A STUDY OF CONSUMER BEHAVIOUR TOWARDS GREEN FAST MOVING CONSUMER GOODS
(WITH SPECIAL REFRENCE TO GWALIOR DISTRICT)

SUMMARY

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INTRODUCTION

To save our nation from pollution is the primary social responsibility of government producer and customer. Customer may adopt activities to show interest in Eco-friendly product, so, the all are come forward and developed planning for save the nation. In this context, this study was undertaken to understand the consumer buying behaviour towards Green fast moving consumer goods. In this study we focused on major FMCG companies and green consumers. Fast moving consumer goods are the fourth largest sector of Indian economy. It fulfils day to day and main needs of consumers. FMCG products are those which for the most part get replaced within a year. For example of FMCG territories cleansers, cosmetic, personal care, oral care item shaving products, packaged food products and digestive as well as other non durable for example bulbs, batteries, paper product, glassware and plastic goods. The word Green indicates environmentally favourable attributes. Eco friendly, sustainable, Ecological and going green are same terminology. The word Green or sustainable to give an economic development, while conservation of future generations. Before defining the Green let we tell that no products are 100% Green. Eco friendly products actually earth friendly or not averse to the environment.

Statement of the Problem

Due to the growing concern for healthy life style and environmental awareness, consumers have been an adopted green product. But how the consumers are health conscious while purchasing green FMCG and how much they are concern about social and environmental issues.

This research study divided in five chapters, each one having different aspects of research. First chapter is introduction; it explains Green Product and Green Marketing, Consumers and Green Consumers, Consumer buying behaviour and its process, FMCG and Green FMCG, Major segments of FMCG sector and Green Initiatives of FMCG products. Second Chapter is Review of literature which includes detail introduction of the study which already be done. It explains and defined the various variables like health consciousness, social issues and environmental issues. Apart from this, some reviews on green marketing, fast moving consumers’ goods, and consumer buying behaviour also be included in this chapter. At the last of chapter conceptual framework also given.
Examines the determinates that influence consumers intention to buy eco-friendly product according to the result they after considerable support for the robustness of theory of planned behaviour in explaining intention both the two market’s and Green. Ajzen’s Theory is suitable in well established market condition and that is also required that markets are characterized by closely formulated behaviours pattern.

Ashwani K.Gupta et al. founded that people have favourable attitude towards Green Products and Marketing, Male and female respondents show no significant difference in attitude towards Green Products, older and richer consumers have less favourable attitude towards Green Products but a majority of Consumers are familiar with the concept of Green Marketing and they are worried about the environment. In this research researcher’ give suggestions for companies should start organized and unified campaigning for Green Marketing in special reference of age, gender, Income, region. They also suggested to the Government, Provide subsidiary the green efforts, should promote Green Product and services for enhanced Indian economy.

Nancy jeffgies (2007) say that ' Natural' is as yet a ambitious term, Natural product cannot be defined except if natural ingredients is defined we say an item is an natural or naturally proceed meaning it is not synthetic and synthetically proceeds. Organics have been defined mostly the word natural is utilized for food products. It crosses in frequently in personal care products. The biggest usage in natural products is use of additives there are natural preservatives that truly works however utilization rate is moderate.

Johri, Lalit M., Kanokthip sahasakmontri (1998) based on the studies they found ecological obligations by reputed cosmetic brand should be in production, distribution, item and packaging. Thailand customers green point of view expected in regular individual care items are ‘ingredients used’ and ‘not tested in animals’, their buy choice depends on good value for money, products performance and have reliable for skin. The customers have favourable attitudes to reputed brands.

