



SUSTAINABLE PACKAGING AND REPURCHASE INTENTION: THE ROLE OF GREEN PERCEIVED VALUE AND ENVIRONMENTAL CONCERNS

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Abstract

The purpose of this study is to examine the influence of sustainable packaging on consumers' repurchase intention in Pakistan's skincare FMCG sector, while investigating the mediating role of green perceived value and the moderating role of environmental concern, based on the Theory of Planned Behaviour. The target audience includes skincare consumers who consider product quality, safety, and environmental impact in their buying decisions. Responses were collected from 200 consumers through online questionnaires. Analysis was performed using SPSS and the PROCESS Macro for mediation and moderation. Results showed that sustainable packaging significantly increases repurchase intention, with green perceived value partially mediating the effect. Surprisingly, environmental concern did not moderate the relationship. The study highlights that sustainable packaging is a strategic tool for enhancing loyalty and brand equity. These findings suggest that consumers respond not only to the ecological benefits of packaging but also to the functional, symbolic, and trust-building signals it conveys, especially in a competitive skincare market where repeated purchase decisions depend heavily on perceived value and brand credibility. Firms should invest in visible sustainable features and communicate their value clearly. Theoretically, the research contributes by focusing on repurchase intention and validating green perceived value in an emerging market context, providing valuable insights for marketers and policymakers.

Keywords: Sustainable Packaging, Repurchase Intention, Green Perceived Value, Environmental Concern, Theory of Planned Behaviour, Skincare FMCG, Pakistan

1. Introduction

Sustainability, in the context of Fast-Moving Consumer Goods (FMCG), has been on a different plane as an add-on to packaging as well as a continuation of a brand's own endeavor to save and protect the earth; the promise brands are making to save, preserve and protect our environment has more than just utilitarian motivations (Mometto, 2022). In developing economies like Pakistan, environmental concerns and policies are making businesses adopt environmentally friendly packaging. Recent investigation in the context of Pakistan has emphasized that adoption of environmentally focused practices leads towards sustainability-related outcomes and sustainable performance (Akhtar et al., 2025). For instance, Nestlé Pakistan reported that 82% of its packaging was designed for recycling by 2023, highlighting growing industry attention to



sustainability (Nestlé Pakistan, 2023). Similarly, Van Hoang et al. (2025) demonstrated that green marketing practices, including eco-friendly packaging, enhance purchase intention in FMCG products.

By focusing on the skincare segment of the FMCG industry, this study addresses a product category where packaging is especially influential due to consumers' heightened sensitivity to health, safety, and ecological impact. Products that involve repeated use and direct contact with the body, such as skincare, make sustainable packaging cues particularly salient in consumer decision processes. Recent research finds that environmentally responsible packaging enhances consumers' green perceived value, which in turn positively affects their purchase intentions (Duarte et al., 2024; Bravo & Vieira, 2024). Moreover, models developed in sustainability literature consistently identify perceived value, attitude toward eco-packaging, and environmental concern as significant determinants of consumers' intentions to choose products with sustainable packaging. In addition, environmental concern has been shown to not only directly influence green purchase intentions but also to strengthen the effect of sustainability cues on consumer behavior (Lianita & Asmarantaka, 2024).

Despite the growing adoption of sustainable packaging, its impact on repurchase intention remains underexplored in emerging markets like Pakistan. Existing research mainly emphasizes initial purchase behavior, overlooking how eco-friendly packaging influences repeat buying, especially in the skincare FMCG sector (Dantas et al., 2023; Ali et al., 2025). Moreover, while green perceived value, the consumer's evaluation of environmental and functional benefits, may explain how sustainable packaging shapes loyalty, its mediating role is rarely tested. Similarly, environmental concern can strengthen this link, yet its moderating influence in Pakistan's FMCG market remains unclear. Therefore, this study aims to fill this gap by examining how sustainable packaging affects repurchase intention through green perceived value and how environmental concern moderates this relationship within Pakistan's skincare industry. This study provides actionable strategies for FMCG firms seeking to enhance consumer loyalty and repeat purchase behavior through sustainability-driven packaging innovations. This study holds substantial academic, managerial and societal significance within the context of Pakistan's skincare fast-moving consumer goods (FMCG) market.

