ABSTRACT

Packaging of FMCG (Fast Moving Consumer Goods) being considered as fifth P of the marketing mix contributes to essential functions of an FMCG. These functions are best possible by flexible plastics derived from synthetic petrochemicals combining with thin metal sheets. Such magnificent flexible packaging are spread everywhere in the surroundings and environment as they are simply thrown after use resulting in massive pollution by establishing threat to the livestock and other streams like water and air due to their non-decomposing nature. They contribute to huge landfills thereby becoming a biggest international and domestic solid waste problem. This understanding is the cause of the present study contributing to the application of biodegradable or bioplastics in FMCG industries resulting in green packaging and its acceptability by the consumers.

The current research is carried out to understand FMCG purchase habits by consumers, to determine the awareness regarding flexible packaging and its characteristics, to analyse the environmental impacts caused by flexible packaging, study the perceptions related to environmental aspects on green package opinion among the buyers and value creation due to green packaging.

The detailed literature review shows separate studies of the above aspects but this present study combine these for providing clear focus to approach green packaging for a future safe and clean, plastic free environment.
Primary data collected through the designed questionnaire were distributed to 577 upper middle class groups in Chennai city on the basis of convenient sampling method, out of which only 520 obtained complete data.

Chi-Square tests, regression models, ANOVA, exploratory factor analysis, confirmatory factor analysis and structural equation modelling are used for analysing the data by application of SPSS software package.

Taking own bags for purchasing FMCG is significantly related to their handling after usage and emptying. Packaging influences brand selection of FMCG. Attributes and printed information on packaging are positively associated with brand selection. Regulatory compliances regarding packaging needs to be fulfilled according to the consumer expectations as respondents feel that adequacy of regulatory compliances are not sufficient on the packages.

Level of awareness of flexible packaging is positive and significant to single use sachets, refill packs and flexible packaging aspects.

First model on environmental concepts through green attitude towards green package preference gets six hypotheses supported. Environmental information overrides other environmental aspects towards preference of green packaging.

Environmental concern mediated by green attitude has strong perception towards green packaging by the respondents. Green attitude mediates and influences green package preference. Knowledge towards the environment needs to be increased among the consumers as they are more concerned about the environment.
Relationship between flexible packaging characteristics and buyer’s opinion on green packaging are positively associated to each other. There is positive and significant relationship between consumer opinion on green packaging and opinion on used packages.

Second model of value created due to green packaging shows consumers who are aware about flexible packaging characteristics and its environmental impact have positive attitude and strong intention towards green packaging strategies leading to value creation with reference to FMCG.

Review of literature details the standards and regulations regarding packaging and biodegradable packaging in both global and Indian scenario. Green packaging having good biodegradable properties resulting in safe, neat and harmless environment would be the requirement of consumers according to the present study.