

GENERATION Z PERSPECTIVES ON SUSTAINABLE PACKAGING: A SINGLE-CASE STUDY

Reamuel R. Bañados, Regin M. Suarez, and Daryl V. Panerio

Author's Affiliation:

College of Business Administration
and Management Accounting, St.
Cecilia's College-Cebu, Inc.,
Minglanilla, Cebu, Philippines

Corresponding Author:

reamuelbanados@gmail.com

Article History:

Date Submitted: August 30, 2026

Date Accepted: September 25, 2026

Date Published: October 9, 2026

APA 7th Edition Reference:

Bañados, R. R., Suarez, R. M., &
Panerio, D. V. (2026). Generation Z
perspectives on sustainable packaging:
A single-case study of values and
willingness to pay. *Ascend: Journal of
Interdisciplinary Scholarship and
Innovation*, 2 (1), 68-79.
<https://doi.org/10.5281/zenodo.23252678>

Abstract. This study investigates how Generation Z evaluates sustainable packaging within the consumer goods sector, addressing a critical research gap in understanding how multidimensional consumer values intersect with financial commitment. A qualitative single-case design was employed, utilizing face-to-face focus group discussions with ten undergraduate participants at St. Cecilia's College – Cebu, Inc. Data were analyzed through systematic thematic analysis, which revealed six major themes: emerging awareness and everyday encounters, perceptions of responsibility and quality, experiences of use and practical challenges, values and social influence, evaluating credibility and willingness to pay, and future commitments and conditional adoption. Findings indicate that while sustainable packaging signals brand credibility and ethical alignment, actual willingness to pay is contingent upon authentic transparency, structural integrity, and perceived product quality. The study concludes that Generation Z recognizes sustainable packaging as a marker of ethical corporate conduct, yet purchasing commitment is constrained by high costs, functional trade-offs, and skepticism about greenwashing. Bridging this value-action gap requires consumer goods companies to integrate sustainability with durability, affordability, and transparent eco-certification, thereby transforming eco-friendly intentions into consistent consumer behavior and advancing global sustainability goals.

Keywords: Consumer goods, Generation Z, qualitative research, sustainable packaging, willingness to pay

Introduction

Global environmental degradation, particularly the proliferation of single-use plastics, has emerged as a critical ecological challenge disrupting international ecosystems (Shashoua et al., 2024). As climate change accelerates into an increasingly critical planetary crisis, about 86% of global respondents acknowledge its reality (Aisyah, 2023). In this evolving landscape, Generation Z, typically defined as individuals born between 1997 and 2012, perceives environmental consciousness not as a passing preference but as a normative expectation (Anis et al., 2023). Gen Z consumers are also more likely to favor eco-friendly brands and pay more for eco-friendly products when they are familiar with them, with higher green consciousness and chronic promotion focus influencing their attitudes and intentions (Ewe & Tjiptono, 2023).

Despite growing scholarly attention to sustainable consumption, few studies systematically examine how diverse consumer values interact to predict financial commitment, particularly in the consumer goods sector (Anis et al., 2023; Longyapon et al., 2025). A scholarly work underscores

the importance of consumer attitudes and perceptions in accepting sustainable packaging. In fact, Boz et al. (2020) highlight that obstacles such as complex value chains, economic constraints, and functional trade-offs often create a mismatch between perceived sustainability and actual consumer choices. Additionally, research using Signaling Theory shows that while environmental concerns and expectations of a greener future boost willingness to pay a premium, perceived product quality is a crucial prerequisite. Young consumers pay more only when eco-friendly items perform as well as, or better than, traditional alternatives (Gomes et al., 2023).

In the Philippine context, recent studies reveal a strong environmental consciousness among local consumers. These studies confirm that personal values, beliefs, emotional values, and environmental concern play a significant, positive role in shaping purchase intentions for products with eco-friendly packaging (Bongato et al., 2026; Frias et al., 2025). Likewise, Kurata (2026) found that education, eco-label awareness, green consciousness, and perceived green value influence Filipino Generation Z consumers' eco-friendly product purchases, with cultural values shaping attitudes and social norms. This decision-making process directly supports United Nations Sustainable Development Goal 12, which focuses on Responsible Consumption and Production. By creating a domestic market that actively seeks to minimize waste and increase recycling rates, these consumer behaviors align with Sustainable Development Goal 9, which pertains to Industry, Innovation, and Infrastructure. Demand for sustainable materials in the local market encourages domestic businesses to innovate in green packaging design (Frias et al., 2025; Longyapon et al., 2025).

