GDPR Compliance

This study adhered to the core GDPR principles and their Finnish legal counterparts. Key practices included:

- Data minimization – collecting only essential, non-identifiable data
- Purpose limitation – using data solely for academic research
- Storage limitation – deleting all data after completion of the thesis
- Access restriction – limiting data access to the researcher only

This approach ensured full compliance with both EU GDPR (European Commission, 2018) and the Data Protection Act (1050/2018, Finland), supporting ethical data management in academic research contexts.

3.7.4 Use of Secondary Data

All secondary materials: including Unilever’s public sustainability reports, McKinsey industry insights, and publicly available consumer behavior datasets were responsibly cited in accordance with academic research ethics. No confidential corporate documents or privileged internal materials were accessed or used.

3.7.5 National Ethical Compliance

As recommended in the VAMK thesis guide, this study was also evaluated against Finnish ethical standards for human research. In accordance with TENK guidelines, no sensitive personal data was collected, and no organization-specific data were used. Therefore, the study did not require separate ethical review or research permits (TENK, 2012).

Ethical safeguards in this study weren’t just formal requirements—they

were part of how the research was shaped from the beginning. Thought was given not only to what was being asked of participants but to how they might feel while engaging with the questions. Care was taken at each step to ensure participants understood what they were part of and how their input would be treated. The way consent was introduced, the wording of the questions, and the handling of responses were all approached with sensitivity. Rather than simply ticking off ethical boxes, the study tried to make participants feel at ease like they had a voice in the process. This helped build a setting where people could respond with honesty, trusting that their words wouldn't be misused or exposed.

This sense of ethical attentiveness helped foster a transparent research environment where participants could express their views freely, knowing their contributions would be handled with care. In doing so, the research not only protected individual rights but also added weight to the credibility of its findings, reinforcing both its academic reliability and its alignment with broader principles of socially conscious scholarship.

4 RESULT

This chapter outlines what was found through the survey, which looked at how people respond to sustainable packaging and how it connects to brand value and customer loyalty. Unilever was used as the main focus to help ground the findings. A total of 51 people completed the questionnaire, and their answers offered a combination of numbers and written comments that give insight into different views and behaviors. The analysis follows the thematic order established in the research framework and survey structure, ensuring each result ties directly back to the study's core objectives and research questions.

The results are divided into five main segments. The results are broken down into five parts. First, a short overview of who responded helps give background and show how their profiles fit within the wider conversation on sustainability in FMCG. After that, the sections walk through what participants know and think about sustainable packaging, how that influences their view of brand value, and how it may affect their loyalty as consumers. At the end, answers to the open-ended questions are grouped into themes to provide more context and explanation behind the patterns seen in the earlier sections. All data, tables, and figures presented in this chapter are derived from the author's own survey conducted in 2025 unless otherwise stated.

By organizing the data this way, the chapter provides a clear, logical path from general perceptions to specific behavioral intentions, all while situating findings within the broader discourse on brand trust, sustainability signals, and consumer-brand alignment. Where appropriate, visuals such as bar and pie charts, summary tables, and selected quotes are included to aid interpretation and storytelling.

4.1 Response Rate and Participant Profile

In the end, 51 people filled out the survey, just a bit more than what was expected at the start. This gave a solid amount of responses to work with when looking at the results. The questionnaire was shared online and aimed at everyday buyers of fast-moving consumer goods (FMCG). The invitations mainly went out to people who were likely to care about sustainability, especially those who already consider it when they shop.

To help make sense of the findings, this section first looks at who the participants were. It covers things like their age, gender, country of residence, and education. It also explores how often they shop for FMCG products and whether they pay attention to environmental issues when making those choices. These things matter because they help show whether the group fits well with what the study is trying to explore, especially when it comes to sustainable packaging and brand loyalty.

4.1.1 Age Distribution (Q1)

The people who responded were from different age groups, but most were between 18 to 24 and 25 to 34 years old. These are usually the age ranges that buy the most FMCG products, so it makes sense that they were the most active here too. They're also more likely to care about things like sustainability and tend to be more comfortable answering surveys online. There were fewer older participants, which is common in digital studies like this one. Fewer responses were recorded in the older age brackets, which aligns with general trends seen in online survey participation.

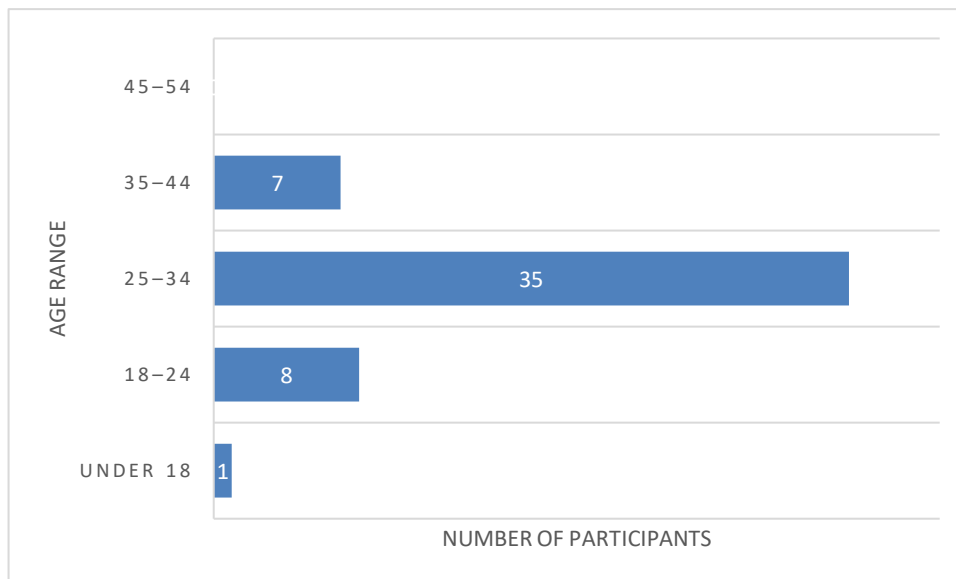


Figure 6. Age Distribution of Respondents

4.1.2 Gender Distribution (Q2)

Looking at the gender split, the group had a mix of responses, with women making up a bit more than men. That's not too surprising, since women often end up buying a lot of household and personal care products, especially in everyday FMCG categories. Having input from different gender groups gives a bit more weight to the results, especially since views on sustainable packaging can sometimes differ slightly between men and women. Including a diverse gender representation adds to the credibility of the insights, especially when examining attitudes toward eco-conscious packaging, which previous research suggests may vary slightly across gender lines.

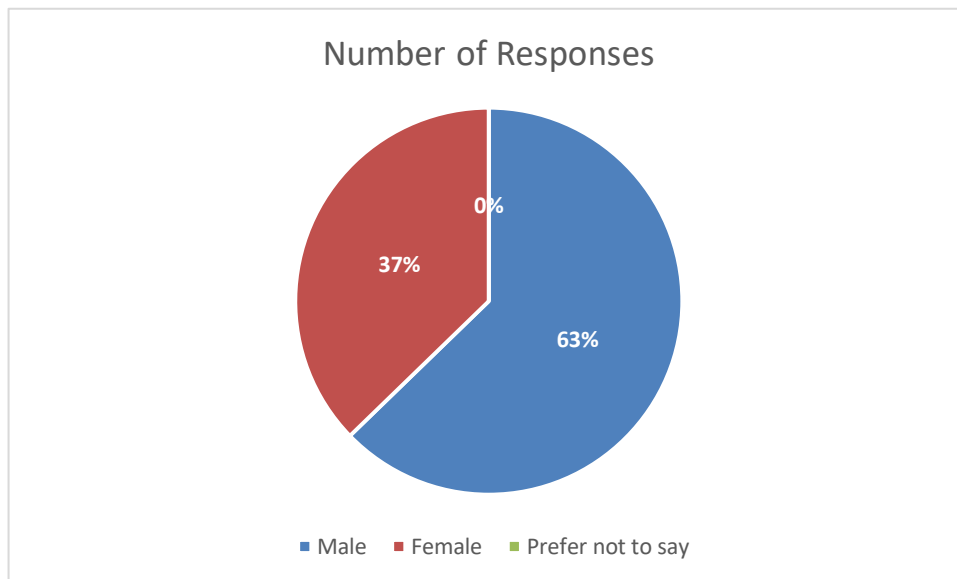


Figure 7. Gender Breakdown of Respondents

4.1.3 Educational Background (Q3)

Most people who answered the survey said they had at least a bachelor's degree, and a few mentioned having studied beyond that. This higher education level suggests that many in the group might already know something about sustainability, environmental concerns, or brand ethics. These topics can influence how people react to packaging choices that are meant to be eco-friendly. A smaller number of respondents reported secondary school or other non-university qualifications. A smaller number of participants reported only secondary education or other non-tertiary qualifications.

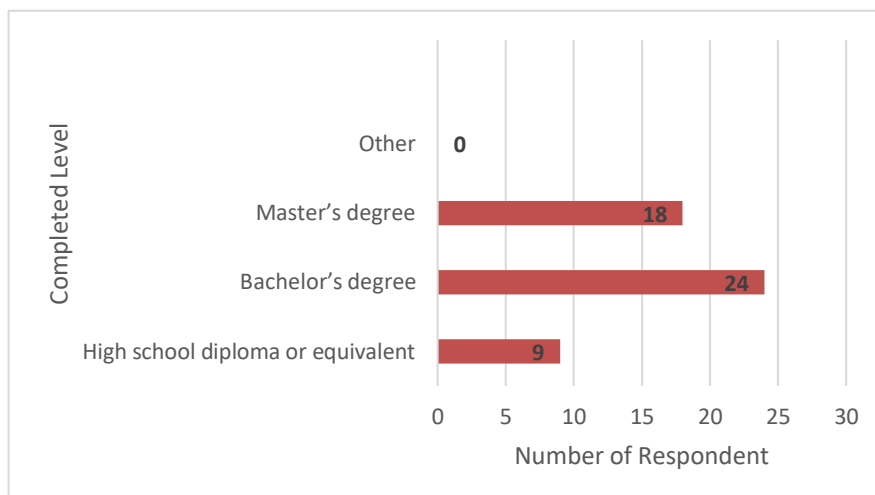


Figure 8. Educational Background of Respondents

4.1.4 Country Distribution (Q4)

Although the survey was primarily distributed within a localized digital network, responses were received from participants across five different countries, indicating a modest yet meaningful level of international diversity. While the majority of respondents were based in a single dominant country (to be specified if needed), others came from various regions, offering a slightly broader perspective on how sustainable packaging is perceived in different cultural or geographic contexts. This variation, though limited, adds a touch of global relevance to the study.

