



# A STUDY ON CONSUMER PERCEPTION AND IMPORTANCE TO SELECTING ECO- FRIENDLY PACKAGES

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## ABSTRACT:

Consumers are changing their perceptions towards the products preferring environment friendly products because there is a growing awareness to protect the environment. Today, consumers are more concerned about environmental changes and their purchasing behavior has changed in this regard. Concern for the environment in buying patterns of consumers who prefer products that support the environment with a growing trend are visible. The aim of the current study is to identify the consumer perception and importance to selecting an eco-friendly package. The present research is applied regarding the aim, and in terms method of data collection is an empirical survey. Using a sample of 60 consumers of selected and studied. Then the required information was gathered using a questionnaire. The results show that the consumer's environment-friendly perception has a positive and significant effect on his sensitivity to

recyclability of product packaging. The findings also indicate that consumer sensitivity have positive and significant effect on consumer perception and importance of reusability of product packaging.

**Keywords:** Consumer perception, packaging material, reusability of packaging, sensitivity to recyclability of packaging.

## INTRODUCTION

Eco-friendly packaging is a form of environmentally-friendly packaging often made of recycled or renewable materials that's safe and sustainable for both individuals and the environment. Eco-friendly packaging can be a major part of the solution. It is, also commonly known as sustainable packaging or green packaging, can help to both cut carbon emissions and generate far less waste, playing an important role in keeping the planet healthy. Product containers and packaging play important roles including preserving products and displaying information about ingredients, but after product use, these items become waste. IJCRT Holdings is working to reduce the environmental impact of containers and packaging by introducing containers and packaging made from recycled materials and biodegradable materials. Eco-friendly packaging is easy to dispose of or reused. It is highly biodegradable and recyclable, meaning that it is by far the best form of environmentally-friendly packaging available today. As most of the materials used are natural, it is healthier overall for people. The lack of synthetic chemicals used to make it means it is much healthier for both people and the environment. Using sustainable packaging can boost your image in the market and among the customers. As more and more people worldwide become environmentally-conscious, your company can be at the forefront by using green packaging for all your products. The manufacturing cost of green packaging is less than regular packaging materials, thus saving your business money. Green packaging also typically uses less material than traditional packaging, making it another win for the environment.

## STATEMENT OF THE PROBLEM

Eco-friendly packaging is still a matter of concern for most manufacturers because their major objective is to decrease expenditure and maximize profits, which is not always possible when it comes to upgrading packaging design and switching to eco-friendly packages. This paper mainly focuses on the consumer perception and importance of selecting eco-friendly packages. The environmental aspect of the topic under investigation is simple and comes down to reducing the negative impact on the natural environment and contributing to solving the climate change problem because of using recyclable packaging or making it from post-consumer waste or already recycled materials.

## NEED FOR THE STUDY

This study emphasizes on the need to study the significance of the environmental concern and explore the consumer's perception and importance of selecting an eco-friendly packages and strategies adopted by green marketers through the study of theory of Reasoned Action based on an empirical study amongst the perception of Green consumers using ecofriendly packages.

## REVIEW OF LITERATURE

1. Sudhir Sachdev (2011) in his study eco-friendly products and consumer perception. The main objective of the study is, to investigate the consumer attractiveness towards ecofriendly products in FMCG sector and their impact of purchasing decision. He conducted that a frequent and successful implementation of this new intention will, it is hoped, result in a new habit that replaces the old one.

2. Dr.Sabita mahapatra (2013) in her article "A Study on consumer's perception for green products: An empirical study from India." This paper empirically investigates the attitude of Indian consumer's towards the environment in general. The present paper made an attempt to understand the factor that influences environment conscious behavior for green products. The finding of the study would help government to better understand consumer's environment conscious behavior, for developing effective environmental policies required to reinforce green purchase.

3. Gheorghe orzan et.al, (2018) in their study "Consumer's behavior concerning sustainable packaging: An exploratory study on Romanian consumers. The paper analyzes the Romanian consumer's behavior concerning sustainable packaging through quantitative research among 268 consumers. The aim of the study is to determine the perception of the Romanian consumer regarding the role of eco-packaging in the formation of sustainable behaviour. The main objective of assessing consumer preferences for the types of ecological packaging on the environment. The finding information's would inspire their trust in recycling the packaging refers to the economical use of source materials in the manufacturing of the packaging, as well as the health safety of the consumer.

## OBJECTIVES

- ✦ To find out the consumers perception to selecting eco-friendly packages.
- ✦ To Analysis the Important criterion to selecting the eco-friendly packages.

## METHODOLOGY

The study was conducted towards Eco-friendly package users. The size of the respondents is 60. Sampling Technique: Convenient sampling method has been adopted. Data collection tool: Questionnaire Method. Period of Study: The data has been collected through structured of Questionnaire method for Eco-friendly package users for three months. Tools used for analysis: The following are the tools applied.

