



Sachet Revolution: Exploring its Impact on Consumer Behavior and Environmental Sustainability

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Abstract

Sachet marketing is a widely used strategy for companies to increase their sales in emerging economies. However, the environmental impact of sachets is a cause for concern. The excessive packaging waste generated by sachets leads to resource depletion and environmental pollution. The use of sachets has led to a debate on the tradeoff between economic benefits and environmental sustainability. The paper tries to examine the economic benefits of sachet marketing, including affordability, convenience and increased access to products, particularly in low-income markets. However, it also explores the environmental implications of sachets, including the generation of plastic waste, energy consumption etc. It also suggests various alternatives of sachets that companies can adopt to reduce the environmental impact. These include biodegradable packaging, refillable containers, bulk purchasing, packaging-free options, and innovative packaging. The research paper emphasizes the importance of balancing economic interests with environmental sustainability. By adopting sustainable packaging options, companies can contribute to a more sustainable future while maintaining their economic interests.

1.Introduction

In recent years, the concept of sachet marketing has been gaining popularity in many parts of the world. Sachets are small, single-use packages of consumer goods such as shampoo, detergent, spices etc which are sold at a lower price than their larger counterparts. The idea behind sachet marketing is to make products more affordable and accessible to consumers who may not have the means to purchase it in larger quantities (Chittora and Awasthi, 2020). This marketing strategy has been particularly successful in emerging economies where the majority of the population category is low-income (Sy-Changco et al., 2011). In this article, the benefits and challenges of sachet marketing are explored. A triple bottom line approach should be followed that considers economic, social, and environmental impacts of sachet marketing (Ang and Sy-Changco, 2007). Sachets managed to progress through time which led to the existence of 'tingi' culture in the rural and urban areas of Philippines. The success of Sachets has evident and it is essential for daily lives of consumers but also the economic and non economic variables need to be taken care of (Oblea and Cabautan, 2022). Low-priced, sachet packaging that made the shampoo affordable was a marketing revolution. The 'Chik' shampoo story is said to be a popular case study in management schools across the world today. India's first shampoo to be launched in sachet form was thought up in Puducherry, by CK Ranganathan, a son of an agriculturist and small-scale pharmaceutical packaging entrepreneur named Chinni Krishnan. The father had an innovative streak that made him offer customers talcum powder and epsom salt in sachet form. He believed strongly that 'What the rich man can enjoy, the common man should be able to afford'; and the 'sachet' was the packaging product of the future. From salts and talcum to shampoo in sachets, he made the sachet revolution one to reckon with, taking away the 'elite' tag associated with shampoo use. His company 'Chik India' launched its first product 'Chik' shampoo, named after his father in 1983. It mainly targeted the rural market (Sakkthivel and Mishra, 2005). The low pricing and innovative sachet packaging made it affordable even for the poorest of the poor, who had not even dreamt of using shampoo for their hair. The company began using sachets to market their products and this interactive marketing strategy proved to be a game-changer in the Indian market (Smith et al., 1995). The decision to introduce sachets in India was driven by the need to make their products more affordable and accessible to low-income consumers. By offering products such as shampoo, conditioner, and toothpaste in small, single-use sachets, it become

possible to reach new customers who might not have been able to afford larger quantities of these products. The launch of sachets in India was initially met with some skepticism, as the sachet packaging format was new and unfamiliar to Indian consumers. However, Hindustan Unilever Limited persevered with this marketing strategy, and over time, sachets became a popular way to market and sell products in India. Today, sachets are widely used by companies to market and sell a wide range of consumer products, from personal care items to food and beverages. The popularity of sachets in India can be attributed to their affordability, convenience, and accessibility, which has made them an ideal packaging option for low-income consumers in India. The aim of the paper is to examine the economic benefits and environmental implications of sachets. It also examines various alternatives to sachets that companies can adopt to reduce their environmental impact.

2. Economies of Sachet Marketing

From the consumer's perspective, sachet marketing offers a realm of exquisite advantages that blend convenience, affordability, and sensory delight. These captivating miniature packages cater to the discerning needs and desires of consumers, creating a truly enchanting experience (Chittora and Awasthi, 2020).

