

CHAPTER-5

SUMMARY, FINDING AND CONCLUSIONS

In this chapter, converses the limits, involvement of the future scope and research, discoveries of present research which will really prompt more current regions of research in the predetermined space.

5.1 Summary

In spite of the way that insights regarding the discoveries as for factors mindfulness property and fulfillment in of shopper inclinations for Eco-Friendly Packaged beauty/cosmetic and food products have been talked about in past areas, the critical discoveries and correlation that degree of mindfulness, demeanor and fulfillment of client with that of the current writing are featured right now.

5.2. Research Findings

So as to the motivation behind the examination as conceived in the prior areas, factor investigation is utilized to know the level of mindfulness, quality and fulfillment of client significant components of which demand purchasers to go for both Eco-Friendly Packaged beauty/cosmatic items and food items, furthermore discover the effect of factors on the notoriety of them.

Based on investigation done utilizing Factor analysis colossal number of factors utilized in the examination, to be explicit 45 factors, had been scaled for Consumer Attitudes towards Eco-Friendly Packaged Products and fulfillments of purchaser the circumstance are utilized for down to twenty factors. Concerning the feature - effect of Environmental cognizance towards prevalence of Eco-Friendly Packaged items,

factors, most significant. Identifying with significance of cost towards notoriety of Eco-Friendly Packaged items, factors,

In the affection of contemplating the advancement of the consumers tied in with purchasing Eco-Friendly Packaged items, it has been discovered that New Product Initiative and Experimental Attitude are two significant variables. As to in purchasing process of Eco-Friendly Packaged items/products.

The Satisfaction from Branded Eco-Friendly Packaged items and non-Branded Eco-Friendly Packaged items uncover the characters are the key patrons.

About well-being cognizance of the respondents in purchasing Eco-Friendly Packaged items, many factors, for example, health sensitivity, health concern, Avoid additive food contamination, assume play the most significant job.

As to factors contributing for the prominence of Eco-Friendly Packaged beauty/cosmetic and food items, significant elements are; Eco-Friendly Packaged Product Knowledge, Branded Eco-Friendly Packaged beauty/Cosmetic Products, Reliability of Eco-Friendly Packaged beauty/Cosmetic Product and Eco-Friendly Packaged food Products cost.

The Pertaining to general variables affecting Eco-Friendly Packaged food items, factors, for example, Eco-Friendly Packaged Food Products are Healthier, Eco-Friendly Packaged Food Products' Nutritional Taste, Eco-Friendly Packaged Food Products are protected and costly and Branded Eco-Friendly Packaged Food Products' Look attractive, accessibility of Eco-Packaged food products, and Quality effect the respondents' choice for purchasing Eco-friendly Packaged food items.

In the wake of distinguishing the components utilizing investigation, multiple regression is utilized to know the significant elements which make demand by purchasers to go for Eco-Friendly Packaged beauty items and furthermore discover the effect of psychographic factors on the prevalence of Eco-Friendly Packaged beauty and food items.

Concerning the feature - 'effect of Environmental cognizance towards notoriety of Eco-Friendly Packaged beauty items', the factor - 'clients of Eco-Friendly Packaged beauty/cosmetic items to take care of the environment' has present the most significant level of Awareness with positive attitude on preferring Eco-Friendly Packaged beauty/cosmatic products.

The factor does anything about the environment' has the least level of Awareness impact with negative Attitude on preferring Eco-Friendly Packaged beauty/cosmatic products. The price of popular Eco-Friendly Packaged beauty products, work as important factors such as, 'Users of Eco-Friendly Packaged beauty/cosmatic don't mind spending a lot of money to buy an Eco-Friendly Packaged Products using environmentally friendly packaging beauty/ cosmetics products know that the price of a new type of environmentally friendly packaged beauty/ cosmetics products may be more expensive than the old ones, but this is not important to them", so the impact of price of using environmentally friendly packaged beauty/cosmetics is minimal than non eco-friendly packaged beauty/ cosmetic products.

Under the pretext of studying consumer innovation in purchasing environmental-friendly packaged beauty/cosmetics products, it was found that "environment-friendly

packaged beauty/cosmetics users like to take risks to buy new products" have the highest awareness and enthusiasm. .