The rapid expansion of digital consumer engagement, coupled with heightened environmental concerns, has transformed the competitive retail environment, emphasizing transparency and ethical alignment as critical factors in purchasing decisions (Sun & Xing, 2022). Scholars have characterized Generation Z as highly aware of and concerned about ethical and environmental issues, driven by social media exposure. However, frugality limits their ability to purchase ethical items at this life stage (Djafarova & Fouts, 2022). Despite growing literature on consumer satisfaction and environmentally friendly tendencies, a notable gap persists in systematically examining how diverse consumer values interact to predict financial commitment within the consumer goods industry.

Research Questions

This study examines how specific packaging attributes shape perceived value and willingness to pay, providing a holistic understanding of how Generation Z consumers translate sustainability preferences into purchasing behavior.

Specifically, this study sought to answer the following questions:

1. Through which channels (e.g., social media, school, peers) do Generation Z consumers first encounter sustainable packaging, and how does this exposure shape their awareness?
2. How does the visual appearance and material quality of sustainable packaging influence Generation Z's perceptions of product value, brand responsibility, and trustworthiness?
3. What specific experiences do Generation Z consumers report when using products with sustainable packaging, and how do these experiences affect their satisfaction and purchasing behavior?

4. To what extent do internal factors (e.g., personal values) and external influences (e.g., peer recommendations, price, product reviews) shape Generation Z's decision to purchase products with sustainable packaging?
5. How do Generation Z consumers evaluate sustainable packaging in terms of durability, usability, labeling transparency, and overall product protection, and under what conditions are they willing to pay a premium?
6. What conditions or improvements would encourage Generation Z consumers to commit to sustainable packaging in the long term, and how do they envision their future purchasing behavior evolving?

Methodology

Design

This study used a qualitative single-case design to understand how Generation Z consumers navigate trade-offs among environmental values, functional quality, and financial commitment when evaluating sustainable packaging.

A qualitative approach was appropriate because the study sought to explore participants' perceptions, lived experiences, and decision-making processes rather than to quantify relationships among variables. The single-case design provided a bounded context in which multiple considerations—awareness, perceptions, usability, affordability, and willingness to pay—could be examined holistically.

This design allowed the researchers to identify recurring patterns and variations in participants' accounts and develop themes explaining how Generation Z reconciles sustainability preferences with product functionality and financial realities.

Locale

The study was conducted at St. Cecilia's College – Cebu, Inc., located in Minglanilla, Cebu, Philippines. Minglanilla is a first-class municipality in Metropolitan Cebu, with a dynamic consumer base and diverse educational institutions.

The college provided an ideal setting for exploring consumer habits among Generation Z undergraduate students, particularly those enrolled in the Business Administration and Management Accounting programs. This environment provided access to knowledgeable participants who were actively engaged in consumer decision-making, especially regarding food, beauty, and household goods.

Key Informants and Sampling

Ten (10) Generation Z participants, aged 18–20, were selected through purposive sampling based on their awareness and experience with products using sustainable packaging. This sampling strategy ensured that informants could provide meaningful insights into the environmental, functional, and financial considerations central to the study. The sample size was determined by data saturation, as recurring themes consistently emerged across focus group discussions.

While the single-case design limits generalizability, it offers rich contextual insights into young consumers' perspectives. Future studies may employ comparative multi-case or mixed-methods designs to validate and extend these findings.

Instrument

Data were collected using a semi-structured interview guide designed to elicit comprehensive information about participants' experiences, perceptions, and decision-making processes. The guide included open-ended questions to allow participants to articulate their views freely, supplemented by probing questions to clarify and deepen responses. Items were carefully formulated to address the study's central inquiry: how environmental values, product functionality, affordability, and social influences interact to shape willingness to pay for sustainable packaging.

