

Eco-friendly Packaging of Selected Consumer Goods and Environmental Concern of Homemakers

Shilpi Sharma and Maneesha Shukul

*¹Department of Family and Community Resource Management,
Faculty of Family and Community Sciences, The Maharaja Sayajirao
University of Baroda, Vadodara, Gujarat, India*

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ABSTRACT Personal consumption of goods has important environmental implication; hence its role in the degradation vis-à-vis protection of environment and sustainable development is of growing concern. With the changing lifestyle of Indian urban consumers due to globalization, the increasing malls are filled with packed goods so that consumers can pick-up the required goods on their own. The goods are available in various packaging materials, which, on one hand provide convenience to the consumers, on the other hand causes waste disposal problems in case they are not reusable/ recyclable /biodegradable. The packaging material varies in their environmental impacts. Those consumers who select the goods packed in the least harmful packaging material to the environment out of the available options, exhibit “eco-friendly buying behaviour”. With the view to know the extent of eco-friendly buying behaviour of consumers of 21st century, in relation to selected consumer goods, when much is talked about environment, a study was under on 75 purposively selected female consumers from Vadodara city. The questionnaire contained a scale having list of selected consumer goods available in the market in various packaging materials ranging from least to most eco-friendliness. The respondents were asked to indicate generally which of the given option they selected and why. It was found that majority of the respondents had a moderate extent of eco- friendly buying behaviour and the reasons behind the purchase of selected goods in different packaging were economy and convenience. Very few percentage of respondents reflected environmental concern at the time of buying those goods as reflected through the reasons. The study reveals a need for making consumer more environmentally concerned at the stage of buying as well as understanding their “environmental foot-print”, so as to contribute for sustainable development and environmental protection.