

# Consumers' Awareness Towards Eco-friendly Products in Gujarat

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## Abstract

Present Research focusses mainly on the understanding awareness of consumers' towards eco-friendly FMCG products. FMCG products could be anything i.e. household or a personal care product. Objective of the study is to access the consumers' awareness for environmental friendly products and its marketing. Consumers of Gujarat mainly from the three prominent cities namely Ahmadabad, Surat and Vadodara are taken into account. The result that came after analyzing the data collected through structured questionnaire show that the awareness of the consumers is high.

**Key Words:** Awareness, Eco friendly, FMCG, Gujarat

## 1. Introduction

The previous couple of centuries are witness to the fast economic development through expanding consumers' consumption worldwide. This has thus caused environmental degradation through finished consumption and over usage of natural assets. The results of environmental degradation are global warming, depletion of stratospheric ozone layer, contamination of ocean and streams, clamor and light contamination, corrosive rain and desertification [1]. Grunert [2] revealed that around 40% of environmental degradation has been achieved by the over consumption exercises of private families. As the environment keeps on intensifying, it has turned into a persevering open worry in both created and in addition developing nations.

Individuals can feel global warming every day thus environmental issues and ecology, although exceptionally impalpable for the mass; have a touch to regular day to day existence. In the beginning of the green development, the focus was on how terrible everything was. The message was that different cutoff points to the environment's ability to help human and different types of life were being surpassed, and that if nothing was done, environmental fall inside 100 years would be inescapable. For quite a long time, there were notices about the threats of climate change, unreasonable natural asset consumption, and consistently expanding waste age. On the off chance that there was a hypothesis of political change it depended on the message itself. The thought appeared to be that once individuals were educated how gravely everything was; they would change their way of life and conduct likewise.

The expanding awareness of global warming, ascent in vector borne infections, uncontrolled tidal waves and earth shudders have abruptly drawn the consideration of masses towards its causes and henceforth results. It has prompted formation of another section of customers who have begun chipping away at to discover ways and intends to in any event mellow down the evil effects of climate change. We call this section of clients as the eco-friendly buyers. A green shopper is one who is aware of environment related issues and commitments, and is strong of environmental causes to the degree

of changing constancy starting with one product or provider then onto the next regardless of whether it involves higher cost. A green buyer is somebody who is extremely worried about the environment and, in this way, just purchases products that are environmentally-friendly or eco-friendly. In any case, green buyers are likewise worried about how green the products are that they purchase. Products with almost no bundling, products produced using natural fixings and products that are made without causing contamination are altogether cases of eco-friendly products.

The participation of nationals can supplement existent legitimate and economic instruments, which are confronting deficiency of institutional, administrative and money related capacities for requirement of environmental laws. Involvement in different nations recommends that ecologically aware and ready purchasers can assume a reactant part in reducing environmental issues. Since customers themselves are significant supporters of environmental degradation and contamination, any environmentally responsible conduct on their part can go far in relieving the issue of depletion of natural assets and cutting down contamination levels that have achieved disturbing statures in the nation. Their expanded worry for the environment and the resultant interest for green products can go about as a weight point on business firms to turn green and begin marketing green products.

While it is difficult to survive without consuming, it at that point sensibly appears that it would be for our more noteworthy great that our consumerism be green than something else. An online study led of individuals (the greater part of who fell inside 18-25 years age gathering) demonstrated the accompanying outcomes: 93% of the respondents felt that at an individual level, global warming is influencing them, or could influence them. 84% felt that their purchases influenced the environment contrarily. At the point when made a request to say eco-friendly practices they took after (assuming any), prevalent ones incorporated the utilization of CFL globules, open transport, high quality paper, material sacks and guaranteeing no superfluous consumption of power and water at home. A couple of individuals stated that such practices are a greater amount of eyewash and unequipped for causing any genuine change. Recently, terms, for example, global warming, recyclable, biodegradable, environmentally friendly, sustainable, compostable, and bio-based have made a buzz even among regular men – on account of the daily papers and electronic media, who always discuss this in one way or the other! Thusly, intentionally or unconsciously, individuals are getting more Green Conscious than Brand Conscious. Many ventures have understood that it is difficult to satisfy the craving of individuals for shopping with material merchandise. So thusly, they have additionally moved towards green system.

