

A STUDY ON CONSUMER BEHAVIOUR IN RELATION TO GREEN PRODUCTS REGARDING FMCG SECTOR

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Abstract: *Environmental issue is a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing about the green marketing tools and its sustainability as well as Consumer behavior in relation to green products regarding FMCG sector. Lastly, firm will be benefited once green marketing strategy is applied.*

Keywords: *Green marketing, sustainability, green marketing tools, consumer behaviour, Marketing strategy.*

1. INTRODUCTION

Green Marketing is the most latest and popular trend market which facilitated for the environment-friendly in individual, animal and planet. Due to increase in climate change and global warming, the public concern for environmental problems is continuously increased over the past decades. The businesses and consumers have started to use eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment.

For instances, the firms remain to introduce different forms of green packaging programs through the recommendation of recyclable and reusable packages as the importance of green marketing to market success has been increased. Therefore, consumers are becoming more conscious towards their environmental approaches, desires and purchases. Therefore, this has led to increased motive of consumers to purchase environmentally friendly products and services. The consumers have become more interested with the importance of natural environment and are understanding that their production and consumption purchasing behavior will have direct impact on the environment. As a result, the increasing number of consumers who are willing to buy environmentally friendly products are building opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as an element of their value proposition.

What is Green Marketing?

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

Objective of the study : The main objective of the study is to know about the consumer behavior towards the green products.

Methodology: primary data and secondary data are used to analyze the consumer behaviour towards green products.

Methods of data collection: Data has been collected from various journals, articles, publications and through questionnaire.

2. GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

The American Marketing Association (AMA) defines green marketing as marketing of products that are believed to be environment-friendly, which organizes into various activities such as product adjustment, modification of production processes, packaging, labeling, advertising strategies as well as increases awareness on compliance marketing amongst industries. According to Business Dictionary, the definition of green marketing is promotional exercises intended at taking benefits of shaping consumer behavior towards a brand. According to the World Commission on Environmental Development (1978), Sustainable Development defines “meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. The typical idea during the whole of this strategy of sustainable development is the desire to merge economic and ecological developments in decision making by constructing policies that conserve the standard of agricultural advancement and environmental conservation. The environment conservation for the current and the future generation is all about the outcome product of green marketing

3. GREEN MARKETING TOOLS

Eco-label, eco-brand and environmental advertisement are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products

a) Eco-labeling

Eco-label is one of the important green marketing tools used on eco-friendly products. Eco-label is characterized as a tool for consumers to assist the progress of making a decision to choose eco-friendly product. It also allows them to understand how the process of products are made. Environmental labels are used by marketing to facilitate the labeling of green products. Labels made up of a series of small pieces of paper, up to very complicated diagrams that are involved as a part of the goods packaging. Labels can include merely the brand products or a series of mixed information. Environmental labels allow consumers to easily distinguish environmentally friendly products over normal standard products. The recognition of eco-label has a positive impact between the information of a green product and consumer’s willingness to buy.

b) Eco-brand

The American Marketing Association interprets a brand as “a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor.” This description can be concluded for the eco-brand as well. Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact.

c) Environmental advertisement: In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers’ purchasing behavior that will strongly encourage consumers to buy products that are eco- friendly to our environment.

4. BENEFITS OF GREEN MARKETING

Green marketing has lot of important benefits:

