

CONSUMER ATTITUDES TOWARDS ECO-FRIENDLY PACKAGED PRODUCTS: A STUDY IN HARYANA

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ABSTRACT

The dreadful environmental condition is increasingly threatening the health of consumers, and global and national welfare. Therefore, the consumers are becoming their environmental attitudes, perceptions and satisfaction preferences and purchase more sensitive. The Consumer attitude is her or his beliefs, a mixture of environmental and ecological environment in the marketing of eco-friendly packaged products and feel purchase plan. The results showed that 56.40% of consumers think towards eco-friendly packaged products in the attitude of the middle class level, then high class (26.68%) and low class levels (17.02%) of Consumers of socio-economic conditions as well as their attitude among consumers in addition to gender and attitudes eco-friendly packaged products eco-friendly packaged products, a significant difference. The Producers should improve the design of environmentally friendly packaged food products, in order to effectively attract consumers. Marketer or retailer must be eco-friendly packaged products, store it in such a way that consumers can easily find, but buying.

KEYWORDS: Attitudes, Consumption, Perception, Green or Eco-Friendly Packaged Products.

Introduction

The environmental conditions are 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.

The Environmentally friendly, or green or eco-friendly packaged (nature-friendly and green) is the concept of marketing and sustainable development, refers to goods and services, lowering guidelines, legal and policy requirements, minimum, or environmental or ecological The system does no harm to create lifestyle changes to benefit the environment of the product.

The Consumer attitude is her or his beliefs, a mixture of environmental and ecological environment in the marketing-friendly packaged products and feel purchase plan. When consumer attitudes are clearly rooted in the value of the function, effort revolves around barking decision or brings happiness.

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The Attitude can function through external product of many factors. Linearity consumer environment-friendly packaged products depends on the confidence, faith, availability and access to a different level attitude. Therefore, the consumer attitude towards an eco-friendly packaged product is a major factor in a positive and effective purchasing decision. Therefore, this study attempts to study consumer attitudes towards environment-friendly packaged products in Haryana.

Research Methods

The Haryana state was selected for this study and the eco-friendly packaged products consumers through convenience sampling method of choice. The Eco-friendly packaged products these data from 500 consumers through pre-tested structured questionnaire are collected. In order to understand the consumer eco-friendly packaged products and their socio-economic profile of eco-friendly packaged products, attitude and level of frequency distribution ratio analysis is performed.

In order to study the differences between the socio-economic situation of consumers and their attitudes towards eco-friendly packaged products, analysis of variance (ANOVA) has been applied.

Results and Discussion

• Profile of Socio-economic Consumer

The Consumers conditions of eco-friendly packaged products were analyzed and the results are given in Table 1. The results showed that 56.40% of consumers are male, 43.60 % remaining consumer's percent are women. It is observed that 38.40% of consumers age group of 25-35 years, 26.40% of consumers age group of 35-45 years, 14.80% of consumers are under 25 years of age group, 12.20% of the consumers are 45-55 age group years, and 8.20% of consumers age group above 55 years of age.

The results showed that 41.80% of consumers have a graduate degree, 34.20% of consumers have post-graduate degrees, 9.80% of consumers have a diploma, 9.40% of consumers have a higher secondary and 4.80 percent of consumers have secondary academic qualifications.

The results showed that 37.20% of consumers Rs.30,001 monthly income - Rs.40,000,24.80% of consumers Rs.20,001 monthly income - Rs.30,000,18.20% of consumers are in less than Rs.20,000,12.80 % of consumers monthly income of Rs.40,001 monthly income - Rs.50,000 and 7% of the monthly income of consumers in more than Rs.50,000. It's apparent that 77.60% of consumers married, 22.40 percent of consumers are remaining unmarried.

Table 1: Showing Socio-Economic Profile of Consumers

Socio-Economic Profile	Number of Consumers	Percentage
Gender		
Male	282	56.40
Female	218	43.60
Ages		
25 years of age	74	14.80
25 - 35 years	192	38.40
35-45 years of age	132	26.40
45-55 years	61	12.20
Over 55 years	41	8.20
Educational Qualifications		
Secondary	24	4.80
HigherSecondary	47	9.40
Diploma	49	9.80
Graduation	209	41.80
After Graduation	171	34.20
Monthly Income		
Less than Rs.20,000	91	18.20
Rs.20,001 - Rs.30,000	124	24.80
Rs.30,001 - Rs.40,000	186	37.20
Rs.40,001 - Rs.50,000	64	12.80
More than Rs.50,000	35	7.00
Marital Status		
Married	388	77.60
Unmarried	112	22.40

- **Consumer Attitude towards Eco-Friendly Packaged Products**

The Consumer attitudes toward environmentally friendly packaged products were analyzed and the results are given below in table

