CONSUMER ATTITUDE TOWARDS ECO-FRIENDLY PACKAGED PRODUCTS: A STUDY IN SELECTED DISTRICTS OF HARYANA

A thesis submitted to the Central University of Haryana for the Partial Fulfillment of the
Degree of

DOCTOR OF PHILOSOPHY

In the Department of Management Studies
School of Business and Management Studies

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Session – 2021-22

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ACKNOLEDGEMENT

This research work has been a period of intense learning for me, not only in the scientific arena, but also on personal front. I would like to acknowledge the people who supported and helped me throughout in completing this research work.

I am deeply indebted in expressing my sincere gratitude to my supervisor Dr. Ajai Pal Sharma, Assistant Professor, Department of Management Studies, Central University of Haryana, Mahendergarh, for installing in me the desire to work hard with patience and for inculcating the discipline to think clearly and positively. His continuous guidance helped me all the time during research and writing the thesis. Without his support this thesis would have been a futile effort.

Besides my supervisor, I would like to thank Professor Anand Sharma, Head, Department of Management Studies, for motivating and encouraging me to complete the work in time. Also my thanks goes to other faculty members of the department who never said no to any of my requests related to this research work.

My thanks are also due to all members of the Departmental Research Committee for their insightful comments and my fellow doctoral students for their feedback, cooperation.

I would also like to thank the whole library staff for their kind corporation in the process of my research work. I am highly grateful to all the respondents who spent their valuable time in completing the questionnaire and provided their precious comments. I wish, I could thank many more by name but due to paucity of time and place it could not be possible.

Last but not the least ,I express my deep gratitude to my beloved parents, my husband Mr. Devender, my loving daughter Pakhi for bearing with me and other members of my family for their continued support and motivation in completing this research work.

ABSTRACT

Eco-friendly or environment friendly marketing is essential part of sustainable development. Present and future generation needs the sustainable development for existence.

Eco-friendly marketing refers to know about the consumer requirements wants or need and fulfill them while protecting the natural environment. Eco-friendly concept has been development in three stages.

1) Ecological marketing which was addressing environment.
2) Environmental marketing in which all marketing activities were shifting to clean technologies.
3) Sustainable environment marketing; this concept put emphasis on development with sustainable manner.Presently we are in 3rd phase.

Now in this research, the consumer attitude, awareness and satisfaction for eco-friendly packaged beauty and food products is studied. The study is done with the help of 600 sample size which was selected from four geographical zone of Haryana, those were Ambal Rohtak, Hisar and Gurugram. The data was collected through structured questionnaire, both online and offline method.

In the starting, sample size was 800 (200 from each districts, 100 by online and 100 by offline method) but after distribution of questionnaire only 600 hundred responses were received (312 offline and 288 online) due to unwillingness of respondents and incompleteness of responses. The seven point likert scale was used in pointing the response. The variable utilized in the surveys to gather reactions were tried inside utilizing Cronbach's alpha, as we know Cronbach's alpha is used to measure the reliability of date four psychographic factors which were referenced in the survey comprise of inside develops, every single together build were gathered into factors utilizing the factor analysis. All four psychographic or psychological variable are being tested for dependent variable, as well as other characteristics related to eco-friendly products. Since the scale used in the questionnaire was a rating scale, the above analysis was performed utilizing **ANOVA**, after all the examinations, the

findings of research came out which were explained in detail. It was found that mostly urban area's consumers are aware about the eco-friendly products specially food and beauty products, so the awareness is found in the consumers of the selected four districts. Investigation about second objective was found that consumer attitude towards – friendly beauty and food products are dependent on many products are dependent on many factors live environmental consciousness, new product initiative, health sensitivity, beauty concern, price of eco-friendly product etc. After the study it was found that positive attitude of eco-friendly consumer was satisfied after the consumption due to receive health benefits, new nutrition benefits, harmless impact on body as well as on nature/environment. Availability of eco-friendly packaged beauty and food product also motivate the consumers to purchase these products, so with the help of this study marketers can launch more effective promotion to promote the positive impact of environment friendly packaged products.

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CHAPTER-I

INTRODUCTION

In this chapter, an attempt is made to present an overview of the eco-friendly packaged products. The issues focused include historical perspectives on the theory of products, evolution of Eco-friendly products, marketing and consumer behavior.

1.1 Eco-friendly Products Marketing

The "eco-friendly" marketing refers to collect information about consumer requirements, wants, and aspirations and satisfied those things, while protecting the natural environment. Unless we can give work and buying capacity to the day by day lives of tribal groups or individuals living in our wildernesses, we can't improve the environment

In the direction of considered contradictory by numerous conservationists, eco-friendly marketing manipulates the four essentials of the promoting combination (products, prices, promotions and distribution) and deliver excellence in the form of reduced pollution and deadly substances, increase Environmental benefits; recover energy competence.

Eco-Friendly products have been developed in three stages:

The 1st phase is called "ecological" marketing or environmental protection. During this, all showcasing exercises involve addressing environmental issues and providing solutions to such issues.

The 2nd phase is "environmental" marketing. With the environmental attention, all

marketing activities were shifting to clean technologies which promote new goods that can solve pollution and waste issues.

The 3rd stage is "sustainable" environmental marketing. In the late 1990s and early 2010, it began to attract attention towards sustainable development.

Defining environmentally friendly marketing is not easy, because several meanings are intertwined and contradictory. An example of this is that the term comes with various social, environmental and retail definitions. The environmental marketing and ecological marketing are used interchange. Therefore, "Conservational Marketing" envelops a wide scope of exercises, including product modifications, deviations during manufacture, packing vagaries, and advertising changes.

 K Suresh(2014) describe the environmental marketing as All doings intended to make and promote exchanges designed to meet human needs or desires, so long as these needs and desires occur, the damage to nature or environment is minimal.

The Environmental marketing involves the advancement of exiting conventional items and administrations that meet clients' quality needs, execution, sensible costs and comfort without adversely affecting the environment. To understand environmental marketing, we need to understand the 4 Ps (Eco-Products, Eco-Price, Eco-Promotion and Eco-Distribution) of this concept.

1.1.1 Eco-friendly Packaged Products

There is no regular concession to whatever precisely makes a bundled item Eco-friendly.

Some general guidelines include Eco-friendly packaged products that must have:

✳ No well-being danger to individuals or creatures and it is relatively efficient in its utilization of capitals for the span of production, its uses and dumping.

✳ Include components subsequent from imperiled species or powerless condition

Figure 1.1: Eco-friendly Packaged Product of Henkel India Ltd.

✳ It may not donate any unnecessary packaged waste to the ecology and

✳ It may not pointless or unpleasant relies upon ecology or creatures.

RAW MATERIAL **Sustainably gathered Petroleum-free Plant based**		MANUFACTURING/PRODUCT **Non-polluting Unbleached Pesticide-free**
PACKAGING **Recycled Non-aerosol Source-reduced**	**DISTRIBUTION** Energy efficient Reusable packaging	**MARKETING** Ethical Informative Cause related
	IN-USE Low-fume Resource-efficient durable	**AFTER-USE** Recyclable Eco-friendly ecological

Figure 1.2: Eco-friendly Products

✳ Additional agreeable attributes from the Eco-friendly perspective are the blend of reused materials into the item and the item's individual recyclability.

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1.1.2 Eco-friendly Pricing

A middle apprehension of numerous ecologists is that creation values do not imitate total conservational costs. A quantity of corporations has accepted audits of their construction developments to categorize unseen conservation costs and to afford better information for estimating conclusions.

Control over pollutions, carbon duties and amplified punishments are imaginable methods or directions, those might be use to instrument better eco -friendly costing.

The European companies are particularly active in this area, developing an environmental audit methodology (ecological balance) to bridge the gap between standard accounting practices (representing data in ordinary money terms just) and subjective ecological effect detailing.

1.1.3 Environmental Protection Promotion

It is hard to differentiate between areas of conservational and environmental advertising that's why it hasn't received as much attention as it required.

In fact, in the late 1980s, the demand for environmental advertising grew so fast that the (FTC) gave rules to provide assistance to decrease customer disarray and forestall incorrect or deluding utilizations, for example, Environmental Protection by Environmental Advertising must have:

1. The Eligibility and exposure should be clear and prominent sufficient to stop fraud.

2. The Ecological statements should clearly state regardless of whether they apply to the item, packaging, or both. For a minor, incidental component of a product or package, the required claim must be qualified.

3. The Environmental statements should not exaggerate environmental attributes or benefits. Advertisers ought to abstain from suggesting huge natural benefits in practically negligible circumstances.

4. It is advisable to compare the ecological properties of one item with the natural qualities of another item so the reason for examination ought to be adequately clear and ought to be checked.

Source: www.motoroids.com/news/mrf-launches-eco-friendly-zslk-tyres

Figure 1.3: Eco-friendly Promotion by MRF ZSLK

1.1.4 Eco-friendly Distribution

The conveyance prices are under cumulative inspection due to rising fuel prices, highway congestion and anxieties about global heating. Redesigning packaging to reduce heaviness and / or upsurge recyclability can decrease waste though plummeting costs.

In certain nations, advertisers should likewise consider two-way streams in light of the fact that the legislature has passed enactment expecting producers to reclaim harvests toward the finish of their right lifecycle ("reverse logistics").

1.2 Ethics in Environmental Marketing

According to Friedman (2007), as long as the company follows the guidelines of the game, that is, takes part in uncovered and free rivalry without contemptibility or misrepresentation, at that point the organization has no social duty to build benefits.

As such, organizations have no business to think about the issues of good and fiendishness, the stillness of social equity, or ecological manageability. This brings up the issue of whether a differentiation ought to be made between moral conduct and good business sense.

The Green marketing is able to seen as a future or profitable strategy. As environmental issues are raised about all aspects of a company's activities, business decisions are complicated. Because business is conducted in the community and within an ethical framework, the environment must be considered an ethical issue.

The United Nations fights for the supremacy of industries using raw materials and causes pollution at an alarming rate. With the strengthening of the country's economic strength, competition is also intensifying.

Adopting more efficient production methods, few companies consider the increased water contamination from concoction plants and the effect of air contamination from steel, towns and urban areas on the general condition. Increment modern productivity, may put negative impact on environment in many ways. For provide Solution of this condition, Industries and governments emphasis on three R's.

The important R's of Environmentalism are given below.

1. Reduce

2. Reuse

3. Recycle

Reduce the wastage during production process, Reuse the Product for another purpose and recycle the used or waste material to keep the environment clean and safe. This is necessity of present as well as future generation of Human being and complete universe.

The Conservation marketing considers the broader relationship between a group furthermore, its items and the encompassing setting.

