



## A STUDY ON ATTITUDE OF CONSUMERS TOWARDS GREEN FMGC PRODUCTS

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### Abstract

**Introduction:** Understanding customer attitude regarding Green FMGC products. Marketing organization has described green marketing as the marketing of products that are meant to keep the world environment safe and sound

**Literature review:** The concept of green products, their effects on customers, challenges associated with green product usage, and probable solutions for the challenges have been discussed. The number of consumers who prefer to use green sustainable products is increasing gradually with time. The theory of green purchase behaviour has been discussed

**Methodology:** Includes information related to the survey participants, and information collection which is used for the study.

**Findings and Discussion:** It has been found that consumers are more likely to buy products from companies that are associated with green product distribution and manufacturing. The more time has passed people's perception of green products has changed for the better. Eco-friendly purchases are not in trend today because they are fashionable it's because they are essential for a cleaner and greener earth and sustainable aspects of the future

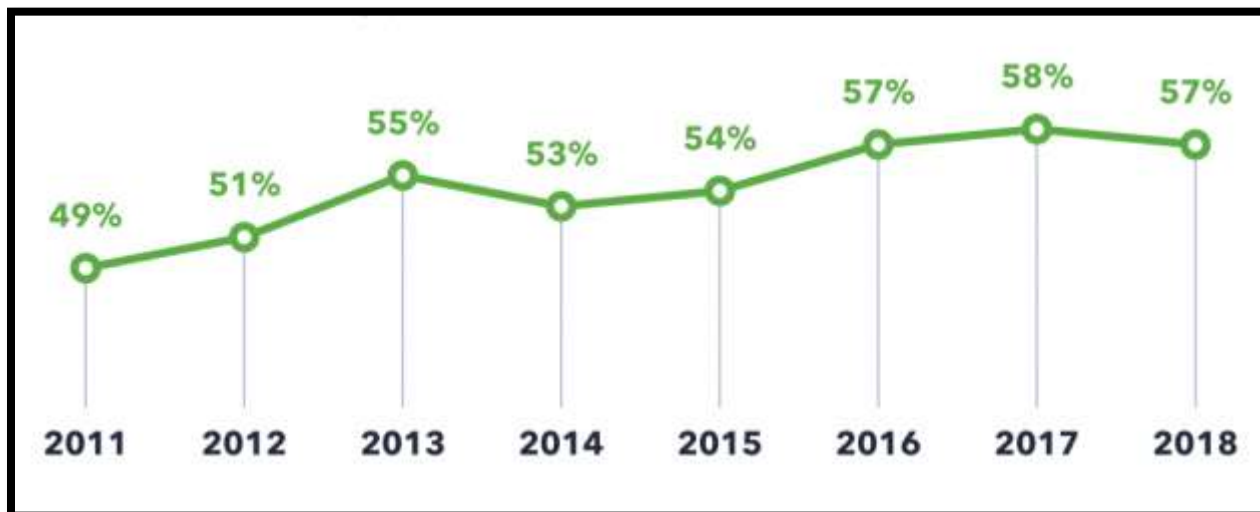
**Conclusion:** The number of consumers who prefer to use green sustainable products is increasing gradually with time. Compared to 2009 when 52% of the general public was neutral to a company's environmental effects 60% of people today care about environmental issues and they are more likely to buy products from that company which leaves a less carbon footprint

**Keywords:** *Green products, Sustainable products, Consumers buying habit*

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## Introduction

Marketing organization has described green marketing as the marketing of products that are meant to keep the world environment safe and sound. It includes a large range of activities which incorporates modification of products, and production methods alteration. The number of consumers who prefer to use green sustainable products is increasing gradually with time. In 2011 only 49% of people were inclined to use green products (Sethi, 2020). The number gradually increased to 54% in 2015 and 57% in 2018. It shows the gradual acceptance of green sustainable products all over the world (Jain, 2020).



**Figure 1: Gradual increase in consumer interest in green sustainable product usage**

(Source: Influenced by Tran, 2020)

From the above figure it's evident that from 2011 to 2018 there has been a gradual uprising in the number of consumers who decided to use green products. The goal of the study is to find out consumer attitudes towards the use of green products usage. Compared to 2009 when 52% of the general public was neutral to a company's environmental effects 60% of people today care about environmental issues and they are more likely to buy products from that company which leave a less carbon footprint. 58% of people feel like they are more likely to purchase their

goods from a green company repeatedly. 44% of people felt like they engage more in conversation with their family and relatives about companies that deal with green products (Walia, 2020). 33% of people felt they were less concerned with product prices as long as they were supplied with green sustainable products.

