INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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     INTRODUCTION

     REVIEW OF LITERATURE

     NEED/IMPORTANCE OF THE STUDY

     STATEMENT OF THE PROBLEM

     OBJECTIVES

     HYPOTHESES

     RESEARCH METHODOLOGY

     RESULTS & DISCUSSION

     FINDINGS

     RECOMMENDATIONS/SUGGESTIONS

     CONCLUSIONS

     SCOPE FOR FURTHER RESEARCH

     ACKNOWLEDGMENTS

     REFERENCES

     APPENDIX/ANNEXURE

     It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **_5000 WORDS_**.

10.   **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
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- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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A STUDY OF CONSUMERS' ATTITUDES AND PURCHASE INTENTIONS TOWARDS ENVIRONMENTAL: FRIENDLY PRODUCTS IN FMCG SECTOR IN INDIA

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ABSTRACT

Owing to the increased environmental concerns and concerted efforts of governmental and non-governmental organizations, the last decade has witnessed a spectacular boost in environmental awareness worldwide. The rapid economic growth in the past years and reckless consumption pattern are causing environmental deterioration and over utilization of natural resources worldwide. As consumers, people can reduce the impact of their purchase behaviour on environment and make a difference through their purchase decision. They have the power to create an opportunity for businesses that are using "eco-friendly" or "environmental-friendly" as an element of their value proposition. The aim of this study is to examine factors which influence the purchase of environmental-friendly products in FMCG (Fast Moving Consumer Goods) sector in India and to exhibit the factors used by companies from the marketing-mix elements (the product, the price, the place and the promotion) that have an influence on green purchase attitudes and to examine if some factors are more important than others. Also, the others factors from the view point of the consumer like word of mouth and satisfaction will be examined. The study utilizes a quantitative research design which involves data collection based on a survey and the further analysis and testing of data using simple correlations, multiple regression and ANOVA. The results of the study indicate that satisfaction (through past experience), advertising/promotion and word of mouth influence the purchase decisions of consumers towards environmental-friendly products. The research would be of great help to the companies in FMCG sector as they get an idea about the best marketing strategies that they can adopt to understand the consumers' attitudes and purchase intentions towards environmental-friendly products. Also, these companies will have insight about how to profile environmental-friendly consumers in India and to develop effective messages that will functionally and emotionally appeal to their target customers.

KEYWORDS
Consumer behaviour, Green Marketing, Environmental-friendly products, Marketing Strategies, India.

INTRODUCTION

wing to the increased environmental concerns and concerted efforts of governmental and non-governmental organizations, the last decade has witnessed a spectacular boost in environmental awareness worldwide. "Green Marketing" and "Environmental Marketing" emerge often in the press and media. Several governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. This increase in environmentalism is also driving the consumers to demand the so called "green" or "environmental friendly" products (Sheu, 2010) and as such the green product market is expanding at an incredible rate. Social marketing literature views green consumer behavior as a form of ethically oriented consumer behavior that is motivated not only by consumers' own personal needs, but also by their concern for the welfare of society in general (Diamantopoulos et al., 2003). While consumers' environmental concerns have moved into mainstream marketing, it is useful from a marketing perspective to investigate how consumers make informed choices about green products (D'Souza et al., 2006). Shrewd business firms today view green developments as market opportunities rather than simple regulations and policies to be conform to (Pickett-Baker and Ozaki, 2008).