2. Literature Review

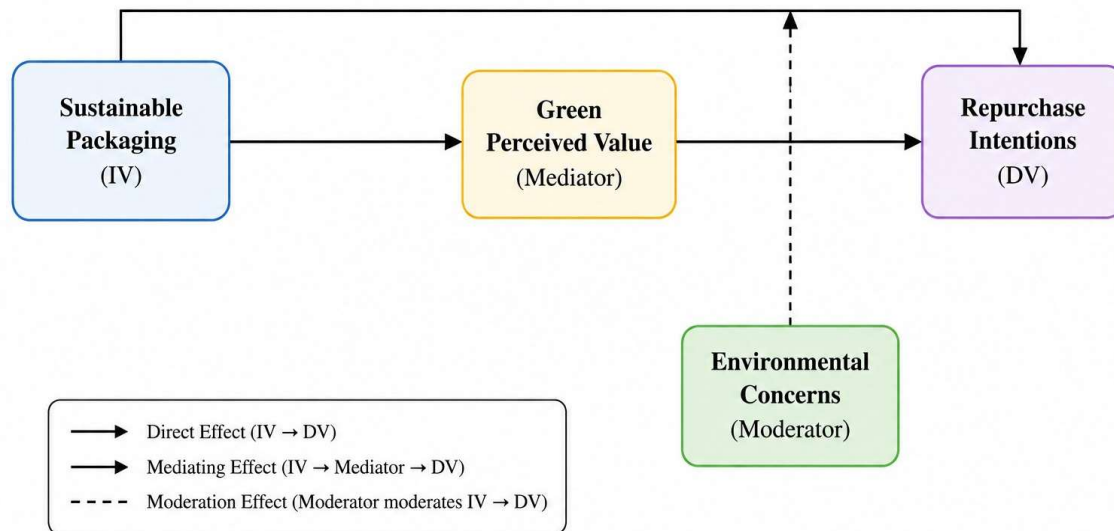
2.1 Theoretical Background

Fast-moving consumer goods (FMCG) products, including skincare, are characterized by frequent purchases, intense competition, and high consumer involvement in product evaluation, making it essential for brands to understand psychological and behavioral drivers that shape repeat buying behavior (Khan et al., 2023). In sustainability research, packaging functions as a key cue that influences consumer perceptions, values, and long-term patronage decisions, highlighting the relevance of examining sustainable packaging, green perceived value, environmental concern, and repurchase intention within the FMCG sector (Duarte et al., 2024). Green perceived value works as a cognitive mediator that enhances this attitudinal path, wherein consumers who perceive greater environmental and functional benefits from sustainable packaging develop a stronger intention to repurchase (Chen & Chang, 2013). Environmental concern acts as a moderator that reflects social and moral motivation in line with the Theory of Planned Behavior (TPB) subjective norm component, in that consumers with greater environmental concern exhibit stronger relationships between green perceived value and repurchase intention (Lianita & Asmarantaka, 2024). Therefore, TPB is a strong theoretical foundation for understanding the impact of the collective effects of consumers' evaluations, social expectations, and moral considerations on sustainability-oriented repurchase behavior in the Pakistan skincare FMCG market.



Figure 1

Conceptual Framework of the Study



Note: Environmental Concerns (Moderator) moderates the direct relationship between Sustainable Packaging and Repurchase Intentions.

2.2 Hypotheses Development

2.2.1 Sustainable Packaging and Repurchase Intention. Sustainable packaging refers to packaging systems that are designed and managed in a manner that minimizes environmental impact across the product life cycle while ensuring functional performance, consumer safety and economic feasibility (Sustainable Packaging Coalition, 2019). Al Zaytun and Komala Sari (2023) examined the effects of green packaging, green marketing and green brand image on repurchase intention and showed that green packaging had a significant positive effect on repurchase intention, while green marketing did not show a significant direct effect. Sustainable packaging reduced consumers' perceived risks and enhanced brand trust, which consequently increased repurchase intention. The authors concluded that eco-packaging strengthens the trust mechanism that drives repeat purchases in FMCG categories (Sun & Moon, 2024).

