



## A STUDY ON ATTITUDE OF CONSUMERS TOWARDS GREEN FMCG PRODUCTS

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### **Abstract:**

During the last several decades, eco-friendly goods have become more and more important. Being environmentally friendly is a concept that many business owners have adopted in order to increase their earnings. Customers are increasingly aware of and interested in buying green

items. Green goods are those that respect the environment. The way that consumers feel about environmentally friendly items affects their choice to purchase such things.

**Purpose:** The primary aim of the research is to understand the attitude of consumers towards green FMGC products.

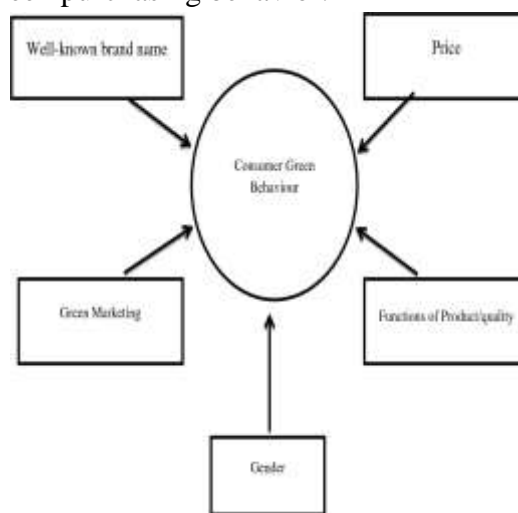
**Design / Methods:** The research used the convenience sampling method. In this paper, both primary and secondary data are employed. 500 respondents were used in a primary study to gauge consumer attitudes about green FMGC items. A thorough questionnaire has been created with data, and answers from customers have been gathered through google form. The secondary data is created taking into account a number of journals, publications, research reports, and websites. The research was carried out during a January 2023. Using SPSS, the gathered data were examined.

**Keywords:** *Attitude, consumers, Green and FMGC products*

## Introduction

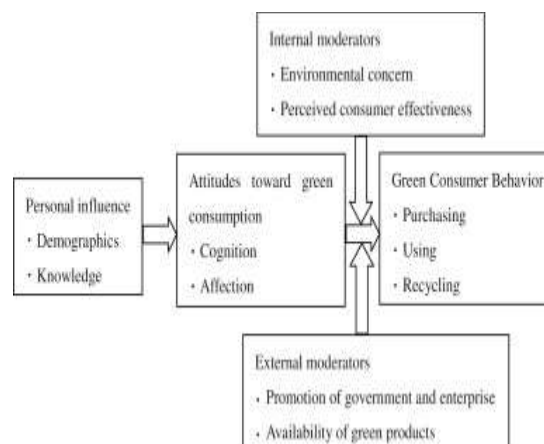
The protection of the earth's resources and the world's resources is the world's biggest challenge. The Earth's human population is expanding more quickly, which is closely correlated with the environment's significant environmental degradation. Aaker, (2000). The earth's natural resources are being out of balance due to human greed for necessities and development. Businesses engaged in manufacturing emit chemicals and smoke that are destroying natural resources. Blair, (1979). In this regard, the 1960s were seen as a period of environmental awakening, the 1970s as a decade of action, the 1980s as a period of responsibility, and the 1990s as a period of market dominance. People began to demand naturally friendly goods and services at this time, and associations were under political and public pressure to take action to protect the environment. Ann et al. (2012). Early in the 1990s, the customer segment concerned with protecting and safeguarding the environment underwent astounding growth. Now, we may declare that a potential global ecological crisis poses

a threat to our planet and all of its people. The majority of our environmental problems, such as excessive waste, pollution, wastage of resources, etc., are caused by consumers' "consumptive behavior." In light of this, the current study, which is based on the concept of green marketing, focuses in particular on the green marketing strategies used by FMCG companies. It does this by examining consumer perceptions, health consciousness, social and environmental awareness, and green purchasing behavior.



