

CONSUMER PERCEPTION TOWARDS ECO- FRIENDLY FMCG PRODUCTS: A STUDY ON COIMBATORE DISTRICT

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ABSTRACT

In recent days, environmental issues have received a great deal of discussion in the field of marketing. When the society becomes extra troubled with the usual surroundings, businessmen have begun to adjust their performance to address the society's new concern. With the rising consciousness about the implication of global warming, non-bio degradable solid waste, harmful force of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have received their responsibility not to harm the surroundings and not to waste the natural resources. The research study took place in Coimbatore district of Tamilnadu. A questionnaire is designed in order to find out the market awareness of eco-friendly products, to analyze the consumer perception towards eco-friendly products. The result from this illustrates that whether the price and quality will affect their buying decision.

Keywords:

Eco-friendly products, consumer perception, eco-label, social responsibility.

I INTRODUCTION

Consumer perception towards eco-friendly FMCG products is a critical factor that influences market dynamics. Perception encompasses a range of attitudes, beliefs, and behaviours related to the environmental attributes of products. Positive perception can lead to increased consumer demand, brand loyalty, and willingness to pay a premium for sustainable products. Conversely, about the authenticity of eco-friendly claims, often referred to as green washing, can negatively impact consumer trust and hinder market growth. This study aims to explore the various dimensions of consumer perception towards eco-friendly FMCG products. It will examine the demographic and psychographic characteristics of consumers who are inclined towards these products, the key attributes they look for, and the extent to which environmental concerns influence their purchasing decisions. Additionally, the study will investigate the role of marketing and branding in shaping consumer perceptions and the effectiveness of different communication strategies in building trust and credibility.

II. LITERATURE REVIEW

Deliya (2012) importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour towards such products.

Baumgartner (2002) recognized that there is marvellous complication in consumer behaviour. There may be several aspects both rational and emotional that may act mutually in influencing the purchase decision.

Sudir Sachdev (2011) 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.

Ramanakumar (2012) FMCG sector is a considerably large sector in the economy which has to open their eyes on ecofriendliness. The FMCG sector is one of the growing industries that concern about the green marketing issues .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.

III OBJECTIVES:

1. To study the market awareness of eco-friendly FMCG products.

2. To analyze the consumers' perception towards eco-friendly FMCG products.

IV RESEARCH METHODOLOGY:

Research design:

The study is empirical in nature as the study aims to find out the consumers' awareness and perception towards eco-friendly FMCG products. The study is carried out with a survey through a structured questionnaire.

Data collection technique:

Collection of data for the purpose of the research study is in the form of primary data and secondary data, as the study being empirical in nature. Primary data is collected through structured questionnaire. Secondary data is collected through website published articles; focus group transcript, and relevant journals etc. mainly to highlight the conceptual analysis of eco-friendly products.

Sampling design:

The sampling technique involved is convenient sampling. Convenience Sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility proximity to the researcher. This sample is used because it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample.

Sampling size of the study:

The sample size considered for the study is 60. The respondents are selected from the district of Coimbatore

V DATA ANALYSIS AND INTERPRETATION:

Table 1: Level of Awareness towards Eco-Friendly FMCG Products

| | Frequency | percentage |
|---|-----------|------------|
| Completely know | 13 | 21.7 |
| Somewhat know | 40 | 66.7 |
| Not know | 7 | 11.7 |
| Are you aware that purchasing eco- friendly FMCG products will contribute to sustainable future? | Yes: 47 | 78.3 |
| | No: 13 | 21.7 |
| As a consumer while purchasing a product you consider its effect on the environment? | Yes: 50 | 83.3 |
| | No: 10 | 16.7 |
| Do you consider your purchase eco- friendly FMCG product is correct from the environmental point of view | Yes:41 | 68.3 |
| | No:19 | 31.7 |
| Do you consider your product and its package are designed to be recycled before making a purchase? | Yes:39 | 65 |
| | No:21 | 35 |
| Your purchase decision changes when you see the label of a product eco-friendly? | Yes :43 | 71.7 |
| | No:17 | 28.3 |
| Do you easily find the eco-friendly FMCG products in the market? | Yes:41 | 68.3 |
| | No:19 | 31.7 |
| Do you feel there is enough information about eco-friendly FMCG product features while buying the products? | Yes:35 | 58.3 |
| | No:25 | 41.7 |
| Do you consider the quality/performance of eco-friendly FMCG products is better than conventional product? | Yes:53 | 88.3 |
| | No:7 | 11.7 |

