

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	<i>Thapa et al.</i>	The relationship between college students study aims to verify the level of environmental attitudes and environmentally responsible behavior.
2019	<i>Phillips et al.</i>	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	<i>Kalafatis et al.</i>	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	<i>Castro et al.</i>	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	<i>Florian et al.</i>	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	<i>Sarigollu and odur</i>	Research survey of consumer attitudes and their relationship between the behaviors of environmentally friendly products.
2018	<i>Keren and Gupta</i>	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 comporment may be social pressure to be "eco-friendly" explanation.
2018	<i>Laroche et al.</i>	Study examines customer's, who are willingly pay more for environmental friendly products. Demographic, psychological and behavioral profiles.
2018	<i>Gerard and Edmund</i>	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	<i>Chao and Lam</i>	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	<i>Raymond et al.</i>	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	<i>Young et al.</i>	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	<i>Balderjahn et al.</i>	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	<i>de Medeiros and Ribeiro</i>	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	<i>Luchs et al.</i>	Study, are extensively characterized, grasp positive natural, social, and moral characteristics.
2016	<i>Chang et al.</i>	Inspected the familiarity with different social and mental factors on the eco-friendly buy conduct of Chinese buyers.
2016	<i>Kaiser, and Wilson</i>	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	<i>Handrina et al.</i>	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	<i>Fayza Z et al.</i>	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	<i>L.A. Anitha et al.</i>	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

Year	Author(s)	Used Definitions & Finding
2015	<i>Haofu Fan and Lin Zeng</i>	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	<i>Isa & Yao et al.</i>	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	<i>Deliya&Parmar</i>	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	<i>Hindol Roy et al.</i>	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	<i>F.L. Lifu et al.</i>	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	<i>Jain and Kaur</i>	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	<i>Batte et al.</i>	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 Psychographic 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
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
<ol style="list-style-type: none"> 1. Environmental beliefs 2. General environmental behavior 3. Experience of using the brands 4. Self-perception of knowledge 5. Environmental consciousness 6. Recycling behavior 7. Politically-motivated behavior 8. Environmental values 9. Ecological behavior intention 10. Ideologically heterogeneous group 11. General attitude towards the environment 12. Environmental concern 13. Situation specific beliefs 14. Perceived higher price 15. Perceived lower quality 16. Perceived eco-friendly product utility 17. Perceived consumer effectiveness 18. Skepticism towards eco-friendly marketing 19. Perceived emotional benefits 20. Attitude Ambivalence Toward Buying Eco-friendly Products 21. Environmental consciousness 22. Brand Satisfaction 	<ol style="list-style-type: none"> 1. People’s belief about organic products to be safe 2. People’s belief about organic products to be healthy 3. People’s belief about organic product Farming to be environment friendly 4. People’s perception about the worth of buying organic products 5. Health consciousness 6. Taste 7. Sex of the consumers 8. Age of the consumers 9. Household with or without children 10. Household income 11. Self-transcendence personal values (equality, spirituality, forgiving) 12. Environmental protection 13. Weight control 14. Political values 15. Familiarity 16. Mood 17. Religion 18. Education 19. Social class 20. Ethics 21. Mistrust 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.