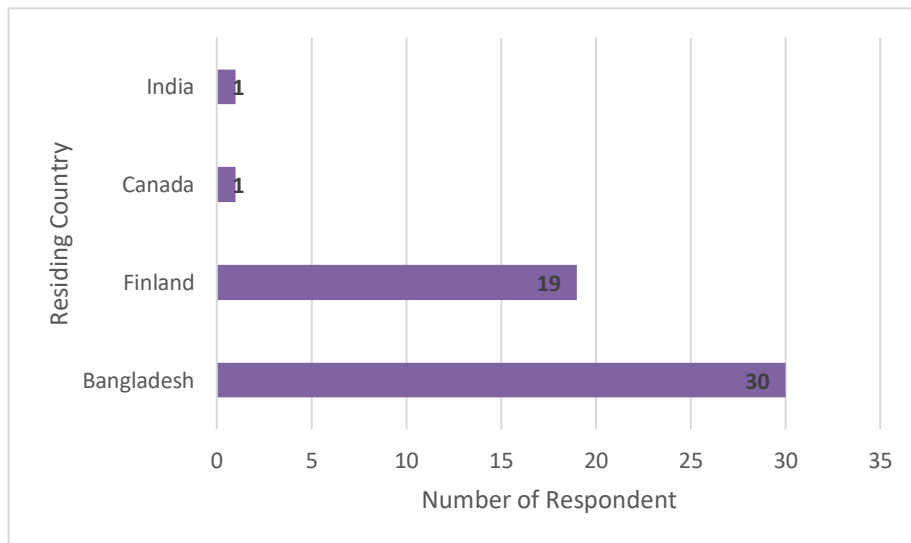


Figure 9. Country of Residence of Respondents

4.1.5 Environmental Concern (Q5)

One survey question asked people to share how much they care about environmental issues, using a 1 to 5 scale. A lot of the answers landed on the higher end, especially at 4 and 5. So, it's fair to say most of the group showed a good amount of concern. That fits well with the main idea of this study, since it looks at packaging and branding from a sustainability angle.

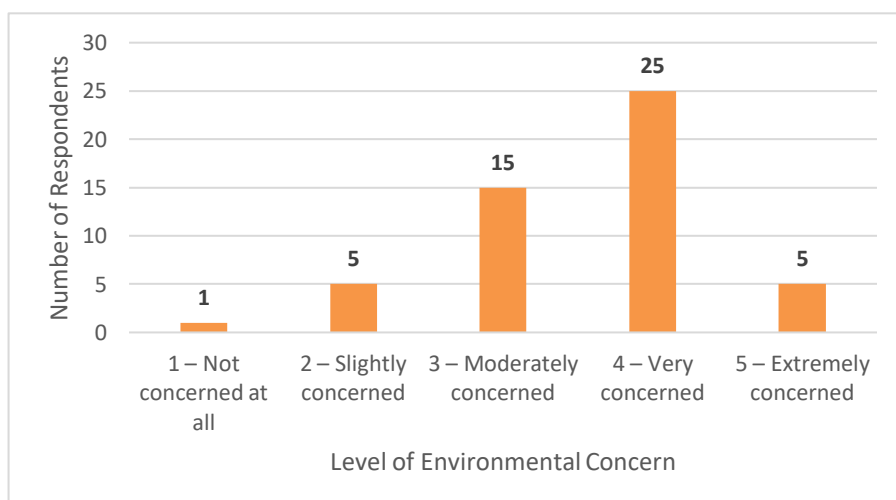


Figure 10. Level of Environmental Concern Among Respondents

4.1.6 FMCG Purchase Frequency (Q6)

Another question looked at how often people buy things like food, personal care products, or household supplies. Most said they shop for these kinds of items either every week or even daily. That kind of regular buying means they're often seeing and using product packaging, which makes their input more useful for this study. This frequency of exposure strengthens the reliability of their perceptions regarding eco-packaging, as these respondents are not occasional shoppers but consistent participants in the consumer cycle.

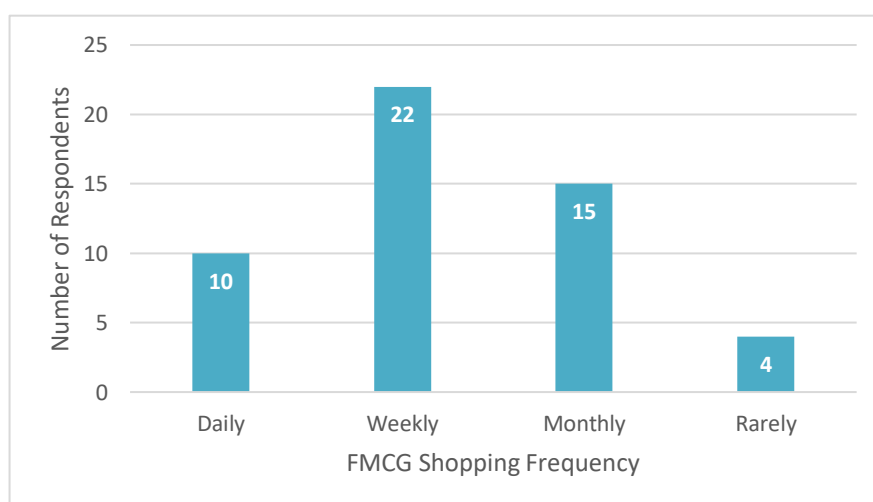


Figure 11. FMCG Shopping Frequency Among Respondents

Overall, the group included quite a few younger participants, many of whom had higher education backgrounds and showed interest in environmental topics. They also bought FMCG products often, which made their responses especially useful for this kind of topic. Since the study is focused on packaging and sustainability, this kind of group made sense. The diversity in age, gender, and country; though moderate, also brings a broader lens to the interpretations that follow in the subsequent sections.

4.2 Awareness and Perceptions of Sustainable Packaging

This part of the chapter looks at how people view and respond to sustainable packaging in the context of everyday FMCG purchases, with Unilever as the main example. It looks into a few connected things like whether people recognize Unilever's efforts with eco-packaging, if packaging affects what they buy, how often they go for the sustainable option, and whether they find it easy to spot. Taken together, these bits give a better sense of how packaging links to brand values and what actually happens at the shelf. Each question uncovers a different layer of perception, from recognition and values to habits and potential confusion.

4.2.1 Awareness of Unilever's Sustainable Packaging (Q7)

Some participants said they were aware that Unilever uses eco-friendly packaging, but others either didn't know or weren't sure. So, even though the company has taken steps toward being more sustainable, it seems that not all consumers are picking up on it yet. The fact that some participants weren't aware at all could mean that the message isn't coming through clearly or that it's not being shown in a way that grabs attention.

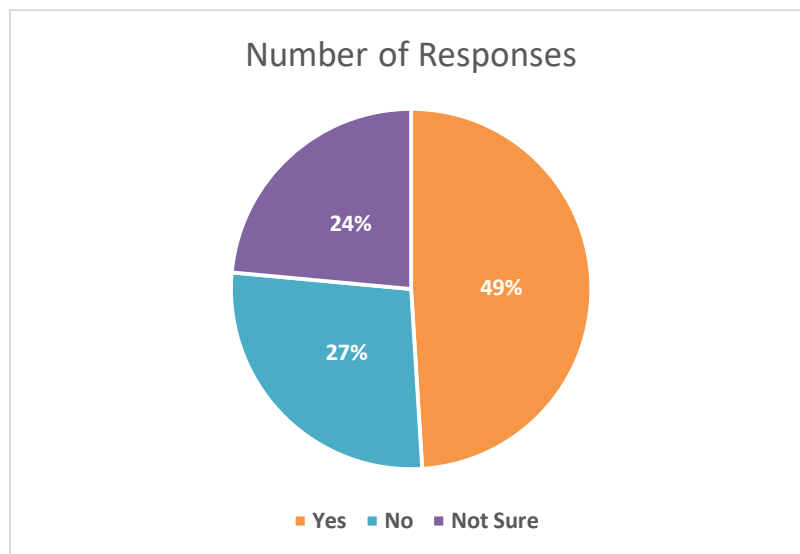


Figure 12. Consumer Awareness of Unilever's Sustainable Packaging

4.2.2 Importance of Sustainable Packaging in Purchase Decisions (Q8)

The survey included a question about how much eco-friendly packaging matters when people shop for everyday items like food or toiletries. A large share leaned toward the top of the scale, saying it plays a big or very big role in what they pick. That suggests this isn't just a background issue for many shoppers; it actually plays a role in what they decide to buy. Only a few rated it as not very important, which hints at a growing shift in how people think about environmental impact when making everyday choices.

