CHAPTER-4

DATA ANALYSIS & RESULTS

This section details the analysis of collected data using questionnaires. First, the factor minimization of various independent variables was completed through factor analysis. After these factors, multiple regression techniques are used to prioritize. Also, use the analysis of variance to test the hypotheses proposed to arrive at the results and Compare preferences for eco-packaging beauty and food. Later, tests were performed on the same variables for non-users using eco-friendly packaging beauty and food products. This chapter concludes by identifying obstacles to purchasing eco-packaged beauty and food products.

4.1 Outcomes of the Factor Analysis for documentation of the Factors

4.1.1 Eco-friendly Consciousness

Rotated Component Matrix

Table 4.1: Factor Analysis for Eco-friendly Consciousness

	Components	
	1	**2**
v4	0.692	
v5	0.662	
v1		0.761
v3		0.792
v2		0.771

Table 4.2: List of Variables &Components

Variable	Descriptions	Components
V1	I support different measures to improve water management leading to water conservation	Environmental Sense(v1 , v2 and v3) Environmental Insensitivity (v4 and v5)
V2	I am aware about the issues and problems related to the environment	
V3	It is very difficult for a person like me to do anything about the environment	
V4	I believe that using recyclable materials for daily use will improve the environment	
V5	I would like to Eco-friendly product as it gives me the pleasure of being environment friendly.	

As can be seen from Table 4.2, the variables v1, v2, and v3 have an additional load on the mechanism, so a component that can be called "environmental awareness" is created. Similarly, the variable 4 and variable 5 have more impact on component 1,to make it part of componentcalled "insensitive and environmentally friendly".

4.1.2 Price Compassion

Table 4.3: Factor Analysis for Price Sensitivity Rotated Component Matrix

	Components		
	1	**2**	**3**
V4	0.955		
V6	0.823		
V2		0.704	
V1		0.650	
V5			0.812
V3		0.440	0.667
V7		0.440	0.660

Table 4.4: List of Variables &Components

Variable	Descriptions	Components
V1	In general the price or cost of buying Eco-Friendly Packaged products is important to me	Higher Price(v4 and v6) Price Sensitivity(v1 and v2)Price Barrier(v3, v5and v7)
V2	I know that a new kind of Eco-Friendly Packaged products is likely to be more expensive than older ones ,but that does not matter to me	
V3	I am less willing to buy a Eco-Friendly Packaged products if I think that it will be high in price	
V4	I don't mind paying more to try out a new Eco-Friendly Packaged products	
V5	A really good Eco-Friendly Packaged product is worth paying a lot of money	
V6	I don't mind spending a lot of money to buy an Eco-Friendly Packaged product.	
V7	I believe the price of Eco-friendly products affects my decision to purchase	

Source: *SPSS output*

As can be seen in Table 4.4, the variable 4 and 5as part of component 1 and are called "higher prices". The variable 1and 2 can be combined as component 2 called price sensitivity. Similarly, the variables v3, v5, and v7 could be merged to make third component called a price barrier.

4.1.3. Innovativeness

Table 4.5: Factor Analysis for Innovativeness

	Components	
	1	**2**
V1	0.868	
V2	0.803	
V3	0.399	0.386
V4		0.935

Table 4.6: List of Variables &Components

Variable	Descriptions	Components
V1	I would like to take a chance in buying new products	New Product Initiative(v1 , v2and v3)Experimental Attitude(v4)
V2	I would like to try Innovative products	
V3	I am the first in my circle of friends to buy a new product when it appears in the market	
V4	I am the first in my circle of friends to experiment with the brands of latest products	

Source: SPSS Output

The Table 4.6, variable 1,2and 3 couldbe merged to make a component named as new product initiative. The variable 4 alone will be making second component experiment attitude

4.1.4 Involvement

Table 4.7: Factor Analysis for Involvement

	Components	
	1	2
V1	0.868	
V2	0.803	
V3	0.399	0.435
V4		0.915
V5		0.435

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Table 4.8: List of Variables &Components

Variable	Descriptions	Components
V1	I select the Eco-Friendly Packaged products very carefully	Satisfaction from Branded Eco-Friendly Packaged products (v1 and v4)Branded Eco-Friendly Packaged products reveal personality(v2 ,v3 and v5)
V2	Using branded Eco-Friendly Packaged products helps me express my personality	
V3	You can tell a lot about a person from whether he/she buys Eco-Friendly Packaged products	
V4	I believe different brands of Eco-Friendly Packaged products would give different amounts of satisfaction	
V5	I would recommended Eco-friendly products based on quality to my friends	

Source: SPSS Output

From the table 4.8, Mechanisms 1, the variables 2 and 3 merged to make the component 2, known as brand; Eco-Friendly Packaged products reveal personality.

4.1.5 Health Consciousness

Table 4.9: Factor Analysis for Health Consciousness

	Components			
	1	**2**	**3**	**4**
V2	0.793			
V5	-.686			
V7		0.758		
V1		0.629		
V4			0.837	
V6		0.785		
V3		0.375	-.436	0.447

Table 4.10: List of variables & Components

Variable	Descriptions	Components
V1	I worry that there are chemicals in my food.	Health Sensitivity (v2 and v5) Health Concern (v1, v6 andv7) Avoid preservative food (v4) Food pollution (v3 and v8)
V2	I worry that there are chemicals in my cosmetic products	
V3	I avoid foods containing preservatives.	
V4	I read more health-related articles earlier time	
V5	I am aware of what types of Eco-friendly products I need to do to feel consummate	
V6	Pollution in food and cosmetic products does not bother me.	
V7	I believe that Eco-friendly products are of better quality than non-Eco-friendly	

In cases where respondents are health conscious, variables2 and 5can be merged to form component1, that is health sensitivity. variable1,6,7 form component 2 called Health Concern. Similarly, the v 4 will constitute a separate ingredient named Avoided Preserved Foods 3. Finally, the variables v3 merged to form part of a component called food contamination.

4.1.6. Eco-friendly packaged products appearance

Table 4.11: Factor Analysis for Characteristics of Eco-Friendly Packaged Cosmetic Products

	Components			
	1	**2**	**3**	**4**
V6	0.793			
V5	0.859			
V4		0.757		
V3		0.683		
V1			0.745	-.337
V2			0.612	0.437
V7			0.434	
V8				-.432

Table 4.12: List of Variables &components

Variable	Descriptions	Components
V1	Eco-Friendly Packaged cosmetic products are safer to use than non-Eco-friendly Packaged cosmetic products	Eco-Friendly Packaged Product Knowledge(v5 and v6)Branded Eco-Friendly Packaged Cosmetic Products(v4 and v3)Reliability of Eco-Friendly Packaged Cosmetic Product (v7 , v1 and v2)Eco-Friendly Packaged Products expensive(v8)
V2	Eco-Friendly Packaged cosmetic products are of better quality than non-Eco-Friendly Packaged cosmetic products	
V3	Eco-Friendly Packaged cosmetic products are more effective than non-Eco-Friendly Packaged cosmetic products	
V4	Branded Eco-Friendly Packaged cosmetic products are better than non-branded Eco-Friendly Packaged cosmetic products	
V5	Less knowledge about Eco-Friendly Packaged cosmetic products prevent people from buying them	
V6	Less information about Eco-Friendly Packaged cosmetic products prevent people from buying them	
V7	Less availability about Eco-Friendly Packaged cosmetic products prevent people from buying them	
V8	Eco-Friendly Packaged cosmetic products are expensive than non-Eco-Friendly Packaged cosmetic products	

Source: *SPSS Output*

As shown in Table 4.12, for eco-friendly packaging cosmetics, the variable 5 and 6 could be merged to make a component called eco-friendly packaging product knowledge.

Variables 3 and 4 are merged to make a component, called The brand environmentally friendly packaged cosmetics. The 3rd component is named the reliability of the

environmentally-friendly packaging cosmetics.

The remaining variable v8 constitutes the fourth component, which is called "environmentally friendly packaging products are expensive".

4.1.7 Appearances of Eco-Friendly Packaged Nutrition Products

Table 4.13: Factor Analysis for Characteristics of Eco-Friendly Packaged Food Products

	Components				
	1	**2**	**3**	**4**	**5**
V3	0.712				
V4	0.696				
V2		0.696			
V5		-.575	0.309		
V6			0.749		
V1				-.779	
V7					-.764
V8					0.727

Table 4.14:list of variables and components

Variable	Descriptions	Components
V1	Eco-Friendly Packaged food products are safer than non- Eco-Friendly Packaged food products	Eco-Friendly Packaged Food Products Nutritional Taste(v3 and v4)
V2	Eco-Friendly Packaged food products are healthier than non-Eco-Friendly Packaged food products	Eco-Friendly Packaged Food Products are Healthier(v2)
V3	Eco-Friendly Packaged food products have more nutritional value than non-Eco-Friendly Packaged food products	Lack of information and availability of Eco-Friendly Packaged Food Products(v5 , v6)
V4	Eco-Friendly Packaged food products are tastier than non-Eco-Friendly Packaged food products	Eco-Friendly Packaged Food Products are safe and expensive(v1)
V5	Branded Eco-Friendly Packaged products are better than non- branded Eco-Friendly Packaged food products	Branded Eco-Friendly Packaged Food Products' Look and quality(v7 and v8)
V6	Eco-Friendly Packaged food products do not look good in appearance	
V7	Less availability about Eco-Friendly Packaged food products prevent people from buying them	
V8	Eco-Friendly Packaged food products are expensive	

Table 4.14 shows that in the case of using eco-friendly packaged food, variables3,4 are merged to form component 1, which is called the nutritional taste of the eco-friendly packaged food and 7, 8 Constitutes component 2, which is named "Healthy packaged food is healthier".

Component third is made by merging the 5th, 6th variable, branded product and does not appear to have good appearance information and the availability of environmentally-friendly packaged foods.

Similarly, the variable v1 constitutes a component 4 named "environmentally-friendly packaged food" which is expensive and safe, which is named the appearance and quality of the brand's environmentally friendly packaged food.

The obtained Kaiser-Meyer-olkin measurement test result is greater than 0.50, which indicates that the sample is quite reasonable.

4.2 Consistent regression Coefficients regression of Eco-Friendly Packaged Products

4.2.1 Eco-friendly Consciousness

The Standard Variables is the attitude for Eco-Friendly Packaged beauty Products for which 5 variables   in buying Eco-Friendly Packaged beauty products identified and on which the data has been collected are;

- **V1:** consumers of Eco-Friendly Packaged Beauty Products supports different measures to improve water management leading to water conservation

- **V2:** consumers of Eco-Friendly Packaged Beauty Products is aware about the issues and problems related to the environment

- **V3:**It is very difficult for the consumers of Eco-Friendly Packaged Beauty Products to do something for environment

- **V4:** consumers of Eco-Friendly Packaged Beauty Products believe that using recyclable materials in day to day life will improve the environment

- **V5:** consumers of Eco-Friendly Packaged Beauty Products would like to Eco-Friendly product as it gives pleasure of being environment friendly.

The factor/s that shows the level of Awareness(High, Medium, Low) and Attitude *(positive, negative)* and Satisfaction (satisfied or Dissatisfied) of the user or for Eco-Friendly Packaged beauty products in the context of Environmental Consciousness in buying Eco-Friendly Packaged beauty products. For the purpose, standardized regression coefficients are used.

Table 4.15: Regression Analysis for Environmental Consciousness regarding Eco-Friendly Packaged beauty products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.284	.652	
	V1	-.055	.083	-.034
1	V2	.015	.063	.012
	V3	.004	.056	.004
	V4	.035	.060	.029
	V5	.014	.049	.015

We know that the standardized regression coefficient (Beta) is a measure of how well each predictor knows the standard variable, and the higher the β value, the greater the influence of the predictor on the standard variable.

Table 4.15 reveals that V4 has the highest β value, which is 0.029. The results show that the predictors have higher consciousness and attitude impressions on the standard variables.

In fact, the variable "users of eco-friendly packaging cosmetics believe that the use of recyclable materials for daily use can improve the environment" has a moderate impact on the awareness and attitude of using eco-friendly packaging cosmetics. Similarly, the βeta value of V3 is the lowest, which is .004.

The variable "users are very difficult to do anything about the environment, because the impact of consciousness and attitude is low, which is not good for beauty that prefer environmentally friendly packaging.

