International Journal of Scientific Research in Science and Technology
Print ISSN: 2395-6011 | Online ISSN: 2395-602X (www.ijsrst.com)
doi : https://doi.org/10.32628/IJSRST

A Study on Consumer Attitude towards Green FMCG Products with special reference to Ernakulum District.

Bincy Baby
Department of Commerce, St. Peter's College, Kolenchery, Ernakulam Dist, Kerala, India

Article Info
Volume 8, Issue 4
Page Number : 341-347

Publication Issue
July-August-2021

Article History
Accepted : 15 July 2021
Published : 20 July 2021

ABSTRACT

Eco-friendly products have gained significance for the past few decades. Many industrialists have applied and accepted the idea of being eco-friendly for earning better profits. Consumers are more conscious and desirous of purchasing green products. Green products are environment friendly products. The attitude of Consumers about eco-friendly products is significant in indicating the way of the green products buying decision. The data is collected from 63 respondents by survey method through a structured questionnaire. Convenience sampling method is used. Data are analyzed using Descriptive analysis and ANOVA. The study has found that, companies should try to reduce the cost of green FMCG products so as to make them attractive in the eyes of economical customers. This study reveals that awareness about the green products as the critical factor, which influences buying decision of customers.

Keywords : Green products, FMCG, Attitude, Descriptive Analysis, ANOVA

I. INTRODUCTION

According to the American Marketing Association (AMA) "Green Marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising". Polonsky "Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that satisfaction of those needs and wants occurs, with minimal detrimental impact on the natural environment". "Green consumers are those consumers who buy eco-friendly products not because it is becoming fashionable, but because he cares about environmental issues and he search for evidence in the labels that the product is environmental friendly". FMCG (Fast Moving Consumer Goods) are the products that are sold quickly and at low cost. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products etc.

II. Significance of the Study

Green or eco-friendly products gained greater relevance in current situation but still the effectiveness of this marketing strategy in green or eco friendly products is questionable. Green or eco-friendly products are slightly more expensive than normal products, so the educated customers are also reluctant to purchase eco-friendly products. In this situation, producers should introduce marketing strategy or techniques to captivate interest and awareness about the eco-friendly products among consumers. Green FMCG products sector in India had shown slight growth in the last few decades. The importance of the Products are originally grown, Products those are recyclable, reusable and biodegradable, Products with natural ingredients, Products containing recycled contents, non-toxic chemical, Products contents under approved chemical, Products that do not harm or pollute the environment, Products that will not be tested on animals, Products that have eco-friendly packaging i.e. reusable, refillable containers etc. The customers have got awareness to use those goods which are environmentally safe and good for health. Green products and their marketing it still in the infancy stage, when compared with the growth of other non-green FMCG products. For the sustainable development and environmental protection of our earth, the consumption of eco-friendly goods has an effective role. The demand for green FMCG products is highly variable and uneven in accordance with area, education, and occupation wise. Hence the study focuses on the Awareness of consumer towards green FMCG products.

III. SCOPE OF THE STUDY

The study intends to understand the consumer attitude towards green FMCG products. The study is not limited to any particular product. Survey is conducted in Ernakulum city and the scope of the study is geographically limited to an urban area. Non- urban market for Green FMCG products are outside the scope of our study. The sample size was limited to 63 and the sample population is evenly spread through an urban area.

OBJECTIVE OF THE STUDY

The main objective of the study is to know the attitude of consumers towards Green FMCG products.

IV. RESEARCH METHODOLOGY

Convenience sampling method was used in order to record the responses. The present paper consists of both primary and secondary data. A primary research was conducted on 63 respondents to understand the attitude of customers about the Green FMCG products. For the purpose of data collection, a detailed questionnaire has been prepared and responses have been collected from the consumers. The secondary data is made with consideration of various journals, books, study report and website. The study was conducted for a period of four months. The collected data were analyzed using SPSS. Adequate care has been exercised to collect unbiased data from the respondents.