2.1 Convenience- These petite packages offer a portable and on-the-go solution, perfectly suited for today's fast-paced lifestyles. Whether it's for travel, gym visits, or simply enjoying a moment of indulgence, sachets provide a compact and easily accessible option that fits seamlessly into daily routines. Consumers can carry these elegantly designed sachets with ease, allowing them to sample, experience, or enjoy a product without the burden of bulkier packaging.

2.2 Affordability-By offering products in sachet form, brands provides consumers with an affordable entry point to sample and experience their products. The smaller quantities offered in sachets allow consumers to try a product before committing to a larger purchase, thereby minimizing monetary risk. This accessibility encourages exploration, empowering consumers to experiment with new products, scents, flavors, or formulations without a large investment, ultimately enhancing their purchasing decision-making process. By offering smaller volumes of products at a more accessible price point, sachets extend their reach to a broader spectrum of consumers, fostering inclusivity.

2.3 Enhanced product accessibility: Sachets act as enablers of product accessibility, particularly for individuals with constrained financial means or limited storage capacity. The miniature size and lower price render them more attainable, empowering a wider array of consumers to partake in purchasing and exploring novel products or brands.

2.4 Increased market penetration: Sachets hold particular strategic merit for companies seeking to penetrate new markets or cater to untapped demographics. The affordability and convenience of sachets entice consumers who may not have previously considered or been able to afford the larger iterations of the product, thereby unlocking fresh avenues for market expansion.

2.5 Portability: Sachets embody portability and convenience, making them eminently suitable for travel, on-the-go usage, or situations necessitating space optimization. Their compact dimensions and individualized packaging render them an effortless choice for consumers, obviating the need for supplementary containers and simplifying storage concerns.

Sachet marketing offers consumers a multitude of benefits. It grants them the convenience of portability, the affordability of smaller quantities, and the sensory indulgence of exquisite fragrances, textures, or flavors. Additionally, the wide array of choices available in sachet shape empowers consumers to curate their experiences, fostering a sense of individuality and personalization. Through sachet marketing, consumers embark on a captivating journey that combines practicality, affordability, and sensory delight, transforming their interactions with products into enchanting moments of discovery and enjoyment.

3.1 Popularity of Sachets and Indian market

The concept of sachets has been around for centuries, and they were initially used to store and transport aromatic herbs and spices. The modern sachet is a small, sealed packet made of plastic or paper that contains a single-use quantity of a product. Sachets are typically designed to be easy to open and use, with tear-off strips or pre-cut notches that allow

the product to be dispensed without the need for scissors or other tools. Sachets are typically made using a combination of heat-sealing and ultrasonic sealing techniques, which create a tight seal that prevents the product from leaking or spilling. The packaging material used for sachets can vary depending on the product being packaged and the desired level of protection. For example, some sachets are made of laminated aluminum foil, which provides a high level of protection against moisture and air, while others are made of paper or plastic film.

Sachets have gained significant popularity in the Indian market, emerging as a preferred packaging format across various industries. The Indian consumer landscape is characterized by a diverse population with a range of income levels, making sachets an ideal choice for them. Sachet marketing strategy does not necessitate the prevalence of poverty, and the critical success factors are an extensive retail distribution, favorable socio-cultural factors, higher perceived value by the consumers, and technology to reduce packaging costs (Singh et al., 2009). With increasing competition, marketers are turning to innovative packaging to gain a distinctive edge to their overall product offers. Marketers also use packaging as a device for renovating the product. When a declining trend in the sale of the product noticed, marketers often use the packing to hold the decline (Pardesi et al. 2015). Promotional effect is the dominant factor that played the vital role to sustain the sachet product in Bangladesh (Shohrwardhy and Hassan, 2015). One of the key factors contributing to the popularity of sachets in India is their cost-effectiveness. Sachets offer a lower price point compared to larger-sized products, allowing consumers to access a wide range of goods at more affordable prices. This affordability is particularly appealing to price-sensitive Indian consumers, enabling them to try out new products or indulge in small quantities without a significant financial commitment. Moreover, sachets align well with the Indian consumer's preference for convenience and on-the-go solutions. India has a fast-paced lifestyle, and sachets provide a portable, ready-to-use format that fits seamlessly into daily routines. Whether it is personal care products, food condiments, or household items, sachets offer the convenience of compact packaging, making them popular choices for travel, work, or even rural areas where access to larger-sized products may be limited. The Indian market also showcases a strong preference for sachets in the fast moving consumer goods. Sachets cater to the diverse needs of consumers while keeping prices accessible. FMCG companies have embraced sachets as a strategic marketing tool to penetrate rural markets and cater to the growing middle-class population in urban areas. As a packaging format that caters to the diverse needs of consumers while aligning with their budgetary constraints and busy lifestyles, sachets have secured a prominent position in consumer's purchasing preferences.