H1: Sustainable packaging has a positive and significant effect on consumers' repurchase intention.

2.2.2 Sustainable Packaging and Green Perceived Value. Green perceived value refers to a consumer's overall evaluation of the benefits gained from a green product or its packaging relative to the costs, considering environmental, social, and functional advantages. Green product attributes, especially eco-friendly packaging, create green perceived value. Sustainable packaging of skincare products significantly improves perceived environmental value, aesthetic value, and functional value (Javed et al., 2024). Consumers who perceive higher green value in sustainably packaged products are significantly more likely to form positive behavioral intentions, including repurchase intention, especially in emerging markets where environmental awareness is growing (Duarte et al., 2024). Therefore, for skincare brands in competitive markets such as the Pakistani market, improving green perceived value by using sustainable packaging will give strategic differentiation, entice environmentally conscious consumers, and boost long-term loyalty and repeat purchases.

H2: Sustainable packaging positively influences green perceived value.

2.2.3 Green Perceived Value and Repurchase Intention. Green perceived value has a positive and significant direct effect on repurchase intention and also positively influences green trust (Sudita & Ekawati, 2018). Nazim et al. (2020) conducted a study in Pakistan to examine the influence of green perceived value, green perceived risk, and green trust on green repurchase decision. Their findings show that green perceived value has a significant positive effect on repurchase decision, while risk negatively influences it



(Lisnaningrum et al., 2020). With this, Tahir (2021) analyzed that green perceived value positively and significantly influences purchase intention. Interestingly, in this study, green trust and brand awareness did not show a strong significant effect on purchase intention, highlighting that in some Pakistani consumer segments, perceived value alone may be a more powerful driver than trust or awareness.

Moreover, green perceived value functions as a key mediator in the relationship between sustainable product attributes such as eco-friendly packaging and consumer repeat purchase behaviors. Sustainable packaging and green marketing efforts increase consumers' green perceived value, which in turn significantly influences purchase decisions, indicating an indirect pathway from packaging to intention through perceived value (Inggrid et al., 2024).

H3: Green perceived value has a positive impact on consumers' repurchase intention.

H4: Green perceived value mediates the relationship between sustainable packaging and repurchase intention.

2.2.4 Moderating Role of Environmental Concern. Environmental concern refers to the degree of awareness, emotional involvement, and personal responsibility individuals feel toward protecting the natural environment and engaging in sustainable behaviors (Schultz et al., 2004). In consumer behavior studies, a higher level of environmental concern is linked to a higher level of intentions to select products and packaging that are less damaging to the environment, such as sustainably packaged products, which consumers believe are more in line with their environmental values (Lianita & Asmarantaka, 2024).

Huang et al. (2018) explored the relationship between green perceived value and green product purchase behavior. Their analysis identified a substantial moderating effect, which suggested environmental concern increased the impact of green value on intention to purchase or repurchase. Highly concerned consumers took more utility and moral satisfaction from green products (Huang et al., 2018). Al Zaytun and Komala Sari (2023) also observed that although green packaging directly influenced repurchase intention, environmental concern did not act as a significant moderator, suggesting that green packaging has become a normalized expectation rather than a differentiating factor among highly concerned consumers.

H5: Environmental concern positively moderates the relationship between sustainable packaging and green perceived value.

3. Research Methodology

3.1 Sampling Technique and Data Collection

A non-probability convenience sampling technique is used to recruit participants for this study. Responses are collected at a single point in time through a structured online questionnaire. A total of 200 respondents participated in the study. Data is collected using a structured questionnaire developed through validated scales adopted from prior peer-reviewed studies. All items are measured on a 5-point Likert Scale.

3.2 Measurement of Variables

Sustainable packaging is measured using 5 items adapted from Paul et al. (2016). Repurchase intention was measured using 4 items adopted from Trasorras et al. (2009). Green perceived value was measured using 4 items taken from Zheng et al. (2023) and Confente et al. (2020). Environmental concern was measured through 5 items from Jaiswal and Kant (2018).

