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An Empirical Study of Consumer Perception towards Green Marketing Strategies of FMCG Products in Meerut City

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Abstract

"Going green" is now a requirement for company growth rather than a criterion. Indian corporations are changing their strategy focus from developing and selling traditional products to green performance in the cutthroat age of international marketing. Since socioeconomic and ecological issues have caused customers to become increasingly concerned about the environment, as evidenced by their purchasing patterns and desire for eco-friendly items, interest in and efforts towards sustainability are more apparent than ever before. Corporates have created eco-friendly goods and services and altered their culture to be more environmentally conscious in an effort to explore the green market and satisfy the demands of consumers who care about the environment. However, because the demand for eco-friendly products didn't increase as anticipated and because attitude-behavior and intention-behavior gaps appeared, businesses felt constrained in their ability to convert consumers' green behavior into eco-friendly purchases in order to obtain a competitive advantage in the market. Both the environment and people's health benefit from green marketing. Environmental protection is the focus of the green marketing idea. Modern marketing has given rise to numerous problems. The study focuses on how consumers of FMCG items in Meerut city are affected by green marketing methods. The goal of the current study, which was conducted in Meerut city, was to determine how consumers of FMCG products perceive and are aware of green marketing tactics. This study looks at how Meerut city consumers view eco-friendly fast-moving consumer goods (FMCG) and what deters them from buying them. Since this study examines the impact of demographic factors and marketing mix components on customers' purchase intentions, it will be useful to marketers in setting prices, positioning, and promoting their qualitative green offers.

Keywords: Ecological, Environmental Protection, Sustainability, Eco-Friendly

1. Introduction

Green marketing has been a significant area of research since its inception in the late 1970s. Since then, a number of studies have been conducted to investigate consumer behavior in relation to eco-friendly goods and their marketing. Exaggerated advertising, globalization and liberalization, the establishment of multinational corporations (MNCs), retailing and distribution by massive MNCs, rapid economic growth, mass production using cutting-edge technology, a comfortable and opulent lifestyle, fierce competition, the use of unhealthy marketing strategies and techniques to draw clients, and a number of other factors contributed to the aforementioned issues. There are too many necessary and unnecessary goods to count in department stores, specialty shops, and shopping centers. Each of these factors has posed a threat to human well-being and ecological equilibrium.

Numerous pollutants, in particular, have been brought about by enormous factories. Many products harm the environment when they are made, used, and thrown away. Green marketing focuses primarily on three aspects: Encouragement of the production and consumption of pure and high-quality products;

1. Equitable and rational interactions with consumers and society
2. Preservation of the environment Environmentalists, scientists, social organizations, and concerned citizens have taken concrete action to stop additional environmental deterioration as a result of global ecological imbalance and global warming, often referred to as global cooling.

1.1 Green Purchase Behaviour

Consuming recyclable, interchangeable, and environmentally friendly products is known as "green purchase behavior". Human behavior is frequently irrational and that one may predict an individual's conduct based on their attitude. A consumer's attitude-which is linked to information and personal experience-directly affects how they forecast their behavior. The likelihood that a consumer will decide to buy green products is positively impacted by their desire to buy.

Consumers who purchase eco-friendly products are meeting personal demands, such as those for social recognition, adoration, or personal convictions for environmental or social causes. Marketing strategies are heavily influenced by the attitudes, beliefs, and behaviors of the consumer.

Customers may be influenced to purchase eco-friendly goods by a variety of factors, including environmental concern, price, quality, brand name, packaging, eco-label, durability, and convenience.

2. Statement of the Problem

Going green is a socially conscious marketing technique used by corporations in India to attract consumers through green promotion. Green products, which are advertised as environmentally friendly, are available in markets alongside conventional items. These products are biodegradable, contain nontoxic components, are wrapped in recycled materials, and are marketed at a premium price with eco-labels like energy stars. Businesses may increase market awareness of green products and facilitate their recognition by effectively utilizing the green marketing mix. This will encourage consumers to purchase eco-friendly items. However, despite consumers' concern for environmental issues, they are unwilling to pay premium prices for green items. Businesses face a significant obstacle in converting environmental consciousness into green purchases due to the discrepancy between consumers' favorable attitudes toward green products and their disgusting and inconsistent purchasing behaviors. Determining the consumer's perspective of the reason for their purchase of a specific product and the attribute they use to judge its efficacy are crucial. Price and quality are typically the most important elements in influencing a consumer's choice of products, followed by product availability.

