

## **SUMMARY**

Eco-friendly or environment friendly marketing is in its third phase which is known as sustainable marketing. In the late 1990s and early 2010, it began to attract attentions of the marketers as well as environmentalist. The first and second phase of eco-friendly marketing is known as ecological marketing and environmental marketing respectively presently the sustainable marketing is requirement of present and future generation of human being. Development with sustainable way. Defining environmentally friendly marketing is not easy, because several meanings are intertwined with contradiction the environmental marketing involves the advancement of exiting conventional items and administrations that meet client's needs, execution, sensible cost and comfort-without adversely affecting the environment. With our continuous progress,, environment friendly packaged products will be appreciated. People have an attractive fitness consciousness, which make people admire environmentally friendly substances. Still, admiration for eco-friendly products, in India has not led to systematic research. Purpose of the this study is to determine in detail what makes environment friendly packaged products popular in India in addition, by understanding these facts, organizations can refine their strategies to make environment-friendly products easier to sell and acceptable to potential the concept of environmental protection awareness has become a necessary condition for saving humankind. Since eco-friendly or environmentally friendly items are earth friendly or manageable items and natural items, it is now urgent to flobally promote the consumption of environmentally friendly products. So as to accomplish devot objectives, it is important to comprehend the variable that drive clients to choose environmentally friendly products and prioritize them in order to vent them to the public and expand the consumer base environmentally friendly products. The use of environment friendly items lags far behind the ideal ratio of consumption for protecting consumers and the entire environment. This is done because unawareness of customers, unavailability of eco-product in rural or backward areas and many more. Haryana is developed state in India and it is enjoying both agricultural and industrial growth in recent years. The population of (24.35 million), with different socio-economic status and demographic profile are residing in this

state. Consumption pattern of such a large state is changing rapidly due to many economical social and personal reasons.

Eco-consumption is also comes in these changes so to know about the changing pattern of consumption as convention to eco-friendly is studied with the help of this descriptive study. Main objectives of the study are

- 1) To know the consumer awareness about eco-friendly beauty and food products.
- 2) To study of the consumer attitude toward eco-friendly beauty and food products and last but not the least is to study the satisfaction of the consumer after consumption of eco-friendly packaged beauty and food products.

For maximum representation of all type of population there are four district, one from each geographical zone (North, South, East and West) have been selected for the study of consumers of eco-friendly packaged products. These districts are Ambala, Rohtak, Hisar and Gurugram. As we know that eco-consumerism has just touch the consumers of urban area of the region that is why this study aims districts. The cities such as Ambala Rohtak, Hisar and Gurugram of Haryana are deprived of such research, although existing literature reveals research results with several issues in foreign and Indian institutions published findings. Moreover there are few attributes, for example affective food products and product appearance (for beauty) obviously play a vital role and have not been studied by any existing literature so present study points out the basic problems of consumer such as knowledge or awareness attitude towards eco-friendly food and beauty products and satisfaction after consumption is studied. This study is quantitative nature. It is consent with numerical measure and involves statistical analysis for obtaining results and to test hypothesis. The study established in conceptual frameworks based on previous research. This research test 17 hypothesis related to the factors that influence consumer awareness, attitude and satisfaction towards eco-friendly packaged products in selective four districts of Haryana. The research data was collected using the questionnaire survey. The sample selected for this study unabashed and large enough to satisfy the need of the research. to reach out the large population of consumers of eco-friendly packaged products from four districts of Haryana a non probability sampling method was

adopted Quota cum convenience sampling approach was chosen because the selection of the cases was based on the presence and willingness to participate in the study. The strata and their proportions were identified as they represented the population (from each of four districts, 200 eco-consumers were selected,  $4 \times 200 = 800$ ). The attempt has been made to obtain samples covering order to reduce the sampling bias caused by the user characteristic data of eco-friendly packaged products consumers was obtained or collected through questionnaire by online and offline surveys. Offline survey was conducted through visiting the retail outlets, shopping malls in selected four cities of Haryana from March 2019 to August 2019. The questionnaire was printed in hardcopy administered to the targeted respondents of eco-friendly packaged products. At the same time, questionnaires were also made available on the internet and were emailed to the subscribers to answer the web survey on Google form via providing the links in the cover email.

The numbers of responses obtained from printed hard copy were 312 out of 400 targeted respondents and 288 out of 400 from web/online surveys due to unwillingness of consumers to fill up the questionnaire and also incomplete responses are the reason for reduced sample size of 800 to 600.

The information was collected as various reactions given by the respondents. The examination was done in 6 stages or phases. In the first phase descriptive and graphical instruments are being utilized to examine fundamental qualities about the utilization of eco-friendly packaged products. Then in the second stage four psychographic factors which were referenced in the survey comprise of inside developments. Along these, every single together build was gathered into factors utilizing factor analysis. After the second stage the multiple regression was utilized to organize the structure of mental factors to uncover the basic structure of a bigger arrangement of factors in the fourth stage all four psychological variables are being tested for dependent variables, as well as other characteristics related to eco-friendly packaged beauty and food products are also tested. Since the scale used in the questionnaire was a rating scale, the above analysis was performed utilizing ANOVA to break down the segment classifications of the respondent's age, income level, gender (sex), education, occupation etc. last

phase clarifies the apparent effect of various mental and free factors on item client inclinations on eco-friendly beautifying and nourished food products.

Based on investigation done utilizing factor analysis a number of factor utilized in the examination. After examination it has been discovered that new product initiative and experimental attitude are two significant variable as to in purchasing of eco-friendly packaged products 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 role. As to factors contributing for the prominence of eco-friendly packaged beauty and food items, significant elements are; eco-friendly packaged product knowledge, cost of eco-friendly packaged product concerning the feature – “effect of environmental cognizance towards notreiety of eco-friendly packaged products. The factor-clients of eco-friendly packaged items/product to take care of environment has present the most significant level of awareness with positive attitude on preferring eco-friendly packaged products finding of study as “environment friendly packaged products users like to take risks to buy new and more costly products have the highest awareness and enthusiasm. These finding also shows that the satisfaction of the eco-friendly consumer are high due to health and environment benefits along with these products and recyclability features of eco-friendly products also put positive impact or satisfaction of the consumer. Among the six aspects of the demographics considered, only one (level of income) has a significant impact on preferences of using eco-packaged beauty and food items. The results show that preference for environmentally friendly packaged products depends on income level of consumes the other five aspects of demographic characteristics, such as occupation, education sex don not significantly affect the preference for eco-packaged products.

According to the research results, it can be inferred that in order to use of environmentally friendly packaged products, manufacturers need to pay attention to some aspects like:-

- a) Keep the prices of eco-friendly beauty and food products within a reasonable; rage so that more consumers can afford them.

- b) Use more effective promotional strategy to aware the consumers of rural and backward areas of the state as well as national level, when consumers have conflicting attitude toward purchasing environmentally friendly packaged products, the organizations should make every effort to eliminate consumer. Discomfort with purchasing eco-friendly packaged products. Therefore when conducting environment friendly products advertisement, the organization should evaluate whether the attitude of target consumers to purchase is contradictory or not.

Companies should implement effective demographic or psychological segmentation in order to target different categories of environment friendly packaged products, based on selected segments. In general, this study will help organization by encourage them for better promote environmentally friendly packaged products, which will ultimately incoease the numbers of eco-friendly packaged products consumer and reduce environment degradation. This will help and assist the planet and humankind to achieve sustainable development.