

Evaluate the Consumers' Perception and Satisfaction Level Towards Nature of Eco-Friendly Packages

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Abstract: A increasing consciousness about the need to save the natural world has led to a shift in consumer preferences toward eco-friendly goods. Changes in consumer concern for the environment may be seen in how people are now shopping. An increasing number of people are showing concern for the environment by showing a preference for eco-friendly items in their shopping habits. Finding out how consumers feel about and value eco-friendly packaging is the focus of this research. The current study uses an empirical survey to gather data that is then applied to the original research question. A total of sixty shoppers were randomly chosen for the study. The focus of this study is to look at how packaging may affect how customers feel about a product. In this section, we explain the variances in the nature of these signals to illustrate the intricacy of perceiving packaged ecological information.

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Introduction

The combined impact of product price and packaging interactions on consumer purchase choices reveals that pricing alone has a more crucial role than packaging, which has only a limited influence in buying behavior. Thus, employing this comparison enables unexpectedly large levels of product sales. If there is a lack of available alternatives in the market or if the number of producers is minimal, prices might be raised. It's possible that this won't change anything about sales or how customers feel about making purchases. An rise in price will likely deter buyers from purchasing an item if there is an overabundance of that item on the market. Similarly, if prices are cut in such a market, customers will increase their purchases dramatically.

Pricing has a greater impact on customer decision making than does packaging; yet, in a highly competitive market, prices that are too high may permanently turn off potential buyers. It's crucial to keep in mind the impact that product packaging has on consumers and their purchase choices while this topic is explored. There might be a positive correlation between sales and attributes such product quality, color, and construction. Most consumers would like a range of choices when it comes to product packaging. As a result, companies must give top priority to developing distinctive packaging that stands out from the crowd in terms of size, instructions, convenience of use, and general aesthetic appeal.

Literature Review

Rajyalakshmi Nittala (2021) Although it is important to buy green items, this should not be seen as the end of environmentally conscious consumer behavior. There is a wealth of research

on eco-friendly consumer habits, but much less on how those same people treat the environment throughout use, assessment, and disposal. The purpose of this article is to investigate the post-purchase habits of environmentally conscious consumers and the variables that influence them. Structure, Methodology, and Strategy - The researchers used a questionnaire to obtain information from the participants. Using factor analysis and multiple regression, We study how post-purchase variables contribute to green consumer behavior and whether and how post-purchase variables are affected by external influences. Important factors include eco-consciousness, risk aversion, user comfort, and evaluation behavior satisfaction and eco-appraisal. Similarly, one's eco-consciousness, disposal challenges, and eco-responsible behavior are all critical factors in deciding how one disposes of trash. Environmentally responsible consumer behavior is correlated with eco-consciousness, comfort in use, satisfaction in evaluation, and disposal difficulties, but not with risk in use or eco-appraisals. Given the paucity of research in this area, this study adds important knowledge on the role of post-purchase behavior in fostering environmentally conscious purchasing decisions.

Omobolanle O. Oloyede et.al (2021) Governments, businesses, and individuals alike have shown increasing enthusiasm over the last two decades for eco-friendly packaging solutions. Paper is often regarded as one of the most sustainable building materials. In order to better understand how customers see sustainable paper-based packaging, we conducted two rounds of focus groups with 60 participants. In the first phase, participants discussed their experiences with and hopes for a more environmentally friendly packaging option. The second part of the research included assessing five paper prototype packaging across two different product types. Current packaging has been criticized for using excessive amounts of plastic and being overly packaged. Customers shopped mostly based on price and quality. While participants liked that the prototypes were eco-friendly, they found the designs lacking and were not prepared to pay more for the eco-friendly materials used in the packaging. Based on these discussions, it is evident that the "3Rs" should be at the forefront of any effort to create eco-friendly packaging.

Ming-Lang Tsen et.al (2020) The shift to sustainable consumption in relation to consumers' environmental behavior and manufacturers' sustainability governance and persuasive communication has not received enough attention in previous study. Ecological modernisation, transition management, and persuasive communication form the basis of the sustainable consumer transition hypothesis proposed in this study. This study uses the Delphi method to recommend a valid set of four criteria and fourteen factors. Valid traits are investigated using a method that takes into account both quantitative and qualitative data, thanks to the integration of fuzzy set theory and decision-making trial and assessment. This method quantifies anecdotal evidence in order to map out causal links between variables. According to the results of this research, compelling communication is the single most important component in getting people to make the switch to sustainable consumption practices. Consumer education, knowledge expansion, and behavioral shifts toward sustainable consumption are also critical to this transformation. This research reveals that eco-friendliness, product labeling, the authenticity argument, and product reuse and recycling are the most effective ways to solve environmental problems.