1. Proportionate percentage analysis
2. Weighted average analysis
3. Simple Ranking method

## ANALYSIS AND INTERPRETATIONS

In this chapter the analysis and interpretation of the, “a study on consumer perception and importance of selecting an eco-friendly packages”, was carried out based on a sample size of 60 respondents through questionnaire method. The data were tabulated and analyzed using the following tools based on the objective of the study.

1. Proportionate percentage analysis
2. Weighted average analysis
3. Simple Ranking method

### PROPORTIONATE PERCENTAGE ANALYSIS:

Table No: 1.1

### CONSUMERS OPINOIN ON THE BEST USED ECO-FRIENDLY PACKAGES

Sl. No	Products	No. of. Respondents N=60	Proportionate Percentage
1.	Food Products	49	81.66
2.	Toiletries	22	36.66
3.	Beverages	35	58.33
4.	Groceries Items	54	90

Source: Primary Data

It is evident that 90 percent of the consumers prefer to use eco-friendly groceries items and 81.66 percent of the consumers are interested to use eco-friendly food products. Followed by 58.33 percent of the

consumers usually prefer to use eco-friendly beverages and 36.66 percent of the consumers are interested to use the eco-friendly toiletries.

### **WEIGHTED AVERAGE ANALYSIS:**

$$\text{Weighted Average } x = w_1n_1 + w_2n_2 \dots w_nx_n$$

**W = Relative weight (%)**

**N = Value**

The weighted average formula is used to calculate the average value of a particular set of numbers with different levels of relevance. The relevance of each number is called its weight. The weights should be represented as a percentage of the total relevancy. Therefore, all weights should be equal to 100%, or 1. The most common formula used to determine an average is the arithmetic mean formula. This formula adds all of the numbers and divides by the amount of numbers.