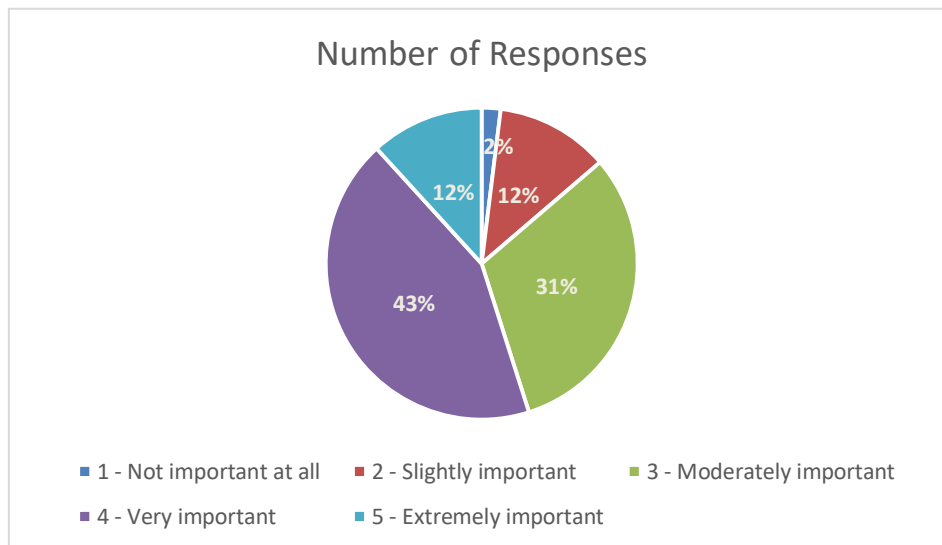


Figure 13. Importance of Eco-Friendly Packaging in FMCG Purchase Decisions

4.2.3 Frequency of Choosing Eco-Packaged Products (Q9)

One question asked how often people go out of their way to pick products with eco-labels or sustainable packaging. The answers were a bit mixed. Some said they do this often or sometimes, while fewer said they always make that choice. A small group admitted they rarely think about packaging at all when shopping. That said, just because someone supports the idea of green brands doesn't mean they always follow through especially when they're in a hurry or just grabbing something familiar.

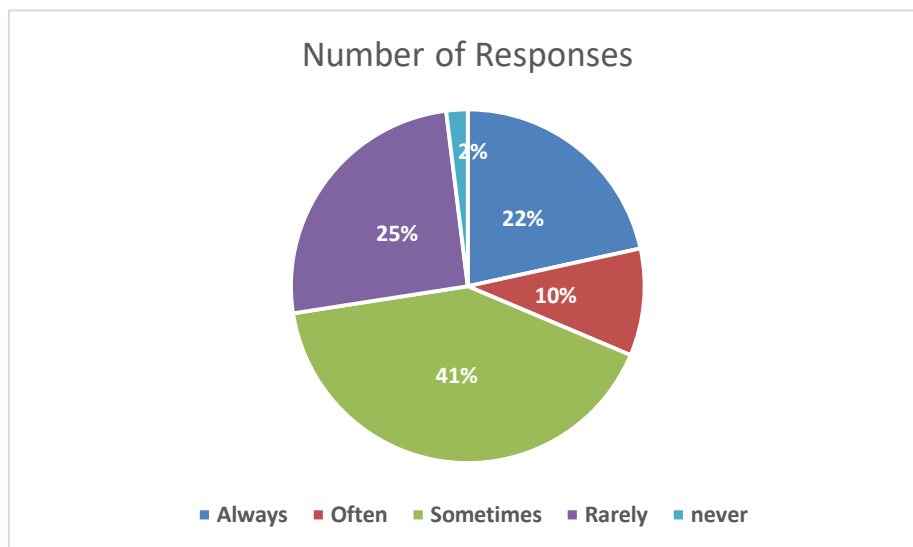


Figure 14. Frequency of Actively Choosing Eco-Packaged Products

4.2.4 Ease of Identifying Eco-Friendly Packaging (Q10)

The survey asked participants how easy it is to tell whether a product is environmentally friendly just by looking at the packaging. Most people gave answers somewhere in the middle; choosing options like "Somewhat easy," "Neutral," or "Somewhat difficult." Very few said it was obvious, and some even said it was hard to figure out. Even for those who care about the environment, spotting which products actually reflect those values isn't always straightforward. This could be a sign that brands; Unilever included might need to make things clearer through better use of labels, design choices, or packaging messages.

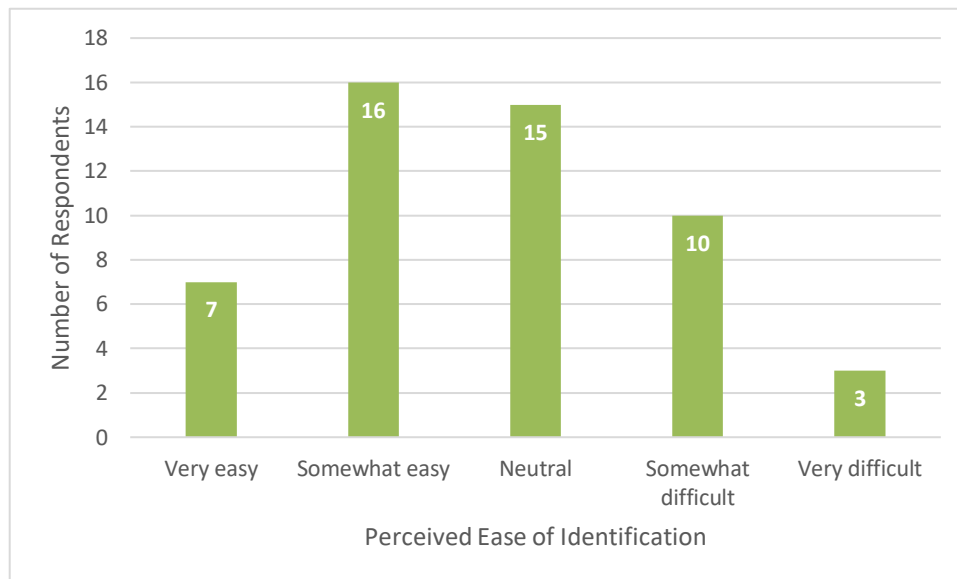


Figure 15. Ease of Identifying Environmentally Friendly Packaging

Overall, the answers show that while most people care about eco-friendly packaging and try to consider it when they shop, not everyone is clear on which brands actually follow through. Some participants weren't sure if Unilever actually uses eco-friendly packaging, and several said it's not always obvious which products are genuinely better for the environment. That kind of uncertainty shows there's still work to be done in how these efforts are shown to the public. One comment put it simply: "It's still hard to know what's real." That line sums up how unclear things can feel. With that in mind, the next part of this chapter looks at how packaging influences what people think about trust, product quality, and whether a brand comes across as modern or responsible.

4.3 Sustainable Packaging's Influence on Brand Value

This part of the chapter looks at how people view a brand when it uses eco-friendly packaging. The focus is on three areas that matter most to how a brand is judged: trust, how modern or forward-thinking it seems, and whether the product feels high in quality. These ideas tie back to

Keller's (2009) brand equity model, which suggests that certain signals like design, function, or values can shape how a brand is remembered and why people might choose it over others. To explore this, participants were asked to rate three short statements on a scale, and their answers help show whether sustainable packaging plays a role in making a brand stand out in the competitive FMCG market.

4.3.1 Calculation of Descriptive Statistics (Q11–Q13)

To quantify these perceptions, responses to each item were measured using a five-point Likert scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The same calculation method was applied to all three items (Q11-Q13) to determine central tendency and response variation.

Likert Scale Value	Q11 (Trust)		Q12 (Innovation)		Q13 (Product Quality)	
	(f)	$(f \cdot x)$	(f)	$(f \cdot x)$	(f)	$(f \cdot x)$
(1) Strongly Disagree	1	1	1	1	1	1
(2) Disagree	2	4	3	6	2	4
(3) Neutral	16	48	12	36	14	42
(4) Agree	25	100	26	104	29	116

(5) Strongly Agree	7	35	9	45	5	25
Total	51	188	51	192	51	188

Table 5. Frequency Distribution and Weighted Score Calculation Example for Brand Value Items

Mean Calculation

$$\text{Mean} = \frac{\sum(f \cdot x)}{n}$$

Where:

f = number of respondents at each scale point

x = scale value (1-5)

n = total number of responses

- Q11 (Trust): $188/51 \approx 3.69$
- Q12 (Innovation): ≈ 3.76
- Q13 (Product Quality): ≈ 3.69

Standard Deviation Calculation

$$\text{Deviation} = \sqrt{\frac{\sum f(x - \bar{x})^2}{n-1}}$$

Where:

\bar{x} = mean value

x = each scale point

f = frequency of each point

n = total responses

- Q11: $\sigma \approx 0.84$
- Q12: $\sigma \approx 0.89$
- Q13: $\sigma \approx 0.79$

Brand Value Indicator	Mean Score	Standard Deviation
Trust (Q11)	3.69	0.84
Innovation (Q12)	3.76	0.89
Product Quality (Q13)	3.69	0.79

Table 6. Descriptive Statistics for Perceived Brand Value Indicators (Q11–Q13)

These values reflect a consistent tendency toward agreement, suggesting that sustainable packaging contributes positively to how consumers assess brand value.

4.3.2 Trust in Sustainable Brands (Q11)

Participants were asked whether seeing eco-friendly packaging made them more likely to trust a brand. Most leaned toward agreement, with many choosing “Agree” or “Strongly Agree.” The average score was 3.69, and answers didn’t vary much overall, as shown by a standard deviation of 0.84. These results suggest that when brands make their environmental efforts visible, packaging design or materials; it helps strengthen their image as honest and responsible. In this case, sustainability seems to work as a trust signal, helping brands show they care about more than just sales.

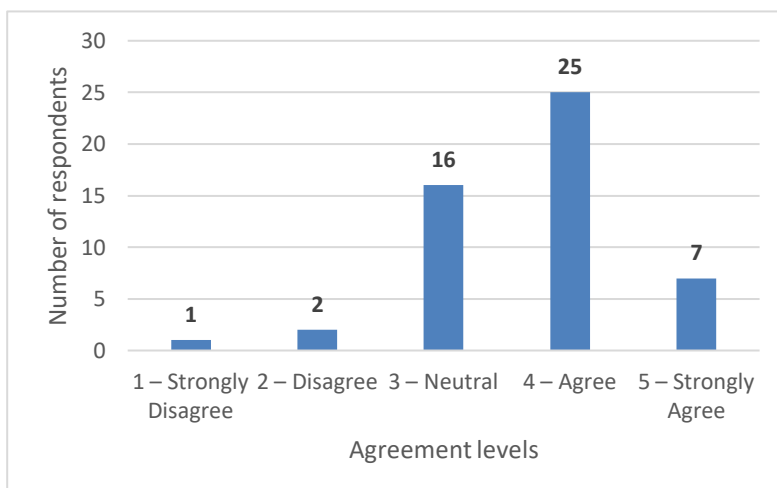


Figure 16. Agreement with Statement: “I trust brands more when they use sustainable packaging”

4.3.3 Perceived Innovation (Q12)

Participants were asked if eco-friendly packaging made a brand seem more innovative. On average, they leaned toward a positive view, with a mean score of 3.76, the highest across the brand value questions. Many saw this kind of packaging as a sign that the brand is trying new things or staying up to date. There was some difference in how strongly people agreed, as shown by a standard deviation of 0.89, meaning a few were more neutral or unsure. Still, the result points to a growing view that sustainability isn't just about ethics, it's also part of what makes a brand feel modern and forward-looking.

