



**PROCEEDINGS OF
4TH INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP &
MARKET SPACE (ISC-IEM), 2026**

Editors:

**Prof. (Dr.) Dibyendu Chattaraj
Prof. (Dr.) Saikat Chakrabarti
Prof. (Dr.) Shweta Kishore
Prof. (Dr.) Soumik Gangopadhyay**



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Publication Team:

Prof. Kamalika Dasgupta

Prof. Doyel Mukherjee Prodhan



**INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(ISC-IEM 2026)**

13TH – 15TH March, 2026

About the Conference (ISC-IEM 2026)

The **International Students' Conference on Innovation, Entrepreneurship & Market Space** serves as a dynamic nexus where aspiring young student researchers and academic leaders come together to redefine the future of business. The forum is designed to bridge the gap between theoretical research and real-world application, offering a platform for students to present ground breaking ideas in technology, social enterprise, and sustainable market strategies. By fostering a culture of "thinking outside the box," the conference facilitates networking and mentorship, empowering participants to navigate the complexities of modern global markets. It is not just an academic gathering; it is a catalyst for turning high-potential concepts into scalable ventures that address the economic and social challenges of the 21st century.

TRACK: Marketing Management

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An Analytical Study of Consumer Perception on Eco-Packaging and Its Impact on Purchase Behaviour in Urban FMCG Markets

Joysri Datta¹, Bristi Das², Debalina Das³, Anusuya Barman Ray⁴, Anuska Das⁵

Due to growing concern about the environment, plastic waste, scarcity of resources, and climate change the buyers are increasingly questioning their actions by matching their purchasing model to environmental friendly standards such as recyclability, biodegradability, reduced plastic usage, eco-friendly materials, waste minimization and carbon footprint reduction. In today's world where society is more concerned about the natural environment, businessmen need to modify their behavior towards society concerns. Urban FMCG markets packaging is gradually becoming more than just a means of advertising a product. 'Eco-Packaging', therefore, is gaining importance as part of a broader shift toward sustainable marketing. This aims to take a closer look at how people in urban areas perceive eco-friendly packaging and whether it is shaping what they choose to buy. It seeks to understand how well a consumer knows about sustainable packaging and their attitudes toward it influences their purchase decisions. Beyond environmental concerns, the research also looks at everyday practical considerations such as price, perceived product quality, trust in the brand, and the credibility of green claims. By exploring these factors, the study aims to identify what truly encourages consumers to choose eco-packaged products and what may hold them back. The overall purpose is to generate useful insights that can help FMCG companies design packaging strategies that are both environmentally responsible and commercially effective in competitive urban markets.

Keywords: Sustainable packaging, Consumer perceptions, FMCG sector, Urban Environment, Green marketing, Awareness, Willingness to pay, Eco-Packaging

1. **Assistant Professor**, Department of Business Administration, Institute Of Engineering & Management, University Of Engineering & Management, Kolkata, India, Corresponding Author, E-mail: joysri.dutta@iem.edu.in

2. **2, 3, 4 & 5 Student**, Department of Business Administration, Institute of Engineering and Management, Kolkata