

# A Study on Consumer attitude towards Eco-friendly FMCG products with special reference to Pollachi

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## ABSTRACT

Fast moving consumer goods (FMCG) is the fourth-largest sector in the Indian economy. There are three main segments in the sector food and beverages, which accounts for 19% of the sector; healthcare, which accounts for 31% of the share; and household and personal care, which accounts for the remaining 50% share. The urban segment contributes to about 55% of the revenue share, while the rural segment accounts for 45%. Rise in rural consumption will drive the FMCG market. According to Nielsen, the Indian FMCG industry grew 9.4% in the January-March quarter of 2021, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. Final consumption expenditure increased at a CAGR of 5.2% during 2015-20. According to Fitch Solutions, real household spending is projected to increase 9.1%. Price increases across product categories will offset the impact of rising raw material prices, along with volume growth and resurgence in demand for discretionary items, are driving growth. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. The Finance Minister has proposed to introduce an integrated Goods and Service Tax by April 2010. This is an exceptionally good move because the growth of consumption, production, and employment is directly proportionate to reduction in indirect taxes which constitute no less than 35% of the total cost of consumer products - the highest in Asia. The bottom line is that Indian market is changing rapidly and is showing unprecedented consumer business opportunity.

**Key Words:** Eco-friendly products, FMCG, Attitude, Market orientation.

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## INTRODUCTION

Environmentally friendly products are market-oriented products that cause minimal environmental degradation and their production is linked to a product development process that is structured in a way that considers the impacts that can be caused to the environment throughout their life cycle. Over the past few years, the development in science and technology has given rise to industrialization and urbanization a consequence of population explosion. This developmental activity is responsible for the destruction and degradation of the earth's environment. The industrial revolution, the tremendous growth in human population have put great pressure on the exploitation of natural resources which in turn has resulted in deforestation, land degradation, global warming, and ozone depletion and over all environmental pollution. If appropriate steps are not taken to overcome this destruction then there may be a serious stress on the earth's life supporting systems, which disturbs the harmony of the eco-system. Hence, it has become imminent to think of sustainable development to strike a balance between the economic development and environment indeed of this eco-friendly FMCG products were used in the modern world.

## REVIEWS OF LITERATURE

Lalitha and RamaRao (2018) observe is related to the advertising techniques which were observed in FMCG items in latest days. FMCG are more in demand and frequently bought by way of customers. Those goods consist of all consumable items and purchasers buy at normal intervals in small portions. Important items on this class are detergents, soaps, shaving products, shampoos, toothpastes and brushes, packed meals stuffs, household accessories, creams, oils, tea and many others. Contribution of FMCG region in each economic system is extensive. FMCG industry consists of each a dealer facet

and a retail side. Outlets tend to have comparable strategies. Many researchers have focused both at the purchasers of FMCG or the techniques of shops however no recognition has been made to look at the dealer side. Therefore, there may be a need to examine the advertising techniques of those outstanding FMCG manufacturing businesses.

Rashmi (2014) seeks to understand consumers' green purchasing intention and compares the factors influencing the purchase decision of green products and non green products. The study conducted in Calicut city and the study concludes that health was considered as the most important factor influencing green products and cost is the most important factor influencing the purchase of non-green products.

Anitha (2012) investigates the consumer beliefs and attitudes on green products and also to study the awareness on the availability of environmentally friendly products. The study is carried out in Coimbatore city of Tamil Nadu with a sample size of 124 and they are chosen from the visitors of mall/shopping centre with a structured questionnaire. Majority of the respondents reacted positively about buying brands which are less damaging to environment. Respondents expressed that identifying environmentally products on the shelves of the store is slightly difficult. The main barriers to the buying of green products are worry over whether the product will execute as expected. It also reveals that Indian manufacturers have yet to find a market for green products, even as consumers have a low consciousness of them because of the insufficient efforts made by the marketers. The study suggests the greater use of marketing and brands to sell green products that are actually environmentally friendly.