The rapid economic growth in the past years and reckless consumption pattern are causing environmental deterioration and over utilization of natural resources worldwide. The consequences of environmental degradation are global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification (Ramlogan, 1997). A general deterioration in the physical environment is motivating people to bring changes for the betterment of the current state of the environment. As consumers, people can reduce the impact of their purchase behavior on environment and make a significant divergence through their purchase decision. They have the power to create an opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as an element of their value proposition. With an increase in the social and political pressures, profit driven firms embrace green marketing strategies and exploit these environmental issues as a source of competitive advantage (Chen & Chai, 2010).As per a recent "Green Buying Behaviour: Global Online Survey" conducted in 2012 on the relatively affluent groups of Brazilian, Chinese and Indian consumers, it is observed that while *"quality"* and *"price"* are still the overriding factors driving shoppers' buying decisions, green descriptors are also playing a greater role now than ever before. Shoppers are more interested in the way their food is produced, especially in the face of the negative publicity surrounding modern, efficiency-driven production processes. As a result, retailers and manufacturers are quick to use green attributes as a point of differentiation. From beauty products to household goods and groceries, terms such as *"natural", "organic", "locally sourced",* and *"fair trade",* have begun to feature increasingly on labels and ingredient lists, and many consumers are willing to pay a premium for them. Another study about the European attitudes towards sustainable consumption (based on a sample of 26,500 respondents) made in April 2009 demonstrated that more than 80% of European citizens thought that "a product's impact on the environment is an important element when deciding which products to buy".

A number of research studies have been conducted in developed and developing nations that study the consumers attitude and behavior towards buying environment-friendly/green products but most of them focus upon one or two marketing-mix elements and these do not discuss the factors that companies use

to encourage consumers buy environment-friendly products. For example the impact of price, quality, and brand loyalty have been examined in many studies. But there is a very thin literature that takes into account other factors such as the promotion of the eco-friendly products or word of mouth influence on the purchase decision. Also, in context of India, the studies concerning the green consumers' attitudes or purchase intentions especially relating to FMCG (Fast Moving Consumer Goods) sector are also insignificant. Most of Indian studies relate to determining the level of consumers' awareness about green products and the factors influencing the consumer attitude and behavior towards these products. Keeping this in mind, the aim of the present study is to examine factors which influence the purchase of environmental-friendly (EF) products in FMCG sector and to exhibit the factors used by companies from the marketing-mix elements (the product, the price, the place and the promotion) that have an influence on green purchase attitudes and to examine if some factors are more important than others. Also, the others factors from the view point of the consumer will be examined. The research focuses on the purchase of environmental-friendly products in the fast moving consumer goods (FMCG) sector also called consumer packaged goods (CPG) sector. FMCG are the non-durable products mainly sold in retail stores, having a short useful life, that consumers regularly buy and use right away, for example food items, health care products, cosmetics etc.

OBJECTIVES OF THE STUDY
1. To investigate the factors/elements from the marketing-mix used by the FMCG companies in India to influence the consumers' purchasing attitudes towards environmental-friendly (EF) products.
2. To know the extent of the influence of these factors on the purchase of EF products in India.
3. To examine the effect of other factors like word of mouth and satisfaction on their purchase decisions.
4. To study the relationship between positive attitude towards EF products and purchase intention in context of FMCG sector companies in India.

MARKETING-MIX
Marketing mix is composed of four elements i.e. the 4Ps - product, price, promotion and place (Kotler and Keller, 2009). Marketing-mix modeling permits marketers to understand in which way they have to invest in the 4Ps, such as "what strategies they have to elaborate?" "How to allocate resources for each factor?" in order to satisfy customers' expectations (Kotler and 2009). The present study aims to reveal that each of these four elements (product, price, promotion and place) influence consumers' attitudes and hence their decisions to buy environmental-friendly products. Our study focuses on 'Quality' aspect regarding 'Product' element; 'Willingness to pay extra price' regarding 'Price' element; 'Advertising' aspect regarding 'Promotion' and 'Ease of availability/ Knowledge of its location' regarding 'Place element.
Word of Mouth
The word of mouth is the transmission of ideas, comments, opinions, and information between two people in an informal way, neither one of which is a marketer. It has a great role in promoting the product (including the green products) by influencing the purchase decision. The study proposes to test the hypothesis that the family and friends can influence consumers in their purchase decision of environment-friendly products.
Satisfaction
Satisfaction plays an important role in the attitude of the consumers towards EF products. Satisfaction is the outcome of product quality, performance, price and previous purchase experience.
Conceptual Model
On the basis of the analysis of the literature available about green attitudes and purchase intention, the following conceptual model has been proposed for the study.