It is a progressively cognizant, open, directed, and delicate methodology that incorporates key connections between organization, environment condition, and advertising, instead of concentrating principally on strategic correspondence openings.

The principle center is around creating connections in an earth and socially responsible manner and meeting the different needs of stakeholders.

The main shareholders are customers, savers, parental businesses, managements, staffs, communities, representatives, weight groups, dealers and the broadcasting agencies.

1.3 Eco friendly behaviour

The Environmentally friendly cognizant customers are fighting to take care of the climate through exercises, for example, reusing, offer accentuation to ecological mark of reused material, and expending just Eco-friendly or green items.

1.3.1 Eco-friendly Consumer

The Eco-consumers are consumers who care about the environment, so they can just purchase eco-friendly items. Items with practically no harmful packaging, items

produced using characteristic fixings, and completed items that don't cause contamination are instances of ecologically friendly items.

The Eco-friendly consumers will be those who drive hybrid cars and buy cannabis or recycled materials products. Eco-consumers can be defined as:-

Who will pay attention to environmental issues and obligations, and will support the transfer of loyalty of different items or providers starting with one item or provider then onto the next, regardless of whether this will bring greater expenses.

The Marketing for environmentally friendly consumers often makes purchasing decisions based on product information rather than engaging advertising campaigns.

The environmentally friendly consumers will find the following issues at what time construction an obtaining verdict:

The Conservation, regulates the harmful activities towards the environments, by recognize how raw materials are gotten, where they are sourced, how nourishment is developed, and the potential effect on the earth in the wake of arranging them in the right way.

The Eco-friendly buyers belittle developers and purchase from the retailers whom they trust and oppose the products of assumed contaminators. The Environmentally friendly consumers usually do not consume in the same way as consumers in general.

1.3.2 Eco-friendly Consumerism

Eco-friendly consumerism is founded happening public responsiveness of unrelenting Eco-friendly issues. Environmental marketers hope to develop strategies to enable consumers to incorporate Eco-friendly products into their lifestyles and benefit from

them. Many such efforts by environmental marketers have been quite successful. Other than those efforts of marketers, Governments, NGO's and Media also play important role in recent time for the betterment of environment and Society.

For instance, the "natural" business has some expertise in the offer of natural nourishments, wellbeing food sources and dietary items, just as other Eco-friendly way of life items**.**

1.3.3 Eco-friendly Consumer Buying Behavior

The Consumer behavior involves the process of consumers identifying needs, finding solutions of them, collecting and interpreting information, developing plans, and implementing those plans. It also involves the study of how people or organizations behave when they acquire, use and dispose of products and services."

The Customer Eco-friendly performance includes the use of eco-friendly products and removal of conventional products and how to purchase them. This means understanding what consumers are doing when they buy goods and services.

The Marketers are often interested in the use of products, as this may affect the best putting of the product or how we inspire augmented Eco-friendly ingesting.

At present the study of Eco-friendly consumer behavior, even the post purchase behavior of a specific products and his/her feedback for that product has become an area of concern.

This is because attracting of new consumer is quite easy in comparison of retained exiting consumers.

1.3.4 Eco-friendly Consumer Preservation Performance

The Restrictive use of occasional expected possessions for the determinations of ecological preservation can be called as Eco-friendly customer preservation performance. When are clients liable to ration and by what method would clienteles be able to be intrigued for more ecologically friendly propensities are two major issues in front of oriented vendors.

INFLUENCES ON AND OF CONSUMER BEHAVIOR

PERCEPTION/ SENSATION

COGNITION

AFFECT

BELIEFS

SOCIAL AND OTHER INFLUENCE

MARKET RESEARCH

STRATEGY

CONSUMER

INFO SEARCH

CHOICES

PREFERENCES

COMMUNICATION
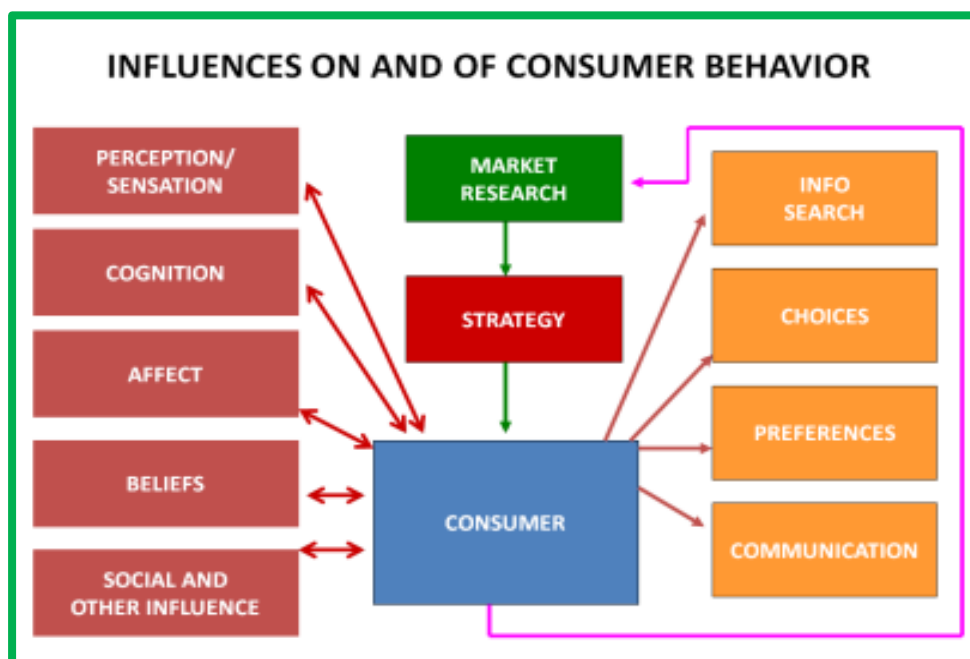
Figure 1.4: Consumer Behavior Influences

1.4 Eco-friendly Consumer Attitude

The Boldness is a way of thinking, feeling, and acting based on knowledge of certain aspects of market motivators, for example, retail locations, items, and brands.

Purchaser perspectives are a mix of (1) convictions about certain "objects" in ("brands, product categories, or retail stores) marketing concepts, (2) perceptions and behavioral intentions. Therefore, attitudes are perception:

- Towards action

- About people or things

- Ideas and objects

Therefore attitude consists of emotional responses (emotions), thoughts and beliefs (cognition), and behaviors (behaviors).

1.4.2 Attitude and Behaviour

There is a direct connection among conduct and mentality. They were examined in research and found that few conditions led a nearby association for conduct and disposition.

❖ Specificity of attitude: A couple of pros acknowledge that attitude is potentially associated to direct if they are both on a comparative level of distinction in time, articles, augmentation and conditions. E.g., if demeanor is 'I really like listening music evening time, there is a progressively imperative chance that one would check out music station. This declaration has reference of time that is evening, object radio music and by then if one has nonexclusive mentality "I like listening music". Thus all these conditions represent a person's attitude or demeanor ground to analyze his/her choice. Thus asking one's demeanor toward music would not be as useful in predicting which type of music and by which medium he/she want to listen music.

❖ Quality of attitude: A couple of attitudes are basic, there is elevated level of attitude likes fiery or appalling, and they identify with lead. While various attitude are less central or pleasant to change that may not instant direct. For example, a Hindu may keep up an outstandingly strong attitude against cheeseburger eating.

This attitude, because of its certainty, is most likely going to anticipate direct. He/she would never eat meat. While, then again, his attitude toward other sustenance may be progressively disinclined to help in attitude figure.

1.5 Eco-friendly Marketing Regulations in India

India is among the initial barely any nations on the planet to accommodate the insurance and improvement of nature in the national constitution, and it has made a few strides in planning enactment and strategies to survive conservational difficulties. India's efforts have been on since long through various policies and program to defend the atmosphere.

1.5.1 Environmental (Protection) Act, 1986

The Indian Constitution clearly states that "the improvement and protection of the environment and the protection of the country's forests and wildlife are the responsibility of the state. It stipulates that every citizen has an obligation to protect and improve the usual situation counting woodlands, waters, streams and environment.

The environment is also mentioned in the national policy directive principles and fundamental rights, In order to ensure a healthy environment in India.

1.5.2. Air Prevention and control of pollution act, 1981

Basic idea or reason for the act is to accommodate the anticipation, control and disposal of air contamination, in order to establish a board of directors to achieve the above-mentioned purposes in order to empower and delegate these committees with the powers and functions associated with them. Matters related to it and India

participated in the conference to find a way to ensure the planet's common assets, including the protection of natural resources, air quality and air pollution control.

1.5.3 Water prevention and control act, 1974

The reason for this is to accommodate the foundation of a top managerial staff for the control and avoidance of contamination of water (to achieve the above-mentioned purpose) to control and prevent water pollution and to maintain or water restoration sanitation, and to delegate powers and functions related to these committees and matters related to.

1.5.4 Wildlife Protection Act of 1972

Under the Act, "wildlife" refers to any animal, bee, butterfly, fish, crustacean, and moth; and aquatic vegetation that structures some portion of any living space. According to the 2002 Wildlife (Protection) Amendment, "States must not alter borders / national parks / protected areas unless recommended by the National Wildlife Board (NBWL)."

1.5.5 Revised Detailed Rules for Hazardous Waste (Management and Disposal), 2003

As indicated by the Hazardous Waste (Disposal and Management) Rules 2003, these standards arrange utilized mineral oil as unsafe waste, requiring legitimate treatment and removal.

Associations will look for consent from the pertinent National Pollution Control Board (SPCB) to discard unsafe waste when required.

1.5.6 Ozone Depleting substances regulation act, 2000

In accordance with Articles 25, 8, and 6 of the act1986, the notification issued on July

17, 2000 has been notified the Montreal Protocol's rules on the control of ozone-depleting substances (ODS). According to the notice, certain controls also, guidelines have been actualized on the production, import, fare and utilization of these mixes.

As per the notice, the association will eliminate all gear utilizing these substances. The objective is to set up a Cloro-Floro sans carbon association sooner rather than later.

1.5.7 The Eco -Labeling Scheme

To upsurge client awareness, the Indian government launched to facilitate identification of environment friendly products. Any product mass-utilized, delivered, or discarded in a way that essentially lessens its natural dangers can be viewed as an earth friendly item.

These guidelines follow a support to-grave methodology, from crude material extraction to assembling and to removal. Consumer products that meet the specified environmental and Indian standard quality requirements will receive the "Eco-label" label. Any eco-labeled product (eco-friendly pot) is the right environmental choice. These types of steps will encourage the organization (both private and government) as well as consumers to behave like environmental protector.

1.6 Introduction to Packaging

Packing is one of the most significant constituents of the nourishment item or non-nourishment item on the grounds that a very much stuffed item can be an assurance for buyer insurance.

