ABSTRACT

Green marketing is the process of developing products and services that do not have a detrimental impact on the environment and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost. It holds the view that business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. Consumers’ attitudes and concerns for the environment are determinants of their purchase behaviour and will reflect itself in their lifestyles and purchasing of eco-friendly products. The primary objective of this study was to determine the attitude and perception of the Indian consumers for eco-friendly fast moving household and personal care products in terms of product, price, place, and promotion. The study specifically focused on fast moving household care and personal care consumer goods because they have a quick turnover, are of relatively low cost and used almost daily by individuals. This study was conducted in urban Faridabad, a National Capital Region city, with demographic profile of people as independent variable and targeting people who have achieved education at least up to higher secondary level. Data was collected both by face to face interviews and e-mail questionnaires structured questionnaires. Chi Square test, T Test, one way ANOVA and percentage analysis were used as data analysis tools.

The findings of this work indicate that Indian Consumers, both men and women are equally concerned about deteriorating environment. However, senior citizens are more concerned about environment than the younger generation. Further, level of education and income of the consumer are important decision making factors in determining the purchase of eco-friendly products.

When it comes to factors of marketing mix, price of the product and its quality are the predominant factors the precede concern for the environment even among the educated masses. People buy eco-friendly products only when they are at least competitively priced, if not cheaper, qualitatively similar and easily available than their conventional counterparts. Consumers are also concerned about confusing terminology used and exaggerated claims about eco-friendliness.
of their products made by the manufacturers. Health remains the most important reason for buying eco-friendly products among the masses.

The author feels that the marketers along with the government agencies have a long way to go to make eco-friendly products the first choice of the consumers. Spreading awareness about the long term health benefits, and hence the lower cost of the eco-friendly products can be the starting point in this direction.