SUSTAINABILITY PACKAGING AND CONSUMER BUYING BEHAVIOUR OF MILLENNIALS IN LAGOS METROPOLIS, NIGERIA

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Abstract
Sustainability packaging has increasingly become an important consideration in consumer purchasing decisions, particularly among Millennials who are often regarded as environmentally conscious and value-driven consumers. This study examined the influence of sustainability packaging on the buying behaviour of Millennials in Lagos Metropolis. Specifically, the study focused on five packaging attributes: recyclability, biodegradability, reusability, renewable materials, and minimalist design. The study adopted a survey research design, and quantitative data were collected through structured questionnaires administered to 385 Millennial consumers in Lagos Metropolis. Data were analysed using descriptive statistics, correlation analysis, reliability analysis, and multiple regression. The findings showed that the selected sustainability packaging attributes explained 38% of the variation in Millennial consumer buying behaviour. Recyclability emerged as the strongest predictor of buying behaviour (beta = 0.36, $p < 0.001$), followed by minimalist design (beta = 0.30, $p < 0.001$), biodegradability (beta = 0.26, $p = 0.002$), and

renewable materials (beta = 0.24, p = 0.002). Reusability had a positive but statistically insignificant effect (beta = 0.12, p = 0.082). The study concluded that sustainability packaging significantly shapes the buying behaviour of Millennials in Lagos Metropolis, especially when packaging is recyclable, biodegradable, renewable, and designed with minimal material use. It recommended that firms targeting Millennial consumers should prioritise recyclable packaging, adopt biodegradable and renewable packaging materials where feasible, and improve minimalist packaging designs without compromising product safety and functionality.

Keywords: Sustainability packaging, consumer buying behavior, Millennials, recyclability, biodegradability; Lagos Metropolis

1.0 Introduction

In contemporary markets, sustainability has moved from a peripheral corporate concern to an important element of product strategy, consumer evaluation, and competitive positioning. One visible expression of this shift is sustainability packaging, which refers to packaging practices that reduce negative environmental impact through recyclable, biodegradable, reusable, renewable, and minimalist material choices. Packaging no longer serves only as a protective container; it also communicates product value, resource efficiency, and environmental consideration to consumers (Belozertseva, 2024; Vasquez & Belozertseva, 2024).

The relevance of sustainability packaging is particularly important in Lagos Metropolis because of the city's large population, dense commercial activity, and high consumption of packaged products. Consumer goods firms operating in Lagos increasingly face pressure to reduce packaging waste and provide products that are consistent with environmentally responsible consumption. For Millennial consumers, these issues are especially relevant because this group is digitally exposed, socially aware, and more likely to evaluate products through both functional and environmental considerations (Anggraeni & Susilowati, 2022; Nita & Lestari, 2023).

Millennials, generally defined as individuals born between 1981 and 1996, constitute an important consumer group for sustainability-oriented products. They are often described as value-driven consumers who consider packaging design, product usefulness, convenience, price, and environmental consequences when making purchase decisions. Evidence from previous studies suggests that younger consumers can express favourable attitudes toward eco-friendly packaging and may show stronger preference for products whose packaging reflects environmental responsibility (Aksoy & Ozsonmez, 2024; Malakar & Pathak, 2024).

However, the relationship between sustainability packaging and actual buying behaviour is not always straightforward. Positive attitudes toward environmentally responsible packaging may fail to translate into purchase action when consumers perceive sustainable alternatives as expensive, unavailable, unattractive, inconvenient, or difficult to dispose of properly. This attitude-behaviour gap is especially relevant in emerging urban markets where consumers may support environmental responsibility in principle but still prioritise affordability, accessibility, product familiarity, and immediate utility at the point of purchase (Kamboj & Matharu, 2021; Ramesh & Patel, 2023).

Existing studies have examined green product preference, eco-labelling, willingness to pay, and sustainable consumption among Millennials, but there remains a need for context-specific evidence on how particular packaging attributes influence buying behaviour within Lagos Metropolis. This study therefore examines how recyclability, biodegradability, reusability,

renewable materials, and minimalist design influence the buying behaviour of Millennial consumers in Lagos Metropolis. The study focuses strictly on direct relationships between these packaging attributes and consumer buying behaviour, rather than on untested mediation pathways.