In contrast, the βeta value of V1 is the highest value with a -sign, which is -.055. This indicates that the variable has the greatest impact on the standard variable, but in the opposite direction.

This means that variable can have a high level of impact on beauty products that do not favor environmentally friendly packaging, which seems a bit unusual.

In fact, the conclusion is that variable is not suitable for determining consumer preferences for environmentally-friendly packaging beauty products. Therefore, among the five variables identified, the degree and attitude based on consciousness are positive and satisfy consumer preferences for environmentally friendly packaging cosmetics. The priority list is as follows: V4, V5, V2, and V3.

4.2.2 Price Sensitivity

Here, criterion Variable is attitude for Eco-Friendly Packaged beauty Products for which seven predictor variables identified and on which the data has been collected are;

- **V1 :** The price of buying Eco-Friendly Packaged beauty Products is important to consumers

- **V2 : consum**ers of Eco-Friendly Packaged beauty c Products know that a new kind of Eco-Friendly Packaged beauty products is likely to be more expensive than older ones, but that does not matter to them

- **V3 : consumers** of Eco-Friendly Packaged beauty Products are less willing to buy a Eco-Friendly Packaged product if they think that it will be high in price

- **V4 :** consumers of Eco-Friendly Packaged beauty Products don't mind paying more to try out a new Eco-Friendly Packaged product

- **V5 : consumers** of Eco-Friendly Packaged beauty Products think that really good Eco-Friendly Packaged beauty product is worth paying a lot of money

- **V6 : consumers** of Eco-Friendly Packaged beauty Products don't mind spending a lot of money to buy a Eco-Friendly Packaged beauty product

- **V7 : consumers** of Eco-Friendly Packaged beauty Products believe that the price of Eco-Friendly Packaged products affects his/her decision to purchase

The objective of this section of the study is to highlight the factor/s, related with Level of Awareness (High, Medium, Low) and Attitude *(positive, negative)* and Satisfaction (satisfied or Dissatisfied) of the user or consumer's in the context of Price Sensitivity.

Table 4.16: Regression Analysis for checking Price Sensitivity of consumers regarding Eco-Friendly Packaged beauty Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.612	.556	
	V1	-.032	.055	-.029
1	V2	.029	.055	.027
	V3	-.093	.052	-.092
	V4	-.100	.051	-.101
	V5	.063	.057	.055
	V6	.066	.054	.062
	V7	.029	.055	.027

Source: SPSS Output

Table 4.16 reveals that the highest P value for V6 is 0.062. The results show that the predictors have a high conscious influence on the standard variables.

In fact, the above variables (that is, "users of eco-friendly packaging cosmetics don't mind spending a lot of money on eco-friendly packaging cosmetics") have a moderate impact on eco-friendly packaging cosmetics. Similarly, V2 has the lowest P value, 0.027. This means that the variable "users of eco-friendly packaging cosmetics know that the price of a new eco-friendly packaging cosmetic may be more expensive than the old packaging, but this is not important".

In contrast, the P value of V3 is the maximum with a -sign, which is -.092. This shows that the predictor has the highest attitude impression level on the standard variable, but the direction is negative.

This means that if users of environmentally friendly packaging cosmetics think that

high prices will have a greater impact on disliked environment friendly packaging beauty products, they are unwilling to buy environment friendly packaging products.

In fact, the conclusion is that the variable is not suitable in determining consumer preferences for environment-friendly packaged products. Therefore, among the six variables identified, based on the degree of positiveness and positive attitude towards consumers' preferences for environment-friendly packaged products, the priority list is as follows: V6, V5 and V2.

4.2.3 Innovativeness

Here Criterion Variable is the attitude of consumers for Eco-Friendly Packaged beauty Products for which 4 predictor variables related to Consumer's Innovativeness in buying Eco-Friendly Packaged beauty Products identified and on the bases of that the data has been collected ;

- **V1 :** consumer of Eco-Friendly Packaged beauty Products like to take a chance in buying new products
- **V2 :** consumers of Eco-Friendly Packaged beauty Products like to try new and different products
- **V3 :** consumers of Eco-Friendly Packaged beauty Products is the first in his circle of friends to buy a new product when it appears in the market
- **V4 :** consumers of Eco-Friendly Packaged beauty Products is the first in his circle of friends to experiment with the brands of latest products

The objective of this Section is to prioritize the factor/s that effect the Level of awareness (High, Medium, and Low), attitude (positive, negative) and satisfaction of the consumer's for Eco-Friendly Packaged beauty products in the context of Consumer's Innovativeness.

Table 4.17: Regression Analysis for Innovativeness in buying Eco-Friendly Packaged Cosmetic Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.553	.397	
	V1	.033	.049	.036
1	V2	0.26	.056	.025
	V3	-.077	.056	-.069
	V4	-.038	.048	-.040

Source: SPSS Output

The Table 4.17 reveals that βeta value for V1 is the highest that is .036. It exhibits that the said predictor variable has high level of Awareness and attitude and that is positive.

In fact, 'consumers of Eco-Friendly Packaged beauty Products like to take a chance in buying new products' has Medium level of Awareness and attitude impact on preferring Eco-Friendly Packaged beauty products.

Same like, the βeta value for V2 is the low that is .025. It means the consumers of Eco-Friendly Packaged beauty Products like to try new and different products' has the low impact on preferring Eco-Friendly Packaged beauty products.

On the contrary, the βeta value for V3 is the highest with - sign, that is -.069. It shows that the variable is having highest level of impact on the criterion variable but in -direction.

It means consumer of Eco-Friendly Packaged beauty Products is the first in his/her circle of Friends to buy a new product when it appears in the market' has high level of impact

on not preferring Eco-Friendly Packaged beauty products, which is bit unusual.

In fact, it may be said that the variable is not apt for ascertaining consumers'
preference for Eco-Friendly Packaged beauty products. Out of the two variables, on
the basis of degree of awareness and attitude positively consumers' preference for the
Eco-Friendly Packaged beauty p products, the priority list is followed by V1, and V2.

4.2.4 Involvement For product

Here also, the Criterion Variable is the attitude for Eco-Friendly Packaged beauty
Products for which five predictor variables related to Consumers Involvement in
Buying Eco-Friendly Packaged beauty Products are identified and based on that the
data has been collected;

- **V1 :** consumers of Eco-Friendly Packaged beauty Products select the Eco-Friendly Packaged products very carefully

- **V2 :** Using branded Eco-Friendly Packaged products help Users of Eco-Friendly Packaged beauty Products express their personality/status

- **V3 :** It can tell a lot about a person by, whether they buy Eco-Friendly Packaged beauty Products

- **V4 :** consumers of Eco-Friendly Packaged beauty Products, believe that different brands would lead different amounts of satisfaction

- **V5: consumers o**f Eco-Friendly Packaged beauty Products recommended to friends based on quality.

Table 4.18: Regression Analysis for Product Involvement

Co-efficient				
Model		Un-standardized co-efficient		Standardized co-efficient
		B	Std. Error	Beta
	(Constant)	4.196	.403	
	V1	.052	.051	.051
1	V2	-.022	.046	-.024
	V3	.015	.048	.016
	V4	-.018	.052	-.018
	V5	.015	.046	.016

Source: SPSS Output

The purpose of this part of the study is to prioritize the level of awareness (high, medium, low) and attitude (positive, negative) and satisfaction (satisfactory or dissatisfied) of consumers or consumers towards eco-friendly preferences in consumer-friendly packaging Cosmetics background for packaging cosmetics.

Table 4.18 reveals that the highest β value of V1 is 0.051. The results show that the predictors have a higher awareness and positive attitude towards the standard variables. In fact, the variable "users of eco-friendly packaging cosmetics choose eco-friendly packaging cosmetics very carefully" has a moderate cognitive impact on choosing eco-friendly packaging cosmetics.

Same like, the βeta value of V3 is the lowest that is .016. This shows that a person can get a lot of information from whether one buys environmentally-friendly packaged beauty products, which has a lower awareness of people's preference for environmentally-friendly packaged beauty products, and has a large negative impact on attitudes.

In contrast, the βeta value of V2 is the highest with a -sign, namely -.024. This shows that the variable has the greatest impact on the standard variable, but in the opposite direction. This shows that "the use of branded eco-friendly packaging products can help users of eco-friendly beauty products to express their personalities/status, has a great impact on non-preferred eco-friendly beauty products, it is bit unusual.

In fact, it can be concluded that the variable is not suitable for determining consumer preferences for environmentally-friendly packaging beauty products. Therefore, among the two variables identified, based on the impact of consumer awareness and positive attitudes on environmentally friendly packaging beauty products followed bt: V1 and V3.

4.2.5 Health conciousness

At this point the Model Variable is attitude for Eco-Friendly Packaged beauty Products for which seven indicator factors identified with Health Consciousness in purchasing Eco-Friendly Packaged beauty Products. The information has been gathered are;

- **V1 :** consumers of Eco-Friendly Packaged beauty Products worry that there are chemicals in their food products
- **V2 :** consumers of Eco-Friendly Packaged beauty Products worry that there are chemicals in their cosmetic products
- **V3 :** consumers of Eco-Friendly Packaged beauty Products avoid food containing preservatives
- **V4 :** consumers of Eco-Friendly Packaged beauty Products read more health-related earlier time
- **V5 :** consumers of Eco-Friendly Packaged beauty Products are concerned aware of what types of Eco-friendly products need to do to feel consummate

- **V6 :** Pollution in beauty products does not bother consumers of Eco-Friendly Packaged beauty Products

- **V7 :** consumers of Eco-Friendly Packaged beauty Products are believe that Eco-friendly products are of better quality than non-Eco-friendly

Table 4.19: Regression Analysis for Health Consciousness

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.431	.540	
	V1	-.104	.055	-.098
1	V2	-.054	.055	-.051
	V3	.138	.048	.147
	V4	.023	.048	.024
	V5	-.013	.047	-.014
	V6	.020	.046	.021
	V7	.020	.046	.022

The purpose of this section is to prioritize the users or consumer's preference (high, medium, low) and attitude (positive, negative) and satisfaction (satisfaction or dissatisfaction) for environmentally-friendly packaged beauty products.Standardized regression coefficient (Beta) is a measure of the strength of each predictor's awareness and attitude towards the standard variable, and the higher the βeta value, the greater the influence of the predictor on the standard variable.

Table 4.19 shows that V3 has the highest β value, which is 0.147. The results show that the predictor variable has the highest satisfaction with the standard variable. In fact, the variables are

"Users of environmentally friendly beauty packaged products worry about the quality of their drinking water" have a moderate bias and have some understanding of the impact of preferences for environmentally friendly products. Same like ,the βeta value of V6 is the lowest, that is .021. This represents that "users of eco-packaging beauty products are interested in information about their health".

In contrast, the βeta value for V1 is the highest consciousness with a negative attitude,that is -.098 and is not satisfied. This shows orindicates that the variable has the greatest impact on the standard variable, but in the opposite direction. This means that "users of environmentally friendly packaged beauty are worried about the presence of chemicals in their food" has a high awareness and a satisfactory impact on non-preferred environmentally friendly packaged products.

In fact, it can be concluded that this variable is not suitable for determining consumer preferences for environmentally-friendly packaged beauty products. Therefore, among the four variables identified, according to the level of awareness and positive attitude towards environmentally friendly packaged beauty products and consumer preferences, the priority list is following by: V3, V4, V7 and V6

4.3. Factor prioritization by Standard Regression coefficient-Eco-Friendly Packaged Food Products

4.3.1 Environmental consciousness

Right now the present Study, the Criterion Variable is the attitude of consumer for Eco-Friendly Packaged Food Products for which five indicator factors identified in context of Environmental Consciousness and based on which the information has been gathered:

- **V1:** consumers of Eco-Friendly Packaged Food Products supports different measures to improve water management leading to water conservation

- **V2:** consumers of Eco-Friendly Packaged Food Products is aware about the issues and problems related to the environment

- **V3:** It is very difficult for the consumers of Eco-Friendly Packaged Food Products to do anything about the environment

- **V4:** consumers of Eco-Friendly Packaged Food Products believe that using recyclable materials for daily use will improve the environment

- **V5:** consumers of Eco-Friendly Packaged Food Products would like to Eco-Friendly product as it gives pleasure to him/her of being environment friendly.