3. Importance of the study

People's ability to live in peace on Earth is put at risk by economic growth that is driven by production and consumption. By producing, using, and disposing of eco-friendly goods, green marketing aims to safeguard consumers

and the environment. The fast-moving consumer goods (FMCG) industry is one of the largest consumer sectors in the modern world. As a result, the current research focuses on how green marketing strategies affect consumers of FMCG products in Meerut City.

4. Review of Literature

Wong *et al.* (2025) ^[14] set out to find out what young people in Singapore and Malaysia thought about buying products that are better for the environment. The findings indicate that young adults' increased intention to make green purchases is influenced by five factors: perceived consumer efficacy, health consciousness, attitudes toward the environment, social impact, and worry about attitudes toward green purchases. Organic foods are receiving a lot of attention in today's world due to a number of issues, such as illnesses and the environment. The findings indicate that young consumers favor purchasing eco-friendly products. This group of customers could be considered a potential market for green marketers. Consumer awareness of the environment must be educated and increased in the current climate. A corporate responsibility, also known as "corporate social responsibility," is teaching young people about the dangers of the environment. Although it may not occur immediately, it will eventually occur. Today's youth are more concerned about environmental protection. Their objective is to lessen the negative effects of using products and services that harm the environment.

Arianne J. van der Wal *et al.* (2025) ^[11]. According to the findings, customers of a sustainable supermarket chain with a higher status are more likely than those of a chain with a lower status to use branded green shopping bags as evidence of their commitment to sustainable purchasing. The current study aims to comprehend the green purchasing habits of residents of Coimbatore, the second-largest city in the Indian state of Tamil Nadu, in light of contradictory findings in the literature regarding the connection between green consumer behavior, green advertisements, and purchase intention, among other factors.

Banumathi, P. and Mabel Latha Rani, S. (2024) ^[4] emphasized consumer perceptions of fast-moving consumer goods. The higher prices of high-quality goods should not discourage consumers. Health and cleanliness are crucial to the growth of FMCG products. Customers are drawn to the locations' superior customer service. The researcher has therefore taken significant measures to explain the value of all manufacturers of fast-moving consumer goods in order to maintain market stability. Groceries and personal care items are currently the most widely purchased items on the market, followed by others. It follows that this kind of research is crucial for assessing the market potential for fast-moving consumer goods, especially in places like Thoothukudi. In the future, a variety of features will be added to retail establishments and stores to meet the needs of customers.

5. Objectives of the study

1. Analyze the idea of green marketing in light of sustainable development
2. Assess consumer awareness of FMCG products
3. Determine how consumers feel about green marketing strategies.

6. Research Methodology

The descriptive research method was employed in this

investigation. The study's specific goals necessitated the utilization of primary and secondary data. 500 customers were chosen in the Meerut City using the convenience sample technique. With the aid of a questionnaire, the necessary primary data was gathered from the chosen respondents who were FMCG consumers in the Meerut City. secondary data gathered from books, periodicals, and journals. The gathered primary data is analyzed using statistical procedures such as the Kruskal-Wallis test, mean, and percentage analysis.

The character of the current investigation is both conceptual and empirical. This research examines the theoretical underpinnings of green marketing and its applicability within the Indian environment. The secondary material used in this conceptual study was gathered from websites, research articles from journals, focus group transcripts, newspapers, and library magazines.

The questionnaire's design includes multiple questions to investigate the research's goals, such as the respondents' demographic characteristics, company understanding of green marketing, and consumer willingness to buy environmentally friendly products. The questions are constructed on the basis of close ended five point Likert scale such as Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. Both parametric and non-parametric tests, including mean score and percentage analysis, were employed in the study to analyze the gathered data and make conclusions.

7. Results and Discussion

Awareness About FMCG Products

The percentage of respondents who are aware of green products is examined in table 1.

Table 1: Awareness Of FMCG Products Among Consumers

Variables	No. of Respondents	Percentage
HA	108	21.60%
A	252	50.40%
N O	68	13.60%
N A	58	11.60%
H N A	14	2.80%
Total	500	100%

In Table, it is explained that 21.6% of respondents had a high level of awareness about FMCG products, 50.4% had awareness about them, 13.6% had no opinion about them, 11.6% had no awareness about them, and 2.8% had no

Age of the Respondents

Table 4: The Kruskal-Wallis Test Measures Respondents' Age and Perceptions of Green Marketing Tactics.

