Chapter 6

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

The various findings based on the analysis is highlighted in this part and argued well enough to accept or reject the hypotheses. This part is also linked with the existing literature review. It demonstrates how the research contributes to the current knowledge about green purchase behaviour and marketing. The chapter also includes a number of recommendations and applications based on the results of the study as well as suggestions for future research.
Drastic climatic changes and its adverse impact on the environment forced consumers to adopt a more ecologically friendly and sustainable lifestyle. People have become more greatly conscious about their environment and a growing concern for it is noticeable in the attitude of the general public. In the modern era of globalization, it has become a challenge to keep the consumers informed of environmental safety which is the biggest need of the hour. The changing consumer preferences, concern for future generation, environmental protection, etc made enterprises to devise ways and means for the creation of competitive advantage. It is the responsibility of the business world to compensate for the harm that companies have caused to the environment and evolve measures for the well-being of the present and future generations.

Currently, green marketing is part of the overall corporate strategy. Green marketing encompasses issues of industrial ecology, environmental sustainability, producers liability, life-cycle analysis, material use, resource flows and eco-efficiency. Thus, the subject of green marketing is vast, and it has important implications on business strategy and public policy. Recently, green consumerism has begun to gradually emerge in the Asian countries. Theoretical and empirical studies show that consumers have translated their environmental concern into actively purchasing green products. People generally want to do the right thing; so the challenge and opportunity for the Green marketer is to make it easy for people to do so. When all else is equal - quality, price, performance and availability - environmental benefit will most likely tilt the balance in favour of a product. The marketing industry can ‘walk the talk’ and become the new corporate champions of the environment. Successful Green marketers will reap the rewards of healthy profits and make the world a better place to live in. A lot of customers show amplified environmental awareness and an inclination for environment-friendly businesses and their products, unveiling their keenness to purchase and pay more for Green products/services. Customers’ enthusiasm for green products has motivated companies to go green.
Green marketing activities will enable the companies to shine next to their competitors by offering new products with extra ecological advantages in the new markets. This will cause the companies’ image to brighten in their customers’ eyes and will increase the loyalty of their customers, which, in the final analysis, means increase in profits and extension of the brand. Hence, as people become aware of environmental problems, eco-production, eco-marketing, and eco-consumption, their attitudes, responses, perceptions and purchase intentions should change in turn.

Green marketing involves developing and promoting green products and services that satisfy customers’ wants and needs with respect to quality, performance, price, after-sales service and convenience without endangering the environment. Green marketing implies marketing strategies which, through the establishment of identifiable environmental benefits (based on the consumers’ expectations), would support the environment. Sustainability depends on internal reforms in the organisations and serves as a “bridge between business and Green consciousness”, ensuring better life for generations to come”. The objective of Green marketing is to minimise environmental harm and increase the economic benefits. Green marketing satisfies two objectives: improved environmental quality of the products and customer satisfaction. Green marketing aims at educating and making people willing to go green and also changes the life style attitude, perception and purchasing behaviour of the people. There are social movements which trigger public interest for sustainable development and eco-friendliness. A company should accept its responsibility in its functioning and obligation towards society and environment.

FMCG sector is a considerably large sector in the economy whose fundamental duty is to promote eco-friendliness. As society became more complex with the environmental issues and unethical business practices, consumers’ and business organisations have become more environment conscious. So businesses have begun to modify their behaviour in an attempt to address the society’s “new” concerns. Consequently, customers and consumers expect that products offered by the companies should be environmentally safe without need to sacrifice quality and
efficiency to achieve the recognition in the market. This study examines the green marketing practices followed by the FMCG companies and their impact on the customer behaviour.

The main objectives of the study are:

❖ To understand the concept of green marketing and its application in the Indian context.

❖ To investigate the consumers preference towards green products in FMCG sector.

❖ To analyse the factors affecting green purchasing behaviour of the customers.

❖ To evaluate the strategies adopted in the green marketing mix of FMCG products.

❖ To examine the impact of Green marketing practices of FMCG companies on Green Brand Image, Green Satisfaction, Green Loyalty and Green Brand Equity of the customers in Kerala.

❖ To suggest suitable strategies for green marketing companies to satisfy the customer’s requirements.