As expressed before, the target of this Section is to organize the factor/s that Level of Satisfaction (fulfilled or dissatisfied), Attitude (positive, negative) and Awareness (High, Medium, Low) of the client or customer's inclination for Eco-Friendly Packaged Food items with regards to Environmental Consciousness in purchasing Eco-Friendly Packaged Food Products. For the reason, institutionalized relapse coefficients (Beta values) have been considered.

For the reason, 600 clients are examined and their reactions have been broke down based on Beta values, the significant output acquired through SPSS is introduced in table 4.20.

Table 4.20: Environmental Consciousness for Eco-Friendly Packaged Food Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	3.914	.652	
	V1	-.046	.083	-.028
1	V2	.048	.063	.039
	V3	.050	.056	.046
	V4	.048	.060	.040
	V5	-.007	.049	-.008

Source: *SPSS Output*

Standardized regression coefficients (Beta) is a measure of how strongly each predictor variable awareness the criterion variable and the higher the beta value the greater the impact of the predictor variable on the criterion variable.

The Table 4.20 reveals that βeta value for V3 is the highest,that is .046. It exhibits that the said predictor variable has highest *level of Awareness and Attitude impression* of sway on the model variable.

Actually, the 'Clients of Eco-Friendly Packaged Food Products is take care of the earth' has elevated level of effect on favoring Eco-Friendly Packaged Food items. Likewise, the βeta value for V2 is the most minimal,that is.039. It implies the variable 'Clients of Eco-Friendly Packaged Food Products knows about the issues identified with the earth. 'In reality βeta value for V1 is the most elevated with - sign, that is -.028. It demonstrates that the said indicator variable is having most significant level of effect in the negative way.

That is to say, consumers of Eco-Friendly Packaged Food Products, used and believe in various measures to improve water. The executives prompting water protection has significant level of effect on not inclining toward Eco-Friendly Packaged Food items, which is by all accounts bit strange.

Truth be told, it might be induced that this variable isn't adept for determining buyers' inclination for Eco-Friendly Packaged Food items. Along these lines, out of the three factors distinguished, based on level of mindfulness positively shoppers' and fulfilled inclination for the Eco-Friendly Packaged Food items, the need list is as per the following; V3 , V4 and v2.

4.3.2. Price sensitiveness

Right now the present investigation, the Criterion Variable is the Preference for Eco-Friendly Packaged Food Products for which seven predictor variables identified and on which the data has been collected are;

- **V1 :** The price of buying Eco-Friendly Packaged Food Products is important to users of Eco-Friendly Packaged Food Products

- **V2 : consumers** of Eco-Friendly Packaged Food Products know that a new kind of Eco-Friendly Packaged Food product is likely to be more expensive than older ones, but that does not matter to them

- **V3 : consumers** of Eco-Friendly Packaged Food Products are less willing to buy a Eco-Friendly Packaged product if they think that it will be high in price

- **V4 : consumers** of Eco-Friendly Packaged Food Products don't mind paying more to try out a new Eco-Friendly Packaged Food product

- **V5 : consumers** of Eco-Friendly Packaged Food Products think that really good Eco-Friendly Packaged Food product is worth paying a lot of money

- **V6 : consumers** of Eco-Friendly Packaged Food Products don't mind spending a lot of money to buy a Eco-Friendly Packaged Food product

- **V7 :** consumers of Eco-Friendly Packaged Food Products believe that the price of Eco-Friendly Packaged products affects my decision to purchase

The objective of here is to highlight the factor/s that Level of Awareness (High, Medium, Low) and Attitude *(positive, negative)* and Satisfaction (satisfied or Dissatisfied) of the consumers' preference for Eco-Friendly Packaged Food products in the context of Price Sensitivity.

Table 4.21: Price Sensitivity for Eco-Friendly Packaged Food Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.585	.558	
	V1	.007	.055	.006
1	V2	0.10	.055	.009
	V3	-.122	.052	-.121
	V4	-.035	.051	-.035
	V5	-.030	.057	-.026
	V6	.112	.055	.104
	V7	.010	.055	.009

Source: SPSS Output

The Table 4.21the Model uncovers that βeta value for V6 is the most elevated, that is .104. It shows that the said indicator variable has most significant level of mindfulness and positive attitude sway on the rule variable.

Actually, 'Clients of Eco-Friendly Packaged Food Products wouldn't fret going through a great deal of cash to purchase an Eco-Friendly Packaged Food item' has medium level of mindfulness and positive attitude on inclining toward Eco-Friendly Packaged Food items.

likethe βeta value For V1 is the most minimal,that is .006. It implies , that 'The cost of purchasing Eco-Friendly Packaged Food Products is essential for clients of Eco-Friendly Packaged Food Products' has less mindfulness and negative attitude on leaning toward Eco-Friendly Packaged Food items.

Despite what might be expected, βeta value for V3 is the most noteworthy with -sign, that is -.121. It demonstrates disappointed that the variable is having most significant level of attitude on the basis variable yet a negative way.

It implies consumers of Eco-Friendly Packaged Food Products, are less ready to purchase an Eco-Friendly Packaged item on the off chance that they imagine that it will be high in cost' has significant level of effect on not leaning toward Eco-Friendly Packaged Food items.

Truth be told, it might be surmised that this variable isn't able for finding out purchasers' Preference for Eco-Friendly Packaged Food items. Along these lines, out of the factors distinguished, based on level of mindfulness and positively attitude and fulfilled of purchasers' inclination for the Eco-Friendly Packaged Food items, the significance slant is as tracks; variable 6,2,1.

4.3.3 Innovativeness of consumers

The Criterion Variable is the Preference for Eco-Friendly Packaged Food Products for which four indicator factors identified with Innovativeness in purchasing items. Based

on the information has been gathered;

- **V1 :** consumer of Eco-Friendly Packaged Food Products like to take a risk in purchasing new items

- **V2 :** consumer of Eco-Friendly Packaged Food Products like to try new and different products

- **V3 :** consumer of Eco-Friendly Packaged Food Products is the first in his circle of friends to buy a new product when it appears in the market

- **V4 :** consumer of Eco-Friendly Packaged Food Products is initiator in his/her friend circle to experiment with the brands of latest products

As expressed before, the target is here is to organize the factor/s that Level of Awareness (High, Medium, and Low) and Attitude (positive, negative) of the client or shopper's inclination for Eco-Friendly Packaged Food items with regards to Innovativeness in purchasing items.

For that, 600 customers are deliberate and their answers have been investigated through Consistent Regression Coefficients, the relevant output traversed by SPSS is mention in table 4.22

Table 4.22: Innovativeness in buying Eco-Friendly Packaged Food Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	Std. Error	Beta
	(Constant)	5.180	.394	
	V1	.047	.049	.051
1	V2	-.010	.056	-.009
	V3	-.130	.056	-.117
	V4	-.104	0.48	-.110

Source: SPSS Out

The Table 4.22 uncovers that βeta value for V1 is the most elevated, that is .051. It displays that the said variable has most significant level of effect on the standard variable. Truth be told, the variable, for example 'Clients/customers of Eco-Friendly Packaged Food Products like to take a risk in purchasing new items' has elevated level of Awareness and positive Attitude sway on leaning toward Eco-Friendly Packaged Food items.

In actuality, the β value for V3 is the most noteworthy with negative sign, i.e., - 0.117. It shows that the said indicator variable is having most significant level of effect on the paradigm variable yet a negative way.

That is to say, 'Clients of Eco-Friendly Packaged Food Products is the first in quite a while circles to purchase another item when it shows up in the market' has Medium level of Awareness sway on not favoring Eco-Friendly Packaged Food items, which is by all accounts bit irregular.

Truth be told, it might be derived that this variable isn't adept for determining buyers' inclination for Eco-Friendly Packaged Food products. Hence, the variable 'Clients/customers of Eco-Friendly Packaged Food Products may like to take a risk in purchasing new items' mindfulness and attitude of shoppers' inclination for the Eco-Friendly Packaged Food items positively.

4.3.4 Involvement of the Product

The Criterion Variable is here the Preference for Eco-Friendly Packaged Food Products. for that five indicator factors identified with Consumers Involvement, in Buying Eco-Friendly Packaged Food Products, are recognized and based on that the information has been gathered

● **V1 :** consumers of Eco-Friendly Packaged Food Products select the Eco-Friendly

Packaged products very carefully

- **V2 :** Using branded Eco-Friendly Packaged products help consumers of Eco-Friendly Packaged Food Products express their personality/status

- **V3 :** Eco consumer can tell a lot about a person from whether they buy Eco-Friendly Packaged Food Products

- **V4 :** consumers of Eco-Friendly Packaged Food Products believe different type of brands of Eco-Friendly Packaged products would give different amounts of satisfactions

- **V5:** consumer of Eco-Friendly Packaged Food Products recommended to friends based on quality.

As expressed before, the goal of this area of the examination is to organize the factor/s that mindfulness and Attitude of the purchaser's and image fulfillment and inclination for Eco-Friendly Packaged Food items with regards to Consumers Involvedness, in Buying Eco-Friendly Packaged Food Products.

For the reason, 600 buyers are considered and their reactions/responses have been dissected through Standardized Regression Coefficients, the pertinent output got through SPSS is introduced in table 4.23

Table 4.23: Product Involvement on Eco-Friendly Packaged Food Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	Std. Error	Beta
	(Constant)	4.209	.403	
	V1	0.093	.051	0.091
1	V2	-.035	.046	-0.039
	V3	0.011	.048	0.011
	V4	-0.46	.052	-.045

Source: SPSS Output

The Table 4.23 reveals that βeta value for V1 is the highest,that is .091. It exhibits that the said predictor variable has highest level of awareness and positive attitude.its impact on the criterion variable is also positive.

Truth be told, 'Clients of Eco-Friendly Packaged Food Products select the Eco-Friendly Packaged items cautiously' has medium level of mindfulness and attitudes on leaning toward Eco-Friendly Packaged Food items. Also, the βta value for V3 is the most reduced,and that is,.011. That is to say, the variable 'One can inform a ton concerning an individual from whether they purchase Eco-Friendly Packaged Food Products' has minimal level of effect on inclining toward Eco-Friendly Packaged Food items.

Unexpectedly, the βeta value for V4 is the most noteworthy with negative sign,that is , - .045. It shows that the indicator variable is having most significant level of mindfulness, attitude and fulfillment the purpose on the basis of variable, yet a negative way.

That is to say, 'Utilizing marked Eco-Friendly Packaged items help Users of Eco-Friendly Packaged Food Products express their character' has significant level of mindfulness, and fulfillment sway on not inclining toward Eco-Friendly Packaged Food items.

Truth be told, it might be deduced that this variable isn't able for discovering customers 'inclination for Eco-Friendly Packaged Food items. In this manner, out of the two factors distinguished, based on evaluation of mindfulness and decidedly attitude of buyers' fulfillment and most loved for the Eco-Friendly Packaged Food items, the significance list is as per the following; V1 and V3.

4.3.5. Health conscious

The Standard Variable is the Preferred for Eco-Friendly Packaged Food Goods for which seven interpreter variables connected to Health Consciousness, in buying Eco-Friendly Packaged Food items/Products are acknowledged and based on that the data has been collected ;

- *V1 :*Consumers of Eco-Friendly Packaged Food items Products worry that there are chemicals in their food products

- **V2 :**Consumers of Eco-Friendly Packaged Food /items Products worry that there are chemicals in their Food products

- **V3 :**Consumers of Eco-Friendly Packaged Food items/Products avoid food containing preservatives

- **V4 :**Consumers of Eco-Friendly Packaged Food items/Products read more health-related literature or articles in compare to earlier time

- **V5 :** consumers of Eco-Friendly Packaged Food Products are concerned and aware of what types of Eco-friendly products need to do to feel consummate.

- **V6 :** Pollutant particles in Food products does not bother by users of Eco-Friendly Packaged Food Products

- **V7 :** consumers of Eco-Friendly Packaged Food Products are believe that Eco-friendly products are of better quality than non-Eco-friendly products

As expressed before, the target of this segment of the examination is to organize the factor/s that put impact on level of mindfulness, attitude and fulfillment of the shopper's inclination for Eco-Friendly Packaged Food items with regards to Health Consciousness in purchasing Eco-Friendly Packaged Food Products.

