

## The Impact of Sustainable Packaging on Customers' Willingness to Buy: A Study Based in Rwanda

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**Abstract :** Purpose -The purpose of this study aims to understand the intention of customers to adopt sustainable packaging and the impact of sustainable packaging on customers' willingness to buy a product using sustainable packaging. Design/methodology/approach - A new research model based on the technology acceptance model (TAM) and structural equation modeling are used to examine causality and test relationship based on the data collected from 251 Rwanda samples. Findings - The findings indicated that perceived ease of use positively affects perceived usefulness. However, perceived usefulness and perceived ease of use positively affect the intention to adopt sustainable packaging. However, perceived risk and perceived cost negatively affect the intention to adopt sustainable packaging. The intention to adopt sustainable packaging positively affects the willingness to buy a product using sustainable packaging. Originality/value - Many researchers have investigated the issue of a consumers' behavior to purchase a product. In particular, they have examined whether customers are willing to pay extra for a packaging product. There has been no study that has examined the impact of sustainable packaging on customers' willingness to buy. The results of this study can help manufacturers form a better understanding of customers' willingness to purchase a product using sustainable packaging.

**Keywords :** consumers' behavioral, sustainable packaging, TAM, Rwanda

**Conference Title :** ICEBBM 2022 : International Conference on E-Business and Business Management

**Conference Location :** Toronto, Canada

**Conference Dates :** June 16-17, 2022