

The Role Of Eco-Friendly Packaging In Influencing Consumer Choices In The Food And Tourism Industries: A Literature Review

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Abstract— Growing global environmental awareness has fueled the plastic waste crisis, thereby driving the need for sustainable packaging that influences consumer behavior in the food and tourism industries. This study aims to analyze the role of eco-friendly packaging in consumer purchasing decisions, identify the factors determining its effectiveness, and identify barriers to its implementation in the industry. The method used was a qualitative systematic literature review, examining 20 reputable empirical research articles sourced from Google Scholar (10 national articles) and ScienceDirect/Scopus (10 international articles). The results show that eco-friendly packaging made from biodegradable, recyclable, and reusable materials plays a significant role in increasing purchase interest, purchase decisions, as well as brand image and customer loyalty. In addition to material aspects, the effectiveness of packaging is largely determined by visual aesthetics, ergonomics, and product protection functionality. However, there remains a gap between green consumption intentions and actual actions due to high production costs and consumer price sensitivity. In conclusion, eco-friendly packaging has proven effective in driving consumer purchasing decisions, and government policy interventions in the form of incentives and regulations are essential to accelerate the industry's transition toward sustainability.

Keywords— Eco-friendly packaging, purchasing decisions, consumer behavior, food industry, sustainable tourism.)

1. Introduction

Growing global awareness of environmental sustainability issues has significantly transformed the landscape of consumer behavior (Belz et al., 2025) . This development has driven a shift in the business paradigm, where consumer purchasing decisions are no longer based solely on a product's functional aspects and price, but also on the sustainability value inherent in the product (Zhang & Dong, 2020) . One of the key elements that directly interacts with consumers is packaging. The massive use of single-use plastic packaging has triggered an environmental crisis, thereby driving the need for more sustainable packaging alternatives (Jain & Hudnurkar, 2022) . In this context, eco-friendly packaging—such as materials made from biodegradable, recyclable, or reusable materials—emerges as a strategic variable with the potential to influence consumer perceptions and purchasing decisions (Duarte et al., 2024) .

Although public awareness of sustainability continues to grow, the implementation of eco-friendly packaging in industrial practice still faces complex challenges. On the one hand, eco-friendly packaging sends a positive signal about a company's social responsibility, which can enhance brand image and customer loyalty. On the other hand, industry players are often faced with economic and technical dilemmas, such as higher production costs that could potentially raise retail prices, as well as

functional constraints in maintaining product quality and durability (Seifollahi, 2023) . This phenomenon indicates a gap between consumers' green intentions and their actual green purchase behavior, which is influenced by various moderating factors, such as price, functionality, and level of environmental knowledge (Su & Li, 2024) . Therefore, research on how eco-friendly packaging shapes consumer purchasing decisions is crucial and warrants in-depth exploration.

In response to these developments, conducting a literature review on the role of eco-friendly packaging in consumer purchasing decisions has become an urgent scientific need. To date, scientific studies examining the interaction between eco-friendly packaging and consumer behavior remain scattered across various perspectives, industrial sectors, and diverse geographical contexts (Boz et al., 2020) . Through a literature review approach, this study systematically aggregates, critiques, and synthesizes the findings of previous research. This approach is necessary to map the patterns of relationships among variables, identify consistencies and contradictions in findings across researchers, and uncover research gaps that can serve as a foundation for the development of a more comprehensive theoretical model in the future.

Based on this background and urgency, this study aims to comprehensively analyze the role of eco-friendly packaging in influencing consumer purchasing decisions, identify the determining factors that affect the effectiveness of eco-friendly packaging, and identify the barriers and challenges faced by the industry in its implementation. Theoretically, the results of this study are expected to make an academic contribution by enriching the literature in the fields of green marketing and consumer behavior. Practically, this study is expected to serve as a strategic reference for industry players and policymakers in designing packaging strategies that are efficient, aesthetically pleasing, and have high sales value without neglecting environmental sustainability..

2. Conceptual Framework

Eco-friendly packaging is packaging designed to reduce or minimize the negative impact of packaging on the environment by using biodegradable materials, efficient production processes, and high recyclability (Hussain et al., 2024) . Eco-friendly packaging is made of materials that degrade naturally, are free of toxic substances, and are safe for ecosystems (Al Mahmud et al., 2024) . Packaging made from these materials is currently very popular due to growing concerns about sustainability among consumers and within the industry.