The bundle type is a correspondence instrument among organizations and last

purchasers and it is equipped for standing out for consumer. In any case, because of the new headings for natural security, it needs to ensure the items as well as be ecologically friendly.

In the present society, packaging must meet both fundamental item prerequisites and explicit natural destinations.

The packaging has four diverse showcasing capacities. In the first place, it secures the item; Second packing job is to advance the item. It additionally encourages buyers to utilize the item and, ultimately, encourages reusing the container and thus decline ecological harm

Carlson thinks about the eco packing must have benefits for the consumer, and be acquired, created, moved, and reused by means of wellsprings of sustainable power source, just as augmenting the utilization of inexhaustible resources. World have expanded in advancing the mass utilization of eco-friendly and in setting up certain eco shcemes plans to forestall ecological harm. To the extent the makers, some of them have worries right now, these are not cognizant and independent.

These worries are just a response to showcase adjustment. Truth be told, proficient packaging arrangements are being looked for by organizations in light of the need to diminish creation, dealing with and transport costs, yet in addition to improve the picture of the association among customers.

Simultaneously the same number of organizations has changed their practices to address the issues of the advanced "Eco-friendly customer", some have abused this "Eco-friendly market" for their own prosperity. In this manner, among the Eco-friendly patterns, organizations can likewise consider packing that "energizes reuse" or makes social cognizance.

The customers have gotten progressively mindful of changes in nature and the impact of their utilization conduct on it. In this way, the natural customer has offered need to securing the earth and personal satisfaction.

The Consumers for the most part prefer to distinguish themselves with sort of organizations that are ecological stewards. Regardless of whether natural mindfulness is expanding, by and large individuals don't make an association between their smaller scale utilization examples and full scale issues as, ecological debasement. This "worry" numerous shoppers have doesn't really convert into genuine purchasing propensities.

Thus, the point of this examination is to decide the impression of the purchaser with respect to the job of in the development of supportable conduct and explicit research destinations have been considered: evaluating shopper inclinations for the sorts of biological, knowing the explanations behind buying Eco-friendly products and the job of the data about eco-friendly in advancing manageability.

1.6.1 Eco-packing and consumer sustainable Behaviors:

The Packaging is a key perspective for deals. In most recent couple of years, Pahas been declared to be a reason for significant level of contamination; accordingly, the requirement for eco friendly packaged products is in a persistent development.

The Packaging has changed profoundly of late, particularly because of boundless purchaser access to data..

Right now, of the essential prerequisites for purchasers is natural Packaging, that utilizes less waste, consolidates reused materials and can be reused when unfilled.

There are examines that consider that items bundled in eco-packing are viewed as progressively important to the purchaser. Nonetheless, there are various natural items available.

So as to turn out to be earth friendly, shopper needs to build up a natural mindfulness by educating themselves regarding the environmental outcomes of their conduct, understanding the results of their conduct, or because of their attitude towards biological perspectives and items, and alter customer conduct towards feasible utilization.

As per Yaacob and Zakaria (2011) mostly customers participate in eco-friendly items for the advantages of improving nature. Ordinarily, direct close to home advantages, similar to the apparent advantages for natural nourishment wellbeing or the vitality sparing of an earth friendly climate control system, are the most watched part.

The conduct of the Eco-friendly buyer is impacted by a progression of inside components that identify with the person's attributes and character just as outer variables, from the earth wherein the purchaser lives.

The shopper attitude of what is Eco-friendly is commonly kept up and steady with normal perspectives on maintainability. This demonstrates purchasers definitely comprehend what could be Eco-friendly yet shoppers of Eco-friendly corresponding to certain exercises and not others.

1.6.2 Attitudes and Buying Behavior

The Sustainable shopper conduct can be clarified utilizing a few models. Hence, a first model depends on the hypothesis of arranged conduct (TPB), which thinks about the intellectual and standardizing viewpoints behind shopper conduct. It's utilized by different researchers to foresee and clarify reusing conduct, manageable utilization, or the individual vision of practical improvement.

Notwithstanding the factors referenced in the main model, there is a model that considers the Value Belief Norm (VBN) as a significant factor influencing attitudes (determinants of purchaser behavior).Ethics (and different factors) can assume a significant job in clarifying feasible conduct, however morals can impact purchaser choices somewhat.

There is no uncertainty that if another attribute of purchasing a commonplace item likewise includes paying more, it might bring customers an impression of money related hazard. In this manner, this implies on the off chances that the cost of an item is high; at that point purchaser ethical quality would not be impacted as much as the cost is lower.

The thought process can secure the common habitat is the way individuals feel about nature; however individuals who are delicate to the earth don't really act naturally. A few researchers accept that there is an "attitude-social distinction", so despite the fact that 30% of customers request a lot of enthusiasm for the earth, this doesn't convert into naturally friendly purchasing conduct.

Such a large number of studies in different nations draw moderate relationships through natural attitudes and self-detailed biological conduct. This implies purchasers' uplifting attitudes towards earth friendly items are not generally incorporated. It is important to analyze why ecological attitudes have little effect on buyers.

Among the elements that may influence these, notice can be made of components, for example, the cost and accessibility of natural packaging and social impacts, which lead to contrasts between purchaser attitudes and buying conduct.

Further creators accept that, in spite of the fact that buyers mean well, genuine buy conduct is typically not influenced by moral issues, or regardless of whether they get morals, customers will have harsh and adaptable buy conduct.

While thinking about abstract direction, social limitations or regulating impacts are characterized as people's interests about the impression of others, (for example, family and/or neighbors) on the off chance that they are not reusing.

A few researchers perceive that social effect is a significant reality of patterned conduct, yet others accept that social effect isn't significant.

1.6.3 Knowledge and Price Perception

The shopper settles on a purchasing decision when his/her ideal bundled item arrives in an elective bundle. Purchasers' decision in term of purchasing is an absolutely financial choice. To be sure, buyers make a harmony between anticipated expenses and advantages (accommodation, style, and cost).

The Consumers' response with respect to the cost of the manageable items is extremely touchy. Eco-items are not exceptionally costly, yet traditional items are amazingly modest. The Consumers can't purchase mindfully all sort of items. Besides, expending capably is frequently observed as a tedious activity, monetarily horrible, and unpleasant. Even if the apparent expenses surpass the apparent advantages; the customer won't act to ration the earth regardless of whether they are thoughtful towards condition.

In the present market, the value point is such an incredible impact, that natural belongingness is something customers may not consider when buying an item. Two

impediments to being a decent biological resident can be characterized.

As per Nordin and Selke (2010) welcome those purchasers' observations are affected by an absence of customer information about the idea of supportability, wording holes and a conflicting attitude towards reasonable purchasing.

As indicated by Ottman's (2010) sentiment, four all-inclusive Eco-friendly customer's needs can be distinguished: the requirement for data, the requirement for control, the need to have any kind of effect, and the need to stay current. In the event that a practical item fulfills these requirements, at that point the customer will be increasingly anxious to purchase the item.

1.7 Significance of the Study

With our continuous progress, environment friendly packaged products will be appreciated. People have an attractive fitness consciousness, which makes people to admire the environmentally friendly substances. Still, admiration in India has not led to systematic research.

This research effort aims 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 consumers.

From the discussion above, it can be seen that due to environmental marketing, eco-friendly or environment friendly packaging products are gradually becoming popular.

In addition, as people become more aware of health and the environment, they begin to act in a more conscious manner.

The sorts of eco-friendly pressing items, for example, eco-friendly beauty care products and nourishment products and healthy food products are very much popular in present time. Eco-friendly items will be viewed as natural items, particularly in the nourishment class. These items will be delivered utilizing natural manures with no pesticides, harmful chemicals, any inorganic composts or dangerous components. Thus, these items will be more advantageous in nature and more secure to utilize.

Right now, it is imperative to analyze different psychographic and segment factors which impact the use of Eco-friendly bundled items, explicitly in corrective and nourishment classification in Rohtak, Ambala, Gurugram and Hisar in Haryana, India.

The Various mental factors were chosen from a far reaching written survey, for example, conservational mindfulness, wellness mindfulness, value affectability, item investment, and development in buying ecofriendly items.

The Demographic factors were likewise concentrated from an itemized writing audit. Utilize explicit things to comprehend buyer impression of each mental variable.

The investigation expects to give a preview of buyers' conviction about Eco-friendly Food and Beauty Products and their satisfaction level after using the products in regular or one time used. It analyze all different demographic and psychographic factors of consumer which put impact in any way on consumption of eco-friendly products in four administrative zones of Ambala, Rohtak, Hisar and Gurugram in Harayan(India).

1.8 The Problem Statements

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 globally promote the consumption of environmentally friendly products.

Therefore, the utilization rate and depth of environmental protection products must be expanded. So as to accomplish devout objectives, it is important to comprehend the variables 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.

Taking into account the perception of the environment and consumer health and safety, the use of environment friendly items is emerging at the expense of conventional products. However, 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. It is enjoying both agricultural and industrial growth in recent years. The Population of (25.35 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, personal reasons. For maximum representation of all type of population, there are four districts from each geographical zone (north, south, east and west)have been selected for the study of consumers of Eco-friendly Packaged products. These Disricts are Ambala, Rohtak, Hisar and Gurugram.

As we know that Eco-consumerism has just touch the consumers of urban area of the region, that why this study aims to explore the consumers of these 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 or Indian institutions Published findings. Moreover, there are few attributes, for example; effective products (for food) and product appearance (for beauty) obviously play a vital role and have not been studied by any existing literature.

So present study point outs the basic problems of Consumers, such as knowledge or awareness about the eco-friendly products, the attitude towards these products and satisfaction after consumption.

1.9 Organizations of the Study

The present research study is organized in to the following chapters;

Chapter-1 Introduction

This chapter presents a general overview of the eco-friendly packaged products. The issues focused on historical perspectives on the theory of products, evolution of Eco-friendly products and marketing, and consumer behavior towards eco-friendly products, research problem or problem statement, Significance of the Study and organization of the study.

Chapter-2: Review of Literature

This chapter deals with the research design, issues covered here include: review of existing literature; need for the Research or gap of research and formulation of objectives to be achieved in this study.

Chapter-3:Research Methodology

The Research design and methods used to assimilate and analyze data that answer the research questions are detailed.

Provides an overview of the hybrid approach and a detailed description of each stage in the research, a pilot research was initially performed, and then the questionnaire and design of the Research were finalized.

The quantification phase is also explained, and the process of formulating and analyzing the questionnaire is determined. Data collection process is also part of this section.

Chapter-4 Data Analysis & Results

An examination of the information gathered utilizing the questionnaire is detailed. 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 varience(ANOVA) to test the hypotheses proposed to arrive at the results.