3.3 Data Analysis Procedure

The collected data were analyzed using SPSS through a series of systematic statistical procedures to ensure the accuracy, reliability, and validity of the study's findings. First, descriptive statistics were performed to summarize respondents' demographic characteristics and to observe overall trends in their responses. Following this, reliability testing was done using Cronbach's alpha to check the internal consistency of each measurement scale and to check that all the items used to measure the constructs were statistically dependable. To test the direct effects between variables, multiple regression analysis was applied, particularly to examine how sustainable packaging impacts repurchase intention. The study further used the PROCESS Macro (Model 4) to perform the mediation analysis, allowing us to check whether green perceived value is a mechanism that



transmits the effect of sustainable packaging on consumers' intention to repurchase it. Additionally, moderation analysis was conducted using the PROCESS Macro (Model 1) in order to assess the moderating effect of environmental concern on the relationship between sustainable packaging and repurchase intention, determining whether a positive or negative relationship exists.

4. Results and Discussion

4.1 Results

The descriptive statistics of the study are given in Table 1.

Table 1

Descriptive Statistics (N = 200)

Variables	Mean	Median	Std. Deviation
Gender	1.5900	2.0000	0.49307
Age	1.6150	1.0000	0.79368
Education	2.2000	2.0000	0.80201
Income	2.2732	2.0000	1.12097
Occupation	1.8350	2.0000	0.86691

All study variables exhibit adequate to high reliability with Cronbach's alpha values above 0.75 (Shown in Table 2). This indicates that the measurement scales are internally consistent and suitable for use in further statistical analyses.

Table 2

Cronbach's Alpha

Study Variables	No. of Items	Cronbach's Alpha
Sustainable Packaging	5	.854
Repurchase Intentions	4	.777
Environmental Concerns	5	.796
Green Perceived Value	4	.809

The correlation analysis in Table 3 reveals significant positive relationships among all constructs ($p < 0.01$; $N = 200$) with coefficients ranging from $r = 0.490$ to $r = 0.632$. Sustainable packaging shows the strongest association with environmental concern ($r = 0.632$), indicating that consumers who value sustainability tend to exhibit higher environmental awareness. Repurchase intention also demonstrates meaningful links with green perceived value ($r = 0.490$), suggesting that positive green perceptions contribute to repeat purchasing behavior. Overall, the results confirm a consistent and substantial interconnectivity among all study variables.

Table 3

Correlation Matrix

	1	2	3	4
1. Sustainable Packaging	—			
2. Repurchase Intention	.562**	—		
3. Environmental Concerns	.632**	.545**	—	
4. Green Perceived Value	.539**	.490**	.515**	—

** $p < .01$ (2-tailed)

The regression results in Table 4 indicate that sustainable packaging significantly predicts repurchase intention, explaining 31.5% of its variance ($R^2 = .315$; Adjusted $R^2 = .312$), which reflects moderate explanatory power. The model is statistically significant ($F = 91.212$, $p < .001$), confirming good model fit. Sustainable packaging exerts a strong positive effect on repurchase intention ($B = .412$, $\beta = .562$, $p < .001$), demonstrating that higher perceptions of sustainable packaging substantially increase consumers' likelihood of repurchase.



Table 4

Regression Analysis

Model Summary

	R	R ²	Adjusted R ²	Standard Error
Sustainable Packaging	.562 ^a	.315	.312	2.34429

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Repurchase Intentions	501.274	1	501.274	91.212	.000 ^{^b^}
Sustainable Packaging	1088.146	198	5.496		
Total	1589.420	199			

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
Repurchase Intention	4.740	.498		9.509	.000
Sustainable Packaging	.412	.043	.562	9.551	.000

The moderation analysis in Table 5 shows that sustainable packaging significantly and positively influences repurchase intention ($B = 0.267$, $p < .001$) while environmental concerns also have a significant positive direct effect ($B = 0.247$, $p < .001$). However, the interaction term between sustainable packaging and environmental concerns is not significant ($B = -0.001$, $p = .930$), indicating no moderating effect. Thus, environmental concerns do not alter the strength or direction of the relationship between sustainable packaging and repurchase intention, although both variables independently predict repurchase intention.