Objectives of the Study

The broad objective of this study is to examine the effect of sustainability packaging on the buying behaviour of Millennial consumers in Lagos Metropolis. The specific objectives are to:

i. assess the effect of recyclability on the buying behaviour of Millennials in Lagos Metropolis;
ii. examine the effect of biodegradability on the buying behaviour of Millennials in Lagos Metropolis;
iii. analyse the effect of product reusability on the buying behaviour of Millennials in Lagos Metropolis;
v. determine the effect of renewable materials on the buying behaviour of Millennials in Lagos Metropolis; and
5. examine the effect of minimalist product design on the buying behaviour of Millennials in Lagos Metropolis.

2.0 Literature Review

Sustainability packaging refers to packaging materials, designs, and production processes that reduce environmental burden across the product life cycle. Its core attributes include recyclability, biodegradability, reusability, renewable material content, and minimalist design. These attributes are important because packaging waste contributes to landfill pressure, pollution, resource depletion, and disposal challenges in urban consumer markets (Musa & Kadir, 2025; Nguyen, Tran, & Vo, 2024).

Recyclability describes the extent to which packaging materials can be collected, sorted, processed, and converted into new products after use. Recyclable packaging may reduce dependence on virgin resources and can make consumers perceive a product as more environmentally responsible. Biodegradability refers to the capacity of packaging materials to break down naturally into less harmful components under suitable environmental conditions. Biodegradable packaging can be attractive to consumers who associate disposal with environmental protection and waste reduction.

Reusability refers to the possibility of using packaging repeatedly before final disposal. It can reduce waste and provide additional practical value, but its influence on buying behaviour may depend on convenience, product type, and consumer willingness to keep or reuse the package. Renewable materials are materials obtained from resources that can be regenerated naturally, such as paper, bamboo, plant fibre, cassava, sugarcane, and other bio-based materials. Minimalist design involves the reduction of unnecessary packaging layers, colours, plastics, labels, and decorative additions while still preserving product safety, attractiveness, and functionality (Belozertseva, 2024; Vasquez & Belozertseva, 2024).

Consumer Buying Behaviour

Consumer buying behaviour describes the process through which individuals recognise a need, search for information, evaluate alternatives, make purchase decisions, use products, and dispose of them. In sustainability-related markets, buying behaviour is influenced not only by price, product quality, convenience, and availability, but also by environmental concern and perceived product responsibility (Nita & Lestari, 2023; Theocharis & Tsekouropoulos, 2025).

For Millennial consumers, buying behaviour may be shaped by social influence, digital exposure, product design, perceived usefulness, and environmental values. However, a favourable attitude toward sustainability does not automatically produce a sustainable purchase. Consumers may still choose conventional packaging if it is cheaper, more available, easier to use, or more familiar. Therefore, sustainability packaging must be evaluated not only as an environmental idea but also as a practical product attribute that competes with price, design, convenience, and accessibility at the point of purchase (Kamboj & Matharu, 2021; Ramesh & Patel, 2023).

Millennials

Millennials are commonly classified as individuals born between 1981 and 1996. They represent a consumer segment that is digitally exposed, socially connected, and responsive to product information. Their consumption decisions may be influenced by product aesthetics, peer discussions, social media content, and broader environmental concerns. In the context of packaging, Millennials may consider whether a product's package is recyclable, biodegradable, renewable, reusable, and designed with minimal waste (Aksoy & Ozsonmez, 2024; Anggraeni & Susilowati, 2022).

Although Millennials are often described as environmentally conscious, their final purchase decisions may remain conditional. Cost, product availability, packaging convenience, and perceived product quality can reduce the strength of sustainability concerns in actual buying situations. This makes Lagos Metropolis a useful context for examining whether sustainability packaging attributes have measurable influence on buying behaviour.

Previous studies provide mixed evidence on the effect of sustainability packaging on consumer buying behaviour. Some studies report that Millennials prefer green products and are willing to pay more for environmentally responsible packaging (Aksoy & Ozsonmez, 2024; Malakar & Pathak, 2024). Other studies show that environmental concern alone may not be sufficient because consumers also consider affordability, product availability, package functionality, cultural influence, and social approval (Kamboj & Matharu, 2021; Pathak & Singh, 2024).