3.2 Global Consumption and market share of Sachets

Sachets play a significant role in personal care goods industry by providing efficient packaging solutions. They are commonly used to package a wide range of products including shampoo, lotion, body wash etc. Data by fortune business insights clearly shows that sachets consumption in case of personal care and cosmetics accounts for 38.6% which is a larger share than other categories of products when compared to pharmaceuticals, foods and beverages and consumer goods. Sachets consumption is particularly high in Asia region with 36.8% followed by North America and Europe having 22.07 and 20.28 respectively.

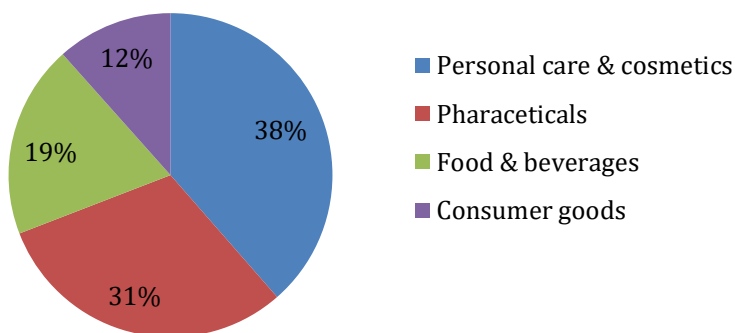


Fig1. Global Market Share of Sachet consumption – product category wise (2022)
Source: Fortune Business Insight

With a growing population and diverse consumer needs, it remains a key driver of sachet consumption on a global scale. Extensive distribution networks and market penetration strategies by personal care brands contribute to widespread adoption of sachets in Asia.

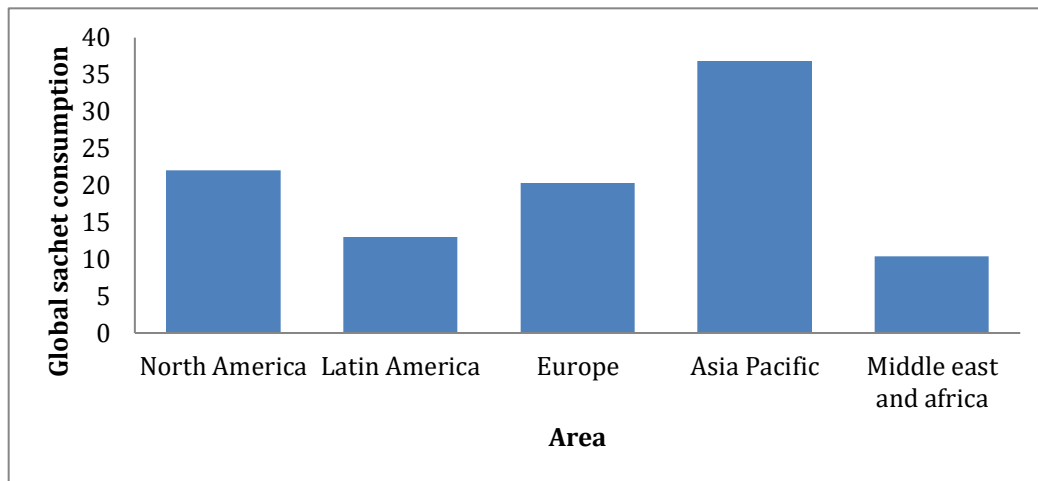


Fig 2. Global Sachet consumption – area wise (as of 2022)
Source: Coherent Market Insight