Table 5

Moderation Analysis Using PROCESS Model 1

Predictor	B	SE	T	P	95% CI
Constant	9.238	0.185	49.87	< .001	[8.873, 9.604]
Sustainable Packaging (X)	0.267	0.054	4.92	< .001	[0.160, 0.373]
Environmental Concerns (W)	0.247	0.058	4.26	< .001	[0.133, 0.361]
$X \times W$	-0.001	0.011	-0.09	.930	[-0.022, 0.020]

Model Fit: The regression model was statistically significant, $F(3, 196) = 39.23$, $p < .001$, explaining 37.5% of the variance in the dependent variable ($R^2 = .375$; $R = .613$).

The mediation analysis in Table 6 demonstrates that sustainable packaging significantly and positively predicts green perceived value (path a: $B = 0.369$, $p < .001$), and green perceived value, in turn, significantly predicts repurchase intention (path b: $B = 0.283$, $p = .0001$). Although the direct effect of sustainable packaging on repurchase intention remains significant (c' : $B = 0.308$, $p < .001$), the indirect effect through green perceived value is also significant ($B = 0.104$, 95% CI [0.048, 0.175]). Since both direct and indirect effects are significant and the confidence interval does not include zero, the results confirm partial mediation, indicating that green perceived value meaningfully explains part of how sustainable packaging influences repurchase intention.

Table 6

Mediation Analysis (PROCESS Model 4, $N = 200$)

Path	Predictor → Outcome	B	SE	T	P	95% CI
A	SP → GPV	0.369	0.041	8.996	< .001	[0.288, 0.450]
B	GPV → RP	0.283	0.072	3.917	.0001	[0.141, 0.425]
c' (Direct)	SP → RP	0.308	0.050	6.223	< .001	[0.210, 0.406]
c (Total)	SP → RP	0.412	—	—	—	—
Indirect ($a \times b$)	SP → GPV → RP	0.104	0.033	—	—	[0.048, 0.175]

Note: SP = Sustainable packaging, GPV = Green perceived value, RP = Repurchase Intentions



4.2 Discussion

The purpose of this study was to examine how sustainable packaging influences repurchase intention in the Pakistan skincare FMCG sector, while explaining the underlying mechanism through green perceived value and testing the moderating role of environmental concern.

H1 is accepted. Sustainable packaging has a positive and statistically significant effect on repurchase intention. This shows that consumers perceive eco-friendly packaging as an indication of product quality and safety and brand responsibility, which reinforces their purchase intentions to buy again. This result is consistent with previous studies which show that sustainable packaging has a positive effect on repurchase intention through the reduction of perceived risk and an increase in trust and satisfaction (Hellier et al., 2003).

H2 is accepted. The results show that sustainable packaging has a significant effect on green perceived value, which suggests that consumers associate sustainable packaging with higher environmental, functional, and ethical benefits. This finding is in line with previous research, which has shown that recyclable and environmentally responsible packaging builds green perceived value by communicating a brand's commitment to the environment and product credibility (Chen & Chang, 2013; Javed et al., 2024).

H3 is accepted. The findings clearly demonstrate the significance of green perceived value in positively influencing the intention to repurchase the product. This indicates that consumers are able to demonstrate their loyalty to products that play a vital role in both the environment and function because of the perceived value the product offers (Sudita & Ekawati, 2018; Nazim et al., 2020; Putra et al., 2022). Overall, the perceived green value of the product takes precedence over promotional programs (Tahir, 2021) because the primary function in the purchase decisions of consumers of products with green value.

H4 is accepted. Green perceived value partially mediates the relationship between sustainable packaging and repurchase intention. That is, sustainable packaging exerts influence on repurchase intention not only through a direct path but also through an indirect path by enhancing the consumers' perception of environmental and functional value. This finding supports previous studies which identify green perceived value as an important means through which green marketing and packaging have their effects on consumer loyalty and repeat purchase behaviors (Chen & Chang, 2013; Joshi & Rahman, 2019). The partial mediation further suggests that though sustainable packaging has independent effects on repurchase intention, its effect is amplified when such green value is perceived to be tangible.