Health conciousness alludes to how much to which health concerns are condinated into a person's day by day exercise or in daily routine. Beckers et al. defined health consciousness assesses the readiness to undertake health actions. Health conscious customers are know and worried about their health and are motivated to enhance and additionally keep up their well being and personal satisfaction for quality of life, participating in well being practices and acting naturally for health issue. (Newsom et al.2005; Kraft Goodell,1993; Plank & Grould, 1990;)
As explained by Ajzen (1991), state of minds refers is desirable and undesirable assessments that individuals make of specific practices, because state of mind influences explanations, the most attractive, the state of mind is the more greater the will and aim to complete a specific conduct. Allport 1935 defined attitude as 'A mental and neutral state is readiness, which access a directing influence upon the individuals response to all objects and situations with which it is related. Environmental attitude is clearly defined by Nik Ramli (2009), the collection of beliefs, affect and behavioral intentions. A person hold regarding environmentally related activities or issues.

Milfont and Derckitt (2010), stated that cumulative and theoretical approach to measurement of environmental attitude, this research founded that three psychometrically sound multidimensional inventory to studies to access environmental attitude, cross culture and natural attitudes inventory demonstrated that the environmental attitude has 12 particular attitude that catch the principal features estimated by the past research. The 12 factors were built up through confirmatory factor analysis and the environmental attitude scale are appeared to be unique channel scale with high inward consistency, homogeneity and high test rated reliability and furthermore to be generally from social attractive quality.

Third chapter explains the research methodology for the study. The chapter mainly deals with objectives of study, research gap, questionnaire design, pilot test, construct measurement are given this chapter. It describes hypotheses and model developed for the study.

Fourth chapter starts with reliability analysis. The demographic and general information about the respondents be included in this chapter. The regression analysis, ANOVA and factor analysis used for data analysis.

Fifth chapter explains the major findings of study and the managerial implications of the study. This chapter also deals with limitations of the study which was faced by researcher. Future scope and directions of the research are also indicated.

For obtained purpose researcher has assessed the level of awareness about Green product, Health consciousness, Social and Environmental issues with respect to Green FMCG. This study was exploratory in the nature mainly based on primary data. Three main segments Dairy Products, Cosmetic and Personal Care, Food and Beverages of FMCG sector were selected for study. The data collection was undertaken in Gwalior district (Gwalior, Bhitarwar and Dabra). Data was collected from a sample of 500 respondents on the likert scale but due to the incomplete responses only 412 fully filled questionnaire accepted for the study. The statistical tools used for analysis of the data were simple percentage, ANOVA, Regression analysis, Cronbach Alpha and Factor analysis.
Research Gap- Various literatures and studies examines the consumers behaviour like quality consciousness, brand loyalty, consumer life style and sustainability etc. in this research we look into the Green Fast Moving Consumers Goods in the view of consumer’s health consciousness, environment and social issues and intention to purchase. This topic specially focuses on FMCG sector, which is also known as consumer packaged goods (CPG) or non durable goods, This is a sector where most of the consumers are involved because it fulfils our basic needs and satisfy day to day wants. This research study is based on green product and we feel that green product is gaining popularity among the people. Consumers are more health conscious and concerned about the environment and society. But after study of many literatures, we concluded that not so much study is done on above particular variables.  

The purpose of the study is that to analyze the health consciousness, Social and environmental attitude and purchasing behaviour especially in the green FMCG sector. We will find out the factors which mostly influence the consumers to purchase Green FMCG Products. This Study could be significant for the companies who will save the environment and want to adopt Green practices. It will help to make better policies and strategies according to the consumer’s choices and take maximum returns. This study could provide better options to solve environmental issues regarding consumer purchasing behaviour.  

This research study carried out some main and sub objectives these are originated from research problem, research gap that have been developed during research study. After an insight, in-depth study related to the subject and with the help of review of literature we have explored our research objectives. The idea is to critically examine the factors of consumer behaviour and the thought of Green FMCG, while practically ensuring these objectives.  

Objectives  
The main research objectives that have been developed are  
- To identify health consciousness of consumers while purchasing green FMCG especially in Gwalior District.  
- To identify the awareness towards Social and Environmental issues.  
- To finding out the purchasing behavior towards Green FMCG Products.  