Rezai et al. (2013) determined the relationship between the relationships between the socio demographic variables towards the consumers' perception towards the green concept. Information was gathered from the review led in Peninsular Malaysia with a specimen of 1360 respondents. The review discoveries call attention to that there is a relationship between the chosen buyers' socio statistic profile and the green idea in various angles. The significant concerns originate from the buyers' age, conjugal status, training and pay level which impact the shoppers' discernment towards practicing environmental awareness with worries about nature, human wellbeing, creature prosperity and making strides toward environmental friendliness costs. The outcomes recommend that the shoppers' have a positive recognition towards making strides toward environmental friendliness and their insight about the advantage of becoming environmentally viable can spare nature, the usability of green items and green practices in Malaysia likewise impacted the purchasers' mindfulness toward the green idea.

#### **Objectives of the study:**

1. To evaluate the preferences on buying the Eco-friendly FMCG products.
2. To analyze consumers' attitude towards Eco-friendly FMCG products.
3. To identify the buying intention of consumers about Eco-friendly FMCG products.
4. To evaluate the level of satisfaction of consumers about Eco-friendly FMCG products.

### **RESEARCH METHODOLOGY**

This study is descriptive and analytical in nature. This study attempts to describe the environmental concern, consumer awareness, consumer attitudes, buying intention and level of satisfaction towards Eco-friendly FMCG products of Pollachi green consumers. In order, to examine the environmental concern, awareness, attitudes, buying intention, satisfaction of Eco-friendly product this study is conducted in Pollachi. Primary data was collected from the green consumers of by using a structured questionnaire. Primary data involved gathering of first hand information by the researcher. The use of questionnaire from customers helps to collect valid and reliable data relevant to the research questions and objectives of the study. Secondary Data: Secondary data has been collected to get an insight into the field of study. Materials on green marketing collected from the libraries of university, scientific articles from online libraries and journals, research theses and dissertation magazines etc. provided secondary information for the study

#### **Limitations of the study**

1. The eco-friendly FMCG sector is a vast and dynamic sector. The study is aimed at the Eco-friendly FMCG product in Pollachi.
2. The study focuses only on organic food & beverages, personal care and household care products in total. No individual study is made on the categories of FMCG sector.

#### **Important terms and concept**

1. Green consumer: A green consumer is one who is very concerned with the environment and makes efforts to buy product that favor the environment. They are socially responsible, ethically and culturally creative and /or environmentally

responsible. They consistently and primarily discriminate products purchases in favor of the environment. In choosing a particular brand, these customers take sustainability into account by seeking out green products or products with eco-friendly design. Green customers of the FMCG sector are those customers who prefer to purchase and consume green products.

2. Environmental concern: Environmental concern is the degree to which individuals know about ecological issues, assist struggles to solve them and also contribute personally to their solution. The customers with a stronger concern toward nature will probably buy ecofriendly products as a result of their ecological claims than individuals who are less worried about the natural issues.

3. Environmental knowledge: Environmental knowledge refers to a general knowledge of facts, concepts and relationships concerning the natural environment and its major eco-systems. The customer's level of environmental knowledge about ecological issues, the accessible substitutes and answers for those problems can affect the consumer behavior.

4. Environmental laws & regulations: Environmental law means the laws that regulate the impact of human activities on the environment. Environmental law covers a broad range of activities that effect air, water, land, flora or fauna. It includes laws that relate to protection of animals and plants, planning for the use and development of land. It would be an essential factor for consumers in creating awareness towards green products.

5. Environmental attitudes: Environmental attitude is the customer's value for the judgment of natural protection which taps the individual's psychological evaluation of the estimation of ecological protection. The customer's attitude towards eco-friendly purchase can influence green purchase intention and affects their green purchase behavior.

6. Environmental commitment: Environmental commitment is any agreed- upon commitments to avoid, minimize or compensate for a social, economic or environmental impact. Environmental commitment is an essential factor in targeting the environmentally conscious consumers. Consumers having environment commitment generally exhibit green consumer behavior.

7. Consumer awareness: Consumer awareness towards eco-friendly products refers to a buyer's knowledge of an eco-friendly product or organization, allows the consumer to get the most from what he buys.