Consumers choose which products to consume based on several factors, one of which is environmental awareness and social values (Ogiemwonyi et al., 2023) . Consumers who are environmentally conscious tend to choose products that embody the value of sustainability even if they are more expensive (Lopes et al., 2024) . Green marketing is a marketing approach that emphasizes sustainability through the use of eco-friendly materials and efforts to bridge the gap between consumer attitudes and environmental awareness (García-Salirrosas & Rondon-Eusebio, 2022) . Green marketing underscores the importance of understanding consumers' psychological motivations and social values to promote sustainable consumption (Yadav et al., 2024) .

Packaging design plays a crucial role in attracting consumers' attention and supporting the image of an eco-friendly product (Siuda & Grębosz-Krawczyk, 2025) . Visually, design elements such as color, shape, material, and the message conveyed through the packaging can influence purchasing decisions (Wang et al., 2023) . The color green, for example, is often associated with sustainability and environmental friendliness, so it can attract environmentally conscious consumers (Wenting et al., 2022) . Consumers increasingly value products made with sustainable materials, and this strengthens their brand loyalty (Rastogi et al., 2024) . In addition to aesthetics, packaging functionality is also important; packaging must effectively protect the product while minimizing its environmental impact (Reichert et al., 2020) .”.

3. Research Methodology

This study employs a qualitative approach using a systematic literature review. This method was chosen to identify, examine, compare, and synthesize the results of previous empirical studies relevant to the topic under investigation (Almatrafi et al., 2024) . The main research question guiding this study focuses on how the role and preferences for eco-friendly packaging influence consumer purchasing decisions in the relevant industry sector. Through this approach, fragmented empirical data from

various studies can be mapped in an integrated manner.

Data collection was conducted through an online literature search (online database) on two main platforms: Google Scholar for national-level scientific articles and ScienceDirect (Scopus) for international-level articles (Schmiege et al., 2020) . The document search strategy utilized relevant and interrelated keywords, such as “environmentally friendly packaging,” “purchase decisions,” “green packaging,” “sustainable packaging,” and “consumer behavior.” The use of these two databases aims to capture the diversity of perspectives on consumer behavior, both in domestic and international markets (Yin & Do, 2025) .

Based on the search results, the articles were selected strictly according to the established inclusion criteria. These criteria include: the articles must be the results of empirical research from reputable scientific journals, published within the most recent publication period (the last 10 years), and explicitly examine the interaction between eco-friendly packaging attributes (biodegradable, recyclable, reusable) and consumer responses or purchasing decisions. Based on these selection criteria, 20 relevant articles were identified as the primary sample for analysis, consisting of 10 domestic (Indonesian) articles from Google Scholar and 10 international articles from ScienceDirect/Scopus.

All selected sample articles were then analyzed using content analysis techniques through a descriptive-analytical approach (Khirfan et al., 2020) . The analysis process began with data extraction into a literature matrix to map the articles’ identities, methodologies, and key findings (Klarin, 2024) . The extracted data is then categorized based on main themes (Ahmed et al., 2025) . The main themes to be used include perceptions of packaging materials, the influence of aesthetics and functionality, the impact on brand image, as well as technical and economic barriers faced by the industry.

As a final step, a comparative synthesis was conducted between the results of national and international studies to draw comprehensive conclusions (Mengist et al., 2020) . This synthesis process highlights patterns of relationships among variables, assesses the level of consistency in findings across researchers, and identifies research gaps that have not yet been addressed in the existing literature (Ahir & Deshmukh, 2025) . Through this systematic methodological approach, the results of the literature review are expected to provide a strong theoretical foundation regarding the contribution of eco-friendly packaging to consumer behavior and purchasing decisions. Abbreviations and Acronyms