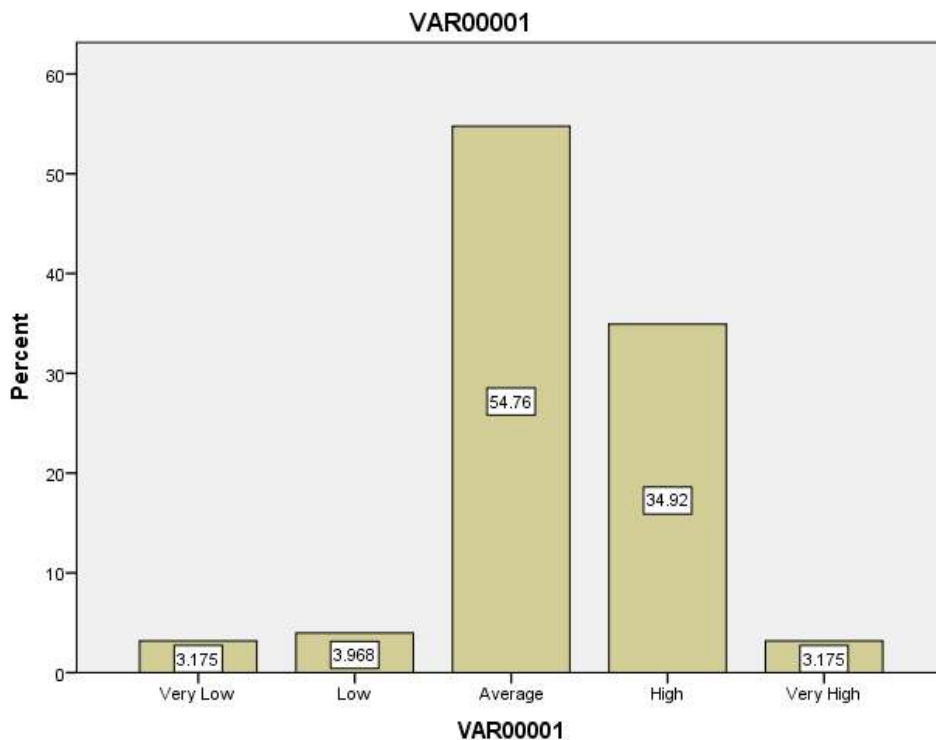
- *First benefit is, revenues were increased.
- *costs were reduced.
- *Getting tax breaks and loans from government.
- *World salvation.

TABLE: 1 How would you describe your level of awareness about green products

Statistics

VAR00001

	Valid		126
N	Missing		0
Mean			3.3095
Median			3.0000
Std. Deviation			.74258
Variance			.551



Interpretation:

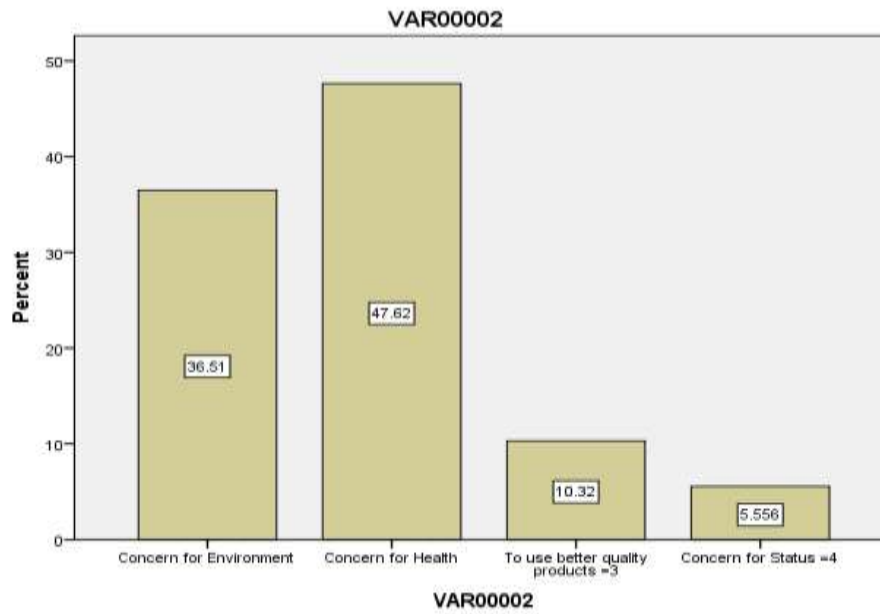
From this table we can say that there is an average awareness about green products among people.

