Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

A STUDY ON CONSUMER ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS WITH PARTICULAR REFERENCE TO FMCG SECTOR

Ms. Dhivya P[1], Dr. Balaji Vignesh R[2], Dr. A. Giriprakash[3],
[1]*Final Year MBA,*
[2]*Associate Professor*
[3]*Assistant Professor*
Sakthi Institute of Information and Management Studies, Pollachi

ABSTRACT
This research delves into the attitudes held by consumers towards eco-friendly products within the fast-moving consumer goods (FMCG) sector in India. Employing a quantitative research design, the study investigates the key factors influencing consumer perceptions, purchase intentions, and actual buying behavior concerning environmentally sustainable FMCG items. Data will be collected through surveys administered to a diverse sample of consumers, and analyzed using statistical techniques to identify significant relationships between attitudinal components (cognitive, affective, and conative) and consumer choices. The findings aim to provide valuable insights for FMCG companies seeking to effectively market and promote their eco-friendly offerings, as well as for policymakers aiming to encourage sustainable consumption practices. Ultimately, this study contributes to a deeper understanding of the consumer landscape for green products within a rapidly growing and environmentally conscious market. Ultimately, a clearer understanding of consumer perceptions will facilitate the growth of the sustainable FMCG market and contribute to broader environmental goals within India's dynamic consumer landscape. This investigation offers valuable knowledge for businesses and policymakers striving to foster a more environmentally conscious consumption pattern.

KEYWORDS: *Consumer Attitude, Eco-friendly products, Awareness, Green Marketing, FMCG Sector*

I. INTRODUCTION

Consumer attitudes toward FMCG (Fast-Moving Consumer Goods) products are shaped by a combination of factors that influence purchasing decisions and brand loyalty. Convenience is one of the primary drivers, as consumers prefer products that are easily accessible and quick to use. Whether it's personal care items, ready-to-eat meals, or cleaning supplies, the convenience of purchasing and using these products plays a significant role in shaping consumer preferences. Additionally, price sensitivity remains a critical factor in the FMCG sector, with consumers seeking a balance between cost and quality. Discounts, promotions, and loyalty programs further influence their purchasing behavior, often encouraging repeat purchases.

Brand trust and loyalty are another important aspect of consumer attitudes. Many consumers develop strong preferences for specific brands based on positive past experiences, quality consistency, and reliability. This trust, once established, often leads to long-term brand loyalty. In recent years, there has been a shift toward more health-conscious and ethically aware consumer behavior, which is shaping attitudes toward FMCG products. Consumers are increasingly drawn to brands that offer healthier options, transparent ingredient labeling, and sustainable, eco-friendly packaging.

II. REVIEW OF LITERATURE

1. **Dr.B. Nagaraju (2016),** study revealed that over the last few decades the environmentalism has emerged to be a very important issue due to increasing in air pollution, and quality of forests, biodiversity loss, land/soil degradation, acid rains, depletion of the ozone layer from chloro fluoro carbons, and many more critical environmental issues. As a result, there is an increasing interest from customers towards environmental protections and sustainable development. The primary objective of the study is to assess the level of

environmental knowledge and concern of the respondents and also to examine the awareness and consumer attitude towards eco-friendly FMCG product.

