

## 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 3<sup>rd</sup> 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 data 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.