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**CONSUMERS' ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS WITH REFERENCE TO FMCG SECTOR**

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**BHUBANESWAR**

**ABSTRACT**

*Migration of consumers towards ecofriendly products is posing a paradigm change in the present business environment. Businesses are quickly learning this concept how to address the issues of green marketing strategy. Green Marketing appears frequently and many governments around the world are regulating it. The green marketing has different perspectives from the global scenario. This study focuses on examining some of the reason that why consumers are adopting a green marketing philosophy specially in FMCG products and find out ways to improve consumer appeal for environmentally preferable products through different marketing strategies.*


**KEYWORDS**

green marketing, environment marketing, business environment.

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**1.0 INTRODUCTION**

 Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The first wave of Green Marketing occurred in the 1980s. In the years after 2000 a second wave of Green marketing emerged. The green marketing concept dictates, amongst other things, less use, recycling and avoiding waste, just some of the ways society reacts at times of recession. The holistic nature of green also suggests that besides suppliers and retailer's new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs. Our purpose is to look into the green marketing in the view of the consumers' attitudes towards purchase of green products. Therefore, we will analyze the four marketing mix elements, word of mouth and satisfaction and how they influence the attitudes of the consumers to make purchases of the FMCG eco-friendly products. This subject is focused on the purchase of green products in the fast moving consumer goods (FMCG) sector also called consumer packaged goods (CPG) sector which are non-durable goods. Products that consumers frequently buy and use immediately such as the food, the health care products; which are mainly sold in retail stores and having a short useful life. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives; Organizations believe they have a moral obligation to be more socially responsible; Governmental bodies are forcing firms to become more responsible; Competitors' environmental activities pressure firms to change their environmental marketing activities; and Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

**2.0 LITERATURE REVIEW**

Now a day's people are concerned about the environment and are changing their behavior accordingly. Green consumerism is often discussed as a form of 'pro-social' consumer behavior. It may be viewed as a specific type of socially conscious (Anderson, 1988) or socially responsible (Antil, 1984) consumer behavior that involves an 'environmentalist' (Schlossberg, 1991) perspective and may thus be called 'environmentally concerned consumption' (Henion, 1976). McDaniel, S.W. & Rylander, D.H. (1993) focused on Strategic Green Marketing and states Green marketing is taking shape as one of the key business strategies of the future. The increasing environmental consciousness makes it incumbent on consumer marketers not just to respond to, but to lead the way in, environmental programs. Consumer marketers should: recognize a product's environmental implications; analyze the changing consumer and political attitudes while recognizing the role that companies can play in protecting the environment. Ottman, J.A. (2004).in his article titled "Removing the Barriers for Green Market" concluded that businessmen should remove barriers and create some new customers for business. Customers should feel empowered. The more the people believe that they as one individual or working in concert with all other consumers of a product can make a difference, the greater the likelihood that they will buy greener product. Peattie, K. (2001) focused on The Hunt for the Green Consumer and the identity and nature of the green consumer has been the central character in the development of green marketing, as businesses attempt to understand and respond to external pressures to improve their environmental performance. Marketing practitioners and academics are attempting to identify and understand green consumers and their needs, and to develop market offerings that meet these needs. Polonsky, Rosenberger, & Ottman, J. (1998) research focused on US and Australian markets' perceptions of stakeholders' potential to influence the green new product development (NPD) process and what strategies can be used to involve stakeholders in this process. The findings suggest that marketers believe some stakeholders with "high" influencing abilities should be involved in the green NPD process, although it appears that in practice, firms use very basic methods to include these stakeholders. Alsmadi (2007) et.al conducted study on Jordanian consumers had a found a high level of environmental conscience among the customers. These tendencies of the customers don't have a positive indication or preference for the green products for the final decision of purchases. They have a inclination towards the traditional product and lesser intention towards the green products. Walker, R.H. & Hanson, D.J. (1998) they discussed about green/environmental implications and imperatives associated with destination marketing as distinct from those related to product and services marketing.

**3.0 RESEARCH OBJECTIVES**

- 1) To study the consumer attitude about Green FMCG products.
- 2) To segment the consumer into various shades of Green.
- 3) To understand buying motives in purchase of Green FMCG Products in 'Greener' segments.

