

## STUDY OF CONSUMER AWARENESS TOWARDS ECO-FRIENDLY PACKAGED PRODUCTS

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### ABSTRACT

*The past few decades, environmental protection has become a very important issue in, loss of biodiversity, land, soil degradation, acid rain, carbon from chlorine fluorine depletion of the ozone layer, and there are more significant environmental issues. As a result, customers have a growing interest in environmental protection and sustainable development. Customers who decide to use that environmentally safe and wholesome product. The main objective of this study was to awareness of consumer eco-friendly Packaged Food Products and environmental knowledge of the respondents, the level of attention also to examine the attitude of eco-friendly Packaged Products. The study was conducted in the four administrative zones i.e., (Ambala, Rohtak, Hisar and Gurgaon.) of Haryana State and data is collected by face to face interviews and e-mail questionnaires of two sample 100. Analysis of variance analysis and percentage, as a data of analysis tool. The results of this study show that the product label and outdoor advertising is the main source of knowledge of environmentally friendly Packaged Products. Consumers are aware of environmentally friendly packaged food Products, and have a positive attitude for environment-friendly packaged food Products. It was found that the benefits of a lack of knowledge and do not know of an obstacle to the purchase of environmentally friendly Packaged Products. The Most of the respondents to buy Eco-friendly Packaged Food Products for health purposes. The study concluded that consumers aware of the virtues of Eco-Friendly Packaged food Products. But it is still a new concept for the majority. The new Eco-Friendly movement needs to reach the masses, which will require a lot of time and effort. Government, enterprises, mass, consumers have the right to join their hands together to make ecological balance.*

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**Keywords:** *Eco-Friendly Packaged Food Products, Environmental Awareness, Consumer Awareness.*

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### Introduction

The environmental conditions is terrible and increasingly threatening the health of consumers, and global and national welfare. Therefore, consumers are becoming their environmental attitudes, perceptions, preferences and purchase is more sensitive. The Environmental degradation concerns led to a new market segment of consumers and the consumer has been identified as the one who avoids potentially dangerous health products, damage to the environment in the production process, using material from the endangered species or the environment resulting in unnecessary waste export.

### Review of Literature

The Environmental marketing is also known as Eco-Friendly or Green marketing, sustainable marketing, and eco-marketing. The Global evidence shows that people are concerned about the environment and are changing their behavior, and therefore (Lanski, 2009).that meets the needs of the present without compromising future generations to meet their own needs (Lowell, 2016) development capabilities.

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The Eco-Friendly or environmental marketing of all activities designed to produce and promote the exchange of anything designed to meet human needs or wants, so as to satisfy these needs, and want to happen, the least detrimental to the natural environment (Polonsky2014) influences. (Peattie (2011), describes the evolution of Eco-Friendly marketing. The first stage is called "ecological" Eco-Friendly or green marketing in three stages, during which all marketing activities are concerned with environmental issues and help provide remedy of environmental problems.

The second stage "environmental" green marketing and new product innovation shift the focus of clean technologies, which take care of pollution and waste issues, and involved in the design. the third stage is "sustainable" Eco-Friendly marketing came into prominence in the late 1990's and early 2000 ' Packaged food Products combines the strategy of recycling or using recycled content, less packaging or use less toxic materials, to reduce the impact on the natural environment is known as Eco-Friendly Packaged Products and environmentally friendly Packaged Products.

According to Elkington, 2009 the environment protection of consumer interest is growing around the world. The Eco-Friendly consumption is the main driving force behind the process of Eco-Friendly marketing in. it is their concern and their own well-being of the environment-driven environmentally friendly Packaged Products, which in turn encouraged many Packaged Products and companies (Sudir Sachdev, 2011) environmental performance improvement needs.

The Eco-Friendly marketer's performance, save money, health and convenience or just plain friendly environment to attract customers on the basis, in order to face a wide range of Eco-Friendly consumers. This is their concern and their own well-being of the environment-driven environmentally friendly Packaged Products, which in turn encouraged many Packaged Products and companies (Sudir Sachdev, 2011) environmental performance improvement needs.

#### The Need for Research

This study attempts to explore the ecological friendly consumer awareness and Satisfaction. Gurgaon urban consumers have a positive or negative approach analysis.

