



# **A STUDY ABOUT THE AWARENESS LEVEL OF CONSUMERS TOWARDS FAST MOVING CONSUMER GOODS (WITH SPECIAL REFERENCE TO KAITHAL DISTRICT)**

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## **ABSTRACT**

*The increase in population, the planet is pressurized with heavy consumption of goods and services; this is leading to degradation of Environment of the Planet. Imbalance is causing due to heavy depletion of natural resources which leading to problems of Climate Change, Global Warming, Disasters like Tsunami and Earthquakes etc, Thus there are many issues and problems which are posing problems to all the countries on the earth. In recent days, environmental issues have received a great deal of discussion in the field of marketing. When the society becomes more concerned with the natural environment, businessmen have begun to modify their behavior to address the society's new concern. With the growing awareness about the implication of global warming, non-bio degradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources. The research study took place in Kaithal district of Haryana. A questionnaire is designed in order to find out the awareness level of consumers towards green FMCG products in order that 100 respondents were taken for the study.*

*Key words: Eco-friendly products, consumer awareness, social responsibility.*

## INTRODUCTION

American Marketing Association held the first workshop on “Ecological marketing” in 1975. The proceedings of this workshop resulted in one of the first book on green marketing entitled “Ecological marketing”. Now, today both buyers and sellers have developed the concern about the future of the world and as its effects on customers buying attitude for preferring environment friendly or eco-friendly products. By considering this change in preferences of customers the production companies have changed their production process and are tending to produce more eco-friendly products. This Green policy caused to adopt broad range of activities like:

1. Product modification
2. Change in production process
3. Packaging changes
4. Modifying the advertisements.

Fast Moving Consumer Goods (FMCG) is considerably a large sector in the Indian economy. FMCG also known as Consumer Packaged Goods (CPG), are products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. In India the FMCG sector has to open their eyes on eco-friendliness.

## GREEN CONSUMER

Increase in awareness about Green Products and their beneficial characteristics given rise to Green Consumers, “Green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.” Elkington (1993: 94).

The traditional consumer journey has evolved dramatically over the years, with eCommerce fundamentally changing the way consumers purchase products. While we have often heard the phrase that “consumer is king”, it’s truer now more than ever. With brands competing to win larger customer shares, consumers can make a choice from thousands of brands for similar products.



Figure: 1

## ECO-FRIENDLY GREEN PRODUCTS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

Thus at broad level the characteristics of green product can be enumerated as below:

- Products those 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 chemicals.
- 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.