**4.0 RESEARCH METHODOLOGY**

The stratified sampling method was followed. The population of all the towns was not homogeneous. There exist people of different occupation. The sample size taken was 200. A cross-board survey was undertaken involving consumers of FMCG Products in various towns and villages. This gave a congregated set of 200 responses which were then segregated and keyed into SPSS.

FIG. 1: CONSUMER AWARENESS ON GREEN PRODUCTS

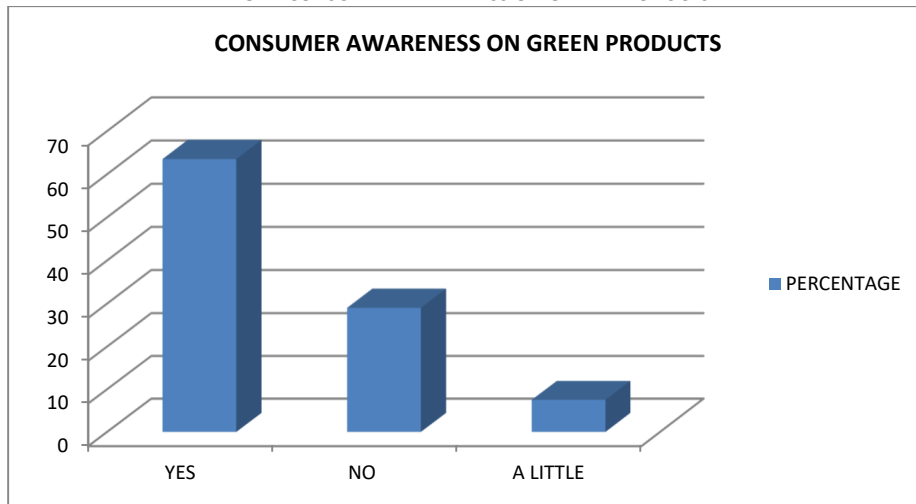


FIG. 2: CONSIDERING ENVIRONMENTAL ASPECT WHILE BUYING PRODUCT

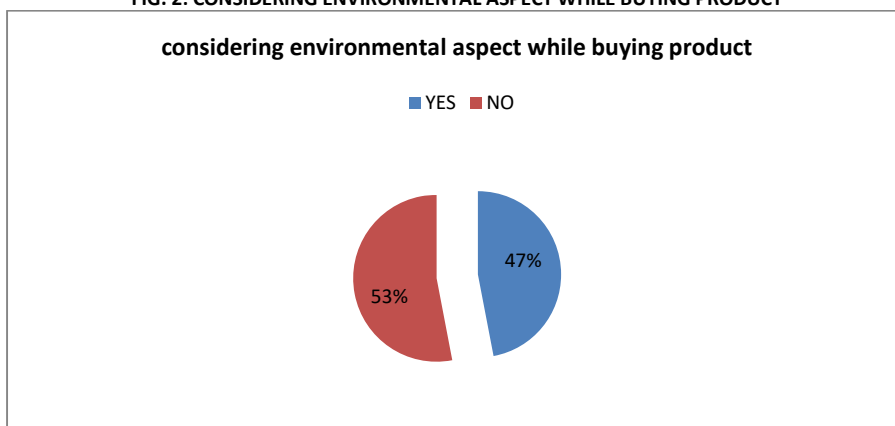


FIG. 3: CONSUMERS BUYING INTENSION BASED ON PRICE OF GREEN PRODUCTS