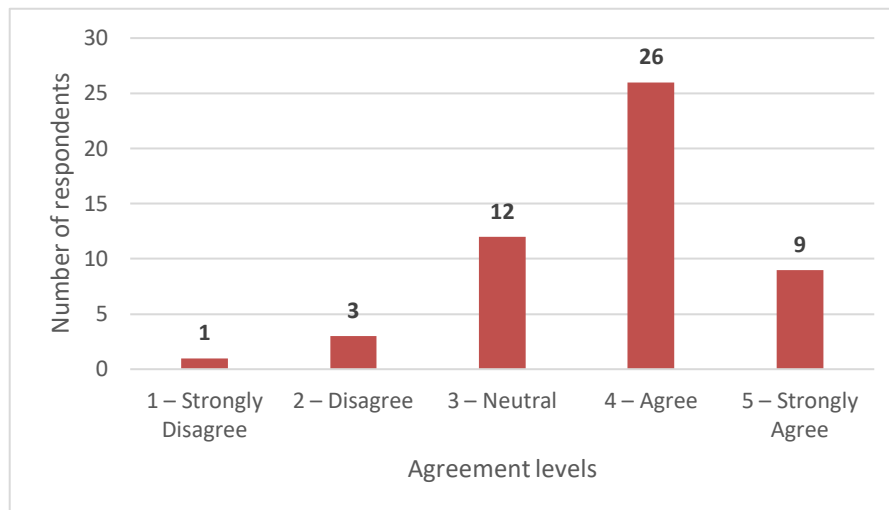


Figure 17. Agreement with Statement: “I perceive brands that use eco-friendly packaging as more innovative”

4.3.4 Perceived Product Quality (Q13)

The final statement in this section asked participants to rate whether products with sustainable packaging seem to be of higher quality. The average score for this item came in at 3.69, the same as the result for brand trust. Most responses fell between “Neutral” and “Agree,” with only minor variation across the group, as reflected in a standard deviation of 0.79. While eco-friendly packaging doesn’t necessarily suggest that a product will perform better, many respondents still seemed to view it as a positive sign. In some cases, it may lead people to see the brand as more thoughtful or responsible, which could raise their expectations about the product itself.

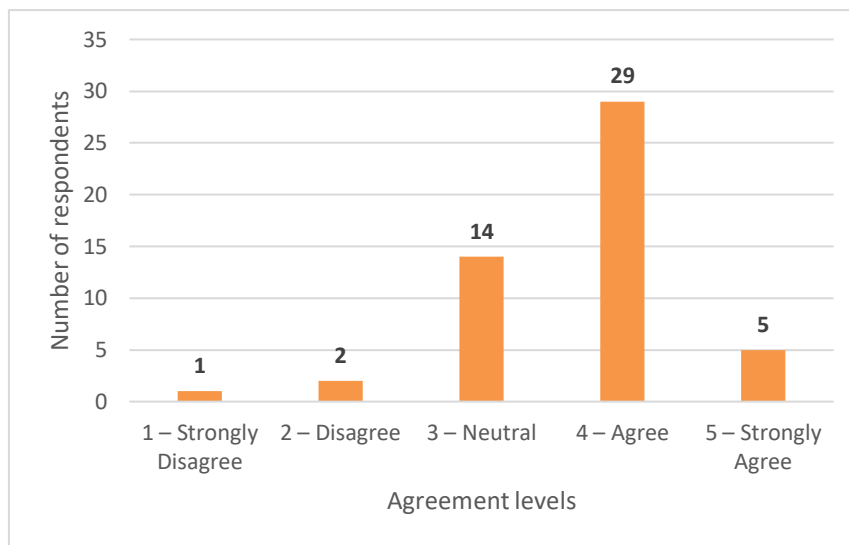


Figure 18. Agreement with Statement: “Products with sustainable packaging seem to be of higher quality”

The combined responses from Q11 to Q13 show that packaging tied to sustainability makes a clear difference in how people view a brand. Most participants felt that using eco-friendly materials builds trust, gives the impression of innovation, and even improves how they see the quality of the product. Of the three traits, innovation had the highest average score, suggesting that many consumers now link sustainable packaging with modern, future-ready brand behavior. Trust and quality also received strong support, with less variation in how people responded—pointing to a more widely shared view. These outcomes support ideas from Keller’s (2009) brand equity model, where packaging does more than protect a product; it sends a message about what the brand stands for. For companies like Unilever, this highlights the role of sustainable design in building stronger emotional ties and value recognition among customers.

4.4 Impact of Sustainable Packaging on Consumer Loyalty Behaviour

This part of the chapter looks at how sustainable packaging affects customer loyalty—specifically in terms of preference, willingness to recommend, openness to switching, and how flexible people are on price. Participants answered four statements using a five-point Likert scale, from “Strongly Disagree” to “Strongly Agree.” The same method used in the previous section was applied here to calculate averages and variation, so results could be compared across both brand value and loyalty areas. These loyalty behaviors reflect both how emotionally connected someone feels to a brand and how likely they are to keep supporting it—ideas central to the model developed by Dick and Basu (1994). By breaking down the responses to each of these four points, this section offers a clearer picture of how much sustainable packaging might influence loyalty, especially within the fast-moving consumer goods (FMCG) space, using Unilever as the case example.

4.4.1 Loyalty to Sustainable Brands (Q14)

As part of the survey, participants reflected on their sense of commitment to brands that make ongoing use of sustainable packaging. The average score came out to 3.67, pointing to a generally favorable view, though not a particularly strong one. Twenty participants selected the middle point on the scale, showing that for some, loyalty might depend on other factors or vary by context. On the other hand, 28 participants leaned toward agreement, while only a small number disagreed. With a standard deviation of 0.97, the responses showed some variation, suggesting that while many do value consistency in sustainability, not all are fully convinced or equally influenced by it. These findings suggest that consistency in sustainability practices matters — it reinforces long-term emotional connection, especially among environmentally conscious consumers.

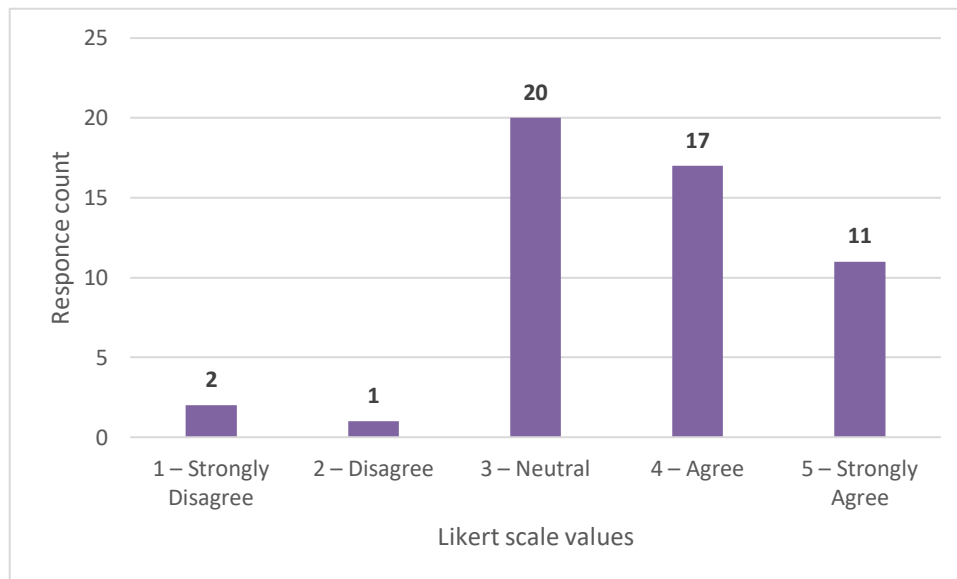


Figure 19. Agreement with Statement: “I am more loyal to brands that consistently use sustainable packaging”

4.4.2 Recommendation Intention (Q15)

Participants were asked to reflect on whether Unilever’s sustainability efforts played a role in their likelihood to recommend its products. On average, responses leaned slightly positive, with a mean of 3.61; just under the loyalty-related score. Most responses fell between “Neutral” and “Agree,” with 20 and 21 selections respectively, pointing to a sense of tentative support. The spread of responses, shown by a standard deviation of 0.85, suggests that while many participants were inclined to recommend, others remained reserved. These results suggest that while sustainability boosts recommendation potential, it may not fully override other brand decision factors such as product experience or personal trust.