Plastic and sachet consumption have become intertwined, particularly in Asia where the prevalence of single use sachets has contributed to significant plastic waste issue. It accounts for 52% of share when compared to other materials like paper, aluminum foils etc. It is recommended that the government should compel the MNCs to reduce the production and sale of reduce sachet wastes that go to the waterways by as much as 600 million packs annually (Manalo and Manalo, 2022). With their convenience and pocket-friendly prices, sachets have found their way into the hearts and homes of people worldwide, fueling their rapid growth in popularity. From 2020 to 2021, it has increased from 3.07 billion to 3.27 billion in Asia Pacific regions (Coherent Market Insights, 2021). It is expected to increase to 5.87 billion in 2029. This trend, coupled with the versatility and accessibility of sachets, paves the way for their increased adoption in the coming years. Their compact size and cost-effectiveness make them an attractive choice for both manufacturers and consumers alike, ensuring that sachets will continue to flourish in the times ahead.

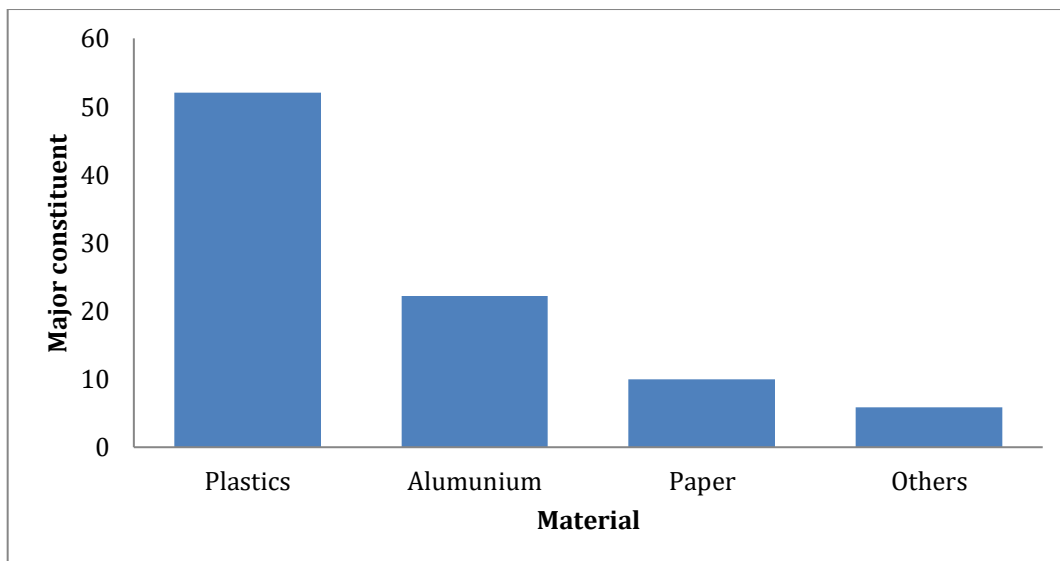


Fig3. Plastic as the major constituent of sachet packaging (as of 2022)
Source: Coherent Market Insight