4. Results and Discussion

Table 1. Empirical Studies Used in the Systematic Review

<i>Title</i>	<i>Author and Year</i>	<i>Journal</i>	<i>Main Focus / Key Findings</i>
The Effect of Green Advertising and Environmental Awareness on Purchase Interest and Purchase Decisions for Ades Brand Mineral Water in Jember Regency	(Ariescy et al., 2019)	Mebis Journal of Management and Business	Environmental awareness and green advertising have a positive effect on purchase interest and purchasing decisions for products.
The Effect of Green Products and Price on Purchase Decisions for Tupperware Products	(Hanifah et al., 2019)	Jmd: Dewantara Journal of Management and Business Research	Price remains a primary consideration in purchasing decisions, even when awareness of eco-friendly products is high.
Green Products: The Influence of Product Knowledge, Purchase Knowledge, and Usage Knowledge on Purchase Decisions	(Rusniati & Rahmawati, 2019)	Intekna Journal	Consumer knowledge regarding the attributes, purchasing methods, and usage of eco-friendly products influences purchasing decisions.
Behavioral Choices of Governments, Enterprises, and Consumers	(H. Sun & Li, 2021)	Sustainable Production and	Examining the behavioral choices of governments, industries, and consumers

Regarding Recyclable Green Logistics Packaging		Consumption	regarding recyclable packaging through policy interventions and incentives.
The Perspective of Green Marketing Tools on the Purchase of Environmentally Friendly Products	(Khairunnisa et al., 2022)	Business Perspectives Journal	Green marketing tools are effective in guiding consumer concern into actual purchasing behavior.
The Influence of Brand Image and Eco-Friendly Packaging on Purchase Decisions (A Study of Starbucks Customers in Surakarta)	(Aini & Walyoto, 2022)	E-Qien Journal of Economics and Business	Eco-friendly packaging and brand image significantly influence consumer purchasing decisions.
Exploring Green Product Attributes and Their Effect on Consumer Behavior: A Systematic Review	(Marcon et al., 2022)	Sustainable Production and Consumption	Green product attributes (including packaging) serve as positive signals to consumers, although their influence varies compared to green advertising.
The Role of Promotions, Eco-Friendly Packaging, and Price in Influencing Customers' Purchase Decisions for Retail Coffee-Milk Products	(Harto, et al., 2022)	Journal of Citizenship	Eco-friendly packaging (paper/glass), combined with promotions and price, influences retail food and beverage purchasing decisions
Research on the Influencing Factors of Consumers' Green Purchase Behavior in the Post-Pandemic Era	(Y. Sun et al., 2022)	Journal of Retailing and Consumer Services	Identifying the determinants of post-pandemic green purchasing behavior and the importance of consumer education
The Influence of Lifestyle and Knowledge on Purchasing Decisions for Environmentally Friendly Products in Medan	(Sabrina Hesti et al., 2022)	Journal of Ganesha Polytechnic, Medan	Sustainable lifestyles and consumers' level of knowledge drive purchasing decisions for eco-friendly products.
The Influence of Green Marketing in the "Plastic Bag Diet" Campaign on Purchase Decisions for Alfamart Eco Bags (Eco-Friendly Shopping Bags) Through Purchase Intention as an Intervening Variable	(Utomo & Dwiyanto, 2022)	Diponegoro Journal of Management	Green marketing campaigns trigger purchase interest before it materializes into a decision to purchase eco-bags.
The Influence of Green Promotion and Green Packaging on Purchase Decisions for Milo Activ-Go UHT Products (A Study of Consumers in Semarang)	(Amalia Putri et al., 2023)	Journal of Business Administration	The integration of green promotion and green packaging has a positive impact on UHT product purchase decisions.
A New Perspective on Extra Consumer Costs for Green Parcel Packaging — An Exploration of Signal Theory and Green Values	(Cao & Xu, 2023)	Journal of Cleaner Production	Consumers with green values are willing to bear extra costs for biodegradable or recyclable parcel packaging.