Data Gathering Procedure

Before conducting the Focus Group Discussions (FGDs), the researchers undertook several preparatory steps to ensure methodological rigor and ethical compliance. The researchers pilot-tested the semi-structured interview guide with two non-participant students to refine question clarity and sequencing. The researchers recruited participants through purposive sampling and formally invited them, providing clear information about the study's objectives, procedures, and ethical safeguards. The researchers obtained written informed consent and assured participants of confidentiality, anonymity, and their right to withdraw at any time. The researchers also prepared the venue to ensure a comfortable, distraction-free environment conducive to open discussion.

The researchers conducted the FGDs face-to-face, with each session lasting between 10 and 27 minutes. The researchers began by reiterating the study's purpose and reminding participants of their rights. The semi-structured interview protocol guided discussions, allowing participants to elaborate on their experiences while ensuring coverage of key topics such as awareness, perceptions, usability, affordability, and willingness to pay. The researchers used probing questions to clarify responses and encourage deeper reflection. With explicit permission, the researchers audio-recorded all sessions to ensure accuracy. Field notes also captured non-verbal cues, group dynamics, and contextual observations that enriched data interpretation.

After the FGDs, the researchers transcribed the recordings verbatim to preserve participants' voices. Transcripts were cross-checked against audio files to ensure accuracy. The researchers then conducted systematic thematic analysis, beginning with open coding of significant statements, then categorizing and synthesizing them into broader themes. To enhance credibility, the research team conducted peer debriefing to review coding decisions and interpretations. The team securely stored all data on password-protected devices and used pseudonyms in transcripts to maintain anonymity. Finally, the team thanked participants for their contributions and reported findings in aggregate to prevent individual identification.

Data Analysis

Thematic analysis was used to provide a structured, rigorous interpretation of the qualitative data. The process began with transcript preparation, in which audio recordings from the Focus Group Discussions were transcribed verbatim and reviewed multiple times to ensure accuracy and familiarity with the dataset. Field notes were also incorporated to capture non-verbal cues and contextual observations.

In the initial stage of open coding, we highlighted significant statements and meaningful text segments and assigned descriptive codes reflecting participants' awareness, perceptions,

usability concerns, affordability issues, and willingness to pay. The codes were then examined for conceptual similarities and organized into categories, clustering fragmented data into coherent groups such as brand responsibility, price sensitivity, durability concerns, and peer influence. From these categories, the study synthesized broader themes to capture participants' central perspectives, resulting in six major themes: awareness and exposure, perceptions of responsibility and quality, experiences of use and practical challenges, values and social influence, evaluating credibility and willingness to pay, and future commitments and conditional adoption. Each theme was interpreted in relation to the research objectives and the central problem of the value–action gap, highlighting how Generation Z reconciles sustainability preferences with functional performance and financial constraints.

To ensure trustworthiness, the research team conducted peer debriefing to review coding decisions, maintained an audit trail to document the analytical process, and grounded interpretations in direct participant quotations. This systematic approach ensured the findings remained firmly anchored in participants' accounts while providing a coherent explanation of how Generation Z evaluates sustainable packaging.

Ethical Considerations

The study adhered to established ethical principles, including respect for persons, beneficence, non-maleficence, and justice. Participation was voluntary, and respondents were informed that they could withdraw at any time without penalty. The team maintained confidentiality by using pseudonyms and reporting in de-identified form. The researchers stored audio recordings, transcripts, and field notes securely on password-protected devices.

In addition, the researchers reminded informants to respect the privacy of fellow respondents during FGDs. The researchers used the information collected solely for academic purposes and reported findings objectively to faithfully represent participants' perspectives.

Results and Discussions

Participants' accounts provided varied perspectives on their awareness, attitudes, purchasing experiences, and future intentions toward products with sustainable packaging across the food, beauty, and household sectors. Through systematic coding, categorization, and interpretation of recurring ideas, six major themes emerged: (1) Emerging Awareness and Everyday Encounters, (2) Perceptions of Responsibility and Quality, (3) Experiences of Use and Practical Challenges, (4) Values, Social Influence, and Price Sensitivity, (5) Evaluating Credibility and Willingness to Pay, and (6) Future Commitments and Conditional Adoption.

