

**Review Article**

**AN EMPIRICAL STUDY ON CONSUMERS' BEHAVIOR OF BUYING GREEN PRODUCTS OF FMCGS (FAST MOVING CONSUMER GOODS) IN KERALA**

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**Abstract**

In the analyses of the Indian economy the 4th biggest place is occupied by division of FMCG. At present consumers in India are at the point where there is a multiplicative impact of salary growth, desire to devour and a changed attitude with regard to consumption. The rural and sub-urban markets are at present developing in Kerala with greater penetration index in terms of economic growth, as the urban market seems to be stunted. Subsequently, the purchasing behavior of rural consumers has turned into an interesting issue for discussion, in light of the fact that consumers prefer products that are natural, environmental-friendly and ecofriendly. This investigation features the variables that influence consumers to purchase select Fast Moving Consumer Goods with special reference to Kerala state. The Present Study had explicit target to evaluate the distribution management of Fast Moving Consumer Goods (FMCGs), to inspect the brand preference for select products of FMCG and ponder the special techniques utilized by FMCG organizations in rural areas.

**Keywords:** FMCG, Green Products, Consumers, Buying Behavior, Environment.

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**INTRODUCTION**

At present, the world is faced with the problem of saving nature, which is to ensure the safety of our planet. The pattern of consumption by the human beings is the reason for such a situation. That is the reason why consumers' behavior and attitude lead to the concept of green marketing or green products.

Consumers over the globe are more concerned about sustenance, wellbeing and the quality of the Products they use in day to day life. The challenge among the brands is furious. In each kind of items, consumers have more options, more data and higher desire for consumption now than any other time in recent memory. Moving for position in a consumer's inclination set requires a forceful procedure and consistent cautiousness. As against dealing with individual consumers the target of marketers now is to make a strong relationship with consumers. The branding of fast-moving consumer goods has become part of the lives of consumers. Consumers have plenty of brands to choose from. From a business point of view, brands are a sole element for marketing and business procedure. The development of a product that has gained customer trust is of major importance in securing a market share and increasing the wealth of its shareholders through raising its profitability by innovative marketing efforts. The higher volume of offers relies on the diverse kind of marketing strategies. Marketing strategies including products, price, innovations, procedures, people and physical evidence are crucial in maintaining the company's performance and significant benefits.

**MARKETING STRATEGIES**

FMCGs initiate building fresh market strategies to generate brand consciousness and retain client loyalty and also an outstanding platform for themselves. Marketing strategies create a mark in FMCG's success.

A marketer from the FMCG pursues a broad mix of approaches. When there is a scenario where companies use a large network if they sell a network, appropriate advertisement and marketing promotion mechanisms are planned from the moment when costs are very low.

Following are some of the key approaches taken by FMCGs to make their products exceptional comparatively: Strategy with Multi-brand, Brand Extensions, Development of New Product Development, strategy for the life cycle of products, Taking advantage of a broad network of distribution.

**REVIEW OF LITERATURE**

**Mudhassir, (2010)** refers to Green Marketing as encompassing marketing initiative; conversely the consumption and production in addition to marketing and product exchange and services occur in a way that is not as much hazardous with regard to global-warming, non-biodegradable waste, toxic materials and so forth. Marketers and customers are increasingly growing receptive to the need for renewable goods and administrations.

**Ashokan C and Hariharan G (2008)** endeavored to examine the profile of retail consumers – to comprehend the conduct of consumers visiting the new shopping centers like Spencer and Big Bazaar in Palakkad of Kerala state.

**Bagla, Ashish and Gupta Vivek (2008)** have said that Promotion of brands in provincial spots requires uncommon measures. The powerful Indian brands have a good brand value, consumer demand and a competent and dedicated distributor relationship. There are strong regional shops in the provincial sector which affect the clearance of different products on the country market. Companies find that provincial individuals are in a better position with extra cash. The low financing cost of credit firms has helped rural people purchase expensive products. Marketers need to comprehend the value of a consumer in a country zone.

**Abed Al Aziz (2006)** stated that the cosmetic agents around the world were improving rapidly. Paris Gallery is regularly reliant on > 20%, as outlets (26) have a percentage of 60 top value embellishment agencies. The Paris Gallery has to set up new outlets of 40 in the former UAE, Qatar and Saudi Arabia. Extraordinary Brands are exceptionally active and require a large number of information-providers to follow. Advancement in marketplace is likewise attributed to the regions' economics,

having familiarity about adults and fashionable trendsetters with higher income.

**Objectives**

1. To study the Marketing Strategies followed by FMCG organizations
2. To analyze the consumers' behavior of purchasing FMCG green products in market
3. To analyze the relationship between green marketing and consumer buying behavior using different variables.

**RESEARCH METHODOLOGY**

It majorly consists of the design followed for the research study, collection of data, questionnaire, plan of sampling etc.

**Statistical Tools Used for the Present Study**

- ANOVA
- Structural Equation Modeling

**Null Hypothesis**

**ANOVA**

H<sub>01.1</sub>: There doesn't exist any significant difference between Income groups with regards to Advertisement, Cultural

Orientation, Celebrity Endorsement, Brand influence and Consumer Buying Behavior.

