



## **A Study on Youth Behaviour to Adopt The Green Fast Moving Consumer Goods (FMCG) in Jammu and Kashmir with Special Reference to District Anantnag**

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### **ABSTRACT**

Green development is a necessary step to protect the environment from the harmful effect of pollution. This research paper aims to know about present youth behaviour towards green marketing policy in Fast Moving Consumer Goods (FMGS). Increase in pollution, emission of greenhouse gases, climate change and global warming are major environmental challenges for future generation to acquire sustainable development. Green FMCG products are widely used at global scale to combat anthropogenic impacts on environmental degradation. To solve the environmental problems, most of the goods manufacturing companies and governments are taking various measures to promote green marketing in the FMCG sector and other sectors. In the modern age, almost everybody is aware of green marketing and its role towards protecting the environment. In This study, we took two independent variables, i.e. respondent's health consciousness and environmental issues, whereas the dependent variable intends to purchase the green FMCG. This study is based on both the primary and secondary data and the statistics evaluation percentage approach is used. The study indicates that modern young generation is aware of the green products and is very interested in adopting them. The finding suggests that youth are worried about the individual health as well as environmental problems. We suggest that the youth of Anantnag district are self-motivated towards individual health aspects as well as the environmental aspects, but organising effective and extensive awareness programmes about the Green FMCG is the need of the hour.

**Keywords:** Green FMCG, consumer goods, health consciousness, environmental problems, green marketing.

### **I. INTRODUCTION**

The green products or green FMCG are the requirements of the present condition of the environment, where pollution increases day by day, affecting sustainable development. Green development is a necessary step to protect the environment from the harmful effect of pollution. As

we move very fast towards economic development, we pay the price in environmental pollution, such as transportation and plastics. One of the significant forms of environmental pollution is climate change, and the primary cause of this is the greenhouse effect. In the greenhouse effect, carbon emissions increase in the environment, causing higher temperature, melting glaciers, increase in Chloroform gas, destruction of animal habitat, and extreme weather conditions. Many countries have taken various steps to solve this mentioned problem, and introducing green products is one of the many steps to solve the environmental problem.

This research paper is based on the youth's perception of green products usage, consciousness towards their health and social problem awareness. In this research paper, we consider the youth of age group 17-25.

### A. Green Products

Green products stand for those products that have no effect on the environment after their usage and do not harm human beings than traditional products. These products can easily be recycled; these are energy conservative and reduce carbon emission. These products are environmentally safe as it helps to reduce the air, water, and land pollution. Green products are made from nontoxic products, or we can say these products are made by natural ingredients that can quickly decompose.

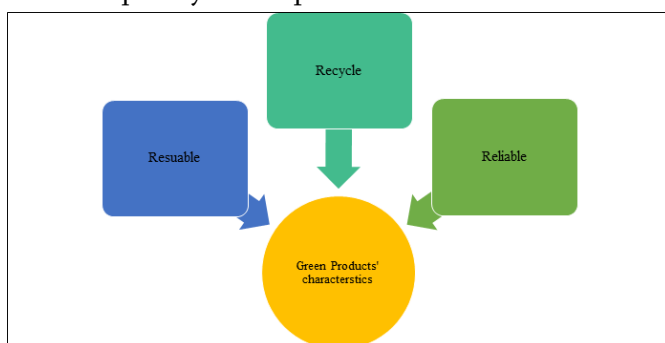


Figure 1: Nature of Green Product

FMCG stands for fast-moving consumer goods consumed daily or using these products daily, such as cleanser, cosmetic, personal care, oral care, packaged

food products, bulbs, batteries, paper products, glassware, and biodegradable plastic products.

### B. Review of Literature

**Ghosh (2010)**, his research about green-marketing, it is a dynamic concept in present era, he tried to introduce the new terminologies and significance of green marketing, analyzed certain reasons that companies must go for green marketing. Population explosion, inflation, political pressures to handle environmental problems lead to healthier innovation.