FIGURE 1: MODEL OF GREEN BUYING BEHAVIOUR
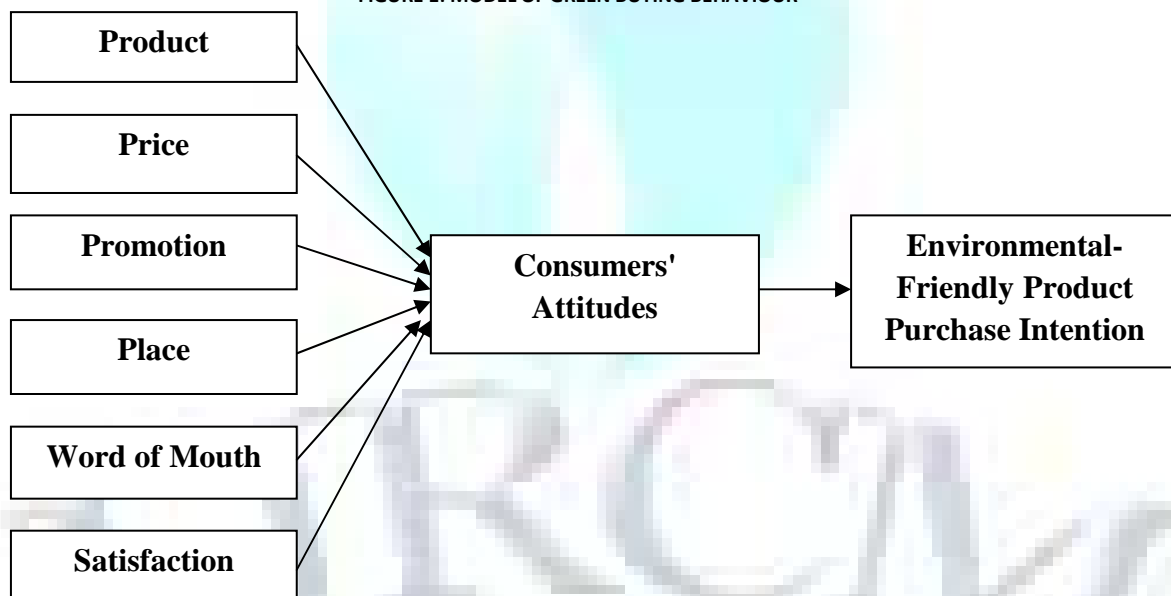
Source: Author

The conceptual model exemplify that the four marketing-mix elements and word of mouth help in consumers' attitude formation regarding green products and ultimately lead to purchase decision. This model is inspired from the study of Wanninayake and Randiwela (2008) and Purohit (2011) with modifications as per the demand of the research objectives.
Accordingly, the following research hypothesis will be tested:
TESTABLE HYPOTHESIS
H1: Product and consumers' attitudes towards EF products are positively correlated.
H2: Price and consumers' attitudes towards EF products are positively correlated.
H3: Promotion and consumers' attitudes towards EF products are positively correlated.
H4: Place and consumers' attitudes towards EF products are positively correlated.
H5: Word of Mouth and consumers' attitudes towards EF products are positively correlated.
H6: Satisfaction and consumers' attitudes towards EF products are positively correlated.
H7: Consumers' attitudes towards EF products and purchase of these products are significantly correlated.

REVIEW OF LITERATURE

This section presents a brief overview of the studies relating to green buying behaviors, attitudes and intentions of the consumers towards the products. First section contains all non-Indian studies pertaining to the subject-matter and the second section gives a brief overview of a few Indian studies.