H<sub>01.2</sub>: There doesn't exist any abrupt variation on age group with regard to Advertisement, Cultural Orientation, Celebrity Endorsement, Brand Influence and Consumer Buying Behavior.

**Structural Equation Modeling**

- H<sub>01</sub>: Advertisement has no impact on Brand Influence
- H<sub>02</sub>: Cultural Orientation has no impact on Brand Influence
- H<sub>02</sub>: Celebrity Endorsement has no impact on Brand Influence
- H<sub>04</sub>: Brand Influence has no impact on Consumer buying behavior

**DATA ANALYSIS**

The present chapter helps to analyze and interpret the data. The data gathered from the respondents belonging to Kerala are evaluated and interpreted to arrive at a conclusion in the research.

**ONE WAY ANOVA (INCOME)**

H<sub>01.1</sub>: There doesn't exist any significant difference on Income groups with regards to Advertisement, Cultural Orientation, Celebrity Endorsement, Brand influence and Consumer Buying Behavior.

**Table 1**

| Dimensions               |                | Sum of Squares | Df  | Mean Square | F    | Sig  |
|--------------------------|----------------|----------------|-----|-------------|------|------|
| Advertisement            | Between Groups | 1.800          | 2   | .900        | .024 | .976 |
|                          | Within Groups  | 9472.970       | 254 | 37.295      |      |      |
|                          | Total          | 9474.770       | 256 |             |      |      |
| Cultural Orientation     | Between Groups | 13.579         | 2   | 6.789       | .146 | .864 |
|                          | Within Groups  | 11775.511      | 254 | 46.360      |      |      |
|                          | Total          | 11789.089      | 256 |             |      |      |
| Celebrity Endorsement    | Between Groups | 29.411         | 2   | 14.706      | .391 | .677 |
|                          | Within Groups  | 9545.530       | 254 | 37.581      |      |      |
|                          | Total          | 9574.942       | 256 |             |      |      |
| Brand influence          | Between Groups | 16.766         | 2   | 8.383       | .182 | .834 |
|                          | Within Groups  | 11690.549      | 254 | 46.026      |      |      |
|                          | Total          | 11707.315      | 256 |             |      |      |
| Consumer Buying Behavior | Between Groups | 18.855         | 2   | 9.428       | .236 | .790 |
|                          | Within Groups  | 10167.705      | 254 | 40.030      |      |      |
|                          | Total          | 10186.560      | 256 |             |      |      |

\* Significant at the 5% level

**Analysis**

Table 1 shows that p values are > 0.05 for Advertisement, Cultural Orientation, Celebrity Endorsement, Brand influence and Consumer Buying Behavior; there is an acceptance of null hypotheses.

**Discussion**

There doesn't exist any abrupt variation among income groups on Advertisement, Cultural Orientation, Celebrity Endorsement, Brand influence and Consumer Buying Behavior.

**ONE WAY ANOVA (AGE)**

H<sub>01.2</sub>: There doesn't exist any abrupt variation of age groups on Advertisement, Cultural Orientation, Celebrity Endorsement, Brand Influence and Consumer Buying Behavior.

**Table 2**

| Dimensions               |                | Sum of Squares | Df  | Mean Square | F     | Sig  |
|--------------------------|----------------|----------------|-----|-------------|-------|------|
| Advertisement            | Between Groups | 14.177         | 2   | 7.088       | .190  | .827 |
|                          | Within Groups  | 9460.594       | 254 | 37.246      |       |      |
|                          | Total          | 9474.770       | 256 |             |       |      |
| Cultural Orientation     | Between Groups | 121.762        | 2   | 60.881      | 1.325 | .268 |
|                          | Within Groups  | 11667.328      | 254 | 45.934      |       |      |
|                          | Total          | 11789.089      | 256 |             |       |      |
| Celebrity Endorsement    | Between Groups | 172.838        | 2   | 86.419      | 2.335 | .099 |
|                          | Within Groups  | 9402.103       | 254 | 37.016      |       |      |
|                          | Total          | 9574.942       | 256 |             |       |      |
| Brand influence          | Between Groups | 161.664        | 2   | 80.832      | 1.778 | .171 |
|                          | Within Groups  | 11545.651      | 254 | 45.455      |       |      |
|                          | Total          | 11707.315      | 256 |             |       |      |
| Consumer Buying Behavior | Between Groups | 76.602         | 2   | 38.301      | .962  | .383 |

|  |               |           |     |        |  |  |
|--|---------------|-----------|-----|--------|--|--|
|  | Within Groups | 10109.958 | 254 | 39.803 |  |  |
|  | Total         | 10186.560 | 256 |        |  |  |

\* Significant at the 5% level

**Analysis**

Table 2 shows that p values are > 0.05 for Advertisement, Cultural Orientation, Celebrity Endorsement, Brand Influence and Consumer Buying Behavior; there is an acceptance of null hypotheses.

**Discussion**

There doesn't exist any abrupt variation among age groups on Advertisement, Cultural Orientation, Celebrity Endorsement, Brand Influence and Consumer Buying Behavior.

