



# CONSUMER PERCEPTION TOWARDS GREEN MARKETING PRODUCTS IN FMCG SECTOR IN TAMILNADU WITH SPECIAL REFERANCE TO NAMAKKAL DISTRICT

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**Abstract :** There is a growing awareness among people all over the world regarding the requirement of green marketing, environmental marketing, and ecological marketing, all of which share the same significance for the study sector. Green marketing is a marketing strategy that is made up of environmentally friendly practices. Despite the fact that environmental issues have an effect on almost every activity that consumer participate in their lives today, they still continue to engage in these many activities. For the Indian business discipline, the fast-moving consumer goods (FMCG) industry is a very large sector in the economy that has to learn more about being environmentally friendly. This is especially true from the perspective of the Indian business discipline. Given that the natural environment is growing more complicated as a consequence of environmental degradation and unethical commercial practices, consumers and business organizations are now becoming increasingly concerned about the natural environment. This is because of the fact that the natural environment is becoming more complicated. In an effort to address the "new" concerns that contemporary society has, businesses have begun to make modifications to the manner in which they conduct themselves. The fast-moving consumer goods (FMCG) industry is one of the growing businesses that is concerned about the issues that come with green marketing. Environmentally friendly components are being used as effective marketing strategies by the vast majority of marketing professionals nowadays. As a result of this, the objective of this study is to investigate the perspectives of consumers in the fast-moving consumer goods business about products that are favourable to the environment.

**IndexTerms - Environment, Marketing, Consumer, Industry, FMCG.**

## I. INTRODUCTION

Green marketing, also known as environmental marketing or ecological marketing, refers to the process of selling products and/or services based on their environmental benefits. It involves a broad range of activities, including product modification, changes to the production process, sustainable packaging, and modifying advertising. Green marketing aims to appeal to environmentally conscious consumers by highlighting a company's commitment to ecological preservation and responsible business practices. Some key aspects of green marketing include developing and promoting eco-friendly products this includes creating products with minimal environmental impact, such as those made from recycled materials, using renewable energy sources, and reducing waste. Adopting sustainable business practices This involves reducing carbon footprints, using energy-efficient practices, and minimizing waste throughout the entire production and distribution process. Communicating environmental benefits to consumers This includes

transparently communicating the environmental benefits of products and services through advertising, labelling, and other marketing channels. Green marketing has become increasingly important in recent years due to growing consumer awareness of environmental issues and the demand for sustainable products and services. It offers businesses an opportunity to differentiate themselves from competitors, enhance their brand image, and contribute to a more sustainable future.

## GREEN MARKETING IN TAMIL NADU

- **Growing Environmental Awareness:** Tamil Nadu has a strong environmental consciousness among its population. Concerns about pollution, climate change, and resource depletion are increasingly prevalent.
- **Government Initiatives:** The Tamil Nadu government has implemented various policies and initiatives to promote sustainable practices, including bans on single-use plastics, promoting renewable energy, and encouraging waste reduction.
- **Consumer Demand:** A growing segment of consumers in Tamil Nadu actively seeks out eco-friendly products and services. They are willing to pay a premium for products that are environmentally friendly and ethically produced.

## CONSUMER PERCEPTION OF GREEN MARKETING

Consumer perception towards green marketing is a complex and multifaceted issue, influenced by various factors such as cultural background, socioeconomic status, environmental awareness, and personal values.

- **Environmental Responsibility:** Many consumers view green marketing as a positive step towards environmental protection and sustainability. They appreciate companies that prioritize eco-friendly practices and offer products with minimal environmental impact.
- **Health and Safety:** Consumers often perceive green products as healthier and safer for themselves and their families. This is particularly true for organic food, natural cosmetics, and non-toxic cleaning products.
- **Social Responsibility:** Green marketing can be seen as a way for companies to demonstrate their commitment to social responsibility and ethical business practices. This can enhance brand image and customer loyalty.
- **Innovation and Quality:** Some consumers associate green products with innovation and higher quality. They believe that companies that invest in sustainable practices are also more likely to invest in product development and improvement.