INTERNATIONAL STUDIES

Follows and Jobber (2000) in their study empirically test a consumer model of environmentally responsible purchase behaviour as a basis to explain attitude formation using covariance structural analysis. The model productively forecast the purchase of environmentally responsible and non-responsible product alternatives. The study confirms a hierarchical relationship from values to product specific attitudes to purchase intention to purchase behaviour. Kollmuss and Agyeman (2002) explores a range of analytical frameworks and external and internal factors that prop up pro-environmental behavior and finds conflicting and competing factors related to consumers' daily decisions. The study concludes that no single definitive model sufficiently explains the gap between environmental awareness and pro environmental behaviour. Baker and Ozaki (2008) review consumer behavior and advertising to identify how consumers are convinced to buy greener products. They conduct their study on 52 mothers who shop at supermarkets and report a correlation between consumer confidence in the performance of green products and their pro-environmental beliefs in general. The findings propose that even though most consumers cannot easily identify greener products, yet they would favor the products of green companies. Ali et. al. (2011) examines consumers' intention to buy environmentally friendly products in Pakistan. The study aims to investigate three things, firstly the hypothesized relationship between predictor and criterion variable i.e. green purchase attitude (GPA) and green purchase intention (GPI), secondly, to determine the relationship of criterion variable and outcome variable i.e. GPI and GPB and finally, to ascertain the moderating effect of perceived product price and quality (PPP&Q) between GPI and GPB. The results confirm that consumers are all set to purchase green products regularly, but these products must perform competitively in the matter of price and quality just like the traditional products. Cheah and Phau (2011) in their study intend to identify the main antecedents and moderators that influence consumers' willingness to purchase environmentally friendly products in Australian university. The results explain that the attitudes towards environmentally friendly products are significantly correlated with three antecedents i.e. eco literacy, interpersonal influence and value orientation. Also, perceived product necessity is identified as an important moderator affecting the relationship between attitudes toward environmentally friendly products and the willingness to purchase these products. Gam (2011) believes that there are many variables that influence Environmental Fashion Clothing (EFC) purchase decisions of the consumers that must be understood for apparel companies to effectively market eco-friendly products. So, the author intends to identify whether fashion and shopping orientation are the determinants of EFC purchase intention. Using factor analysis and a series of linear regression analyses, the study indicates that one fashion orientation factor, two shopping orientation factors, and three environmental concern and eco-friendly behavior factors are considerably connected to consumers' purchase intention regarding EFC. Rahbar and Wahid (2011) examine if the green marketing tools (i.e. environmental advertisement, eco-label and eco-brand) as a variable, affect the consumer's actual purchasing behavior among Penang's consumers (state in Malaysia). The study shows that there exists a significant relationship between trust in eco-label, eco-brand and purchase behavior. It proves that the respondent's trust in eco-label and eco-brand has a positive effect on consumer's actual purchase behavior. Cherian and Jacob (2012) look at the conceptual framework of green marketing and analyze the various ways in which the different consumer attributes are related to the concept of green marketing. The study concludes that it is important to develop strategies and policies in relation to green products and implement them so as to guide and help the retailers and customers towards a green change. Danseh et. al. (2012) aim to assess the linkages between four variables i.e. approach toward purchasing green products, subjective norms, perceived behavioral control and past experiences with green products and tendency to purchase these products and the contribution of those variables in this attitude. The findings of the study prove that all variables have a positive correlation with attitude to purchase green products. The study also predicts the contribution of each variable. Suki (2013) aims to look at the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. The study was undertaken on the basis of responses from the students in a public university in the Federal Territory of Labuan, Malaysia. The results validated the fact that consumers' purchasing decision of green products are significantly influenced by awareness of price and brand image.