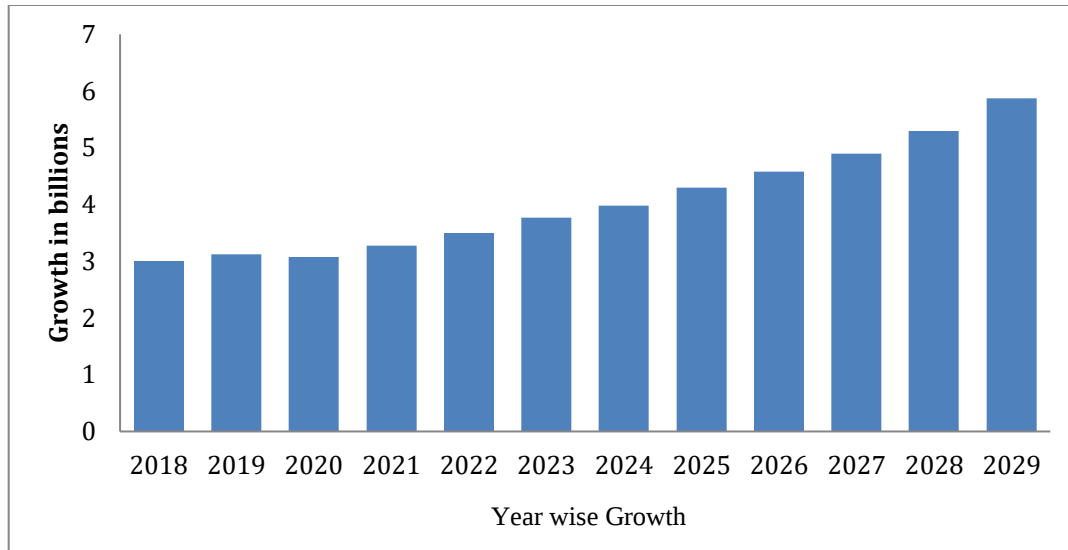


Fig 4. Asia pacific Growth in Sachet consumption (as of 2021)
Source: Coherent Market Insight

3.3 Sachet marketing and COVID 19

Sachet marketing during the COVID witnessed significant traction as companies adapted to the unique challenges and demands of the global health crisis. Here are some key aspects of sachet marketing during this time:

3.3.1 Hygiene and sanitization products: Sachets became a preferred packaging option for hygiene and sanitization products such as hand sanitizers, disinfectant wipes, and surface cleaners. The compact size and individualized packaging of sachets offered convenient and portable solutions for maintaining personal hygiene and sanitizing frequently touched surfaces.

3.3.2 On-the-go usage: With the emphasis on frequent hand sanitization and cleanliness, sachets provided a practical solution for individuals on the move. People could easily carry sachets in their pockets, purses, or bags, enabling them to have instant access to sanitizing products whenever needed, whether in public spaces, transportation, or workplaces.

3.3.3 Single-use and contactless distribution: Sachets facilitated single-use application, reducing the need for shared or communal products. This aspect aligned with the emphasis on reducing potential contact and the spread of the virus. Companies and organizations also utilized sachets for contactless distribution of hygiene products in settings like healthcare facilities, airports, and essential service locations.

3.4 Utilization of Sachet Marketing by Companies during Covid-19 Pandemic

Hindustan Unilever Limited (HUL), the Indian subsidiary of Unilever, which Prahalad and Hart refer to as “a pioneer among MNCs exploring markets at the bottom of the pyramid.” They pointed out HUL as a successful example of how large corporations can profitably tap bottom of the pyramid markets (Jaiswal, 2008).

Procter & Gamble (P & G): P&G introduced sachets for their cleaning and personal care products, such as laundry detergents, shampoo, and conditioner. The sachets provided single-use portions of these products, making them convenient for consumers to use while minimizing contact and ensuring hygiene.

Reckitt Benckiser: Reckitt Benckiser, a multinational consumer goods company, utilized sachet packaging for their cleaning and disinfectant products. Sachets containing surface cleaners, disinfectant sprays, and sanitizing wipes were introduced, enabling individuals to easily sanitize their surroundings and personal items.

Himalaya Herbals: Himalaya Herbals, a well-known brand in natural and herbal healthcare products, launched sachets for their hand sanitizers and sanitizing wipes. These sachets contained a measured amount of sanitizer or wipes, providing individuals with portable and easy-to-use options for hand hygiene.

Dettol: Dettol, a brand specializing in hygiene and cleaning products, expanded their range to include hand sanitizer sachets. These sachets contained a single-use portion of hand sanitizer, allowing individuals to maintain hand hygiene while on the go and ensuring convenient and hygienic use.