For that purpose there are 400 buyers are examined and their reactions have been broke down through Standardized Regression Coefficients, the applicable output acquired through SPSS is introduced in table 4.24.

Table 4.24 Health Consciousness for Eco-Friendly Packaged Food Products

Co-efficient				
Model		**Un-standardized co-efficient**		**Standardized co-efficient**
		B	**Std. Error**	**Beta**
	(Constant)	4.328	0.546	
	V1	-.020	0.056	-.019
1	V2	0.048	0.055	0.044
	V3	.098	0.048	0.105
	V4	-.052	0.049	-.055
	V5	-.020	0.047	-.021
	V6	-.042	0.047	-.045
	V7	-.043	0.046	-.047

We know that the standardized regression coefficients is a measure of how powerfully each predictor adjustable awareness and positive attitude the basis variable and the higher the beta value the more noteworthy the effect of the forecaster variable on the standard variable.

Table 4.24 reveals that V3 has the highest β value, which is .105. The results show that the predictors are most aware of the impact with a positive attitude and are satisfied with the standard variables.

In fact, the variable "users of environmentally-friendly packaged foods worry about the quality of their drinking water" has a significant effect on their preference for

environmentally-friendly packaged foods. Samelikely, the βeta value of V2 is the smallest, that is .044. This means that "contamination in food does not disturb users of environmentally-friendly packaged foods" has less effect on environmentally-friendly packaged foods products.

Despite what might be expected, the βeta value for V4 is the most noteworthy with - sign, that is - 0.055. It demonstrates that the said indicator variable is having most elevated level of effect on the measure variable yet a negative way.

That is to say, 'Clients of Eco-Friendly Packaged Food Products stay away from food containing additives' has significant level of effect on not leaning toward Eco-Friendly Packaged Food items.

In fact, it might be deduced that this variable isn't able for finding out purchasers' inclination for Eco-Friendly Packaged Food items. Thus, out of the three factors recognized, based on level of mindfulness and decidedly attitude and fulfilled of buyers' inclination for the Eco-Friendly Packaged Food items, the need list is as per the following; V2,V3.

4.4 Demographic Profile

As shown in the following table, the demographic characteristics of the samples and their relationship with consumers' behaviors on environmentally-friendly packaging cosmetics are analyzed.

So as to picture a superior comprehension of the essential profile of the example under scrutiny and to acquire a depiction of the reaction appropriation, the level of every factor was considered.

Table 4.25: Demographic Profile of Consumers

Characteristics	Profile	Frequency	Percent
	18 - 25	30	7.5
	25 - 35	126	31.54
	35 - 50	136	34
	>50	103	25.8
	Male	215	53.8
	Female	185	46.3
	High School	90	22
	Graduation	167	41.8
	Post-Graduation	137	34.3
	Others	11	02
	Student	51	12.6
	Business	123	30.8
	Service	125	31.3
	Housewife	101	24.3
	Others	10	1. 2
	<25,000	39	9.8
	25,000- 49,999	75	18.8
	50,000 – 74,999	35	11.2
	75,000 – 99,999	25	8.3
	>=1,00,000	14	4.7

The majority (65.4%) of the samples belonged to the 25-50 age group. Only 7.4% of the samples were young, while 25.8% were older than 50 years. As a result, the majority of respondents surveyed for the sample of the study , were adults. Regarding the sex or gender of the respondents, among the target population, 53.7% were male

and 46.2% were female. For this study, the target population were only educated people.

The survey results shows that 24% target population have completed high/secondary school, 41.7% people have completed graduation or Bachelor degree, and 34.4% have completed post-graduation/master studies. Regarding this occupation, students are 12.8%, about 61% are professionals, of which 30.9% are engaged in business and 31.4% are engaged in services. Only 25.4% of the respondents were housewives.

Mostly respondents have monthly incomes lies between 50,000 and 99,999. Only 9.9% of respondents have a monthly income of less than 25,000, while 18.7% have monthly incomes between 25,000 and 49,999. And 9.4% of the respondents' income is above 1, 000, 00.

4.5 Impact of Demographic Profile on Preference for Eco-Friendly Packaged Cosmetic/beauty Products (ANOVA)

4.5.1 Age-Group

Apply one-way ANOVA to see if the age group (denoted as v1) has a significant impact on the use of eco- friendly packaged beauty products.

For this reason, the interviewees are sorted into four categories: a) 18 to 25 years old. B) 25 years -35 years old, c) 35 years old-50 years old, d)> 50 years old. In SPSS, these age groups are represented as 0, 1, 2 and 3.

The preference of environmentally-friendly packaging cosmetics is the dependent variable, which is represented by v2 in the analysis.

Table 4.26: ANOVA Output for Age-Group

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	2.942	3	0.981	0.375	0.771
Within Groups	1036.098	396	2.616		
Total	**1039.040**	**399**			

Source: *SPSS Output*

Age-group hypothesis

H: Age range-Does not affect consumers' awareness and satisfaction with environmentally friendly packaging cosmetics.

There is no difference on preferences, i.e. 18-25 = 25-35 = 35-50 => 50.

Column 6 of Table 4.26 shows the exact significance level (p-value) of ANOVA. We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

Since p = .771 is more noteworthy than α = .05, so a null hypothesis can be acknowledged and built up.

This implies age doesn't altogether influence purchaser inclinations for eco-packaging cosmetics.

4.5.2 Sexual Orientation

Like age-gathering, for sex likewise, as to know whether the sex, indicated as v1, has huge effect on the utilization of Eco-Friendly Packaged cosmetic items.

For the reason, the respondents contemplated have been isolated into two classes; a)

men and b) women these classifications are signified individually as 0 and 1 for examination reason in SPSS.

The Eco-Friendly Packaged beauty items are the reliant variable and in examination, it is indicated as v2.

The applicable segment of result of spss is introduced beneath to construe whether there is any critical impact of sexual orientation on the inclination of Eco-Friendly Packaged beauty items.

Table 4.27: ANOVA Output for Gender

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	.387	1	.387	0.148	0.701
Within Groups	1038.653	398	2.610		
Total	**1039.040**	**399**			

Hypothesis for Gender

H: Gender does not affect awareness attitude and satisfaction of consumer towards Eco-friendly Cosmetic Products. There is no critical contrast between two sexual orientations concerning their effect on inclination, i.e., Male = Female.

The specific critical level (p value) of ANOVA is displayed in sixth Col. (Sig.) of table 4.27.

The table uncovers that 'p' value is more than the 'α' value. Truth be told, since p = 0.701 is more noteworthy than α = 0.05, the invalid theory is acknowledged and set up. That implies, the sex doesn't altogether affect the customers' inclination towards Eco-Friendly Packaged cosmetic items.

4.5.3 Education Level

One-Way ANOVA is done so as to know whether the level of education, indicated as v1, has noteworthy effect on the utilization of Eco-Friendly Packaged cosmetic items.

For the reason, the respondents examined have been isolated into three classifications; a) Graduation b) High School c) Post – Graduation and others.

These classifications are meant individually as 0, 1, 2 and 3 for examination reason in SPSS. The Preference for Eco-Friendly Packaged cosmetic items is the needy variable and in examination, it is meant as v2.

The pertinent part of result is introduced underneath to derive whether there is any huge impact of education on the inclination of Eco-Friendly Packaged beauty items.

Table 4.28: ANOVA output for Level of Education

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	8.905	2	4.452	1.716	0.181
Within Groups	1030.135	397	2.595		
Total	**1039.040**	**399**			

Hypothesis for education level

H: Level of Education doesn't influence mindfulness attitude and fulfillment of shopper towards Eco-friendly cosmetic items.

As it were, there is no noteworthy contrast between three levels of education concerning their effect on inclination, i.e., secondary school=Bachelor level and Master level.

The specific noteworthy level (p value) of ANOVA is displayed in sixth Col. (Sig.) of table 4.28. Actually, since p = 0.181 is more noteworthy than $\alpha = 0.05$, the invalid speculation is acknowledged and built up. That implies, level of education doesn't fundamentally affect the customers' inclination towards Eco-Friendly Packaged cosmetic items.

4.5.4 Occupations

One-way analysis of variance was performed to understand whether the different occupational put impact on attitude, awareness and satisfaction of eco-consumer. Occupation types represented as v1 had a significant impact on the use of beauty products in environment friendly packaging. For this purpose, research objects are divided into 4 categories. a) Students b) Business/professional c) Services sector d) Domestic work/Housewives and others. For analysis in SPSS, these categories are represented as 0, 1, 2, 3, 4, and 5, respectively.

The preference of environmentally-friendly packaging cosmetics is the dependent variable, which is represented by v2 in the analysis.

The relevant parts of the SPSS output table are introduced below to find out or infer whether the level of education has a significant impact on preferences for eco-packaged beauty products.

Table 4.29: ANOVA Output for Occupations

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	2.972	3	.991	0.379	0.768
Within Groups	1030.216	394	2.615		
Total	**1033.188**	**397**			

❖ **Hypothesis on Occupations**

H: Occupation does not affect awareness attitude and satisfaction of consumer towards Eco-friendly beauty products. There is no huge distinction between four degrees of occupation concerning their effect on inclination, i.e., Student = Business/ professional = Service = Domestic work/Housewife= others

The specific critical level of ANOVA is shown in sixth Column of table no 4.29.

The table uncovers that the value of 'p' value is more than the value of 'α' value. Truth be told, since p = .768 is more prominent than α = .05, the invalid theory (hypothesis) is acknowledged and set up. That implies Occupation doesn't essentially affect the buyers' inclination towards Eco-Friendly Packaged beauty products or items.

4.5.5 Salary

The salary of the shoppers or Eco-consumers has likewise been considered for application of One-Way ANOVA to test and so as to know whether the pay level of the customers, meant as v1, has critical effect on the utilization of Eco-Friendly Packaged beauty products or items.

For that purpose/reason, the respondents/ target population has been examined, by isolated into five classes based on monthly payment recieved or income generated. pay in Rupees; a) <25,000 b) 25000-50000 c) 50000-75000 d) 75000-100000 and e) ≥100000 and these classifications are meant put separately as 0, 1, 2, 3 and 4 for examination reason in SPSS.

The Preference for Eco-Friendly Packaged beauty/cosmetic items/products is the needy variable and in examination, it is signified as v2.

The pertinent part of SPSS output sheet is introduced underneath, to discovered/gather whether there is any noteworthy impact of pay level of the buyers on the inclination of Eco-Friendly Packaged beauty items.

Table 4.30: ANOVA Output on Income Level of the Consumers

	Sum of Squares	**df**	**Mean Square**	**oF**	**Sig.**
Between Groups	13.133	4	3.283	1.264	0.041
Within Groups	1025.907	395	2.597		
Total	1039.040	399			

Hypothesis for Income

H: Income level does not affect awareness attitude and satisfaction of consumer towards Eco-friendly beauty products. There is no huge contrast between five pay levels concerning their effect on inclination, i.e., Truth be told, since p = 0.041 is not exactly α =0.05, the invalid theory isn't acknowledged and the elective speculation is acknowledged and set up. That implies, pay level fundamentally impacts the shoppers' inclination towards Eco-Friendly Packaged beauty/cosmetic items.

Table 4.31: ANOVA output for income

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	5.040	2	2.520	0.968	0.381
Within Groups	1034.000	397	2.605		
Total	1039.040	399			

4.5.6 Occupations

Anova is used or done so as to know whether the various types /sorts of occupation, indicated as v1, has noteworthy effect on the utilization of eco-friendly packaged products/items.

Respondants Considered have been isolated into five classifications; i) Business/ profession ii) Student iii) Domestic work/Housewife and iv) Service e) other

These classifications are signified individually as 0, 1, 2,3and 4 for investigation reason in SPSS.

The applicable part of result is introduced beneath to derive and find out that whether there is any noteworthy impact of occupation of consumers on the inclination of eco-friendly beauty/ cosmetic items.

Table 4.32 ANOVA Output for Occupation

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	2.972	3	0.991	0.379	0.768
Within Groups	1030.216	394	2.615		
Total	**1033.188**	**397**			

❖ **Proposition on Profession**

H: Number of members does not affect awareness attitude and satisfaction of consumer towards Eco-friendly packaged cosmetic products. There is no.