INDIAN STUDIES

Jain and Kaur (2004) attempt to make an evaluation of the level of environmental awareness, attitudes and behaviour prevalent among Indian consumers. The study finds that there is a high level of environmental concern and behaviour and the Indian consumers have been greatly influenced by green communication campaigns. They show willingness to take environmentally friendly actions, seek environment related information, and follow activities that aid in conserving the environment and preventing pollution. Manaktola and Jauhari (2007) investigate the factors influencing the consumer attitude and behaviour towards green practices in the lodging industry in India and also survey the consumers' intentions to pay for these practices using quantitative and qualitative research methodology. Their study put forth the fact that Indian consumers using hotel services are conscious about environmentally friendly practices in India as they patronize the hotels that have adapted green practices. But they are not willing to compromise on service quality nor do they want to pay extra for these services. Ishaswini and Dutta (2011) in their study determine the Indian consumers' pro-environmental concerns, knowledge of environmental issues and awareness of eco-friendly products and explore if pro-environmental concerns among consumers are predictive of their green buying behaviour. The results point out that consumers' pro-environmental concerns and awareness towards eco-friendly products considerably affect their green buying behaviour. Mannarswamy (2011) studies the awareness level of the customers on green products in Coimbatore and to evaluate the customers' attitudes towards the these products with the help of primary as well as secondary data. The study finds that even though the customers in Coimbatore are aware of environmental problems and green products in the market but there is not much improvement in their attitude and behavior towards the green purchase. Mahapatra (2013) empirically examines the attitude of Indian consumers towards the environment and attempts to understand the factors that influence environment conscious behaviour for green products. The study shows that the most significant factors influencing consumers' green buying are personal benefit, price, convenience of use, performance, availability, concern for environment and health concern. These factors along with product category have significant influence in determining the total premium that an individual is willing to pay for green products.

DATA & METHODOLOGY

The study requires collection of data on each of the four marketing-mix elements, also on other factors like word of mouth, in order to examine which factors affect attitudes and purchase intention of green products, and to what extent. For this purpose, the study utilizes a quantitative research design which involves data collection based on a survey and the further analysis and testing of data in connection with the research objectives. The sample consists of 400 respondents belonging to Delhi who were selected on the basis of convenience random sampling. The respondents were asked to fill a well-structured closed- ended questionnaire consisting of questions divided into two parts. The first part contained demographic information and the second part contained questions relating to the perception, attitudes and the purchase intentions of the respondents on environmental-friendly products. Each question is measured on five-point Likert scale with response options ranging from strongly disagree to strongly agree or from less purchased to more purchased. Prior to further data collection, researcher conducted a pilot study to test the suitability of the instrument used in this study. A total of 382 completed and validated questionnaires were received. After the data collection, the responses are processed and analyzed with the help of IBM SPSS Statistical Software. After analyzing the demographics of the data, the reliability of the responses are tested using Cronbach's Alpha and then the responses are evaluated and processed using factor analysis and multiple regressions so as to examine and measure the impact of different independent variables (Product, Price, Promotion, Place, Word of Mouth) on the dependent variable(purchase intention of environmental-friendly products).

ANALYSIS & INTERPRETATION OF RESULTS

This section contains analysis and interpretations of the results through different measurements. The sample consists of 382 responses, the demographic details of which are tabulated below in Table 1:

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TABLE 1: COMPOSITION OF THE SAMPLE ON THE BASIS OF DEMOGRAPHIC FEATURES

Gender		Male	Female		
	Actual Number	157	225		
	Percentage	41%	59%		
Age		**18-25**	**26-45**	**46 and above**	
	Actual Number	180	168	34	
	Percentage	47%	44%	9%	
Status		**Employed**	**Unemployed**	**Student**	**Retired**
	Actual Number	153	15	210	4
	Percentage	40%	4%	55%	1%
Income		**Yes**	**No**		
	Actual Number	199	183		
	Percentage	52%	48%		

The Demographic findings are listed through the points below:
1) There are more women (59%) than men (41%), but the difference is not high.
2) The sample consist of 47% respondents between the age group of 18 to 25 years (mostly comprising of the students); 44% of the respondents belong to the age group of 26-45 years and very less percentage i.e. 9% belong to the age 46 and above.
3) More than half of the respondents (55%) are students; the second most important group comprises of the employed people (40%); whereas there is minority of unemployed (4%) and retired (1%) persons.
4) 52% of the respondents have some income whereas 48% have no income.

