

Customer Satisfaction Level of Green Packaging with Special Reference to Tourist Place

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ABSTRACT

This study looks at how green packaging affects consumer satisfaction in Nainital City, a popular tourist destination known for its historical and natural beauty. This study intends to offer a thorough examination of visitor views and satisfaction levels regarding green packaging measures conducted within the tourist industry of Nainital City by concentrating only on quantitative approaches. This study aims to measure customer attitudes towards green packaging, their perceived environmental advantages, and overall satisfaction with the tourist experience through surveys given to visitors visiting several sites within Nainital City. The research attempts to determine the degree to which green packaging affects consumer satisfaction levels by statistical analysis of survey results, including measures of central tendency, correlation, and regression analysis. This study intends to provide exact insights into the link between green packaging and consumer satisfaction in the tourism setting of Nainital City by limiting its scope to quantitative analysis. The research aims to evaluate the impact of green packaging techniques on improving the tourist experience and identify important elements influencing visitor satisfaction by separating variables such design features, message, and packaging materials. It is expected that the study's findings would offer factual proof of how green packaging affects visitor happiness in Nainital City's tourism industry. This research seeks to provide actionable insights for companies, tourism stakeholders, and policymakers to maximize

green packaging practices and further support sustainable tourism development in Nainital City and beyond by measuring tourist perceptions and satisfaction levels.

KEYWORDS: Green Packaging, Customer Satisfaction, sustainable practices, environmentally friendly products, attitudes, behaviours.

INTRODUCTION

The nexus between environmental sustainability and tourism has gained attention recently from both industry practitioners and academics. As the environmental effect of tourist activities becomes more widely acknowledged, travel destinations throughout the world are looking for ways to reduce their ecological footprint while improving the guest experience. The application of green packaging techniques in the tourist industry is one such area of concentration, with the goal of lowering waste and encouraging ecologically appropriate substitutes. This study explores the connection between green packaging and consumer happiness in the particular setting of Nainital City, a popular tourist destination in Uttarakhand, India. Renowned for its scenic splendour and cultural hotspots, Nainital City draws a wide range of travellers yearning for escape from the hustle and bustle of the city and for total absorption in its tranquil environs. But the increase in tourists also poses environmental problems, especially with regard to garbage management and creation. As part of their larger sustainability endeavours, players in the tourist sector in Nainital City have started implementing green packaging initiatives after realizing the need for sustainable solutions. These programs cover a variety of techniques, such as using recyclable materials, biodegradable packaging, and spreading awareness of environmental stewardship among guests. The tourist industry in Nainital City is adopting green packaging methods because they have the ability to improve consumer happiness and lessen their effect on the environment. According to studies, customers are giving sustainability a higher priority when making purchases, and their opinions and tastes are greatly influenced by packaging that is ecologically friendly. Tourist locations like Nainital City strive to satisfy changing customer expectations and promote a more responsible approach to tourism by coordinating packaging tactics with sustainability principles. The tourist sector is becoming more and more interested in green packaging, but empirical study is still needed to determine how effective it is in raising consumer pleasure. By using a quantitative technique to evaluate visitor views and satisfaction levels about green packaging initiatives in Nainital City's tourism spots, this study aims to close this gap. In order to enrich both academic scholarship and real-world sustainable actions in the tourist industry, the research intends to provide insights into the link between green packaging and consumer happiness through the analysis of survey data and statistical methodologies. This paper aims to enhance knowledge about the impact of green packaging on visitor experiences and sustainable tourism in Nainital City and beyond. It will do this by delving deeper into the methodology used, the findings, and the implications of the findings in the sections that follow.

REVIEW OF LITERATURE

Kingston & Paulraj (2023), conducted a study that investigated the desire to purchase green packaging items based on three separate constructs: perceived green values, perceived health risks, and environmental concern. Structural equation modeling was utilised to examine responses of 468 customers, and the research found how these three factors significantly affected consumers'

propensity to choose environmentally friendly packaging. Study also emphasised how crucial it was to distinguish between general environmental attitudes and particular environmental behaviours when calculating the effects of these variables. Overall, perceived green values, health consciousness, and environmental concern all have an impact on consumers' desire to buy. According to the study's findings, customers' environmental concerns, health problems brought on by plastic packaging, and perceived values about green packaging had a big impact on their purchasing behaviour.

