CONSUMER'S ATTITUDE FOR GREEN PRODUCTS IN FMCG SECTOR WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

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ABSTRACT:

The whole world is identifying the need for the green marketing, Environmental marketing and Ecological marketing which give the same meaning to the research area. The market growth over the past ten years has been phenomenal, primarily due to consumers' growing disposable income which is directly linked to an increased demand for FMCG goods and services. FMCG sector considerably large sector in the economic to open eyes on eco-friendliness. As society becomes more complex with the environmental pollution and unethical business practices, now both consumers and business organisation are concerned with the environment. So the present study focus to know about the consumers' attitude towards green products in FMCG sectors.

Keywords: Consumers, Attitude, Environment, FMCG, Market.

INTRODUCTION:

Now a day the Green movement is getting trendy among the people with the day-to-day activities. The Indian FMCG companies have taken a key strategy to spotlight on the sustainable use of natural resources, reduction in energy conservation, disposal of wastages and providing safety to the consumers. In today's business environment, there is an increase in regulatory and community pressure due to negligence towards the environment. Furthermore, there is also pressure on environmental sustainability, which requires strategies to reduce the environmental degradation caused by products and services offered.

Additionally, the consumers are also becoming sensitive to switch over the Green products in their routine life. Though, the FMCG companies recognize the Green Marketing strategies for their competitive advantage and also to reduce the ecological issues to satisfy the consumers in order to safeguard the planet, they are interested not only in the brand but also in the consumer satisfaction because it gives them the right orientation for brand positioning. Green brand has become one of the most dominant indicators for the Green FMCG companies to decide the value and strength of environmental associations with the brand equity. Building brand equity is the foremost task to provide value for the Green FMCG companies through the effectiveness of marketing strategies. Strong brand equity creates high brand awareness which also maintains a favourable brand image and makes continual loyalty to the brand among Eco-Friendly FMCG products.

STATEMENT OF THE PROBLEM:

FMCG products are substantiating used to enhance and protect the health and physical appearance and also the dignity of the people among their counterparts. The people are mostly consumed to FMCG products. FMCG products are satisfy the element and day-to-day household needs, food products, health products, etc., Whether green products replaced to the FMCG products at consumer consumption from the healthy side of life. The present study attempts to examine the consumers' attitude of green FMCG products.

OBJECTIVE OF THE STUDY:

➢ To find out the socio-economic profile of the respondents.
➢ To analysis the level of awareness about green FMCG products.
➢ To examine the attitude towards green FMCG products.

LIMITATION OF THE STUDY:

➢ This analysis is purely based on information provided by the respondents.
➢ As it was not possible to collect data from all region, only particular region were taken for study.

HYPOTHESIS OF THE STUDY

❖ H01: There is no significant difference between Consumers attitude and awareness towards green FMCG products.

RESEARCH METHODOLOGY:

The research methodology is the process used to collect information and data for the purpose of changing attitude towards green FCMG products. The methodology may include publication research, interviews, surveys and awareness techniques, and could both present and historical information.

❖ **Research Design:**
In this research study the descriptive type of research design has been used and studies the attitudes of green FMCG products.

❖ **Sampling unit:**
Under this research the researcher has immersed 384 responses of different age groups as respondents as a sample to collect the required information.

❖ **Sampling Techniques:**
For the purpose of analysis, the data has been collected from 384 respondents from Tirupur Region. The sample have been selected on the basis of convenient random sampling techniques.

❖ **Special Tools Applied:**
Simple percentage analysis, Anova.

SOURCE OF DATA

Primary Data
For the present study the researcher used both primary and secondary sources of data. The researcher used questionnaire as a personal interview method to collect the primary data.

Secondary Data
The secondary data sources of the researcher are journals, books and internet.

DATA ANALYSIS

The data collected through questionnaires is analysed with statistical tools. For effective presentation and utilization of data tables, diagrams are used in the report,

Sampling Area

For this research the researcher chose Tirupur district to collect the sample.

REVIEW OF LITERATURE:

Mahaboob Basha (2016) examined "A study on Consumer Behaviour towards FMCG Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author found that the creating awareness regarding products is essential to grab the market in the competitive world. The author examine that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company to be increase. Hence the researcher is trying to find out differences in the opinion of consumer on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore district of Andhra Pradesh.