#### Aims of Research

- Ñ To assess the eco-friendly knowledge of the respondents concern level.
- Ñ In order to test the outlook of environmentally friendly Packaged Products and consumer awareness.
- Ñ Explore barriers to their eco-friendly Packaged Food ProductsPurchase.

#### Methodology of Research

The study respondents chose the convenience sampling method of HaryanaGurgaon sample size of 100 of different administrative zones i.e., (Ambala, Rohtak, Hisar and Gurgaon.) of Haryana State were selected for the study. Main data has been extracted by using a structured questionnaire. The SPSS 25 was used to analyze the data. The Frequency and ANOVA tests were used to analyze the data.

#### Analysis & Interpretation of Data

The results of the analysis of the collected data are described in table 1

**Table 1: Showing Demographic Profile of Respondents**

Demographic Variables	Classification	Number of Respondents	Percentage
<b>Gender</b>	Male	69	69%
	Female	31	31%
<b>Marital Status</b>	Married	84	84%
	Single	16	16%
<b>Age</b>	20 Years of Age	02	02%
	20-30	17	17%
	30-40	44	44%
	40-50	25	25%
	More Than 50	12	12%
<b>Educational Qualifications</b>	Higher Secondary	01	01%
	Undergraduate	12	12%
	Graduation	63	63%
	Master	15	15%
	Professional	09	09%

<b>Status</b>	Employee	40	40%
	Business	13	13%
	Professional	24	20%
	Housewife	13	13%
	Retiree	07	07%
	Other	03	03%
<b>Monthly Family Income</b>	Below 25,000	27	27%
	25001-50000	50	50%
	50001-75000	14	14%
	75001-100000	04	04%
	More 100001	05	05%

The Research on the table and found that most of the studies (69%) of the respondents were Men and 31 percent of them are women. A majority (84%) was married and their remaining 16% are single. The table also shows that 44% of respondents belonging to the age group 30-40, where 25% is in the age group of 40-50, 17% of which is in the age group of 20-30, 12% of respondents and 50 more than 2% lower than the percentage of 20-year-old.

About 63% of respondents on the basis of educational Qualification is considered to be Graduates, post-graduates 15%, of which 12% are under graduates, 09 percent of respondents are professionals and they are 01 percent, a fraction there is a higher secondary education. On the basis of employment status of the respondents on 40% of the employees, of which 24% are professionals, 13% of them housewife, and 13% are businessmen, 7% of them, retirees and their 3% belong to other categories.

Most of the respondents (50%) have household monthly income of Rs. 25001-50000, which is 27% lower than the income of Rs. 25000, 14% of which had revenues of Rs. 50001-75000, 4% higher than Rs.100001 of income, of which 5% of monthly household income has Rs.75001-100000 from. Most of the respondents (49%) is to have four members, of which 38% have 5 or more below the family size of 3, 13% of respondents with a household size of family size.

#### Source of Awareness

**Table 2: Showing Source of Awareness**

S. No.	Information Sources	Percentage%
1.	Radio	11
2.	TV	08
3.	Newspaper	12
4.	Outdoor Advertising	18
5.	Product Label	31
6.	Website	05
7.	Word of Mouth	15

The table clearly shows that nearly 31 percent of respondents believe that the product label is the main source of knowledge of environmentally friendly Packaged Food Products, fast moving consumer goods. 18% of respondents who said that outdoor advertising has made them aware of environmentally friendly Packaged Food Products. 15% of them believe that word of mouth is the information, 11% and 12% of the source of discovery, newspapers and radio stations have made environmentally friendly Packaged Products they know. 8%, of which 5% was found, television and newspapers to make them aware of environmental protection fast moving consumer goods. It was found that television and Web sites this week in spreading awareness of environment-friendly Packaged Products.

**Table 3: Showing Willingness to Buy Eco-friendly packaged Food Products**

S. No.	Purchase Intention	Percentage
1	For Service Environment	33%
2	For Health Factors	46%
3	For The Appreciation of others	14%
4	For Pressure From others	05%
5	Because I See A Lot of People Buy Them	12%

The table shows that the majority of respondents (46%), for the purchase of environmentally friendly Packaged Food Products they buy environmentally friendly Packaged Products, to serve the environmental health reasons.33%. 14% of them, buy them appreciation from others. 12% of them, buy it, they saw a lot of people buy them and they are from someone else to buy 5% of its pressure.