### **Aim**

The following are the research objectives

- To describe the concept of green FMGC products in global markets
- To analyze the impact of green FMGC products on consumers' buying habit
- To identify some of the issues regarding the use of green FMGC products
- To discuss the probable solutions for the challenges regarding the usage of green products

The research questions are a following

- What are green FMGC products and their importance?
- How to analyze the impact of green FMGC products on consumer buying habits?
- What are issues that may arise during the use of green products?
- What could be the solutions to tackle the challenges regarding green product use?

### **Literature Review**

#### **Concept of Green FMGC products**

These are the products that are created and manufactured by sustainable technology and cause no environmental negative effects or hazards. As overviewed by Kumar, 2020 today green sustainable products have been able to capture the market quickly and enjoy a much greater share of growth globally. Products which were termed as sustainable were able to grow way faster and quicker than other products. Consumers felt sustainability of products and goods was most important to them. 55% of consumers were willing to pay more for more eco-friendly product purchase options (Tran, 2020).



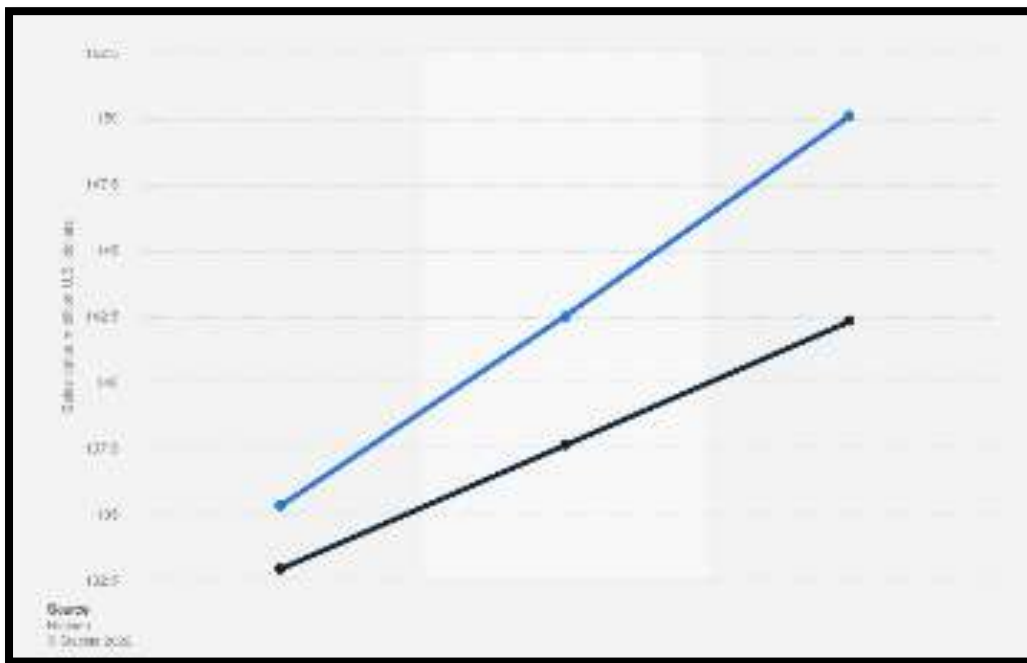
**Figure 2: Steps in green product manufacture and distribution**

(Source: Influenced by Tran, 2020)

The above figure shows the steps in green product manufacture and distribution and people are more likely to invest their money in products which less or not likely to harm the environment and these products are doing much better in the market than their counterparts (Negi, 2020). Compared to 2009 when 52% of the general public was neutral to a company's environmental effects 60% of people today care about environmental issues and they are more likely to buy products from that company which leaves a less carbon footprint.

**The impact of green FMGC products on consumers' buying habit**

Multinational products manufacturing and distribution companies are researching day and night about the market share of various products. A Green FMGC product has created a reputation for not harming the environment and has become a popular choice in people's purchasing options (Kartawinata, 2019). Consumers are more self-aware now and they are looking to decrease their carbon footprint and choosing options that help them do so. Products which have earned a Climate Safe certification have seen 3.6 billion dollars worth of trades in the year 2021 which was more than double that in 2020. 78% of people think environmental safeguards as vital and they would prefer to modify their buying habits to match those goals. 64% of people have shown significant interest in modifying their lifestyle choices (Maharani, 2020).