Table 2: Showing the Consumer's Attitude eco-friendly packaged products

Attitude	Meaning	Standard Deviation
I can easily understand the eco-friendly Packaged all information	4.24	0.49
I am very satisfied with the green product packaged design	3.42	1.07
I trust environment-friendly information on the package after package	4.07	0.84
I give attention to advertising eco-friendly product packaged	4.09	0.80
I believe that packaged advertising in eco-friendly	4.02	0.78
I easily find environmentally friendly packaged products located in stores	3.40	1.12
I know where the eco-friendly packaged products displayed in the store	3.61	0.98
I give attention to the views of my family and friends about the eco-friendly products	3.32	1.09
I am willing to pay a premium for eco-friendly products packaged	3.70	0.84
I suggest that the eco-friendly packaged food products to others	4.11	0.63

The results showed that agree environmentally friendly packaged all information they are easy to understand consumers and their trust in the information package after the green packaged, they give attention to the product in the environment-friendly packaged on advertising, they believe environmentally friendly packaged advertising, they know where the eco-friendly packaged products displayed in the store, they are willing to pay a best for environmentally friendly packaged products, and they made the eco-friendly packaged products to others, at the same time, they are neutral and they are pleased, they are easy to find shops located in the environmentally friendly packaged products and environmentally friendly packaged product design, they give attention to their families about environmentally friendly packaged products comments and friends.

- **Profile of Consumers: Socio-Economic**

The distribution of the consumers on basis of their attitude towards Eco-Friendly Packaged products was analyzed and the results are presented in Table-3. The responses of consumers for attitude towards Eco-Friendly Packaged products has been categorized into low level, moderate level and high level based on "Mean \pm Standard Deviation (SD)" criterion. The mean is 37.97 and the SD is 4.99.

Table 3: Showing the Basis of Their Attitude towards Environmentally Friendly

Attitude Level	Number of Consumers	Percentage
Low	102	20.40
Medium	282	56.40
High	116	23.20
Total	500	100.00

The results showed that consumers believe that this attitude 56.40% each eco-friendly packaged products in the mid-level level, then high (23.20%) and low levels (20.40%) of the share.

Gender & Attitudes Eco-Friendly Packaged Products

Analysis of the relationship between consumers of eco-friendly packaged and gender attitudes, the results in Table 4.

Table 4: Showing Gender & attitudes of eco-friendly packaged products

Gender	Level attitude			Total	F value	SIG.
	Low	Medium	High			
Male	52 (18.43)	158 (56.04)	72 (25.53)	282 (56.40)	.114	0.737
Female	34 (15.59)	125 (57.34)	59 (27.07)	218 (43.60)		
Total	102 (20.40)	282 (56.40)	116 (23.20)	500 (100.00)	-	-

Out of 282 male consumers, 56.04% of consumers look at the medium level, 25.53% of consumers do attitude at a high level to level attitude of environmentally friendly packaged product level, 18.43% of the total consumption of environmentally friendly packaged products believe that the attitude of the level of eco-friendly packaged products at a low level.

Out of 218 female consumers, 57.34% of consumers look at the medium level, 27.07% of consumers do attitude at a high level to level attitude of environmentally friendly packaged product level, 15.59% of the total consumption of environmentally friendly packaged products believe that the attitude of the level of eco-friendly packaged products at a low level.

The F-value of 0.114 is not statistically significant showing that there is no significant difference between gender of consumers and attitude towards Eco-Friendly Packaged products. Thus, the null hypothesis of there is no significant difference between gender of consumers and attitude towards Eco-Friendly Packaged products is accepted.

Age Group & Attitudes Eco-Friendly Packaged Products

Analyze the relationship between eco-friendly packaged products age groups of consumers and attitudes, the results is given below in table.

Table 5: Showing Age Group & Attitude towards Eco-Friendly Products

Ages	Level of Attitude			Total	F value	SIG.
	Low	Medium	High			
25 years of age	8 (10.82)	44 (59.45)	22 (29.73)	74 (14.91)	2.382	.050
25 - 35 years	34 (17.70)	129 (67.18)	29 (15.12)	192 (38.40)		
35-45 years of age	22 (16.66)	51 (38.64)	59 (44.70)	132 (26.44)		
45-55 years	12 (19.67)	34 (55.74)	15 (24.59)	61 (12.23)		
Over 55 years	9 (21.95)	24 (58.53)	8 (19.52)	41 (8.02)		
Total	85 (17.00)	282 (56.40)	133 (26.60)	500 (100.00)	-	-

Out of 106 consumers who are in the age group of below 25 years, 59.45% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at Medium level, 29.73% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at high level and 10.82% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level.