Sub Objectives  
- To analyze the awareness level of consumers about the green FMCG.  
- To study and analyze demographic variables that impact on Green FMCG.
Hypothesis
H₀₁ - There is no significant relationship between health consciousness and intention to purchase Green FMCG.
H₁₁ - There is significant relationship between health consciousness and intention to purchase Green FMCG.

H₀₂ - There is no significant relationship between Social issues and intention to purchase Green FMCG.
H₁₂ - There is significant relationship between Social issues and intention to purchase Green FMCG.

H₀₃ - There is no significant relationship between Environmental issues and intention to purchase Green FMCG.
H₁₃ - There is significant relationship between Environmental issues and intention to purchase Green FMCG.

H₀₄ - There is no significant difference between Gender and intention to purchase Green FMCG.
H₁₄ - There is significant difference between Gender and intention to purchase Green FMCG.

H₀₅ - There is no significant difference between Age and intention to purchase Green FMCG.
H₁₅ - There is significant difference between Age and intention to purchase Green FMCG.

H₀₆ - There is no significant difference between Income and intention to purchase Green FMCG.
H₁₆ - There is significant difference between Income and intention to purchase Green FMCG.

H₀₇ - There is no significant difference between Qualification and intention to purchase Green FMCG.
H₁₇ - There is significant difference between Qualification and intention to purchase Green FMCG.
Researcher has to take three independent variables that are Health Consciousness, Social Issues and Environmental Issues and one dependent variable that is Intention to purchase Green FMCG product. To achieve above objectives this research study mentioned that Health Consciousness, Social Issues and Environmental Issues linked and having significant relationship with Intention to purchase Green FMCG. According to result respondents are health conscious and gave preference to social and environmental issues when they making buying behaviour. Demographic variables are also taken under the study that is gender, age, income and qualification. Our result shows that demographic variables have no differences with intention to purchase Green FMCG.

The initial aim of the thesis was to prove the hypotheses, we construct seven null and same alternative hypotheses, from the total of these first three null hypotheses were rejected and alternative was accepted. In case demographic hypotheses all null hypotheses were accepted and alternative was rejected.
Questionnaire Design

A structured questionnaire is a valuable quantitative source of data collection. A questionnaire is a framework to consist a set of questions which generates primary data. This questionnaire designed to know the consumers behaviour towards Green FMCG in Gwalior District. There are 40 questions separated in 6 sections. The first part contains demographic details and has general information of the consumers for the purpose of categorization. The demographical variables such as age, gender, qualification and income includes in this section. These demographical variables help to identify profile of the respondents. To avoid repetition the first question was about the name of respondent which was made optional. The second section of the questionnaire has 5 questions that were asked to understand the level of awareness about the green products and green FMCG. In the third section, 08 questions were asked about the health consciousness of the consumers. The purpose of this section to know how much consumers conscious and concern about the health, which types of decision related to consumers’ health they take while purchasing the products. The respondents were requested to answer to each variable by using 5 point Likert scale. The example of 5 point Likert scale is such as:

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Disagree

The fourth part of the questionnaire deals with the social issues, 6 questions were asked for the identification of social attitude to the consumers. The fifth part contains the environmental questions, according to the questions we want to know respondent’s attitude about their own responsibilities towards environment, respondents are interested to be a part of campaigning for saving the environment by reducing the use of plastic bags and so on. The last section is based questions based on buying behaviour of the respondents. In this section various questions were asked related to their intention to purchase the FMCG products. Also, their re-purchase intention, quality, brand, loyalty, packaging, recyclable products, price and satisfaction related questions were asked.

The systematic approach to questionnaire development

Independent Variables- In this research researcher takes three independent variables to achieve research objectives. Health consciousness, social issues (attitudes) and environmental issues are the independent variables of this study. Health consciousness is judged by combination of questions regarding attitude of purchasing habits of the consumers. Social and
environmental issues include a combination of awareness, attitude, knowledge, and behaviour.

**Dependent Variable**- In this study, intention to purchase Green Fast Moving Consumer Goods is taken as dependent variable. In order to study this intention, buying behaviour questions are taken such as its price, quality, brand, loyalty, re-purchase intention etc.