**Subhasree et al. (2013)** in their research paper Consumer Sensitivity towards Green Marketing in India, investigated how sensitive Indian consumers are to Green Marketing. India is the second-largest country in terms of consumers. It has witnessed a new segment of environmentally conscious customers who want to go for green products instead of traditional products. We all desire a quality of life full of health and vigour, and it can be possible while being sensitive to the environment. In consumerism, the consumers and the corporate's environmental awareness plays a vital role in sustaining our natural environment.

**Karpagavalli G (2015)** explains the concepts of green marketing in a global context and the Indian context. Mainly the paper highlights the opportunities and challenges of green marketing and at the same time discuss 4 P's of green marketing and explains why green marketing is essential in the modern world. It is said it helps full for the country's overall development; customers demand the environmental aspects fulfilled in green marketing practice.

**Nagaraju et al. (2014)** find out about Consumers' Perception Analysis-Market Awareness Toward Eco-Friendly FMCG Products-A Case Study of Mysore District. It used to be established nearly 93.3 % of the respondents are having an awareness of the eco-friendly FMCG products. Eco-label is regarded as a crucial tool in identifying eco-friendly FMCG products. The eco-friendly FMCG product's charge is higher than non-eco-friendly FMCG products, and

only 63.3% are willing to pay more for the product. The study indicated that the Mysore district of Karnataka is aware of the eco-friendly FMCG market and has more issue for eco-friendly products. To motivate a greener environment, the government, organizations, and customers will have to put their arms together in growing consciousness amongst customers for environment-friendly products.

### C. Research Gap

Various researches examine consumers' behaviour like the product, consciousness, brand loyalty, and consumer lifestyle. In this, we study the green fast-moving consumer goods in the view of health consciousness, environment, social issues, and intentions to purchase. We relate intention of purchase concerning health conciseness and social issues. This research study is based on the green product, and we feel that green product is gaining popularity among the people. Consumers are more health-conscious and concerned about the environment and society. After studying many pieces of literature, we concluded that not so much study is done on the above particular variables.

This study is significant for the issues regarding environmental issues and how youth is using green products to being health conscious. The Green FMCG will provide better options to solve environmental issues regarding consumer purchasing behaviour.

## II. METHODS AND MATERIAL

### A. Objectives

- a. To consider the relationship between health awareness and youth's intention to buy the green FMCG.
- b. To perceive the relationship between social problems and youth wished to buy green products.

### B. Research Methodology

#### Nature of study

This study is descriptive research, which describes characteristics and data of the population being studied.

#### Questionnaire design

A close-ended questionnaire is drafted to collect data, which costs 10 questions separated into three sections.

#### Population structure

The population structure consists of youth aged 17 to 25 years of Anantnag district of Jammu and Kashmir.

#### Sample

The total sample consists of a total of 100 youth respondents by using convenience sampling.

#### Data collection

The present study is based on both primary as well as secondary data. Primary data has been collected in the form of questionnaire framed and personnel interview methods. Secondary data has been collected from various websites, published articles, research reports, relevant journals, magazines, newspapers.

#### Data analysis and interpretation

In this study, we use a simple statistical tool, .i.e. percentage method, for data analysis. Data analysis is based on a questionnaire related to health consciousness and awareness about social issues among the youth population of Anantnag District.

Table 1: Questionnaire adopted to accomplish the study and the respective responses.

Q. No	Question	Response (%)	
		Yes	No
1	Are you conscious about health?	73	27
2	Do you know about your health changes, such as weight gain and any silent diseases?	68	32
3	Do you agree with the fact that by using Green FMCG, you will be healthier?	88	12
4	Do you believe that Green FMCG has some negative impact on your health while using it?	39	61
5	Do you believe that by adopting green FMCG products, you contribute to make your environment clean?	86	14
6	Do you feel that to protect your environment from pollution is your social responsibility?	91	09
7	Do you agree that the use of Non-biodegradable plastics causes environmental pollution?	96	04
8	Do you aware of global warming and its effect on the environment?	84	16
9	Do you agree that using Green products reduces global warming?	73	27
10	Do you believe that there is less awareness of the usage of Green consumable products in our country?	55	45

