

People's Perception towards Eco-friendly Packaging of Consumer Goods

Environmental challenges confronted by the human civilization are greater than ever before. The extreme human activities which are the produce of rapid development, industrialization and urbanization of the world, severely affecting the world's climate, nature, environment and ecology and causing incalculable environmental degradation by natural calamities such as earthquakes, volcanoes, eruptions, tornadoes, Tsunamis, mudslides, forest fires, floods hurricanes and changes in the permafrost. Global warming, air and water pollution have emerged as prime concerns for policy makers adversely affecting the environment as well as the major hurdle in the sustainable development. For the sake of socio-economic progress humans are exploiting not only co-humans, also every possible available natural resource.

Plastic packaging of day-to-day consumables has become a norm in today's world as it offers several conveniences to buyer as well as seller. But the actual cost of plastic packaging has to be born by environment as plastic packaging takes very long time to decompose. In addition to air, water and soil pollution, plastic is creating problems which were never imagined and at an unprecedented level. It is causing blockage of sewage systems in cities, posing great harms to innocent animals and destroying marine life at very large extent. Although government has banned usage of plastic bags and single use plastic containers. Every year government as well as various non-government organizations, education institutions organize events make people aware about usage of eco-friendly and recyclable/reusable packaging materials in day-to-day life. But even after so much initiatives for spreading awareness related to harms caused by plastic to the environment and its negative impact on life, we are not ready to leave plastic altogether despite being aware about the consequences.

Considering the situation, it was decided that a survey to be conducted in NCR region to get some insights related to people perception related to role of plastic packaging in environment degradation and alienation towards environment conservation, purchasing behavior for eco-friendly packaged products.

Statements which were used to conduct survey are given below in table.

Sr. No	Parameters	SD	D	N	A	SA
Q.1	I often recycle paper, glass, plastic and metal waste products whenever possible.					

Q.2	Environmental pollution has become a serious problem and it creates several health hazards like respiratory diseases, dust allergy and skin eruption.					
Q.3	Scrapped durables and packaging material are the major contributors of the solid waste stream.					
Q.4	Before buying, I make sure that packaging of product I buy is labeled as eco-friendly or made from recyclable or organic material.					
Q.5	I would purchase a product in a biodegradable/recyclable package rather than purchasing a similar product in a non-biodegradable/non-recyclable package.					

Sample of 55 respondents were selected randomly and data is presented in the following table.

Respondent Number	Q.1	Q.2	Q.3	Q.4	Q.5	Age	Education	Gender
1	4	4	3	3	4	3	3	2
2	4	2	4	4	4	2	3	2
3	4	4	2	2	4	4	3	2
4	4	4	3	3	4	4	3	2
5	4	3	4	2	4	2	4	2
6	4	4	2	4	4	4	3	2
7	4	2	2	3	4	3	3	1
8	3	4	3	2	4	3	3	2
9	4	3	3	3	2	4	3	1
10	3	4	4	4	4	3	3	1
11	4	4	3	2	4	3	3	1
12	4	5	5	3	4	5	4	1
13	4	4	4	4	4	2	3	2
14	4	4	4	3	4	2	3	2
15	4	2	4	4	4	3	4	1
16	3	3	3	3	2	1	3	2
17	4	4	4	2	4	2	3	2
18	4	4	4	2	5	3	3	1
19	4	4	4	2	5	5	2	1
20	3	4	4	3	4	1	1	2
21	3	3	2	4	4	1	2	1
22	5	4	3	3	4	1	2	1
23	4	4	3	3	3	1	2	1
24	4	4	4	5	4	1	2	2
25	4	4	4	4	4	1	2	2
26	4	4	3	2	4	1	2	1
27	4	5	4	2	4	1	3	2
28	2	2	3	3	5	1	3	2
29	4	4	4	2	4	1	3	2

30	5	5	4	2	1	1	1	1
31	3	4	4	4	4	2	3	1
32	3	2	2	3	4	2	3	2
33	4	4	3	1	3	2	4	1
34	4	4	1	1	4	3	3	2
35	4	3	3	2	4	4	3	1
36	5	4	4	4	2	2	3	2
37	4	4	4	4	2	3	3	2
38	3	4	4	2	2	1	3	2
39	5	5	5	1	5	1	1	2
40	4	4	4	4	4	4	3	2
41	5	5	5	2	4	1	3	2
42	4	4	4	2	4	3	3	2
43	4	4	4	2	4	1	1	1
44	4	4	2	4	4	4	3	2
45	4	4	4	2	3	4	3	2
46	3	3	4	4	4	3	3	1
47	3	3	4	4	4	2	3	2
48	3	3	4	4	4	5	4	1
49	4	2	4	4	4	4	3	2
50	4	4	4	4	4	4	2	2
51	5	5	4	4	5	2	4	2
52	4	4	5	1	4	1	1	2
53	4	4	4	2	4	2	3	1
54	4	5	5	4	4	3	4	2
55	3	3	3	2	4	2	3	1

Age, Gender and education variables have coded as:

Gender: 1= Male, 2= Female

Age: 1= 18-25 Years, 2= 26-35, 3=36-45, 4=46-55, 5=Above 55

Education: 1= Up To 12th, 2= Graduation, 3= P.G., 4= Doctorate

For Q.1 to Q.5

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Questions:

1. By using central tendency identify those items for perception of consumers towards eco-friendly packaging having favorable opinion for environment conservation.
2. Examine gender causes significant variation between male and female respondents for perception towards eco-friendly packaged products.
3. Assess whether respondents belonging to different age and income groups have diverse opinions for eco-friendly packaging
4. Write a brief summary for the study.