Theme #1: Emerging Awareness and Everyday Encounters

Participants said awareness of sustainable packaging reflected their growing exposure to brands adopting alternative, environmentally oriented packaging materials. One participant stated, "I noticed that more companies are switching to paper and cardboard to help the environment." Another participant shared, "I have been seeing more products using paper packaging instead of plastic, especially in food and personal care products." Similarly, a participant remarked, "When

I see packaging made from recyclable or plant-based materials, I feel that the brand is actually trying to reduce waste.” Another participant explained, “I think brands are becoming more conscious because they are replacing plastic with materials that are less harmful to the environment.” Another response added, “I pay more attention now to whether the packaging can still be recycled or reused after I finish the product.” These responses illustrate the participants’ increasing exposure to sustainable packaging practices and their recognition of specific materials associated with environmental responsibility.

The participants’ exposure to these packaging practices implies that sustainable packaging has become increasingly visible within their everyday consumer environment. Repeated encounters with recyclable, paper-based, and plant-derived materials may increase familiarity with sustainability concepts and encourage consumers to consider packaging as part of their product evaluation. The ability to identify specific materials and link them to reduced waste also suggests greater environmental awareness at the point of purchase. In this context, packaging becomes more than a protective component; it also serves as a tangible communication medium through which consumers can perceive a brand’s environmental orientation and efforts toward responsible resource use.

Greater marketplace exposure to sustainable packaging may help normalize environmentally responsible consumption among Generation Z (Lisboa et al., 2022). As sustainable alternatives become more visible and recognizable, consumers may pay closer attention to packaging materials and better incorporate environmental considerations into routine purchasing decisions (Branca et al., 2024). This further suggests that visible, practical sustainable packaging can strengthen consumers’ environmental consciousness by making sustainability more concrete and observable in everyday consumption. Consequently, brands that adopt clearly identifiable and functionally appropriate sustainable packaging may be better positioned to communicate environmental responsibility in ways consumers can readily recognize and understand (Polyportis et al., 2023).

Theme #2: Perceptions of Responsibility and Quality

Participants’ responses highlighted how the visual appearance of sustainable packaging shaped their perceptions of a brand’s image and quality. One participant remarked, “Sustainable packaging usually looks more expensive and premium, but I worry if it is strong enough.” Another participant shared, “When the packaging looks simple and environmentally friendly, I also see the brand as more responsible.” Similarly, a participant stated, “I like the appearance of eco-friendly packaging because it looks clean and modern compared to ordinary plastic packaging.” However, participants also raised concerns about durability; one noted, “I appreciate that they use eco-friendly materials, but I still want to make sure the packaging will not easily break or get damaged.” Despite these concerns, participants generally associated environmentally friendly packaging with favorable brand perceptions, particularly regarding responsibility, quality, and modernity.

These responses imply that sustainable packaging carries both symbolic and functional meanings in consumers’ evaluations of a brand. Its visual characteristics can communicate qualities such as environmental consciousness, sophistication, and product value, shaping the overall image consumers form. At the same time, durability concerns suggest that aesthetic appeal and environmental attributes may not be enough when consumers evaluate packaging’s practical

performance. Consumers may therefore assess sustainable packaging by weighing its appearance, environmental significance, and ability to protect the product adequately. The coexistence of admiration and concern shows that consumers' favorable perceptions of sustainable packaging remain closely tied to whether the packaging meets functional expectations.

Sustainable packaging can strengthen brand perception when packaging communicates environmental responsibility through designs that are both visually appealing and functionally reliable (Espineda et al., 2025). The perceived premium appearance of sustainable materials may enhance a brand's symbolic value and build consumer trust, while adequate durability can reinforce the credibility of the sustainability effort (Sarközi & Szabo, 2025). Conversely, when consumers perceive environmental packaging as fragile or impractical, favorable attitudes may be accompanied by reservations about product reliability (Miao et al., 2023). Thus, sustainable packaging may serve as an important branding element, but its ability to create lasting positive perceptions depends on integrating environmental responsibility, aesthetic appeal, and functional performance.