John N. Hahladakis et.al (2018) While the widespread recognition of the need to close materials loops in order to realize a CE, the nitty-gritty of actually doing so is frequently overlooked or difficult to overcome. Remaining functionality, or in this context, the features and characteristics of MCPs, are what decide whether or not they may be successfully recovered and redistributed for reuse, recycling, or recovery. MCPs' varied characteristics make them applicable to a wide range of settings and applications. Hence, a shift to a CE would call for full use of the remaining capabilities of MCPs, ideally allowing for their reintroduction into economic activity. The odds of this happening are low right now. This brief communication piece, which focuses on plastic packaging especially, discusses how the perception of the residual usefulness of MCPs, here defined as quality, varies at various points of the supply chain and how this impacts their possible recycling. Several interventions are being implemented into the plastic packaging system right now in an effort to improve the circularity of plastic materials, and this section explains the potential and restrictions that these interventions provide. The article ends by stressing the need of research that integrates systemic thinking with technological progress and regulatory shifts at all stages of the supply chain to facilitate the wider adoption of sustainable practices.

Dr S.Raju et.al (2017) The concept of "Green Marketing" is relatively fresh in the perspective of business owners. Marketing items that are thought to be safe for the environment is called "Green Marketing." The general public tends to think that "green marketing" solely applies to campaigns that highlight or highlight the environmental benefits of certain items. Environmentally friendly marketing, as defined by Polansky (1994), offers many benefits, including cost savings, time savings, less waste, and improved health. The major purpose of this research is to examine how consumers in Chennai feel about green marketing items. The secondary goals of this research are to assess the degree to which people in a major metropolis like Chennai are aware of and satisfied with the quality, pricing, availability, and sources of green marketing items. Because of the scarcity of available resources and the inexhaustibility of consumer demand, it falls on the shoulders of the marketing department to maximize output while minimizing waste. So, eco-friendly advertising is unavoidable. Numerous writers use the criteria below to define environmentally friendly products: They are the original grown products. Items made from all-natural materials. eco-friendly, reusable, and degradable products. Items made from recycled materials and treated with non-toxic chemicals. Goods that don't cause pollution or damage to the natural world Items that have not been subjected to animal testing. The national consciousness has recently shifted toward "going green." Many individuals from many different places are working to maintain a healthy planet. Behavioral consumers, governments, and enterprises are gaining popularity. In addition, Mintel estimates that 12 percent of the U.S. population consists of "True Greens," or consumers who actively seek out and buy green items.

Consumers' Responses To Eco-Friendly Packaging

Many research have been conducted on the idea of ecological concern as one of the individual antecedents that are likely to have a beneficial impact on reactions to ecological signals. Even though the link between it and environmentally friendly actions was frequently tenuous, it was consistently shown to have a favorable effect. Individuals' ecological consciousness may be

rooted in a wide range of socio-demographic and psychological-sociological contexts. Although research into the relationships between demographic factors and ecological concern yields mixed findings, the literature generally suggests that gender (F, +) and wealth (+) are two such factors. Perceived consumer effectiveness (+), expertise (+), values like tradition (), self-direction (+), kindness (+), and universalism (+), alienation (+), and locus of control (internal, +) are some of the psycho-sociological factors that have been demonstrated to impact the occurrence of this pattern. Consumers' opinions and assessments of packages with ecological indicators may be heavily influenced by customers' environmental concerns and the factors that shape those concerns.

Researchers in the niche area of environmentally friendly packaging have looked at what factors influence buyers' decisions to choose greener packages. The authors argue that people are becoming more open to making adjustments in how much packaging they use, and that many factors have been studied in order to better understand what makes up environmentally packaged products. A small number of these factors really mattered. The findings validate the importance of psycho-sociological characteristics in describing the environmentally conscious customer above socio-demographic ones. The authors confirm that internal locus of control, the belief that pollution is a problem, attitudes toward littering, and eco-conscious lifestyle choices were all important in separating the groups. shown a correlation between customer eco-friendliness and their propensity to make environmentally responsible beverage purchasing and disposal choices. According to the study's findings, customers are prepared to make sacrifices in practically all product aspects, including flavor and price, in favor of ecologically responsible packaging of drinks. In this research, we found that consumers' purchase intentions were significantly affected by a broad environmental concern, but not by specific assessments of the benefits of pro-environmental packaging. Positive and negative emotions responded differently to these cognitive gains, and both positively and negatively affected behavioral intention in substantial ways.