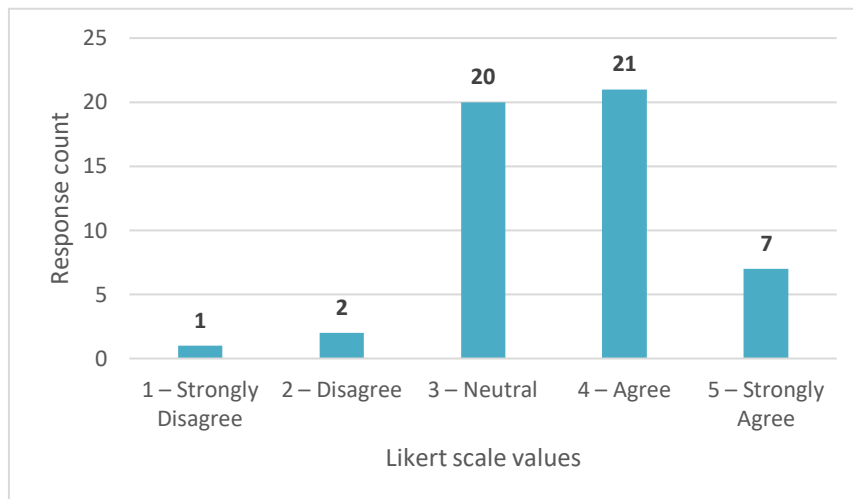


Figure 20. Agreement with Statement: “I would recommend Unilever products to others because of their commitment to sustainability”

4.4.3 Willingness to Switch Brands (Q16)

This question tested whether consumers would consider switching to a different brand if it offered superior sustainable packaging. The average rating for this question was 3.61; the same as for recommendation behavior; with most responses falling into the “Neutral” or “Agree” categories. A standard deviation of 0.80 indicated fairly consistent views among participants. These results suggest that while many consumers support sustainable brands, their loyalty may have limits, especially if another brand offers a clearer or stronger environmental advantage. If another brand presents a stronger environmental proposition, many consumers are at least willing to consider alternatives; a finding that aligns with situational loyalty theory.

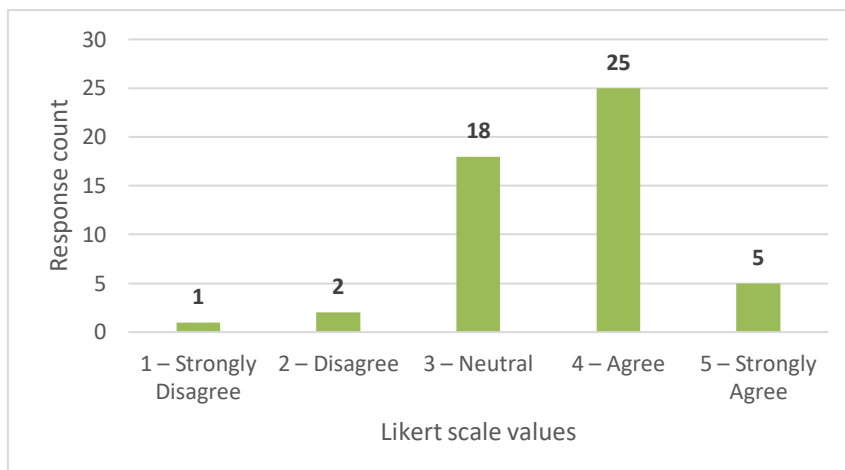


Figure 21. Agreement with Statement: “I would consider switching to another brand if it offered better sustainable packaging solutions”

4.4.4 Willingness to Pay More (Q17)

This final item in the loyalty segment examined whether consumers are open to paying a premium for products with sustainable packaging. The mean score was 3.33, the lowest among the four loyalty indicators, suggesting a more cautious attitude toward price trade-offs. Notably, 18 respondents selected “Neutral,” and another 8 disagreed to some extent (4 “Disagree” and 4 “Strongly Disagree”), indicating that cost remains a barrier even among environmentally aware consumers. The standard deviation of 1.01 was the highest in this section, reflecting greater variability in opinion. While many consumers support sustainability in principle, this result suggests their willingness to invest financially in it is not universal.

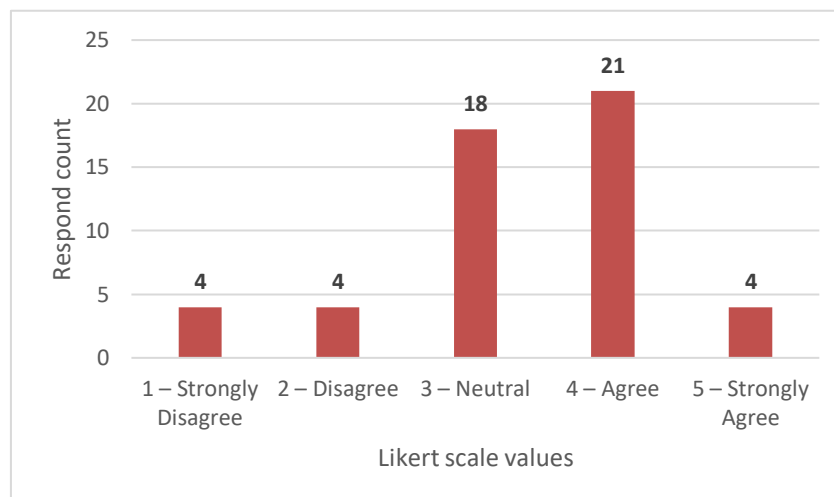


Figure 22. Agreement with Statement: “I am willing to pay slightly more for products that use sustainable packaging”

The findings from this section suggest that sustainable packaging does influence consumer loyalty, though with varying levels of strength across behaviors. Participants generally agreed that consistent sustainability boosts brand loyalty (Q14) and that Unilever’s environmental commitment could motivate recommendations (Q15). However, loyalty appears to be somewhat conditional; many respondents expressed a willingness to switch brands (Q16) if better eco-solutions were available and were less willing to pay more (Q17) despite supporting sustainability in principle. These findings reflect the view presented in Dick and Basu’s (1994) loyalty framework, which suggests that while consumers may feel positively toward a brand, their loyalty can shift depending on specific circumstances like price or how strong the packaging appears in comparison to alternatives. In this case, sustainability seems to support brand attachment, but it isn’t always the final deciding factor. Many buyers still take practical concerns like ease, affordability, and clear labelling into account when making their choices.

4.5 Thematic Insights from Open Ended Questions

To go beyond the numerical data, this part of the chapter looks at what participants shared in response to the final open-ended questions (Q18–Q20). Their comments were carefully reviewed and grouped into themes using Braun and Clarke’s (2006) structured method for identifying patterns in qualitative responses. This process helped surface key patterns in how people describe and interpret sustainable packaging in their own words.

By looking at their reflections, it became easier to understand not just what people think, but also how they feel what builds trust, what raises doubts, and how these impressions shape their loyalty toward a brand. The feedback also pointed to areas where consumers want brands like Unilever to improve. Real quotes are included to give voice to these themes, bringing authenticity and a personal dimension to the results.

4.5.1 Sustainable Packaging’s Influence on Brand Trust and Loyalty (Q18)

Participants were asked to describe in their own words how packaging that supports sustainability affects their trust or loyalty toward a brand. Each response was carefully examined using Braun and Clarke’s (2006) method, looking for repeated ideas or feelings that could be grouped into shared patterns. This helped reveal not just opinions, but the emotions and reasoning that shape longer-term brand relationships.

From this process, six main themes were identified. These include expressions of trust, emotional alignment, conditional loyalty, and even some skepticism toward sustainability claims. Table 7 summarizes these insights along with selected verbatim quotes to illustrate the tone and intent behind participant perspectives.

Theme	Sub-Theme	Illustrative Quote
Brand Trust Through Packaging	Environmental concern = credibility	"When I see eco-packaging, I trust them more."
Consumer Alignment	Shared values	"Feels like the brand gets me."
Packaging Authenticity	Material choice, minimalist design	"Paper or cardboard is real, plastic isn't."
Perceived Responsibility	Beyond profits	"It shows they're not just focused on profit but also care about the environment."
Conditional Loyalty	Depending on quality and price	"I value product quality and price more than sustainable packaging."
Cynicism or Distrust	Greenwashing or brand hypocrisy	"This is just a marketing trick."

Table 7. Key Themes Emerging from Q18 – How Sustainable Packaging Influences Trust and Loyalty

Interpretation of Findings

Most participants described sustainable packaging as something that builds trust. Rather than seeing it as just a design or material choice, they treated it as a reflection of a brand's deeper values especially when it seemed honest and intentional. For many, packaging served as a quiet signal that the brand takes environmental responsibility seriously.

Loyalty, however, came across as more complex. Several respondents shared that while they liked supporting brands that care about sustainability, their loyalty wasn't guaranteed. It could shift depending on things like price, how well the product worked, or how easy it was to use. This reflects what Dick and Basu (1994) explained in their loyalty

model: emotional support is important, but practical factors can still tip the scale.

A few participants also voiced doubts about whether companies are being fully genuine. Some weren't sure if eco-friendly packaging was a real effort or just a way to appeal to environmentally conscious buyers. These comments point to a larger issue brands not only need to act sustainably but also explain those efforts clearly so that people know they're not just seeing marketing spin.

4.5.2 Packaging Features That Signal Eco-Friendliness (Q19)

In response to the open-ended Q19, participants were asked to name the specific features in packaging that make a brand appear genuinely eco-friendly. Using thematic analysis, six recurring features and design signals emerged from the data. These insights highlight not just what materials are recognized, but how design, labeling, and functionality contribute to perceived environmental authenticity.

The responses suggest that consumers draw from both visual cues and material knowledge to judge eco-friendliness. Table 8 summarizes the dominant themes and includes representative quotes from the raw dataset.

Theme	Sub-Theme	Illustrative Quote
Material Transparency	Recycled, compostable, biodegradable	"Biodegradable materials, paper, cardboard — that's what I look for."
Minimalist Design	Simplicity, less plastic, no excess	"Minimal plastic, simple design — nothing too fancy or wasteful."
Clear Eco-Labeling	FSC, recyclable marks, disposal guidance	"I look for honest eco-labels and certifications like FSC."

No Plastic / Low-Plastic	Paper-based, jute, plant-fiber preference	"Paper or jute makes me feel the brand is serious about the environment."
Reusable or Refillable	Functional sustainability	"Reusable containers or refillable options are the best sign."
Disposal Clarity	Recyclability instructions or icons	"I want it to tell me clearly how to throw it away — recycle or compost."

Table 8. Key Themes from Q19 – Eco-Friendly Packaging Features

Interpretation of Findings

The most frequently cited features related to material choice, especially recycled, biodegradable, or plastic-free options. Participants showed a clear preference for paper, cardboard, jute, and compostable plant-based alternatives. Minimalism in packaging both in aesthetic and material use — was repeatedly mentioned as a sign of authentic sustainability, reinforcing the idea that less is more when it comes to green design.