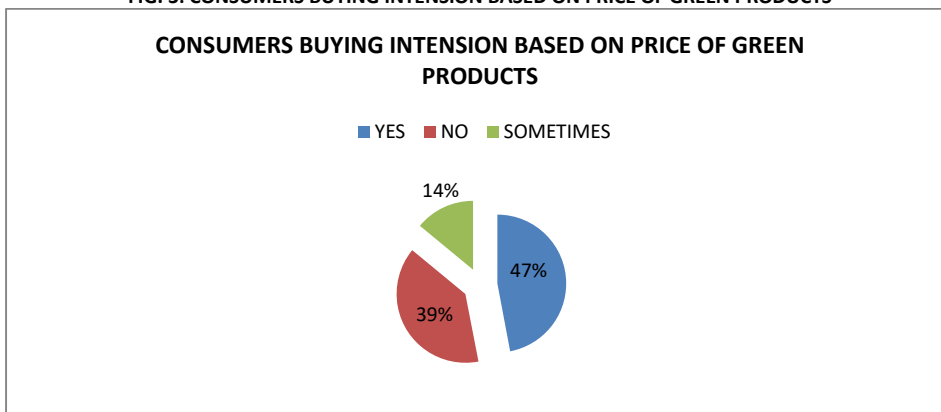


FIG. 4: VIEW ON PURCHASING GREEN PRODUCTS IN FMCG SECTOR LEAD TO SUSTAINABLE DEVELOPMENT

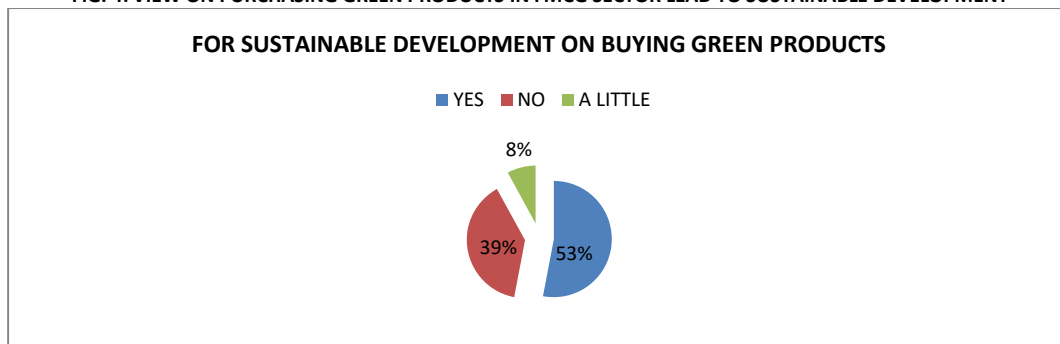


FIG. 5: MEDIUM OF AWARENESS ABOUT GREEN PRODUCTS

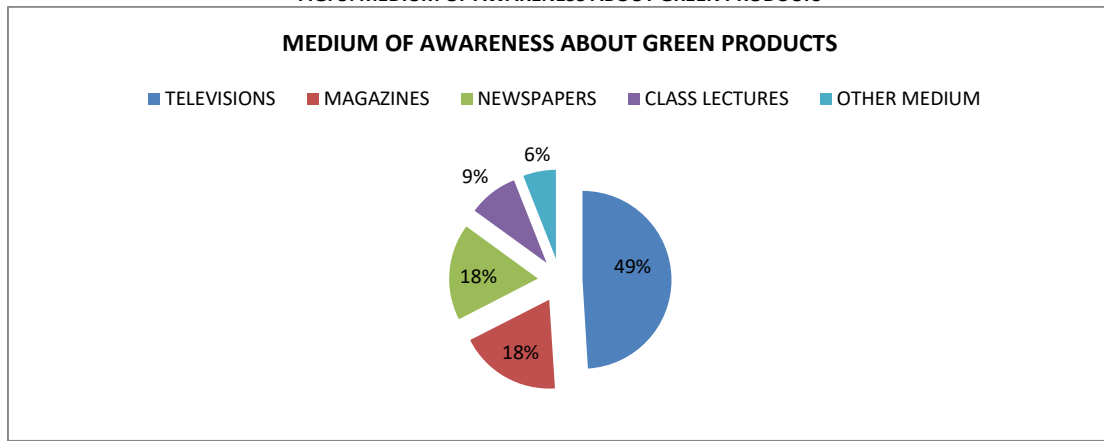


FIG. 6: WHY CUSTOMERS WILLING TO PAY MORE FOR FMCG GREEN PRODUCTS

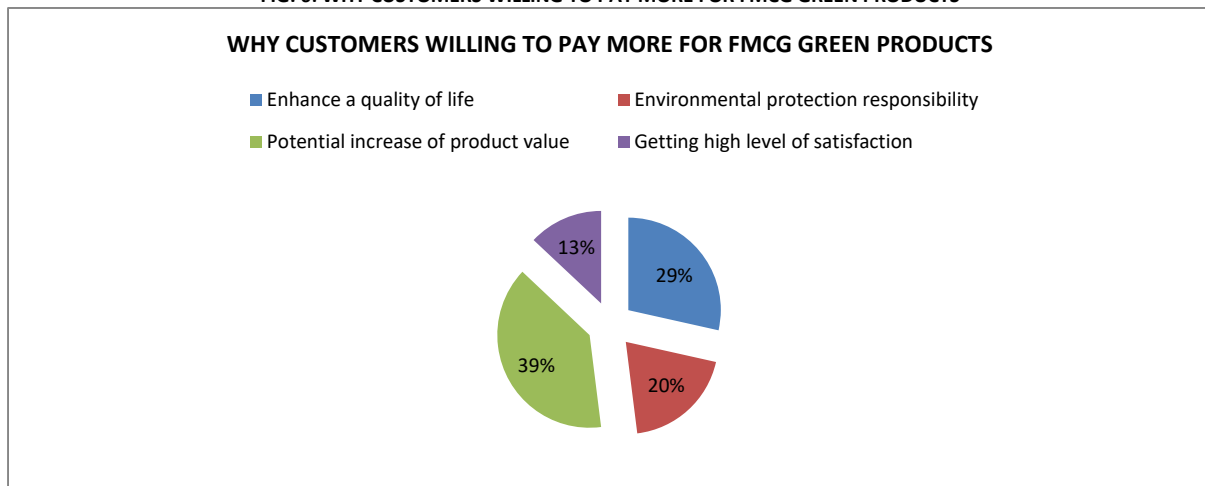


FIG. 7: REASONS FOR NOT PURCHASING GREEN PRODUCTS

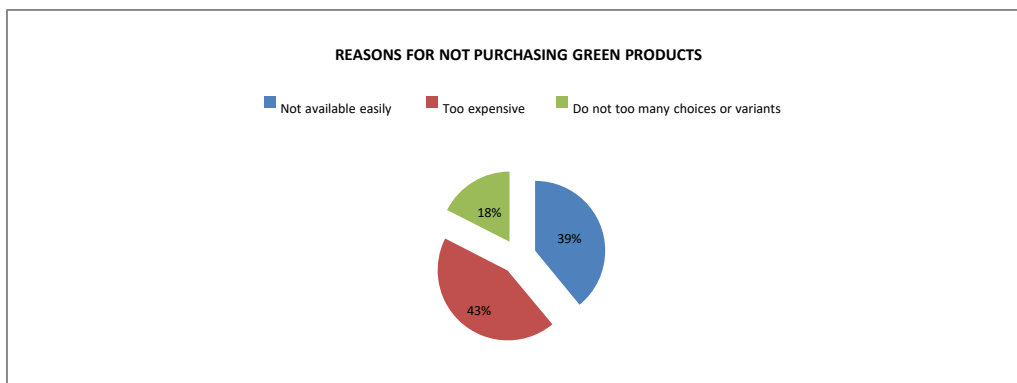


FIG. 8: MARKETING ELEMENTS THAT INFLUENCES TO GO FOR GREEN PRODUCTS

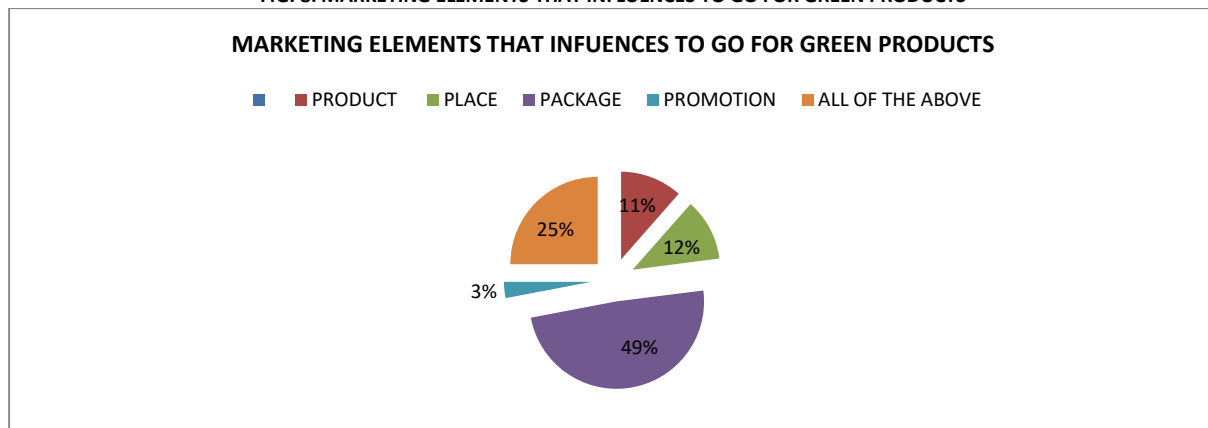
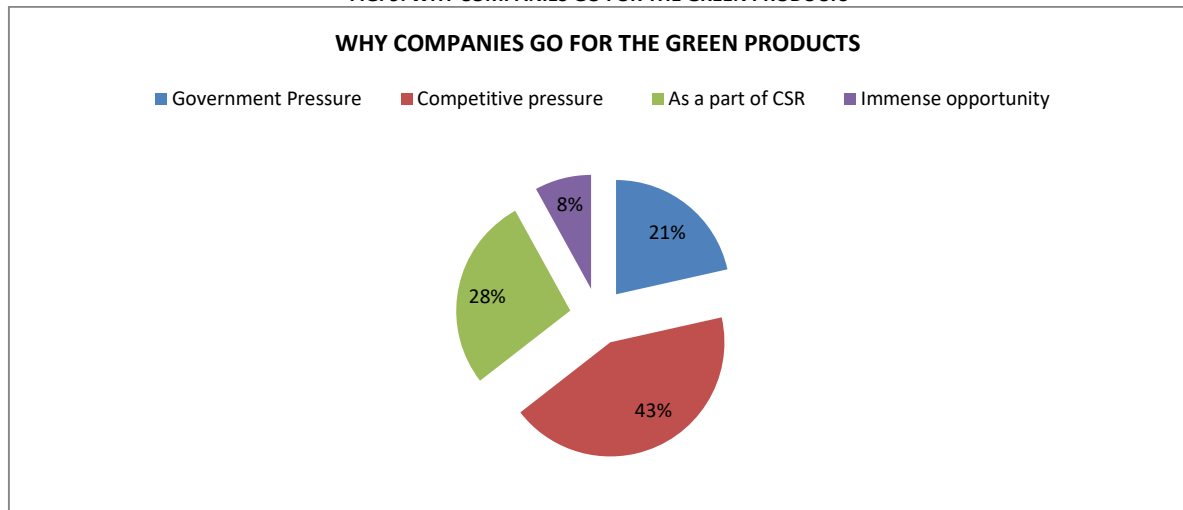


FIG. 9: WHY COMPANIES GO FOR THE GREEN PRODUCTS



## 6.0 FINDINGS

- Friends & family are the major source of influence followed by personal opinion and the skills of salesman at the store.
- Majority of consumers purchase Green FMCG Products because of concern towards environment and also because of special features and benefits of green products.
- Consumers who never purchased Green FMCG Products are deterred from purchasing them because they are perceived to be too expensive and unavailable.
- Product labels and the print media (newspaper and magazines) are the primary sources of information about Green FMCG Products and companies for consumers
- Majority of the consumers have heard about Green FMCG Products and they understand what Green FMCG Products are, whether they buy it or not.

## 7.0 CONCLUSION

Consumers are migrating towards a eco friendly society and are going to change their purchase habits. They are interested to purchase green products. Strategies should be adopted by business in getting benefits from the eco friendly approach thus adopting the green marketing strategy in their business. Business should focus on eco friendly packages, develop products to address the present issue. Business can adopt sustainable green marketing strategy and thus focus on public relations associate with green issues in India.

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