CHAPTER-2

REVIEW OF LITERATURE
2.0 Introduction
The literature survey formed an important part of our research, thus it becomes mandatory to include and focus on this part by a different section. Various Thesis, research papers and reports were reviewed to get an insight into what kind of work had been done and what kind of result have been found by the different Researchers the same has been presented in the succeeding paragraph.

2.1 Review Related to Green Marketing
Zuhairah Hasan & Noor Azman Ali (2014) conducted a research that the green innovation and green promotion, process and product put positive impact on performance of firm. In the 21st century, environment change and fast exhaustion of natural recourses and biodiversity is a portion of the challenges mankind must grasp. The subject of green marketing is vast, having important implication for business technique and open policy. Obviously, green marketing is an integral part of general corporate methodology. (Menon and Menon 1997).

Ashwani K.Gupta (2013) 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.

Gan et. Al. (2008) found that consumers who are naturally conscious are move to buy eco friendly products.

Alsmadi, S. (2007) investigated in an empirical study of Jordanian consumers for their environmental behaviour, which reveals high level of environmental existence but preference of the green products and high level environmental conscience does not put effect on final green product purchasing decisions. Because these types of consumers have trust on traditional products and they have satisfied with these products.
Martin, Bridget (2007) and some other had analyzed attitudes towards the effect of green product offerings on condition with information of effect of green product lines on condition and found that there is no connection between the two and they additionally found that attitude is not higher than information in effect of green products offerings on condition, at present because of consumers ads people knowledge on environment had increased significantly.

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.

Ginsberg J.M. and Bloom N.P. (2004) stated that Green Marketing companies are socially responsible corporate values will credible to selected customers but it is tough they also back up environmental claims.

There is more than one definition of green marketing (Tijarnemo 2001). Coddington has defined it as promoting exercises that recognize environmental stewardship as a business development opportunity.

William E. Kilboune (1998) stated that the improvement of green marketing is a necessary condition for the compromise of human needs and nature. Green marketing and its potential are most certainly not however completely understood since it is new. Recent improvements is green marketing through do reflect a growing recognition of the fast approaching disappointment of DSP(Domestic social Paradigm) and what’s more, look into has started to diverse perspectives. Conflict situation, control, monetary development and greening of innovation are issues in everyday advance towards sustainability.

Linda Formichelli (1997) founded those organic or natural products customers are minority when constructed with what is accessible and what people are purchasing. Indeed, even among the customers who are profoundly eco friendly oriented. One of every four will purchase frequently. Natural products buyers are willing to purchase items in normal family unit cleaning products classifications, eco-Tourism, and organic pet care products. An
indicated by them email is a decent promoting medium for ensuring buys however not
beginning buy. Green consumers are highly networked and expect full integrity in green
products.

On the base of literature Polonsky M. J. (1994) has recognized a few possible reasons for
companies adopted green marketing. Green makes business sense; green marketing is seen as
a way to accomplish the organisation goals. The part of marketing has turned into a matter of
discussion as ways of life and consumption designs in the industrialized world are a net worth
originator of natural harm. From one perspective, marketing has been criticized for adding to
the natural degradation by emphasizing on consumption, thus adding to a disposal society and
under scoring on fulfilling here and now consumers needs. Then again marketing can be
viewed as a critical instrument keeping in mind the end goal to offer new way of life and
change consumption habits, not exclusively eco friendly consumers. Hence marketing should
need to add more economical types of society. Marketing has created and enlarged its
extensions towards sustainable firms of society.

Andrea Pronthero (1992), to see that there are different periods of green development
compared with first stage, 2nd stage is harder as buyers are moving from light green to dark
Green. Marketers should adopt Societal Marketing Concept (SMC) such that they should to
accept favourable circumstances arising from Green consumerism and should to likewise
know about depends of green development in order to kill dangers and transform in this
situations. The organisations should receive support to Grave approach in assembling and
marketing, some changes in packaging will not be enough.

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 (1980) is
suitable in well established market condition and that is also required that markets are
characterized by closely formulated behaviours pattern.

Maslow (1967) has suggested that when people groups self realizing needs are
fulfilled,metaneeds or meta motives are purchased where we end up worried about issues
other than those which immediately affect us as People, with their self completed necessities
fulfilled customers are currently searching for different components important when
purchasing, rather than an ever increasing purchase more and more goods it has turned out to be in become fashionable to purchase items which are ‘eco friendly’. Perhaps our Meta needs are currently focusing on the inherent estimation of products and Enterprises as opposed to the materialistic benefits of having to capacity to bear to buy.