Theme #3: Experiences of Use and Practical Challenge

Participants said their experiences with sustainable packaging shaped how they evaluated and responded to environmentally friendly products in real-world consumption situations. One participant stated, "I like that it is green, but it should not be hard to open or fall apart before I get home." Another participant shared, "I appreciate eco-friendly packaging, but sometimes it becomes inconvenient when it is difficult to open or does not hold the product properly." Similarly, a participant remarked, "I am willing to use sustainable packaging, but it should still be durable enough to carry the food without leaking or getting damaged." Another participant explained, "The packaging may be good for the environment, but if it makes the product harder to use, I would probably choose something more convenient." These responses show that participants assessed sustainable packaging not only by its environmental attributes but also through their direct experiences handling, opening, carrying, and using the product.

These experiences suggest that consumer acceptance of sustainable packaging is closely tied to its functional performance and usability. Although environmental attributes may encourage favorable attitudes, inconvenient or inadequate packaging can create dissatisfaction and influence subsequent purchasing behavior. Participants' accounts suggest that consumers evaluate sustainability through practical encounters, in which durability, convenience, accessibility, and product protection become important considerations. Consumers therefore experience sustainable packaging as part of the overall product rather than as an independent environmental feature. When packaging performs its intended functions effectively, consumers may see sustainability as compatible with everyday consumption; when it fails to meet functional expectations, negative usage experiences may overshadow environmental benefits.

Long-term acceptance of sustainable packaging depends on integrating environmental responsibility with a satisfactory consumer experience (Kozik-Kołodziej, 2026). Consumers are more likely to maintain sustainable purchasing behaviors when environmentally preferable packaging does not sacrifice convenience, durability, or product protection (Boz et al., 2020). This suggests that sustainable packaging initiatives should prioritize not only environmentally responsible materials but also user-centered design and functional reliability. In this regard, a

positive consumption experience can reinforce the perceived practicality of sustainability and support its incorporation into consumers' routine purchasing and usage behaviors (Theocharis & Tsekouropoulos, 2025).

Theme #4: Values, Social Influence, and Price Sensitivity

Participants said personal values, social recommendations, price considerations, and product reviews influenced their decisions to choose products with sustainable packaging. One participant stated, "I usually buy eco-friendly things because my friends recommend them or because I want to live a greener life." Another participant shared, "Sometimes I discover sustainable products because my friends tell me about them, especially when they have already tried the product." Similarly, a participant remarked, "Price is still important to me, but when the difference is reasonable, I would rather choose the one that is better for the environment." Another participant explained, "I also check reviews because I want to know if the product is really worth buying and not just advertised as eco-friendly." These responses indicate that both internal considerations, such as environmental values, and external influences, including social recommendations, affordability, and consumer feedback, shaped participants' purchasing decisions.

These responses suggest that personal values and situational factors interact to shape sustainable purchasing behavior. Participants' environmental beliefs provided a motivational basis for considering sustainable alternatives, while peer recommendations and review information reduced uncertainty and reinforced their decisions. Price, by contrast, represented a practical constraint that could determine whether environmental preferences translated into an actual purchase. This suggests that consumers may support sustainable consumption in principle while still weighing whether the perceived environmental benefits align with their financial capacity and expectations of product value. The influence further suggests that sustainable consumption may develop in social environments where recommendations and shared experiences shape perceptions of acceptable and desirable purchasing behavior.

Sustainable purchasing decisions among Generation Z are shaped by environmental values, social context, and economic considerations, not environmental awareness alone (Chawla & Gupta, 2026). Personal commitment to environmental responsibility may motivate consumers to seek sustainable alternatives, but affordability, accessible information, and others' experiences can reinforce or constrain that motivation (Rajput & Gandhi, 2025). Thus, promoting sustainable products may be more effective when environmental benefits are paired with reasonable pricing, credible consumer information, and social visibility, making sustainability both personally meaningful and practically attainable.