For this purpose, a descriptive and analytical research design is applied for the study, where primary and secondary data are used. The primary data were collected from a well-structured questionnaire which was distributed to 700 respondents of five districts in South Kerala. The questionnaire was administered after conducting a pilot study in 50 respondents. 620 responded to the questionnaires so that the sample size for the survey among the respondents was fixed statistically at 620. Stratified random sampling method was applied for the selection of the customers of different types of goods - convenience, shopping and speciality goods for this study. The secondary data was collected from materials on green marketing from the University libraries, Scientific articles from online libraries and journals, E-Journals of SAGE, Emerald publications, research theses and dissertations, etc.
The layout of this report was prepared in six chapters as follows:

- Introduction
- Review of Literature
- Theoretical framework of Green Marketing
- Green marketing practices of FMCG Companies
- Impact of Green marketing practices of FMCG companies on the Green Customer Behaviour.
- Summary of findings, conclusions and recommendations.

The major findings are reported below.

6.1 Demographic Profile of the Selected Customers of FMCG Companies

A majority of the selected customers of FMCG products were found to be belonging to the rural area and only a few customers to urban and semi-urban areas. More than 55 per cent of the customers of FMCG products were females and they were between 41-60 years and the majority of the customers were from rural areas. With regard to the marital status of the respondents, majority of them were married. Similarly, most of the customers were highly educated and they were employed also. Based on the income, it was found out that majority of the buyers belonged to the income between Rs. 15,001-20,000. Considering the type of goods preferred by the customers, majority preferred convenience goods.

6.2 Demographic Variables by type of goods

Considering the gender and the type of goods preferred by the customers, majority of both sexes preferred convenience goods. Customers selected for the study belonged to four categories. Those below 25 years of age, 26-40, 41-60 and above and majority belonging to these groups preferred convenience goods. Similarly, regarding the marital status and type of goods, preferred by the customers, majority chose convenience goods. Majority of the customers of convenience goods
tended to be those with Post Graduate Degree. A minimum percentage of the respondents with other educational qualifications like ITI, technical qualification and diploma chose all type of goods (convenience, shopping and also speciality goods). At the same time, customers of all income groups preferred convenience goods as their first choice.

6.3 **Factors motivating green customers**

The motivating factor for the purchase of convenience, shopping and speciality goods were found to be the product quality. This can be seen in the varying responses of the customers of different FMCG products with the highest ranking having the lowest mean ranks in the mean rank table. The mean rank variation of the responses of the customers about the motivating factors was found to be significant in the output of the Friedman’s Chi-square test with $p=0.000 < 0.05$.

6.4 **Factors affecting the Green Purchasing Behaviour of Green FMCG customers**

1) The degree of social influence on green behaviour is high in the case of customers of rural areas than other areas as observed in mean scores of the responses of these customers. The responses of these customers seem to vary significantly over different areas. The area-wise mean score variation is statistically significant at 5 per cent level of significance in the One-way ANOVA F test. It is found that social contacts influence the green purchasing behaviour of the rural area customers of FMCG products.

2) The environmental knowledge is high among the customers of the rural areas. This can be found validated in the One-way ANOVA F test with statistically significant observed mean score variation based on the area of residence of the customers and the associated F values. Moreover, environmental knowledge affects the green purchasing behaviour of the customers of rural areas.

3) The level of environmental concern of the customers of semi-urban area is found to be higher than that of the customers of other categories. This is
evaluated by applying One-way ANOVA F test. As per the test, it was be found that, the variation in the observed means of the customers of semi-urban areas have greater concern for the green environment. But, the variation of the environmental concern among customers of different region is statistically not significant \( Value \text{ of } F = 2.225 \text{ with } p = 0.109 > 0.05 \).

4) The environmental attitude of the urban customers of the FMCG industry is found to be more positive than that of the customers of semi-urban and rural areas. At the same time, the customers of different types of products have also a positive attitude towards the green environment. This can be confirmed with the highest observed mean score of the response of the customers depending on their area of residence. The variation in the observed mean score in this regard is statistically not significant in the One-way ANOVA test with associated F values \( 1.152 \text{ with } p = 0.317 > 0.05 \).

5) The environmental activism of the customers is affected by their social influence, environmental knowledge and positive environmental attitude. Regarding the environmental activism of the customers of FMCG products, it is found that rural customers have more environmental activism than the customers of urban and semi-urban areas. But, the variation in the mean scores is not statistically significant by observing area-wise mean variation of the responses of the selected customers in this regard \( Value \text{ of } F 0.373 \text{ with } p = 0.689 > 0.05 \).

6) The levels of perception about the seriousness of the environmental problems among the customers of FMCG products were examined by One-way ANOVA. It is found that the perception of the customers about the green environment is high and positive for rural customers when compared to the customers of other areas. In addition to this, the perception of the selected customers about the green environment and its impact on their green purchasing behaviour is identified by applying One-way ANOVA F test through which it is found that, the mean score variation is statistically significant with \( p = 0.000 < 0.05 \).
7) The perceived environmental responsibility of the customers in the rural areas is found to be more positive than that of the customers from other residential areas. This can be found statistically valid in the estimated marginal means table with the highest mean scores and significant F values having \( p = 0.009 < 0.05 \).