G. Karpagavalli (2017), has opined that "An Empirical Study about the behaviour of consumers towards green processed food products in south Bangalore region" explained convenience food or territory processed food is commercially prepared food designed for ease of consumption. The main objectives of the study were assess and analyse that the attitude and buying behaviour of green processed food products. The research design has been employed for the descriptive methods, which involves observing and describing the consumer's of processed food products in south Bangalore region is unknown, the non-probability convenience sampling technique is adopted for this study. The study should be analyzing the behaviour of consumers in south Bangalore region with respect to consumption of green processed food products. Further of this research study it is concluded that the producers should keep uniqueness in their processed food products.

Ullah.A (2018) in his study on " Consumer's Beliefs and Attitude towards Green Marketing in Bangladesh" examined that why customers always want to product toxic or poison free and environment harmless products for their everyday lives. The study was conducted during the period from january 2017 to December 2017 and total number of sample were 140. The data was collected from different type of consumers and different location at Chittagong in Bangladesh. For this research were primary data collecting the convenient sampling method. The result revealed that the maximum numbers of respondents are satisfied to use green product and services. Hence the study concluded the consumers offering hygiene product and more willing to pay extra amount of green product and services.

DATA ANALYSIS AND RESULTS

Personal Factors of the Respondents in Tirupur District

Table 1: Personal Factors of the Respondents

Factors	Classification	Frequency	Percentage
Gender	Male	167	43.5
	Female	217	56.6
Age	Below 30 Years	194	50.5
	31 – 40 Years	115	29.9
	41 – 50 Years	51	13.3
	51 – 60 Years	19	4.9
	Above 60 Years	5	1.3
Marital Status	Married	207	53.9
	Unmarried	197	46.1
Education qualification	Primary Level	55	14.3
	Higher Secondary Level	56	14.6
	Under Graduate Level	111	28.9
	Post Graduate Level	123	32.0

	Diploma	14	3,6
Occupational Status	Agriculture	28	7.3
	Business	51	13.3
	Employee	125	32.6
	Professional	33	8.6
	Housewife	68	17.7
	student	79	20.6
Type of Family	Nuclear Family	253	65.9
	Joint Family	131	24.1
Family size	Upto 2 Members	19	4.9
	3 Members	109	28.4
	4 Members	141	36.7
	Above 4 Members	115	29.9
Monthly Income	Below 10,000	125	32.6
	10,001 – 20,000	127	33.1
	20,001 – 30,000	81	21.1
	Above 30,001	51	13.3
Earning Members	One	159	41.4
	Two	164	42.7
	Three	43	11.2
	Four	18	4.7
Residual Status	Urban	158	41.1
	Rural	226	58.9

Source: Primary & Computed Data

Consumers Level of Awareness about Green FMCG Players

Table 2: Consumers' Level of Awareness about Selected FMCG Brands

S. No	Awareness about Selected Green FMCG Brands	Highly Aware	Aware	Partial Aware	Not Aware
1.	ITC	110 (28.6)	71 (18.2)	26 (6.8)	13 (3.4)
2.	Nestle	59 (15.4)	106 (27.6)	43 (11.2)	12 (3.1)
3.	HUL	68 (17.7)	58 (15.1)	76 (19.8)	18 (4.7)
4.	P&G	56 (14.6)	87 (22.7)	53 (13.8)	24 (6.3)
5.	Dabur	74 (19.3)	49 (12.8)	69 (18.0)	28 (7.3)

Source: Calculated & Computed Primary Data

From the table 2, it is found out that the 110 respondents (28.6%) are Highly Aware, 71 respondents (18.2%) are Aware, 26 respondents (6.8%) are Partial Aware, 13 respondents (3.4%) are Not Aware about the ITC. Whereas 59 respondents (15.4%) are Highly Aware, 106 respondents (27.6%) are Partial Aware, 43 respondents (11.2%) are Partial Aware, 12 respondents (3.1%) are Not Aware about Nestle. 68 respondents (17.7%) are Highly Aware, 58 respondents (15.1%) are Aware, 76 respondents (19.8%) are Partial Aware, 18 respondents (4.7%) are Not Aware about the HUL. 56 respondents (14.6%) are Highly Aware, 87 respondents (22.7%) are Aware, 53 respondents (13.8%) are Partial Aware, 24 respondents (6.3%) are Not Aware about P&G. whereas 74

respondents (19.3%) are Highly Aware 49 respondents (12.8%) are Aware, 69 respondents (18%) are Partial Aware, 28 respondents (7.3%) are Not Aware about Dabur.