Out of the 192 consumers who are age group 25 - 35 years, 67.18% of consumers believe that the level of attitudes toward eco-friendly packaged products at a medium level, 17.70% of consumers believe that the attitude towards eco-friendly level at a low level, 15.12 % of consumer packaged goods deemed to be a higher level of attitude level eco-friendly packaged products.

Out of the 132 consumers who are age group 35 - 45 years, 44.70% of consumers believe that the level of attitudes toward eco-friendly packaged products at a high level, 38.64% of consumers believe that the attitude towards eco-friendly the level in the medium level, 16.66% of consumer packaged products as eco-friendly attitude towards the level of the packaged product at a low level.

Out of 61 consumers who are in the age group of 45-55 years, 55.74% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at medium level, 24.59% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at high level and 19.67% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at low level.

Out of 41 consumers who are above 55 years age group 58.53% of consumers in view of the attitude of the level of eco-friendly packaged products at a moderate level, 19.52% of consumer packaged observation of environment-friendly products in a relatively level attitude low, 21.95% of consumers believe that the attitude of the level of eco-friendly packaged products at a high level.

The 2.382 F value is five percent level indicates the presence of consumer attitudes and eco-friendly packaged products age group significant difference is remarkable. Therefore, the null hypothesis there is no significant difference between the consumer and the attitude was denied packaged products age group for eco-friendly.

Education and Attitudes Environment-Friendly Products

Analysis of the relationship between consumers and environment-friendly products, education and attitudes, results are shown in Table 6.

Table 6: Showing Qualifications & Attitudes

Educational Qualifications	Level Attitude			Total	F Value	SIG.
	Low	Medium	High			
Secondary	3 (12.5)	17 (70.83)	4(16.67)	24 (4.80)	4.185	.000
HigherSecondary	11 (23.40)	20 (42.55)	16 (34.05)	47 (9.40)		
Diploma	7(12.25)	32 (65.30)	10 (20.45)	49 (9.80)		
Graduation	40 (19.10)	109 (52.20)	60(28.80)	209(41.80)		
After Graduation	24 (14.05)	104 (60.80)	43 (25.15)	171 (34.20)		
Total	85 (17.00)	282 (56.40)	133 (26.60)	500 (100.00)		

Out of 24 consumers who have secondary or higher, 70.83% of consumers look at the medium level, 16.67% of consumers watch the level of attitude on the ecological environment to approach the level of environmentally friendly packaged products at a high level and 12.5 friendly packaged products% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level.

Out of 47 consumers who have a highersecondary education, 42.55% of consumers look at the medium level, 34.05% of consumers look at the level of attitude to the environment-friendly packaged products at a high level to approach the level of environment-friendly packagedproducts, 23.40% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level.

Out of 49 consumers who are diploma, 65.30% of consumers look at the medium level, 20.45% of consumers watch level attitude of eco-friendly packaged at a high level and the level of 12.25 to the attitude of environmentally friendly packaged products product% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level.

Out of 209 layers of consumers who are university graduates, 52.20% of consumers look at the medium level, 28.80% of consumers watch at the level of the attitude of high-level and 19.10 every level of attitude to environment-friendly packaged products eco-friendly packaged products to consumer attitudes percent believe that the level of eco-friendly packaged products at a low level.

Out of 171 layers of consumers who are post graduates, 60.80% of consumers look at the medium level, 25.15% of consumers watch on the ecological level attitude at a high level and the level of 14.05 to the attitude of environmentally friendly packaged products environment-friendly packaged products% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level.

The F-value of 4.185 is significant at one per cent level showing that there is significant difference between educational qualification of consumers and attitude towards Eco-Friendly Packaged products. Thus, the null hypothesis of there is no significant difference between educational qualification of consumers and attitude towards Eco-Friendly Packaged products is rejected.

Monthly Income and Attitude Eco-Friendly Packaged Products

Analysis of the relationship between consumers of eco-friendly packaged products, monthly income and attitudes, the results shown in Table 7.

Table 7: ShowingMonthly Income and Attitude Eco-Friendly Packaged Products

Monthly Income	Level Attitude			Total	F value	SIG.
	Low	Medium	High			
Lessthan Rs.20,000	12 (13.18)	64(70.32)	15(16.50)	91(18.20)	4.201	.000
Rs.20,001 - Rs.30,000	19(15.32)	68(54.83)	37(29.85)	124(24.80)		
Rs.30,001 - Rs.40,000	38 (20.43)	102(54.83)	46 (24.74)	186(37.20)		
Rs.40,001 - Rs.50,000	11(17.18)	29(45.30)	24(37.52)	64(12.80)		
More than Rs.50,000	5(14.30)	19 (54.30)	11 (31.40)	35(7.0)		
Total	85(17.00)	282(56.40)	133(26.60)	500(100)		

Out of 91 consumers who are in the monthly income group of less than Rs,20,000, 70.32% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at Medium level, 16.50% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at high level and 13.18% of consumers viewed the level of attitude towards Eco-Friendly Packaged products at low level.