8) The area-wise environmental attitude reflected in the behaviour of the customers is analysed by using One-way ANOVA F test. By observing the F values, and the area-wise statistical significance of the variable in the test of between-subject effects, it is found that, the area-wise response of the customers towards perceived effectiveness of environmental behaviour is higher and more positive in the customers of rural areas and it is statistically significant with \( p = 0.025 < 0.05 \).

9) The role of government in green purchasing behaviour of the customers found to be high in the customers of urban areas than those of the customers of semi-urban and rural areas. The area-wise mean variation was statistically not significant at 5 per cent level of significance with \( p = 0.549 > 0.05 \).

10) The awareness and attitude of customers towards green marketing is found to be high and more positive in the customers of rural areas than that of other areas. The level of consumer awareness and attitude is evaluated by applying One-way ANOVA F test. As per this model, it was found that the mean variation is statistically valid in the mean tables with highest mean scores and significant F value having \( p = 0.040 < 0.05 \).

11) The response of the customers towards green companies and green products is analysed by using One-way ANOVA. By observing the F value, and the area-wise statistical significance in the test of between-subjects effects, it is found that, even though the area-wise response of the customers towards green companies and green products is not statistically significant, the response of the rural customers towards green companies and green products is found to be higher and more positive than that of customers of other areas.
12) The expectation of green pricing policy is high among the customers of rural areas than those in other areas. This is validated by testing the area-wise mean score variation with One-way ANOVA F test in which it was found that the F value is statistically significant at 5 per cent level of significance, as $p = 0.000 < 0.05$.

13) Green purchasing behaviour is also affected by the ‘place/distribution’ in the marketing mix. The area-wise mean score variation of the rural customers is found to be high and they are more concerned about the green ‘place/distribution’. This can be validated by observing the significance level of the variables in the test of between-subjects effects according to the area of residence of the selected customers. It is found that F value is statistically significant at 5 per cent level of significance with $p = 0.000 < 0.05$.

14) With regard to the response of the customers towards green package, the mean score of the customers in different areas vary. As per the mean score variation, the highest mean score is for the customers of semi-urban area. But, this variation is found to be statistically not significant at 5 per cent level of significance with $p = 0.128 > 0.05$.

15) The rural customers responded positively towards the green promotion of the companies and the mean score of the response of the selected customers in this regards is higher than that of other areas. This can be further validated by the mean variation and the significant level of F test in the One-way ANOVA. It is found that, even though the area-wise response of the customers towards green promotion is high in customers of rural areas, the mean variation is not statistically significant at 5 per cent level of significance with $p = 0.968 > 0.05$.

16) Considering the level of consumer’s awareness, response and attitude towards eco-labels, it was found that the customers of rural areas showed a higher level of awareness among the different categories of customers. This can be found valid in the One-way ANOVA with statistically significant F values for observed mean variation in the estimated marginal means table. Based on the model, it is found that the mean variation is statistically significant by
\( p = 0.042 < 0.05 \). The awareness of eco-label has a positive effect on the consumers purchase decision.

17) The green purchasing behaviour of the customers of convenience goods is found to be influenced by five factors such as Responses to Green Promotion, Responses to Green Companies and Products, Consumer Awareness, Responses and Attitude towards Eco-labels, Green Pricing and Perceived Seriousness of Environmental Problem. This is found statistically valid by observing the beta co-efficient and the associated t values in the step-wise Regression Model (\textit{Observed }p < 0.05 \textit{ in all five factors}).

18) The step-wise Regression Model applied for finding out the variation in the green purchasing behaviour of customers of shopping goods is found to be explained by ten factors such as Green Place or Distribution, General Environmental Belief and Attitude, Responses to Green Package, Perceived Environmental Responsibility, Response to Green Companies and Products, Perceived Effectiveness of Environmental Behaviour, Governments role, Green Brand Image, Responses to Green Promotion and Green Pricing. Based on the beta co-efficient and its associated t values, it is found that all the ten factors are statistically significant and valid with \textit{p in all cases are less than 0.05}.

19) The Regression co-efficient is fairly good to explain the variation in green purchasing behaviour of the customers of speciality goods and it is explained by six factors such as Perceived Environmental Responsibility, Response to Green Companies and Products, Green Place/Distribution, Response to Green Package, Perceived Seriousness of Environmental Problem and Environmental Activism. All the beta co-efficients are significant as the associated t values are significant (\textit{Observed }p < 0.05 \textit{ in these cases}).