Methodology

The study's overarching goals are to (1) develop a consumer-driven taxonomy of cues from package design that are indicative of packaging eco-friendliness; (2) define eco-designed packaging in terms of these elements; and (3) anticipate consumer responses triggered by the perception of packaging ecological cues.

Eco-friendly packaging consumers were the focus of the research. There are sixty participants in all. Methodology: A simple and quick sampling strategy was used. The use of a questionnaire to gather information. Three months of data were obtained from consumers of eco-friendly packaging using a standardized questionnaire.

Data Analysis

In this section, we analyze and evaluate the findings from a survey of 60 consumers on their attitudes toward and criteria for choosing eco-friendly packaging. The following methods were used to compile the data and draw conclusions.

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

Table: 1 Consumers Opinion 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

Ninety percent of shoppers say they'd rather use eco-friendly grocery goods, and another 81.66 percent say they'd be interested in doing so. Next in popularity are eco-friendly beverages and eco-friendly personal care products.

If you have a group of numbers with varying degrees of importance, you can get their average using the weighted average formula. The significance of each digit is referred to as its weight. Each weight should be expressed as a fraction of the overall significance. As a result, it's imperative that all percentages add up to 1, or 100%. The arithmetic mean formula is the most often used method for calculating an average. The sum is then divided by the total quantity used in the formula.

Table No: 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

As a result of consumers' focus on smart use and safety measure values, eco-friendly packaging has been more popular. Yet, consumers have given less weight to the information provided on the package itself, such as storage advice, eco-marks, etc. Large numbers of people because they care deeply about their health and have shown a great deal of awareness toward the packaging they buy.

Table 3 Consumers Perception About Best Usage of Eco-Friendly Packages

SI. 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

Nature Of Packaging Ecological Cues

Consumers prefer to think there is an interweaving between the many ecological signals that concern different aspects of the same product packaging, as shown by the results. Study

classifies the four broad types of ecological clues found on product packaging. Although though it's common knowledge that packaging isn't an essential part of a product, it may nonetheless exhibit ecological signals that are either inherent or extrinsic to the product, as well as cues that are either intrinsic or extrinsic to the packing.

In fact, the responses indicated that the ecological signals provided on the package may connect to the inherent features of the product, such as statements indicating the use of natural components and the lack of chemicals. External characteristics, such as an organic logo, may also be interpreted as ecological indicators. Similarly, fair-trade emblems have been invoked several times as conjuring product eco-friendliness, while being related with the social component of corporate social responsibility (CSR). The close proximity of fair-trade and eco-seal displays may account for this observation.

The analysis continued to show that the package's inherent features, such as its materials, its perceived recyclability, its biodegradability, or its lack of over-packing, may be used as the basis for ecological signals presented on the packaging. Extrinsic aspects of packaging, such as logos and seals of approval (such as the Forest Stewardship Council (FSC) emblem or biodegradable/recyclable logos), may also serve as ecological clues (Table 4).

Table 4. Nature of the ecological cues displayed on the packaging

		Nature of the ecological cues	
		Intrinsic	Extrinsic
Element of the offer on which the ecological attribute bears on	Product	Ecological cue focussing on an internal attribute of the product E.g.: without chemicals, organic ingredients ...	Ecological cue focussing on an extrinsic attribute of the product E.g.: logo organic, images representing the nature ...
	Packaging	Ecological cue focussing on an internal attribute of the packaging E.g.: reduction of the packaging/over-packaging, use of recycled materials	Ecological cue focussing on an extrinsic attribute or an external seal of approval attesting of the ecological nature of the packaging E.g.: logo FSC, bio-compostable, recyclable

Conclusion

Consumers have shown a great deal of awareness and concern for the environmental impact of packaging materials, and many of them are interested in purchasing eco-friendly products, according to manufacturers. Ninety percent of the people who filled out the survey prefer to buy organic produce and other environmentally friendly foods. Smart use of eco-friendly packaging items was favored by 4.60 percent of respondents. A small but significant percentage of people (4.01%) believe that large FMCG producers have successfully adopted environmentally friendly packaging practices. This study contributes to the growing body of research on consumer packaging preferences. It achieves two things: first, it explains the emotional responses that are set off by the detection of ecological cues on packaging, and second, it studies in depth how consumers derive ecological conclusions from packaging cues.

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