Chapter-5 Summary, Finding and Conclusions

In this chapter, research findings and conclusions, research limitations and suggestions for future research, are explained.

CHAPTER-2

REVIEW OF LITERATURE

This chapter describes the study design. The issues involved here include: problem statements; literature reviews; need to learn; research gaps and research explanations.

2.1 Attitudes and behavior

The Consumers around the world are turning to "eco-friendly the predicted association from the fundamental peripheral of the conservational movement and placement of environmental issues.

In Western Europe, over the past decade, environmental party has been increasingly focused on the case of sustainable lifestyles moved into local and national governments, even the position of power within the European Parliament in Strasbourg thought diagnosed eco-friendly consumption.

The purchase necessity is eco-friendly around concept sustainable living in a whole way of life combined with other sustainable way of development of environmental action in the broader context of the debate under treat.

Research on consumer attitudes about environmentally friendly products in the context of developed countries are mostly carried out.

Year	Author(s)	Used Definitions & Finding
2019	*Thapa et al.*	The relationship between college students study aims to verify the level of environmental attitudes and environmentally responsible behavior.
2019	*Phillips et al.*	Study accepted by consumers willing to pay a good premium, less impact on the environment, and check whether the conduct of such idealism of a small dose may in order to controlling environment is otherwise It will be necessary to internalize the externalities.
2019	*Kalafatis et al.*	Determinants examined consumers' awareness of the meaning to purchase naturally friendly goods. The authors used to behavior the theoretic framework and theoretical study of the appropriateness of testing in two different market conditions.
2019	*Castro et al.*	Study explored how contradictions, contradictions in the psychological effects of pro-ecological conduct and arrogance, purpose and the secluded sector. Predictive power compared to the beliefs, attitudes and intentions of the two collections of defendants is high, the other low-level conflict, with direct measurement evaluation.
2019	*Florian et al.*	The attitude of the environment, by extending the use of the feelings of individual obligation to the moral environment of the extended field of rational choice model (i.e., spirits of accountability) purpose as an extra predictor of environmental performance.
2018	*Sarigollu and odur*	Research survey of consumer attitudes and their relationship between the behaviors of environmentally friendly products.
2018	*Keren and Gupta*	Conservational commandments in place, business obedience exhibition a very low level in emerging republics. This paper presents a low equal of acquiescence. One motive behind the eco-friendly comportment may be social pressure to be "eco-friendly" explanation.
2018	*Laroche et al.*	Study examines customer's, who are willingly pay more for environmental friendly products. Demographic, psychological and behavioral profiles.
2018	*Gerard and Edmund*	The study showed that consumer exposure to advertising in the media that the nature of environmentally friendly products can cause some of that rich analogue to the "real" nature experience of product consumption in the process of emotional experience. These "virtual sex experience" may constitute the benefits of consumer awareness of emotional consumption.
2018	*Chao and Lam*	Behavioral studies have examined how other intelligences (OB) as responsible environmental behavior (REB) measures and check their validity. Comparison of behavioral intentions (BI) frequency included in the validation process (a) in, SB and OB; (b) compare Ajzen's planned behavior (TPB) with SB OB theory and model variables were due to fitting; and (c) test the desired effect on the social BI, SB and OB.

Year	Author(s)	Used Definitions & Finding
2018	*Raymond et al.*	Behavior modification techniques classified information by their first or second source and nature of incentives through changes: derived or obtained from other direct personal involvement. Use the five dimensions of evaluation and selection of technical advice, why sturdy conduct change is so hard to accomplish.
2018	*Young et al.*	Study to explore that, "The gap attitude / behavior" or "Value / action gap" refers to the 31% of consumer's worried about ecological problems, yet they are attempting to become tied up with this.
2018	*Balderjahn et al.*	Study examined the demographic, socio-economic, cultural, personality, attitude and specify different variables to predict ecologically responsible consumption of five modes. It analyzes consumers about eco-linear structure of leisure patterns (linear structural relationship, in statistical package used structural equation modeling) methods.
2017	*de Medeiros and Ribeiro*	Eco-friendly items, additionally normally manageable items, are equipped for including long-term benefits, decrease customer stress and soothe them from their eco-friendly duty, without, be that as it may, expanding items' delightful characteristics."
2017	*Luchs et al.*	Study, are extensively characterized, grasp positive natural, social, and moral characteristics.
2016	*Chang et al.*	Inspected the familiarity with different social and mental factors on the eco-friendly buy conduct of Chinese buyers.
2016	*Kaiser, and Wilson*	For further cross-cultural applications, research has further developed the General Ecological Behavior (GEB) scale. It is proposed that the scale is relatively open, not limited to a particular arrangement of environmental practices, nor to a particular survey reaction group
2016	*Handrina et al.*	Study Initiate that ecofriendly conduct varies among individuals. The Young individuals (understudies) were seen as progressively slanted to act eco-friendly. Worry for wellbeing and condition goes about as an impetus for this tendency towards ecofriendly items, anyway more significant expense of such items turns into an agony point.
2016	*Fayza Z et al.*	Clarified the impression of shoppers as positive about eco-friendly items in Jammu. There is a slow change in conduct of shoppers with respect to the selection, utilization and inclination for green items.
2015	*L.A. Anitha et al.*	Explained the impression of customers as positive about eco-friendly things in Jammu. There is a moderate change in lead of customers regarding the determination, use and tendency for green things

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Year	Author(s)	Used Definitions & Finding
2015	*Haofu Fan and Lin Zeng*	Study Explained the variables impacting the Chinese Consumers and finds that social, social and mental components are affecting shopper conduct. Item substance is having most noteworthy rating and Price is appraised at second level. Outrageous eco-friendly system is proposed.
2015	*Isa & Yao et al.*	Study analyzed the cost was the main factor of thought; notwithstanding, customers were likewise pulled in side-effect name while making ecofriendly buy. Ecofriendly packaging or moral item angles were found to have no noteworthy effect on purchaser item decision. On the clashing, it was discovered that cost was not essentially persuasive, though item mark and configuration were found to exhibit huge and positive impact in purchaser item decisions.
2015	*Deliya&Parmar*	Study features that how fitting and clear picture or packaging shading conveys a glad inclination among shoppers, or a simple handle/open/close/arrange bundle shape are significant in finding a client's consideration prompting buy choice. It uncovers that components of bundle are one of the most significant traits for customer buy choice.
2014	*Hindol Roy et al.*	Study calls attention to except if great quality and reasonable cost is or seen right incentive is offered with sufficient degree of correspondence the organizations would not be effective to make ecofriendly request fruitful.
2014	*F.L. Lifu et al.*	Study end and supports that appealing packaging can incite even drive purchasing and wind the client's certainty and faithfulness. Packaging has solidarity to draw in the purchaser comparable to the item

2.2 Eco-friendly Consumer Segmentation

The Marketers increasingly aware about the impact of eco-friendly products on the organizational exercises, while most of the attention is lies with this predicament environmental degradation are concentrated in business practice; many people believe that the responsibility lies with consumers welcome; therefore it is necessary to determine the eco-friendly consumer groups.

The Review of the literature shows that in the past, try to find eco-conscious consumers have been made.

Year	Author(s)	Used Definitions & Finding
2006	*Jain and Kaur*	Study showed an exploratory investigation in India to investigate the value of socio-segment factors in portioning green clients. The examination found a noteworthy connection between socio-segment factors and buyer ecological mindfulness. Therefore, the study advocates the potential role of socio-demographic variables in individual green consumer groups and developing marketing approaches to reach these groups.
2007	*Batte et al.*	The study investigated the preparedness of American consumers to pay high values for multi-component processed organic foods. Samples were taken from grocery stores in the United States, counting shoppers at old-style grocery stores and specialty grocery stores. Natural nourishment, and the measure of premium paid shifts by gathering of purchasers. Claim to fame staple customers were not ready to pay more for natural nourishment things with under 70% natural substance. Notwithstanding, their availability to pay more was Superior to conventional staple customers. It was additionally discovered that wellbeing concern was the most significant reason for ability to pay more.

The Nielsen's research further found that four out of five consumers express their buying behavior by their views on the environment. Therefore, some people think it may be consumers who show a high level of environmental awareness will make buying decisions more environment friendly than those with low level.

Therefore, it will be more closely related to the purchase of habit than any social, demographic variable. Therefore, it use the analysis of the link between the measures in favor of buying behavior and the environmental awareness of the environment on the new segmentation method.

They also believe that the cluster has its own forecasts for each specific patterns of behavior, the consequences from this instruction will help dealers and producers to healthier board eco-conscious customers and policy creators are better able to encourage consumption those who are willing to voluntarily choose environmentally friendly products.

Lyon and Maxwell (2017) It has been proposed (What is their knowledge) "eco-friendly wash," that a company can audit and punish firms for not disclose their environmental performance, not providing public information about environmental issues.

Activists can monitor environmental reporting companies and punish companies for not participating in environmentally friendly washing activities, which can not only bring good environmental news but also hide sad news.

For such companies, successful disclosures can greatly increase public awareness, and related failures can prevent significant negative public perceptions from concealing information; therefore, they are only willing to take risks through open, strong opposition. Their findings are empirical literature that contradicts rationalization results. Explanation is that better is bound to show certifiable records, however on the off chance that they eventually get a record of the policy portfolio, they are more likely to obtain concealed information.

In addition, they have found that if a company has an adverse impact on society or the environment and has a high level of understanding of the company, a company's disclosure activist audit is more likely to promote the company to be more open and transparent impact on the environment or society. This shows that it is a good fit for a variety of businesses that are often selected as considerations, and activists are angry about it.

Ahmed and Juhdi, (2018) describe the impact of characteristics of eco-friendly food segment is more obvious In the accompanying areas, we condense the distributed writing on these issues followed by some intriguing examination gaps, investigation results.

2.3 Demographic Variables

The basic features of consumer buying environmentally friendly products, the various demographic variables were gender, age, education, household income, social class and so on.

The Customer's age significantly affect the purchase organic food. Similar observations were reported in the belief that the establishment of the age of the customer, the impact on organic products, a number of other documents. Middle-aged people have about the impact of traditional foods they consider alternative organic food has a strong positive belief.

The Several papers household income also positive awareness and consumption of organic food and cosmetics reported purchase. It was also concluded that checking a family household members, especially women and children of these families are more willing to buy eco- safe Products. A family having, children higher levels of formal education also have a positive understanding of S buying behavior for organic products. This is on the grounds that more instruction with the goal that shoppers study the earth, will inevitably perceive their purchasing conduct.

As consumers of green food consumption income play a pivotal role, along with the impact it can further study occupied. This concept of consumer purchasing behaviour towards environment friendly food products reveals with many studies. Therefore, the relationship between these studies can identify environmentally friendly products consumption and occupancy customers.