20) The dependence of the Green Brand Equity on Green Brand Image, Green Loyalty and Green Satisfaction is at varying levels for those residing in rural, semi-urban and urban areas. This is also found valid by observing the significant regression co-efficients in the model.
21) The probability of the level of change in Green Brand Equity of the customers of convenience goods is affected by the probability of the change in level of Green Satisfaction and Green Loyalty. This relation is found valid in the Omnibus test of co-efficient, Nagelkerke R square, significant Chi-square in the Hosmer and Lemeshow test and the beta co-efficients and the Exp (B) from the Logistic Regression Model which are statistically significant.

22) The probability of change in Green Brand Image and Green Satisfaction affects the change in the probability of Green Brand Equity of shopping goods. This can be validated by observing significant values obtained in the Omnibus test of model co-efficients, Nagelkerke R square, Chi-square in the Hosmer and Lemeshow test and significant beta co-efficients and Exp (B) in the Logistic Regression Model.

23) The probability of the level of change in Green Loyalty can create change in the probability of Green Brand Equity of speciality goods. That is, any positive change in Green Loyalty turns out to make positive significant changes in Green Brand Equity. This relation is found valid in the Omnibus test of co-efficient, Nagelkerke R square, significant Chi-square in the Hosmer and Lemeshow test and the beta co-efficients and the Exp (B) from the Logistic Regression Model which are statistically significant.

6.5 Source of information about green products

Customers of different types of goods used sources like word-of-mouth, TV/Radio, print ads, websites, social networks, etc for collecting information about green products. Customers of shopping goods prefer word-of-mouth and documents on TV/Radio more and the source of information used for speciality goods are TV, Radio, print ads and other sources, while customers of convenience goods preferred websites and other sources like face book, blogs, online forum, etc. This was further validated by Chi-square test and the value with $p = 0.000$ is statistically significant at 5 per cent level of significance.
6.6 Media preference for green products

Media available for communicating green marketing are print media, TV/Radio, Broadcast media, websites, etc. Point-of-sale, green logo, etc were the most important tools used in green marketing. The statistical association of the communicating media and type of goods was found statistically significant by observing the value of Chi-square (Value of the Chi-square 76.278 with \( p = 0.000 < 0.05 \)).

6.7 5 P’s that influence the purchase of green products

The five factors which influence the purchase of convenience, shopping and specialty goods are product, price, place, promotion and package, of which the top most priority can be attributed to the ‘P’ which stands for Product-features, quality, etc. This can be found significant with varying responses of the customers with the highest ranking having the lowest mean ranks in the mean rank table. The variation in the ranking of the influential factor was found to be statistically significant at 5 per cent level of significance by observing the value of Friedman test Chi-square with \( p = 0.000 < 0.05 \) in all the cases.

6.8 Anticipated Benefits while purchasing green products

While buying green products, customers desire certain benefits like cost and savings, ease of use, brand or image of the company and natural ingredients used in the product. The customer’s think that green products are those that minimise negative impact on the environment. The benefits desired by the customers while buying green products was found statistically not significant with the value of Chi-square with \( p = 0.331 > 0.05 \).

6.9 Eco-friendly products for sustenance

More than 80 per cent of the respondents agreed that purchase of eco-friendly products will contribute to the sustainable future and only a minimum percentage disagreed to this.
6.10 Negative approach to going green

Customers abstained themselves from going green because of several reasons like cost of the product, unavailability of the product, limited choice of the product, etc. Majority of the customers are of the opinion that it is expensive and not many variants available for green products. The statistical association of the reason for not preferring green products and type of goods was found to be statistically significant at 5 per cent level of significance (Value of Chi-square 17.590 with \( p = 0.025 < 0.05 \)).

6.11 Information and Green Packaging

1) Majority (i.e., 82 per cent) of the customers of different types of green products agreed that they obtained information from the package of products. Further, the statistical association between type of goods and the information about reuse of the package was found significant statistically by observing the value of Chi-square with \( p = 0.004 < 0.05 \).

2) More than 90 per cent of the customers disagreed that the pack messages on the green products misleads/confuses them. This was confirmed by testing with Chi-square and it was found to be statistically significant at 5 per cent level of significance as \( p = 0.001 < 0.05 \).

Testing of Hypotheses

1) There is no difference between the preference of the customers of different types of FMCG products and the factors that motivate them to purchase green products.