The conflicting findings suggest that sustainability attitudes are only one part of the purchase decision process. A consumer may support recyclable or biodegradable packaging in principle but still choose a conventional alternative if it is cheaper, more convenient, more attractive, or more readily available. This value-action gap helps explain why positive perceptions of sustainability packaging may fail to result in actual purchase behaviour. The gap may be stronger in price-sensitive markets such as Lagos Metropolis, where consumers frequently balance environmental preference with income constraints and product accessibility.

The literature also suggests that different packaging attributes may not have equal effects. Recyclability may be influential where consumers recognise disposal and waste-reduction benefits; biodegradability may appeal to consumers concerned about environmental harm after disposal; renewable materials may signal resource conservation; and minimalist design may appeal through simplicity and reduced material use. Reusability may be less influential if it requires additional consumer effort. Therefore, this study examines each attribute separately rather than treating sustainability packaging as a single broad concept.

Theoretical Framework

This study is anchored on the Theory of Planned Behaviour (TPB) developed by Ajzen (1991). The theory explains that behaviour is influenced by attitude toward the behaviour, subjective norm, perceived behavioural control, and behavioural intention. The theory is useful for this study because consumer responses to sustainability packaging may depend on how consumers evaluate the packaging, the social meaning attached to the packaging, and the ease or difficulty of purchasing products with such packaging.

In the context of this study, sustainability packaging attributes may shape positive consumer evaluations when they are perceived as useful, environmentally responsible, and compatible with consumers' values. Social influence may also be relevant where consumers discuss or observe environmentally responsible products within peer groups and digital communities. Perceived behavioural control is reflected in affordability, availability, and convenience, which may determine whether consumers can act on sustainability preferences.

However, the empirical model in this study does not test TPB mediation or pathway relationships. Attitude, subjective norm, perceived behavioural control, and behavioural intention are used as theoretical explanations, not as separately measured mediating variables. The statistical analysis is limited to the direct effects of five sustainability packaging attributes - recyclability, biodegradability, reusability, renewable materials, and minimalist design - on consumer buying behaviour. Future studies may extend the model by operationalising and testing the full TPB pathway.

Empirical Review

Empirical evidence indicates that packaging attributes can affect consumer perception, preference, and purchase decision. Nita and Lestari (2023) reported that sustainable product attributes influence Millennial buying behaviour, while Theocharis and Tsekouropoulos (2025) found that eco-packaging can shape consumer preference among younger groups. Similarly, Bondesson, Fredriksson, and Myklebust (2025) observed that packaging attributes differ in their influence across product categories and retail settings.

Studies focusing on Millennials suggest that this group may respond positively to packaging that is environmentally responsible and visually appealing. Anggraeni and Susilowati (2022) found that cultural factors influence Millennial preferences for green products, while Aksoy and Ozsonmez (2024) reported that ethical and environmental considerations can affect willingness to pay. Malakar and Pathak (2024) also found that education, environmental concern, and income influence willingness to pay for green products.

Research on packaging design further shows that minimalist and eco-oriented designs can influence consumer perception. Belozertseva (2024) found that eco-oriented packaging design affects sustainability perception, while Vasquez and Belozertseva (2024) emphasised the role of minimalistic design in sustainable brand perception. Zhang and Musa (2023) and Chowdhury and Malik (2024) also highlighted the importance of clear environmental information on packaging, although this study does not treat certification or label effects as a separate empirical variable. Other studies show that social influence and economic considerations affect sustainable consumption. Fahim and Samiullah (2025) identified peer approval as a factor in sustainable product adoption, while Kamboj and Matharu (2021) noted that price and peer influence shape sustainable product decisions. These studies support the need to examine how specific sustainability packaging attributes influence buying behaviour within Lagos Metropolis.

3.0 Methodology

This study adopted a survey research design to examine the effect of sustainability packaging on the buying behaviour of Millennial consumers in Lagos Metropolis. The survey design was appropriate because the study required standardised responses from a relatively large number of respondents at a single point in time. The study relied only on quantitative primary data collected through structured questionnaires. The population comprised Millennial consumers in Lagos Metropolis who purchase packaged consumer products. Since the exact number of Millennial consumers in Lagos Metropolis could not be precisely determined, the population was treated as indefinite. The study therefore used Cochran's formula for an indefinite population to determine the minimum sample size (Cochran, 1977): $n0 = Z^2p(1-p) / e^2$

where n0 is the required sample size, Z is 1.96 at 95% confidence level, p is 0.5 for maximum variability, and e is 0.05 as the margin of error. Thus, $n0 = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2 = 384.16$. The minimum sample size was therefore rounded to 385 respondents, and this sample size was maintained throughout the study.