### Global Perspective on Green Marketing

The researcher outlined the three levels of green marketing: I marketing the development of new technology, new processes, and new products while also communicating these developments to the client. Innovation is a crucial component of this. (ii) Holistic nature - This effort needs to involve all the stakeholders, including marketer, supplier, retailer, educator, community members, regulators, and NGOs. Environmental concerns must be harmonized with the main client needs (iii). Marketers can address environmental challenges in a variety of ways in addition to generating profits. Aaker, (2000). The emphasis shifted to clean technology during the "Environmental" phase of green marketing, which involved developing innovative new goods to address pollution and waste issues. The third phase was the "Environmental" green marketing phase. It rose to popularity in the late 1990s and early 2000s. Their aim was to develop eco-friendly products that also satiated the requirements for quality, performance, affordability, and convenience. The environment is a bigger issue in today's culture. Businesses have started changing their conduct and incorporating environmental issues into organizational activities as a result of realizing the new concerns of society. Businesses now work to educate customers about the benefits of turning green. Sundberg (2001)



### India's future in green marketing

Future generations will require it since resource destruction is happening twice as fast as global population growth. Customers and businesses may work together to save the limited resources for the next generation only with the support of green marketing. The corporate world is starting to realize that condition plays a crucial role in every aspect of the business now. Every person's life is touched by green worldwide. Small, eight medium-sized, and large-sized businesses that are growing are concerned about how they may affect the environment. Organizations consider their customers and how they are recognized. Sundberg,(2001)Advertising communications should focus on the concerns and issues of the population they serve, especially in this context where commerce is frequently personal and ties are enduring. The organization's leaders started developing a natural management framework to promote their greening efforts in the hopes that their reputation as trailblazers who are socially and environmentally conscious would have a positive impact. Customers with clout choose to work with companies who have

proven their commitment to sustainability. Large-scale advertising and web campaigns are being run by businesses, who also issue highly-documented sustainability reports, work transparently with external communication sources and promote their environmental efforts internally.

1. Eco-labeling: Germany was the first country to implement eco-labeling in 1978. An eco-label is a statement about the environment that appears on a product's packaging. Consumers can use an eco-label as a tool to help them decide to buy environmentally friendly products. In 1991, India's administration established an eco-labeling standard.
2. Eco-Brand: An eco-brand is a name, symbol, or image for environmentally friendly products. As a result, consumers are likely to respond favorably to products that have environmental characteristics.
3. Green Packaging: Companies that produce and package goods can switch to environmentally friendly packaging, which demonstrates to customers that they are committed to "living green" by using biodegradable packaging. Companies can also use eco-friendly packaging as a part of their marketing strategy to draw in more environmentally conscious clients.

### **FMCG's historical perspective within the context of India**

India has consistently had a sizable portion of the world's population, whether it be in the 1950s or the 21st century. Due to bad investments, the FMCG business did not

experience considerable growth from the 1950s through the 1980s. Nevertheless, since 1991, this awareness has progressively grown. Ann et al. (2012). These elements made the Indian FMCG sector extremely competitive and a significant contributor to the country's economy. The sector experienced very significant expansion in the middle of the 1990s, but at the conclusion of the decade, it experienced a sharp fall. Fast-Moving Consumer Products are any consumables that consumers purchase on a regular basis. Toothpaste, shampoos, detergents, and toilet washes are all included. Sundberg, B. (2001). These goods offer a high return and are designed for regular or ongoing use. The end user often and in small amounts purchases these goods. These products must be packaged such that they are well-protected and can extend their shelf life as much as possible (though even with effective packaging, the shelf life for these products is still very low). Moreover, certain products, particularly fruits and vegetables, may quickly degrade.

### **Green marketing strategies: An overview**

Green marketing strategies are actions performed by the government and different FMCG companies to protect the environment and promote sustainability. The following are some of the current, ongoing green marketing techniques used by FMCG companies today: -

1. Product Innovations: Environmentally responsible companies improve resource production, maximize resource efficiency, and cut waste volume. By innovations in product design, alternate ways for minimizing the environmental impact of

items and processes (during and after usage) are discovered (in production and transportation). These include using materials that produce the least pollution, use less energy, are recyclable or recycled, use renewable materials, and are simple to recycle, decompose, disassemble, reuse, and remanufacture. They also relate to replacing hazardous materials with environmentally friendly components, consuming less energy, and preventing pollution.

2. **Responsible Sourcing:** Businesses establish environmental standards and rules for the procurement of input materials in order to obtain raw materials that are environmentally beneficial. They ensure that their suppliers are ISO-certified and adhere to an environmental policy. They carry out environmental audits and provide their vendors with design criteria that include environmental requirements for goods they have purchased.

3. **Recycling:** Environmentally conscious companies make it a priority to recover resources and investments while minimizing waste. They link with adjacent recycling groups and businesses operating in the same sector via smaller or larger networks. Instructions on how to disassemble a product are given to employees so that non-destructive parts may be taken out and reused with the least amount of effort. Also, it is easier for consumers to dispose of trash responsibly when they are informed about recycling and recovery possibilities, best practices for garbage disposal, and other relevant issues. Environmental performance is enhanced by these acts because they enforce environmental standards, save resources, and sell an environmentally

friendly image. **Ethical Standards:** It offers the moral guidelines for a business's environmental responsibilities. For instance, companies create and maintain environmental ethics.