2.4 Psychograpic Variables

From the current writing, buyer brain science is characterized as the investigation of values, character, premiums, attitudes, and ways of life. This core interests primarily on the interests of its customers, events and perspectives. Therefore, psychological variables can be explained by demographics, and psychological variables affect the customer mix in a holistic manner.

It has been observed that the general belief that organic products mainly cater to higher social classes. It was also stated in the same document that people could afford these courses and knowledge of organic products, leading to consumption of environmentally friendly beauty/cosmetics and food products..

Few authors discuss trends in safety awareness and healthy organic food intake, and active customers plan to purchase their health issues. Therefore, health is an important factor driving consumers to consume environmentally friendly food.

As in some files of the Environmental knowledge and attitudes of customers tend to play a significant role for the buying of environment friendly products. Many scholars have pointed out, generating environmental awareness of organic products to customers more benefits, environmental values and ecological impact of environmental knowledge is an important factor in customer behavioral intentions attitudes toward organic products and ultimately help build.

The customer believes that eating organic food for customers without pressure. In addition to health furthermore, natural cognizance conviction, a few other mental factors are tried writing with regards to the genuineness of the data the client confidence, political thought processes, question, etc.

In another article, it was called attention to that for the individuals who can commit additional time and vitality to clients reusing exercises to effectively advance star ecological buying conduct.

Pickett - Baker and Ozaki (2018) the authors noted, environmentally friendly brand, its products are environmentally friendly way to generate positive brand awareness of environmentally friendly products customers purchase decision. In his paper, reported that only brand of environmentally friendly products in the minds of customers establish a positive impression. He said that eco-friendly and non-customers to utilize earth friendly items influence the measure of ecologically cognizant items.

Kozup et al., (2017) in their paper called attention to those heart wellbeing requirements, impact assessment of consumer packaged food products for nutritional information part of the food. In addition, the negative evaluation of alternative packaged items on conscious consumers was also studied. To discuss the negative impact of the consumption of organic food due to higher prices than conventional food items was investigated in the paper. Therefore, the price the customer is a significant obstacle to the formation of green food consumption attitude.

From the above discussion, we found that only environmentally friendly products brand influence consumer attitudes. But the work can impact on how environmentally friendly products brand of environmentally friendly and non-branded food consumption by the customer on the role of environmental research environment food attitude to be extended.

In addition, from exploration survey, it is found that if companies diminish the cost of naturally friendly nourishment items, expanding its notoriety. Thus, a fascinating

region of research can be found in the price of eco-friendly cosmetics and food products consumption role.

2.5 Ehternal variables

Notwithstanding populace, buyer explicit and item explicit factors, just as different outer, natural factors, lead to explicit client practices. From the writing assessed, it was discovered that nourishment data is impacted by ecological attitudes, individuals' desires for natural items, nourishment supply, costly, nourishment esteem, common substance, creature government assistance, comfort, ecological assurance, nourishment creation techniques, data, acquirement administrations, and so forth. Wellsprings of data (hypermarkets, general stores, natural stores, ranches), acquirement troubles (hard to discover, significant expenses, poor decisions), verbal, showcasing correspondences, data about earth friendly items, for example, the right model Claim.

Ahmed and Juhdi (2018) discuss the negative information of the conventional product put positive impact on people for organic food purchase intention. However, in another research paper they said about the product more likely by customers or they will be interested in using them by emotional understanding of the product and positive user perception of environmentally friendly products.

An Awareness of the product information required for forward purchase decisions of consumers of environmentally friendly products. He also reported that word of mouth is to impress customers for environment friendly products, the most effective tool.

Chang (2018) Pointed out, requires companies to make products have a positive impact on the credibility of advertising, only if they are from authorized sources. The

Organic food tastes ,the client availability and cost of traditional products provide better have to take these barriers as consumers' confidence about the creation of organic food from organic food supermarkets, where they are more inclined to buy these incentives organic farm shop and by the general condition.

Moreover, the examination can be extended to distinguish the best techniques organizations can use to persuade clients and a few records from the exploratory investigation; we now and again can decidedly recognize the taste, now and then negative purchaser attention to eco-friendly nourishment items.

2.6 Variables used in Eco-friendly Products

2.6.1 Product Specific Independent Variables Category 1

Table 2 1: Identified Independent Variables

Eco – friendly Products	Eco – friendly Food Products
- Environmental brands - Brand name - Product type (Eco-friendly vs. non-eco-friendly) - Preferences for eco-friendly attributes for the products - Eco-friendly technology - Non-eco-friendly attributes - Energy savings	- Heart healthy claim on food products - Nutritional information about the food products - Nutritional content of the alternative products - Price - Product types(fresh fruit, fresh vegetables, meat, milk and dairy products, cereals and cereal products)

Source: *Compiled from Existing Literature*

For environmental protection may be a brand, brand name, product type variety of environmentally friendly products obtained separate product specific variables (environmental and non-environmental protection), for environmental protection attribute preference products from the existing literature, environmental technology, non-environmentally friendly properties, saving energy.

Specific variable using the same method can be obtained from the existing literature in different independent product's environmental requirements of the food is heart-healthy food, alternative nutrition information on food, price, product range of nutrients (new vegetables, new natural product, milk and dairy items, meat, grains and oat items)

2.6.2 Individual Variables

Table 2. 2: Identified Individual Variables

Eco – friendly Products	Eco – friendly Food Products
1. Environmental beliefs	1. People's belief about organic products to be safe
2. General environmental behavior	2. People's belief about organic products to be healthy
3. Experience of using the brands	3. People's belief about organic product Farming to be environment friendly
4. Self-perception of knowledge	4. People's perception about the worth of buying organic products
5. Environmental consciousness	5. Health consciousness
6. Recycling behavior	6. Taste
7. Politically-motivated behavior	7. Sex of the consumers
8. Environmental values	8. Age of the consumers
9. Ecological behavior intention	9. Household with or without children
10. Ideologically heterogeneous group	10. Household income
11. General attitude towards the environment	11. Self-transcendence personal values (equality, spirituality, forgiving)
12. Environmental concern	12. Environmental protection
13. Situation specific beliefs	13. Weight control
14. Perceived higher price	14. Political values
15. Perceived lower quality	15. Familiarity
16. Perceived eco-friendly product utility	16. Mood
17. Perceived consumer effectiveness	17. Religion
18. Skepticism towards eco-friendly marketing	18. Education
19. Perceived emotional benefits	19. Social class
20. Attitude Ambivalence Toward Buying Eco-friendly Products	20. Ethics
21. Environmental consciousness	21. Mistrust
22. Brand Satisfaction	22. Number of senior citizens
	23. Qualification
	24. Purchasing difficulties(difficult to find, high prices, poor range of choice)
	25. Percentage of food expenditure devoted to organic products
	26. Perception of organic prices
	27. Willingness to pay for organic products
	28. Credibility of the source of information

Source: *Compiled from Existing Literature*

With respect to environmentally friendly products, a variety of independent individual variables that can be obtained from the existing research is the belief, general environmental behavior, and the use of brand experience, knowledge, self-awareness, environmental awareness, politically motivated behavior, recycling behavior, ecological behavioral and environmental values ideologically heterogeneous and intention, groups.

The Environmental, Eco-friendly awareness, the condition of the specific beliefs, perception of higher prices, lower perceived quality, perceived utility of environmentally friendly products conventional manner, the effectiveness of consumer perception, skeptical about the sales environment-friendly, perceived emotional benefits, contradictory attitudes to buy eco-friendly products, environmental awareness.

People are worth buying organic products, health-conscious, quality, consumer's gender, age, consumers, families with or without income of household, children, personal values, the spirit of tolerance, equality), context-aware protection , weight control, and political values, familiar, emotional, religious, educational, social class, professional ethics, distrust, the number of elderly people, qualification, procurement difficulties (elusive, significant expenses, poor decision of range) the level of nourishment consumptions devoted to natural value discernment, natural items, readiness to pay for natural items, the validity of data sources.

With respect to environmentally friendly products, a variety of independent external variables which can be acquired from the current writing is verbal promoting correspondence, data on ecologically friendly items, the kind of explanation.

In the similar way for environmentally friendly food products, methods of information from a variety of independent variables of people outside of the existing literature on the availability of organic products are natural content, expensive, education, animal welfare, environmental protection, convenience, source, and food production, purchase location (supermarkets, supermarket, farms and organic shops)

Regarding earth friendly items, can be gotten from an assortment of existing writing, the needy variable is the buyer purchasing choice of naturally friendly items, ecologically friendly buying conduct, environmental social aim, biological conduct, plans to secure the data ,Acquisitions of environmentally friendly products, consumer attitudes toward recyclable products, the purchase of environmentally friendly products, discomfort, the effectiveness of brand awareness attitude, advertising credibility, the credibility of environmental statement, Dosage, environmentally friendly products, select Eco-friendly products ambivalent attitude.

Therefore, based on the available literature and from the above table, it has been studied, the independent variables of eco-friendly beauty products research and development project is to study environmental awareness, price sensitivity, innovative products purchased, to participate in the product obtained blank, health awareness, sex, school last year, family members.

Similarly, likewise we contemplated free factors on eco-friendly nourishment inquire about undertakings of natural mindfulness, value affectability, advancement in item buy, take part items, wellbeing mindfulness, security, healthy benefit, taste, information, data, brand, it appears, accessibility, age, sex, the last year of school, occupation, salary, individuals family the needy variable, which analyzed two

environmentally friendly beauty care products and nourished food products for the quantity of research ventures.

2.7 Gap of the Study

In previous studies, attitude of consumer, the impact of price on attitude , the quality awareness in context of traditional products not eco-friendly are examined Also brand dependability of consumer have been concentrated but again in context of conventional packaged products.

The previous studies related to eco-friendly packaged products, are not covered many important issues, for example, the advancement of the eco-friendly bundled items or the impact of attitude on the buying choice of eco-friendly bundled items.

The motivation behind the investigation is to give a diagram of the eco-friendly packaging items related awareness and issues for customer attitude towards eco-friendly packaged products and job of environment friendly packaged products in customer satisfaction.

A few methodologies attempted to recommend the shopper conduct on green promoting likely could be clarified by exploring customers' attitudes towards their buying conduct.

Motivation behind this investigation is to investigate the green promoting in the perspective on the buyers' attitudes towards acquisition of eco-friendly bundled items. This subject concentrated on the acquisition of eco-friendly bundled items, by know the factors of consumer's positive attitude towards such items and also the satisfaction level for their future retention.