In order to compare the means of two groups of variable (like male and female) and to check if there is no effective difference between these means, an independent and paired sample t-test has been used in the study. If the level of significance is more than 0.05, it means there is no difference, whereas, if it is less than 0.05, the difference is significant. The findings of the t-test indicate that:
1) Even though the females buy more EF products i.e. food/health care/cleaning products (looking at the mean values), the results of t-test show that no significant difference was there (P>0.05).
2) There are significance differences between the ages of our respondents (p<0.05). The main differences are between the age group 18-25 years which is relevant because the majority of our sample is in this age group as (P Value is <. 0.05).
3) There was no significant difference in status; the category 'Employed' and 'Student' have the more close value to the level of significance as (P Value is > 0.05)..
4) People having income have more frequency to buy EF products compared to people without income so there exists significant difference between the groups as (P Value is < 0.05).

CRONBACH'S ALPHA AND SIMPLE CORRELATION

To test our research hypothesis, we need to link every marketing mix element and the word of mouth and satisfaction to the attitudes and the purchase intentions (actions) of the consumers regarding environmental-friendly products. As such, we collected data on some items corresponding to each of these factors to create new variables for the study. Firstly, the reliability of our data is tested by using the Cronbach's alpha which demonstrates an internal consistency between the variables and ensures minimum errors and stable results. The results of Cronbach's Alpha test are exhibited in Table 2:

TABLE 2: RESULTS OF CRONBACH'S ALPHA TEST ON DIFFERENT VARIABLES

Variables	No. of Items	Cronbach's Alpha
Product (quality)	3	0.684
Promotion/Advertisement	2	**0.785**
Place	2	0.69
Word of Mouth	2	**0.748**
Attitude	5	**0.775**
Purchase Frequency	3	0.643
Price	1	NA

The results show that for the variables advertisement, word of mouth and attitude, the Cronbach's alpha values are more than 0.700, which means that the reliability between items are consistent enough. However, for the variables product quality, place and purchase frequency, the values are above 0.600 but less than 0.700, which indicate a weak level of internal consistency between the items. But as we cannot omit out these variables to test our hypothesis so we will accept this alpha.

After vouching the internal consistency of the variables we calculate correlation of the variables, the results of which are shown in Table 3. This exhibits Pearson's correlation of different variables with the dependent variable *'Purchase Intention'*.

ANALYSIS OF THE RESULTS HIGHLIGHTS THAT:
1) 'Product Quality' which comprises of three items i.e. 'Environment-friendly products are healthy', 'Good performance of these products' and 'Superior performance in comparison to the conventional products' is positively correlated with the purchase intentions of EF products. (H1)
2) 'Price' comprises of one item 'Willingness to pay extra price for EF products' shows positive and good moderate relationship with the purchase intentions. (H2)
3) 'Place' comprises 'Easy availability of EF products' and 'Knowledge of the location of these products' also shows a positive relationship with the purchase intentions. (H4)
4) 'Promotion/Advertisement' comprises of 'I pay attention to EF advertising, and 'I believe in such advertising' also shows a positive relationship with the purchase intentions. (H3)
5) The variable 'Word of Mouth' comprises of two items 'I listen to the opinions of family/friends regarding EF products' and 'I pay attention towards that' is also positively correlated with the purchase intentions. (H5)
6) Another variable 'Purchase Frequency of Environment-friendly FMCG products' is composed of the purchase frequency of 'food', 'health care/ cosmetic products' and 'cleaning products' also shows a positive correlation with the purchase intention. (H6)
7) The variable 'Attitude' comprises of the items like 'Improves image on using these products', 'Feel trendy on buying these products' etc. This also shows a positive correlation with the purchase intentions. (H7)

TABLE 3: RESULTS OF PEARSON'S CORRELATION OF THE VARIABLES WITH PURCHASE INTENTION

Variables		Pearson's Correlation* with Purchase Intention
Product Quality	Correlation	0.432
Place	Correlation	0.369
Purchase Frequency of environment-friendly FMCG products	Correlation	**0.671**
Attitudes (Word of Mouth and Advertising)	Correlation	**0.693**
Satisfaction (On the environment-friendly products bought)	Correlation	**0.768**
Price (Willingness to pay extra price)	Correlation	**0.578**

* significance for all variables=.000

MULTIPLE REGRESSION AND ANOVA

In commensurate with our research objectives, we need to determine the factors affecting the purchase intention of Environmental Friendly (EF) products and the factor/s that have most important effect on purchase intention, so we use multiple regression for that purpose.