Table 2: Perception towards eco-friendly FMCG products

| Statements | Mean | Standards deviation |
|---|--------|---------------------|
| 1.Are eco-friendly FMCG products are good for environment | 3.2500 | .89490 |
| 2.I want to preserve the earth from the pollution | 3.3667 | .80183 |
| 3.Are healthy | 3.5500 | .87188 |
| 4.I understand the information on eco-friendly FMCG product | 3.4000 | .92425 |
| 5.I pay attention to eco-friendly advertising | 3.2667 | .70990 |

| | | |
|--|--------|---------|
| 6.I believe in the eco-friendly advertising | 3.3500 | .89868 |
| 7.Eco-friendly FMCG products are easily identifiable | 3.2333 | 1.06352 |
| 8.I recommend eco-friendly FMCG products to my friends /family | 3.6167 | .82527 |
| 9.Overall satisfaction with your Eco-friendly FMCG products | 3.7000 | .74333 |
| 10. I am proud about the eco-friendly FMCG product | 3.9500 | .72311 |

From the table 2, it is clear that nearly 40% of the respondents are agreed with the statement „Are eco-friendly FMCG products are good for environment”, 35% of the respondents are agreed with the statement „I want to preserve the earth from the pollution, 48.3% of the respondents said that eco-friendly FMCG products are healthy, 38.3% of the respondents said that they understand the information on eco-friendly FMCG product, 30% of the respondents said that they pay attention to eco-friendly advertising, nearly 46.7% of the respondents believe in the eco-friendly advertising, 18.3% of the respondents said that it is not easy to identify the eco- friendly FMCG product but 38.3% of the respondents agreed with the statement, 48.3% of the respondents agreed with the statement „ I recommend eco-friendly FMCG products to my friends/family, 60% of the respondents satisfied with eco-friendly FMCG products and nearly 53.3% of the respondents agreed with the statement „ I am proud about the eco-friendly FMCG product“.

VI FINDINGS:

1. Nearly 93.3% of the respondents are having awareness about the eco-friendly FMCG products. Therefore Coimbatore district consumers are more aware about the product.
2. 68.3% of the respondents consider their purchase is correct from the environmental point of view.
3. Nearly 65% of the respondents consider their product and its packages are designed to be recycledwhile making a purchase decision.
4. Eco-label is considered as a major tool in identifying eco-friendly FMCG products. Nearly 71.7% ofthe respondents purchase decision changes when they see the label eco-friendly.
5. More information is required while buying the eco-friendly FMCG product.
6. Most of the respondents are satisfied with the quality/performance of the eco-friendly FMCG productcompared with conventional product

VII CONCLUSION

The study on consumer perception towards eco-friendly FMCG products reveals a significant and growing interest in sustainable consumption. Consumers are increasingly prioritizing environmental considerations in their purchasing decisions, driven by heightened awareness of environmental issues and a desire to contribute positively to the planet. This shift presents both opportunities and challenges for FMCG companies. In conclusion, the transition towards eco-friendly FMCG products is both necessary and beneficial, aligning with consumer values and global sustainability goals. Companies that can authentically integrate sustainability into their operations and communicate this effectively are likely to thrive in the evolving market landscape. This study provides valuable insights for businesses, policymakers, and marketers to better understand and engage the eco-conscious consumer, ultimately contributing to a more sustainable economy.

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