## FMCG PRODUCTS MANUFACTURING COMPANIES IN TAMILNADU

Tamil Nadu is home to a thriving FMCG manufacturing sector, with a diverse range of companies operating within the state. Here are some prominent examples:

- **Hindustan Unilever Limited (HUL):** A leading FMCG giant with a significant presence in Tamil Nadu, manufacturing a wide range of products including soaps, detergents, personal care items, and foods.
- **ITC Limited:** Known for its diverse portfolio of FMCG products, including food, beverages, personal care, and stationery. ITC has manufacturing facilities and operations in Tamil Nadu.
- **Nestlé India:** A major player in the food and beverage industry, with manufacturing units and a strong distribution network in the state.
- **Procter & Gamble (P&G):** A global FMCG company with a presence in Tamil Nadu, manufacturing products like detergents, personal care items, and health and hygiene products.
- **Cavinkare Private Limited:** A leading regional player known for its hair care brands like Meera and Chik.
- **Priya Foods:** A prominent player in the packaged foods industry, known for its snacks and ready-to-eat meals.

This is not an exhaustive list, and many other smaller and medium-sized enterprises contribute significantly to the FMCG manufacturing landscape in Tamil Nadu.

## REVIEW OF LITERATURE

**P. Asha and Dr. R. Rathiha (2017),** They discovered that although consumers have a positive inclination toward green products, they lack sufficient knowledge of environmentally friendly products. Therefore, marketers must identify consumer environmental needs and ultimately develop products that are environmentally safe and quickly decompose in the environment.

**Dr.B.Nagaraju and Thejaswini H.D (2016)** identified that consumers mostly buy green products because it boosts their health and they have a positive attitude towards it. Product labels and outdoor advertisements play a major role in informing them about environment friendly products.

**Subooh Yusuf and Zeenat Fatima (2015)** observed that the consumers are of the opinion that green products have a positive impact on the environment and health of the consumers. They have easy access to it and it has better quality and has a reasonable price. Lastly, its performance is better than non- green products.

**ML Ashok and Dr. T Aswathanarayana (2018)** identified that consumers prefer green products on two factors, first it should be environment friendly and second ML Ashok and Dr. T Aswathanarayanaa

(2018), They discovered that buyers like eco-friendly products based on two criteria: first, they should be environmentally beneficial, and second, their prices should be comparable to those of traditional products.

**Milind T. Phadtare (2008)**, According to the research of Milind T. Phadtare, the desire for variety is a significant factor in why first-time purchasers' choices differ from those of regular customers. First-time purchasers place more value on utility, long-term thinking, and cost than do repeat buyers. Repeat customers are more attracted to features like technology and design, performance, and comfort than are first-time buyers.

**A.V.Tak&V.B.Tak (2010)**, He stated that A farm is said to be organic if it has a structure that is modelled after a natural system that possesses the integrity, independence, and benign dependency of an organism. The entire process of organ farming and its repercussions on human society are covered by the economics of organic agriculture, including societal costs, unforeseen consequences, and knowledge asymmetries as well as economies of scale.

**Martin Wright (2011)**, Martin Sustainability has lost its cachet in a world with diminishing natural resources. Business logic would support it. Fast adaptation is a hallmark of top companies. The environmental impact of Unilever has been pledged to be cut in half by 2020 yet sales are also expected to double. In the future, Wal-Mart wants to source all of its energy from renewable sources.

**Henry Assael (2006)**, In the United States, businesses have taken steps to support environmental controls and green marketing, according to a study by Henry Assael. For instance, Reynolds Wrap promotes recycling, while Crane Papers highlights the natural content of its products, and McDonald's switched from plastic to paper wrapping and uses recyclable materials to build its restaurants.

## STATEMENT OF THE PROBLEM

Green marketing has not been extensively researched in India because the concept is still in its infancy. The attitude of Indian consumers toward green products is questionable, as is the relationship between green values and preferences of Indian consumers. There is a significant distinction between traditional marketing strategies and green marketing strategies. As a result, marketers must be able to identify the factors that influence consumers to purchase green products. The purpose of this study is to investigate the research question in order to identify the factors that influence consumers' decisions to buy green products or not. The topic "Consumer Perception towards Green Marketing".

## CONCLUSION

Government also needs to concentrate more on creating awareness among the people through awareness campaign. Price gets reduced by the FMCG producers so that there must be chance for more people to know about that product increase their interest in purchase of more eco-friendly products. Business is looking towards gaining an edge in the green market industry by trying to redesign and re-



packages their products into more environmental friendly products. More number of eco-friendly specialty stores may help people for identifying eco-friendly products easily.

## FUTURE SCOPE FOR STUDY

The issue of price sensitivity for green products became evident. Future research could investigate factors around this phenomenon in greater detail.

A study focusing on the psychographics and green marketing is also suggested, as this could give direction to segmentation and targeting decision making.

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