Lifebuoy: Lifebuoy, a renowned brand in personal hygiene products, introduced hand sanitizer sachets as part of their response to the pandemic. The sachets contained the appropriate amount of hand sanitizer, making it convenient for individuals to carry and use as needed for hand disinfection.

3.5 Sachets: Weighing the Environmental Consequence

Sachets, despite their convenience and affordability, have significant environmental implications. Hundreds of products have found their way into the bottom of pyramid in India, through the sachets. While this benefits the businesses by opening new markets and the poor with a wider choice, the sachets have a negative side. The peculiarities of the poor consumers and the way they consume these products are not considered by marketers and this is damaging the environment (Nulkar, 2016). The predominant use of plastic materials in sachet production leads to the generation of non-biodegradable plastic waste, which takes centuries to degrade. Low density polyethylene is commonly used in production of plastic sachets, which is low density plastic and takes 20-30 years to degrade. Polypropylene is relatively stable and take decades to hundred years to break down. Sachets can contribute to drainage blockage and increase the risk of flooding during heavy rainfall. When they are improperly disposed of or littered, they can end up in storm drains, canals and other waterways. Improper disposal of sachets contributes to environmental pollution and the release of harmful chemicals. Moreover, sachet production requires a significant amount of energy, water and other resources, leading to resource depletion and environmental degradation. They are often not recycled due to high costs associated with collection, separation, and processing. To address these environmental challenges, companies are exploring alternative more sustainable packaging materials and recycling programs. It is also important for consumers to properly dispose of sachets and opt for products that use environmentally friendly packaging options to reduce the environmental impact of sachets.

3.6 Implications of Sachets on Environment

It is worth noting that while sachets boast commendable economic advantages, they also raise pertinent concerns related to waste management and environmental impact. The packaging materials employed in sachets can contribute to the proliferation of plastic waste if not disposed of or recycled responsibly. Striking a delicate balance between economic benefits and environmental considerations is paramount to foster sustainable packaging practices

3.6.1 Plastic waste accumulation: Sachets predominantly composed of small size, light weight, non-recyclable plastic materials which contribute significantly to the accumulation of plastic waste. Furthermore, the widespread usage of single-use plastics and sachets results in the enhanced exposure of plastics to the wild life and environment. Improper disposal practices, particularly in areas with inadequate waste management infrastructure, leading to the dispersion of sachets in the environment. This results in the contamination of terrestrial and aquatic ecosystems, with detrimental consequences on biodiversity and ecosystem health. Approximately, 50% of the used plastics are single use plastic (SUP) which mainly consists of sachets and pouches. These SUPs were found on the top of Mount Everest and bottom of the ocean. It is also estimated that there will be more plastic, mostly single use plastics than aquatic organisms in the sea by 2050.

3.6.2 Complex packaging composition: Sachets often consist of multi-layered laminates comprising different types of plastics, paper, cloth and aluminum foil, etc. This intricate packaging composition presents challenges for effective recycling due to the difficulties associated with sorting and processing such varied materials. Consequently, significant proportions of sachets end up in landfills or are incinerated, further intensifying the environmental burden. To overcome these hazardous effects, advanced recycling processes came into the picture which includes the combined effect of chemicals and heat. The mutual effect of this treatment could help in the conversion of plastic into economical

products i.e., fuels or resins. However, the utilization of this technique cannot be achieved at commercial scale. Therefore, hefty promotion of sachets must be avoided to support environmental sustainability.

3.6.3 Resource depletion: The production of sachets entails the consumption of finite resources, including fossil fuels for plastic manufacturing and energy-intensive processes. The extraction, refining, and conversion of raw materials, such as petroleum-derived plastics, contribute to environmental degradation, resource depletion, and the emission of greenhouse gases, thereby exacerbating climate change. The production of sachets involves energy-intensive processes, including the extraction of basic materials, transportation, and packaging production. These processes contribute significantly to carbon emissions, thereby exacerbating climate change and its associated environmental effects, such as global warming and altered weather patterns.