Consumer Perceptions and Behaviors Toward Reducing Plastic Packaging in Takeout Food: A Case Study of College Students in China	(Guan et al., 2023)	Circular Economy	Students' Perceptions and Habits Regarding Reducing the Use of Plastic Packaging in Takeout Food Services.
Company Perspectives on Consumers' Views Regarding Sustainable Packaging	(Herbes et al., 2024)	Sustainable Production and Consumption	Reusable packaging provides added utility and functional satisfaction that enhance long-term customer loyalty.
Consumer Readiness for Green Consumption: The Role of Green Awareness as a Moderator of the Relationship Between Green Attitudes and Purchase Intentions	(Shehawy & Ali Khan, 2024)	Journal of Retailing and Consumer Services	Environmental awareness acts as a moderator that strengthens the relationship between green attitudes and consumer purchase intentions.
The Influence of Eco-Friendly Packaging Design on Millennial Consumers' Purchase Decisions	(Dava Danuarta et al., 2024)	Proceedings of the National Seminar on Communication and Visual Design	The visual design and functionality of eco-friendly packaging are the primary drivers of millennials' purchasing decisions.
Green Purchase Behavior in Circular Packaging: The Case of Young Consumers in Indonesia	(Ramadhanti et al., 2024)	Cleaner and Responsible Consumption	Product knowledge and perceptions of circular packaging increase the green purchasing intentions and behaviors of young Indonesian consumers.
Look-Smell-Taste Labels on Food Date Marking: Assessing Their Effectiveness in Reducing Food Waste at the Consumer Level as Part of the European Green Deal	(Wallnoefer et al., 2024)	Food Quality and Preference	Label reliability and packaging functionality help reduce food waste at the consumer level.
Adoption of Reusable Packaging in E-Commerce Markets with Green Consumers: An Evolutionary Game Analysis	(Yue et al., 2024)	Journal of Retailing and Consumer Services	Modeling the adoption of reusable packaging in e-commerce markets involving interactions between green consumers and businesses.

A. The Influence of Eco-Friendly Packaging on Consumer Purchase Decisions

Environmentally friendly packaging has become an increasingly important factor in consumers' purchasing decisions. As awareness of the negative environmental impact of plastic packaging grows, more and more consumers are showing a preference for products that use recyclable or eco-friendly packaging. The influence of eco-friendly packaging on purchasing decisions extends beyond products packaged in an environmentally friendly manner; it also reflects consumers' desire to contribute to sustainability efforts through their purchasing choices.

1) Consumer preferences for sustainable packaging.

Consumer preference for eco-friendly packaging is becoming increasingly important as awareness of the negative impacts of single-use plastic packaging grows. Products with eco-friendly packaging are often perceived as more appealing by consumers who care about sustainability, and they are more likely to purchase those products. Eco-friendly packaging—such as that made from recycled materials, organic materials, or naturally biodegradable materials—

demonstrates manufacturers' commitment to reducing plastic waste and preserving the environment.

A study by Marcon et al. (2022) found that eco-friendly packaging has a significant influence on purchasing decisions, although this influence is smaller than that of green advertising. Eco-friendly packaging serves as a positive signal to consumers that a company takes environmental issues seriously. Therefore, companies that use eco-friendly packaging can build a positive brand image, which in turn can increase purchase interest and influence purchasing decisions. This is consistent with the findings of Ramadhanti et al. (2024), which show that knowledge about eco-friendly products also increases consumers' purchase intent.

Eco-friendly packaging also benefits companies in terms of customer loyalty. Consumers who choose products with eco-friendly packaging feel that they are contributing to sustainability efforts, which creates a sense of satisfaction and pride after making a purchase. Therefore, manufacturers who adopt eco-friendly packaging not only attract consumers' attention but can also retain customers in the long term.

2) The Impact of Environmental Awareness on Food and Tourism Choices.

Environmental awareness also has a significant impact on consumer choices regarding various types of products, particularly in the food and tourism sectors. In the food industry, more and more consumers are avoiding products with single-use plastic packaging and preferring those that use eco-friendly packaging. Research shows that consumer awareness of the environmental impact of plastic packaging has led them to choose food products with more eco-friendly packaging, such as packaging made from paper, cardboard, or other recycled materials (Harto et al., 2022).

This phenomenon is also evident in the tourism industry, where many consumers are increasingly prioritizing sustainability when choosing tourism services. Environmentally conscious consumers tend to choose travel destinations that implement sustainability principles, such as reducing plastic use, recycling waste, and supporting other eco-friendly initiatives. In this regard, eco-friendly packaging also plays a role in the tourism industry, particularly for tourism products such as souvenirs, food, and beverages, which often use single-use plastic packaging. Tourism destinations that prioritize environmental sustainability—including the use of eco-friendly packaging—are more likely to attract consumers who care about nature conservation.

Research by Harto et al. (2022) reveals that factors such as eco-friendly packaging in food products—for example, coffee with milk packaged in paper-based containers or glass bottles—can influence consumer purchasing decisions. The use of eco-friendly packaging in tourism products can also strengthen the image of a destination or tourism company as a pioneer in environmental sustainability, which is increasingly important to consumers who are environmentally conscious.