**Reliability Statistics**

<table>
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<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
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<td>.909</td>
<td>30</td>
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The Cronbach’s Alpha value is more than 0.7 which indicates that the data is highly reliable which taken by the researcher.

The findings were found after the collection, tabulation and analysis of collected data with using of statistical tools. The data was analysed by SPSS version 20.

1. The majority of respondents of the study were female, 51.9% (214/412) and 198 (48.1%) were male.
2. The maximum respondents of green FMCG consumers were age group 32-38 (30.10%), followed by the age group of 25-31 (23.06%). The least was done by the age group of above 45 with 12.14%.
3. The maximum respondents having Rs. 25000-50000/- (34.22%) per month income and minimum was having above Rs. 50000/- Per month.
4. Maximum respondents were post graduate with 54.1% followed by graduate 28.6%.
5. Respondents having average (43.2%) level of awareness about Green Products, 30.3% having high, 13.3% very high, 13.1% low level of awareness of green products. There are no respondents who don’t aware about the green products.
6. Respondents having average (41.0%) level of awareness about Green FMCG, 27.2% having high, 15.0% very high,14.1% low and 2.7% having very low level of awareness of Green FMCG.
7. Most of the respondents (64.56%) said that there is enough awareness about Green FMCG and 35.4% said that there is no enough awareness about Green FMCG.
8. Majority of respondents 76.5% have purchased any Green FMCG before and 23.5% respondents have not purchased any Green FMCG before.
9. According to result, 39.6% of respondent shaving good purchasing experience, 35% having very good, 19.2% respondents neither good nor bad experience and only 6.3% respondents having bad purchasing experience of Green FMCG.

10. The Cronbach’s Alpha reliability coefficient values were found more than 0.07 which indicated that the data is highly reliable which was taken by researcher.

11. Kaiser and Olkin measure of sampling adequacy (KMO) value was .922, which indicated that size of sample was adequate and the data was normally distributed.

12. Multiple Regression analysis was adopted to identify cause and affect relationship between consumer’s behaviour variables.

Regression Findings

1. The R Square value was 0.324 which means the impact of health consciousness was 32.4% on intention to Purchase Green FMCG. F value was found 34.3 which were significant indicated the model was good fit. The T value of 1.322 which showed that positive relationship between health consciousness and intention to purchase green FMCG.

2. The R Square value was 0.149 which means the impact of social issues was 14.9% on intention to purchase Green FMCG. F value was found 72.77 which were significant indicated that model was good fit. The t value of 14.303 which showed positive relationship between social issues and intention to purchase Green FMCG.

3. The R Square value was 0.107 which was which means the impact of environmental issues was 10.7% on intention to purchase green FMCG. F value 48.947 was found which were significant indicated the model was good fit. The t value of 13.504 which showed positive relationship between social issues and intention to purchase Green FMCG.
ANOVA Findings

1. The ANOVA results showed that there is no significant difference between Gender and intention to purchase Green FMCG. The F value was 0.103 at the significant level 0.749, therefore the null hypothesis rejected and alternative was accepted.

2. The ANOVA results showed that there is no significant difference between age and intention to purchase Green FMCG. The F value 0.733 at the significant level 0.570, therefore the null hypothesis rejected and the alternative was accepted.

3. The ANOVA results showed that there is no significant difference between Income and intention to purchase Green FMCG. The F value 1.310 at the significant level 0.271, therefore the null hypothesis rejected and the alternative was accepted.

4. The ANOVA results showed that there is no significant difference between Qualification and intention to purchase Green FMCG. The F value 0.319 at the significant level 0.727, therefore the null hypothesis rejected and the alternative was accepted.

At last, researcher suggests all companies, Government to design promotional programmes, and clean India campaign for the customers. According to the study customers are conscious about their health; they purchase mostly healthy food from the market and check ingredients and expiry date of the product. Customers also concern for the social and environmental issues.