The Friedman’s test for several related samples is used to test the difference in preferences of the customers associated with the twelve factors that motivate them to purchase different types of FMCG products. The Chi-square statistics provides different values for different categories of the selected customers, which are significant at 5 per cent level of significance with \( p \) in all cases \( 0.000 < 0.05 \). Therefore, this null hypothesis is rejected with the conclusion that there is significant variation in the factors that motivate the customers to purchase green products.
2) There is no significant difference between the customers of different areas and the factors affecting their green purchasing behaviour.

One-way ANOVA model is applied to the hypothesis for analysing the impact of different factors on green purchasing behaviour. The significance level of each variable in the test of between subject-effects and is statistically significant for variables like Social Influence, Environmental Knowledge, Perceived Seriousness of Environmental Problem, Perceived Effectiveness of Environmental Behaviour, Consumer Awareness and Attitude towards Green Marketing, Expectation of green pricing, Response to Green Place/Distribution, Consumer awareness and Response towards Eco-labels. Thus, this null hypothesis is rejected with the conclusion that these factors influence the green purchasing behaviour of the customers of FMCG products.

3) The changes in the GS, GT and GL of the customers do not make any change in the GBE of the customers.

The Logistic Regression Model is applied to test this hypothesis. Based on the significant values of Chi-square in the Omnibus test of model co-efficients, Nagelkare R square, Chi-square value in the Hosmer Lemeshow test and the significant beta co-efficients and Exp (B) in the model, this hypothesis is rejected with the conclusion that GBE is always affected by the GS, GT, and the GL of the customers and any change in the GS, GT and GL changes the GBE of the customers correspondingly.

4) There is no association between the type of goods purchased by the customers of FMCG industry and the source of information about green marketing.

This hypothesis is tested with the Chi-square, and it is found that the value of the Chi-square is significant at 5 per cent level of significance (Value of Chi-square 121.392 with p = 0.000<0.05). Therefore, this hypothesis is rejected based on the conclusion that there is close association between the type of goods purchased and the source of information about the green marketing obtained from the customers.
5) There is no association between the media for green marketing communication and type of goods purchased.

This hypothesis is tested with Chi-square, from which it is found that the value of Chi-square is statistically significant at 5 per cent level of significance (*Value of Chi-square 76.278 with p = 0.000 < 0.05*). Therefore, this null hypothesis is rejected with the conclusion that there is close association between the essential media for green marketing communication of type of goods purchased.

6) There is no difference between the type of goods preferred by the customers and the factors that influence them to purchase green products.

Friedman’s test is used to test the difference in preference of the customers with 5 P’s that influence them to purchase green products. From the Chi-square statistics, it is found that the variation in the mean scores is significant at 5 per cent level of significance (*Convenience Goods - Value of Friedman’s Chi-Square 309.856 with p = 0.000 < 0.05, Shopping Goods - (Value of Friedman Chi-square is 108.787 with p = 0.000 < 0.05, Speciality Goods - Value of Friedman’s Chi-square 45.975 with p = 0.000 < 0.05*). Thus, this null hypothesis is rejected with the conclusion that there is significant variation in the factors that influence the customers to purchase green products.

7) There is no association between type of goods purchased and benefits expected by the customers in the FMCG industry.

This hypothesis is tested with Chi-square, and it is found that the value is not statistically significant at 5 per cent level; of significance (*Value of Chi-square 9.137 with p = 0.331 > 0.05*). Therefore, this null hypothesis is accepted as there is no association between the type of goods purchased and the benefits expected by the customers.

8) There is no association between the type of goods purchased by the customers and their reluctance to go green.

The Chi-square statistics is used to test the hypothesis. The statistics of Chi-square is significant at 5 per cent level of significance (*Value of Chi-square 17.590*).
with \( p = 0.025 < 0.05 \). It reveals that there is significant association in the reason for abstaining from going green. Therefore, this hypothesis is rejected with the conclusion that there is association between type of goods and the reason for not switching over from non-green to green products.

9) There is no association between the type of goods purchased by the customers and the expectation of the customers about the reuse of the package.

The null hypothesis is tested with Chi-square and the value is statistically significant at 5 per cent level of significance (Value of Chi-square 22.519 with \( p = 0.004 < 0.05 \)). This reveals that the null hypothesis is rejected as there is no close association between the type of goods and the expectation of the customers about the re-use of the package.

10) There is no association between the information provided on the package and the purchase behaviour of customers.

This hypothesis is tested with Chi-square, and it is found that the value of the Chi-square is significant at 5 per cent level of significance (Value of Chi-square 25.171 with \( p = 0.001 < 0.05 \)). Therefore it can be concluded that there is close association between the information provided on the package and the purchase behaviour of customers.

