

# CHAPTER-I

## INTRODUCTION

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

The 2<sup>nd</sup> 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.

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

### **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](http://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 clientele be able to be intrigued for more ecologically friendly propensities are two major issues in front of oriented vendors.

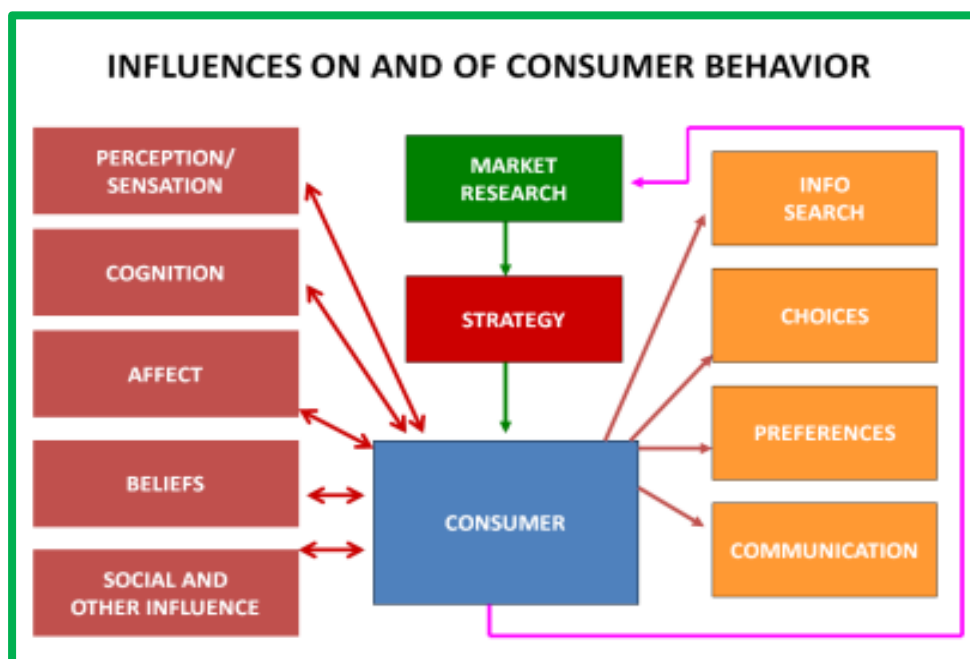


Figure 1.4: Consumer Behavior Influences

### 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 schemes 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 Disripts 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 variance(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.