**Figure 3: Value of green sustainable products**

(Source: Influenced by Tran, 2020)

Figure 3 shows the current and old data of sustainable products in the market and both are showing as increase. However, the current which is blue one is showing comparatively more increased in the trend. The more time has passed people's perception of green products has

changed for the better (Amani, 2020). Eco-friendly purchases are not in trend today because they are fashionable it's because they are essential for a cleaner and greener earth and sustainable aspects of the future.

### Challenges associated with the usage of green products

Green FMGC products have a significant role in protecting the environment and decreasing the carbon footprint. Most of the time to manufacture green environmentally safe products companies has to significantly alter their manufacturing division to match the conditions which can result in increased production costs (Mirza, 2020). Green products are often on the costlier side and most people will choose from cheaper options. There is often no standardization to verify manufactured products as green or organic which may create confusion among consumers. Shareholders of a company and investors often need to be patient to view the environment as a larger-picture investment chance (Gupta, 2020). This approach can delay immediate results which may be frustrating. Green product marketing is a concept which is still in the cradle and needs a lot of fine-tuning before it can become viable.

### Probable steps to mitigate the issues associated with green products usage

The companies need to spread awareness about the environmental issues that they are trying to advertise their products with. Consumer knowledge and education are very much needed. Transparency in business dealings and genuineness can help and helps to get noticed in the global market (Patnaik, 2020). Customers need to be reassured about their money's worth or they are more likely to overlook the good effects of products.

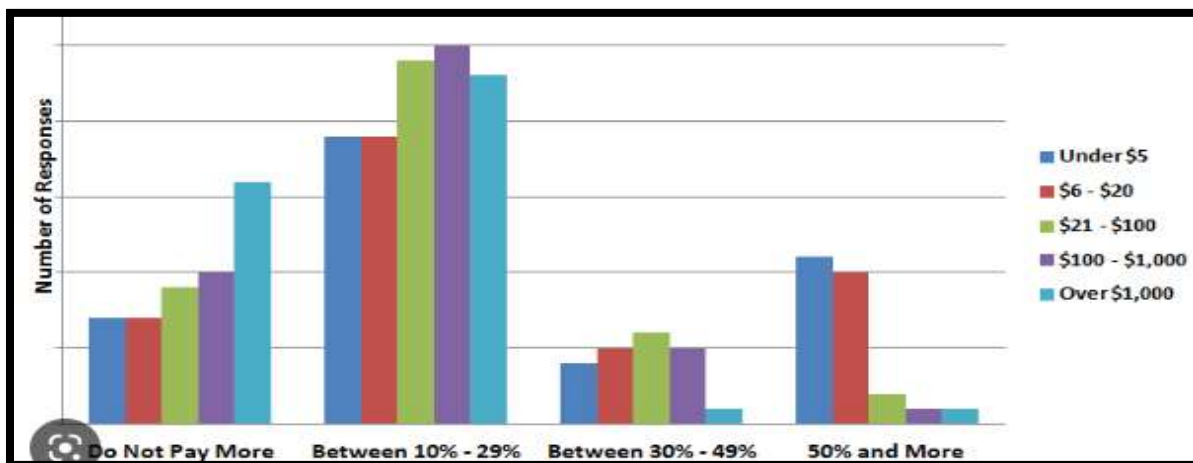


Figure 4: Customer buying habits with green products

(Source: Influenced by Tran, 2020)

Figure 4 shows the customer buying habits with green products in customer surveys and participation is necessary to make way for new products in the market. People are more likely to invest their money in products which less or not likely to harm the environment and these products are doing much better in the market than their counterparts (Sahoo, 2020). The more time has passed people's perception of green products has changed for the better.

### Theory of Green Purchase Behavior

The more time has passed people's perception of green products has changed for the better. Eco-friendly purchases are not in trend today because they are fashionable it's because they are essential for a cleaner and greener earth and sustainable aspects of the future (Yanine, 2020). The figure given below shows the green purchasing behavior of consumers. Compared to 2009 when 52% of the general public was neutral to a company's environmental effects 60% of people today care about environmental issues and they are more likely to buy products from that company which leave a less carbon footprint



**Figure 5: Green Customer purchasing behavior**

(Source: Influenced by Tran, 2020)

### Methodology

The job in the analysis makes compiling the information from source as make use of primary quantitative information collection from people. In this section the job makes a systematic illustration of the data. The more time has passed people's perception of green products has changed for the better (Sahoo, 2020). Eco-friendly purchases are not in trend today because they are fashionable it's because they are essential for a cleaner and greener earth and sustainable

aspects of the future. People are more likely to invest their money in products which less or not likely to harm the environment and these products are doing much better in the market than their counterparts.