Theme #5: Evaluating Credibility and Willingness to Pay

Participants evaluated sustainable packaging based on its environmental attributes, perceived value, structural integrity, and clarity of design and labeling. One participant remarked, "I am willing to pay more money if the packaging is 100% plastic-free because it shows the brand is serious." Another participant shared, "I support plastic-free packaging, but some of them feel flimsy, so I still question whether they can protect the product properly." Similarly, a participant stated, "The packaging would be better if it were stronger and easier to understand, especially when the label clearly says that it is recyclable or eco-friendly." Another participant explained, "I

am more confident in buying sustainable products when the packaging looks sturdy, and the environmental information is clearly written.” These responses indicate that participants’ overall evaluation of sustainable packaging extended beyond environmental benefits to include perceptions of durability, reliability, visual appeal, and information transparency.

These responses suggest that consumers assess sustainable packaging through a multidimensional evaluation process in which environmental responsibility must be matched by functional adequacy and effective communication. Willingness to pay a premium may emerge when consumers perceive that the packaging reflects a genuine commitment to sustainability and provides sufficient value. However, concerns about flimsy materials show that environmental benefits alone may not offset perceived weaknesses in product protection or usability. Clear labeling also helps consumers identify and understand the packaging's environmental attributes. Accordingly, the perceived value of sustainable packaging strengthens when visible, understandable, and credible information supports environmental claims, along with satisfactory structural performance.

Successful adoption of sustainable packaging depends on integrating environmental performance, structural integrity, and communicative clarity (Espineda et al., 2025; Tarantino et al., 2025). Consumers may be more receptive to environmentally responsible packaging when they can recognize its benefits, trust the information presented, and experience adequate protection and usability in actual consumption. This suggests that sustainability initiatives should not treat material substitution as an end in itself but should incorporate durable design, functional reliability, and transparent labeling into packaging-solution development (Volpe & Pagnotta, 2026). Such integration can enhance the perceived value and credibility of sustainable packaging while better aligning environmental responsibility with consumers’ expectations for quality and performance.

Theme #6: Future Commitments and Conditional Adoption

Participants generally expressed a favorable intention to keep purchasing products with sustainable packaging, provided these products remain accessible, affordable, and meet their practical expectations. One respondent stated, “I will keep buying these products as long as they are easy to find in the store and the price is fair.” Another participant shared, “I want to continue choosing sustainable products, but I still need to consider whether I can afford them regularly.” Similarly, a participant remarked, “I would keep buying eco-friendly products if the quality stays good and the price does not become too expensive.” Another explained, “I want to support sustainable brands in the future, especially when their products are available and convenient for me to purchase.” These responses indicate that participants’ future purchasing intentions were linked to their continued environmental commitment while remaining dependent on affordability, availability, quality, and convenience.

These responses suggest that future sustainable purchasing depends on how well environmental preferences fit into consumers’ everyday buying routines. Participants’ willingness to continue supporting sustainable products suggests that environmental considerations may become an enduring component of consumption when practical barriers are minimized. However, price and accessibility remain important conditions because sustained behavior requires consumers to encounter sustainable alternatives regularly and obtain them without experiencing disproportionate financial burden. Thus, future intention appears to involve balancing environmental responsibility with economic and functional realities rather than pursuing

sustainability independently of these considerations.

The continuity of sustainable consumption among Generation Z depends on making environmentally responsible choices both attainable and convenient within everyday purchasing conditions (Theocharis & Tsekouropoulos, 2025). Long-term commitment may strengthen when sustainable products are competitively priced, readily available, and maintain acceptable quality and functionality (Nguyen et al., 2025). This suggests that encouraging sustained sustainable consumption requires businesses to move beyond raising environmental awareness and instead create market conditions that enable responsible choices to be practiced consistently. In this regard, affordability, accessibility, and product performance become important conditions for translating positive environmental intentions into enduring consumer behavior (Ilagan et al., 2024).

Conclusion

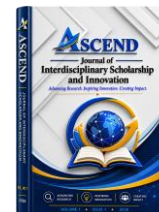
This study concludes that Generation Z acknowledges sustainable packaging as a crucial indicator of ethical corporate conduct and brand reliability. However, economic limitations and practical expectations interact in complex ways to hinder actual purchasing commitment. The results indicate that although young consumers show strong environmental awareness and a stated willingness to pay more, high prices, limited availability, and everyday financial constraints consistently limit their purchasing behavior. Additionally, sustainable design cannot replace fundamental performance attributes; consumers explicitly require strong structure, longevity, and clear eco-certification to justify investing in environmentally friendly alternatives. Because of widespread skepticism about greenwashing, brands must provide clear, verifiable evidence of their environmental impact to build lasting consumer trust. Ultimately, by addressing these practical and financial obstacles, companies can support Sustainable Development Goals 9 and 12 and turn passive eco-friendly intentions into active, lasting market practices.