Conclusion

The FMCG industry is the biggest and the most dynamic industry in the world with a large number of customers for different types of products with varying tastes, needs, behaviour and purchasing style. These customers are highly sensitive to the purchase and use of their products, especially the customers of convenience goods. At the same time, there is a shift in the buyer’s consumption pattern from unsustainable to sustainable. This shift influences the purchase behaviour of the customers as they have decided to go Eco-friendly. This transformation in customer behaviour has compelled FMCG companies to adopt “green” to retain their image in the market. The rapid increase in the concern for environment has imposed a stress
on the companies to adopt green as the core of their strategy and have become aware of the fact that their survival depends only on going green.

Indian FMCG companies are involved in various activities like designing, developing, producing eco-friendly products which aim at exposing their concern for environment as well as society. Companies are trying to chalk out ways and means to develop a positive brand image which convince and benefit the customer. Based on the data collected and analysed, enabled the researcher to arrive at the following conclusions.

1) The FMCG sector is on its way to rapid growth and expansion. This indicates that, the customers of FMCG companies are spread throughout the length and breadth of Kerala and that they have a strong and potential competitive presence.

2) The demographic variables have good explanatory power over other variables to identify customers’ environmental attitudes and behaviour. The variables are based on age, occupation, income, etc and each of them influences the behaviour of the customer. The customers from the rural segment are the most promising ones for the FMCG market as they prefer convenience goods.

3) Customers are inclined to purchase convenience and shopping goods more frequent than speciality goods. FMCG companies should encourage and promote the production of convenience and shopping goods without lowering their qualitative value. The product attributes influence the attitude and purchase behaviour of green customers. The customers when making a purchase decision consider only green products that have environmental values, but also those with high quality.

4) The green purchasing behaviour of the customers of different FMCG products is influenced by friends, relatives, environmentalists and several other factors. Interpersonal communication is an effective tool for affecting purchase behaviour. At the same time, consumer’s awareness about the environment and their positive emotional involvement in the environmental issues direct their
response towards environmental protection. This type of environmental awareness, attitude and concern will enhance the individuals to prefer environmentally friendly brands.

5) Changing lifestyles have changed the attitude of people towards the environment. They have become more conscious of their responsibility in safeguarding and protecting the environment. There has been a conscious effort on the part of the public to involve themselves in eco friendly activities. They also seek environment related information that helps to conserve the good earth from dying. It is the responsibility of the governments, companies and individuals to initiate measures to preserve the environment.

6) The environmental knowledge of the customers of rural area is greater when compared to the customers of semi-urban and urban areas. Moreover, when people’s awareness about the environmental issues have become a prime concern for the customers and their purchase behaviour. This has evoked a positive attachment to Eco-friendly products.

7) The government’s role in preserving the environment influence customers attitude to green products. Hence they feel morally obliged to protect the environment and preserve limited natural resources.

8) The positive attitude and the high level of environmental concern of the customers of different areas make them perfect environmentalists. They consider the impact of the product on the environment at the time of purchase. The customers purchasing behaviour is always affected by their environmental activism which is the outcome of their positive attitude towards the environment and their high level of environmental concern.

9) The perception of the customers of FMCG products towards environmental problems and their responsibility towards protecting the environment greatly affect their green purchasing behaviour.
10) The main sources of information about green products were mainly TV, social networks, newspapers and magazines. The respondents positively affirm that they have been influenced by the green communication campaigns and it has enabled them to reaffirm their loyalty and conviction towards the environment and company. Consumers have responded to the advertisements of the FMCG companies about the green features of the products they design, develop, produce and launch in the market and this is an obvious indication of the customer’s loyalty and intention to go green.

11) There is a high level of expectation of the customers towards the pricing policy of the FMCG companies. This expectation is based on the assumption that the companies have included additional green features to the products they have produced. Customers who have pro-green would never go for an alternate product even if there is a hike in price provided he has the purchasing power to possess convenience, shopping and speciality goods.

12) The most important component in the marketing mix which influences the customers of different types of goods (i.e., convenience, shopping and speciality goods) is the quality of the product and then the price. The product quality should not be overlooked since consumers relate price with quality. Thus purchase intention is the result of the attitude towards green products.

13) It is the satisfaction derived from the product that promotes the frequently purchasing tendency of the customer. This is an obvious index of the green brand loyalty of the customer.

14) Any change in the Green Brand Image, Green Satisfaction, Green Trust and Green Loyalty of the customers of the consumer goods industry will affect their Green Brand Equity correspondingly. The probability of change in these predictor variables may affect the probability of the change of Green Brand Equity considerably.