As consumer preference for sustainable packaging continues to grow, companies in the food and tourism sectors need to adapt their strategies to meet the demands of a market that is increasingly concerned about environmental issues. Food products and tourism services that prioritize the use of eco-friendly packaging, along with other sustainability policies, will become increasingly popular among environmentally conscious consumers.

B. Factors Affecting the Effectiveness of Eco-Friendly Packaging

Eco-friendly packaging has great potential to influence consumer purchasing decisions, but its effectiveness depends heavily on various factors, including the packaging materials and design. Choosing eco-friendly materials and designs that take into account both functional and aesthetic needs is key to attracting the attention of environmentally conscious consumers.

1) Packaging Materials: Consumer reactions to materials such as biodegradable, recyclable, and reusable options.

The packaging materials used in eco-friendly products significantly influence consumer perceptions and purchasing decisions. Consumers who are increasingly aware of environmental impacts tend to be more interested in products that use materials that are recyclable, biodegradable, or reusable. Choosing eco-friendly materials not only reflects a company's commitment to sustainability but also enhances positive perceptions of the brand.

Research by Cao & Xu (2023) shows that consumers with green values are more likely to choose products that use biodegradable or recyclable packaging. This is driven by consumers' desire to reduce their carbon footprint and support environmental sustainability. Biodegradable packaging materials, such as plant-based plastics or recycled paper, can reassure consumers that the products they choose will not pollute the environment after use.

In addition, reusable packaging is also becoming increasingly popular among consumers who are concerned about environmental issues. Consumers prefer products with packaging that can be used repeatedly, such as shopping bags or containers that can be repurposed for other uses. Herbes et al. (2024) note that products with reusable packaging not only reduce plastic waste but also provide added value to consumers, who feel they can make use of the packaging after the product is finished. Thus, eco-friendly packaging materials—whether biodegradable, recyclable, or reusable—play a significant role in attracting consumers who care about sustainability.

2) Design and Functionality: Packaging designed to be portable, ergonomic, and aesthetically pleasing for travelers.

In addition to materials, packaging design also plays a crucial role in determining the effectiveness of eco-friendly packaging, particularly for products frequently used by highly mobile consumers, such as travelers. Well-designed packaging not only meets sustainability standards but must also prioritize functionality and aesthetics. Travelers, for example, tend to look for packaging that is portable, lightweight, and ergonomic, allowing them to carry products comfortably during their travels.

Ergonomic and practical packaging designs enhance the user experience, which in turn can influence purchasing decisions. For example, food or beverage products with eco-friendly packaging that is easy to open, easy to carry, and practical for use on the go are highly sought after by active consumers. Shehawy & Ali Khan (2024) state that portable and practical packaging design can increase consumer convenience, thereby encouraging the purchase of eco-friendly products. This is especially true for products consumed on the go, such as snacks, beverages, or cosmetics.

In addition, aesthetic factors also play a role in attracting consumer interest, particularly among tourists who tend to choose products with attractive and unique packaging to take home as souvenirs or mementos. Research by Aini et al. (2022) shows that visually appealing packaging design can enhance brand image and encourage consumers to purchase the product. Aesthetically pleasing packaging that aligns with sustainability values can increase a product's appeal to consumers who care about both the appearance and the environmental impact of their choices.

Good packaging must also fulfill its function of protecting the product without compromising sustainability. Products with eco-friendly packaging that is not functional—for example, packaging that is easily damaged or fails to protect the product properly—are likely to disappoint consumers. Therefore, eco-friendly packaging design must strike a balance between sustainability, functionality, and aesthetic appeal.

C. Economic and Social Impacts

Choosing eco-friendly packaging not only affects the environment but also has significant economic and social impacts. For both manufacturers and consumers, the decision to use sustainable packaging can affect costs, profits, and customer relationships. In this section, we will discuss two key aspects related to the economic and social impacts of using eco-friendly packaging: a cost-benefit analysis and its impact on brand image and customer loyalty.

1) Cost-benefit analysis of using eco-friendly packaging for manufacturers and consumers.

a) Production and Implementation Costs

One factor that is often a concern for manufacturers when adopting eco-friendly packaging is production costs. Packaging made from sustainable materials—such as biodegradable, recyclable, or reusable materials—is often more expensive than conventional packaging, especially in the early stages of production. These additional costs can stem from more expensive raw materials, more complex production processes, or specialized equipment required to produce eco-friendly packaging.