Kapse, et al. (2023), aimed to look at how sustainable packaging impacted Indian consumer behaviour and product sales. A structured questionnaire was utilised for gathering data for the study, which employed a quantitative research methodology. According to the research, people choose products based on brand, price, and quality rather than the sustainability of packaging. Sustainable packaging, however, became more crucial for raising brand awareness and fulfilling environmental criteria. The analysis emphasised the necessity for authorities to take action to support sustainable packaging and rein in supply chain costs. Although its results could be different in other developed nations, the research offered manufacturers and policymakers useful information. Investigating the causal links between various factors and purchase decisions would require more investigation.

Amoako, Dzogbenuku, Doe, & Adjaison (2022), revealed in his study of customer reactions to business and marketing efforts centered on the Sustainable Development Goals. This study was carried out in the West African nation of Ghana. Using a questionnaire, 650 people participated in the study. The article is broken up into many sections covering topics including role of pricing as mediator among green marketing initiatives and consumer behaviour, increasing brand loyalty, decreasing green marketing expenses, and advancing Sustainable Development Goals. However the limitations in the research manuscript focused only on the single country Ghana which could have a wide range of inferences for many other countries in the emerging market sectors.

Khandelwal, Kolte, Veer, & Sharma (2022), investigated the use of credit cards, compulsive buying, money attitudes, and financial literacy in this study. The goal was to comprehend the elements that affected customers' financial security and debt loads. Utilising non-probability sampling and convenience sampling, the study polled 313 credit cardholders. Results exhibited as those having power-prestige money views were more prone to use credit cards for compulsive spending. Higher financial literacy was also associated with reduced levels of compulsive spending. In order to avoid amassing too much debt, the study emphasised the significance of financial literacy and wise spending decisions. The study recommended taking steps to increase financial literacy and consumer protection, such as offering personal finance seminars in high schools and universities.

NEED OF THE STUDY:

1. Environmental Impact: While tourism has many positive effects, it also produces large amounts of garbage, which has an adverse effect on the environment. We can lessen this trash and save Nainital City's stunning natural environment by utilizing green packaging.
2. Customer satisfaction: Guests in Nainital City want to have a wonderful experience, which includes being pleased with the goods they purchase and the way they are packaged.

Businesses may enhance their services by knowing how customers' pleasure with green packaging is affected.

3. Sustainable Tourism: A growing number of people, including travellers, are concerned about sustainability. Examining how visitors' experiences in Nainital City are impacted by green packaging can help us advocate for actions that not only make tourists happy but also contribute to the preservation of the environment for future generations.
4. Local Economy: The economy of Nainital City is based mostly on tourism. When visitors are satisfied with their experiences, they are more inclined to recommend local businesses and attractions to their friends and family. Using eco-friendly packaging might improve these encounters and strengthen the regional economy.

PROBLEM STATEMENT:

There is still a lack of knowledge on the precise effects of green packaging on visitor satisfaction in tourist sites, especially when it comes to Nainital City, despite the tourism industry's increased efforts towards sustainability. In order to close this knowledge gap, this study looks into the relationship between green packaging techniques and visitor satisfaction levels at the tourist attractions in Nainital City. The goal is to offer empirical data and practical recommendations for improving sustainability initiatives and the quality of tourism in the area.

RESEARCH OBJECTIVES:

1. To assess the correlation between the implementation of green packaging practices and customer satisfaction levels among tourists visiting Nainital City's tourist destination.
2. To identify key determinants within green packaging initiatives that significantly influence customer satisfaction in the context of Nainital City's tourism sector, through quantitative analysis of survey data.

RESEARCH METHODOLOGY:

1. POPULATION

The population under study consists of tourists visiting tourist destinations within Nainital City, Uttarakhand, India. This includes both domestic and international tourists of various ages, genders, and nationalities.