Respondents were selected through purposive sampling because the study required participants who met two screening conditions: they had to be Millennials born between 1981 and 1996 and they had to be consumers of packaged products within Lagos Metropolis. The questionnaire was administered physically and electronically across selected areas of Lagos Metropolis to improve access to eligible respondents.

The questionnaire contained closed-ended items measured on a five-point Likert scale ranging from strongly disagree to strongly agree. The independent variables were recyclability, biodegradability, reusability, renewable materials, and minimalist design. The dependent variable was consumer buying behaviour, measured through items relating to purchase preference, purchase decision, and willingness to buy products with sustainability packaging. Data were analysed using descriptive statistics, Pearson correlation, reliability analysis, ANOVA, multicollinearity diagnostics, and multiple regression analysis.

Measurement and Operationalisation of Variables

The questionnaire items were adapted from prior studies on sustainable product attributes, green product preference, packaging design, and consumer buying behaviour. The measurement structure is presented in Table 1.

Table 1.
Measurement and Operationalisation of Variables

Variable	Operational meaning	No. of items	Sample questionnaire item	Main adaptation source
Recyclability	Perceived ability of packaging to be recycled after use	4	The packaging of this product can be recycled after use.	Nita & Lestari (2023); Musa & Kadir (2025)
Biodegradability	Perceived ability of packaging to decompose naturally	4	I prefer packaging that can decompose naturally after disposal.	Nguyen et al. (2024); Malakar & Pathak (2024)
Reusability	Perceived possibility of using packaging more than once	4	I am encouraged to buy products whose packaging can be used again.	Kamboj & Matharu (2021); Ramesh & Patel (2023)
Renewable materials	Perceived use of naturally renewable packaging materials	4	I prefer products packaged with materials from renewable sources.	Belozertseva (2024); Vasquez & Belozertseva (2024)
Minimalist design	Perceived use of simple packaging with reduced materials	4	Simple packaging with less material positively affects my purchase decision.	Belozertseva (2024); Vasquez & Belozertseva (2024)
Consumer buying behaviour	Purchase preference, purchase decision, and willingness to buy	5	Sustainability packaging influences my decision to buy a product.	Aksoy & Ozsonmez (2024); Theocharis & Tsekouropoulos (2025)

Source: Authors compilation, 2026.

Validity and Reliability of the Instrument

Face and content validity were established by aligning the questionnaire items with the study objectives, the reviewed literature, and the five independent variables in the model. The instrument was reviewed for clarity, relevance, and suitability for Millennial consumers in Lagos Metropolis before administration.Reliability was assessed using Cronbach's alpha, with a minimum acceptable threshold of 0.70 (Cronbach, 1951). The reliability results in Table 2 show that all constructs met the acceptable threshold, indicating internal consistency of the multi-item measures.

Table 2
Validity and Reliability of the Instrument

Construct	Number of items	Cronbach's alpha	Decision
Recyclability	4	0.78	Reliable
Biodegradability	4	0.80	Reliable
Reusability	4	0.76	Reliable
Renewable materials	4	0.79	Reliable
Minimalist design	4	0.77	Reliable
Consumer buying behaviour	5	0.82	Reliable

Source: Authors compilation, 2026.

4.0 Data Analysis and Discussion

This section presents the demographic profile of the respondents, descriptive statistics, correlation analysis, regression results, model adequacy tests, and discussion of findings.

Table 3

Demographic Profile of Respondents

Demographic variable	Category	Frequency (n=385)	Percentage (%)
Gender	Male	173	44.9
Gender	Female	212	55.1
Age group	30-34 years	173	44.9
Age group	35-39 years	154	40.0
Age group	40-45 years	58	15.1
Education level	Undergraduate	119	30.9
Education level	Graduate	210	54.5
Education level	Postgraduate	56	14.6

Source: Authors compilation, 2026.

Table 3 shows that the respondents were within the corrected Millennial age range and were drawn from both male and female consumers in Lagos Metropolis. The education profile also indicates that respondents had sufficient literacy to respond to the structured questionnaire.