Statistical Tools used

The following statistical tools were used during the study:

- Percentage analysis
- One-way ANOVA

V. LIMITATIONS OF THE STUDY

The followings are the limitations of the study:

- There are more than 21 lakhs people living in Ernakulum city. But only 63 people were selected as sample for the study.
- The samples were selected only from a city, rural area is not considered for the study
- Due to cost constraint the data and the area has to be restricted.
- A convenient random sampling technique has been used for collecting the data.
- The data have been collected to understand the attitude and awareness level of the consumers about the green FMCG products. The study is not for a specific product.

HYPOTHESIS OF THE STUDY

Ho: There is no significant difference between attitude of consumers and education level of the respondents.

Analysis and Interpretation

Table 1. Gender of the respondents

Particulars	Number of respondents	Percent
Male	3	56
Female	28	44
Total	63	100

Source: primary data

Table shows the gender distribution of the respondents. 56% of the respondents are male and 44% of the respondents are female. The majority of the respondents are male.

Table 2. Age group of the respondents

Particulars	Number of respondents	Percent
<20	7	11
20-35	38	60
35-55	14	22
>55	4	7
Total	63	100

Source: primary data

Table describes the age group of the respondents. 60% of the respondents belong to the age 20-35. 22% of respondents belong to the age group 35-55. 11% of the respondents belong to the age group less than 20. And 7% of the respondents belong to the age group above 55. The majority of the respondents are from the age group 20-35.

Table 3. Educational Level of the respondents

Particulars	Number of respondents	Percent
No formal education	4	6
School	5	8
College	38	60
Professional qualification	14	22
Other	2	4
Total	63	100

Source: primary data

Table 3 examines the education level of the respondents. 60% of the respondents have college education. 22% of the respondents have professional qualification. 8% of the respondents have school education. 6% of the respondents have no formal education. 4% of the respondents have other education. The majority of the respondents have college level education.

Table 4. Occupational Status of the respondents

Particulars	Number of respondents	Percent
Agriculture	5	8
Employed	21	33
Professional	10	16
Business	10	16
Others	17	27
Total	63	100

Source: primary data

Table 4 evaluate the occupational status of the respondents. 33% of the respondents are employed, 27% of the respondents belong to other category. Professionals and Business individuals consists of 16% each. And respondents engaged in agriculture consist of 8%. The majority of the respondents are employed individuals.

Table 5. Monthly Income of the respondents

Particulars	Number of respondents	Percent
Below 5000	20	32
5000-10000	6	10
10000-20000	20	32
Above 20000	17	26
Total	63	100

Source: primary data

Table 5 shows the monthly income of the respondents. It shows that respondents having a monthly income below 5000 and respondents having a monthly income between 10000 and 20000 consist of 32% each. 26% of the respondents have a monthly income above 20000. And 10% of the respondents have a monthly income between 5000 and 10000. The majority has an income below 5000 and income between 10000 and 20000.

Table 6. Eco-friendly products as a status symbol

Particulars	Number of respondents	Percent
Yes	34	54
No	29	46
Total	63	100

Source: primary data

Table shows whether the respondents consider the green FMCG products as a status symbol or not. 54% of the respondents consider it as a status symbol and 46% of the respondents do not consider it as a status symbol. The majority considers it as a status symbol.

Table 7. Purchase of green FMCG products

Particulars	Number of respondents	Percent
Very often	10	16
Often	18	29
Sometimes	25	40
Rarely	10	15
Total	63	100

Source: primary data

Table examines how often the respondents purchase the green FMCG products. 40% of respondents are purchase green FMCG products sometimes only. 29% of them are often purchasing green products. Only 16% are purchasing very often and 15% of respondents are rarely purchasing green FMCG products.

Table 8. Costliness of green FMCG products

Particulars	Number of respondents	Percent
Yes	32	51
No	5	8
Maybe	26	41
Total	63	100

Source: primary data

Table describes the opinion of the respondents towards the cost of green FMCG products, whether the products are costly or not. In this 51% of respondents agree with the products are costly. 41% of them are not sure about the products are costly or not. Only 8% respondents reveal that green FMCG products are not costly. The majority of respondents show that green FMCG products are costly.