Regarding participation, in the process of purchasing environmentally-friendly packaged beauty/cosmetics products, the factor "the user of environmentally-friendly packaged beauty/cosmetics products, very carefully chooses the environmental-friendly packaged beauty products," has the greatest influence on the selection of environment-friendly packaged beauty products. Similarly, the variable-"a person can get a lot of information from whether they buy eco-packaged beauty products" has the least impact on the preference for eco-packaged beauty products.

Regarding the health awareness of respondents in purchasing environment-friendly packaging beauty/cosmetics products, "the users of environmentally-friendly packaged beauty/ cosmetics products are concerned about environmental issues" have the highest awareness of choosing environmentally-friendly packaged beauty products. Similarly, the factor-"Environmental packaging cosmetics users are interested in their health information" has the least effect on preference for environmentally friendly packaged beauty products.

After identifying factors such as eco-friendly packaged beauty products, multiple regression was used to understand the important factors that prompt buyers to choose eco-friendly packaged foods and find out the impact of psychological variables on the popularity of eco-friendly packaging Food products.

Regarding impact of environment awareness on the of environmentally-friendly packaged foods, the factor of "environmentally-friendly packaged food users will use

recyclable materials for daily use will improve the environment" has the highest awareness of influence on environmentally-friendly packaged foods.

On the other hand, the factor-"the user of environmentally-friendly packaged foods knows about environmental issues" has the lowest impact on consciousness and has a negative attitude towards the preferred environmentally-friendly packaged foods. Regarding the correlation between the price and the popularity of environmentally-friendly packaged foods, factors such as "users of environmentally-friendly packaged foods don't mind spending a lot of money to buy environmentally-friendly packaged foods" have the highest level of awareness, and the positive attitude affects the preference for environmentally-friendly packaged foods.

"The price of purchasing environmentally-friendly packaged food is important to users who use environmentally-friendly packaged food."

Under the pretext of researching consumer innovation in purchasing environmentally-friendly packaged foods, it was found that "users of environmentally-friendly packaged foods like to take risks to buy new products" have the greatest impact on preferences for environmentally friendly packaging food.

If you participate in the purchase process of purchasing environmentally-friendly packaged food, the factors of "environmentally-friendly packaged food users choose environmentally-friendly products very carefully" have the highest level of awareness, and a positive attitude and satisfaction will affect people's environmental protection Food preference-friendly packaged food. Similarly, the variable-"a person can get a lot of information from whether they buy eco-packaged foods" has the least impact on the preference for eco-packaged foods.

Regarding the health consciousness of respondents in purchasing environmentally-friendly packaged foods, "Environmental-friendly packaged food user's care about the quality of their drinking water" has the highest level of awareness, and attitudes have a positive impact on preference for environmentally-friendly packaged foods. Similarly, the factor-"contamination in food does not disturb users of environmentally-friendly packaged foods" has the least influence on the perception, attitude and satisfaction of environmentally-friendly packaged foods of choice.

After identifying the factors related to eco friendly packaged beauty and food products/ items .the most important ones, use one-way analysis of variance to understand whether any aspect of consumer demographics has a significant impact on eco-friendly preferences for the Cosmetics/beauty products in eco-friendly packaged criterion. Of the six aspects of the demographics considered, only one (i.e., the level of consumer income) has a significant impact on preferences for using eco-packaged beauty/ cosmetics items or products.

The participatory observation method reveals the logic behind our findings. The results show that due to the relatively high price, the preference for environmentally-friendly packaging cosmetics directly depends on the income level of the consumers/customers.

Consumers of eco-packaged beauty/cosmetic products, with relatively low incomes are not burdened with all the eco-packaged friendly beauty/ cosmetics products available on the market, and they prefer traditional beauty/cosmetics items due to their reasonable prices. Some are used for occasional purchases but not for regular purchases.

The other five aspects of demographic characteristics , such as occupation, education ,sex, and number of members in households do not significantly affect the preference for eco-packaged beauty/cosmetics products. Therefore, preferences remain the same regardless of gender, education level, occupation, and family size. However, an in-depth study of multi-faceted demographic data on preferences may bring some special results that can be considered in future research.