Conventional products attributes like value or price, quality and brand are as yet the most critical properties that consumer consider when making green buying choices. Product attributes play an important role in advancement in product because it influence buyer product purchase decision and they push marketers to satisfy consumer’s needs, wants and demands. The researcher found that age has negative significant relationship with satisfaction but income and family size were not found significant relationship with consumers’ satisfaction. Youth generations are highly concerned with environment and their consumers buying and consumption decision is based on eco labelling.

In another research, researcher took variables like age, gender, income, qualification and regional differences. 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. Researchers’ 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.

An exploratory case on the formal study conducted of South Africa to know green marketing could be creating a sustainable competitive advantage for them. Findings of this study shows that retail of south Africa pursing a green marketing strategy to achieve short term competitive advantage and long term retailers are not involves in green marketing strategy.

In another study discovered that there is an incredible debate on the meaning of the term ‘Natural’. Natural items essentially put contain common wherever possible. Natural does not signify ‘organic’. Natural shows the strategy for developing and preparing natural ingredients guaranteeing that stringent purity standards are met. In this way, natural products are not always organic but organic products are always natural. Now branded products manufactured
by natural ingredients. Consumers request products free from synthetic polluting influencing that are bio-degradable consistent with personal health condition. Customers will pay 20% higher costs for medical advantages. High cost also increase consumers’ perception of quality and value.

Green turning was advertising and publicity to assume a greater part in company’s promoting strategy to allay and pacify public concerning. Green selling refers to sales introduction. Here enthusiasm for environment had a tendency to be restricted to special action with practically no contribution to product advancement promoting doubly customer.

Green collecting means at this stage green products are estimated as premium products over regular offering. After the above field ways to deal with Green Marketing research generally 1990 started to move parts unique marketing plan and its emphasis on ecologically based focused advantages. This showed more substantive advance will require number of components of marketing thought and practice to be reshaped. It includes a redefinition of product, readiness to change market, marketing communication that expects to educate as oppose to simply awe focused beyond customer current needs, ability to oversee request and desire, an emphasis on cost rather than price, taking more responsibility.

In another research, researchers find out that Green products customer who have positive ecological beliefs will apply consistent reaction design and shared trait of expectation to buy natural products. People who know well about environmental issues, for example, global warming, environmental changes, ozone layer entrance, green house gases, toxic chemicals will be buy green products.

Green marketers who focus on their portion effectively should go for statistic division however additionally inquire about is required on this zone with confusion in Green marketing surrounding, it is hard to identify green customers as this is a small known segments, proper details about the fragment income wise, age wise, education wise is not accessible nation particular or area particular. This study focused on environmental beliefs of consumers and their static profile for successfully targeting, natural products.
2.2 Reviews related to FMCG

VN Sruthiya (2017) stated that the majority of consumers are not aware of products available in the market. They are willing to extra pay due to the green products. This study conducted specially to FMCG sector with reference to Calicut district Kerala. Green Marketing ideas rises out of societal marketing. Green marketing is characterized to describe an item as being ecological friendly. It holds the view that marketing which is piece of business needs to fulfil customers’ particular, as well as needs to consider the interest of society as a rule. That is each one of the individuals who are influenced by the activities of a business should be remembered when setting the targets and the strategies of an organisation. In this manner, green organisation depends on its corporate vision that incorporates environmental concerns. As the organisation working, this essentially implies the organisations understand the necessities of the eco system with which communicates. For instance, any organisation needs to be a good organisation, having concern for the group and the environment. This has just helped to increase current pattern towards the greening of the organisation.

Stern (2000) has created a Framework for advancing theories of ecological huge individual conduct and converts the terms of the creator of research gathering and others to grow such a Theory. Researcher founded about meanings of ecological huge conduct, characterizes of the practices and their causes, theories of environmentalism concentrating particularly on Esteem trust standard hypothesis access the connection between environment concern and behaviour and summarizes. Confirm on the variables that decided environmental critical practices and that can successfully adjust them. The research conducted by introducing some real recommendation and a few standards for managing future Research and educating the plan of conduct project of natural protection.