4. **Promote an organization's commitment to sustainability,** as well as its environmental initiatives and green product attributes, through responsible advertising. Its goal is to convey the immediate advantage and benefit that consumers receive from purchasing green products over conventional goods. It displays a business' commitment to the environment and gives it an advantage in the marketplace.

5. **Green Communication:** Green communication tactics work to increase public knowledge of green products and of the environmental, economical, and ethical records of businesses.

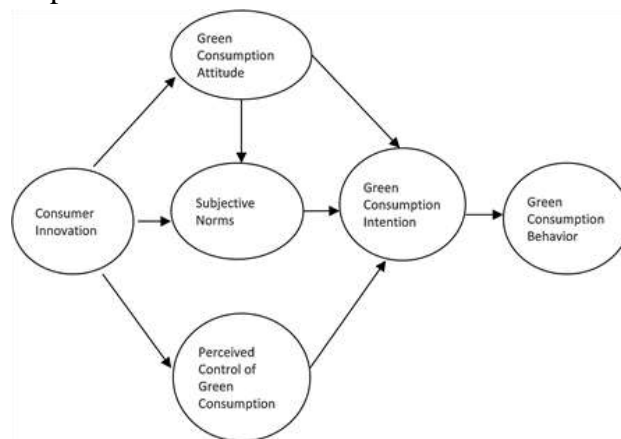
6. **The government's role:** The government will completely assist green marketers by offering tax breaks for cleaner production methods, financing options, etc. The Indian government has created and prepared numerous laws and rules in order to safeguard society and decrease the production of unsafe goods. FMCG companies provide environmentally friendly products while adhering to the standards and laws governing environmental protection.



**Strategies to encourage Greenness:**

Today's marketers use a wide variety of words to convey a product's environmental advantages. The term "green" is widely used by customers and businesses to refer to everything natural, recyclable, and ecologically beneficial. Businesses frequently use the term "green" to describe their clean, sustainable, and eco-friendly goods and services. Customers have shown skepticism toward companies' promises that their products are green. While the value of green or eco-friendly products has grown in the present environment, it is still unknown how well this marketing approach will promote these goods. Chikaji (2015). Informed people are reluctant to purchase eco-friendly products since they cost somewhat more than normal items. Manufacturers in this circumstance have to use marketing techniques to increase customer awareness of and interest in eco-friendly goods. During the last several decades, the market for green FMCG products in India has gradually grown. The importance of the following products: those that are produced using organic methods; those that are recyclable, reusable, and biodegradable; those that use natural

ingredients; those that incorporate recycled materials; those that use non-toxic chemicals; those that use approved chemicals; those that do not harm or pollute the environment; those that are not subjected to animal testing; and those that have environmentally friendly packaging, like reusable, refillable containers. Consumers understand the importance of purchasing goods that are both safe for human health and the environment. Ranganathan (2016), Green product marketing is still in its infancy compared to the growth of other non-green FMCG items. The use of ecologically friendly goods is crucial to the sustainable growth and maintenance of our planet's environment. By area, educational attainment, and occupation, the demand for green FMCG products varies widely and unevenly. Thus, consumer awareness of green FMCG items is the study's major emphasis.



**Research objectives and Methodology**

The primary aim of the research is to identify the attitude of consumers towards green FMGC products. The sample size is limited to 500 people, and the sample population is uniformly spread over. The

researcher used simple random technique for the study.

Analysis, Discussion and Results

Factors Influencing the Consumer Perception towards Buying Behaviour of Green FMCG Products

**Occupation**

Consumer perception towards buying behaviour of green FMCG Products could be influenced by their occupation. In this background, it is an attempt to know the relationship between the perception and the occupational status of the respondents. The result of testing hypothesis is given below in Table 1.