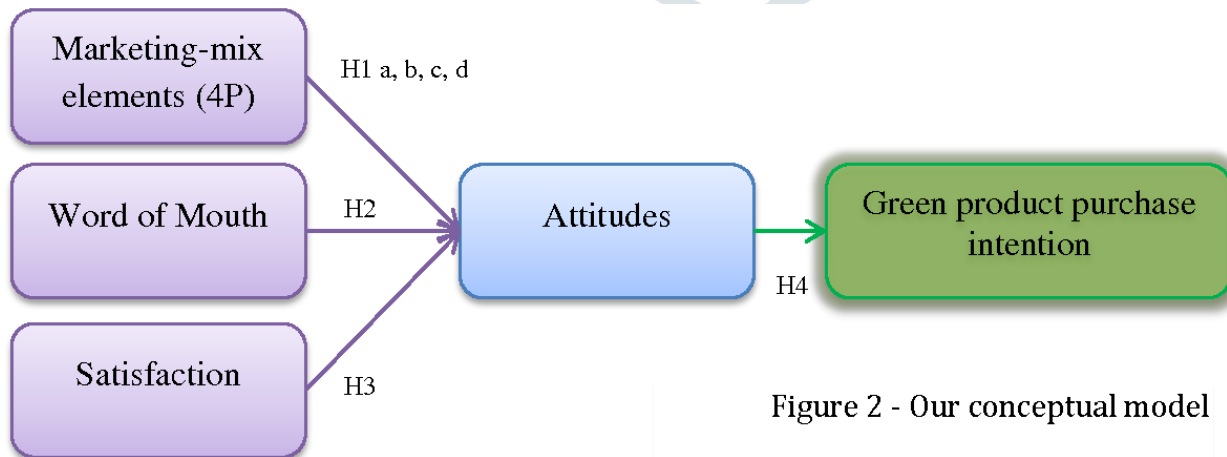


Figure 2 - Our conceptual model

## LITERATURE REVIEW

Environmental marketing is also known as Green Marketing, sustainable marketing and ecological marketing. 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”. Worldwide evidence indicates people are concerned about the environment and are changing their behavior accordingly (Polonsky, 1994). (Brudtland commission, 1987), development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Rowell, 1996). Green or environment marketing consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky 1994). (Peattie (2001), described evolution of Green marketing in 3 phases. First phase is termed as “Ecological” green marketing and during this period all marketing activities are concerned to help environmental problems and provide remedies for environmental problems. Second phases “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovation new products, which take care of pollution and waste issues. Third phase was “sustainable” green marketing came into prominence in the late 1990s and early 2000. “Product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment is known as Green products or eco-friendly products (Elkington, 1999). There is a growing interest among the consumers all over the world for protection of the environment. The green consumers are the main motivating force behind the green marketing process. It is their concern for environment and their own well being that drives demand for eco-friendly products, which in turn encourages improvements in the environment performance of many products and companies (Sudir Sachdev,2011). FMCG sector is a considerably large sector in the economy which has to open their eyes on eco-friendliness. The FMCG sector is one of the growing industries that concern about the green marketing issues (Ramanakumar, 2012). Green marketers can attract customers on the basis of performance, money savings, health and convenience or just plain environmental friendliness, so as to target a wide range of green consumers.

## OBJECTIVE

The main objective of the study is to know the level of awareness of customers regarding green FMCG products.

Hypothesis:

1. H1: “There is a significant relationship between personal factors and sources of awareness towards green FMCG product”.
2. H2: “There is a significant relationship between personal factors and media of awareness towards green FMCG products”.

## METHODOLOGY OF THE STUDY

- i) **Area of the study:** Area of the study refers to Kaithal city which is known for development of various industries such as motors, pump sets, flour mills and oil mills etc. The city has become a hub of educational institutions attracting many numbers of students across the country and the world.
- ii) **Sources of data:** The study involves primary data only. For the purpose of the study, the data were collected from 100 respondents who are using green products.
- iii) **Sampling design:** For the purpose of the study, 100 respondents were selected using convenience sampling method.
- iv) **Tools for analysis:** Percentage analysis, Chi-square analysis, Average score analysis, Multiple regression analysis and Analysis of variance are the statistical tools used in this study.

## RESULTS

- Majority of the respondents selected for the study are male.
- Maximum of the respondents selected for the study belonged to the age group of 25-40 years.
- Majority of the respondents selected for the study are college level.
- Maximum of the respondents selected for the study are doing business.
- Maximum of the respondents selected for the study belonged to the income level of below 30,000.
- Majority of the respondents selected for the study are married.
- Maximum of the respondents selected for the study have one child in the family.
- Maximum of the respondents selected for the study have family size of five & above members.

## Buyer / Consumer Decision Process

How a Consumer Makes Purchase Decisions?

Need Recognition / Problem Recognition

Information Search

Evaluation of Alternatives

Purchase Decision

Post-Purchase Evaluation

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Figure: 3

## RESULTS OF CHI-SQUARE ANALYSIS

- All the personal factors except gender have significant influence on the source of awareness about green products.
- All the personal factors except gender, age group, income level, number of children in the family and size of the family have significant influence on the media of awareness about green products.

## SOME OTHER FINDINGS OF THE STUDY

The summary of findings has lead to the following conclusions:

Rural Areas are rapidly getting transformed to Semi Urban Areas very rapidly.

1. The level of awareness about green marketing and green FMCG products is considerably high of consumers in Semi Urban Area of Kaithal District.
2. The demand for FMCG products is considerably increasing and therefore the size of market for green FMCG products in Semi Urban Areas in increase in its size by an average of 8 %.
3. The companies have low level of reach to consumers in Semi Urban Area of District Kaithal.
4. Present efforts in respect of Promotion and Physical Distribution are not satisfactory as compared to the expectations of Consumers and Retailers in Semi Urban Areas in Kaithal District.
5. There is a need to create Bondage with Youth in this area as they are the consumers of Today and of the future.

## CONCLUSION

Going green has become the new success mantra and is being discussed by people from all walks of life. The above study indicates that the consumers of Kaithal district of Haryana are aware about the eco-friendly FMCG products and they have more concern for eco-friendly products. The study shows they are identifying the eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for Environmental marketing. The government, the organization and the customers has to put hands together in creating awareness of eco-friendly products.

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