This examination could have noteworthy and essential effect on the users to the extent the job of customer plays in the green advertising research and the protecting of the earth from consumption assets. Further, it could uncover which advertising systems that organizations ought to embrace to see better shoppers' needs in term of green bundled items

2.8 Objectives and Hypotheses

2.8. 1 Research Objectives

The Investigation Tenacities have advanced from examination issue statements, study holes and have been industrialized for this examination, after a meticulous investigation of the field and assessment of writing, full in part. The examinations destinations have stayed grown in this way are as per the following:

- To find out the level of Awareness of users of eco-friendly packaged products.
- To examine the attitude/perception of users towards eco-friendly products.
- To explore the impact of eco-friendly packaged products on the satisfaction of consumer.

2.8.2 Hypothesis for research

So as to achieve the above expressed goals, arrangement of 17 theories have been communicated, which will be tried and ends will be drawn based on the test outcomes. The theories are proclaimed underneath:

1. For Eco-friendly Packaged Cosmetic& Food Products

H1:   Environmental Consciousness does not affect awareness, customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H2:   Price Sensitivity does not affect awareness and customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H3:   Innovativeness in Buying Products does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H4:   Product Involvement does not affect awareness, customer attitude and satisfaction towards environment friendly Packaged Products.

H5:   Health Consciousness does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H6:   Safety perspective does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H7:   Quality does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products..

H8:   Product Knowledge does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H9:   Availability does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H10:   Information does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H11:   Brand does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H12:   Nutritional Value and Taste does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H13: Age-group does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H14: Income does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H15: Gender does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H16: Educational Qualifications (Last) does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products.

H17: Occupation does not affect awareness customer attitude and satisfaction of consumer towards environment friendly Packaged Products. Same hypotheses are formulated for rest of objectives.

CHAPTER-3

RESEARCH METHODOLOGY

Research Methodology is a way to solve the problem systematically. This chapter presents the research design and methods that were used for collections of the empirical evidence.

3.1 Research Design

This study is quantitative in nature it is consent with numerical measure and involves statistical analysis for obtaining results and to test hypothesis. This study established in conceptual frameworks based on previous research this research test 17 hypothesis related to the factor that influence consumer awareness, attitude, satisfaction toward eco-friendly Packaged Products in selective district of Haryana.

The research data was collected using the questionnaire survey and methodology aims for the verification of hypothesis

3.2 Sampling Design

Choose a Sample, play an important role in the study. The sample selected for this study unabashed and large enough to satisfy the need of the research. Sampling is about selecting a subset of people who represent the entire population of the survey. Sampling procedure can either be probability, where each element of the population has an equal chance to be selected for the survey or non- probability. Survey could be conducted as a form of census by surveying each and every unit within the population, but this is commonly impossible in case of large sample spread across wide geographical area, where complete list of members of the whole population

might not possible to obtain. Therefore, cost constraints, time, sample size and research objectives could affect the sampling method selected.

3.2.1 Sample Technique

The Inhabitant under study is large and it is impossible and not practical to reach each single respondent in the population. 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. At this study attempted to cover wide geographical area for the survey, in order to gain information from a diverse range of respondent's characteristics, non-probability sampling method was considered to be most appropriate. 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.

At first stage, the sample quota was decided among the four districts from four geographical zones of Haryana. The stratums and their proportions were identified as they represented the population (From each Four districts, 200 eco-consumers were selected,"4 districts X 200=800). Then convenience sampling was used to select the required numbers of respondents from each stratum. The attempt has been made to obtain samples covering various demographic backgrounds in order to reduce the sampling bias caused by user characteristics.

The objective populace for the investigation is four arrangements of individuals as follows:

❖ Clients of environment friendly packaged beauty products in four districts of Haryana (Ambala, Rohtak, Hisar and Gurugram).

❖ Users of environment friendly packaged Food products/ items in four districts of Haryana (Ambala, Rohtak, Hisar and Gurugram).

The test size considered for the Study is 800 who are the clients of Eco-friendly or Eco-friendly Packaged beauty and food products.

3.2.2 Data Population & Sample size

Table 3.1: Users of Eco-friendly packaged beauty and Food items)

Districts	Populace (No. of Eco-friendly Products Users)		
	Prepared Retail Outlets(Approx.)	Unorganized Retail Outlets(Approx)	Total(Approx.)
Gurugram	1,19,000	1,00,500	2,19,500
Ambala	87,000	1,14,000	2,01,000
Rohtak	47,500	76,500	1,24,000
Hisar	79,000	97,000	1,76,000
Total	**3,32,500**	**388000**	**720,500**

*Source: Compiled from Databases of Retail Outlets*https://www.franchiseindia.com/

Table 3.2: Indicating sample units of Eco-friendly Food and Beauty items)

Districts covered	Sample Units Considered
Gurgoan	200
Ambala	200
Rohtak	200
Hisar	200
Total	**800**

3.3 Instrument of the Research

To collect representative data of the target population within limited time, a self-administered questionnaire was considered as the most appropriate primary survey

instrument in this study. Questionnaire has an advantage of covering a wide area of the target population with standardized form of responses. They also reduce bias and can be completed at the respondent's convenience.

The survey is utilized on the grounds that it is organized, conservative, and suitable for capturing raw data to test the hypotheses formed and answer research questions.

Another data capture method used is an online questionnaire generated using Google Docs and emailed to respondents. By interacting with experienced and knowledgeable personnel at various retail stores, data on customer footfalls and the most appropriate location for collecting the previous part of the data were selected.

3.3.1 Pilot Survey Questionnaire

The pilot study was used to conduct the preliminary test of the instrument on 80 consumers of eco-friendly packaged products. Data was collected among shoppers/ customers at Shopping Mall in district Gurugram of Haryana.

Different inquiries utilized right now the accompanying information about environmentally friendly products, divided into two categories, yes and no

Whether the respondents purchased environmentally friendly products is divided into "yes" and "no".

The question of an unlimited number of people who purchase environmentally-friendly products (monthly) is whether the respondents have purchased environmentally-friendly products this month, which are divided into "yes" and "no".

Respondents usually buy two sorts of environmentally-friendly products, namely beauty/cosmetic and food.

The second piece of the poll gathered respondents' perspectives on different environmental awareness factors designed based on existing literature.

The survey obtained contact information for approximately 68% of respondents. The questionnaire is at Appendix I.

3.3.2 Final Survey Questionnaire for Respondents

In light of the field survey recalled from the time of the primary/ pilot study & examination of the information got from the pilot study, the poll was improved to gather information with the best verifiable exactness during the last overview.

The progressions made in the survey are abridged as follows:

By reducing some questions to optimize the length of the questionnaire, the total length of the questionnaire was reduced. It was seen in the pilot review that numerous respondents who at first communicated their ability to answer left the minute they saw the poll, giving reasons.

Numerous respondents a portion of the time give signs of tiredness and fatigue while noting long surveys. What's more, since respondents were halted by the market while they were shopping, not at home, they needed to escape inconvenience. The undertaking is in a rush. It is normal that this ominous recognition circumstance won't acquire a right, impartial reaction from the example components. Subsequently, the all-out number of inquiries was decreased, and the poll was less upsetting for the respondents.

Wiped out builds of specific sizes, since they cover the components of different develops, and care is taken to guarantee that the adequacy of the build isn't relinquished all the while.

A few wordings have changed in light of the fact that numerous respondents don't get them. Hence, the poll was altered to guarantee the utilization of straightforward words that are all the more ordinarily utilized and better comprehended.

To decide the type of the inquiry concerning your involvement in nature- friendly beautifiers and nourishment was transformed from a 4 point likert scale to 7-point likert scale different things in the survey. This was done on the grounds that a few respondents were uncertain how to mark their reactions in the poll. This guarantees any obscure vagueness is dispensed with from the last poll.

For natural mindfulness, value affectability, advancement of bought items, item investment and wellbeing mindfulness, a few builds have been erased to make the poll simpler for respondents to answer. Also for the general qualities about the Eco-friendly restorative and nourishment items, some particular things were erased as their reactions were at that point gathered from the underlying piece of psychographic factors to make the survey short in size.

3.4 Analysis for Reliability

The variables utilized in the surveys to gather reactions were tried inside utilizing Cranach's alpha, which speaks to the normal between thing relationships inside each factor. Elements that cause Cronbach α to be equivalent to or more noteworthy than 0.7 are commonly viewed as dependable and hence can be utilized for additional investigation as a major aspect of explicit factors.

The Cranach's coefficient alpha was used to measure the reliability of the data received during pilot survey. Results revealed that all values for reliability estimates are computed ranging from 0.768 to 0.864, thus confirming acceptable internal

consistency reliability and evidence of content and construct validity. Exceeding a minimum value of 0.70 for factors indicates that the factors are internally consistent and are good measures of the concept under study (Nunnally, 1978; Hair et al. 2006)

Table 3.3: Showing score for the various builds of the elements

Factors	Constructs	Cronbach's Alpha score
Environmental Consciousness	I support different measures to improve water management leading to water conservation. I am aware about the issues and problems related to the environments. It is very difficult for a person like me to do anything about the environment. I believe that using recyclable materials for daily use will improve the environment. I would like to Eco-friendly product as it gives me the pleasure of being environment friendly.	0.864
Price Sensitivity	In general the price or cost of buying Eco-Friendly Packaged Products is important to me. I know that a new kind of Eco-Friendly or Eco-friendly Packaged Products is likely to be more expensive than additional ones , but that does not matter to me. I am less willing to buy a Eco-Friendly or Eco-friendly Packaged Products if I think that it will be high in price. I don't mind paying more to try out a new Eco-Friendly or Eco-friendly Packaged Products. A really good Eco-Friendly or Eco-friendly Packaged Products is worth paying higher prices. I don't mind paying more to try out a new Eco-Friendly or Eco-friendly Packaged Products. A really good Eco-Friendly or Eco-friendly Packaged Products is worth paying higher prices.	0.776
Innovativeness in buying products	I would like to take a chance in buying new products. I would like to try Innovative products. I am the first in my circle of friends to buy a new product when it appears in the market. I am the first in my circle of friends to experiment with the brands of latest products.	0.795
Product Involvement	I select and purchases the Eco-Friendly or Eco-friendly Packaged Products very carefully. Using branded Eco-friendly products helps me express my personality. You can tell a lot about a person from whether he/she buys Eco-Friendly or Eco-friendly Packaged Products. I believe different brands of Eco-friendly Nature would	0.842

Factors	Constructs	Cronbach's Alpha score
	give different amounts of satisfaction.	
	I would recommended Eco-friendly products based on quality to my friends.	
Health Consciousness	I worry that there are chemicals in my food.	0.819
	I worry that there are chemicals in my cosmetic products.	
	I avoid foods containing preservatives.	
	I read more health-related articles earlier time.	
	I am aware of what types of Eco-friendly products I need to do to feel consummate.	
	Pollution in food and other products does not bother me.	
	I believe that Eco-friendly products are of better quality than non-Eco-friendly products.	
	I worry that there are chemicals in my food.	
General Characteristics about Eco-Friendly or Eco-friendly Packaged Products	Eco-friendly cosmetic products are safer to use than non-Eco-friendly cosmetic products.	0.768
	Eco-friendly cosmetic products are of better quality than non- Eco-friendly cosmetic products.	
	Eco-friendly cosmetic products are more effective than non- Eco-friendly cosmetic products.	
	Branded Eco-friendly cosmetic products are better than non- branded Eco-friendly cosmetic products.	
	Less knowledge about Eco-friendly cosmetic products prevent people from buying them.	
	Less information about Eco-friendly cosmetic products prevent people from buying them.	
	Less availability about Eco-friendly cosmetic products prevent people from buying them.	
	Eco-friendly cosmetic products are expensive than non-Eco-friendly cosmetic products.	
	Eco-friendly food products are safer than non- Eco-Friendly or Eco-friendly Packaged food products.	
	Eco-friendly food products are healthier than non-Eco-friendly food products.	
	Eco-friendly food products have more nutritional value than non-Eco-friendly food products.	
	Eco-friendly food products are tastier than non-Eco-friendly food products.	
	Branded Eco-friendly products are better than non-branded Eco-friendly food products.	
	Eco-friendly food products do not look good in appearance.	
	Less availability about Eco-friendly food products prevent people from buying them.	