According to the research results, it can be inferred that in order to use of environmentally friendly packaged beauty/cosmetics items or products, manufacturers need to pay attention to the following two aspects. a) Keep the prices of beauty/cosmetics in environmentally friendly packaging within a reasonable range so that more consumers can afford them; b) sell the same products entirely among consumers in higher-income baskets.

Similar to environmentally-friendly packaged beauty/cosmetics products, for environmentally-friendly packaged foods products, one-way analysis of variance is also used to understand whether the demographic characteristics of consumers have a significant impact on the preferences of environmentally-friendly packaging foods. Of the six aspects of the demographic characteristics considered, only one (ie, the level of consumer income) has a significant impact on the choice of environmentally friendly packaged foods.

Although all respondents are users of eco-packaged foods, consumers with relatively low incomes are not burdened with all the eco-packaged foods on the market, and they prefer traditional foods due to their reasonable prices. The other 5 aspects of characteristics, such

as age, gender, education, occupation, and number of households, did not significantly affect the preference for environmentally-friendly packaged foods.

Through observation, it is found that users understand the practicality of environmentally-friendly packaged foods relative to traditional packers. Therefore, preferences remain the same regardless of gender, education level, occupation, and family size. However, an in-depth study of multi-faceted demographic data on preferences may bring some special results that can be considered in future research.

According to the research results, it can be inferred that in order to the use of environmentally-friendly packaged foods, producers need to pay attention to one of the following two points: a) Keep the price of environmentally-friendly packaged foods within a reasonable range so that more consumers can afford it Start; b) market the same products to consumers in higher-income baskets entirely.

With regard to the various psychological variable studied, environmental awareness, price sensitiveness of purchased items, item participation and health awareness have greatly influenced consumers' preferences for environmentally friendly packaged beauty/cosmetics and food products.

Regarding other independent variables, consumer safety perspectives, effective products, product knowledge, and information about products, the brand of environmentally friendly packaging products, and the availability of environmentally friendly packaging products will seriously affect consumers' preference for environmentally friendly packaged beauty/ cosmetics products.

Similarly, all of the above factors have greatly affected consumer preferences for environmentally-friendly packaged foods. In addition, taste, nutritional value, and the appearance of environmentally-friendly packaged foods have also significantly affected consumer preferences for environmentally-friendly packaged foods.

General perception is that eco-friendly packaged foods have a good taste compared to traditional products. In addition, compared to traditional foods, environmentally friendly packaged foods have a more original appearance and are less attractive. For example compared to traditional Haldi, the environmentally friendly Haldi does not look so yellow and attractive. In addition, when comparing the findings of cosmetics and food, the differences were not significant. This may be due to the same reasons for respondents in beauty/cosmetics and food products.

With the exception of a few hypotheses, most hypotheses find the same. This proves that the research results are consistent. In addition, ask about the barriers that prevent buyers from occasionally buying environmentally-friendly packaging products: price and availability. Price is the most important obstacle. Primarily targeted at semi-urban and rural areas, availability is an issue because local retailers are running low on inventory due to reduced demand. In addition, product awareness needs to be enhanced through the promotional strategy.

By company the above results with existing literature, the results obtained from this study are consistent with existing literature, except in rare cases.

Among demographic variables age, gender, occupation, education and number of

family members will not significantly affect consumers' preference to environmentally-friendly packaged beauty/cosmetics and food products. Appearance of environmentally-friendly packaged foods and it can be seen that they greatly influence consumer preferences for environmentally-friendly packaged foods. This is due to product availability issues in semi urban and rural region. In addition, in the case of environmentally-friendly packaging cosmetics, brands are more important than environmentally-friendly packaging foods. In the unorganized retail sector, most sales activities are targeted at fruits and vegetables. Unorganized sellers sell in both rural markets and urban areas.

5.3 Management significance

The results of this study will help identify the key factors that have contributed to the increased adaptivity of eco-packaged beauty/cosmetics and foods product in the Indian market, particularly around Ambala, Rohtak, Hisar and Gurgram, in Haryana. In addition, it will assist all relevant personnel to identify that hinder the popularity of environment friendly packaging products and take corrective measures to overcome these obstacles.