2. **Dr.N. Gunasekaran and Mr. Ramesh (2018),** The FMCG industry in India has been making the significant contribution towards developing the economic not only by providing a large number of consumer goods necessary for carrying on the day- to- day activities of general people but also by generating a considerable amount of emplacement in India. The reducing on the maximum level of environment warmed products. The present research paper aims at the concept of the consumer attitude in FMCG sector for green marketing in a wide way and also extract to find to face that consumer attitude the culmination of different pressure with In FMCG product.
3. **Agnes Emberger-Klein, Klaus Menrad (2021),** Consumer segmentation is an important tool for dealing with the often strongly differing consumer preferences in many markets for fast-moving consumer goods. Therefore, this study analyses the factors that can distinguish the different consumer segments for green all-purpose adhesives in Germany.
4. **Ms. Paridhi Premchandani (2020),** The study investigates the buying behavior towards eco-friendly Fast-Moving Consumer Goods (FMCG) products through the lens of the Howard ShethModel. As environmental concerns escalate globally, consumers are increasingly drawn to products that minimize ecological footprints. The Howard Sheth Model, a seminal framework in consumer behavior analysis, serves as the theoretical backbone to understanding the complex interplay of psychological, social, and marketing factors influencing eco-friendly FMCG purchasing decisions.
5. **Rakesh Dondapat and S. Rabiyathul Basariya (2019),** Study indicated that people are willing to purchase eco-friendly FMCG products provided they should be convinced with the eco-friendly nature of the product and the price should not be too high compared to the conventional products.
6. **Mikhaela B. Azarcon etal (2022),** in their article on Going Green: Factors Influencing Green Purchase Intention found that environmental knowledge and environmental attitude and concern influence green purchase intention. With this, an implication for products associated with green, eco-friendly, and sustainability is that eco-labels may be an indispensable marketing mechanism for encouraging green consumption by customers.

III. RESEARCH OBJECTIVE

1. To study the consumer awareness towards eco-friendly FMCG products
2. To study the consumer attitude towards eco-friendly FMCG products
3. To study on the buying intension of eco-friendly FMCG products.

IV. SCOPE OF RESEARCH

1. Environmental problems are serious global issues demanding attention to environmental sustainability.
2. Consumers are increasingly choosing environmentally safe and healthy products as a step towards sustainability.
3. Many companies are becoming more socially responsible by adopting eco-friendly practices like recyclable/reusable/minimal packaging and offering organic/natural products.
4. Consumer attitude towards eco-friendly products is crucial in environmental marketing.
5. This study aims to provide insights into consumers' attitudes towards eco-friendly FMCG products.

V. HYPOTHESIS

- There exists no association between age of the respondents and buying eco-friendly products with an intention of eco-preservation.
- There exists no association between gender of the respondents and willingness to try eco-friendly products.
- There exists no association between educational qualification of the respondents and awareness towards eco-label on product packaging.

VI. RESEARCH METHODOLOGY

Types of Data Collection:

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary Data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

Sample Size: 110

Analysis Technique

1. Data Analysis Tools: Data is collected through structured questionnaire by way of circulating the questionnaire to the consumers of FMCG products.
2. Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.
3. The data collected was further taken for analysis. The following tools were used to draw inference of the study.
   - **Percentage Analysis**
   - **Chi-Square Test**

Sample Unit

A sample of consumers will be chosen using a simple random sampling method from various demographic backgrounds (age, income, education, etc.).

VII. DATA ANALYSIS AND INTERPRETATION

1. Age of the Respondents and Eco-Preservation as Buying Intention

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.588	16	.005
Likelihood Ratio	26.084	16	.053
Linear-by-Linear Association	.428	1	.513
N of Valid Cases	110		

H_0: There exists no association between age of the respondents and buying eco-friendly products with an intention of eco-preservation. Calculated $\chi 2$ Value: 34.588, Degree of freedom: 16, Signification level: .005

2. Gender of the Respondents and Willingness to Try Eco-friendly Products

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.855	4	.762
Likelihood Ratio	1.834	4	.766
Linear-by-Linear Association	1.197	1	.274
N of Valid Cases	110		

H_0: There exists no association between gender of the respondents and willingness to try eco-friendly products. Calculated $\chi 2$ Value: 1.855, Degree of freedom: 4, Signification level: .762

3. Educational Qualification of the Respondents and Awareness towards Eco-label

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.424	12	.059
Likelihood Ratio	24.062	12	.020
Linear-by-Linear Association	1.172	1	.279
N of Valid Cases	110		

H_0: There exists no association between educational qualification of the respondents and awareness towards eco-label on product packaging. Calculated $\chi 2$ Value: 20.424, Degree of freedom: 12, Signification level: .059