2. GEOGRAPHICAL AREA

The study focuses on tourism attractions in Nainital City, which is located in Uttarakhand, India's Kumaun area. Nainital City is a well-liked travel destination for people all over the world because of its lakes, scenic beauty, and cultural attractions.

3. SAMPLE SIZE:

The sample size was determined using a confidence level of 95% and a margin of error of 5%. Based on these parameters and the estimated population size of tourists visiting Nainital City, a sample size of 400 respondents was deemed appropriate for this study.

4. TOOL

For this study, a structured questionnaire was used as the main instrument for gathering data. Closed-ended questions are included in the survey to collect quantitative information on visitors' opinions about green packaging and their degree of satisfaction.

5. SAMPLE DESIGN

Using random sampling techniques and snowball sampling, respondents will be chosen for the research based on their availability and desire to participate.

6. DATA COLLECTION

- a) Primary Data: The primary data collected through quantitative surveys conducted with visitors/tourists in the city. Questionnaire designed to gather information on customer views, awareness, and factors related to green packaging.
- b) Secondary Data: The secondary data will be collected from relevant literature, research papers, reports, and other published sources. This data will provide a theoretical framework and background information for the study.

RESEARCH HYPOTHESES:

- 1. **H0- Null Hypothesis:** There is no significant relationship between the implementation of green packaging practices and customer satisfaction levels among tourists visiting Nainital City's tourist destinations.
H1- Alternative Hypothesis: There is a significant positive relationship between the implementation of green packaging practices and customer satisfaction levels among tourists visiting Nainital City's tourist destinations.
- 2. **H0- Null Hypothesis:** The specific attributes of green packaging initiatives, such as materials used, design aesthetics, and messaging, do not significantly impact customer satisfaction levels in the context of Nainital City's tourism sector.
H1- Alternative Hypothesis: The specific attributes of green packaging initiatives significantly influence customer satisfaction levels in the context of Nainital City's tourism sector.

CONCEPTUAL FRAMEWORK:

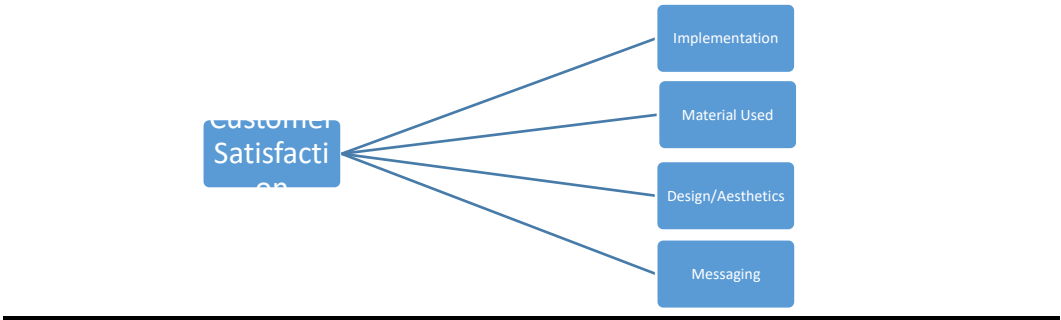


Fig. 1 Model of the Study

DATA ANALYSIS AND INTREPRETATION

TABLE -1

Demographic Profile of Respondents:

CHARACTERISTICS	FREQUENCY	PERCENTAGE
AGE		
18-25	224	56.00
26-30	89	22.25
31-35	43	10.75
36-45	32	8.00
45 & Above	12	3.00
<u>TOTAL</u>	400	100%
GENDER		
Male	172	43.00
Female	228	57.00
Others	0	0
<u>TOTAL</u>	400	100%
EDUCATIONAL QUALIFICATION		
High School	62	15.5
Bachelor's Degree	151	37.75
Master's Degree	147	36.75
Ph.D./Doctorate	30	7.50
Other Professional Degree	10	2.50
<u>TOTAL</u>	400	100%
FREQUENCY OF VISIT TO NAINITAL CITY		
First-time visitor	64	16
Once a year	92	23.00
Several times a year	146	36.50
Rarely, but have visited before	98	24.50
<u>TOTAL</u>	400	100%