### Hypothesis Testing

**H<sub>0</sub>:** There are different environments & knowledge of the status of the respondents surveyed were concerned there was no significant difference.

**H<sub>1</sub>:** There is a significant difference between respondents in different status of a concern respondents between environment & knowledge.

**Table 4: Showing Status of Respondents**

Variance Analysis							
			Sum of Square	DF	RMS	F	SIG.
Environmental Knowledge / Awareness Status	Between groups	(combined)	116.281	05	23.256	3.217	0.007
	In the group		4626.575	640	7.229		
	Total		4742.856	646			

Source: Field Survey

The results are given surveyed by ANOVA in Table 4 were obtained in the case of having a significant difference in environmental knowledge. As can be seen, the significance level of 5%. The calculated value is greater than the value of 0.05 or more. Thus, the null hypothesis is rejected, and to accept the alternative hypothesis.

**H<sub>0</sub>:** There is a different status of respondents were no significant differences on environmental concerns.

**H<sub>1</sub>:** There is a significant difference in environmental concern of the respondents among the different status of respondents.

**Table 5: Showing Status of Respondents**

Variance Analysis						
Environmental commitment and status*	Between groups	1466.010	05	293.202	10.303	.000
	In the group		18213.067	640	28.458	
	Total		19679.077	645		

The results are given surveyed by ANOVA Table 5 were obtained in the case of concern for the environment has a significant difference. As can be seen, the significance level of 5%. The calculated value is smaller than the value 0.05. Thus, to accept the null hypothesis and alternative hypothesis rejected.

**H<sub>0</sub>:** Education there is no significant difference between consumer awareness and education of the respondents

**H<sub>1</sub>:** There is a significant difference between consumer awareness and education of the respondents

**Table 6: Showing Consumer Awareness of the Respondents**

Variance Analysis						
		Sum of Square	DF	RMS	F	SIG.
I know that environmentally friendly Packaged Products and its comparative advantages	Between groups	0.445	3	0.148	0.572	0.636
	In the group		11.677	45	0.259	
	Total		12.122	48		
I know the dangers of non-biodegradable Packaged Products may cause the Earth.	Between groups	0.927	3	0.309	0.910	0.444
	In the group		15.277	45	.339	
	Total		16.204	48		
I eco-friendly Packaged Products and to distinguish between harmful Packaged Products.	Between groups	0.691	3	.230	0.916	0.441
	In the group		113.09	45	0.251	
	Total		12.000	48		

Given the significant differences in consumer awareness through education of respondents Table 6 ANOVA results obtained. As can be seen, the significance level of 5%. The calculated value is greater than the value of 0.05 or more. Thus, the null hypothesis is rejected, and to accept the alternative hypothesis.

**H<sub>0</sub>:** There were no significant differences between consumer attitudes for respondents in different income groups of environmentally friendly Packaged Products.

**H<sub>1</sub>:** There are differences between consumer attitudes for respondents in different income groups of environmentally friendly Packaged Products are significant.