Research by H. Sun & Li (2021) reveals that although the production costs of eco-friendly packaging tend to be higher, companies can reap long-term benefits from reduced waste disposal and waste management costs. In addition, governments in various countries are increasingly encouraging companies to switch to eco-friendly packaging by offering tax incentives or subsidies, which can help lower implementation costs. On the other hand, more and more consumers are becoming aware of the importance of sustainability, which is encouraging manufacturers to invest in eco-friendly packaging despite the higher upfront costs.

b) Benefits of Increased Consumer Demand

Although the initial costs are higher, manufacturers can often benefit from increased demand from consumers who are more environmentally conscious. Many consumers now prefer products with eco-friendly packaging because they are aware of the environmental impact of single-use plastic packaging. Herbes et al. (2024) note that consumers who are more concerned about environmental issues are more likely to purchase products that use sustainable packaging, even if those products are slightly more expensive.

In this context, long-term benefits for manufacturers may include increased market share, greater customer loyalty, and an improved brand image, all of which can boost sales. For consumers, even though they may have to pay slightly more for products with eco-friendly packaging, they feel that they are contributing to sustainability and waste reduction, which adds psychological value to their purchase.

2) The Impact of Sustainable Packaging on Brand Image and Customer Loyalty.

a) Impact on Brand Image

The use of eco-friendly packaging has a significant impact on brand image. Consumers are increasingly associating brands with social and environmental responsibility. In this context, sustainable packaging serves not only to protect the product but also to communicate the company's values regarding sustainability. Aini et al. (2022) show that consumers tend to choose brands that demonstrate a commitment to sustainability and minimize their environmental impact. Eco-friendly packaging serves as a symbol of a company's responsibility toward global issues, which in turn can enhance the brand's appeal in the eyes of consumers.

In addition, H. Sun & Li (2021) state that companies that use sustainable packaging can strengthen their market position by differentiating themselves from competitors who still use conventional packaging. This will give them a competitive advantage, especially in markets that are increasingly focused on environmental awareness. Brands that highlight the use of eco-friendly packaging have a great opportunity to attract consumers who prioritize sustainability, both in terms of moral and functional values.

b) Customer Loyalty and Its Impact on Repeat Purchases

Eco-friendly packaging can also strengthen customer loyalty. Consumers who feel they are purchasing products from a company that supports sustainability tend to be more satisfied and proud of their choices. Cao & Xu (2023) show that environmental awareness can increase customer loyalty, as consumers feel that their choices not only benefit themselves but also have a positive impact on the environment. By focusing on sustainability, companies can build long-term relationships with customers who care about the environmental impact of their purchasing decisions.

In addition, eco-friendly packaging can encourage repeat purchases. Y. Sun et al. (2022) note that consumers who have positive experiences with sustainability-based products—including eco-friendly packaging—are more likely to make repeat purchases. This is because consumers not only value product quality but also appreciate the values upheld by the company. Therefore, the use of eco-friendly packaging can create a snowball effect, where consumers who are satisfied with their choices become more loyal and more likely to recommend the product to others.

D. Challenges in Implementing Eco-Friendly Packaging in the Food and Tourism Industries

The implementation of eco-friendly packaging in the food and tourism industries presents complex and diverse challenges. Although sustainable packaging offers various benefits—environmental, economic, and social—many industry players face obstacles in adopting eco-friendly packaging. Some of the main challenges faced in implementing eco-friendly packaging include cost, regulations, market preferences, consumer education, and industry players' adaptation to eco-friendly practices.

1) Cost, Regulatory, and Market Preference Challenges.

a) Production Costs of Eco-Friendly Packaging

One of the main challenges in implementing eco-friendly packaging is the higher production cost compared to conventional packaging. Herbes et al. (2024) point out that although raw materials for eco-friendly packaging are becoming more widely available, they are still relatively more expensive. Materials such as biodegradable or compostable materials used in eco-friendly packaging often require more complex production processes, as well as specialized equipment that increases production costs. This can be a major obstacle, especially for small and medium-sized enterprises with limited budgets.