This study is limited by its focus on a single institution and a small sample size, which may not fully capture the diversity of Generation Z perspectives across regions or socioeconomic groups. Future research should explore cross-cultural comparisons, longitudinal designs, and quantitative approaches to measure the strength of the value–action gap. This will help scholars inform industry strategies that align ecological responsibility with consumer expectations of quality and affordability.

References:

- Aisyah, D. D., Cahyasita, D., & Nugroho, A. D. (2023). Willingness to pay and barriers in Gen Z's pro-environmental product consumption. *BIO Web of Conferences*, 69, 04024. <https://doi.org/10.1051/bioconf/20236904024>
- Anis, U., Zaheer, S. A., & Frooghi, R. (2023). Willingness to pay more for sustainable products by sustainability generation (generation Z) - empirical evidence from Pakistan. *RADS Journal of Business Management*, 5(2), 158–179. <https://doi.org/10.37962/jbm.v5i2.136>
- Ariawan, L. P. P., & Setyaning, A. N. A. (2026). The impact of Generation Z's greenwashing perception on green purchase intention in the context of Indonesian H&M consumers. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 9(1), 581–594. <https://doi.org/10.31538/ijse.v9i1.8390>

- Bongato, J. A., Ratilla, M. C., & Gamotin, G. D. L. (2026). Intention to buy eco-friendly packaged agri-food products: The role of consumption values and environmental cognitions. *Journal of International Food & Agribusiness Marketing*. <https://doi.org/10.1080/08974438.2026.2665115>
- Boz, Z., Korhonen, V., & Koelsch Sand, C. (2020). Consumer considerations for the implementation of sustainable packaging: A review. *Sustainability*, 12(6), 2192. <https://doi.org/10.3390/su12062192>
- Branca, G., Resciniti, R., & Babin, B. J. (2023). Sustainable packaging design and the consumer perspective: a systematic literature review. *Italian Journal of Marketing*, 2024(1), 77–111. <https://doi.org/10.1007/s43039-023-00084-1>
- Chawla, S., & Gupta, A. (2026). The green mandate: Gen Z's role in shaping corporate sustainability. *Social Responsibility Journal*, 1–33. <https://doi.org/10.1108/SRJ-07-2025-0752>
- Djafarova, E., & Foots, S. (2022). Exploring ethical consumption of Generation Z: Theory of Planned Behavior. *Young Consumers*. <https://doi.org/10.1108/yc-10-2021-1405>
- Espineda, M. N., Banocnoc, A. H., & Bautista, I. B. B. (2025). A phenomenological study of consumer perceptions and industry challenges in the transition to sustainable packaging. *Discover Sustainability*, 6(1), 762. <https://link.springer.com/article/10.1007/s43621-025-01707-7>
- Ewe, S. Y., & Tjiptono, F. (2023). Green behavior among Gen Z consumers in an emerging market: eco-friendly versus non-eco-friendly products. *Young Consumers*. <https://doi.org/10.1108/yc-06-2022-1533>
- Frias, J. O. M., Maghinay, S. L., Onipig, R. A. B., Alonzo, A. A., Dadole, D. M., Vicente, O. D. J., & Galla, M. R. (2025). Analyzing consumer purchase intention on products with green packaging among Gen Z in Iligan City, Philippines. *American Journal of Multidisciplinary Research and Innovation*, 4(3), 244–252. <https://doi.org/10.54536/ajmri.v4i3.4792>
- Gomes, S., Lopes, J. M., & Nogueira, M. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, 390, 136092. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Ilagan, S. M. C., Ong, A. K. S., German, J. D., Gumasing, M. J. J., & Pabalan, K. M. P. (2024). Holistic antecedent analysis of behavioral intention among green consumers in the Philippines: a sustainability theory of the planned behavior approach. *Sustainability*, 16(10), 3894. <https://doi.org/10.3390/su16103894>
- Khalimjonov, A. (2023). The impact of green packaging on Gen Z consumer behaviours in Uzbekistan. ResearchGate. <https://www.researchgate.net/publication/370375448>
- Kozik-Kołodziej, N. (2026). Consumer attitudes and perceptions toward sustainable packaging: A systematic literature review. *Sustainability*, 18(3), 1235. <https://doi.org/10.3390/su18031235>
- Kurata, Y. (2026). Determining Factors Influencing Purchase Decision of Eco-Friendly Products among Filipino Generation Z Consumers. *AHFE International*. <https://doi.org/10.54941/ahfe1007599>
- Lisboa, A., Vitorino, L., & Antunes, R. (2022). Gen Zers' intention to purchase products with sustainable packaging: An alternative perspective to the attitude-behavior gap. *Journal of*