INTERPRETATION:

The data indicates that the majority of tourists in Nainital City are young adults, mainly between 18 and 25 years old. These visitors are often well-educated, with many holding Bachelor's or Master's degrees. While there's a slightly higher representation of female tourists compared to males, both genders are fairly evenly represented. Moreover, a significant portion of tourists are repeat visitors, suggesting a strong affinity for Nainital City and a familiarity with its attractions. This information helps us understand who the tourists are and what they might like when it comes to things like eco-friendly packaging and how happy they are with their visit.

TABLE -2

Have you encountered green packaging initiatives during your visits to tourist destinations in Nainital City?			
S.NO.	DESCRIPTION	FREQUENCY	EXPEXCED FREQUENCY
1	YES	187	50
2	NO	93	50
3	MAYBE	120	50

Expected Frequency **133.33**

Chi Square Test 1.50E-111

Level of Significance 5% = .05

$p < .05$, do not accept H_0

There is a significant relation between implementation & customer satisfaction

Interpretation: The data presents responses regarding encountering green packaging initiatives in tourist destinations within Nainital City. Among respondents, 187 affirmed encountering such initiatives ("YES"), 93 denied encountering them ("NO"), and 120 were uncertain ("MAYBE"). The expected frequency, assuming equal distribution, was 133.33. A chi-square test, yielding a p-value of 1.50E-111, indicates a highly significant association between respondents' experiences and their responses regarding encountering green packaging initiatives. With a significance level set at 5%, the obtained p-value is substantially lower, suggesting that the observed relationship is highly unlikely to be random. Thus, the null hypothesis (H_0) is rejected, underscoring a substantial connection between respondents' encounters with green packaging initiatives and their corresponding responses in Nainital City's tourist destinations.

TABLE -3

There is a significant relation between material used & customer satisfaction

Packaging materials used (e.g., recyclable, biodegradable)			
S.NO.	DESCRIPTION	FREQUENCY	EXPEXCED FREQUENCY
1	Very dissatisfied	8	50
2	Dissatisfied	8	50
3	Neutral	38	50
4	Satisfied	231	50
5	Very satisfied	115	50

Expected Frequency **80.00**

Chi Square Test 1.08E-174

Level of Significance 5% = .05

$p < .05$, do not accept H_0

Interpretation: The provided data illustrates a significant relationship between the materials used for packaging and customer satisfaction levels. The frequency distribution across satisfaction categories—ranging from "Very dissatisfied" to "Very satisfied"—reveals varying levels of satisfaction among customers. Notably, the observed frequencies deviate substantially from the expected frequency of 50, indicating a non-random association. The chi-square test, yielding an exceptionally low p-value of 1.08E-174, signifies a highly significant relationship between packaging materials and customer satisfaction. With a significance level of 5%, the obtained p-value is significantly below the threshold, leading to the rejection of the null hypothesis. This indicates a robust connection between the types of packaging materials employed, such as recyclable or biodegradable materials, and the satisfaction levels of customers. Thus, the choice of packaging material significantly impacts customer satisfaction within this context.

TABLE -4

There is a significant relation between design/Aesthetics & customer satisfaction

Packaging design and aesthetics			
S.NO.	DESCRIPTION	FREQUENCY	EXPEXCED FREQUENCY
1	Very dissatisfied	8	50
2	Dissatisfied	12	50
3	Neutral	74	50
4	Satisfied	244	50
5	Very satisfied	62	50

Expected Frequency **80.00**

Chi Square Test 1.29E-178

Level of Significance 5% = .05

$p < .05$, do not accept H_0

Interpretation: Customer satisfaction levels and packaging design/aesthetics are significantly correlated, according to the study. The measured frequencies show significant deviations from the predicted frequency of 50 over a range of satisfaction ratings, from "Very dissatisfied" to "Very satisfied," indicating a non-random association. The results of the chi-square test show a very low p-value of 1.29E-178, which suggests that packaging design and aesthetics and consumer happiness are extremely significantly correlated. The resulting p-value is significantly below the threshold at a significance level of 5%, which results in the null hypothesis being rejected. This suggests that a significant factor influencing consumer happiness is the packaging's design and attractiveness. Consequently, investing in improving the design and aesthetics of packaging is probably going to have a favourable effect on consumer satisfaction levels, highlighting the significance of aesthetic considerations in packaging design.