15) The customers of FMCG desire that the green product should be made of natural ingredients and then it should not create a negative impact on the
environment. If a company resorts to manufacture low quality goods under green label it would destroy its credibility and image in the minds of the customer.

16) Customers are deterred from purchasing green convenience goods and green speciality goods as they are perceived to be too expensive.

17) The packaging of green products and the message it conveys plays a major role in consumers purchase decision. As there is tough competition in the FMCG companies, packaging plays a dominant role in identifying a company from its rivals. Hence it can be concluded that ecological labels do have an influence on consumer buying behaviour.

However, people believe that the future of humanity depends on the life style they adopt. The present situation shows an ever increasing demand from the customers to go green. Hence, it is the right time for companies to adopt the concept of sustainable development in the marketing mix to save the planet from ruin.

**Recommendations**

The FMCG industry is a dynamic industry and considering the environmental factors in this sector, green marketing is found to be growing alongside providing opportunity for new entrants. They have increased their prominence in the business world as they desire to minimise and control the harmful effect of business activities on the environment. Competitive advantage can be achieved through pro-environmental related activities by motivating companies to comply with formalities. Moreover, the customers purchase consumer products with a view to preserve the environment clean and green and maintain it. So, the findings of the study enable the FMCG companies to re-design, develop and manufacture products by applying new technology which is more conducive to green effect by producing and launching environment friendly products. Therefore, the following recommendations may be made before the FMCG companies, government and particularly the customers to keep the environment clean and green and reduce the environmental impact of production and promotes the marketing of eco-products by identifying the green
purchasing behaviour of the customers. Moreover, as seen from the study, the
government should concentrate more on keeping the environment green by revising
the norms and implementing eco-friendly parameters and monitor whether the
FMCG companies follow the guidelines stipulated by the government. The following
are the suggestions and recommendation for practical application.

1) Consumer companies should be more environment friendly. They should
organize eco-friendly programmes to create awareness among the employees,
customers and other stakeholders about the need for protecting the
environment. For this purpose, the FMCG companies should be very alert and
vigilant about those who fail to abide by the fixed parameters.

2) For monitoring, observing and evaluating the customers purchasing behaviour,
their responsibility towards the environment, perception towards companies,
an environmental impact cell should be constituted to identify the environment
problem and chalk out solution to issues related to environmental
management.

3) FMCG companies should concentrate on the application of green technology in
design, development, and production of different categories of products which
help them to create an image in the minds of the stakeholders that they are
environmentally and socially responsible.

4) Environmental knowledge of a customer has a positive effect to purchase the
products, having green claim. Therefore, managers should find ways to
translate environmental issues to promote the sale of green products. The
products environmental benefits have to be expressed by the marketer through
the information provided on product labels and advertising.

5) Companies and government should orient the customers about environmental
protection laws prevailing in the country and the consequences of violating
them. The customers’ should also be provided with knowledge about the
product standards fixed by the government’s from time to time.
6) The green FMCG companies have to educate the masses through advertising that lays emphasis on green products and their usefulness to customers. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among the people.

7) The companies pricing, promotion policies and responsibility towards environment, their green production and marketing practices should reflect their green behaviour in order to establish their claim to be environmentally responsible to the stakeholders.

8) The FMCG companies should invest on research and development to explore new ways and means to make their distribution channel greener and reduce the impact on the environment. Businesses have to look towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product.

9) The consumer companies should evaluate the green needs and the green purchasing behaviour of the customers frequently so that they update the market with eco-friendly products.

10) The customers of semi-urban and urban areas should look into the green effect of the consumer products at the time of its purchase and use. Moreover, they should know how these products are to be used without being detrimental to the green environment.

11) In order to enhance the performance of the product and retention of the customers’, marketers have to consider the quality, price and other factors related to the construct of the product. To achieve this, considerable importance should be given to the marketing strategies like expanding the marketing mix, STP (Segmentation, Targeting and Positioning). Marketing Alliance, etc.
12) **5P’s Green Strategy**

- **Focus on Product Development for Sustainability** - The traditional modes of production like “Production based on sale” or “Sale based on Production”, did not take into account the products impact on environment. The green consumer products are perceived to be too expensive. The enterprises had to gradually design strategies for the management of green products through green designs, product life cycle assessment technology, green production, etc. Green product development is the basis of green marketing, and it exhibits the company’s environmental responsibility and obligation. Green marketing requires an innovative technology and a periodic review of the ‘green product’ to arrive at a price best suited to the purchasing power of the customers.