Comparing the relationship between Attitude and Level of Awareness about selected Green FMCG Product

Table 3: Relationship between Attitude and their Level of Awareness towards Green FMCG Products of ITC – MANOVA

Multivariate Tests[a]									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.898	437.101[b]	10.000	497.000	.000	.898	4371.006	1.000
	Wilks' Lambda	.102	437.101[b]	10.000	497.000	.000	.898	4371.006	1.000
ITC	Pillai's Trace	.446	8.716	30.000	1497.000	.000	.149	261.495	1.000
	Wilks' Lambda	.604	9.104	30.000	1459.469	.000	.155	266.710	1.000
a. Design: Intercept + ITC									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

Table 4: Relationship between Attitude and their Level of Awareness towards Green FMCG Products of Nestle – MANOVA

Multivariate Tests[a]									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.898	440.307[b]	10.000	498.000	.000	.898	4403.075	1.000
	Wilks' Lambda	.102	440.307[b]	10.000	498.000	.000	.898	4403.075	1.000
Nestle	Pillai's Trace	.418	8.091	30.000	1500.000	.000	.139	242.716	1.000
	Wilks' Lambda	.634	8.180	30.000	1462.404	.000	.141	239.677	1.000
a. Design: Intercept +Nestle									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

Table 5:Relationship between Attitude and their Level of Awareness towards Green FMCG Products of HUL – MANOVA

Multivariate Tests[a]									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.926	619.788[b]	10.000	498.000	.000	.926	6197.883	1.000
	Wilks' Lambda	.074	619.788[b]	10.000	498.000	.000	.926	6197.883	1.000
ABH	Pillai's Trace	.347	6.531	30.000	1500.000	.000	.116	195.931	1.000
	Wilks' Lambda	.687	6.663	30.000	1462.404	.000	.118	195.297	1.000
a. Design: Intercept + HUL									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

Table 6: Relationship between Attitude and their Level of Awareness towards Green FMCG Products of P&G – MANOVA

Multivariate Tests[a]									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.926	618.731[b]	10.000	498.000	.000	.926	6187.312	1.000
	Wilks' Lambda	.074	618.731[b]	10.000	498.000	.000	.926	6187.312	1.000
P&G	Pillai's Trace	.371	7.063	30.000	1500.000	.000	.124	211.892	1.000
	Wilks' Lambda	.670	7.137	30.000	1462.404	.000	.125	209.172	1.000
a. Design: Intercept + P&G									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

Table 7: Relationship between Attitude and their Level of Awareness towards Green FMCG Products of Dabur – MANOVA

Multivariate Tests[a]									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.923	593.648[b]	10.000	498.000	.000	.923	5936.476	1.000
	Wilks' Lambda	.077	593.648[b]	10.000	498.000	.000	.923	5936.476	1.000
Dabur	Pillai's Trace	.252	4.594	30.000	1500.000	.000	.084	137.833	1.000
	Wilks' Lambda	.764	4.679	30.000	1462.404	.000	.086	137.203	1.000
a. Design: Intercept + Dabur									
b. Exact statistic									
c. The statistic is an upper bound on F that yields a lower bound on the significance level.									
d. Computed using alpha = .05									

FINDINGS OF THE STUDY:

Comparing the relationship between attitude and awareness about selected green FMCG product: outcome of MANOVA analysis

➢ There is a significant relationship between the consumer attitude and awareness about the green FMCG products of ITC.

➢ There is a significant relationship between the consumer attitude and awareness about the green FMCG products of Nestle.

➢ There is a significant relationship between the consumer attitude and awareness about the green FMCG products of HUL.

➢ There is a significant relationship between the consumer attitude and awareness about the green FMCG products of P&G.

➢ There is a significant relationship between the consumer attitude and awareness about the green FMCG products of Dabur.

SUGGESTION

➢ It has been observed that the consumers are not able to recognize the green FMCG products with eco-labeling & packing and green certification such as ISO 14001, 18001, LEED, etc., consequently, the green FMCG companies supposed to

follow the certification in product packaging, this may lead to make long -term policies for their environmental sustainability and also motivate the consumers to switch over the products that are harmful to the environmental degradation.

➤ The manufactures may involve themselves with corporate social responsibility (CSR) to attract the consumers and promote the benefits of green initiatives.

➤ Consumers are not clear about finding difference between eco-friendly and general products. It is suggested to the FMCG companies to make use of purchase green FMCG products.

CONCLUSION

This analytical study was carried out to find the level of general environmental awareness of present environmental issues caused by environmental degradation due to reckless usage of resource and consumerism awareness and attitude regarding green FMCG products in Tirupur District. The research showed that the green consumers are having more concerned with the environment and awareness in green FMCG products. The green consumers are having positive attitude towards green FMCG products and their products are available are available in green marketing. The consumers are purchase green FMCG products as it is safe and healthy for the environment as well as human life.

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