**STRUCTURAL EQUATION MODELLING**

Observed, endogenous variables

1. Brand Influence

2. Consumer Buying Behavior

Observed, exogenous variables

1. Advertisement
2. Celebrity endorsement
3. Cultural orientation

Unobserved, exogenous variables

1. e1 (Brand Influence)
2. e2 (Consumer Buying Behavior)

Variable counts (Group number 1)

|                                    |   |
|------------------------------------|---|
| Number of variables in your model: | 7 |
| Number of observed variables:      | 5 |
| Number of unobserved variables:    | 2 |
| Number of exogenous variables:     | 5 |
| Number of endogenous variables:    | 2 |

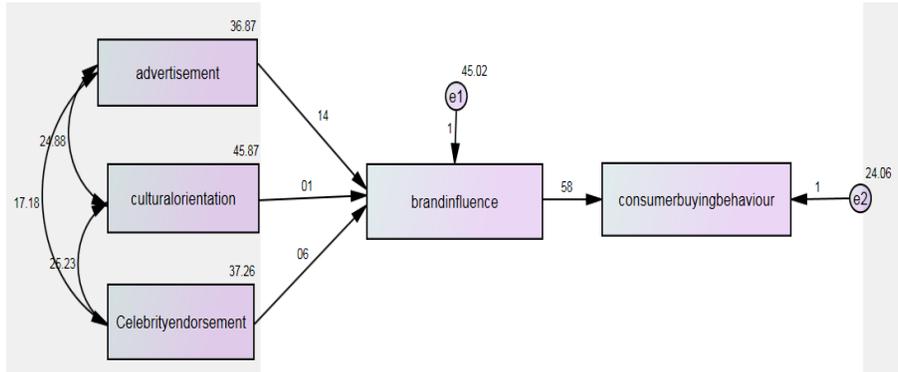


Fig. 1: Sem Analysis

Source: Primary Data

Table 3: Sem Path Analysis

| Dimensions            | Path | Dimensions               | SE   | P Value | Result          |
|-----------------------|------|--------------------------|------|---------|-----------------|
| Advertisement         | <--- | Brand influence          | .088 | 0.112   | Not Significant |
| Cultural orientation  | <--- | Brand influence          | .088 | 0.919   | Not Significant |
| Celebrity endorsement | <--- | Brand influence          | .088 | 0.478   | Not Significant |
| Brand influence       | <--- | Consumer buying behavior | .045 | 0.000   | Significant     |

\*\*Significant at 0.01

H01: Advertisement has no impact on Brand Influence.

**Result:** Table 3 reveals the p value > the level of significance, hence there may be an acceptance of null hypothesis. Hence Advertisement impacts negatively the Brand Influence.

H02: Cultural Orientation has no impact on Brand Influence.

**Result:** Table 3 reveals the p value > the level of significance, hence there may be an acceptance of null hypothesis. Hence Cultural Orientation impacts negatively the Brand Influence.

H03: Celebrity Endorsement not having impact on Brand Influence.

**Result:** Table 3 reveals that the p value > the level of significance, hence there may be an acceptance of null hypothesis.

Hence Celebrity Endorsement impacts negatively the Brand Influence.

H04: Brand Influence not having impact on Consumer buying behavior.

**Result:** Table 3 reveals the p value < the level of significance; hence there may be an acceptance of null hypothesis.

Hence Brand Influence impacts positively the Consumer buying behavior.

**Model Fit Indices Summary:** The important fit indices are presented in the Table below.

Table 4: Major Model Fit Indices Summary

| Parameters | Acceptable values for Good Fit | Research Model Values |
|------------|--------------------------------|-----------------------|
| GFI        | >0.9                           | 0.981                 |
| AGFI       | >0.9                           | 0.904                 |
| CFI        | >0.9                           | 0.974                 |
| RMSEA      | <0.06                          | 0.031                 |
| RMR        | <0.02                          | 0.010                 |

Source: Primary Data, SPSS AMOS output

**Interpretation**

Table 4 indicates that the Index on goodness of fit, adjusted goodness of fit and comparative fit are observed to hold values greater than 0.9, revealing that the model is a very good. And the RMSEA value which relates to error of approximation was 0.031 and that of RMR relating to the residual value 0.010.

**Conclusion for the interpretation**

The values indicate that the model is an extremely good fit.

## CONCLUSION

This research paper has been organized in order to improve comprehension of brand acquisition activity among both advertisers and scholastics by defining use of fast-moving consumer products. Marketers should know that it is valuable to see how ad, VIP underwriting and so on can influence consumer-purchasing behavior in their respective market region and that it will help in distinguishing markets through branding. Through analyzing how FMCGs agree on product discernments, businesses optimize marketing technology quality consistency and enhancements specific to consumers. Identification branding often targets consumers; businesses must decide what characteristics customers are looking for to enhance the brand's image.

## FUTURE SCOPE

It is very much advisable for the research to be carried out in future in enhancing the attributes of lifespan which influences the green consumer behavior, also to perform more investigations for getting an extensive knowledge on the various attributes of both products and services in the consumers' behavior of buying FMCG products.

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