H5 is rejected. The results of the study showed that environmental concern does not significantly moderate the relationship between sustainable packaging and repurchase intention. Contrary to popular belief, this result shows that the positive impact of sustainable packaging is consistent across consumers with differing levels of environmental concern. While previous studies have generally indicated that sustainability programs are more successful among consumers who have a high level of environmental concern (Schultz et al., 2004), similar findings from developing countries have demonstrated that sustainable packaging is often viewed as an indicator of quality and safety, as well as simply an ethical one (Magnier & Schoormans, 2015). In case of skincare products, sustainable packaging appeals to a large audience of consumers as it implies health-consciousness and brand credibility, so its impact is largely universal. This suggests that companies can pursue sustainability-based packaging policies without narrowing to environmentally conscious niche segments and gain wider market relevance and strengthen brand trust.

5. Conclusion, Implications and Directions for Future Research

This paper analyzed the importance of Sustainable Packaging, Green Perceived Value, Environmental Concerns, and Repurchase Intention within the context of the competitive skincare FMCG market of Pakistan, which is an extremely competitive marketplace in itself, based on the guidelines of the Theory of Planned Behavior (TPB). Results have confirmed that the importance of sustainable packaging goes beyond the trend it has become within corporations working in new markets, as it has become a powerful motivating factor in their favor. On analyzing the data from 200 participants, the data has proven the importance of the hypothesis decisively. Firstly, it has been identified that Sustainable Packaging has a significant and positively influencing direct effect on the Repurchase Intention of the consumers, which serves as a major factor within the context of establishing product loyalty within the market. Secondly, it has been identified that Green



Perceived Value indeed serves as a significant partial mediator between sustainable packaging and Repurchase Intention. However, Environmental Concern did not emerge as a significant moderator in the relationship between sustainable packaging and repurchase intention. Overall, the findings provide a clear and actionable framework for marketers looking to enhance consumer loyalty and long-term brand equity.

From the managers' perspective, this research underlines that sustainable packaging is considered a strategic tool to increase repurchase intention, not an ethical action. Firstly, the mediating effect of green perceived value also implies that managers should not only concentrate on the implementation of sustainable packaging, but also on the effective communication of the environmental and functional benefits of sustainable packaging. Prior studies indicate that the impact of sustainability initiatives is better with consumer behavior when their value is clearly perceived by consumers (Joshi & Rahman, 2019). Accordingly, firms can make use of eco-labels, certifications, and transparent communication strategies to turn sustainable packaging into increased repurchase intention. Secondly, an important managerial implication stems from the lack of significance of environmental concern as a moderator. This result shows that sustainable packaging has a huge appeal to a wide consumer base, and is not restricted to people who are extremely environmentally conscious. Practically, this gives firms the option to pursue sustainable packaging strategies at a mass-market scale and not have to narrow their attention to niche segments of green consumers. From a theoretical point of view, the study adds to the use of the Theory of Planned Behavior by confirming the significant influence of sustainability-related attitudes and value perceptions on repurchase intention in an emerging market context.

Firstly, future research should extend the proposed framework to other product categories of FMCGs like the food, beverages, home care, and pharmaceutical sectors apart from the skincare segment included in the present study. Secondly, future research should attempt to test more constructs such as green trust, perceived quality, price sensitivity, customer brand loyalty, and brand credibility. Including more constructs might serve as a more robust explanation on the effects created by sustainable packaging on consumer behavior. Thirdly, research should employ designs for longitudinal research or for experimental research. This will aid in ascertaining the impact that the perception dynamics for the consumer have and the effect that sustainable packaging has on repurchase intention. Finally, studies may also focus upon the impact that demographic variables, for instance, consumer income categories, educational, cultural, and geographical differences, have upon consumer reaction towards sustainable packaging.

Author Contributions

Author participated in ideation, development, and writing the manuscript. All authors read and approved the final manuscript.

Conflict of Interest Statement

The author/s declare that there is no conflict of interest regarding the publication of this article.

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Informed Consent

Informed consent was obtained from all participants.

Data Availability

The datasets generated during and analysed during the current study are available from the corresponding author on reasonable request.

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