Consumers can learn more about positive aspects of eco-packaging beauty/cosmetics and food products, so they will embrace these aspects of everyday use. Here are some specific recommendations:

To launch more effective promotions to promote the positive impact of environmentally friendly packaged products, Promotions should target all areas from urban to rural region.

When consumers have conflicting attitude toward purchasing environmentally-friendly packaged products, the organization should make every effort to eliminate consumer discomfort with purchasing eco-friendly packaged products. Therefore, when conducting environment friendly advertisements, the organization should evaluate whether the attitude of target consumers to purchase is contradictory. Companies should implement effective demographic or psychological segmentation in order to target different categories of environment friendly packaged products, based on selected market segments.

The study also helps to understand the different behavioral patterns between rural and urban consumers. For e.g., in the case of rural consumers using environmentally-friendly packaging products, brands have not played an effective role, and for urban consumers, brands have played an effective role in specifically selecting environmentally-friendly packaged beauty/ cosmetics products. The above statement is invalid for food items/products with environmental protection packaging.

In general, these steps will help organizations better promote environmentally friendly packaging products, which will ultimately increase the number of consumer of eco-friendly packaged products and reduce environment degradation. This will assist the planet and humankind to achieve sustainable development.

5.4 Limitations of the Research

The Exploration study Limitations are as per the following:

- ❖ The look into study is constrained to respondents identified with just Eco-Friendly Packaged beauty/Cosmetic and Food Products. Other Different kinds of Eco-Friendly Packaged items clients are not being concentrated right now.

- ❖ The look into study is constrained to just Gurugram, Ambala, Hisar and Rohtak, of four geographical zones of Haryana. Other different areas/ region of Haryana are not being contemplated.
- ❖ These limited numbers of factors Construct were chosen
- ❖ The investigate study is constrained to information assortment over a period from march 2019 to August 2019. The awareness, attitude and satisfaction about Eco-Friendly Packaged products both with respect to consumers and the organizations have changed dramatically during the research period.

The population size of 600 may be is not sufficient with respect to the total or large size of population of Haryana State.

The reactions from the respondents can be one-sided and accordingly a few discoveries can be off base.

5.5. Scope for future Research

The mission for information, answers for issues and research addresses prompting improved nature of research is synonymous with progress of human development. Though the flow inquire about gave answers to the exploration questions, it additionally featured its impediments in the past segment.

Right now concise headings for future scientists is to seek after, in the area of effect of showcasing methodologies of advertisers on promoting and effectively selling Eco-Friendly Packaged beauty/Cosmetic and Food Products.

Future study or research, Can improve speculation of the discoveries of this examination by stretching out this investigation to incorporate the accompanying:

- areas with wide varieties in their financial profile,
- different geologies like various states
- Different classifications of Eco-Friendly Packaged items with the exception of than beauty and food items.

Future study or research can occur to advance the examination work by fusing the accompanying extra factors which are relied upon to change after some time:

- Expected increment in awareness of consumers for Eco-Friendly Packaged products and change the attitude of consumer towards the eco-friendly packaged products/items due to increase in product durability, complexity, availability and also new innovations in technology in making of eco-products.
- Change in exposure of consumers due to online and social media usage

Analysts afterwards are urged to make and grow new developments to more readily reflect advancement of promoting in future and changes in way of life of networks.

5.6 Conclusion

The proposal highly focuses on remaining group of consumers those have different psychographic factors and segment factors which go about as helpers like, mindfulness, awareness, attitude and satisfaction of consumers for the Eco-Friendly Packaged beauty/cosmetic and food Products , explicitly for Gurugram, Hisar, Rohtak, Ambala . In any case, still now there are some significant obstructions which should be handled by the associations to build up the Eco-Friendly Packaged item industry in a feasible way.

As this study aims to determine in detail what makes environment friendly packaged product. popular in India and analyze different psychographic and segment factors which impact the use of Eco-friendly bundled items i.e. beauty and food products. By understanding these factors, organizations can refine their strategies to make environment-friendly products easier to sell and acceptable to potential consumers.

This study will also help in ultimately increase the number of consumer of Eco-friendly packaged products and reduce environment degradation; promote reuse and recycle of the products. This will assist the planet and humankind to achieve sustainable development , which is also play a key competitive advantageous role in the success of business organizations.