

# **A Study on Sustainable Packaging Transitions : An Empirical Study**

**Dr. Ranjithkumar S<sup>1</sup> and Abraham Ragu<sup>2</sup>**

Professor, School of Economics and Commerce, CMR University, Bengaluru, India<sup>1</sup>

6th B.Com IAF, School of Economics and Commerce, CMR University, Bengaluru, India<sup>2</sup>

**Abstract:** *This paper addresses the theoretical foundations of the role and purpose of packaging in consumer markets, its various functions of determining the changes in purchasing behaviour and brand reputation. The study alludes to how packaging serves as a material container and communication channel and how it can communicate brand identity as well as meet functional requirements. Theory allocates a function to packaging where communication, product safety, and environmental issues converge to generate rich analyses of consumer's experiences and influence their purchasing decisions. The review integrates seminal analyses of core theoretical models to detail the psychological effect of packaging, such as attentional processes and semiotic interpretation processes. It also discusses how product categorization and choices among customers is changed through package changes and the purpose of packaging in offline shopping decision-making. It pinpoints the parts where there are theoretical gaps in relation with cultural variation in the interpretation of packages and dynamic nature of packages in the context with online shopping. New theoretical insights propose that packaging is moving from being a passive container to an active player in consumer interaction, and for this purpose, there is a need for new conceptual frameworks. The paper concludes by putting forward directions for theoretical innovation, specifically in the purpose of packaging in sustainable consumption practice and its integration with omnichannel retailing strategies.*

**Keywords:** packaging design, consumer behaviour, sustainability, brand reputation, marketing strategy