- **Set Realistic Prices** – Manufacturer of green products involves the expenses from purchase of raw materials to distribution of finished products and for other promotional activities. Pricing in green marketing is as critical in conventional marketing. Concerns about the over pricing of green products have made customers skeptical about certain green claims. Most customers are prepared to pay only a premium if they perceive additional values such as improved performance, function, design, visual appeal, etc. Environmental benefits alone may not be a justification for higher prices. The companies have to pay attention to enrich the image of green products among customers through rational prices, green products innovation and through influential slogans like “return to nature”.

- **Practice Green Distribution** – Distribution is the prime element in attracting the right customers for green products. The companies have to consider the physical distribution of products to minimise environmental risk in logistic operations. Enterprises have to research and create the distribution channels suitable to the manufacturer and the environment.
Enterprises can select reputable agents, brokers, wholesalers, retailers, special self-operation counters, green monopoly store, green chain store and other means to carry out marketing activities.

- **Effective Promotion of Green Claims** – The key to successful green marketing communication is credibility. Never overstate environmental claims or establish unrealistic expectations. The companies should build up communication with customers and win their trusts through effective propaganda. Green promotion should help customers to understand the business orientation, approve the image of the enterprise, and create a favourable green atmosphere for green consumption. Green marketers can reinforce their environmental credibility through advertising, personal selling, public relation campaigns, etc which should embody the idea of environmental protection.

- **Strategy of Green Packaging and Green Labels** - FMCG companies also need to make green packaging understandable because green knowledge and green products are directly proportional to each other. Eco-labels have emerged as one of the dominant means of marketing communication for green credentials of products. A great deal of effort has been invested in making eco-labels more effective. Marketers should choose to create green logos which clearly communicate the saving and benefits the green product brings to the consumer, including the emotional aspects.

13) The government has to understand the environmental knowledge of the people and also involve in stimulating green purchasing behaviour by disseminating knowledge about newly launched green products timely.

14) As government's policy decision influences consumers towards green purchasing, companies should have to take advantage of the incentives provided by the government for better service to customers' demands.
15) Environmental reform is a growing necessity at present. As the available natural resources must support a rapidly increasing population, sound management of such resources, together with a continuous improvement for the protection of the environment are evident necessities for sustainable development. Sustainability is the key stone of the green marketing philosophy. Therefore, continuous monitoring should be conducted by ensuring that the consumer goods produced by the FMCG companies will not create any harmfulness to the environment. Moreover, a sustainable approach to consumption, production and distribution would enable the present and future generation to maintain a standard of living that would promote a healthy and happy life.

Future Research

It was recommended to conduct future research on the following.

- To examine respondents not only five districts but other districts in Kerala to widened the view.
- To study about the factors that influence green purchasing behaviour on specific green products, etc.
- This research provides an important empirical foundation for further examining the buying behaviour of customers of Kerala. There are several key areas relating to the study, the focus of the research and of the methods that can be further developed.
- Even within consumer behaviour, there are several areas that can be further explored. This includes whether consumer exhibit any differences in buying behaviour towards different types of brands. For eg: between local and foreign brands, manufacturer and private brands, as well as small and big brands.
- As the current research is restricted to the investigation on the green product generally, future study should focus on the consumer’s attitude and perception on green label, green values or green service on a specific type of green product in the market.
Subsequent study should include a cross section of the population of India which identifies the past or current behaviour of the consumers regarding green purchases.

No attempt has been made in the present study to analyse the relationship between environmental awareness and various types of environmentally friendly behaviours. In recent years, a substantial body of literature has been built up environmental attitudes and behaviour. This aspects needs to be examined in the Indian context too. It will be equally insightful to investigate whether consumers belonging to different gender, occupation, socio-economic and psychographic groups differ in their environmental attitudes and behaviours. In case differences are found, customers can be clustered into various green segments and differential marketing strategies can be evolved to market green ideas and products more efficiently and effectively to different green customers.

As this study only investigated on Green FMCG products (Covenience, Shopping and Speciality Goods) in general, it is suggested that future research should focus on particular green products such as hybrid car, green service, environmentally friendly papers, food, pharmaceuticals, etc.

Organise study to combine quantitative research with qualitative one by interviewing some FMCG companies proposing eco-friendly products and conventional ones in order to understand what strategy they put in place according to the different types of products.

The study on durable and non-durable products could be a paramount with the comparison of conventional products would assist the managers to obtain the views of the consumers on these two different categories of product types. Indeed the consumer decision making is different when people are willing to buy a durable such as clothes or even a car because the impact on the purchase is not the same and may be for these products we can suppose that value expressive function has an important impact.

Green Marketing of Fast Moving Consumer Goods