4.6. Demographic Profile for Eco-Friendly Packaged Food items anova test

4.6.1. Stage group

Anova Was performed to know whether the age gathering (v1) significantly affected the utilization of environmentally-friendly packaged foods.

For this purpose, research objects are divided into four categories. A) 18-25, 25-35,35-50 and >50 Years old. In SPSS, these age groups are represented as 0, 1, 2 and 3.

The preference of environmentally-friendly packaged foods is the dependent variable, which is expressed as v2 in the analysis.

Table 4.33: ANOVA Output for Age-Group

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	4.247	3	1.416	0.538	0.656
Within Groups	1041.190	396	2.629		
Total	**1045.437**	**399**			

Hypothesis for age

H: age does not affect the awareness attitude and satisfaction of consumer towards eco-friendly packaged food products distinction among various age-bunches concerning their effect on inclination, it is as., 18-25 years= 25-35years = 35-50 years = >50 years.

The table uncovers that value of 'p' value is more than the value of 'α' value. Truth be told, since p = .656is more prominent than α = .05, the invalid speculation is acknowledged and set up. That implies, the age bunch doesn't fundamentally affect the buyers' inclination towards Eco-Friendly Packaged food items.

4.6.2 Gender

Anova Is done so as v1 has critical effect on the utilization of Eco-Friendly Packaged food items.

For that reason, the respondents/target population has been considered isolated into two classes; a) Female/women B) Male/men and these classifications are indicated individually as 0 and 1 for investigation reason in SPSS.

The Preference for Eco-Friendly Packaged food items is the needy variable and in examination, it is signified as v2.

The pertinent bit of result of spss, whether there is any noteworthy impact of sexual orientation on the inclination of Eco-Friendly Packaged food items or not.

Table 4.34: ANOVA Output for Gender

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	0.119	1	0.119	0.045	0.832
Within Groups	1045.319	398	2.626		
Total	**1045.438**	**399**			

Hypothesis for Gender

H: Sexual orientation doesn't influence mindfulness attitude and fulfillment of purchaser towards Eco-friendly packaged food items. There is no noteworthy contrast between two sexes about their effect on inclination.

 (Based on existing inquires about of comparable sort).

P=.832 is more prominent than a=.05, the invalid speculation is acknowledged and set up. That implies, sex doesn't fundamentally affect the shoppers' inclination towards Eco-Friendly Packaged food items.

4.6.3. Education

Anova to understand regardless of whether the degree of instruction communicated as v1 significantly affected the utilization of eco-friendly packaged foods.

For this purpose, respondents were divided into 3 categories. a) High secondary school/ bachelor class and master class. For analysis in SPSS, these categories are represented as 0, 1, 2, 3, and 4, respectively.

The preference of environmentally-friendly packaged foods is the dependent variable, which is expressed as v2 in the analysis.

The relevant parts of the SPSS output table are introduced below to infer regardless of whether the degree of instruction significantly affects inclinations for eco-packaged foods.

Table 4.35: ANOVA Output for Education

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	0.904	2	0.452	0.171	0.843
Within Groups	1043.652	395	2.642		
Total	**1044.555**	**397**			

Proposition on Education

H: Education level will not affect consumers' attitudes and satisfaction with environmentally friendly foods. As far as their impact on preferences is concerned, there is no noteworthy distinction between the three degrees of instruction, in particular secondary school = graduation/bachelor degree holder = post graduation/master degree holder and other.

Segment 6 of Table 4.35 shows the specific essentialness level (p-value) of ANOVA.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of

existing studies).

The table shows that the value of "p" value is more noteworthy than the value of "α" value. Truth be told, since p = 0.843 is more noteworthy than α = 0.05, the invalid theory can be acknowledged and set up. This implies training won't altogether affect consumer preferences for environmentally-friendly packaged foods.

4.6.4 Occupations

The ANOVA is done, so as to know whether the various sorts of occupation, meant as v1, has huge effect on the utilization of Eco-Friendly Packaged food items/products. For the reason, the respondents, considered have been isolated into four classifications; a) Business/profession b) Student c) domestic work/Housewife d) Service sector and others

These classes are signified separately as 0, 1, 2, 3 and 4 for investigation reason in SPSS. Inclination, for Eco-Friendly Packaged food items is the needy variable and in examination, it is indicated as v2.

Table 4.36: ANOVA output for Occupation

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	9.146	3	3.049	1.165	.323
Within Groups	1036.292	396	2.617		
Total	**1045.438**	**399**			

Hypothesis on Occupations

H: Occupation does not affect awareness attitude and satisfaction of consumer towards Eco-friendly packaged food products.

Truth be told, since p = 0.323 is more noteworthy than α = 0.05, the invalid speculation is acknowledged and built up. That implies, Occupation doesn't fundamentally affect the customers' inclination towards Eco-Friendly Packaged food items.

4.6.5 Salary

The salary of the purchasers has likewise indicated as v1, has noteworthy effect on the utilization of Eco-Friendly Packaged food items and Considered isolated into five classes based on month to month salary in rs. <25000, 25000-50000, 50000-75000, 75000-100000 and >=100000and these classifications are signified individually as 0, 1, 2, 3 and 4 for investigation reason

The Preference for Eco-Friendly Packaged food items is the reliant variable and in examination, it is indicated as v2.

The important segment is introduced beneath to deduce whether there is any noteworthy impact of salary of shoppers on the inclination of Eco-Friendly Packaged pressed food items.

Table 4.37: ANOVA output for Income Level

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	4.791	4	1.198	455	.039
Within Groups	1040.646	395	2.635		
Total	**1045.438**	**399**			

Proposition on Income Level

H: Income levels will not affect consumers' perceptions and satisfaction with environmentally-friendly packaged foods. In the impact of the five income levels on

preferences, ie, <25,000 = 25000-50000 = 50000-75000 = 75000-100000 = ≥100,000.

Column 6 (Sig.) of table 4.37 shows that the specific centrality level (p-value) of ANOVA is .039. We set the hugeness level at 5%, which is α = 0.05 (in light of comparable sorts of existing examinations).

Truth be told, p=.039is not exactly a=.05, invalid hypotheses are not accepted, but alternative hypotheses can be accepted and established. This means that income levels will seriously affect consumers' preferences for packaged foods in environmentally friendly packaging.

4.7 Respondents' General Behavior regarding buying Eco-Friendly Packaged Products

Table 4.38 respondants General Behavior regarding buying Eco-Friendly Packaged Products

Characteristics		Profile	Frequency	Percent
Are You Aware of Eco-Friendly products		Yes	400	100
		No	0	0
Do you buy Eco-Friendly Packaged Products		Yes	400	100
		No	0	0
do you spend in buying Eco-Friendly or Eco-Friendly Packaged products		Yes	199	49.8
		No	201	50.3
What types of Eco-Friendly Packaged products is generally buy	Eco-Friendly Packaged Cosmetic Products	Yes	97	24.3
		No	303	75.8
	Eco-Friendly Packaged Food Products	Yes	126	31.5
		No	274	68.5
	Other Products	Yes	46	54.6
		No	34	45.4
How frequently do you buy Eco-Friendly Packaged products?		Less than once a month	119	29.8
		Once a month	131	32.8
		Once a fortnight	79	19.8
		More than once a fortnight	71	17.8

Source: *Primary Data*

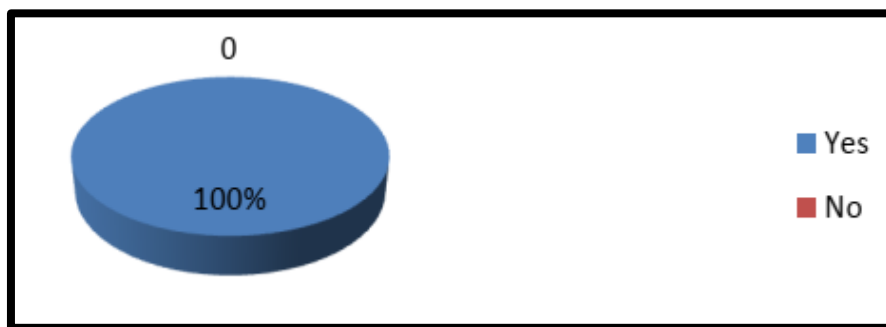**4.7.1 Respondents' knowledge about Eco-Friendly Packaged products**

Figure 4.1: Showing respond

It can be seen from the figure above that all respondents know about eco-packed cosmetics or eco-packed food. Their response will therefore be applicable to the study.

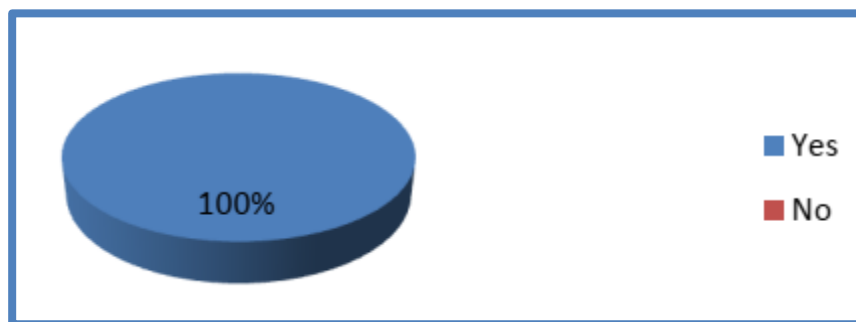**4.7.2 Respondents' buying pattern for Eco-Friendly Packaged Product**

Figure 4.2: Respondents' buying pattern for Eco-Friendly Packaged products

All respondents to the survey purchased environmentally friendly packaging products. Some of them purchase frequently, while others purchase when required. Since, all respondents have experience utilizing eco-friendly packaging cosmetics or food products, their reactions will be applicable for the examination.
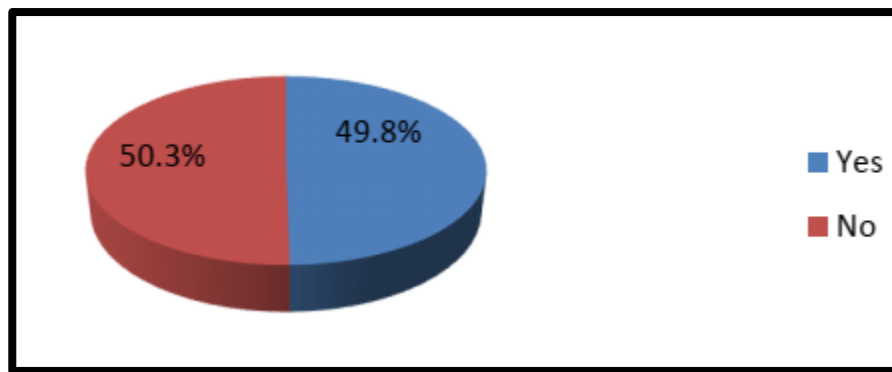
Figure 4.3: Respondents bought either Eco-Friendly Packaged cosmetic and food packed products or not

As we can seen from the figure above, 50.3% of the respondents have purchased eco-friendly cosmetics or food packaging products, and 201 of them have purchased eco-friendly cosmetics or food packaging products.

Among the respondents who purchased eco-packaged cosmetics or food, the corresponding chart shows the specific number of respondents.

4.7.3 Respondents Frequency for buying Eco-Friendly Packaged products
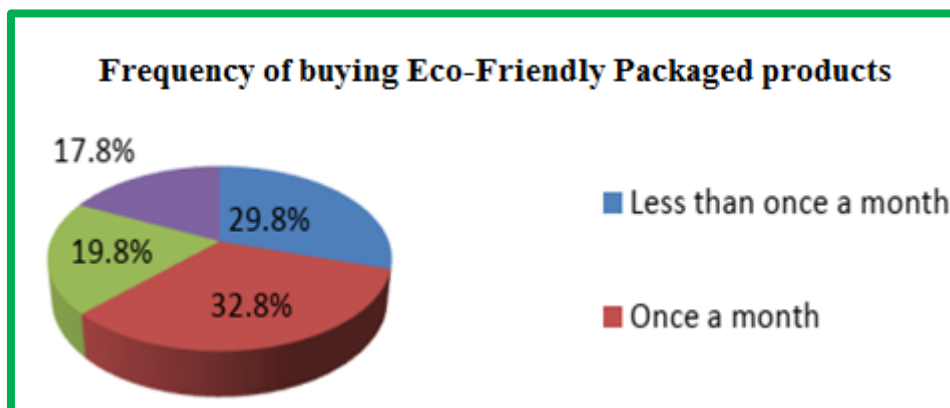
Figure 4.4 Respondents' frequency for buying Eco-Friendly Packaged products

From the above chart on the frequency of purchasing cosmetics or food in environmentally friendly packaging, 29.8% of the respondents (ie, 119 respondents) buy ecologically friendly packaging items not exactly once per month. 32.8%, that is,

131 respondents purchase naturally friendly packaging items once every month. 19.8%, that is, just 79 respondents purchase ecologically friendly packaging items at regular intervals; 17.8%, that is, 71 respondents purchase more than earth friendly packaging items like clockwork. This implies the last gathering of 71 respondents is standard purchasers of "eco-packaging" cosmetics or food.