Source: *SPSS Output*

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3.5 Data collecion Methods

The information with the assistance of the above portrayed polls had been gathered utilizing both offline and online surveys. The survey was conducted through visiting the retail outlets, shopping malls in selected four cities of Haryana from March 2019 to August 2019.

Ethical considerations were taken into account during the data collection. Confidentiality and anonymity were ensured so that all respondents were protected from harmful and undesirable consequences that might have occurred after the data collection process.

The Questionnaire was printed in hardcopy and was 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 forms via providing the link in the cover email.

3.5.1. Offline survey

The hard multiplications of the polls were spread in the accompanying parts for information gathering from general store, retail outlets, shopping malls etc. The numbers of responses obtained from printed hard copy were 312 out of 400 targeted respondents due to less interest in filling up the questionnaire.

3.5.2 Online Survey

The last review survey was planned web based utilizing online/internet sorces to be disseminated to the current shoppers of the Eco-friendly items. All the current shoppers' informations were being gathered from the retail outlets. The numbers of

responses obtained from web survey were 288 out of 400 targeted respondents.112 responses were incomplete so they were rejected for final analyses.

3.6. Analysis of Results

The information was collected as the various reactions given by the respondents. At that point, examination was done in six phases as follows:

3.6.1 Stage first

The Descriptive insights and graphical instruments are being utilized to examine fundamental qualities about the utilization of eco-friendly beauty care products and nourished food products. The essential attributes concerning the idea of utilizing Eco-friendly beauty and nourishment food items are being investigated utilizing expressive insights and graphical devices.

3.6.2 Stage second

The Four psychographic factors which were referenced in the survey comprise of inside develops. Along these lines, every single together build were gathered into factors utilizing the factor analysis (This is directed to reveal the fundamental of a generally enormous arrangement of factors and gathering them)

3.6.3 Stage third

The Multiple relapse was utilized to organize the structure of the four mental factors (ecological mindfulness, value affectability and development in item commitment, buying items, and wellbeing attention) to uncover the basic structure of a bigger arrangement of factors.

3.6.4. Stage fourth

All four psychological variables (price sensitivity, co-awareness, and innovativeness of purchasing, product engagement, and health awareness) are being tested for dependent variables, as well as other characteristics related to eco-friendly cosmetics and food products, that is, consumers' preference for eco-friendly beauty/cosmetic and food items.By this we can explain Diverse attributes influence the preferences of conscious consumers for eco-friendly cosmetics/beauty and food items.

Since the scale used in the questionnaire was a rating scale, the above analysis was performed utilizing anova

3.6.5. Stage fifth

Respondents' socioeconomics are classified in a plain as day way. To play out a rate investigation to locate the specific number of individuals who reacted along these lines.

At that point utilize an examination of difference (ANOVA-a strategy that checks one factor's familiarity with another) to break down the segment classifications of the populace's age, income level, gender, education, occupation, and family members.

The Researchers use ANOVA to check whether the sample response depends on demographic variables, i.e. whether it depends on the dependent variable, that is, the consumer's preference for environmentally-friendly cosmetics and food, to understand how various demographic factors increase consumers' consumption. People prefer to understand Eco-friendly cosmetics and food.

3.6.6 Stage sixth

This area clarifies the apparent effect of various mental and free factors on item client inclinations on eco-friendly beautifying agents and nourishment.

In spite of the fact that the respondents considered right now clients of eco-friendly makeup, they comprehend, are satisfied, and understand eco-friendly beauty and food. This section provides answers based on "If the respondent is a user of eco-beauty, what are their responses" and the questionnaire for eco-beauty users. In this way, it helps confirm the user's findings.

All the above analysis was done using IBM SPSS (Version 26).

3.6.7. Naming of variables.

Table 3.4: Showing List of Variables Considered

Variables(used in the study) contributing for the popularity of Eco-friendly products	
Environmental Consciousness	
Variable	**Description**
v1	I support different measures to improve water management leading to water conservation
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.
Price Sensitivity	
v1	In general the price or cost of buying Eco-Friendly Packaged Products is important to me
v2	I know that a new kind of Eco-Friendly or Eco-friendly Packaged Products is likely to be more expensive than additional ones , but that does not matter to me
v3	I am less willing to buy a Eco-Friendly or 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 or Eco-friendly Packaged Products
v5	A really good Eco-Friendly or Eco-friendly Packaged Products is worth paying higher prices.
v6	I don't mind spending a lot of money to buy a Eco-Friendly or Eco-friendly Products
Innovativeness in buying Products	
v1	I would like to take a chance in buying new products

Variables(used in the study) contributing for the popularity of Eco-friendly products	
Environmental Consciousness	
Variable	**Description**
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
Product Involvement	
v1	I select and purchases the Eco-Friendly or Eco-friendly Packaged Products very carefully
v2	Using branded Eco-friendly products helps me express my personality
v3	You can tell a lot about a person from whether he/she buys Eco-Friendly or Eco-friendly Packaged Products
v4	I believe different brands of Eco-friendly Nature would give different amounts of satisfaction
Health Consciousness	
v1	I worry that there are chemicals in my food.
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 other products does not bother me.
v7	I believe that Eco-friendly products are of better quality than non-Eco-friendly products.
v8	I'm concerned about my health all the time.
General Characteristics about Eco-Friendly or Eco-friendly Packaged Products	
v1	Eco-friendly cosmetic products are safer to use than non-Eco-friendly cosmetic products
v2	Eco-friendly cosmetic products are of better quality than non- Eco-friendly cosmetic products
v3	Eco-friendly cosmetic products are more effective than non- Eco-friendly cosmetic products
v4	Branded Eco-friendly cosmetic products are better than non- branded Eco-friendly cosmetic products
v5	Less knowledge about Eco-friendly cosmetic products prevent people from buying them
v6	Less information about Eco-friendly cosmetic products prevent people from buying them
v7	Eco-friendly cosmetic products are expensive than non-Eco-friendly cosmetic products
v8	Eco-friendly food products are safer than non- Eco-Friendly or Eco-friendly Packaged food products

Variables(used in the study) contributing for the popularity of Eco-friendly products	
Environmental Consciousness	
Variable	**Description**
v1	Eco-friendly food products are healthier than non-Eco-friendly food products
v2	Eco-friendly food products have more nutritional value than non-Eco-friendly food products
v3	Eco-friendly food products are tastier than non-Eco-friendly food products
v4	Branded Eco-friendly products are better than non-branded Eco-friendly food products
v5	Eco-friendly food products do not look good in appearance
v6	Less availability about Eco-friendly food products prevent people from buying them
v7	Eco-friendly food products are expensive
v8	Eco-friendly food products are safer than non- Eco-Friendly or Eco-friendly Packaged food products
v9	Eco-friendly food products are healthier than non-Eco-friendly food products
v10	Eco-friendly food products have more nutritional value than non-Eco-friendly food products

Source: Compiled from Literature Reviewed

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

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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

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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.

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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.

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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 $\alpha = .05$, 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 α = 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
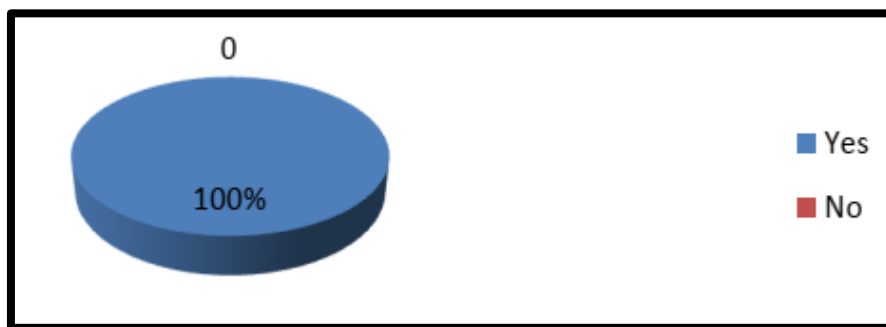
Figure 4.1: Showing respond

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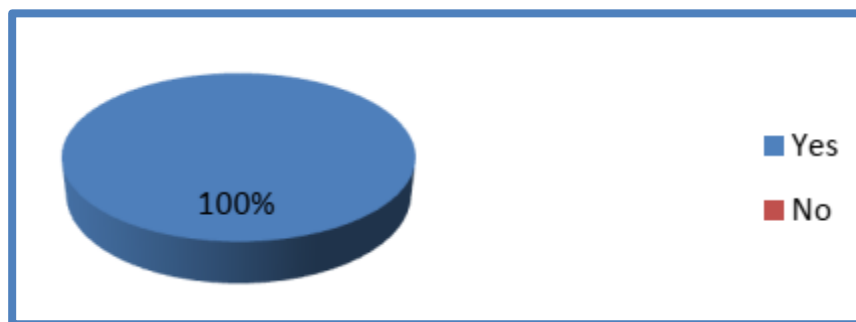
Figure 4.2: Respondents' buying pattern for Eco-Friendly Packaged products