**Table 7: Showing Analysis of Variance of Respondents**

Variance Analysis						
		Sum of Square	DF	RMS	F	SIG.
I read the label before buying to see if the content is environmentally safe	Between groups	0.655	3	0.218	1.051	0.380
	In the group	9.345	45	0.208		
	total	10.000	48			
Environmentally friendly Packaged Products are not widely publicized, and therefore not popular.	Between groups	0.344	3	0.115	.340	0.797
	In the group	15.207	45	0.338		
	total	15.551	48			
I've been looking into less harmful substances in Packaged Products.	Between groups	0.698	3	0.233	0.522	0.670
	In the group	20.077	45	0.446		
	total	20.776	48			
When shopping, I always check, if I buy a product is environmentally safe.	Between groups	0.064	3	.021	.055	0.983
	In the group	17.609	45	0.391		
	total	17.673	48			
I went looking for environmentally friendly Packaged Products, if it is not available in a shop.	Between groups	0.590	3	.197	0.591	0.624
	In the group	14.961	45	0.332		
	total	15.551	48			
I need a chance to convince my family to buy environment-friendly Packaged Products	Between groups	0.430	3	0.143	0.557	.646
	In the group	11.570	45	0.257		
	total	12.000	48			
I appreciate packaging environmentally friendly Packaged Products / designs.	Between groups	0.867	3	0.289	0.779	0.512
	In the group	16.684	45	0.371		
	total	17.551	48			
I believe that information in the eco-friendly package.	Between groups	1.442	3	0.481	1.533	.219
	In the group	14.109	45	0.314		
	total	15.551	48			
I focus on eco-friendly ads.	Between groups	.205	3	0.068	0.229	.875
	In the group	13.427	45	0.298		
	total	13.633	48			
I believe that eco-friendly ads.	Between groups	0.126	3	0.042	0.154	0.926
	In the group	12.282	45	0.273		
	total	12.408	48			
I am willing to pay a little extra price for environmentally friendly Packed Products.	Between groups	.573	3	0.191	0.843	0.478
	In the group	10.202	45	0.227		
	total	10.776	48			
I had to move to a more environmentally friendly lifestyle.	Between groups	0.541	3	0.180	0.648	0.588
	In the group	12.520	45	.278		
	total	13.061	48			
Environment-friendly Packaged Products will not be the same as normal brands.	Between groups	.250	3	.083	.212	0.888
	In the group	17.709	45	.394		
	total	17.959	48			

There is given to eco-friendly Packaged Products, respondents in different income groups consume a significant difference between the concepts by analysis of variance results obtained in Table 7. As can be seen, the significance level of 5%.

The calculated value is greater than the value of 0.05 or more. Thus, the null hypothesis is rejected, and to accept the alternative hypothesis.

**H<sub>0</sub>:** There is no significant difference in a barrier different income groups of respondents buy environmentally friendly Packaged Products.

**H<sub>1</sub>:** There is a barrier to purchase environmentally friendly Packaged Products significant differences in different income groups of respondents.

**Table 8: Showing Variances in Respondents**

Variance Analysis						
		Sum of Square	DF	RMS	F	SIG.
High Costs	Between groups	3.518	05	0.704	0.912	0.473
	In the group	493.795	640	0.772		
	total	497.313	645			
A general lack of availability	Between groups	8.092	05	1.618	0.741	0.593
	In the group	1398.764	640	2.186		
	total	1406.856	645			
Lack of knowledge about environmentally friendly Packaged Products	Between groups	27.748	05	5.550	6.348	.000
	In the group	559.540	640	0.874		
	total	587.288	645			
I do not know the benefits	Between groups	24.035	05	4.807	4.530	.000
	In the group	679.074	640	1.061		
	total	703.108	645			
Not durable	Between groups	5.666	05	1.133	1.502	.187
	In the group	482.788	640	0.754		
	total	488.454	645			

Given are the significant differences in respondents of different income groups to buy environmentally friendly packaged food Products through barriers results in Table 8 ANOVA. Lack of awareness of the benefits of Eco-Friendly Packaged food Products and do not know the value of less than 0.05. Therefore, we accept the null hypothesis to the case and rejected the alternative hypothesis. High cost, availability, and general lack of non-durable value exceeds value 0.05. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The results are given surveyed by ANOVA in Table 4 were obtained in the case of having a significant difference in environmental knowledge. As can be seen, the significance level of 5%. The calculated value is greater than the value of 0.05 or more. Thus, the null hypothesis is rejected, and to accept the alternative hypothesis.

#### Survey Findings

- Ñ Most of the respondents belong to the age group 30-40.
- Ñ Nearly 63 percent of respondents have a graduate degree.
- Ñ 50% of the respondents is a monthly household income of Rs.25001 -50000 range.
- Ñ Product labels and outdoor advertising is the main source of knowledge of environmentally friendly Packaged Products.
- Ñ Most consumers are aware of environmental protection eco-friendly packaged food Products, environmentally friendly and have a positive attitude for eco-friendly Packaged Products.
- Ñ It was found that the benefits of a lack of knowledge and do not know the difficulties buy environmentally friendly Packaged Products.
- Ñ Most respondents to buy environmentally friendly packaged food Products for health purposes.

#### Conclusions

The study concluded that consumers aware of the benefits of Eco-Friendly Packaged Products. But it is still a new concept for the majority. The new Eco-Friendly movement needs to reach the masses, which will require a lot of time and effort. Government, enterprises, build consumers have the right to join their hands organized to make ecological balance.

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