VIII. FINDINGS

- The analysis reveals that the calculated $\chi 2$ value (34.588) is significant (.005) at five percent level, there exist an association between age of the respondents and buying eco-friendly products with an intention of eco-preservation. Hence the null hypothesis is rejected.
- The findings indicate that the calculated $\chi 2$ value (1.855) is not significant (.762) at five percent level, there exist no association between gender of the respondents and willingness to try eco-friendly products. Hence the null hypothesis is accepted.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

- The result shows that the calculated $\chi 2$ value (20.424) is not significant (.059) at five percent level, there exist no association between educational qualification of the respondents and awareness towards eco-label on product packaging. Hence the null hypothesis is accepted.

IX. SUGGESTIONS AND RECOMMENDATIONS

Following is some of the suggestions given as an outcome of the study:

- From the study, it is evident that, majority of the respondents are found to by the eco-friendly products when there is no other option available. Thus, the organizations and government bodies may take steps to create an awareness and importance of environment among the general public by conducting campaign. This could convert an ordinary consumer in to an environment concern consumer.
- The study shows that, still there are considerable number of consumers who find it difficult to differentiate eco-friendly and harmful products. In order to help people distinguish between eco-friendly and harmful products, organizations may consider printing the seals and labels in bigger font size from reputed organizations that verify environmental standards. For example, energy star, fair trade, eco mark from government authorities, etc.,
- The consumers do have their own responsibility. They are advised to reach the product label before buying the products and check the ingredients contained in the product to see whether the product, they purchased is not only good for them but also good for the environment.
- The study shows that, certain number of consumers prefer to buy eco-friendly products only when there is no other option available in the market. The organizations must adapt promotional activities to create an interest among those type of consumers towards eco-friendly products.
- From the study, it is understood that, family members have a strong influence on the purchase intention of respondents when it comes for eco-friendly products. The marketers may consider the above and include family-oriented theme in their promotional activities.
- The study shows that, there are consumers who buy eco-friendly products for a change. Unlike consumers who buy eco-friendly products as they do not have other option, these consumers who buy for a change are prospects. Hence, the organizations have to go for aggressive promotions highlighting that their products are eco-friendly and very safe for the environment.

X. CONCLUSION

Over the past few decades, the demand for environment friendly products is growing rapidly all over the world and the consumers play an important role in this. There are firms who have changed their corporate culture to more environmentally responsible and naturally benevolent way to meet the ecologically conscious consumers. As the society turns out to be more composite with the ecological contamination and unethical business practices both consumers and business organizations are worried with the preservative of the presume nature of the environment.

The project revealed that the consumers are having more concerned towards the environment and have moderate awareness on eco-friendly FMCG products. The consumers are having positive attitude towards eco-friendly products and they exhibit that eco-friendly products are available in few shops. The consumers purchase eco-friendly products as it is safe and healthy for the environment and as well as for the human beings.

REFERENCES

1. *Dr. Puja Prempal Ahuja (2017), Consumer Behavior- Fast Moving Consumer Goods Sector.*
2. *Ganesh Janarthanan, (2020), FMCG idea to shelf: profitable path for entrepreneurs to launch Fmcg business.*
3. *Rajan Saxena, Vice Chancellor and professor of marketing (2009), Marketing Management.*
4. *Dawn lacobucci and Avinash Kapoor (2011), Marketing Management.*
5. *Dhruv Grewal, Phd and Michael Levy, Phd, Babson College (2020), Marketing.*
6. *Michael Levy, Barton Weitz and Dhruv Grewal (2018), Retailing Management.*
7. *P. Muthu Ganeshwari (2017), A Swot up: Fast Moving Consumer Goods (FMCG).*
8. *Hochschule Ostwestfalen-Lippe - University of Applied Sciences, (2020), Demand Management in the FMCG sector. Concepts, success criteria and trends*
9. *Greg Thain, John Bradley, (2024) Fmcg: The Power of Fast-Moving Consumer Goods.*
10. *Ramaswamy and Namakumari (2015), Marketing Management Global Perspective Indian Context..*