- Marketing Management, 38(9-10), 967–992. <https://doi.org/10.1080/0267257X.2022.2083214>
- Longyapon, N. K., Sapidan, L. G., & Sy, M. C. (2025). Sustainable packaging in the beverage industry: A conjoint analysis of Gen Z college students' preferences in Davao City. *International Journal of Business and Applied Economics*, 4(3), 1395–1406. <https://doi.org/10.55927/ijbae.v4i3.159>
- Miao, X., Magnier, L., & Mugge, R. (2023). Switching to reuse? An exploration of consumers' perceptions and behaviour towards reusable packaging systems. *Resources, Conservation and Recycling*, 193, 106972. <https://doi.org/10.1016/j.resconrec.2023.106972>
- Nguyen, K. M., Dinh, L. T. K., Ngo, T. T., Phan, T. T. T., Nguyen, P. D. H., Tran, H. P. M., & Nguyen, N. T. (2025). The impact of 7Ps green marketing mix on customer commitment and willingness to pay a premium price: Evidence from Vietnam. *Journal of Promotion Management*, 31(4), 578–619. <https://doi.org/10.1080/10496491.2025.2484712>
- Polyportis, A., Magnier, L., & Mugge, R. (2023). Guidelines to foster consumer acceptance of products made from recycled plastics. *Circular Economy and Sustainability*, 3(2), 939–952. <https://doi.org/10.1007/s43615-022-00202-9>
- Rajput, A., & Gandhi, A. (2025). Impact of social media influencer content on Generation Z sustainable tourism choices. *Discover Sustainability*, 6(1), 1121. <https://doi.org/10.1007/s43621-025-02004-z>
- Sarközi, D., & Szabo, Z. (2025). Consumer Willingness to Pay a Premium for Sustainable Products Utilizing Recycled Plastics in Hungary: Influence of Environmental Awareness and Branding Strategy. *Journal of Entrepreneurship, Business and Economics*, 13(2), 84–117. <https://scientificia.com/index.php/JEBE/article/view/234>
- Shashoua, Y., Peydaei, A., Mortensen, M. N., Kanstrup, A. B., & Gregory, D. (2024). Physicochemical Degradation of Single-Use Plastics in Natural Weather and Marine Environments. *Environmental Pollution*, 124414. <https://doi.org/10.1016/j.envpol.2024.124414>
- Sun, Y., & Xing, J. (2022). The impact of social media information sharing on the green purchase intention among Generation Z. *Sustainability*, 14(11), 6879. <https://doi.org/10.3390/su14116879>
- Tarantino, M., Mosconi, E. M., Tola, F., Gianvincenzi, M., & Delussu, A. M. (2025). A comprehensive and multidisciplinary framework for advancing circular economy practices in the packaging sector: A systematic literature review on critical factors. *Sustainability*, 18(1), 192. <https://doi.org/10.3390/su18010192>
- Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable consumption and branding for Gen Z: How brand dimensions influence consumer behavior and adoption of newly launched technological products. *Sustainability*, 17(9), 4124. <https://doi.org/10.3390/su17094124>
- Volpe, C., & Pagnotta, L. (2026). Adhesives and Sealants in Packaging: Advanced Materials, Performance, and Emerging Technologies (Part II). *Materials*, 19(15), 3320. <https://doi.org/10.3390/ma19153320>