TABLE 4: MULTIPLE REGRESSION - MODEL SUMMARY

SUMMARY OF RESULTS			
Model	R	R^2	Adjusted R^2	Std. Error of Estimates
1	0.767	**0.588**	.549	.768

TABLE 5: RESULTS OF ANOVA

	Sum of Squares	Mean Square	F	Sig.
Regression	128,445	18,409	31,190	**0.000**
Residual	99,3453	.567		
Total	2137015			

Dependent Variable: Purchase intention of EF products

Table 4 and 5 show the results of multiple regression and ANOVA. The R^2 is equal to **0.568** which means that 58.8% of the variance of the purchase intention of EF product is explained by six variables of our model, so it is a satisfactory result. The significance of this result is confirmed by looking the ANOVA table, with a level of significance equal to 0.000 (Table 5).

TABLE 6: MULTIPLE REGRESSION- COEFFICIENTS

Coefficients									
Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.	Correlations		Collinearity Statistics	
	A	Std. Error	Beta			Partial	**Part**	**Tolerance**	**VIF**
(Constant)	-0.531	0.448		-1.224	0.183				
Product Quality	0.018	0.110	0.011	0.157	0.899	0.014	0.008	0.755	1.329
Place	0.102	0.076	0.072	1.366	0.188	0.105	0.068	0.895	1.120
Purchase Frequency	0.393	0.078	**0.298**	**5.089**	0.000	0.367	**0.248**	0.757	1.323
Attitude (Word of Mouth and advertising)	0.327	0.092	**0.245**	3.538	0.001	0.267	0.179	0.436	1.678
Satisfaction	0.334	0.075	**0.276**	**4.541**	0.000	0.332	0.232	0.711	1.406
Price/Willingness to pay premium	0.217	0.062	**0.206**	**3.423**	0.001	0.256	0.175	0.732	1.372

By looking at the values of beta in table 6, a comparison can be made of the factors which contribute more or less to the variance of purchase intention. Looking at the results, it can be stated that purchase frequency (Beta=0.298) and satisfaction (Beta=0.276) contribute significantly towards the purchase intention with a significance equal to 0.000 (<0.01). Consumers' attitude (Beta=0.245) and willingness to pay premium/price (Beta=0.206) also influence the purchase intention significantly with a level of significance 0.001 (<0.01). However, product quality (Beta=0.011) and place (Beta=0.072) have no contribution towards the purchase intention of EF products (level of significance>0.01).

Thus, our model explains 58.8% (more than half) of the variance of the purchase intention. Out of it, purchase frequency explains 6.15% (Square of Part correlation) of the variance, followed by satisfaction 5.38% and attitudes (Word of mouth) 3.2%. Thus, purchase frequency of FMCG EF products makes the biggest contribution, followed by satisfaction, attitudes and price. As such, the model explains that the factors which contribute the most towards the purchase intention of EF products are satisfaction through their past experience with the product, word of mouth i.e. communications from their peers and family as well as the promotion through advertising.

FINDINGS OF THE STUDY

The main objective of the study was to investigate the factors from the marketing-mix used by the FMCG companies in India to influence the consumers' purchasing attitudes towards environmental-friendly (EF) products and also the extent of their influence, besides exploring the influence of other factors like word of mouth and satisfaction. A modified research model has emerged that has added a new dimension to the well-accepted marketing-mix model in the name of 'word of mouth' and 'satisfaction'. Going back to the research hypothesis, we find that:

1) Regarding Product/Product Quality, the empirical results show that even though consumers think that EF products are good for the environment (looking at the mean value) i.e. they have a positive attitude towards these products, but they believe that conventional products are more efficient than eco-friendly ones. Also, the results of multiple regression prove that product quality has no significant contribution towards the purchase intention of EF products(Beta=0.011), even though a correlation (=0.432) exists between the two variables. So, we can partially accept our hypothesis H1. Thus, consumers do not buy green products for their quality attribute, but for other reasons discussed below. As far as the product quality is concerned, green consumes will not compromise on it, so businesses must enhance green product quality as well as focus on environmental benefits of a product, and share these aspects with customers in order to achieve the recognition in the market. (D'Souza., Taghian & Lamb, 2006).