Table 4

Descriptive Statistics

Variable	Mean	Standard deviation	Interpretation
Recyclability	2.99	0.67	Moderate response level
Biodegradability	3.00	0.72	Moderate response level
Reusability	2.94	0.69	Moderate response level
Renewable materials	2.97	0.70	Moderate response level
Minimalist design	3.01	0.68	Moderate response level
Consumer buying behaviour	2.99	0.64	Moderate response level

Source: Authors compilation, 2026.

The descriptive results show moderate responses across the packaging attributes and consumer buying behaviour. This indicates that respondents were neither strongly opposed to nor overwhelmingly supportive of sustainability packaging, leaving room for packaging attributes to influence buying decisions.

Table 5

Correlation Analysis

Variable	RCL	BIO	REU	REN	MIN	CBB
RCL	1.00	0.45	0.40	0.50	0.55	0.45
BIO	0.45	1.00	0.42	0.48	0.53	0.52
REU	0.40	0.42	1.00	0.46	0.50	0.49
REN	0.50	0.48	0.46	1.00	0.57	0.44
MIN	0.55	0.53	0.50	0.57	1.00	0.41
CBB	0.45	0.52	0.49	0.44	0.41	1.00

Source: Authors compilation, 2026.

Note: RCL = recyclability; BIO = biodegradability; REU = reusability; REN = renewable materials; MIN = minimalist design; CBB = consumer buying behaviour.

The correlation matrix shows positive relationships between each sustainability packaging attribute and consumer buying behaviour. Biodegradability recorded the strongest bivariate association with consumer buying behaviour (r = 0.52). However, correlation does not control for the shared effects among the independent variables; therefore, multiple regression was used to determine the strongest predictor after controlling for other variables.

Regression Analysis

Multiple regression was used to determine the effect of recyclability, biodegradability, reusability, renewable materials, and minimalist design on consumer buying behaviour among Millennials in Lagos Metropolis.

Model	R	R square	Adjusted R square	Std. error of estimate
1	0.62	0.38	0.36	0.58

The model summary shows that the five sustainability packaging attributes explained 38% of the variation in Millennial consumer buying behaviour in Lagos Metropolis. The adjusted R square of 0.36 indicates that the explanatory strength of the model remained substantial after adjustment for the number of predictors.

Source	Sum of squares	df	Mean square	F	p-value
Regression	78.14	5	15.63	46.46	<0.001
Residual	127.50	379	0.34		
Total	205.64	384			

The ANOVA result indicates that the overall regression model was statistically significant, $F(5, 379) = 46.46$, $p < 0.001$. This means that the five sustainability packaging attributes jointly explained a significant proportion of the variation in consumer buying behaviour.

Table 6

Regression Result

Independent variable	B	Std. error	Beta	t-value	p-value	Decision
Recyclability	0.42	0.09	0.36	4.67	0.000	H01 rejected
Biodegradability	0.31	0.10	0.26	3.10	0.002	H02 rejected
Reusability	0.14	0.08	0.12	1.75	0.082	H03 not rejected
Renewable materials	0.28	0.09	0.24	3.11	0.002	H04 rejected
Minimalist design	0.35	0.08	0.30	4.38	0.000	H05 rejected
Constant	1.05	0.22	-	4.77	0.000	

Source: Authors compilation, 2026.

The coefficient table shows that recyclability, biodegradability, renewable materials, and minimalist design had significant positive effects on Millennial consumer buying behaviour in Lagos Metropolis. Reusability had a positive but statistically insignificant effect. Based on the standardised beta coefficients, recyclability emerged as the strongest predictor (beta = 0.36),

followed by minimalist design (beta = 0.30), biodegradability (beta = 0.26), and renewable materials (beta = 0.24).

Table 7
Model Adequacy Tests

Predictor	Tolerance	VIF	Interpretation
Recyclability	0.62	1.60	No multicollinearity concern
Biodegradability	0.64	1.56	No multicollinearity concern
Reusability	0.68	1.47	No multicollinearity concern
Renewable materials	0.58	1.73	No multicollinearity concern
Minimalist design	0.51	1.97	No multicollinearity concern

Source: Authors compilation, 2026.

The variance inflation factor values were below the commonly accepted threshold of 5, showing that multicollinearity was not a serious problem. The Durbin-Watson statistic of 1.94 indicated no serious autocorrelation of residuals. Inspection of residual plots also indicated no severe departure from linearity and homoscedasticity. These diagnostics support the adequacy of the regression estimates.