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.
As indicated by Hawken (*Ecology of Commerce, 1995*) business has 3 issues to confront. These are what it takes, what it makes and what it wastes. What it takes is materials, from the environment (its biological community) through separating, mining, cutting, hunting and other different means. What it makes is the results of trade, goods & services. Those are derived from common habitat through the procedure of changes and change. What it wastes speaks to eco cost emerging from trash, pollution and destruction of natural systems, which are the results of taking and making forms. What’s more, these expenses are not internalized in the majority of book keeping frameworks up until this point.
2.3 Reviews on Green Consumers behaviour

Consumer’s behaviour includes the psychological process that customers experience in perceived needs, discovering approaches to solve these needs, collect and translate data, make arrangements and execute these plans, making purchase decision and post purchase behaviour. In the others, consumers behaviour defines as, “study of how people or organisation behaves when obtaining, using and disposing of products and services.”

Green consumer behaviour includes the utilization and disposal of products and study about how they are bought. This means implies understanding the buyer’s behaviour as a procedure in acquiring products and services. Use of products is green interest to the markets, since this may impact how a product is best situated or how we can encourage expanded green Consumption. In India ever the post purchase consumer behaviour, for example, product disposal is great interest area of marketers in consumer behaviour.

Ranjith & Ela Goyal (2011) stated that brand memory, brand review, brand interfaces that with population, pricing, general satisfaction of the product for the long period of time. Existence and communication programmes conducted by the companies to evaluate the parameters that impa ct the consumers’ perception.

Shrum, L.J. et al. (2011) stated that customers who will purchase green products attitude are related to propensity to purchase. This relationship is to some degree qualified by gender and by nature of green purchasing conduct. Green consumers offer significance to point of interest and advertisers should give notice that is not deceiving and off base. Ads through print media are favored by green customers rather than TV in light of the fact that there is a connection between green customers and magazine reading. Green consumers should be approached with respect as they are insight full and cautions. In the event that treated in effectively they will switch brand and take away from different customers. Customers will not purchase products from companies whose promotions they hated.

Mostafa (2009) utilized self organising maps to look at the impact of different psychographic and subjective factors on Green consumption in Kuwait. In this research he founded that Green Customers could be portioned into 4 Groups-

1. True Greens (45.22%) – Who had high scores on all measurements.
2. Unwilling Greens (20.57%) – who had some high scores on state of mind, low score or intention.
3. Basic Browns (21.77%) – who had low scores and with high suspicion.
4. Potential Greens (12.44%) – Who had high scores in attitudes and intention yet in addition in wariness.

What is interesting about these outcomes is that the biggest portion is the true Greens. In general, in past studies the biggest section has been some place in the center in term of their commitment to green decisions.

**Bodur & Sorigollu (2005)** inspected the connection between Turkish customers’ state of mind and their practices towards the environment. They found the following three portions –

1. Active concerned (30%)
2. Passive concerned (43%)
3. Unconcerned (27%)

Regarding demographics, they presumed that Green customers are preferable tough over others while they did not show that they were more youthful or had younger by and average. In their interpretation of Green conduct and gender, they could not substantiate a higher probability for females to be environmentally sensitive, overall, they found that while states of mind were valuable in separating green customers, estimating attitudes towards particular practices was a superior indicator of ecological conduct than are those estimating general attitudes towards the environment.

**Juwaheer (2005)**, Played out an exploratory research of the eco-friendly 1000 customers in Mauritius with an end goal measure view of Green Products in this Island Country. She discovered five major segments -

1. Indifferent Green (19.4%) - Not green at all, price is most important.
2. Poor Green (13.4%)- Willing to change to green products, prepared to pay premium.
3. Light Green (33.6%) – Biggest, high scores on green measurements, considerably higher Green potential, most critical concern is evaluating component of Green product. Price is very important than the environment.
4. Moderate Green (22%) – High score in Green Measurement, Price is not important issue.
5. Pure Green (11.6%) – Littlest segment, so much conscious for green, they differ that they are insufficient in tending to biological issues.
2.4 Reviews on Health Consciousness

Today's peoples are concerned about their health. In the field of social marketing, consumer segmentation is an important step in designing effective implication strategies to improve health knowledge and attitudes. Although consumer segment is totally depends on socio-demographic variables. Healthy conscious people who are aware about their importance to health in life, for this they buy and use healthy products and are also concern about the products effect on nature, concern about their fitness.