One green conduct that consumers experience on about a consistent schedule is the decision to purchase environmentally-friendly consumable products, for example, cleaning products. These environmentally friendly products have an assortment of positive environmental advantages over conventional cleaning products, including lessened poisonous quality, expanded biodegradability, diminished bundling, and an expanded simplicity of reusing after utilize. The choice to purchase these sorts of products is a moderately basic conduct a consumer may receive. Be that as it may, it is likely that a larger part of consumers, a considerable lot of whom are for the most part environmentally-cognizant, are not routinely making these purchases as the consequence of what has been called the - value-activity gap. This - value-activity hole refers to the inconsistency between consumer information about the environment and making a move to embrace practices that would diminish one's individual environmental effect. For whatever length of time that environmental issues have been in the front line of individuals' brains, the —value-activity hole between consumer learning and activity has existed.

The expansion of participation of nationals in environment assurance exercises implies that lawful structures would be more regarded and economic instruments would be more acknowledged and thus increment their effectiveness. In this specific circumstance, consumer's decisions reflect cost and quality preferences as well as social and moral/moral values. Thus, this expanded concern and feeling of obligation regarding society has prompted purchase and utilization of green/environmental friendly products, e.g., natural and solid products, environmental friendly bundling, and any reasonable exchange products. At the soul of this pattern is frequently referred to as moral consumerism or green consumption [3][4]. As a rule, consumerism implies a sorted out development of natives and government organizations to enhance the rights and energy of purchasers in connection to merchants [5]. This is likewise said as moral consumption conduct. In accordance with this, acquiring, utilizing and arranging green products declare person's (consumer) values of social obligation and moral awareness and, thusly, these can be anticipated that consumer's environmental friendly conduct connect with ethically sketchy conduct.

## 2. Literature Review

Because of the rise in the levels of global warming, as well as climate change, there has been an increase in public concern for different environmental issues in India. A number of the Indian consumers have started to demand products which are eco-friendly and at the same time, a number of the Indian customers have begun paying more attention to the environment, health and wealth [6]. Different firms in India have commenced the adoption of green marketing practices in their different activities. In India, green movement commenced during the late 1990s and also in the 2000s. Eco-friendly products refer to the products that are not capable of polluting the earth or which are not capable of depleting the natural resources. They refer to the products that can be recycled or those which can easily be conserved; the products that have natural ingredients, and the products which contain organic elements [7].

Fast Moving Consumer Goods (FMCG) is a very big sector in the economy of India. FMCG is also referred to as the Consumer Packaged Goods (CPG). There refer to the different kinds of products which are always sold very quickly at costs which are relatively low. Although absolute profit made on the FMCG products is comparatively smaller, they always sell in huge quantities and therefore, the cumulative profits which are made on products like that may be huge. In India, FMCG sector should adopt on eco-friendliness [6].

Research carried out by Sudha[8] and Syeda[9] indicated that consistent location of the items for ease of finding items; availability of the advertised products as well as easy to read signs or price stickers are some of the key factors which influence the purchase behaviors of the consumers. Sachin & Preeti[10], Ronnie & Dahlia, [11], Parul [12] and Nai-Jen & Cher-Min [13] also indicate that some of the key factors which influences the Indians when it comes to buying FMCG include careers who are helpful, placement of the given items on the lower shelves to ensure that they can easily be reached, packaging the items or having sizes which are suited to their household needs and the perceived quality of the given products. Some of the Indian consumers are also attracted to the prices which are being charged for the given products; the location and reputation of the stores; quality-value for money and highly attractive packaging.

The other factors which have also been found to significantly influence the consumers generally include affordability of the prices which are being charged, the different attributes of the products such as fragrance, health and safety, antiseptic, skin friendly, as well as their composition. According

to Michel & Jasmin [14], the other main factors generally include retailer patronage; personal experience from the use of the given products; motivation for the purchase; personal attitude of the consumers as well as the personality of the lifestyle of the consumers [15].

Ramanakumar K. P. V. and Manojkrishnan C.G, in his paper "Customer Attitude towards Green Products of FMCG Sector: An Empirical Study [16], the present fast development in the economy and the examples of purchaser's utilization and conduct worldwide are the primary driver of natural decay. The deficiency of common asset, which genuinely influences people presence and improvement, ecological security has turned into the overall core interest. The developing social and administrative worries for the earth lead an expanding number of clients to consider green issues as a noteworthy wellspring of key change. Rising familiarity with the worldwide condition and social issues has constrained organizations to perceive these requests in their exercises. Presently, ventures are progressively being required to meet social and natural particulars in the market due to rising client weights. Despite the fact that it is expanded Eco awareness of clients amid recent decades, there are a few boundaries to the dispersions of all the more biologically situated utilization and generation styles. In this manner organizations are progressively perceiving the significance of green advertising ideas. Green advertising is the need of great importance when we are seeing ecological corruption each and every day.