## Findings and Discussion

### Hypotheses testing

#### Hypotheses 1

**H1:** There is a connection between Customer Attitude changes and Conservative Lifestyle choices

**H0:** There is no connection between Customer Attitude changes and Conservative Lifestyle choices  
**H0:** There is no connection between Customer Attitude changes and Conservative Lifestyle choices

#### Hypothesis 2

**H2:** There is a connection between Customer Attitude and Green FMGC products

**H0:** There is no connection between Customer Attitude and Green FMGC products

#### Hypothesis 3

**H3:** There is a connection between Customer Attitude and Social responsibilities to Environment

**H0:** There is no connection between Customer Attitude and Social responsibilities to Environment

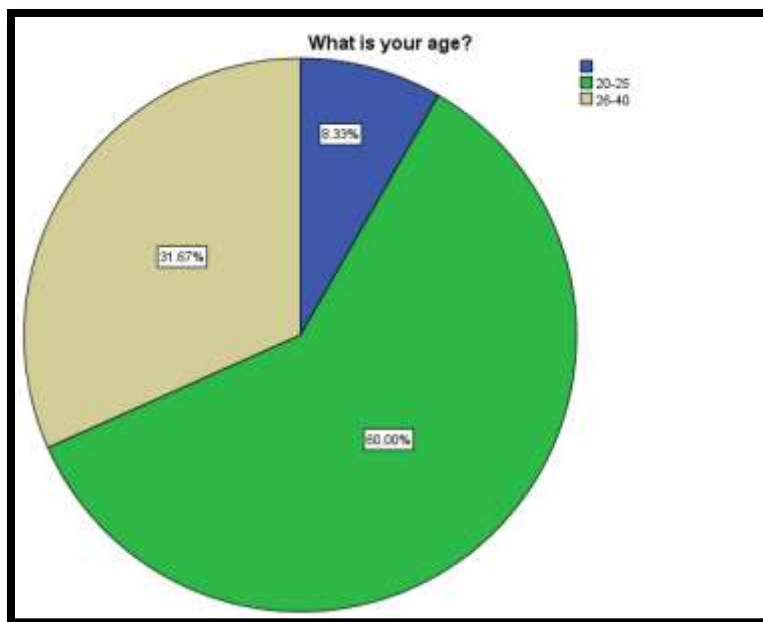
### Demographic Data

#### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8.3	8.3	8.3
20-25	36	60.0	60.0	68.3
26-40	19	31.7	31.7	100.0
Total	60	100.0	100.0	

**Table 1: Age Analysis**

(Source: SPSS)



**Figure 6: Age Analysis**  
(Source: SPSS)

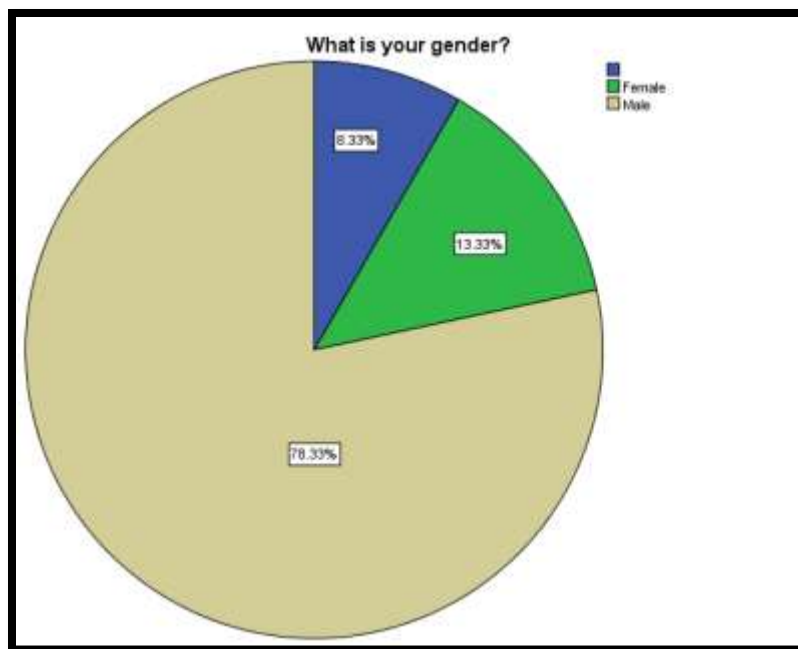
There are 31.67 per cent of people belong to the 20 to 25 years age group and the majority of 60 per cent of the people in the age group of 26 years to 40 years.