3.6.4 Micro plastic pollution: Over time, sachets degrade into smaller fragments known as micro plastics, which have become a pervasive environmental concern. These micro plastics (< 5mm) can infiltrate soil, water bodies, and even the food chain, posing risks to organisms at various tropic levels. Scientists have reported that polystyrene beads are being adhered to the roots of plants and transported to the leaves of edible plants like wheat and lettuce (Li et al., 2019). Other findings have also shown that micro plastics translocate to the placenta via inhalation and ingestion of maternal body that could impart long-term impacts on infants (Stapleton, 2021). The long-term impacts of micro plastic pollution on ecological integrity and human health are subjects of ongoing research and warrant further investigation.

3.7 Sustainable alternatives to sachets to reduce their environmental impact

Biodegradable materials such as paper, cellulose, and compostable plastics can be used to package products instead of plastic sachets. Despite being biodegradable in nature, paper emits more greenhouse gases than plastics. Moreover, production of paper bag consumes more water than plastic bags. Therefore, cellulosic substances like paper bags don't offer an eco-friendly solution to the plastic problem. On the other hand, the most suitable alternative is the adoption of bioplastics i.e., poly (hydroxybutyrate), poly(lactic acid), pectin, starch etc (Mittal et al., 2023). These materials originate from natural resources and released back into the environment in the form of water, biomass, CO₂.

Compostable packaging: Materials made from plant based sources that can break down in composting systems which is an environmentally friendly alternative. Polylactic acid which is a bioplastic derived from cornstarch or sugarcane and pulp based packaging such as moulded fibre or paperboard can be compostable.

Innovative products and packaging: Several industries explore innovative packaging options such as edible packaging made from natural materials that can be consumed along with the product. Such edible packaging usually made of polymers that are biocompatible and hemocompatible in nature. "Ooho! Eat Water Balls" is a novel product comprised of brown seaweed extract and calcium chloride, which form a gel-like structure and function as an elastic membrane to retain water within (Annika Amann, 2017). This malleable spherical container can accommodate other liquids, such as cosmetics, liquor, etc but it is not recommended to eat or consume it. (Patel, 2019). Innovative product formulations that eliminate the need for packaging altogether are in high demand. For example, companies can introduce concentrated formulations that are diluted by the consumer at home, eliminating the need for individual sachets i.e. concentrated laundry detergents, concentrated cleaning products etc. Unilever has introduced a Small and Mighty range of laundry detergents to be diluted by consumers at home. P&G also implemented a similar approach with Tide Purclean detergent. The 8X laundry detergent of Method Company can be easily diluted by consumers at home, reducing packaging waste. Many firms are also exploring upcycling, which involves repurposing used packaging materials into new products. Various companies that are using upcycling are Patagonia, Looptworks, Terracycle, Bureau, IKEA, Preserve etc. Terracycle works with various brands to repurpose packaging waste into new products. Patagonia also upcycle materials into fabrics used for other products. We should go for disposable and edible sachets made from seaweed to replace SUP sachet products. Evoware has used seaweed sheets that has same function as plastic packaging and easily dissolved in warm water. These sheets are heat sealable and can be customized based on different shapes and sizes.

Sustainable Partnerships: Companies can partner with organizations that promote sustainability and environmental protection. These partnerships can help companies reduce their environmental impact and promote a more sustainable supply chain.

Adopting these sustainable alternatives can help companies reduce their environmental impact and promote a more sustainable future. Consumers are also becoming more environmentally conscious and are actively seeking out products that use sustainable packaging options. By adopting these alternatives, companies can meet the changing demands of their consumers while contributing to a more sustainable planet.

3.8 Regulatory Measures and Prohibited Single use plastics- Plastic Waste Management Rules, 2022

The 2016 and 2018 Plastic Waste Management Rules, as well as the 2022 amendment, focus on single-use plastics. Single-use plastic items with low utility and high pollution potential are prohibited. It notifies that the single-use plastics, including polystyrene are prohibited from being manufactured, imported, stocked, distributed, sold and used. Carry bag made of virgin or recycled plastic shall not be less than 75 microns in thickness. Carry bags or plastic packaging made from recycled polymers may be used for packaging food items in accordance with the FSSAI Standard. Plastic sachets may not be used for the storage, packaging or sale of guthka, tobacco, or pan masala. To prevent littering caused by lightweight plastic carry bags, the thickness of plastic bags has risen from 50 microns to 120 microns.

