



# A CONCEPTUAL STUDY ON THE ATTITUDE OF CONSUMERS TOWARD GREEN FMCG PRODUCTS

CHETSHRI P JOSHI(M.com)

Research Scholar

Faculty of Commerce

Veer Narmad South Gujarat University, Surat (Gujarat), India

## ABSTRACT:

this study investigates consumer attitudes toward green fast-moving consumer goods products using secondary data analysis. growing environmental awareness has increased demand for sustainable products, prompting this research into the factors influencing consumer choices in the FMCG sector. the study leverages existing literature and research findings to explore consumer preferences and motivations regarding green products. key themes examined include environmental consciousness, perceived product effectiveness (including performance and cost considerations), price sensitivity, brand reputation, and the impact of marketing campaigns. by analyzing secondary data, this research aims to provide insights into the drivers of green consumerism within the FMCG market. the findings will contribute to a deeper understanding of consumer behavior and inform strategies for promoting sustainable consumption patterns. specifically, the study will examine how factors like product performance, cost, brand trust, and targeted advertising influence consumer adoption of green FMCG products.

**KEYWORD:** green FMCG products, consumer attitude, environmental consciousness, sustainable consumption

## INTRODUCTION:

In the context of consumer behavior, "attitude" refers to a learned predisposition to respond consistently favorably or unfavorably toward a given object. in simpler terms, it's how a consumer feels about something, whether it's a product, brand, service, or even an idea. this feeling isn't fleeting; it's relatively enduring and influences how the consumer behaves.

consumer attitudes are complex and shaped by a combination of factors, including:

- **cognitive component:** this involves the consumer's beliefs and knowledge about the object. for example, a consumer might believe that a certain brand of green cleaning products is more effective than others.
- **affective component:** this relates to the consumer's emotional response to the object. a consumer might feel good about using eco-friendly products or associate a particular brand with positive emotions.
- **behavioral component:** this reflects the consumer's intention to act in a certain way toward the object. a positive attitude towards green FMCG products might lead a consumer to purchase them regularly.

in this research on green FMCG products, exploring consumer attitudes will reveal what motivates them to choose sustainable options and what barriers might prevent them from doing so. ([jánošková & král, 2020](#)) discusses how consumer attitudes, derived from behavior and communication, are internal feelings (positive or negative) related to a brand. ([tuhin et al., 2020](#)) highlights the role of consumer attitudes in shaping halal buying

behavior. ([mantala & suasana, 2018](#)) lists "attitude" as a keyword related to purchase intention. consider adding these or other relevant sources to your library for a more in-depth analysis.

green FMCG products are fast-moving consumer goods specifically designed and marketed to minimize their environmental impact throughout their lifecycle. this encompasses various aspects, including:

- **sustainable sourcing:** utilizing raw materials from renewable sources or recycled content.
- **eco-friendly production:** employing manufacturing processes that reduce waste, conserve energy and water, and minimize pollution.
- **environmentally responsible packaging:** using biodegradable, recyclable, or reusable packaging materials, and reducing packaging size.
- **product functionality:** ensuring the product itself is designed for durability, repairability, and reduced energy consumption during use.
- **ethical disposal:** facilitating easy and responsible disposal or recycling of the product after its useful life.

it's important to note that the definition of "green" can be subjective and varies depending on specific certifications and standards. some products may focus on a single aspect, like recyclable packaging, while others strive for a more holistic approach.

#### RESEARCH METHODOLOGY:

this study utilized a secondary data analysis approach, drawing insights from existing literature and research on consumer attitudes toward green FMCG products.

#### OBJECTIVE:

the primary objectives of this research are:

1. to understand the factors influencing consumer attitudes toward green FMCG products.
2. to identify the key drivers and barriers to the adoption of green FMCG products.
3. to explore the role of marketing strategies in shaping consumer perceptions and behaviors regarding green FMCG products.

#### LIMITATIONS OF THE STUDY:

it is important to note that this research is based solely on secondary data analysis, which has certain limitations:

1. the findings may not be fully representative of the current market situation, as the reviewed studies were conducted at different points in time.
2. the research does not provide primary insights into the latest consumer trends and preferences, as no direct data collection was undertaken.
3. the study is limited to the FMCG sector and may not be generalizable to other product categories.

#### DISCUSSION:

consumer attitudes toward green FMCG products are influenced by a variety of factors, including environmental consciousness, perceived product performance, price sensitivity, brand reputation, and the effectiveness of marketing strategies.

environmental consciousness is a key driver of green consumerism. consumers who are more concerned about environmental issues are more likely to seek out and purchase sustainable products. this is particularly true among younger generations, who are generally more environmentally aware and willing to make lifestyle changes to reduce their environmental impact. ([s & k m, 2022](#))

however, even environmentally conscious consumers may not always translate their attitudes into actual purchasing behavior. factors such as perceived product performance, price, and brand trust can significantly impact consumer decision-making.

consumers often associate green FMCG products with higher prices, which can be a barrier to adoption, especially for price-sensitive consumers. therefore, companies need to carefully balance the premium pricing of green products with clear communication of their benefits and value proposition.

#### CONCLUSION:

in conclusion, this research has highlighted the multifaceted nature of consumer attitudes towards green FMCG products. while environmental consciousness is a driving force, various other factors, including product performance, price, and brand trust, play a crucial role in shaping consumer behavior.

#### SUGGESTION:

to effectively promote the adoption of green FMCG products, companies should focus on the following strategies:

1. Enhancing environmental education and awareness campaigns to increase consumer knowledge and concern about sustainability.
2. Improving product quality, functionality, and value proposition to address consumer concerns about performance and price.
3. Investing in strong brand-building and marketing efforts to establish trust and credibility in the minds of consumers.

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