In 124 the consumer who is the monthly income group of Rs.20,001- Rs.30,000, 54.83% of consumers believe that the level of eco-friendly packaged products attitude of the middle level, 29.85% of consumers believe that the high level of attitude level and 15.32% of the consumer environment-friendly packaged products as environmentally friendly attitude towards the level of the product at a low level. Out of 186 layers of consumers who are set monthly income of Rs.30,001 - Rs.40,000, 54.83% of consumers believe that the level of eco-friendly packaged products attitude of the middle level, 24.74% of consumers believe that the attitude of the level of high-level and 20.43% of the consumer environment-friendly packaged products as environmentally friendly attitude towards the level of the product at a low level.

Out of 64 consumers who are set monthly income of Rs.40,001 - Rs.50,000, 45.30% of consumers believe that the level of eco-friendly packaged products attitude of the middle level, 37.52% of consumers believe that the high level of attitude levels and environmentally friendly packaged products 17.18% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level. Out of 35 consumers who are monthly income group than Rs.50,000, 54.30% of consumers look at the level of mid-level eco-friendly packaged products attitudes, 31.40% of the level of consumer attitudes on the ecological observation - Friendly Packaged after products

A high level, 14.30% of consumers believe that attitudes toward the level of eco-friendly packaged products at a low level. A display on the F- value of 4.201 of the level difference between the monthly income and attitudes eco-friendly packaged product users was significant. Therefore, the null hypothesis there is no significant difference between being refused eco-friendly packaged products to consumer's monthly income and attitudes.

Marital Status and Attitudes Eco-Friendly Packaged Products

Analysis of the relationship between consumers of eco-friendly packaged products, marital status and attitude, the results in Table 8.

Table 8: Showing Marital Status & Attitude Of Environmentally Friendly Packaged Products

Marital Status	Level Attitude			Total	F value	SIG.
	Low	Medium	High			
Married	71(18.30)	223(57.48)	94(24.22)	388(77.60)	13.653	.000
Unmarried	14 (12.50)	59(52.67)	39 (34.83)	112(22.40)		
Total	85(17.00)	282(56.40)	133(26.60)	500(100.00)		

Out of 388 consumers who get married, the level of 57.48% of consumers watch the attitude of eco-friendly packaged products at a medium level, 24.22% of consumers watch the level of attitude on the ecological environment at a high level and 18.30 each friendly packaged products to consumer attitudes percent believe that the level of eco-friendly packaged products at a low level. In the 112 consumers who are unmarried, 52.67% of consumers believe that the attitude of the level of eco-friendly packaged products at a medium level, 34.83% of consumers watch on the ecological level attitude at a high level and 12.50 each environment-friendly packaged products to consumer attitudes percent think the level of eco-friendly packaged products at a low level. The F-value of 13.653 is significant at one per cent level showing that there is significant difference between marital status of consumers and attitude towards Eco-Friendly Packaged products. Thus, the null hypothesis of there is no significant difference between marital status of consumers and attitude towards Eco-Friendly Packaged products is rejected.

Conclusions

The findings show that more than half of (56.40%) consumers are males and nearly two fifth of (38.40 %) consumers are in the age group of 25 - 35 years. More than two fifth of (41.80%) consumers are graduates and Nearly two fifth of (37.20%) consumers are in the monthly income of Rs.30, 001 - Rs.40,000 and more than three fourth of (77.60%) consumers are married. The results indicate that the consumers are agreed with they easily understand the information on Eco-Friendly Packaged packaging, they trust in the information on package of Eco-Friendly Packaged products, they provide attention on advertisements for Eco-Friendly Packaged products, they believe in the Eco-Friendly Packaged advertising, they know where the Eco-Friendly Packaged products are displayed in shops, they are ready to pay premium price for Eco-Friendly Packaged products and they suggest Eco-Friendly Packaged products to others,

The results reveal that 56.40 % of consumers viewed that the level of attitude towards Eco-

Friendly Packaged products at Medium level surveyed by high level (23.20%) and low level (20.40%). There is significant difference between socio-economic profile of consumers and their attitude towards Eco-Friendly Packaged products except gender of consumers and attitude towards Eco-Friendly Packaged products.

The Producers had better improve the design of environmentally friendly packaged products, in order to effectively attract consumers. Marketer or retailer must be eco-friendly packaged products, store it in such a way that consumers can easily find, but buying.

In addition, consumers should consider their friends and family point of view to get detailed information about the benefits of efficient implementation of environment-friendly packaged products before the actual purchase. Producers or retailers should be attractive packaged environmentally friendly packaged materials packaged products, must differentiate their products from competitors as consumers easy identification.

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