4.8 Impression of preference on psychographic variables for eco-friendly beauty products (ANOVA)

4.8.1 Consiusness for environment

The principal psychological variable considered was natural mindfulness. So as to comprehend whether ecological mindfulness significantly affects the utilization of environmentally friendly packaged beauty products,

Five predictive factors identified with natural mindfulness were recognized and information gathered on the factors;

- **V1:** Users of eco-packaging cosmetic items bolster different measures to improve water the executives, in this way accomplishing water protection

- **V2:** Users of eco-packaging cosmetic items comprehend natural issues

- **V3:** Eco-packaging cosmetics users have a hard time doing anything to the environment

- **V4:** Users of environmentally friendly packaging cosmetics believe that the daily use of recyclable materials will improve the environment

- **V5:** Users of eco-friendly packaging cosmetics products want to use eco-friendly products because it brings environmental protection fun.

The preference for eco-packaging cosmetics is the dependent variable, which is expressed as V6 in the analysis.

To this end, responses were collected using seven categories.

Table 4.39: ANOVA output for Environmental Consciousness

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	2.527	5	.505	.192	.036
Residual	1036.513	394	2.631		
Total	**1039.040**	**399**			

Source: SPSS Output

Assumption on Environmental Consciousness

H: Environmental awareness does not affect consumers' awareness, attitude and satisfaction with environmentally-friendly packaging cosmetics.

Exact significance is shown in column above.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies). Shows that the "p" is less than the "α".

Truth be told, since $p = 0.036$ is not exactly $\alpha = 0.05$, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies that environmental awareness will greatly affect consumers' preferences for environmentally-friendly packaging beauty/cosmetics products

4.8.2. Price Sensitiveness

The second psychological variable considered was value affectability. To decide if value affectability significantly affects the utilization of eco-friendly packaged beauty/ cosmetics, a performed. Six predictors identified and variables for which data have been collected;

- **V1:** The price of environmentally friendly packaging cosmetics is important for users of environmentally friendly packaging cosmetics

- **V2:** 2nd edition: users who use environmentally friendly packaging cosmetics know that the price of a new type of environmentally friendly packaging cosmetics may be more costly than the old ones, yet this isn't imperative to them

- **V3:** If users of eco friendly packaging beauty items think that the price of eco-friendly packaging items is high, they are not willing to buy environmentally-friendly packaging items

- **V4:** Users of eco-friendly packaging cosmetic items wouldn't fret going through more cash to attempt new eco-friendly packaging cosmetic items

- **V5:** Users of eco-friendly packaging cosmetic items accept that great eco-friendly packaging cosmetic items are worth very much of cash

- **V6:** Users of eco-packaging cosmetics wouldn't fret going through a great deal of cash on eco-packaging cosmetics

- **V7:** Users of eco-friendly packaging cosmetic products believe that the price of eco-friendly packaging products will affect my purchase decision

Instead, responses were collected using seven categories.

The following section introduces the relevant part of the SPSS output table to infer regardless of whether value affectability has any huge effect on the inclination of environmentally friendly packaging cosmetics packaging products.

Table 4.40 ANOVA output for Price Sensitivity

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	25.470	6	4.245	1.646	.013[a]
Residual	1013.570	393	2.579		
Total	**1039.040**	**399**			

Hypothesis for price sensitiveness

H: Price sensitivity does not affect consumer preferences, brand awareness, attitude and satisfaction with environmentally friendly packaging cosmetics.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

Shows that the "p" is not exactly the "α". Actually, since p = .013 is not exactly α =.05, invalid theories are not acknowledged, and elective speculations are acknowledged. This implies value affectability greatly affects consumers' preferences for eco-friendly packaging cosmetics.

4.8.3 Innovative purchasing

The third psychological variable studied was innovation in buying products. One-way analysis of variance was performed to understand whether the innovation of the purchased product cosmetics in environmentally packaging.

Identified four predictors related to the innovation of eco-friendly packaging cosmetics with purchased data;

- **V1:** Users of eco-packaging cosmetic products want opportunities to buy new items

- **V2:** Clients of eco-packaging cosmetic items like to attempt new and various items

- **V3:** The user of eco-packaging products in his group to buy new products on the market

- **V4:** The user of eco-packaging cosmetic items is the first client in quite a while hover to attempt the most recent item brand

The preference for eco-friendly packaging cosmetics is the dependent variable and is under analysis.

The relevant parts of the SPSS output table are introduced below to infer whether the purchase of the product is innovative or not, which has a critical effect on the inclination for eco-friendly packaging cosmetic products.

Table 4.41 Demonstrating ANOVA output for Innovativeness in purchasing items

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	8.831	4	2.208	.846	.046[a]
Residual	1030.209	395	2.608		
Total	**1039.040**	**399**			

Source: SPSS Output

Proposition on Innovativeness

H: The innovativeness of purchasing products will not affect consumers' awareness of environmentally friendly packaging cosmetics, attitude satisfaction and consumer satisfaction with consumer preferences.

We set the significance level at 5%, which is α = 0.05 (based on similar types of existing studies). Shows that the "p" is not exactly the "α".

Actually, since p = .046 is not exactly a=.05, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies the innovativeness of purchasing products will seriously affect consumers' preferences for environmentally-friendly packaging cosmetics.

4.8.4. Product participation

The fourth psychological variable contemplated was item participation. The one-way analysis of variance was performed to understand whether "product engagement" had a significant impact on the use of environmentally-friendly packaging cosmetics.

Identify five predictors related to purchasing products related to eco-packaging cosmetics and collect data.

- **V1:** Users who use eco-packaging cosmetics are very careful in choosing eco-packaging products

- **V2:** Using branded environmentally friendly packaging products can help users of environmentally friendly cosmetics to express their character

- **V3:** A person can learn a lot from whether one buys environmentally-friendly packaging cosmetics

- **V4:** Users of environmentally friendly packaging cosmetics products believe that different brands of environmentally friendly packaging products will bring different levels of satisfaction

- **V5:** Users who recommend environmentally friendly packaging cosmetics to friends based on quality.

The preference for eco-friendly packaging cosmetics is the needy variable and is under investigation.

The significant piece of the SPSS output table is appeared beneath to derive whether "product engagement" of environment friendly packaging beauty.

Table 4.42: ANOVA output for Product Involvement

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	3.567	4	.892	.340	.851[a]
Residual	1035.473	395	2.621		
Total	**1039.040**	**399**			

Source: *SPSS Output*

Hypothesis for product involvement.

H: Item participation will not affect consumers' preferences and brand awareness, attitude and satisfaction for environmentally friendly packaging cosmetics.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

Shows that the "p" is not exactly the "α". Indeed, since p = .851 is more prominent than α = .05, the invalid speculation is acknowledged. This implies item interest won't altogether affect consumer preferences for eco-packaging cosmetics product.

4.8.5. Awareness for Health

The fifth psychological variable examined was health mindfulness. So as to comprehend whether health mindfulness has a critical effect on cosmetics using

environmentally friendly packaging, was performed.

Identify seven predictors of health awareness related to purchasing eco-friendly packaging cosmetics and collect data.

- **V1:** Users of eco-packaging cosmetics are concerned about the presence of chemicals in their food

- **V2:** Users of eco-packaging cosmetics are concerned about the presence of chemicals in cosmetics

- **V3:** Users who use environmentally-friendly packaging cosmetics avoid eating foods containing preservatives

- **V4:** Users who use eco-packaging cosmetics can read more health-related information earlier

- **V5:** Users of eco-friendly packaging cosmetics products are concerned about what kind of eco-friendly products are needed to achieve perfection

- **V6:** Pollution in cosmetics will not disturb users to use cosmetics in environmentally friendly packaging

- **V7:** Users using environmentally friendly packaging cosmetics believe that the quality of environmentally friendly products is better than non-environmental products

The applicable piece of the SPSS output table is acquainted beneath with induce whether "health awareness" has a significant impact on preferences for environmentally -friendly packaging cosmetics.

Table 4.43: ANOVA output for Health Consciousness in buying products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	37.403	8	4.675	1.825	.015[a]
Residual	1001.637	391	2.562		
Total	**1039.040**	**399**			

Hypothesis for Health Consciousness

H: Health awareness won't influence buyers' inclinations for environmentally-friendly packaging cosmetics, brand awareness, attitude and satisfaction.

We set the significance level at 5%, which is α = 0.05 (based on similar types of existing studies).

The table shows that the "p" is not exactly the "α". Actually, is not exactly α = .05, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies wellbeing awareness will greatly affect consumers' preferences for environmentally-friendly packaging cosmetics.

4.9 Bearing of Preference for Psychographic variables for Eco-Friendly Packaged Food items/Products (ANOVA)

4.9.1 Eco-friendly consciousness

The principal mental variable examined was ecological awareness that was performed to understand whether environmental awareness has a note worthy packaged foods.

Five predictive factors identified with ecological mindfulness were identified and data collected on the variables;

- **V1:** Users of eco-friendly packaged foods support various measures the

executives to accomplish water preservation

- **V2:** Consumers of environmentally-friendly packaged food understand environmental issues

- **V3:** It is hard for clients of ecologically friendly packaged food to do anything to nature

- **V4:** Users of environmentally-friendly packaged foods believe that the use of recycled.

- **V5:** The users of eco-friendly packaged foods want to use eco-friendly products because it brings environmental protection fun.

The preference for eco-friendly packaged foods is the dependent variable and is under analysis.

The relevant parts of the SPSS output table are introduced below to infer regardless of whether ecological mindfulness significantly affects the inclination of environmentally-friendly packaged foods

Table 4.44: ANOVA output for Environmental Consciousness

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	7.442	5	1.488	.565	.027[a]
Residual	1037.996	394	2.635		
Total	**1045.437**	**399**			

Source: SPSS Output

Proposition on Environmental Consciousness

H: Environmental consciousness does not affect awareness, attitude and satisfaction of the consumers' preference and brand for Eco-Friendly Packaged food items.

Table Uncovers that 'p' is not exactly the 'α'. Truth be told, since p = 0.027 is not exactly a=.05, the invalid theory isn't acknowledged and the elective speculation is acknowledged. That implies, Environmental cognizance fundamentally sway the customers' inclination towards Eco-Friendly Packaged food items.

4.9.2. Price sensitivness

The "standard variable" is the preference for eco-friendly packaged foods. To this end, six predictors were identified and data collected;

- **V1:** Price Of environmentally-friendly packaged items is important for users of environmentally-friendly packaged item

- **V2:** 2nd Edition: Users who use environmentally friendly packaging foods know that the price of a new type of environmentally friendly packaging food may be more expensive than the old packaging, but it is not important to them

- **V3:** Users of eco-friendly packaged foods are less willing to buy eco-friendly packaging products if they think the price is high

- **V4:** Users of environmentally friendly packaged foods don't mind spending more money to try new environmentally friendly packaged foods

- **V5:** Users of eco-friendly packaged foods believe that really good eco-friendly packaged foods are worth a lot of money

- **V6:** Users of environmentally friendly packaged foods try not to mind going through a ton of cash on environmentally friendly packaged foods

- **V7:** The users of environmentally-friendly packaging foods believe that the price of these items will affect their purchase decision

The preference for eco-friendly packaged foods is the reliant variable and is under examination.