Table 1  
Occupational Status and Perception towards FMCG product

Factors	Occupation	N	Mean Rank	Test	Result
Product knowledge aspect	Employed	129	259.87	Chi-Square	6.775
	Business	26	186.68	df	6
	Housewife	132	243.31	Sig.	0.334
	Student	35	254.89		
	Agriculture	144	244.27		
	Profession	32	276.80		
	Others	2	218.17		
Environmental Concern	Employed	129	260.95	Chi-Square	6.456
	Business	26	180.32	df	6
	Housewife	132	263.90	Sig.	0.327
	Student	35	240.21		
	Agriculture	144	246.42		
	Profession	32	234.53		
	Others	2	248.83		
Social Influence	Employed	129	284.30	Chi-Square	17.295
	Business	26	231.54	df	6
	Housewife	132	248.73	Sig.	0.007**
	Student	35	192.10		
	Agriculture	144	242.04		
	Profession	32	252.39		
	Others	2	168.08		
Convenience	Employed	129	263.59	Chi-Square	4.203
	Business	26	263.32	df	6
	Housewife	132	249.02	Sig.	0.647
	Student	35	244.09		

	Agriculture	144	240.28		
	Profession	32	259.18		
	Others	2	181.50		
Media Influence	Employed	129	274.67	Chi-Square	7.793
	Business	26	272.93	df	6
	Housewife	132	249.00	Sig.	0.228
	Student	35	223.43		
	Agriculture	144	235.22		
	Profession	32	254.36		
	Others	2	223.42		
Accessibility	Employed	129	250.11	Chi-Square	7.454
	Business	26	247.54	df	6
	Housewife	132	272.29	Sig.	0.227
	Student	35	213.50		
	Agriculture	144	244.25		
	Profession	32	237.52		
	Others	2	323.00		
Promotional Activity	Employed	129	256.75	Chi-Square	7.368
	Business	26	182.64	df	6
	Housewife	132	244.95	Sig.	0.248
	Student	35	250.43		
	Agriculture	144	254.83		
	Profession	32	264.07		
	Others	2	155.75		
Price and Quality	Employed	129	255.22	Chi-Square	9.618
	Business	26	301.00	df	6
	Housewife	132	265.79	Sig.	0.141
	Student	35	209.97		
	Agriculture	144	239.50		
	Profession	32	255.60		
	Others	2	181.25		
	Total	500			

\*\* Significant at 1%

The perception of the respondents who are working as profession is high towards the product knowledge aspect (276.80), promotional activity (264.07). The businessmen's perception is good towards

price and quality (301.00). Convenience (263.59) was employed. Housewives are perceived well about environmental concern (263.90), Accessibility (272.29). Employed peoples have high mean rank for media



influence (274.69). The Chi-Square value under the Kruskal Wallis test demonstrates that, with the exception of sponsorship programmes, there are no significant differences in how people perceive service marketing based on their occupation. The impression of the respondents in the employee group regarding the sponsorship programmes is notably positive. The probability is 0.008 (less than 0.01) and the Chi-Square value is 17.295 (df-6). As a result, the theory does not apply to this tactic. Nonetheless, the claim is supported by data for other service marketing initiatives. Chikaji (2015).

### **Conclusion**

The main aim of the research is to examine how consumers perceive and behave in regards to green marketing practices used by FMCG companies, as well as how this influences shapes consumers' purchasing decisions when they are aware of the effects of their actions on the environment. The study also looked at the many elements affecting consumers' perceptions of their green purchasing habits. Ann et al. (2012). It can be said that the majority of customers are fully aware of environmentally friendly FMCG products, green marketing techniques, and health and environmental concerns as well. So, there is a favourable attitude towards eco-friendly goods and green marketing strategies. But, a lot more knowledge is still required regarding the several brands that offer eco-friendly items in a variety of categories, the various eco-friendly product certifications, and the location of green product purchases. Ranganathan V (2016), The majority of respondents still cite advertising and social

media as their primary information sources, and more should be done to enlighten consumers about green practices and products. Additionally, all demographic factors, with the exception of gender, have a strong relationship with consumer awareness overall. Blair, (1979). Several characteristics and aspects were discovered to have an impact on consumers' buying intentions and decisions during the investigation. Depending on the demographic qualities of the customer, each of these diverse aspects has a varied impact on how the consumer perceives consumer buying behaviour. Chen, (2008). Further regression analysis reveals that there is a moderate impact of green marketing practices on consumers' green purchasing behaviour, and that consumers' perceptions of the significance of eco-friendly marketing efforts have a positive significant impact on their decision to buy and favour eco-friendly products over conventional ones. They are incredibly supportive of environmental protection and sustainability. Aaker, (2000). The education has not been found to affect how consumers feel about green FMCG products. The effectiveness of green marketing depends on its capacity to rely on the current system. Chikaji (2015). Also, businesses should make an effort to keep the price of green FMCG items as low as possible to appeal to consumers on a budget. Sudhadevi, (2021). The current study set out to measure consumer perception, green purchasing behavior, and customer awareness of green FMCG product marketing strategies.

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