**Gender**

What is your gender?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	5	8.3	8.3	8.3
Male	8	13.3	13.3	21.7
Total	47	78.3	78.3	100.0
	60	100.0	100.0	

**Table 2: Gender Analysis**  
(Source: SPSS)





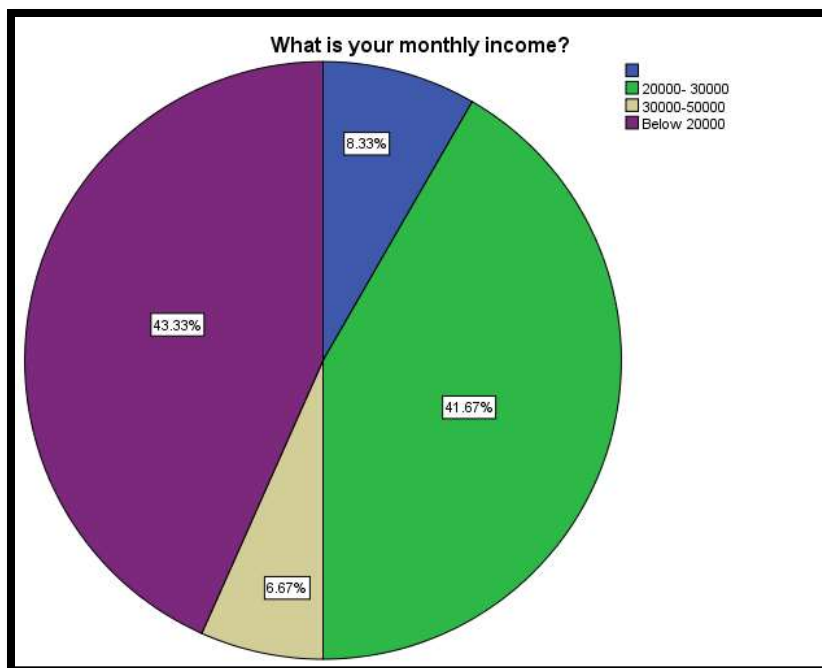
**Figure 7: Gender Analysis**  
(Source: SPSS)

There are 78.33% of people who have participated in the survey are male and 13.33% of people who have participated in the survey are females.

**Monthly Income**

What is your monthly income?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8.3	8.3	
20000- 30000	25	41.7	41.7	
30000-50000	4	6.7	6.7	
Below 20000	26	43.3	43.3	1
Total	60	100.0	100.0	

**Table 3: Income Analysis**  
(Source: SPSS)



**Figure 8: Monthly Income Analysis**

(Source: SPSS)

43.33% of people have an income less than 20000, and 41% of people have an income range between 20000 and 30000.

**Data Analysis**

**Hypothesis 1**

**Model Summary<sup>a</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.999 <sup>a</sup>	.998	.998	.08816	.998	21760.451	1	53	.000	2.169

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.115	1	169.115	21760.451	.000 <sup>b</sup>
	Residual	.412	53	.008		
	Total	169.527	54			

+

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.030	.035		.858	.395
	IV1	.666	.005	.999	147.514	.000

**Table: Hypothesis 1 and its regression analysis**

(Source: SPSS)

The table that has been represented above is essential for the examination of the regression model that has been used for data scaling and study analysis hypothesis. Multiple regression testing is essential for testing the information that is taken into consideration for information verification in statistical studies (Gunawardana, 2020). The information is required to identify the alteration. The value of R and the square of R is put in the model summary which is required for analysis. A value between - 1 to +1 shows a positive impact. Here the value of R is found to be 0.980 which shows a higher frequency of correlation. The significance value is found to be 0.000 which is lesser than 0.05 and has been determined that the statistical significance of all information.

In the Anova table, the value of significance is found to be 0.000 which means significant. The variable's behaviour in this study is supposed to predict with the assistance of Square of R. It could be described that customer attitude changes with conservative lifestyle choices.