On the other hand, eco-friendly packaging may also require an initial investment in more environmentally friendly infrastructure, such as recycling facilities or organic waste processing plants, which can also drive up costs. Nevertheless, Cao & Xu (2023) point out that despite higher upfront costs, companies can reduce operational costs in the long term through waste reduction and improved production process efficiency.

b) Government Regulations and Policies

Government regulations and policies also play a major role in promoting or hindering the implementation of eco-friendly packaging. In many countries, governments are beginning to implement regulations that ban the use of single-use plastic packaging and encourage the use of eco-friendly packaging. However, not all countries have consistently supportive regulations. H. Sun & Li (2021) note that inconsistencies between national and local policies regarding waste management or the use of eco-friendly packaging can pose challenges for industries operating across multiple regions. Companies that must comply with various regulations in every country or region where they operate often find it difficult to adapt to these differing rules.

c) Market Preferences and Consumer Habits

Although there is a global trend toward sustainability, market preferences still vary across countries and consumer segments. Most consumers may be more interested in lower prices and product convenience than in considering the environmental impact of packaging. Hanifah et al. (2019) found that despite growing environmental awareness, price remains the primary factor in product purchasing decisions. This indicates that despite the push toward sustainability, many consumers are not yet fully prepared to switch to products with eco-friendly packaging, especially if the price of such products is higher than that of conventional products.

2) Consumer education and industry adaptation to eco-friendly practices.

a) Consumer Education

One of the main challenges in implementing eco-friendly packaging is the importance of educating consumers about the benefits and proper use of more eco-friendly packaging, as described at . Many consumers still lack understanding of sustainable packaging and how they can contribute to reducing environmental impact by choosing products that use such packaging. Y. Sun et al. (2022) state that although awareness of environmental issues is increasing, consumer knowledge regarding eco-friendly products and sustainable packaging remains limited. Therefore, companies need to invest resources in educating consumers, for example through awareness campaigns,

information on product packaging, or social media.

This education is not only about explaining the environmental benefits of eco-friendly packaging but also about teaching consumers how to recycle or manage such packaging after use. As consumer understanding and awareness increase, they will be more motivated to choose products that prioritize sustainability and eco-friendly packaging.

b) Industry Players' Adaptation to Eco-Friendly Practices

For industry players, the biggest challenge in adopting eco-friendly packaging is the ability to adapt to ever-changing market conditions and evolving regulations. Hanifah et al. (2019) state that although an increasing number of companies are beginning to implement green marketing strategies, adapting to eco-friendly practices remains a major challenge for some companies, particularly those in the food and tourism industries. For food companies, for example, selecting eco-friendly packaging materials that also preserve product quality presents a unique challenge. Meanwhile, in the tourism industry, practical and efficient eco-friendly packaging—such as for fast food or items sold at tourist destinations—must be tailored to the needs of consumers who prioritize convenience.

Furthermore, industry adaptation also involves developing environmentally friendly supply chains. Aini et al. (2022) emphasize the importance of collaboration between companies and suppliers of eco-friendly packaging materials who can meet large-scale demand at competitive prices. Adapting to new technologies to produce more eco-friendly and efficient packaging also requires significant investment.

E. Implications for the Food and Tourism Industries

The implementation of eco-friendly packaging in the food and tourism sectors not only benefits the environment but also has the potential to enhance brand image and attract consumers who are increasingly aware of sustainability issues. Therefore, it is important for industry players to adopt the right approach so that the transition to eco-friendly packaging proceeds smoothly and has a positive impact on their companies. The following are some practical implications, as well as policies and regulations that can support the implementation of eco-friendly packaging in both sectors.

1) Practical Implications

Adopting eco-friendly packaging requires a strategic approach to balance costs, product quality, and sustainability through carefully selected materials, practical design, consumer education, and appealing aesthetics. Food manufacturers must select biodegradable or recyclable materials—such as cardboard or recycled plastics—that strictly uphold hygiene, safety, and shelf-life standards (Herbes et al., 2024). Meanwhile, tourism producers should prioritize portable, ergonomic, and multifunctional designs—like dual-purpose containers or shopping bags—to meet the practical demands of travelers (Wallnoefer et al., 2024). To amplify market impact, businesses should actively educate consumers on the environmental benefits of green packaging via social media and direct outreach (H. Sun & Li, 2021), while ensuring the design visually reflects core sustainability values to reinforce brand image and drive customer loyalty (Harto et al., 2022).

2) Marketing and branding strategies aligned with sustainability values to attract consumers.