3.9 Role of government in reducing Single use plastics

To reduce pollution caused by littered and unmanaged plastic waste, the Ministry of Environment, Forest and Climate Change (MoEFCC) of India adopted a two-pronged strategy: enforcement of the ban on identified single-use plastic items and implementation of extended producer responsibility on plastic packaging. Extended Producer Responsibility (EPR) for Plastic Packaging was started along with mandatory objectives, recycling of plastic packaging waste, reuse of inflexible plastic packaging, and utilisation of recycled plastic content. The Ministry of Micro, Small, and Medium Enterprises has made provisions in their ongoing programmes for the transition of MSMEs from single-use plastics to eco-friendly alternatives. In addition, steps are being taken to promote the manufacturing of alternatives to prohibited single-use plastics by introducing new technologies and innovations, facilitating credit availability and access, promoting the availability and adoption of alternatives, and developing the capacity of micro, small, and medium-sized enterprises (MSMEs). In accordance with the Lifestyle for Environment (LiFE) mission, state governments have taken action to promote eco-alternatives to prohibited single-use plastic items.

3.10 World Environment Day and Combating Plastic Pollution: Solutions to # BeatPlasticPollution

The theme for World Environment Day on June 5, 2023 was plastic pollution solutions under the hashtag #BeatPlasticPollution and No to Single Use Plastics. Each year, more than 400 million metric tonnes of plastic are produced, of which 50 percent are designed to be used only once i.e. single use plastics mostly sachets. Less than 10 percent of this material is recycled. 19-23 million tonnes are deposited in lakes, rivers, and oceans. Today, plastic burden our landfills, leaches into the ocean, and is burned to produce noxious smoke, making it one of the planet's gravest hazards. Now, what is required is a surge in public and political pressure to scale up and expedite actions by governments, companies and other stakeholders to resolve the crisis. This highlights the significance of World Environment Day as a catalyst for global action. The 2023 World Environment Day highlighted how nations, businesses and individuals are learning to use the material more sustainably. Governments, businesses, and consumers equally must work together to break our plastic addiction, champion zero waste and create a genuinely circular economy. World Environment Day helps to draw attention to the pressing environmental issues we face today. The event has become a largest worldwide platform for environmental outreach, with millions of participants from all over the globe working to defend the earth.

4. Conclusion

In conclusion, while sachets offer undeniable economic benefits, it is crucial to acknowledge and address their environmental implications. The intricate interplay between convenience, affordability, and sustainability presents a complex challenge that requires innovative solutions and collective action. By recognizing the detrimental effects of

sachets on plastic waste accumulation, resource depletion, and ecosystem contamination, we can strive for more sustainable packaging alternatives. Embracing materials that are easily recyclable, compostable, or biodegradable can reduce the environmental footprint associated with sachets. Simultaneously, efforts to improve waste management infrastructure and promote responsible consumption habits are essential to minimize littering and facilitate proper disposal. According to researchers, to achieve a harmonious balance between economic viability and environmental stewardship, collaboration among manufacturers, policymakers, and consumers is paramount. Companies must prioritize sustainable packaging practices, considering the entire life cycle of their products. Policymakers play a vital role in establishing regulations that encourage eco-friendly packaging choices and support the development of recycling and waste management infrastructure. Educating consumers about the environmental impact of sachets empowers them to make conscious choices and fosters a collective responsibility towards the planet. By harnessing innovation, embracing sustainable technologies, and nurturing a mindset of environmental responsibility, we can restructure the future of packaging. Let us strive to create a world where the beauty of convenience and economic prosperity seamlessly coexist with the preservation and protection of our precious environment, ensuring a flourishing planet for future generations to come.

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