**Hypothesis 2**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.990 <sup>a</sup>	.980	.979	.25449	.980	2564.611	1	53	.000	2.316

□

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.095	1	166.095	2564.611	.000 <sup>b</sup>
	Residual	3.432	53	.065		
	Total	169.527	54			

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.259	.097		2.684	.010
	IV2	.961	.019	.990	50.642	.000

**Table: Hypothesis 2 and its regression analysis**  
(Source: SPSS)

The table that has been represented above is essential for the examination of the regression model that has been used for data scaling and study analysis hypothesis. Multiple

regression testing is essential for testing the information that is taken into consideration for information verification in statistical studies. The information is required to identify the alteration (Pareek, 2020). The value of R and the square of R is put in the model summary which is required for analysis. A value between – 1 to +1 shows a positive impact. Here the value of R is found to be 0.980 which shows a higher frequency of correlation. The significance value is found to be 0.000 which is lesser than 0.05 and has been determined that the statistical significance of all information.

In the Anova table, the value of significance is found to be 0.000 which means significant. The variable's behaviour in this study is supposed to predict with the assistance of Square of R. It could be described that customer attitude changes with conservative lifestyle choices.

**Hypothesis 3**

**Model Summary<sup>c</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	1.000 <sup>a</sup>	1.000	1.000	.00000	1.000	2478.55	1	53	.150	2.134 <sup>b</sup>

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.527	1	169.527	2478.55	.150 <sup>b</sup>
	Residual	.000	53	.000		
	Total	169.527	54			



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.000	.000			.150
	IV3	1.000	.000	1.000	2.478	

**Table: Hypothesis 3 and its regression analysis**  
(Source: SPSS)

The table that has been represented above is essential for the examination of the regression model that has been used for data scaling and study analysis hypothesis. Multiple regression testing is essential for testing the information that is taken into consideration for

information verification in statistical studies. The information is required to identify the alteration (Hamangoda, 2020). The value of R and the square of R is put in the model summary which is required for analysis. A value between  $-1$  to  $+1$  shows a positive impact. Here the value of R is found to be 0.980 which shows a higher frequency of correlation (Schramm, 2020). The significance value is found to be 0.000 which is lesser than 0.05 and has been determined that the statistical significance of all information. In the Anova table, the value of significance is found to be 0.000 which means significant. The variable's behaviour in this study is supposed to predict with the assistance of Square of R. It could be described that customer attitude changes with conservative lifestyle choices.

### Discussion

The study creates a meaningful impact in ways of estimating the consumer attitude towards green product usage (Thomas, 2020). The number of consumers who prefer to use green sustainable products is increasing gradually with time. In 2011 only 49% of people were inclined to use green products. The number gradually increased to 54% in 2015 and 57% in 2018. It shows the gradual acceptance of green sustainable products all over the world (Adrita, 2020). The more time has passed people's perception of green products has changed for the better. Eco-friendly purchases are not in trend today because they are fashionable it's because they are essential for a cleaner and greener earth and sustainable aspects of the future. Compared to 2009 when 52% of the general public was neutral to a company's environmental effects 60% of people today care about environmental issues and they are more likely to buy products from that company which leave a less carbon footprint.

### Conclusion

The number of consumers who prefer to use green sustainable products is increasing gradually with time. Multinational products manufacturing and distribution companies are researching day and night about the market share of various products. A Green FMGC product has created a reputation for not harming the environment and has become a popular choice in people's purchasing options. Consumers are more self-aware now and they are looking to decrease their carbon foot print and choosing options that help them do so.

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## Appendices

### Appendix 1: Survey Questions

#### Surveylink:

<https://docs.google.com/forms/d/e/1FAIpQLSe8ohBimy59K1mLOkOHZOcIskACGyzdtG85Hq5EZz00lcji-w/closedform>

1. What is your age?
2. What is your gender?
3. What is your monthly income?
4. It is safe to use recycled products for the customer satisfaction process
5. Recycled products create a change in environment
6. It is wise to consume a product first when it's about to be expired
7. Extra care can be taken to avoid food wastage while preparing meal
8. Recycling is a cost effective to be a viable option
9. It is better to refill a bottle of liquid soap or shampoo instead of buying a new one



10. It is better to consume packaged food before the best before date
11. Environmental problems can be solved by cooperating with other people
12. Supporting environmental policies while casting votes in election is a good idea