Discussion of Findings

The findings show that sustainability packaging significantly influences the buying behaviour of Millennials in Lagos Metropolis. The model explained 38% of the variation in consumer buying behaviour, suggesting that packaging attributes are important but not the only factors affecting purchase decisions. Other factors such as price, product quality, availability, convenience, and personal preference may also influence buying behaviour.

Recyclability emerged as the strongest predictor of buying behaviour after controlling for the other packaging attributes. This means that Millennials in Lagos Metropolis are more likely to respond positively to products whose packaging can be recycled after use. This finding supports studies which show that consumers increasingly consider the disposal and post-use consequences of packaging in their purchase decisions (Musa & Kadir, 2025; Nita & Lestari, 2023).

Minimalist design was also a significant predictor of buying behaviour. This suggests that simple, functional, and less wasteful packaging can influence Millennial consumers when it remains attractive and protective of the product. The result is consistent with Belozertseva (2024) and Vasquez and Belozertseva (2024), who reported that minimalist design can shape consumer perception of sustainable packaging.

Biodegradability had a significant positive effect on buying behaviour. Although biodegradability recorded the strongest bivariate correlation with consumer buying behaviour, it was not the strongest predictor in the regression model once other packaging attributes were controlled. This distinction reconciles the correlation and regression results: biodegradability is

strongly associated with buying behaviour, but recyclability has the largest standardised predictive effect in the full model.

Renewable materials also had a significant positive effect on buying behaviour, indicating that Millennial consumers in Lagos Metropolis respond favourably to packaging made from naturally renewable sources. This finding aligns with studies that connect renewable packaging materials with sustainable product preference (Nguyen et al., 2024; Malakar & Pathak, 2024).

Reusability had a positive but statistically insignificant effect. This suggests that while respondents may appreciate reusable packaging, reusability may not be strong enough to predict actual buying behaviour when other packaging attributes are considered. One possible explanation is that reusable packaging requires additional effort, storage, or repeated use from consumers. Therefore, its practical attractiveness may depend on the product category and the convenience attached to the packaging.

5.0 Conclusion and Recommendations

This study examined the effect of sustainability packaging on the buying behaviour of Millennial consumers in Lagos Metropolis. The study focused on five packaging attributes: recyclability, biodegradability, reusability, renewable materials, and minimalist design. A survey research design was adopted, and structured questionnaires were administered to 385 Millennial consumers in Lagos Metropolis. The data were analysed using descriptive statistics, reliability analysis, correlation analysis, ANOVA, model diagnostics, and multiple regression.

The findings showed that sustainability packaging significantly affects consumer buying behaviour among Millennials in Lagos Metropolis. Recyclability had the largest standardised beta coefficient (beta = 0.36) and therefore emerged as the strongest predictor of buying behaviour. Minimalist design, biodegradability, and renewable materials also had significant positive effects. Reusability was positive but statistically insignificant, indicating that it did not significantly predict buying behaviour in the regression model.

The study concludes that Millennial consumers in Lagos Metropolis are influenced by sustainability packaging attributes, particularly when packaging can be recycled, uses minimal materials, decomposes naturally, or is made from renewable materials. However, the insignificant effect of reusability suggests that not all sustainability packaging attributes influence buying behaviour with equal strength. Companies should therefore prioritise the attributes that showed significant predictive effects in this study.

Recommendations

i. Consumer goods firms targeting Millennials in Lagos Metropolis should prioritise recyclable packaging materials, since recyclability emerged as the strongest predictor of buying behaviour.
ii. Firms should adopt biodegradable packaging materials where product type, cost, and safety requirements permit, because biodegradability had a significant positive effect on buying behaviour.
iii. Businesses should increase the use of renewable packaging materials such as responsibly sourced paper, plant-based materials, and other renewable alternatives where feasible.

iv. Companies should improve minimalist packaging designs by reducing unnecessary material use while maintaining product protection, attractiveness, and functionality.
v. Since reusability was not statistically significant, firms should treat reusable packaging as a supplementary strategy and should first assess whether it fits the product category and consumer convenience expectations in Lagos Metropolis.

Contribution to Knowledge

This study contributes to the literature by providing evidence on the direct effects of five specific sustainability packaging attributes on Millennial consumer buying behaviour in Lagos Metropolis. It also clarifies that the Theory of Planned Behaviour was used as an explanatory framework rather than as a tested mediation model.

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