Health consciousness alludes to how much to which health concerns are coordinated 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;)

Beside to this, customer Express and enthusiasm for issues relating sustenance to well being. (Fegerli and Wandel, 1999; Rozen et., 1999). When they see nourishment dangerous and lose trust in nature of traditional sustenance. Moreover, healthiness has turned into an essential determinant for sustenance buyers and a parameter of value for some purchasers. (Magnusson et al. 2001; Wandel and Bugge, 1997)

Along these, in addition to health concerns, expanding interest for a natural create in additionally identified with the consumers saw result for a human's ecologically friendly behaviour. (Beharrel & Macfie, 1991; Schifferstein & Oude Ophuis; 1998; Williams & Hammis, 2001). Aware for one's health and for the environment are two two most normally express thought processess in buying environmental substances. Hence the expanding number of studies uncovers that a customers worry for health is the most normally expressed extension to pick natural foods (Magnusson et al., 2003). Consumers status to take sound activities in an essential determinants of consumer mentality toward natural foods. A higher degree of an individuals preparation to take solid activities implies a more positive attitude towards natural foods, in other words, the consumers health consciousness impact the state of mind towards natural foods.
In other words, way of life decisions in which individuals vary are primary cause of health. Inequality (Mander Backa et al. 1999, Sacker et al, 2001) specified that a sound way of life underscores Physical health related exercises, for example, common natural food consumption, Healthcare and life equilibrium. It is trust that this solid way of life build is useful to investigate regardless of whether a consumer attitude of mine toward organic food is mediated by one's way of life. More or less, consumers may have health conscious and might be prepared to do something useful for their health and concern about their own particular health. The positive connection between health awareness and the goal to buy organic food or product will be improved if buyers lead a sound way of life.

**Jayanti and Burns’s (1998)** defined health consciousness the degree to which health conscious are intergrated into a persons daily activity. Persons who are enjoy healthy foods such as white meat, dairy products, fruits & vegetables and they prefered daily walk and exercise.

Also, health-consciousness, which surveys the lavel of a status to embrace solid activities (Oude Ophusis, 1998), is a more extensive develop to Mirror a person’s status to accomplish a remark or her own health. It is trusted that if an individual is prepared to take measures to make him or her more beneficial, at that point his or her state of mind towards organic foods should be more positive

According to Kraft and Goodell (1993) - health consciousness can be measured by individuuals actual behaviours.

On the other hand, health consciousness as an outline of personal satisfaction (Kraft & Goodell 1993), concerns the obvious activities and practices of consumers and can be firmally identified with health health motivation. The way of life factors have turned out to be critical and are connected generally in describe how consumers sattle on food decisions (Senaner et al.,1991). Inside the smaller way of life viewpoint, health disparities are chiefly the consequences of people’s decisions and propensities concerning health beneficials and non beneficials ordinary conduct, for example, practice habits, smoking and drinking habits and dietary habits.
Such people watch out for Me know about and includes with food what's more, physical fitness (Kraft and Goodnell, 1993). Furthermore, physical fitness, maintenance of Health and improvement of health is the primary reason behind purchasing organic foods (Schiffuerstein & Oude Ophuis, 1998; Tregar et al., 1994). Number of buyers trust that naturally developed foods are more secure and give more networthy health benefits than conventional options and have positive attitude towards Organic Products (Beharrel & Macfie, 1991; Jolly et al., 1989).

Bloch’s (1984) stated that health conscious person who is preventing their health and possible problems and increasing their well being.
2.5 Reviews related to Social Issues

A social issues could be drawback that influenes substential range of the people. Insight a society its typically consequences of things expanding on the far side a persons management, and is that the supply of a conflicting opinion of the grounds of what’s perceived as a virtuously simply. Personal life or social group order. In the general some problems have social and economics aspects in this research, researcher discussed about the pollution free country. Social issues stated as a independent variable.

Social issues or social influenes that the knowledge provided by the indiviuals will have a possitive impact on consumers. The social dynamic during which indiviuals go with others by presenting similar qualities is known as guy. It may be meant as things that someone shares a similair thoughts, beliefs and values because the person that he or she is communication with. In this study researcher trying to know that what is opinion of respondents toward social responsibility.

_Tsen, Phang, Haian & Buncha (2006)_ expressed that includes belief sentiments and behavioural Expectations towards some object of the three elements of attitude. The components are extremely associated and can impact how customers respond to a object.