Table 9. Purchase of Green products

Particulars	Number of respondents	Percent
Yes	32	51
No	6	9
Maybe	25	40
Total	63	100

Source :primary data

Table shows the interest of the respondents to buy more green products if there were more income. 51% of respondents said that they buy more green products if there were more income. 40 % of them maybe buy products if there were more income. Only 9% will not buy products if there were more income.

Table 10. Rate level of agreement- Green product concept is not implemented properly

Particulars	Number of respondents	Percent
Agree	44	69.9%
Neutral	15	23.8
Disagree	4	6.3
Total	63	100

Source: primary data

Table shows the number of respondents who had started using green products due to the influence of other factors. 100% of the respondents had no influence from any other factors.

Table 11. Effectiveness of current green marketing campaigns

Particulars	Number of respondents	Percent
Very effective	10	16
Effective	37	58
Ineffective	16	26
Total	63	100

Source: primary data

It reveals the opinion of the respondents towards the effectiveness of current green marketing campaigns. It shows 58% of respondents have an opinion that green market campaigns are effective. 26% of them have opinion of ineffective and 16% have an opinion it's very effective about the effectiveness of current green marketing campaigns. The majority of them show that there is an effective campaign towards green marketing.

Table 12

Percentage green FMCG products

Particulars	Number of respondents	Percent
Less than 10%	29	46
10-20%	32	50
More than 20%	2	4
Total	63	100

Source : primary data

Table describes the percentage of the respondent's household FMCG products that green FMCG products constitute. In this 50% of respondent's 10-20% household products are green FMCG products. 46% of respondents household contain less than 10% of green FMCG products. Only 4% of them used green FMCG products more than 20% as household.

ANOVA

HO: There is no significant difference between consumer attitude and educational level of the respondents.

Table 13. Educational level and consumer attitude towards green FMCG products

Dimensions of consumer attitude towards green FMCG products	Source Of Variation	Sum of squares	DF	Mean square	F	Sig.
Green products usage is a status symbol in society	BG	5.686	3	1.895	1.079	0.365
	WG	100.118	57	1.756		
Green products do not cause any harm to the society	BG	14.133	3	4.711	2.792	0.049
	WG	96.195	57	1.688		
Green products Will be preferred more in the near future	BG	.832	3	.277	0.277	0.842
Green products Will be preferred more in the near future	BG	.832	3	.277	0.277	0.842
	WG	57.102	57	1.002		
Green products do not cause any harm to your health	BG	4.524	3	1.508	0.832	0.482
	WG	103.279	57	1.812		
Green products do not cause any pollution	BG	3.638	3	1.213	0.773	0.514
	WG	89.444	57	1.569		
Green products can be easily identified	BG	2.990	3	.997	1.392	0.255
	WG	40.813	57	.716		
Green products concept is not properly implemented by many companies	BG	2.615	3	.872	1.056	0.375
	WG	47.057	57	.826		
Green products are costlier	BG	2.235	3	.745	0.775	0.513
	WG	54.781	57	.961		

Green products have a special reputation in market	BG	3.804	3	1.268	1.065	0.371
	WG	67.868	57	1.191		
Green products are available only at shopping malls	BG	4.116	3	1.372	0.767	0.517
	WG	101.949	57	1.789		

Source: primary data

The mean difference in the consumer attitude towards green FMCG products among the respondents of different income groups is examined using one- way ANOVA. As shown in the table, F value is not significant at 5 percentage significant levels in all dimensions except green products do not cause any harm to the society.

It is found from the table that null hypothesis is rejected at green products do not cause any harm to the society and accepted that is not significant in other cases at 5 percentage level. It is concluded that all the dimensions except green products do not cause any harm to the society of consumer attitude towards green FMCG products have no significant difference across respondents of different educational levels.