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.
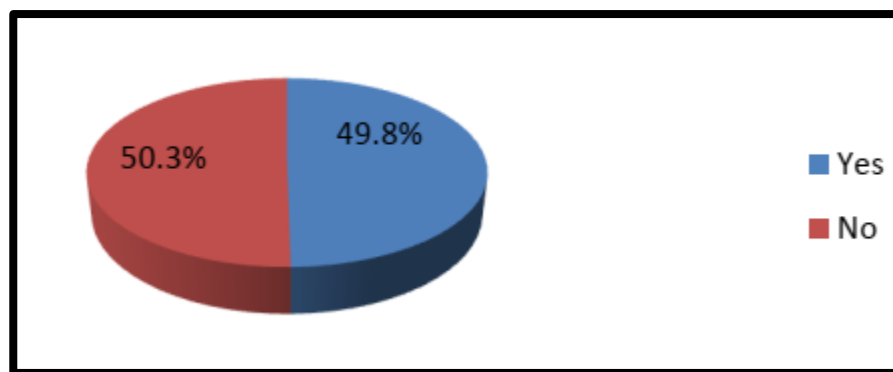
Figure 4.3: Respondents bought either Eco-Friendly Packaged cosmetic and food packed products or not

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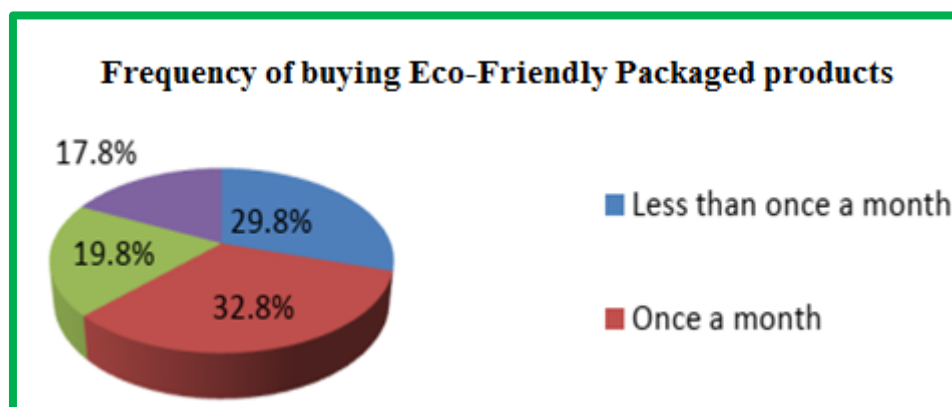
Figure 4.4 Respondents' frequency for buying Eco-Friendly Packaged products

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;

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- **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 $\alpha = .05$, 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'

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

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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*

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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

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 cosumers 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-friendlyPackaged food items.

In the wake of distinguishing the components utilizing investigation, multiple regression is utilized to know the significant elements which make demandby 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 environmenta-friendly packaged beauty/cosmetics products, it was found that "environment-friendly

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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 criterian. 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 degradtion. 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 respondants 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 exposre of consumers due to online and social media usage

Analysts afterwards are urged to make and grow new develops 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.

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ANNEXURE

Consumer Attitude towards Eco-Friendly Packaged Products: A Study in selected Districts of Haryana

Questionnaire used for Physical survey (Offline mode):- Survey Questionnaire

Dear Respondent,

This questionnaire is prepared regarding a research activity related to PhD program at Central University of Haryana Mahendergarhon Eco-Friendly Packaged Products. Eco-Friendly products can be stated as environment friendly or sustainable products, organic in nature. I shall be highly grateful if you could spare few minutes to complete the questionnaire. Responses given by you will be kept confidential and used for academic purpose only.

1. Are You Aware of Eco-Friendly Packaged products?

i) Yes ii) No

2. Do you buy Eco-Friendly Packaged Products?

i) Yes ii) No

3. How much do you spend in buying Eco-Friendly Packaged products (monthly)?

(i)……………………………….

(ii)………………………………

(iii)………………………………

4. What types of eco-friendly packaged products is generally buy?

i) Cosmetic Products   ii) Food Products   iii) Other Products

5. What all eco-friendly packaged products did you buy in this shopping trip?

A.   Eco-Friendly or eco-friendly packaged cosmetics products

B.   Eco-Friendly or eco-friendly food packaged products

C.   Other Products

6. How frequently do you buy Eco-Friendly packaged products?

i) Less than once a month   iii) Once a fortnight

ii) Once a month   iv) More than once a fortnight

Part -1

7.) Environmental Consciousness:-

On a seven point scale (i.e. 1 = Very Strongly Disagree(VSD), 2 = StronglyDisagree(SD) , 3 = Disagree(D) , 4 = Neither Agree Nor Disagree(NAD) , 5 = Agree(A) ,6 = Strongly Agree(SA) , 7 = Very Strongly Agree(VSA)) , please indicate how stronglyyou agree or disagree to the following statements.

Factors	Views						
	VSD	SD	D	NAD	A	SA	VSA
I support different measures to improve water management leading to water conservation	1	2	3	4	5	6	7
I am aware about the issues and problems related to the environment	1	2	3	4	5	6	7
It is very difficult for a person like me to do anything about the environment	1	2	3	4	5	6	7
I believe that using recyclable materials for daily use will improve the environment	1	2	3	4	5	6	7
I would like to eco-friendly product as it gives me the pleasure of being environment friendly.	1	2	3	4	5	6	7

Part -2

8.) Price Sensitivity

Factors	Views						
	VSD	SD	D	NAD	A	SA	VSA
In general the price or cost of buying Eco-Friendly Packaged Productsis important to me	1	2	3	4	5	6	7
I know that a new kind of Eco-Friendly or eco-friendly Packaged Productsis likely to be more expensive than additional ones , but that does not matter to me	1	2	3	4	5	6	7

I am less willing to buy a Eco-Friendly or eco-friendly Packaged Productsif I think that it will be high in price	1	2	3	4	5	6	7
I don't mind paying more to try out a new Eco-Friendly or eco-friendly Packaged Products	1	2	3	4	5	6	7
A really good Eco-Friendly or eco-friendly Packaged Productsis worth paying higher prices.	1	2	3	4	5	6	7
I don't mind spending a lot of money to buy a Eco-Friendly or eco-friendly Products	1	2	3	4	5	6	7
I believe the price of eco-friendly products affects my decision to purchase	1	2	3	4	5	6	7

Part -3

9.) Innovativeness

Factors	Views						
	VSD	SD	D	NAD	A	SA	VSA
I would like to take a chance in buying new products	1	2	3	4	5	6	7
I would like to try Innovative products	1	2	3	4	5	6	7
I am the first in my circle of friends to buy a new product when it appears in the market	1	2	3	4	5	6	7
I am the first in my circle of friends to experiment with the brands of latest products	1	2	3	4	5	6	7

Part -4

10.) Involvement

Factors	**Views**						
	VSD	**SD**	**D**	**NAD**	**A**	**SA**	**VSA**
I select and purchases the Eco-Friendly or eco-friendly Packaged Products very carefully	1	2	3	4	5	6	7
Using branded eco-friendly products helps me express my personality	1	2	3	4	5	6	7
You can tell a lot about a person from whether he/she buys Eco-Friendly or eco-friendly Packaged Products	1	2	3	4	5	6	7
I believe different brands of eco-friendly Nature would give different amounts of satisfaction	1	2	3	4	5	6	7
I would recommended eco-friendly products based onquality to my friends	1	2	3	4	5	6	7

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Part -5

11.) Health Consciousness

Factors	Views						
	VSD	SD	D	NAD	A	SA	VSA
I worry that there are chemicals in my food.	1	2	3	4	5	6	7
I worry that there are chemicals in my cosmetic products	1	2	3	4	5	6	7
I avoid foods containing preservatives.	1	2	3	4	5	6	7
I read more health-related articles earlier time	1	2	3	4	5	6	7
I am aware of what types of eco-friendly products I need to do to feel consummate	1	2	3	4	5	6	7
Pollution in food and other products does not bother me.	1	2	3	4	5	6	7
I believe that eco-friendly products are of better quality than non-ecofriendly products.	1	2	3	4	5	6	7

Part- 6

General Characteristics about Eco-Friendly or Eco-friendly Packaged Products

12.) On a seven point scale (i.e. 1 = Very Strongly Disagree(VSD), 2 = Strongly Disagree(SD) , 3 = Disagree(D) , 4 = Neither Agree Nor Disagree(NAD) , 5 = Agree(A) , 6 = Strongly Agree(SA) , 7 = Very Strongly Agree(VSA)) , please indicate how strongly you agree or disagree to the following statements with respect to eco-friendly cosmetic products.

Factors	Views						
	VSD	SD	D	NAD	A	SA	VSA
Eco-friendly cosmetic products are safer to use than non-ecofriendly cosmetic products	1	2	3	4	5	6	7
Eco-friendly cosmetic products are of better quality than non-	1	2	3	4	5	6	7
Eco-friendly cosmetic products are more effective than non-ecofriendly cosmetic products	1	2	3	4	5	6	7
Branded eco-friendly cosmetic products are better than non- branded eco-friendly cosmetic products	1	2	3	4	5	6	7
Less knowledge about eco-friendly cosmetic products prevent people from buying them	1	2	3	4	5	6	7
Less information about eco-friendly cosmetic products prevent people from buying them	1	2	3	4	5	6	7
Less availability about eco-friendly cosmetic products prevent people from buying them	1	2	3	4	5	6	7
Eco-friendly cosmetic products are expensive than non-eco-friendly cosmetic products	1	2	3	4	5	6	7

Eco-friendly food products are safer than non- Eco-Friendly or eco-friendly Packaged food products	1	2	3	4	5	6	7
Eco-friendly food products are healthier than non-eco-friendly food products	1	2	3	4	5	6	7
Eco-friendly food products have more nutritional value than non-eco-friendly food products	1	2	3	4	5	6	7
Eco-friendly food products are tastier than non-eco-friendly food products	1	2	3	4	5	6	7
Branded eco-friendly products are better than non-branded eco-friendly food products	1	2	3	4	5	6	7
Eco-friendly food products do not look good in appearance	1	2	3	4	5	6	7
Less availability about eco-friendly food products prevent people from buying them	1	2	3	4	5	6	7
Eco-friendly food products are expensive	1	2	3	4	5	6	7

19) i) I will buying eco-friendly products.

ii) What is your new experience of using eco-friendly products?

Not at all satisfied	1	2	3	4	5	6	7	Extremely Satisfied

iii) Reasons_____

Part –7
Demographic Information
Please Supplies the following details about yourself:-
✸ Age:
   a) 18 – 25 b) 25 – 35 c) 35 – 50 d) > 50& above

✸ Gender:
   a) Male b) Female

✸ Last Educational Qualification:
   a) High School b)Graduate c) Post – Graduation d)Others
   _____

✸ Occupation:
   a) Student b) Business c) Service d) Housewife e) Others

✸ Income (Monthly in Rupees)

   a) <25,000 b) 25,000– 49,999 c) 50,000 – 74,999

   d) 75,000 – 99,999 e) >=1,00,000

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