8. Consumers attitude: Attitudes of ecological concern are established in a person's concept of self and the degree to which an individual sees himself or herself to be an essential part of the regular habitat. Green attitudes represent what consumer like and dislike and consumers product buying decisions are often biased on their ecological attitudes.

9. Eco-friendly product: An eco-friendly product is essentially a product that is environmentally friendly. It does not pollute the earth or deplete natural resources. Eco-friendly products are healthy, disease free, without harmful residuals and process an adjusted substance of bioactive and mineral substances.

10. Eco-friendly advertising: Eco-friendly advertising is one of the forms of promotion activities. Firms should define the eco-friendly function and especially how people can deal with their conduct and eco-frameworks to live economically.

## ANALYSIS AND INTERPRETATIONS

### CHI-SQUARE ANALYSIS

#### HYPOTHESIS

There is no significant relationship between gender of respondents and thesource of information through various medium.

**TABLE SHOWING GENDER AND THE SOURCE OF INFORMATION THROUGH VARIOUS MEDIUM**

GENDER	TV	News paper	Radio	Magazine	Friends & Relatives	Total
Male	23	26	12	26	19	106
Female	25	16	20	20	13	94
<b>Total</b>	48	42	32	46	32	<b>200</b>

Calculated value	Degrees of Freedom	Table value	Result
4.013	4	9.49	Accepted

### INTREPRETATION

The calculated value of Chi-square at 5 % level of significant is lesser than the table value hence hypothesis is accepted. There is no relationship between gender of respondents and the source of information through various medium.

### PREFERENCES OF PURCHASING FMCG PRODUCTS

Factors	Rank
Discounts on products	III
Free gifts	I
Special offers	II
Price slash	IV
Without any offer	V

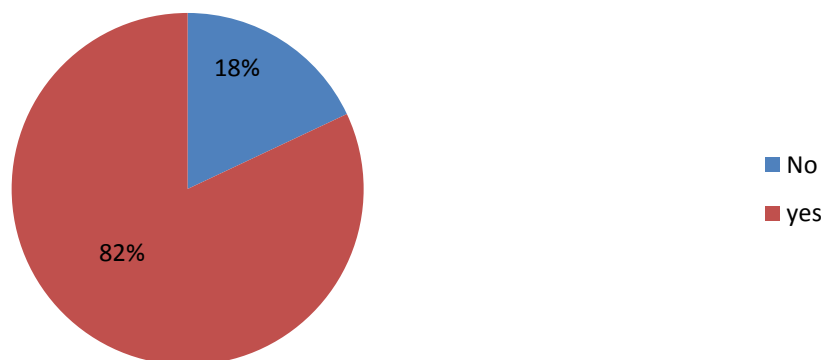
### INTREPRETATION:

Table shows the rank. The first rank is given to “Free gifts” and the last rank is given to “without any offer”. Maximum number of the respondents in the present survey shows that “free gifts” is given more preferences of purchasing FMCG products.

### TABLE SHOWING THE AWARENESS OF FMCG PRODUCTS PERCENTAGE ANALYSIS

S.NO	Awareness of FMCG Products	No of Respondents	Percentage
1.	Yes	164	82%
2.	No	36	18%
Total		200	100

### AWARENESS OF FMCG PRODUCTS



### **INTERPRETATION**

From the above table it is inferred that 82% of the respondents get awareness about the eco-friendly FMCG products, 18% of the respondents were not aware. It is concluded that majority 82% of the respondents get awareness about the eco-friendly FMCG products.

### **FINDINGS**

- Maximum number of the respondents in the present survey shows that “free gift” is given more preferences of purchasing FMCG products.
- It is found that 82% of the respondents are aware of Eco-friendly FMCG products..  
There is no relationship between gender of respondents and the source of information through various medium.

### **CONCLUSION**

In this research the findings are resulted from a study of students use and experiences with mobile learning were presented. The findings suggest that maximum respondents are preferred Eco-friendly FMCG goods and are utilized and as a result of all, these issues the concept of Green marketing came into existence. The firms are adopted Green marketing practices in their activities and they are manufacturing green products as a part of social responsibility. Companies began employing environmental strategies to produce Eco-friendly products, which are good for human beings, nature and company itself.