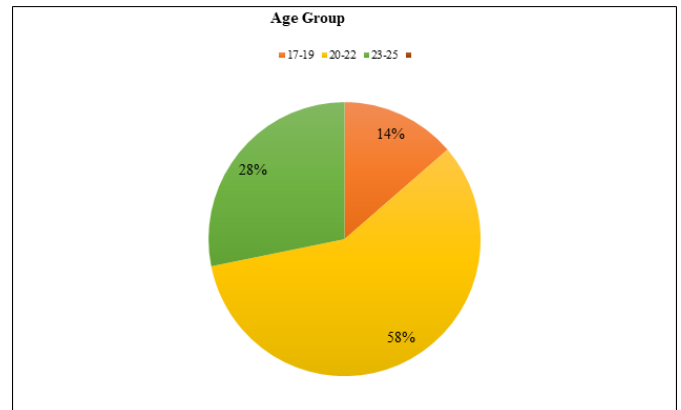


Figure 2: Pie chart showing three age groups of respondents.

### III. RESULTS AND DISCUSSION

From the field survey it was observed that most of the respondents (58%) fall in the 20-22 year age group (Figure 1). Only 28% of respondents belongs to the age group of 23-35 and 14% of respondents fall between the age group of 17-19.

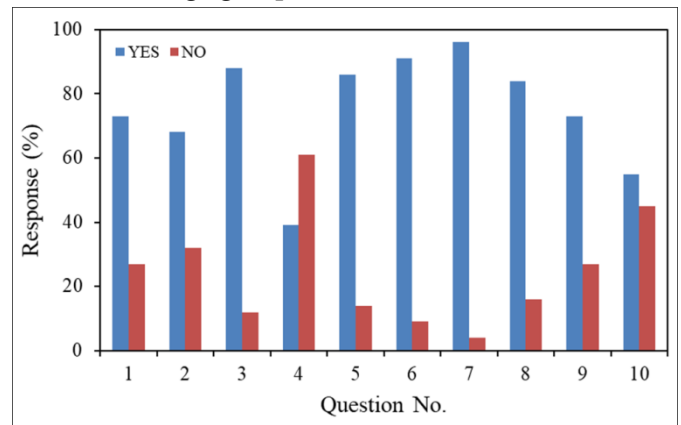


Figure 3: Graphical presentation of Questionnaire and response.

From table 1, it is observed that most of the respondents are well motivated towards the Green FMCG approach. It is evident from figure 3 that 90% of the questions have the positive responses greater than 70% with exception of Q.No. 4. The low positive response for the Q. No. 4 might be due the unawareness among the youth about the benefits of Green FMCG and its novelty in the area. Lower positive response for Q.No. 10 confirms and supports

the response of the Q.No. 4. This suggests that there is unawareness about the usage of Green FMCG not only in the district Anantnag, but also at national level; which needs to be taken into consideration at first priority. In the present study, it was observed that the youth of Anantnag district are well aware about the impact of non-biodegradable stuffs on the natural environment as depicted from Q.No. 7. This indicates that the youth of the study area are not only hygienic and conscious about their own health as indicated from the response of Q.No. 1 & 3 (figure 3), but also about the health and condition of the surrounding environment. The present study is suggesting that the youth of Anantnag district are self-motivated regarding the individual health aspects as well as the environmental aspects, but organising effective and extensive awareness programmes about the Green FMCG is the need of the hour.

#### IV. CONCLUSION

The results showed that adolescents of Anantnag district of Jammu and Kashmir are health conscious, and it is a crucial motive in shaping attitude towards green FMCG. An adolescent consumer is well aware of their health, purchase mostly healthy foods from the market, read all contents on products and checks the expiry date of the product.

The young consumers buy green products to satisfy their daily needs. Youth consumers think that green products a rich source of nutrients and less harmful, which is good for health. Green FMCG had made more care about their consumer's health. So it has resulted that health consciousness is the more decisive factor for purchasing Green FMCG.

According to the result, youth has social attitudes towards Green FMCG. Youth want to be their cities clean, and they would be part of clean India; they will promote green living in our country, and the most important thing is that youth make every possible effort to reduce the use of plastic stuffs. Thus, social

issues also take part in creating attitudes towards intention to purchase Green FMCG. Finally, health consciousness and socio-environmental issues are related to the intention to purchase Green FMCG.

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