Another major pattern was the demand for visible, honest, and specific labeling. Participants mentioned eco-symbols (e.g., FSC certification), statements about recyclability, and clear disposal instructions as critical proof points. Without these, even "green-looking" packaging could be viewed as superficial or misleading.

Interestingly, several respondents expanded their expectations to include functionality, such as reuse potential and refill systems. This shows that consumer expectations around sustainable packaging have evolved beyond just materials they're now looking for long-term environmental logic in design and brand behavior.

4.5.3 Suggestions for Improving Sustainable Packaging (Q20)

In this final open-ended question, participants were invited to offer direct suggestions to Unilever on how it could enhance its sustainable packaging efforts. Responses were diverse, ranging from calls for material changes to deeper consumer education and infrastructure improvements. Applying Braun and Clarke's (2006) six-step thematic approach, six actionable themes emerged from the data. These responses reveal not only practical consumer expectations but also a broader emotional and ethical demand for transparency, consistency, and innovation in sustainable packaging. Table 9 summarizes the core themes along with selected participant quotes.

Theme	Sub-Theme	Illustrative Quote
Material Commitment	Use of biodegradable, recyclable materials	"Go 100% eco-friendly as soon as possible."
Consumer Education	Disposal instructions, packaging guides	"Help people learn how to throw away the packaging the right way."
Visibility & Labeling	Eco-message prominence	"Make the eco-friendly message more visible on the packaging itself."
Functionality & Reuse	Refill options, reusable containers	"Offer more refillable or reusable packaging ideas."
Transparency & Proof	Certification marks, honest messaging	"Ensure clearer eco-labeling and third-party certifications."
Collaborative Innovation	Zero-waste design, partnerships	"Collaborate with eco-innovation companies to push sustainability even further."

Table 9. Key Themes from Q20 – Consumer Suggestions for Sustainable Packaging Improvement

Interpretation of Findings

A common message that came through in participant responses was a clear preference for packaging solutions that do more than just offer recycling. Many individuals highlighted an interest in materials that naturally break down, like compostable or biodegradable options. Several also voiced concern over continued reliance on plastic, urging companies to consider bolder changes such as eliminating single-use packaging and adopting more circular, waste-free models.

In addition, several respondents emphasized the need for clearer instructions on how to dispose of packaging properly. This echoes earlier survey responses (Q10), where participants noted confusion around identifying sustainable products. Adding simple, visible guidance to packaging could help bridge that gap and support more confident consumer decisions.

Reusability and refill-friendly formats were also mentioned frequently, with some participants describing these options as more than a convenience they saw them as part of a shift toward circular product use. Suggestions around transparency such as using third-party certification labels and improving how environmental messages are framed—also stood out as signals that influence whether a brand is seen as credible.

A smaller group of respondents proposed that companies like Unilever take things further by working directly with organizations or startups focused on sustainable innovation. These participants expressed hope that major brands won't just follow trends but lead them, setting new standards for packaging in the FMCG sector.

The feedback from participants showed that people don't just see sustainable packaging as a practical feature it also sends a message about what a brand stands for. Many responses linked packaging choices with values like honesty, care for the environment, and social responsibility. When companies used simple designs, used materials that felt genuinely

eco-friendly, and included clear labeling, participants were more likely to say they trusted the brand and felt loyal to it. However, this trust was sometimes conditional shaped by perceived quality, affordability, or concerns over greenwashing. Notably, respondents expect brands like Unilever to go beyond surface-level solutions by investing in reusable systems, clearer disposal guidance, and visible proof of sustainability commitments. These insights deepen the findings from Sections 4.3 and 4.4 by showing that emotional loyalty and perceived brand value are closely linked to how sustainability is communicated and delivered—both visually and functionally.

4.6 Summary of Key Findings

This chapter examined how sustainable packaging influences consumer perceptions of brand value and loyalty, with Unilever serving as the case example. The findings; drawn from both quantitative survey results and qualitative open responses revealed a number of consistent patterns that reflect the main goals of this study. A uniform calculation approach was used across all Likert-scale questions to ensure comparability between brand value and loyalty-related items.

In looking at the first research question (RQ1), the responses suggest that knowledge of Unilever’s sustainable packaging efforts is uneven. A number of participants recognized that the company had taken steps in this area, but many were unsure or lacked specific awareness. Despite this, sustainable packaging came up frequently as something participants consider when choosing products especially among younger individuals and those who already pay attention to environmental matters in their daily habits. However, several comments pointed to the difficulty of identifying genuinely sustainable packaging—often citing confusion caused by vague wording, inconsistent symbols, or unclear labelling cues.

Regarding RQ2, the data showed a positive relationship between sustainable packaging and perceived brand value. Respondents associated eco-packaging with brand trust, innovation, and higher product quality. Notably, innovation received the highest average score, reinforcing the idea that consumers often view sustainable design as a signal of forward-thinking brand behavior. These views were also reflected in written comments that favored simple, honest, and environmentally responsible packaging.

In response to RQ3, the results suggested that sustainability can enhance consumer loyalty, although this loyalty is not always unconditional. Respondents were more inclined to stay loyal and recommend a brand when its packaging practices felt genuine and consistent. At the same time, many expressed openness to switching brands if better alternatives were available particularly when issues of price or quality came into play. This reflects a balanced loyalty model where ethical alignment matters, but practical factors still carry weight in decision-making.

Taken together, the results show that sustainable packaging can meaningfully influence how consumers connect with brands, especially when those efforts are clear, credible, and supported by design choices that reflect real environmental intent.

5 SUMMARY AND DISCUSSION

This chapter brings together the key findings of the study and reflects on their meaning in light of consumer attitudes, branding strategies, and sustainability efforts within the FMCG sector. The main goal was to explore whether and how sustainable packaging shapes consumer loyalty and perceptions of brand value, using Unilever as the main point of reference.

As environmental issues gain more attention, both in policy and public opinion, packaging has started to play a different kind of role. It is no longer just a way to protect a product or display brand identity, it now also signals whether a company takes its environmental responsibilities seriously. In this chapter, the findings from the previous section are revisited and discussed using frameworks such as Consumer Perception Theory and Keller's Brand Equity Model. The chapter also compares these insights with earlier studies in the field and outlines what these results might mean for businesses trying to build trust and loyalty through visible sustainability efforts.

In addition to summarizing the key outcomes, the chapter also touches on areas where the research could be improved and extended. Practical suggestions are offered for how managers might respond to the issues raised, especially in terms of communication, design, and consumer engagement. Finally, the discussion leads into future research topics that could build on what this study has uncovered.

5.1 Summary of Main Findings

This study mainly looked into three research questions that focused on the way sustainable packaging may shape people's view of brands and how that, in turn, may affect their loyalty, especially in the case of a well-known FMCG company like Unilever. The findings were collected from 51 individuals through an online questionnaire, and what came out

from the responses gives a broad yet grounded idea of how packaging linked to sustainability is received in practice.

To begin with, regarding the first question, which was about how people perceive sustainable packaging—it became noticeable that many participants showed concern about the environment in general. There seemed to be a shared interest in eco-friendly packaging. But when it came to Unilever itself, the opinions were more varied. While some respondents could recall or mention the brand's sustainable packaging efforts, others were not fully aware or were unsure. In that sense, it shows that the company's message may not always reach the audience clearly. A few participants also said that packaging claims can be confusing, especially when labels are filled with too much information or symbols that are hard to interpret. This kind of uncertainty makes it harder for buyers to confidently identify whether something is truly eco-friendly or not. So, even if the interest is already there, there still seems to be room for improvement in making sustainable packaging easier to spot and understand.

As for the second question, how such packaging affects the brand's value; here the answers were more consistent. Many of the people who answered the survey felt that sustainable packaging added something extra to how they saw the brand. Several linked it with being more modern, responsible, or even caring. The idea that packaging choices reflect innovation came up a lot, both in multiple-choice answers and open comments. A good number of participants described eco-packaging as a positive signal, suggesting that the company thinks about the future and values its customers. Words like "authentic," "responsible," or "trustworthy" were often mentioned, and this shows that packaging is not only functional but also symbolic in the eyes of the customer.

Now coming to the third research question whether sustainable packaging plays a role in customer loyalty; the picture becomes a bit more mixed. It can be said that sustainability efforts do help when it comes

to brand loyalty, but only to a point. Many participants said that they were more likely to stick to a brand like Unilever if they felt its packaging reflected real environmental concern. Still, this loyalty was not absolute. Some said they would not hesitate to switch to another brand if it offered packaging that looked more clearly sustainable or better designed. On the financial side, the willingness to pay more for eco-packaging was quite low among the respondents. This part scored the least in that category, which tells us that while people appreciate the idea, it doesn't always translate into spending behavior. So, the loyalty that comes from sustainable packaging needs to be balanced with pricing and practicality.

There were also open responses that added more meaning to these patterns. A number of participants mentioned that they see packaging as a way to measure trust. Things like the choice of material, simplicity in design, and clear labels were seen as important. But not everyone was fully convinced. A few respondents expressed doubts, pointing to greenwashing or unclear claims made by companies. Among the suggestions shared, people wanted labels that were more direct, increased use of biodegradable materials, and more options for refillable packaging. All of this shows that people are not only aware but are expecting improvements that make sustainability easier to follow and believe in.

To sum it up, the findings from this study suggest that sustainable packaging really can influence both brand image and customer loyalty. But the effect depends a lot on how well these efforts are shown and whether customers find them trustworthy, clear, and fair from both a moral and practical point of view.

5.2 Interpretation and Theoretical Linkages

The insights collected through this research connect meaningfully with several established theories that explain how consumers perceive brands, interpret values, and act on loyalty; particularly when it comes to sustainability communicated through packaging.

To begin with, Consumer Perception Theory helps make sense of how participants reacted to design features like recycled materials, compostable labels, or simplified layouts. Many of these packaging cues seemed to serve as early signals that influenced the way respondents judged the product even before buying or using it. These design elements appeared to carry emotional and symbolic weight, which is consistent with the idea that consumer perception is not based purely on facts, but also on impressions formed through interpretation and feeling. However, a recurring issue noted by several participants was the confusion surrounding eco-labels or unclear visual indicators. When the message on the packaging wasn't straightforward, some participants admitted they had trouble deciding whether it was truly sustainable or just made to look that way. In that case, the lack of clear cues didn't just affect their understanding; it also created a kind of doubt, which acted as a barrier in forming a strong connection with the brand. This supports the idea that perception is fragile, and when companies fail to provide clarity, trust can weaken.