2) Regarding Price/Willingness to pay extra price, the results reveal that majority of our sample is willing to pay extra price for EF products, thus, they have positive attitudes towards the price aspect and they are ready to pay more for products that have positive effects on the environment. The results reveal that price contributes significantly (Beta=0.206) to explain the variance of purchase intention. So, we can accept our hypothesis H2. Indeed people having an income are more willing to pay an extra price than people without an income, which is logical also. As more than half of our sample consists of people having income, our results can be generalized.

3) Regarding Promotion/Advertising, our results show that Advertising was positively related to purchase intention. There are significant differences among our sample, as people having an income usually pay more attention and they believe in green advertising. Indeed advertising is a part of Attitude and this attitude is one of the independent variables, used in our multiple regression, which explains the most significance contribution (Beta= 0.245) to the variance of purchase intention. So, we accept out hypothesis H3.

4) 'Place' which comprises 'Easy availability of EF products' and 'Knowledge of the location of these products' has low Cronbach's alpha(0.69) in comparison to the other variables. Also, there exists a low correlation between place and purchase intention(0.369) indicating that a weak correlation is there between

these variables. So our hypothesis H4 could be partially accepted since consumers seem to know well where the EF products are but this information does not lead to purchase i.e. it has no relationship with the purchase intention. Thus, companies should pay more attention on the proper display of EF products to reach the potential consumers.

5) The study shows the importance of 'word of mouth' as people pay much attention to the opinion of their family and friends concerning EF products as well as they recommend them to others. The variable 'Attitude' composed of 'word of mouth' and 'advertising' has a positive correlation with the purchase intention (0.0693). Consequently, we accept hypothesis H5.

6) The findings show that satisfaction was positively correlated to purchase intention (Pearson coefficient= 0.768). As per the results, the purchase frequency of EF products and satisfaction explain the most contribution to the variance of purchase intention. It means that the more people buy EF products and the more they are satisfied about their previous purchases the more they are willing to repeat purchases that can lead to brand loyalty toward these brands. So, we can accept our hypothesis H6 that assumes that satisfaction towards EF products leads to purchase intention of these products.

7) The survey shows that the variables 'price', 'promotion', 'word of mouth' and 'satisfaction' are positively and significantly influencing the attitudes and hence the purchase intention of EF products. However, in case of 'product quality' and 'place', we cannot fully accept the hypothesis, So, we cannot fully accept our hypothesis H7 because people have enough positive attitudes towards EF product quality, but it may not necessarily be converted into purchase intention.

SUMMARY & CONCLUSIONS

Business sustainability is the concept that has received substantial attention from both academicians and practitioners, and environmental concerns have brought about changes in consumer demands and behaviors. (Mendles and Polonsky, 1995). The present study illustrates that the key factors influencing the attitudes and purchase intentions of the environment-friendly products are satisfaction from the past experiences, promotional activities/advertising and word of mouth communications by friends, family and peers. Positive attitudes regarding willingness to pay extra price for EF products are also correlated with purchase intention. Also, product quality and place aspect should not be neglected by the organizations in the process of new product offering to the customers. Thus, organizations aiming to increase market penetration for their EF product offerings should develop campaigns intended at rising concern about environmental quality in the consumer base. The study can enable marketing managers to plan the pertinent marketing strategies on marketing mix elements so as to satisfy the prospective target market, thereby earning profits for themselves. They can bring out suitable and superior environmental-friendly products in the market to take care the environmental concerns. The research would be of great help to the companies in FMCG sector as they get an idea about the best marketing strategies that they can adopt to understand the consumers' attitudes and purchase intentions towards environmental-friendly products. Also, these companies will have insight about how to profile environmental-friendly consumers in India and to develop effective messages that will functionally and emotionally appeal to their target customers.

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