The pertinent piece of the SPSS output table is appeared beneath to induce whether value affectability significantly affects the inclination of environmentally-friendly packaging food packaging products

Table 4.45: ANOVA Output for Price Sensitivity

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	0.904	2	0.452	0.171	0.843
Within Groups	1043.652	395	2.642		
Total	**1044.555**	**397**			

Source: *SPSS Output*

Hypothesis for price sensitiveness

H: Value affectability won't make customers' inclinations, brand awareness, attitude and satisfaction for environmentally-friendly packaged foods.

The exact significance is shown in column 6 table.

We set significance at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

Theories are not acknowledged, and elective speculations are acknowledged. This implies value affectability greatly affects consumers' preferences for environmentally-friendly packaged foods.

4.9.3 Innovation

The third psychological variable studied was innovation in buying products. Is performed to understand whether the innovation of the purchased product has a on the use of packaged foods.

Identify four predictive variables for the innovation of purchasing environmentally-friendly packaged food related to the collected data;

- **V1:** Users of environmentally friendly packaged foods want the opportunity to buy new products

- **V2:** Users of environmentally-friendly packaged foods like to attempt new and various items

- **V3:** The user of environmentally friendly packaged food is the first friend in his hover to purchase new products on the market

- **V4:** The user of environmentally-friendly packaged food is the first user in his circle to try to use the latest product brand

The preference for eco-friendly packaged foods is the dependent variable and is under analysis.

The applicable piece of the SPSS result table is appeared underneath to surmise whether the purchase of innovative products has a on the preference of packaged foods.

Table 4.46: ANOVA Output for Innovativeness in buying products

	Sum of Square	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	9.146	3	3.049	1.165	.323
Within Groups	1036.292	396	2.617		
Total	**1045.438**	**399**			

Source: *SPSS Output*

Assumption on Innovativeness

H: The innovativeness of purchasing products will not increase consumers'

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preferences, brand awareness, attitude and satisfaction for environmentally-friendly packaged foods. Column 6 of Table 4.46 shows the exact significance level (p-value) of ANOVA.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

Truth is told, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies the creativity of buying items will greatly affect consumers' preferences for environmentally-friendly packaged foods.

4.9.4 Participation

The fourth psychological variable studied was product participation. The one-way analysis of variance is performed to understand participation has a significant environmentally-friendly packaged food.

Identify five predictors related to purchasing environmentally-friendly packaged foods and collect data.

- **V1:** consumers/Users of eco-packaging foods, choose products carefully

- **V2:** Environment friendly packaging products can help users of environmentally friendly foods product/items to show the status/ personality

- **V3:** A person can learn a lot about environmentally-friendly packaged foods by participation

- **V4:** Users of environmentally friendly packaging foods believe that different brands of environmentally friendly packaging products will bring different levels of satisfaction

- **V5:** Users who recommend environmentally friendly packaged food to friends, based on quality.

The preference for eco-friendly packaged foods is the dependent variable and is under analysis.

The relevant parts of the SPSS output table are shown below to infer whether "product engagement" has a significant impact on environmentally-friendly packaging food packaging preferences.

Table 4.47: ANOVA output for Product Involvement in buying products

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	4.791	4	1.198	455	.039
Within Groups	1040.646	395	2.635		
Total	**1045.438**	**399**			

Source: *SPSS Output*

Assumption on Product involvement

H: Product participation does not imply consumer preferences, brand awareness, attitude and satisfaction with environmentally friendly packaged foods.

Column 6 (Sig.) of exact significance ANOVA.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies). Shows that the "p" value is not exactly the "α" value. Truth be told, since p=.371 the invalid theory is adequate and set up. This implies the creative idea of purchasing items won't altogether influence buyers' preferences for environmentally-friendly packaged foods.

4.9.5. Health awareness

The fifth mental variable examined was wellbeing mindfulness. Single direction investigation of difference is performed to comprehend whether wellbeing mindfulness significantly affects the utilization of naturally -friendly packaged foods.

Identify seven predictors of health awareness related to purchasing environmentally-friendly packaged foods and collect data.

- **V1:** Users of packaged foods are aware about the presence of chemicals in their foods

- **V2:** Users of environmentally-friendly packaged foods are concerned about the presence of chemical in their foods

- **V3:** Users who use environmentally-friendly packaging foods should avoid eating foods containing preservatives

- **V4:** Users using environmentally-friendly packaged food can read more health-related information earlier

- **V5:** Users of environmentally-friendly packaged foods worry about what type of environmentally-friendly products they need to make perfect

- **V6:** Contamination in foods will not disturb users who use environmentally-friendly packaged foods

- **V7:** The users of environmentally-friendly packaged foods believe that the quality of environment-friendly products is higher than that of non-environment-friendly products.

The preference for eco-friendly food is dependent variable and analysis.

The relevant parts of the SPSS output table are introduced below to infer whether the impact of "health awareness" on environmental food preferences is significant.

***a.** Indicators: (Constant) v5, v6, v1, v7, v4, v3, v2b. Subordinate Variable: v8*

Table 4.48: ANOVA output for Health Consciousness

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	20.812	8	2.601	.992	.040ᵃ
Residual	1024.624	391	2.620		
Total	1045.438	398			

Source: *SPSS Output*

Assumption on Health Consciousness

H: Health awareness will not affect consumer preferences, brand awareness, attitude and satisfaction with environmentally-friendly packaged foods. .

We set the criticalness level at 5%, which is $\alpha = 0.05$ (in light of comparable kinds of existing examinations). Shows that the "p"=.041 is not exactly the "α"=.05 invalid speculation isn't acknowledged, and the elective theory is acknowledged. This implies wellbeing mindfulness will extraordinarily influence shoppers' inclinations for naturally friendly foods.

4.10.1 Safety

Here we study consumer safety perspectives. ANOVA was performed to understand whether consumer safety perspectives (indicated as v1) significantly affect the utilization of earth friendly cosmetics.

To this end, respondents were concentrated in seven classes. 2 = strongly disagree (SD), 1 = strongly disagree (VSD), 4 = disagree and disagree (NAD), 3 = strongly disagree (D), 5 = agree (A).

The preference for environmentally friendly cosmetics is the dependent variable, which is expressed as v2 in the analysis.

The relevant parts of the SPSS output table are introduced below to infer whether the "safety" perspective has a significant impact on preference for environmentally friendly cosmetics.

Table 4.49: ANOVA for Safety of Eco-friendly Cosmetic Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	25.470	6	4.245	1.646	.013[a]
Residual	1013.570	393	2.579		
Total	**1039.040**	**399**			

Source: SPSS Output

Assumption on Safety

H: Safety will not affect consumers' preferences and brand awareness, attitude and satisfaction for environmentally friendly cosmetics. The exact significance is shown in column

We set the significance level at 5%, which is $\alpha = .05$ (based on similar types of existing studies).It shows that the "p" is not exactly the "α". Actually, p=.023is not exactly a=.05, the invalid speculation isn't acknowledged, and the elective theory is acknowledged. This means that consumer safety perspectives can greatly affect consumer preferences for environmentally friendly cosmetics.

4.10.2. Quality

Here we study the Quality won't influence shoppers' inclination for ecologically of variance is performed to understand whether the consumer's quality perspective (represented as the use of environmentally friendly cosmetics.

The preference for environmentally friendly cosmetics is the dependent variable, which is expressed as v2 in the analysis. The relevant part of the table is introduced below to infer whether the quality perspective has a cosmetics/beauty.

Table 4.50: ANOVA output for Quality of Eco-friendly Cosmetic Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	25.470	6	4.245	1.646	.013[a]
Residual	1013.570	393	2.579		
Total	**1039.040**	**399**			

Source: SPSS Output

Quality Assumption

H: Quality won't influence customers' inclination for earth friendly cosmetics and brand awareness, attitude and satisfaction. The exact significance level (p-value) of the analysis of variance is shown in column 6 (Sig.) Of Table 4.50 above.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies). It shows that the "p" is more noteworthy than the "α".

Truth be told, since p=.018 is not equal to a=.05, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies the quality point of view of customers will enormously influence purchasers' inclinations for ecologically friendly cosmetics.

4.10.3 Effective production of products

Effective research has been carried out on the product. In order to determine whether the product is effective (called v1) and the use of eco-friendly beauty/cosmetics products, was performed. The preferred eco-friendly cosmetic is the dependent variable, which is expressed as v2 in the analysis.

The following section introduces the relevant parts of the SPSS output table to infer whether the product has effectively affected the preference of environmentally friendly beauty/cosmetic products.

Table 4.51: ANOVA output for Product Effectively of Eco-friendly Cosmetic Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	8.831	4	2.208	.846	.046[a]
Residual	1030.209	395	2.608		
Total	**1039.040**	**399**			

Source: SPSS Output

ANOVA for Cosmetic products

Assumption on Product Effectivity

H: The effect of the product does not significantly increase consumers' preference for environmentally friendly cosmetics and brand awareness, attitude and satisfaction.

The specific criticalness is appeared in segment 6 Table 4.51 above. We set the criticalness level at 5%, which is $\alpha = .05$ (in view of comparative kinds of existing investigations).

It shows that the "p" is more noteworthy than the "α". Indeed, since p = 0.064 is more prominent, the invalid speculation is acknowledged and built up. This implies the

impact of the item won't essentially affect customer's preferences for environmentally friendly cosmetics.

4.10.4 Brand

Study the impact of brand preferences on eco-friendly beauty products. The one-way analysis of variance (anova) was performed to understand whether the brand with mark v1 had a significant impact on the use of eco-friendly beauty/cosmetics products.

The important piece of the SPSS yield table is appeared underneath to induce whether the brand has an.

Table 4.52: ANOVA output for Brand of Eco-friendly Cosmetic Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	3.567	4	.892	.340	.851[a]
Residual	1035.473	395	2.621		
Total	**1039.040**	**399**			

Source: SPSS Output

Brand Assumption

H: Brands will not essentially increment purchasers' inclinations for environmentally friendly cosmetics and brand awareness, attitude and satisfaction. The exact significance level (p-value) of the analysis of variance is shown in column 6 (Sig.) Of Table 4.52 above.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies).

It shows that the "p" is more noteworthy than the "α". Actually, since p = 0.008 is not

exactly $\alpha = 0.05$, invalid theories are not acknowledged, and elective speculations are acknowledged. This implies that branded eco-friendly cosmetics will greatly affect consumers' preferences for eco-friendly cosmetics.

4.10.5 Product Knowledge

Effect of knowledge of eco-friendly cosmetics products is here. One-way ANOVA is performed to comprehend whether item information (spoke to as v1) significantly affects the utilization of ecologically friendly cosmetics.

The important piece of the SPSS results table is appeared underneath to gather whether item information significantly affects the inclination for earth friendly cosmetics.

Table 4.53: ANOVA output for Product Knowledge of Eco-friendly Cosmetic Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	37.403	8	4.675	1.825	.015[a]
Residual	1001.637	391	2.562		
Total	**1039.040**	**399**			

Assumptions for Knowledge

H: Product knowledge does not significantly increase or put any effect on consumers' preferences for environment friendly beauty products and also not on awareness, attitude and satisfaction.

The exact significance is shown in column 6 in the table. We set the significance level at 5%, which is α = .05 (based on similar types of existing studies).

Value of p is more prominent than the value of "α" value. Truth be told,p=.003is not

exactly a=.05, invalid speculations are not acknowledged, and elective theories are acknowledged. This implies item information has enormously affected purchaser inclinations for naturally friendly cosmetics.

4.10.6 Product information

Research information about eco-friendly cosmetics products is here. The anova was performed to understand whether the information about environmentally friendly beauty/cosmetics (denoted as v1) has a significant environmentally friendly cosmetics.

The relevant parts of the SPSS output table are introduced below to infer whether the information about eco-cosmetics has the preference of eco-beauty/cosmetic.

Table 4.54: ANOVA for Information about the Eco-friendly Food Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	7.442	5	1.488	.565	.027[a]
Residual	1037.996	394	2.635		
Total	**1045.437**	**399**			

Assumptions on information about the eco- friendly packaged product

H: Information about products does not significantly increase consumers' preferences for environment friendly beauty/cosmetics and food products.