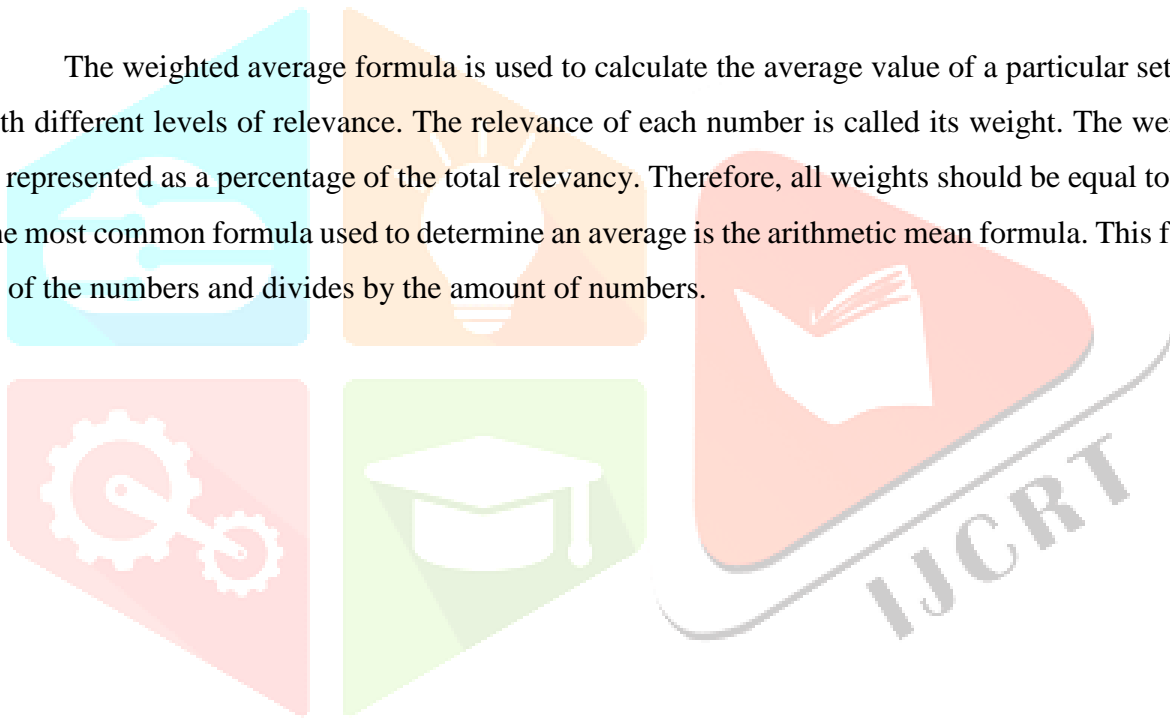


Table No: 1.2

### CONSUMERS LEVEL OF PERCEPTION TOWARDS BEST ECO-FRIENDLY PACKAGE MATERIAL

Materials	Very High	High	Moderate	Low	Very Low	Sum	Mean	Rank
Smart Usage of Eco-Friendly Materials	39 (65.00)	18 (30.00)	3 (5.00)	0 (0.00)	0 (0.00)	276	4.60	1
Smart Design of the Product Wrapper	18 (30.00)	28 (46.67)	12 (20.00)	2 (3.33)	0 (0.00)	242	4.03	5
Durability of the Package	10 (16.66)	33 (55.00)	16 (26.67)	1 (1.67)	0 (0.00)	232	3.87	6
Labelling Instruction on Product's Shelf Live & Storage Recommendations	5 (8.33)	22 (36.67)	21 (35.00)	12 (20.00)	0 (0.00)	200	3.33	8
Cost –Efficiency of Package Material	20 (33.33)	28 (46.67)	10 (16.67)	2 (3.33)	0 (0.00)	246	4.10	4
User Friendly	23 (38.32)	25 (41.67)	10 (16.67)	1 (1.67)	1 (1.67)	248	4.13	3
Product Safety Features	28 (46.67)	23 (38.33)	8 (13.33)	0 (0.00)	1 (1.67)	257	4.28	2
Attractiveness of the Package	18 (30.00)	22 (36.66)	6 (10.00)	13 (21.67)	1 (1.67)	223	3.72	7
Eco-Marks Mentioned on the Product Packages	8 (13.33)	17 (28.33)	19 (31.67)	15 (25.00)	1 (1.67)	196	3.27	9
Others	2 (3.33)	15 (25.00)	19 (31.67)	20 (33.33)	4 (6.67)	171	2.85	10

Source: Primary Data

Consumer's were accepted the eco-friendly packaging products for given importance to selecting the Smart usage, Safety measure values of the eco-friendly packaging products and they gave least importance for its labelling instruction on products shelf live storage recommendations, eco-marks mentioned on the products etc... A large portion of the consumers as they highly gave importance to their health and they have exhibited high level of perception towards the nature of materials used for packages.

## SIMPLE RANKING METHOD

Table No: 1.3

### CONSUMERS PERCEPTION ABOUT BEST USASGE OF ECO-FRIENDLY PACKAGES

Sl. No	Usage	Sum	Mean	Rank
1.	Big FMCG companies	241	4.01	1
2.	Small Manufacturers	185	3.08	3
3.	Niche Product Manufacturers	156	2.6	5
4.	Eco –friendly product manufacturers	236	3.93	2
5.	Street Vendors	141	2.35	6
6.	Organic Stores	182	3.03	4

Source: Primary Data

The above table shows that the respondents opinion on primary opinion for selecting the eco-friendly packages. Their primary opinion is Big FMCG companies with the percentage of 4.01. Secondly they interested with Eco-friendly product manufacturers with the percentage of 3.93. Third and fourth opinion is Small manufacturers and organic stores with the percentage of 3.08, 3.03. Fifth they are selected Niche product manufacturers with the percentage of 2.6. Finally their opinion is the street vendors with the percentage of 2.35.

### FINDINGS

The findings of this study might contribute to social change by encouraging product manufacturers to produce more environmentally friendly products than non-environmentally friendly products. Most of the consumers gave importance to selecting the eco-friendly packages. Majority of the (90 percent) sample respondents are selecting to use eco-friendly groceries items. (4.60 percent) respondents highly preferred the smart usage of the eco-friendly packaging products. (4.01 percent) respondents have opined that big FMCGs manufacturing companies have succeeded in adoption to eco-friendly packing technologies.

## SUGGESTION

Environmentally friendly packaging has both economic and environmental aspects. Economically, it might help reduce costs in the long run because traditional packaging technologies are characterized by the excess use materials and resources and high waste rates. In past years the perception of the consumers to selecting eco-friendly packages is increased.

Initially, such transition would require investments in designing new packages and upgrading the process of manufacturing and packaging, but once this step is taken and all necessary changes are implemented, a company will obtain an opportunity to reduce expenditures and win new consumers, who choose to buy green products and those packed in recyclable materials

## CONCLUSION

A large portion of the consumers are interested to use eco-friendly product manufacturers says that they highly gave importance to their health and they have exhibited high level of perception towards the nature of materials used for packages. Majority of the (90 percent) sample respondents are selecting to use eco-friendly groceries items. (4.60 percent) respondents highly preferred the smart usage of the eco-friendly packaging products. (4.01 percent) respondents have opined that big FMCGs manufacturing companies have succeeded in adoption to eco-friendly packing technologies. The results show that safety has larger and positive influence the perception on selecting eco-friendly packages of consumers for eco-friendly products followed by healthiness, quality and worthiness.



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