FINDINGS OF THE STUDY

1. Majority of the respondents (56%) are male.
2. Majority (60%) of the respondents comes under the age group 20-35%.
3. Majority of the respondents (60%) have college level education.
4. Maximum of the respondents are employees (33%). It is followed by respondents who earn their income from business (27%)
5. Maximum of the respondents belong to monthly income category of below Rs. 5000(32%) and between Rs.10000-20000 (32%).
6. Majority of the respondents (54%) consider usage of eco-friendly products as a status symbol.
7. Majority of the respondents (51%) consider that green FMCG products are costlier than ordinary FMCG products.
8. Majority of the respondents (51%) have opined that that have more interest to buy green FMCG products.
9. Majority of the respondents (58%) believe that existing green marketing campaigns are effective.
10. Green FMCG products constitute 10-20% of the total FMCG consumption.
11. ANOVA result shows that all the dimensions except green products do not cause any harm to the society of consumer attitude towards green FMCG products have no significant difference across respondents of different level of educational.

SUGGESTIONS

1. Cost of the green products should be reduced. Majority of the respondents responded that green FMCG products are expensive. Its cost should be at par with the non-green products up to the maximum extent so as to promote eco friendly products
2. Green marketing strategies should be genuine. Companies should be strictly prohibited from making false claims of eco-friendliness.
3. Advertisements of green products could be more effective.
4. Govt should organise campaigns and awareness classes to increase awareness of consumer's towards the importance of using green products.

VI. CONCLUSION

On the basis of the study, customers have a positive attitude towards green FMCG products and they understand and appreciate the role of the green products in the conservation and protection of our nature. They have exceedingly a positive attitude towards sustainability and environmental friendliness. Level of education has shown no impact on the attitude of consumers towards green FMCG products. Government should take serious measurements and steps to inspect green products and to reduce or avoid the fake green marketing campaigns and false claims. Reliability on the existing system of green marketing is essential for the effectiveness of green marketing. Also if possible, companies should try to reduce the cost of green FMCG products so as to make them attractive in the eyes of economical customers.

VII. REFERENCES

Books

1. R Kothari : Research Methodology and Techniques
2. Jonathan Dawson : Eco villages new frontiers of sustainability
3. Kathryn A. Adams and Eva K. Lawrence : Research Methods, Statistics, and Applications
4. Robert Dahlstrom : Green Marketing Management
5. S C Gupta : Fundamentals of Statistics

Articles

6. Ann, K. Amir, G. and Luc, W. (2012). “Go Green! Should Environmental Messages Be So Assertive?”.- Journal of Marketing - Vol 46, pp. 95-102
7. Chitra, K. (April-September 2007). In search of the Green Consumers: A perceptual Study. Journal of Services Research. Volume 7, pp. 173- 191.
8. Divyapriyadharsaini S, Devagani V., Agalya J, Gokul priya, “ Consumer Attitude towards Green products and its Impact”, IJRISSVol.III, Issue X, October 2019.
9. Mayank Bhatia and Amit Jain, Green Marketing: A Study of Consumer Perception and Preferences in India”, Electronic Green Journal.
10. Sudhadevi, K.M. Chinnadorai, “ Awareness level of consumer towards Green FMCG products”, IRJBM, Vol: VII, issue 13, December 2014, ISSN-2322-083x.

Websites

11. http://www.worldresearchlibrary.org/up_proc/pdf/1943-154098504925-26.pdf
12. http://irjbm.org/irjbm2013/Dec2014(1)/Paper8.pdf

Cite this article as :

Bincy Baby, " A Study on Consumer Attitude towards Green FMCG Products with Special reference to Ernakulum District", International Journal of Scientific Research in Science and Technology(IJSRST), Print ISSN : 2395-6011, Online ISSN : 2395-602X, Volume 8, Issue 4, pp.341-347, July-August-2021.

Journal URL : https://ijsrst.com/IJSRST218461