Attitude are the reliable factor in anticipating consumers ability to willing to pay for green products _(_Chyong et al., 2006_)_. This implies the price is the fundamental factor in keeping consumers from acquiring green products. If they are Pro environment the environment may keep them from taking part in eco-friendly activities such as recycling _(_Wiener & Sukhdiar, 1990_)_.

Number of people may have high ecological concern but have feeling that the protection of nature is the prime obligation of the government. As indicated by _Tanner & Kast (2003)_ , Green food buys strongly encouraged by positive attitude towards environmental protection. If consumers have positive attitude toward Environment protection and they make change of this into real buys of eco friendly products, degradation of nature may be decreased.

_Abustan & Katie (2000)_ , also report that people, government, industry and Finance are three similarly essential factors in the working of individual's positive attitudes towards
Environment protections. Besides that according to Lee (2008), environment attitudes was not a solid determinant of youthful consumers obtaining conduct in Hong Kong, as reflected from the study result that if just positioned second last among different factors. Cleveland et al. (2005), also had discovered a low connection between environmental friendly attitudes and green behaviour.

Brehm & Jason (1996) proposed that attitude will predict conduct when contrained just to particular issues of environment as opposed to when connected to a more general issue. They identified three psychological components that impact the passion of individuals, attitude, their own outcomes and self interests, deeply held esteems one's religion and close friends, family and social gathering.

For instance, when people confirmed that an absence of worry about environmental protection will adversely impact their family, their health or reduce the nature of their life, they they act rapidly with a more prominent feelings of urgency (Brehm & Kassin, 1996).

Krause (1993), in his research founded that buyers were worried about their day to day habits and the effects on the environment. However many organisations began to be more focus responsive in tending to pollution and waste transfer by creating eco friendly packaging and putting in various effects to keep in step with eco friendly development.

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.

Some environmental scientist have referred to the attitude towards the normal condition as 'ecological concern' (Vining & Ebreo, 1992, Fransson & Graling, 1993; Dunlap & Jones, 2002). As indicated by Schultz & Zelezny (2000) The nature of the environment
depends fundamentally on the level of informations, attitude, qualities and practices of consumers (Mandalay & Abijoye, 1998)

Balderjanh (1988), for example builds up a casual model however finds no huge connection between these two factors, similarly follows and Jobber (2000) build up a feeble yet critical connection between environmental attitude and purchase Green attitudes.

Lounds bury and Tournatzky (1977) and in addition seglima, kriss, Darley, Fazio, Becker and Prayer (1979), watch the solid linkage amongst attitude and behaviour. However other studies locate no relationship between attitude towards ecological issues and purchase behaviour.
2.6 Review related to Environment Issues

Environmental attitude means save our environment from pollution. It is environmental psychology. There are many environmental attitude measurements, which are based on theoretical and conceptual framework. 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.

In this independent variable, researcher mainly checked environmental attitudes of the respondents. As we know attitudes means a perception, desirable and under desirable evaluation the makes of particular behaviour. According to Nik Ramli (2009) “a learned predisposition to respond consistently favourable or unfavourable manner with respect to the environment.’ Many customers or peoples are concern about the environment, but they feel preservation of environment is not people responsibility. In the research of Kranse (1993), consumers are becoming more concern about their day to day habits and the impact on the environment.

Kilbourne and Pickett (2007) resulted that Connection between realism, ecological beliefs, environmental concern and natural practices. The examination utilized on irregular phone study on 337 grownups, utilising and easygoing displaying approach, the examination exhibited that realism negatively affects natural beliefs and these convictions decidedly influence ecological concerned and eco friendly concern behaviours. The article at that point gave implications of the outcomes to the buyer and natural strategy.

In recent days our country facing serious problems which are global warming, change in climate, high humanity etc. Technological up gradation and continuous innovations are major reason behind these problems. To sole this problems Government, Organisations and customers take participation. Organisation manufactured green products with healthy
production process, Government make green promoting policies and customers buy green products. Many studies stated that green customers are more increased since more of the customers are given preference to purchase environmental.

2.7 Conceptual Framework

Above figure showed that proposed conceptual framework that provided base of the research work. The main objective of this research is to find out the relationship among the independent variables and dependent variable. In this framework there are three independent variables which are Health Consciousness, Social Issues and Environmental Issues and one dependent variable i.e. Intention to purchase Green FMCG.

Figure: 2.1
2.8 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.