Effective marketing and branding strategies are essential for capturing environmentally conscious consumers by aligning brand messaging with green values across all consumer touchpoints. By adopting a green marketing approach, companies can explicitly position their brand around sustainability to attract consumers who prioritize eco-friendly values (Cao & Xu, 2023). Leveraging social media platforms for sustainability campaigns further amplifies this reach—particularly among younger demographics—by educating audiences on the positive impacts of green packaging and driving awareness toward sustainable choices (Y. Sun et al., 2022). Ultimately, long-term brand equity requires a holistic commitment where sustainability extends beyond packaging into transparent supply chains, operational practices, and corporate culture (Mandagi et al., 2021).

3) Policies and Regulations:

The government plays a pivotal role in driving industrial sustainability by combining regulatory mandates—such as single-use plastic restrictions and mandatory recyclable or biodegradable material standards—with financial incentives like tax breaks and licensing fee exemptions to encourage green technology adoption. To complement these policy measures, businesses in the food and tourism sectors should implement clear, measurable packaging standards by obtaining internationally recognized certifications—such as Certified Compostable or Cradle to Cradle—which foster consumer trust. Furthermore, achieving long-term eco-friendly packaging adoption requires active collaboration between governments and industry associations to build standardized recycling and reuse frameworks that streamline waste processing systems and facilitate consumer-level packaging reuse.

V. Conclusion

A. Summary of Key Findings:

This study reveals that eco-friendly packaging plays a significant role in shaping consumer preferences and purchasing decisions within the food and tourism industries. Driven by heightened awareness regarding the environmental hazards of single-use plastics, consumers and travelers increasingly favor products and services that utilize recyclable, biodegradable, or reusable packaging. This eco-friendly packaging acts as a direct catalyst for purchasing decisions, appealing to environmentally conscious buyers while enhancing brand image and fostering long-term customer loyalty. However, industry adoption faces key hurdles, including elevated production costs, material supply constraints, functional performance trade-offs, and price-sensitive consumer segments. To overcome these challenges, government regulations and incentives—such as single-use plastic bans and subsidies—are vital to encourage business innovation. Ultimately, sustainable packaging serves a dual purpose: advancing environmental conservation and acting as a strategic marketing tool that strengthens product appeal in a green-minded market.

B. Study Limitations:

This study faces several notable limitations regarding literature access, scope, and consumer variability that should be considered when interpreting the findings. First, the review is constrained by data availability and paywall barriers, as well as a limited body of research explicitly linking eco-friendly packaging to the intersection of the food and tourism industries. Second, the scope is restricted to these two specific sectors and localized geographic contexts, which limits the generalizability of the results to broader markets such as general retail or fast-moving consumer goods. Finally, the findings reflect significant cross-market variability in consumer perceptions, as cultural nuances, local customs, and economic disparities between developed and developing nations heavily influence how sustainable packaging is valued. Future research should address these gaps by conducting broader, cross-sectoral empirical studies that account for diverse socioeconomic and regional dynamics.

C. Suggestions for Further Research

Future research should adopt an empirical approach using surveys, interviews, or field experiments to directly measure real-world consumer responses and cross-cultural decision-making regarding sustainable packaging. Scholars are encouraged to build comprehensive consumer behavior models that incorporate variables such as environmental education, social consciousness, and income levels to better assess willingness-to-pay dynamics. Additionally, comparative studies evaluating distinct packaging materials—such as biodegradable, recyclable, and reusable options—can help manufacturers tailor specific solutions to targeted market segments within the food and tourism sectors. Longitudinal research is also needed to track how environmental awareness and consumer attitudes evolve over time in response to shifting policy frameworks and marketing initiatives. Finally, investigating the economic implications of eco-friendly packaging, specifically balancing initial production costs against long-term profitability, brand equity, and customer retention, will provide crucial strategic insights for industry practice. Further research in this area is expected to provide deeper insights into the factors influencing the adoption of eco-friendly packaging, as well as how this contributes to sustainability in the

food and tourism industries. Suggestions for further research on the relationship between packaging and consumer behavior in the sustainable tourism sector.

Future research may lead to a deeper understanding of how eco-friendly packaging influences consumer behavior in the sustainable tourism sector. Although eco-friendly packaging has been shown to influence consumer preferences in the food and consumer goods sectors, there are a number of aspects that still need to be explored in the context of tourism. Some suggestions for further research By delving deeper into these various aspects, future research can provide a more comprehensive understanding of the relationship between eco-friendly packaging and consumer behavior in the sustainable tourism sector, as well as how this industry can better support sustainability through changes in its packaging and marketing approaches.

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