Set the significance level at 5%, which is α = 0.05 (based on similar types of existing studies). The table shows that the "p" value is greater than the "α" p=.002is less than α = .05, invalid hypotheses are not accepted and alterntive hypotheses are accepted. 4.10.7 Availability. The usability of eco-friendly cosmetics was studied here. AnovaWas performed to understand whether the availability of environmentally friendly cosmetics

represented by v1 has a significant on environmentally friendly cosmetics/beauty.

Product availability hypothesis

H: The supply of cosmetics will not significantly increase consumers' preferences for environmentally friendly cosmetics and brand awareness, attitude and satisfaction.

Precise significance of anova is shown in column 6.

We set the significance level at 5%, which is $\alpha = 0.05$ (based on similar types of existing studies). The table shows that the "p" and "α" value.

In fact, since p=.027 is less than a=.05 invalid hypotheses are not accepted, and alternative hypotheses are accepted. This means that the can greatly affect preferences for environmentally friendly cosmetics/beauty.

4.11 Impact of different independent variables on environmental food preferences

4.11.1 Security

Here we study consumer safety perspectives. anovawas performed to understand whether consumer safety perspectives (denoted as v1 have a significant impact on the use environmentally-friendly packaged foods.

The relevant parts of the SPSS output table are introduced below to infer whether the "safety" perspective has a significant for environmentally friendly foods.

Table 4.55: ANOVA for Safety of Eco-friendly Food Products

Model	Sum of Square	Df	Mean Square	F	Sig.
I Regression	26.955	6	4.492	1.733	.019[a]
Residual	1018.483	393	2.592		
Total	**1045.437**	**399**			

Hypothesis on Safety

H: Safety wills not awareness, attitude and satisfaction of the consumers' preference and brand for Eco-friendly food items. The specific noteworthy is shown in sixth previously.

The degree of noteworthiness set by us is (based on existing examines of comparable sort). The table uncovers that 'p' esteem is more than the 'an' esteem. Actually, since p = .017 is not exactly a = .05, the invalid theory isn't acknowledged and the other option.

4.12 Examination of the Findings between Eco-friendly Packaged Food & Cosmetic Products

Table 4.56: Comparison of findings between eco-friendly packaged beauty and food Products

	Hypothesis	Discoveries for Eco-friendly items: Cosmetic	Discoveries for Eco-friendly items: Food
1	Environmental Consciousness does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Packaged Cosmetic and Food Products.	Hypothesis not accepted	Hypothesis not accepted
2	Price Sensitivity does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly or Packaged Cosmetic and Food Products	Hypothesis not accepted	Not accepted Hypothesis
3	Buying products Innovativeness does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	Hypothesis not accepted	Hypothesis not accepted
4	Product involvement does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Items	Accepted Hypothesis	Accepted Hypothesis
5	Consciousness about Health does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	Hypothesis not accepted	Hypothesis not accepted
6	Safety perspective does not affect awareness	Hypothesis not	Not accepted

	Hypothesis	Discoveries for Eco-friendly items: Cosmetic	Discoveries for Eco-friendly items: Food
	attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	accepted	Hypothesis
7	Product Quality does not affect awareness attitude and satisfaction of the consumers' preference and brand for it	Hypothesis not accepted	**N/A**
8	Product effectively will not does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	Hypothesis accepted	N/A
9	Product Knowledge, Availability does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Packaged Cosmetic and Food Products.	Hypothesis not accepted	Hypothesis not accepted
10	Information about the product does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Packaged Cosmetic and Food Products	Hypothesis not accepted	Hypothesis not accepted
11	Brand of the Eco-friendly product does not affect awareness attitude and satisfaction of the consumers' preference and brand for it	Hypothesis not accepted	Hypothesis not accepted
12	Nutritional Value and Taste of does not affect awareness attitude and satisfaction of the consumers' preference and brand Eco-friendly Packaged Food Products	Hypothesis not accepted	Hypothesis not accepted
13	Age-Group does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	Hypothesis accepted	Hypothesis accepted
14	Income does not affect awareness attitude and satisfaction of the consumers' preference and brand for Packaged Cosmetic and Food Products	Hypothesis not accepted	Hypothesis not accepted
15	Gender does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Products	Hypothesis accepted	Hypothesis accepted
16	Educational qualification does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Products	Hypothesis accepted	Hypothesis accepted
17	Occupation does not affect awareness attitude and satisfaction of the consumers' preference and brand for Eco-friendly Products	Hypothesis accepted	Hypothesis accepted

Source: *Results of the Survey of Primary Data and Literature Survey*

From the table 4.57, it's discovered that the discoveries of Eco-friendly beauty items take after with that of Eco-friendly packaged food items. This is a direct result of the way that the arrangements of respondents reviewed are same for both the items and also, individuals propelled for Eco-friendly packaged items esteem the significance of Eco-friendly items increasingly over the customary items regardless of classes.

4.13 Explanations behind not purchasing Eco-friendly packaged beauty/ Cosmetic or Food items/ products.

➢ Still nowadays, the expense of the eco-accommodating bundled things for both the corrective and nourishment bundled items is the most significant check. Disregarding the way that, the earth is changing and the care, attitude and satisfaction of the buyers' tendency and brand among the lion's share are improving, still the expense is going about as an obstacle. For the restorative things, the worth complexity is at any rate on different occasions when diverged from non-eco-accommodating bundled things.

➢ Eco-accommodating nourishment bundled items are progressively favorable appeared differently in relation to non-eco-accommodating standard nourishment bundled things. In any case, this attitude, care, and fulfillment of the purchasers' inclination isn't such a great amount among the majority. This might be because of the explanation that for eco-accommodating nourishment items, un-marked packaged products are more predominant than that of marked bundled items. They are not elevating such a great amount to mindful the buyers about the uplifting attitude impacts of the eco-accommodating bundled items. Additionally, for the marked packaged products, the limited time speculations are less which really can

make the clients mindful about the item with uplifting attitude and doesn't fulfilled brands and highlights about the eco-accommodating bundled items.

➢ Availability is also a huge limit with respect to the most part nourishment packagedproducts and all the more so in the semi-urban and rustic zones. When a customer prefers an item, as he/she again goes to purchase the bundled item, the items' inaccessibility lead to a negative outlook. This really keeps the client from turning into a customary client.

➢ Looks for eco-accommodating nourishment bundled items is also prevention since they are not all that appealing in looks when contrasted with customary nourishment packaged products. For instance, Eco-accommodating Halide/turmeric won't be such a great amount of colour yellow in nature as it will be for customary turmeric parcels.

➢ Size of Family– The Bigger family size prompts non-normal use for the eco-accommodating nourishment things. This is a direct result of mass use for the bundled items as the measure of the things to be mentioned is to more noteworthy family struccture. In any case, if the structure is close to nothing, by then regardless of noteworthy cost, clients used to buy the eco-accommodating bundled things as the full scale use isn't to such a degree.

➢ Improper progression and correspondence from the eco-accommodating bundled item associations towards the forthcoming purchasers. Still currently, with the exception of the informed piece of the general public, individuals don't think about the beneficial outcomes of the eco-accommodating bundled items. Some virtual retailors are selling the packaged products explicitly to the PC proficient gatherings of the general public

- Product or item Effectively/thing execution is a huge deterrent. Customers of eco-accommodating items assume that the successfully of these items will be better than that of customary packaged products. This mentality is produced because of the idea of following through on greater expense. In any case, this isn't in every case genuine essentially.

- It fundamentally relies upon the bundled item class whether it will be required less or more in amount. For instance, if there should arise an occurrence of some excellence bundled items, this might be relevant. Be that as it may, for some kinds of nourishment packaged products this idea isn't relevant which really makes item adequately a significant hindrance towards inclination for eco-accommodating bundled items.

- There is a hole between the customers' conviction and their conduct for purchasing eco-friendly packaged items. This might be because of the reality of the job of the attention to client around them and nearness of boundaries for purchasing eco-friendly packaged products. Additionally, less engaged with the purchasing eco-friendly items and less inventive conduct in purchasing the items can prompt the previously mentioned circumstance.

4.14 Comparision of Findings:

4.14.1 Eco-friendly Packaged Beauty products

- The revelations of the examination with that of the current abstract works are explained here. No examination had happened in the selected area or region picked for this assessment, so this relationship will assist with recognizing the problem, whether there are any deviations from the ebb and flow inquire about

revelations and the reasons for that.

- With respect to the price, environment consciousness, Product consideration, innovativeness in buying things, Safety perspective of the customer, Health Consciousness, Product sufficiently, Quality of the Eco-accommodating beauty/Cosmetic bundled thing, Information about the thing, Product Knowledge, Availability of the thing, Brand of the Eco-accommodating beauty/Cosmetic bundled thing, Income, the revelations of the examination matches with that of the current composed works. In any case, for age, gender, education and occupation of the clients, the finding of the assessment doesn't arrange with that of the present composition.

- For sex and Age, the market of eco-accommodating restorative items in Indian market is not quite the same as different pieces of the world. Here, because of fabulousness driven mentality, guys are getting similarly cognizant about the restorative bundled items when contrasted with the females.

- For mulling over control of the respondents', the model units considered right now clients both from the complex sorted out retail shops like big bazaar and nearby brands like patanjali, himalaya which straightforwardly offer to the clients. The neighborhood brand clients, mostly from the regions like Ambala, Rohtak, Hisar and Gurugram in Haryana, India. Regarding their occupation however are content with the eco-accommodating corrective bundled items.

- The Hypothesis isn't recognized. Considering thing incorporation regarding the buyers mindfulness, attitude and fulfillment 'inclination for Eco-accommodating beauty/Cosmetic bundled items was another assignment as it was not tried for eco-accommodating corrective bundled items, however was tried for different classes

of bundled items, explicitly non-eco-accommodating restorative bundled items.

- The results express that Item contribution doesn't mindfulness, attitude and fulfillment of shoppers' inclination for Eco-accommodating beauty/Cosmetic items. So also, Item Effectively regarding buyers' inclination for eco-accommodating corrective items was likewise not considered, yet was read for different classes of bundled items, explicitly, non-eco-accommodating restorative bundled items.

- The results express that Item adequately doesn't mindfulness, attitude and fulfillment shoppers' inclination for Eco-accommodating bundled beauty and food items. A similar way, the quantity of individuals in the family, which was not, tried prior express that it won't mindful customers' inclination for Eco-accommodating bundled Cosmetic items.

4.14.2 Eco-Friendly Food Products

- Here the revelations of the assessment about eco-accommodating food bundled things with that of the current composed works. Since no examination had happened in the area picked for this assessment, so this connection will assist with perceiving whether there are any difference and the reason for that.

- With respect to the environment consciousness, price sensitivity, innovativeness in buying things, Product consideration, Health ,safetyof the customer, qualityof the Eco-accommodating Food things, product effectively, knowledge about the thing, brand of the Eco-accommodating Food thing, worth, Income, the revelations of the assessment matches with that of the current artistic works. Regardless, for the Age, Gender, education and occupation of consumers the

disclosures of the assessment don't facilitate with that of the present composition.

- For age and sexual direction, the market of eco-accommodating food things in market is one of a kind comparable to various bits of the world. Here, as a result of spectacularness driven mindset, folks are getting comparably conscious about the bundled food things when diverged from the females.

- For analyzing control of the respondents', the model units considered right now consumers both from the refined sifted through retail outlets and close by brand like patanjali, himalaya which direct idea to the consumers. Since the close by brand customers, generally from the areas in and around Ambala, Rohtak, Hisar and Gurugram in Haryana, are not too much all around put concerning their occupation anyway are content with the eco-accommodating food things, the assumptions aren't recognized. Considering thing relationship with respect to the clients' tendency for Eco-accommodating bundled Food things was another endeavor as it was not gone after for eco-accommodating bundled food things, yet was pursued for various classes of bundled things, unequivocally non-eco-accommodating bundled food things.

- The disclosures express that Product affiliation doesn't impact on buyers' tendency for Eco-accommodating bundled Food things. So also, Product Affectivity as for purchasers' inclination for eco-friendly packaged food items was additionally not contemplated, yet was read for different classes of items, explicitly, non-eco-friendly packaged food items.

- The discoveries express that Product affectivity doesn't mindfulness, demeanor and fulfillment of buyers' inclination for Eco-friendly Food items. A similar way, the quantity of individuals in the family unit, which was not, tried prior express that it doesn't motivation customers' inclination for Eco-friendly Food items