Sudhalakshmi.K&Chinnadorai. K.M, in their study "Awareness Level of Consumers towards Green FMCG Products with Special Reference to Coimbatore District [17]"

Framed a questionnaire in order to find out the awareness level of consumers towards green FMCG products in order that 100 respondents were taken for the study. Going green has become the new success mantra and is being discussed by people from all walks of life. The above investigation demonstrates that the purchasers of Coimbatore region of Tamilnadu know about the green FMCG items and they have more worry about green products. The investigation indicates that they are recognizing the green FMCG items through the eco-name and hence it can be considered as a noteworthy instrument for Environmental marketing.

There have been a number of studies which have been carried out in Gujarat with regards to consumer perception of FMCG products in Gujarat. Research which was carried out by Ajay &Monkia[18] and Akpoghiran[19] indicated that green marketing refers to the process which entails the development of services and products which are not having detrimental effects on the environment and promoting them to ensure that the customers are satisfied. The researchers point out that with rapidly increasing internet penetration and social media in Gujarat, there has been significant change in the purchasing behavior of a number of consumers from the state. The researchers further indicate that there has been an increase in the number of people with high quality education in Gujarat, and this has also contributed to the creation of awareness of the customers in Gujarat towards environmental concerns. The main objective of the researchers was to explore the different kinds of reasons which make the customers and the organizations in Gujarat to embrace Green Marketing philosophy.

A research which was carried out by Bryunina&Khodadad[20] indicated that as far as Fast moving consumer goods are concerned, the customers in Gujarat are aware of the FMCG brands and at the same time, they are using a number of brands. The research explored that the consumers are always making multiple use of every FMCG product. The research further explored that brands that are sold as FMCG items, are known and they are used by the urban population of Gujarat. However, there are still places in which a huge chunk of the population are still living below the poverty line and are not

informed. The research established that a number of the people in Gujrat are not aware of the differences between the different brands which are on offer. The researchers hence made recommendations that firms which sells the FMCG products ought to carry out campaigns in the areas.

Research which was carried out by Preeti, P., &Junare, S. O. [21] on consumers' perception towards eco-friendly products in Ahmedabad indicated that degradation of the environment has brought about a rise in the environment conscious consumers who are now demanding products, which are eco-friendly. This is something which has forced a number of firms in Ahmadabad to re-design the products that they offer to be environmentally friendly. The researchers indicate that green marketing is the process which generally entails selling services or products based on the environmental benefits, which are associated with the given products. Consumers' perceptions is capable of influencing the process of decision making and the buying behavior among the people. The research which was carried out by the individuals was mainly aimed at understanding perception of the consumers towards ecofriendly white goods, as well as the awareness concerning availability of green products. It was also aimed at establishing the demographic profile of the green consumers in Ahmadabad. Based on the responses which were got from 105 respondents, the research found out that every respondent was aware concerning environmental degradation. They were also aware of the availability of products which are eco-friendly. The research established that just annual family income was having significant effects on the perception of respondents towards eco-friendly products. The research established that some of the green consumers were young, had proper education and were of the category of service class. The research also established that products which are eco-friendly are generally perceived by consumers to be priced highly, generally lacks proper promotion.

### 3. Research objective

- Determine awareness and pro-environmental concern of Consumers.

### 4. Research Hypothesis

$H_0^1$ : Consumer are not aware about eco-friendly FMCG products and pro-environment in Gujarat.

Vs.

$H_1^1$ : Consumer are aware about eco-friendly FMCG products and pro-environment in Gujarat.

### 5. Research Methodology/ Research Design:

Study on eco-friendly FMCG product is empirical in nature because the study aims to find out the perception of consumers towards Eco-friendly FMCG Products in Gujarat. To conduct the analysis survey based on the questionnaire has been done in a structured manner. Over all 44 questions were asked to find consumers perception towards eco-friendly FMCG products.

### 6. Data collection technique:

For the research purpose data collection is done in the form of primary data, as the study being empirical in nature. Primary data is collected through the face to face interview with the help of structured questionnaire. The primary data is that which the investigator has collected it for the first time for his own use. This data is thus original in character. For the study purpose the required information was collected through various primary sources like interviews, observations, and informal discussions. All these tests were analysed with the help of Statistical Package for the Social sciences (SPSS). The basic data is shown with the help of pie-charts, bar diagrams, histograms and with percentage method.