Keller's brand equity framework provides a helpful lens for understanding how these consumer impressions, formed around packaging, eventually translate into broader brand value. In this study, respondents tended to associate eco-conscious packaging with three core traits: trust, innovation, and overall product quality. These qualities were among the most consistently mentioned and positively rated. It turned out that when people could see the brand's eco-friendly efforts clearly, especially through the way packaging looked and felt; they tended to build more trust. Some even seemed to relate to the brand on a more personal or emotional level. This connection wasn't just because the packaging was labelled "green" or "recyclable," but more because it seemed honest and thoughtful in how it was presented. A good number of respondents also linked this kind of packaging with being forward-looking. For many, it wasn't seen as something extra or trendy, it was more like a signal that the brand understood modern values and what people expect nowadays. These reactions reflect what Keller's theory

suggests: that strong brand equity is built when product design and brand meaning are closely linked in a way that feels relevant and different from others.

When it comes to customer loyalty, the responses are best interpreted through Dick and Basu's (1994) Loyalty Framework, which breaks down loyalty into layers like cognitive (thought-based), affective (emotion-based), and conative (action-based) dimensions. Many participants expressed positive feelings toward brands with sustainable packaging, which aligns with the emotional aspect of the model. Still, this emotional support didn't always lead to repeat buying behavior. A few participants said they liked Unilever's sustainable approach and felt that was a reason to stay loyal. At the same time, some pointed out that if they came across another brand with better or more clearly eco-friendly packaging, they wouldn't hesitate to make a switch. This shows that loyalty wasn't automatic. Rather, it depended on practical things too—like whether the packaging was simple to understand, easy to handle, and reasonably priced. So even if someone liked a brand's green image, that alone wasn't always enough to keep them committed.

One additional takeaway that seems to go beyond the frameworks mentioned is the specific role of label confusion and unclear signals as emotional barriers to trust. While most theories acknowledge perception and emotion as key parts of the brand-consumer relationship, they often don't fully address what happens when those signals are inconsistent or vague. In this study, several participants described how unclear slogans, lack of recognized certifications, or general "green" wording without proof made them question the brand's intent. In such cases, the confusion didn't just create doubt; it led to disappointment or even distrust. This suggests that for brands like Unilever, the emotional benefits of sustainable packaging won't fully take shape unless the information is easy to understand, clearly verified, and genuinely reflective of the product's environmental impact.

In conclusion, this segment of the study reinforces much of what Keller, Dick and Basu, and perception theorists have proposed. At the same time, it brings forward an emerging insight: clarity and believability of sustainability claims especially in packaging are now central to shaping not just how brands are seen, but whether they are chosen and returned to. In a competitive FMCG space, where first impressions often happen in seconds, what the package says and how convincingly it says it may well be the deciding factor between appreciation and real loyalty.

5.3 Comparison with Prior Studies

When placed alongside previous academic works and relevant industry reports, the findings of this study both support and refine what is already known about how sustainable packaging shapes consumer behavior in the FMCG sector.

To begin with, the results reinforce earlier insights from sources like McKinsey & Company (2020) and NielsenIQ (2023), both of which highlight the growing role of eco-conscious packaging in driving consumer interest. Similar to these prior conclusions, this study also found that respondents, especially younger and environmentally aware individuals tended to prioritize sustainable packaging when making product choices. The positive links observed between such packaging and brand qualities like trust, innovation, and quality mirror industry trends suggesting that visible sustainability practices help build a competitive edge. In particular, the strong score for innovation echoed current discussions positioning sustainability as a standard part of modern brand identity, not just an added feature.

Consistent with Keller's Brand Equity Model and earlier work in green marketing, the findings further affirm that packaging acts as a medium for expressing brand values and ethical responsibility. For example, studies by Magnier & Schoormans (2015) and Bandara et al. (2022) showed how visual and tactile packaging elements—like matte finishes,

simple color choices, or use of recycled materials can elevate trust. This study arrived at similar conclusions, with participants often highlighting minimalist designs and natural materials as indicators of care. The added focus on eco-label visibility and disposal instructions also supports the growing idea that packaging plays a key role in how seriously a brand's environmental claims are taken.

At the same time, the results challenge some of the more optimistic assumptions found in earlier works. While many studies have described sustainability as a driver of long-term loyalty, this research painted a more cautious picture. Although many respondents in this study felt a strong connection to brands that supported sustainable practices, they were also open about the possibility of changing their preferences. If they found another brand with clearer or more convincing eco-packaging, they said they would consider switching. This shows that even if people share the values a brand promotes, they may still look elsewhere if the alternatives seem more practical or better aligned with their expectations. A similar pattern was noticed when it came to pricing, while the idea of sustainability was supported in theory, participants were not always prepared to pay extra for it. In that way, it seems that holding ethical values does not always guarantee long-term loyalty, especially when everyday considerations like cost and clarity come into play.

A further point of departure from earlier literature lies in the level of consumer scepticism that emerged. Whereas much of the past research assumes a relatively high level of trust in sustainability-related claims, this study surfaced more hesitation. Some of the open comments from participants made it clear that general statements about being "green" or "eco-friendly" no longer carry as much weight as they once might have. What people seemed to be looking for instead were packaging features that could be clearly verified; such as labelled materials, recognizable certification marks, or instructions for responsible disposal. It became apparent that trust wasn't just assumed based on brand reputation or messaging. Rather, it had to be earned through visible and

specific actions, especially when it came to claims about sustainability. This aligns with growing concerns in ESG literature (Ottman, 2017), which argue that transparency is now just as important as intent.

To sum up, this study supports the broader understanding that sustainable packaging continues to influence how consumers relate to brands. At the same time, it brings attention to a few overlooked challenges; like uncertainty around labelling, trade-offs in convenience or price, and a kind of fatigue that some consumers seem to experience from over-used environmental language. These areas haven't always received much attention in earlier research. What becomes clearer here is that while more people may prefer sustainability-minded brands, earning their loyalty requires more than just intention. It takes consistency, clear messaging, and packaging that is both believable and easy to engage with things that are only now beginning to take hold in branding and design strategies.

5.4 Managerial Implications

For brand professionals working in the FMCG space, this study offers several down-to-earth insights into how sustainable packaging affects the way consumers judge trust, value, and loyalty. The results make it clear that while there are real benefits to using eco-friendly packaging, these gains are unlikely to last if the approach is shallow or poorly explained. In other words, it's no longer enough to follow regulations or add a green label; the way packaging communicates sustainability now plays a central role in how the brand is seen.

One of the first and most obvious takeaways from this research is the need for clear and believable communication. Quite a few participants mentioned that they weren't always sure which packages were genuinely sustainable, and which were just made to look that way. This confusion often came from unclear language, vague labels, or design choices that didn't match the message. Even brands that are generally

seen as trustworthy; Unilever being one example might benefit from taking a second look at how their packaging actually comes across to customers. It's not always about big changes either. Small, thoughtful additions—like using a well-known eco-label such as FSC or the EU's Ecolabel or just giving simple instructions on how to sort or recycle the materials—could help reduce the uncertainty some people mentioned. In a few cases, people also suggested things like QR codes that lead to extra information. These kinds of additions might seem minor, but they can help fill in the gaps when someone's unsure about what the brand is trying to say.

Design itself also plays a major role. A number of people in the study said they felt more comfortable with packaging that looked plain and straightforward. Things like soft colors, basic layouts, and materials that clearly looked reused or recyclable gave off a more honest feel. In contrast, some found that when the design looked too polished or overly styled, it seemed less believable as if the brand was trying too hard to appear "green." From what it looks like, there's a bit of a shift happening in how packaging is judged. People don't necessarily want flashy—they want something that feels down-to-earth and matches the message. So sticking with simpler, more grounded design choices might actually build more trust in the long run.

Another point raised by participants was the interest in practical sustainability. Some shared that they would appreciate more refillable, reusable, or circular-style packaging options. These were not just seen as environmentally helpful; they also created more contact between the brand and the customer. For instance, if a customer continues using a refill system, they engage with the brand multiple times in a more personal way. This sort of ongoing connection may help build stronger, longer-term brand loyalty. While Unilever has already explored this idea through certain product lines (like refill trials for Dove), the feedback here suggests that scaling up those efforts and making them more visible could have an even greater effect.

Price was another area that couldn't be ignored. Although most participants showed interest in sustainable packaging, their willingness to pay more for it was limited. This gap points to a challenge for brand teams: how to provide eco-friendly options that still feel fair from a cost perspective. One solution might be to create different pricing tiers or explain how the packaging leads to long-term benefits such as less waste, fewer purchases, or smaller carbon footprints. In any case, brands will need to show that going green doesn't mean being punished at checkout.

Lastly, it became clear that emotional storytelling holds weight, especially among younger consumers who are more tuned into environmental causes. Some participants also pointed out that they appreciated when a brand told a bit of its story on the packaging. It didn't need to be complicated; just something that gave a real sense of where the materials came from, or how the company was trying to do better. A few even mentioned that having a QR code or link to more background information would be helpful. When done genuinely, this kind of approach can make people feel more personally connected to the brand and what it stands for.

Packaging Cue or Strategy	Consumer Reaction	Brand Outcome
Clear eco-labels & disposal guidance	Builds trust, reduces confusion	Enhanced credibility
Minimalist, honest design	Seen as modern, ethical, and authentic	Increased brand affinity
Refillable or reusable formats	Viewed as convenient and responsible	Reinforces functional loyalty
Certified materials (FSC, compostable)	Validates environmental claims	Protects against greenwashing skepticism
Storytelling through packaging	Strengthens emotional alignment and shared values	Long-term engagement and advocacy

Table 10. Strategic Packaging Actions and Their Influence on Consumer Perception and Brand Outcomes

At this point, it's getting more difficult to treat sustainable packaging as just a behind-the-scenes decision about logistics or supply chains. It's become something that shapes how people see the brand itself. For companies like Unilever, the next step isn't just about choosing better materials, it's also about how well that commitment is shown and explained to the people using the product. The way things are packaged, labeled, and explained all play a role now. And for many buyers, especially those who care about these issues, that communication can matter just as much as the product inside.