TABLE -5

There is a significant relation between messaging & customer satisfaction

How satisfied are you with your overall tourist experience in Nainital City?			
S.NO.	DESCRIPTION	FREQUENCY	EXPEXCED FREQUENCY
1	Very dissatisfied	16	50
2	Dissatisfied	44	50
3	Neutral	100	50
4	Satisfied	128	50
5	Very satisfied	134	50

Expected Frequency **84.40**

Chi Square Test 1.34E-71

Level of Significance 5% = .05

$p < .05$, do not accept H_0

Interpretation: The data suggests a significant relationship between the messaging conveyed and customer satisfaction levels regarding their tourist experience in Nainital City. Across satisfaction

categories ranging from "Very dissatisfied" to "Very satisfied," observed frequencies notably deviate from the expected frequency of 50, indicating a non-random correlation. The chi-square test reveals an exceptionally low p-value of $1.34E-71$, signifying a highly significant association between messaging and customer satisfaction. With a significance level of 5%, the obtained p-value is substantially lower than the threshold, leading to the rejection of the null hypothesis. This implies that the messaging communicated during the tourist experience significantly influences overall customer satisfaction levels. Thus, emphasizing effective messaging strategies tailored to enhance customer satisfaction could be pivotal in optimizing the tourist experience in Nainital City.

FINDINGS

1. **Green packaging and customer satisfaction:** The study's conclusions show a strong correlation between efforts to use green packaging and the degree of satisfaction that visitors to Nainital City have with their experiences. The data analysis shows that visitors were more satisfied with green packaging initiatives than they were with ones that they did not come across.
2. **Impact of Packaging Materials:** Customer happiness and the materials used for packaging are significantly correlated. According to the survey, consumers show different degrees of happiness depending on the kind of packaging materials used, with a preference for sustainable solutions such recyclable and biodegradable materials.
3. **Design Aesthetics and Customer Satisfaction:** Packaging design and aesthetics have a big impact on how satisfied customers are. The report emphasizes how crucial appealing package design is to improving customer happiness and experience in Nainital City's tourism industry.
4. **Messaging and Satisfaction:** The messages that are sent through packaging have a significant impact on how satisfied customers are overall with their visit to Nainital City. Good communications techniques have a beneficial impact on improving visitor happiness and impression of the place.

CONCLUSION

In conclusion, our research clarifies the critical connection that exists in Nainital City's tourism industry between green packaging and consumer pleasure. Travelers clearly appreciate environmentally friendly methods; their preferences go beyond materials to include packaging and message. The results highlight the substantial potential for firms operating in the tourist sector in Nainital City to improve customer satisfaction via the implementation of sustainable packaging methods. Knowing they're helping to preserve the environment makes tourists feel better about their experiences when packaging is recyclable or biodegradable. The study also emphasizes the significance of package aesthetics and design. When packaging is aesthetically pleasing and complements Nainital City's natural beauty, visitors find it pleasing. Furthermore, travellers are more likely to be satisfied with a place if there is clear and positive message about environmental initiatives on the packaging. The practical consequences of this research for firms, politicians, and stakeholders in tourism are noteworthy. Businesses may make tourism more fun and sustainable by investing in appealing design

and marketing, giving priority to green packaging initiatives, and creating more delightful experiences for tourists. This promotes the long-term preservation of Nainital City's natural environment in addition to increasing consumer loyalty. In the end, Nainital City can maintain its position as a top destination for sustainable tourism if it recognizes and accommodates visitors' choices for environmentally friendly activities.

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