

Analyzing the Impact of Digital Influence and Packaging Design on Consumer Choices for Organic Products: A Theoretical Approach

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Abstract: In the rapidly evolving marketplace, digital platforms have emerged as a crucial factor influencing consumer behavior, particularly in the context of sustainable purchasing decisions. This study explores how digital marketing approaches together with packaging design elements affect the consumer preference toward organic products. The study bases its analysis on the Theory of Planned Behaviour (TPB) to determine essential factors behind the purchase of organic products along with sustainable consumer choices and their interconnections. The findings demonstrate that organic product adoption improves when sustainable packaging meets effective digital marketing practices. The results highlight the importance of integrating operative digital marketing with sustainable packaging to strengthen consumer inclination toward organic products. Marketers can implement sustainable consumption tactics through united digital and physical marketing approaches according to research recommendations.

Keywords: Packaging Design, Consumer Behaviour, Sustainable Consumption, Organic Products, Theory of Planned Behaviour

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