## 7. Sampling size of the study:

The sample size considered for the study is 750. The respondents are selected from Gujrat state. Out of 490 respondents 250 respondents are from Ahmedabad, 250 respondents are from Surat and remaining 250 respondents are from Vadodara

## 8. Findings

**Table: 1**Demographics of the Collected Data

	AWARENE SS	CONCERN FOR ENVIRONMENT
<b>Mean</b>	<b>2.9</b>	<b>2.8</b>
<b>Std. Error</b>	<b>0</b>	<b>0</b>
<b>Median</b>	<b>2.8</b>	<b>2.5</b>
<b>Mode</b>	<b>2</b>	<b>2</b>
<b>Standa rd Deviation</b>	<b>1.2</b>	<b>1.1</b>
<b>Sample Variance</b>	<b>1.5</b>	<b>1.2</b>
<b>Kurtosi s</b>	<b>-1.2</b>	<b>-1.1</b>
<b>Skewne ss</b>	<b>0.1</b>	<b>0.3</b>
<b>Range</b>	<b>4</b>	<b>4</b>
<b>Minim um</b>	<b>1</b>	<b>1</b>
<b>Maxim um</b>	<b>5</b>	<b>5</b>
<b>Sum</b>	<b>2,150</b>	<b>2,074</b>
<b>Count</b>	<b>750</b>	<b>750</b>

## 9. Testing of Hypothesis

$H_0^1$ : Consumer are not aware about eco-friendly FMCG products and pro-environment in Gujrat.  
Vs.

$H_1^1$ : Consumer are aware about eco-friendly FMCG products and pro-environment in Gujrat.

In the descriptive statistics, mean awareness for Ahmedabad and Vadodara is 2.4 and 2.9 which mean less than 30% of the respondent population are aware of the eco-friendly products where as in Surat more than 30% of the respondent population are aware of the eco-friendly FMCG products. Standard deviation of all the cities is in an around 1.1. However, for the awareness of pre-environment for all the cities is more likely the same whereas standard deviation is in an around 1.0.

**Table.2 Description**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Awareness	Ahmedabad	250	2.4	1.3	0.1	2.2	2.6	1.00	5.00
	Surat	250	3.3	1.1	0.1	3.2	3.5	1.00	5.00
	Vadodara	250	2.9	1.0	0.1	2.7	3.0	1.00	5.00
	Total	750	2.9	1.2	0.0	2.8	3.0	1.00	5.00
Pre-Environment	Ahmedabad	250	2.4	0.8	0.1	2.3	2.5	1.00	5.00
	Surat	250	3.3	1.0	0.1	3.1	3.4	1.00	5.00
	Vadodara	250	2.7	1.2	0.1	2.5	2.8	1.00	5.00
	Total	750	2.8	1.1	0.0	2.7	2.8	1.00	5.00

*Source: Primary Data collected from the questionnaire*

**Table.3 ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	110	2	54.764	41.621	.000
	Within Groups	983	747	1.316		
	Total	1092	749			
Pre- Environment	Between Groups	109	2	54.580	50.275	.000
	Within Groups	811	747	1.086		
	Total	920	749			

*Source: Primary Data collected from the questionnaire*

According to the statistical research, consumers are aware about eco-friendly FMCG products and pro-environment in Gujrat. P value is less than 0.05 which means Gujrat respondents are very well aware about the eco-friendly FMCG products and they do take care of pro-environment. F-value for Awareness is 41.621 and pre-environment is 50.275. In the entire analysis we are fail to accept  $H_0^1$  hypothesis of consumers unawareness about eco-friendly FMCG products and pro-environment in Gujrat. Going green has become the new success mantra and is being discussed by people from all walks of life. Above study indicates that the consumers of Gujrat are aware about the eco-friendly FMCG products and they have more concern for eco-friendly products. The study also shows that

consumers have already identified eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for Environmental marketing. The government, the organization and the customers have to put hands together in creating awareness of eco-friendly products.

## 10. Conclusion

Going green has become the new success mantra and is being discussed by people from all walks of life. The above study indicates that the consumers of Gujrat are aware about the eco-friendly FMCG products and they have more concern for eco-friendly products. The study shows they are identifying the eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for Environmental marketing. The government, the organization and the customers have to put hands together in creating awareness of eco-friendly products.

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