5.5 Research Limitations

It is fair to say that this research, like most others, came with a few limitations that should be kept in mind. Even though great care was taken during the planning and execution, from ethical approval to designing the structure—some restrictions were unavoidable. These limitations may have had an effect on how wide the findings can be applied or how well they might hold up across different situations over time.

The first limitation relates to the number and variety of participants. In total, the study gathered 51 completed responses, which made it possible to carry out a detailed look at trends and patterns within the group. That being said, because the number wasn't very large, it's not so easy to say that the same results would apply across much bigger or very different groups of people. When thinking ahead to similar studies, one thing that might help is involving a bigger group of people with more differences between them. In this research, the total number of participants wasn't very high, and many of them shared fairly similar traits. If future studies manage to include a wider mix—people from different age brackets, various locations, or with different lifestyles—then the results

could be compared more easily across groups. That would also help to see if opinions about sustainable packaging change depending on who is being asked.

It's also worth pointing out that the answers were collected through an online form that people filled out on their own. This kind of method always comes with a few small challenges. Sometimes, people may not remember things exactly as they were, or they might give answers that sound better or more acceptable, even if they don't match their real habits completely. While the open comments in the survey added emotional detail and valuable depth, the answers still reflect personal perceptions, not always real behavior during an actual purchase situation.

This research was carried out in the early part of 2025, so the views captured in the survey reflect what people were thinking at that time. But sustainability, especially when it comes to packaging, is changing quite quickly. New materials, shifting rules, and even evolving public awareness can mean that what seemed relevant during this study might not feel the same way a year or two later. For that reason, future research that follows the topic over a longer time or at regular intervals could help reveal how attitudes and industry responses change.

While the study made use of basic statistics and written responses to explore the topic, it didn't go beyond that into things like interviews or observing people in a real-world setting. Including that sort of face-to-face or in-store input might have helped to see how people react when they're physically interacting with the packaging rather than just describing what they think in words.

Despite these limitations, the study still brings useful and timely insight into the connection between sustainable packaging and consumer response. The reflections mentioned here are not meant to weaken the results, but to offer context and ideas for how future research can go deeper or reach wider.

5.6 Recommendations for Future Research

There are a few areas that could be looked at more closely in future research, especially after going through the results and challenges of this study. As packaging becomes more than just a way to wrap products and starts playing a role in how people see and trust a brand, it's worth continuing to explore how customers really respond to these changes. People's opinions and habits are always shifting, and so are the ways companies approach sustainability; so more research is definitely needed to keep up.

One thing that future studies could try is involving more people from different parts of the world. This study had a fairly modest group with some international variety, but bringing in more voices; especially from countries with different economic levels or environmental rules; might help paint a clearer picture. Looking at how people in different places think about green packaging could uncover patterns that this study wasn't big enough to catch. Also, instead of just asking people what they think, researchers might try comparing that with what they actually buy or do; maybe by using shopping data or other real-world behavior.

Another point that came up during this research was the confusion around what counts as real eco-friendly packaging. A lot of participants said they couldn't always tell if a product was truly sustainable or just made to look that way. So it would make sense for future studies to look into this more. What kinds of labels or designs do people actually believe? What makes one claim seem more trustworthy than another? These kinds of questions could be tested using side-by-side comparisons, packaging samples, or even basic eye-tracking tools to see what people focus on first. Getting to the bottom of how consumers read these signs might help both companies and researchers do a better job of sharing environmental information.

It might also help to study how companies can talk about sustainability without making people feel unsure or sceptical. Even though simple designs and natural materials were generally received well here, there were still doubts about whether the claims matched the reality. Future research could look at how brands can share short stories; either through packaging or other simple formats that show what they're really doing, instead of just saying it. This might be useful in product areas where people tend to switch brands quickly or don't feel a strong connection yet.

In addition to these ideas, future research could also explore how different age groups see sustainable packaging. Younger people might look for very different things compared to older ones. It might also be worth looking at new tools like QR codes or app-based features that give more details about packaging and sustainability. These might make the whole process easier to understand and more engaging for people who want to make informed choices.

All in all, as both consumer habits and packaging styles continue to change, there's a lot more to learn. Future studies could help companies do a better job not only with the packaging itself but with how they explain it, so that people feel more confident and more connected to the choices they're making.

5.7 Final Reflections and Strategic Significance

Looking at the results as a whole, this study shows that sustainable packaging is no longer something that brands can treat as a trend or a nice extra. It has started to influence how people view brands on a deeper level. The way people form opinions about brands seems to be shifting, and packaging now plays a bigger part in that than it may have in the past. It's not just about how a product is wrapped or whether it looks appealing on the shelf. Some respondents suggested that the packaging gave them a sense of how reliable or current a brand feels

and sometimes even whether the company appears to care about social or environmental issues. In product categories like FMCG, where buying decisions are often made quickly, this extra layer of meaning seems to have become more noticeable.

By using Unilever as the focus, this research helped explore how sustainability in packaging can go beyond just physical function. Focusing on Unilever as the case study made it clearer how packaging that supports sustainability might also represent something deeper. In several responses, it became apparent that the packaging wasn't only about usefulness; it also gave people a glimpse of what the brand stood for. People didn't just see it as a technical feature, they connected it with things like innovation, ethical values, and overall product quality. But even though these positive associations came through clearly, the link to loyalty wasn't always strong or automatic. What mattered just as much were practical factors: whether the packaging felt credible, if the claims were easy to understand, and whether the product remained fairly priced.

One of the goals of this research was to bring together existing theories and actual consumer experiences and doing that helped reveal a more complete picture of how packaging works as part of ethical branding. While the choice of materials was noticed by participants, what stood out more often was whether the packaging felt honest and easy to understand. Some people said they weren't sure what to believe if the message on the package seemed vague or didn't fit with how the product looked overall. In those cases, even a good sustainability claim didn't always feel convincing.

For brands hoping to connect better with customers; especially those who care about the environment, it may no longer be enough to simply meet the basic standards. What stood out in this study is that people seem to respond more when they feel that the packaging reflects what the brand truly believes in. Making the message simple, building trust

through small details, and showing real awareness of customer expectations could be key steps forward. It also became clear that people are not only listening to what a brand says but noticing whether that message stays consistent in how it's shown. If the design, materials, and tone of the packaging feel aligned, it builds confidence. But when something feels off like a bold sustainability claim printed on glossy, plastic-heavy packaging; it can have the opposite effect. So, moving ahead, brands that want to lead in this space may need to think of packaging as more than just a container. It's a communication tool, a values signal, and in many cases, the first thing that speaks to the customer.

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APPENDICES

APPENDIX 1. Survey Questionnaire

The questionnaire was used to study the impact of sustainable packaging on brand value and consumer loyalty in the FMCG sector (Unilever-focused).

Title: Sustainable Packaging and Consumer Loyalty: A Study on Unilever Products

This survey supports a master's Thesis at Vaasa University of Applied Sciences (VAMK), studying how sustainable packaging impacts consumer perceptions of brand value and loyalty, focusing on Unilever.

Participation is voluntary, anonymous, and confidential. Responses will be used only for Academic Research.

Completing the questionnaire will take about 4 minutes.

Thank you for your valuable input!

Section 1: Participant Background

Q1. What is your age range?

- Under 18
- 18–24
- 25–34
- 35–44
- 45–54

Q2. What is your gender?

- Male
- Female

- Prefer not to say

Q3. What is your highest level of completed education?

- High school diploma or equivalent
- Bachelor's degree
- Master's degree
- Other (please specify)

Q4. In which country do you currently reside?

_____ (Short open text response)

Q5. How concerned are you about environmental issues?

- Not concerned at all
- Slightly concerned
- Moderately concerned
- Very concerned
- Extremely concerned

Q6. How often do you purchase Fast-Moving Consumer Goods (FMCG) products (e.g., food, personal care, household items)? Daily

- Weekly
- Monthly
- Rarely

Section 2: Awareness of Sustainable Packaging

This section asks about your awareness of sustainable packaging and how it influences your product choices.

Q7. Are you aware that Unilever uses sustainable and eco-friendly packaging for some of its products?

- Yes

- No
- Not sure

Q8. How important is eco-friendly packaging to you when selecting FMCG products?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

Q9. How often do you intentionally choose products because they feature eco-friendly packaging or eco-labels?

- Always
- Often
- Sometimes
- Rarely
- Never

Q10. How easy do you find it to recognize whether a product's packaging is environmentally friendly

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

Section 3: Perception of Brand Value

This section asks how sustainable packaging affects your trust in a brand, your view of its innovation, and the quality you associate with its

products.

(Please indicate your level of agreement with the following statements:
1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree)

Q11. I trust brands more when they use sustainable packaging.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q12. I perceive brands that use eco-friendly packaging as more innovative.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q13. Products with sustainable packaging seem to be of higher quality.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Section 4: Consumer Loyalty Behavior

This section asks how sustainable packaging affects your trust in a brand, your view of its innovation, and the quality you associate with its products.

(Please indicate your level of agreement with the following statements:
1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree)

Q14. I am more loyal to brands that consistently use sustainable packaging.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q15. I would recommend Unilever products to others because of their commitment to sustainability.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q16. I would consider switching to another brand if it offered better sustainable packaging solutions.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q17. I am willing to pay slightly more for products that come in sustainable packaging.

- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
-

Section 5: Open-Ended Reflection

(Optional)

Q18. In your own words, how does sustainable packaging influence your trust or loyalty toward a brand?

_____ (long Ans text)

Q19. What specific packaging features (e.g., materials, design, labeling) make you feel a brand is genuinely eco-friendly?

_____ (long Ans text)

Q20. What suggestions would you give to brands like Unilever to further improve their sustainable packaging practices?

_____ (long Ans text)

Google form questionnaire link:

<https://forms.gle/qB1GsimEUMpyBvzD8>