TABLE: 2 What is your motive towards Green products

Statistics

VAR00002

	Valid		126
N	Missing		0
Mean			1.8492
Median			2.0000
Std. Deviation			.82041
Variance			.673



Interpretation:

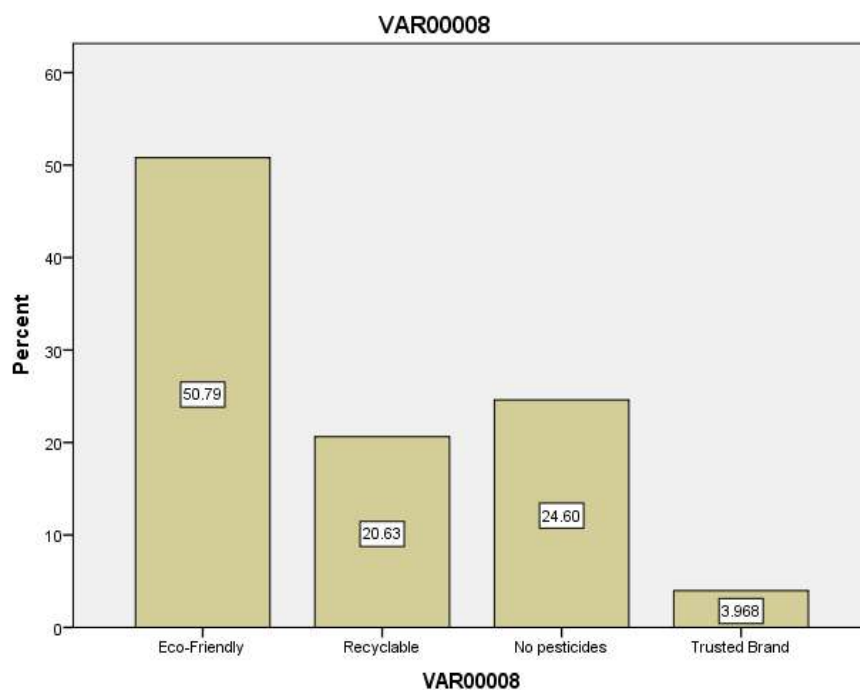
From this we can say that motive towards green products is Concern for health

TABLE: 3 what are the features you look for in green products

Statistics

VAR00008

N	Valid	126
	Missing	0
Mean		1.8175
Median		1.0000
Std. Deviation		.94149
Variance		.886



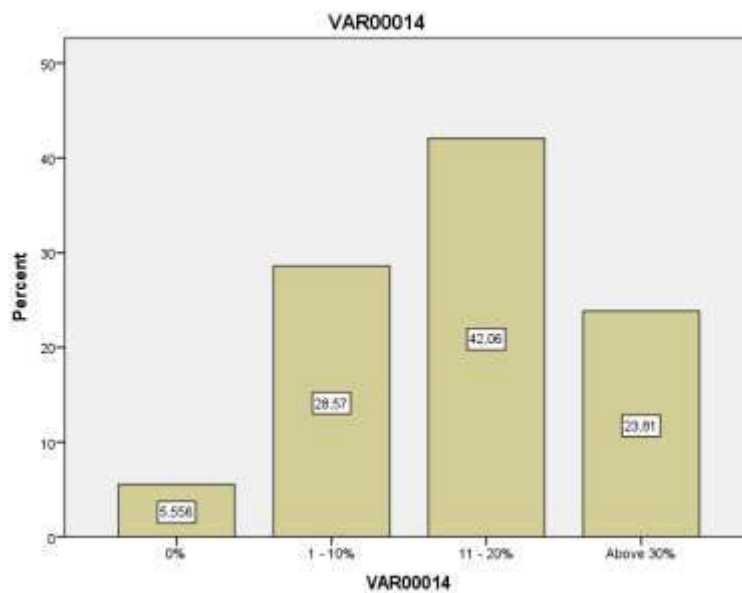
Interpretation:

From this table we can depict that Eco- friendly is the main feature for green products to attract people.

TABLE: 4 How much are you willing to pay more for Eco-Friendly FMCG products

Statistics
VAR00014

N	Valid	126
	Missing	0
Mean		2.8413
Median		3.0000
Std. Deviation		.85241
Variance		.727



Interpretation:

From the above data we can depict that people are ready to spend 11-20% for Eco-Friendly FMCG products

5. CONCLUSION:

Green marketing is a tool used by many companies to increase their competitive advantage as people nowadays concerned about their health as well as on environment. It is not only an environment protection tool but also a marketing strategy. companies can create more awareness to customers regarding green marketing and increase their sales as well as protect the environment.

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