Factors	Age Group	Mean Rank	Chi-Square	D.F	Asymp. Sig.
Eco Labelling and Green Products	21 to 30 years	152.26	18.245	3	0.016
	31 to 40 years	166.76			
	41 to 50 years	105.28			
	Above 50 years	70.34			
Environmental Advertisement	21 to 30 years	150.36	13.547	3	0.004
	31 to 40 years	155.04			
	41 to 50 years	95.84			
	Above 50 years	66.74			
Green packaging And Branding	21 to 30 years	144.17	12.456	3	0.0115
	31 to 40 years	151.76			
	41 to 50 years	100.42			
	Above 50 years	68.08			

awareness at all.

Users' Awareness about Green Products

Table analyzes the percentage of respondents based on how they feel about green products. The following five criteria were set in order to gauge respondents' perceptions of green products: availability, cost, attractiveness, and health benefits.

Table 2: Users' Awareness About Green Products

Variables	No. of Respondents	Percentage
Decent For Atmosphere	84	16.80%
Expensive	154	30.80%
Unappealing	40	8.00%
Beneficial For Health	96	19.20%
scarcity	126	25.20%
Total	500	100%

According to Table, 30.8% of respondents believe that green products are expensive. Next in line are 25.2% of respondents who believe there are less green items available. The 19.2% of respondents who agree that green products are healthy come next. According to 16.8% of respondents, green products are extremely beneficial to the environment. Just 9% of those surveyed think green items are less appealing.

Green Applies Followed by Plaintiffs While Spending

The respondents are separated into four key groups based on the kinds of green buying behaviors they engage in. The proportion of each group is then examined, and the outcome is displayed in Table.

Table 3: Green Applies Followed By Plaintiffs While Spending

Variable	No. of Respondents	Percentage
Choose Recycle Package Products	116	23.20%
Evading Flexible Bags	150	30.0%
Choose Eco-Friendly Products	146	29.20%
Choose Eco Labeling Products	88	17.60%
Total	500	100%

Out of 500 responders, 150 (30%) avoid using plastic bags, as shown in Table. Products with green labels are preferred by 29.2% of respondents, while products in reusable packaging are preferred by 23.2% of respondents. and 17.6% of those surveyed said they favor environmentally friendly goods

According to Table, all three of the green marketing techniques obtained a p-value of less than 0.05, indicating a 5% rejection of the null hypothesis and a difference in the respondents' impressions of green marketing by age group. As a result, the results of the Kruskal-Wallis test show that, in comparison to other age groups, respondents over 50 have very low perceptions of green marketing methods.

Respondents' educational backgrounds and attitudes on green marketing tactics

Table shows how respondents' perceptions on green marketing methods are categorized by educational background.

Table 5: Respondents' Educational Backgrounds and Attitudes on Green Marketing Tactics

Factors	Educational Qualification	Mean Rank	Chi-Square	D.F	Asymp. Sig.
Eco Labelling and Green Products	School Level	102.14	10.175	2	0.141
	U. G. level	169.22			
	P G Level	110.73			
Environmental Advertisement	School Level	115.36	08.426	2	0.000
	U. G. level	157.18			
	P G Level	122.54			
Green packaging And Branding	School Level	104.07	07.547	2	0.004
	U. G. level	165.74			
	P G Level	116.92			

According to Table, the Environmental Advertisement and Green Products variables had p-values less than 0.05 among the three green marketing strategies. This p value demonstrates the disparity between the perspectives of respondents who were categorized by occupation and opens the door for the null hypothesis to be rejected by 5%. The null hypothesis is accepted by 5% of respondents with a p-value for the Eco Labeling and Green Products factor that is greater than or equal to 0.05. As a result, there is no statistically significant difference in the perceptions of eco-labeling and green products that respondents have based on occupation. According to the results of the Kruskal-Wallis test that was carried out, the school-level educated respondents' perception of green marketing strategies is, as a result, extremely poor when compared to other educational categories.

8. Conclusion

Human desires and natural resources, which constitute a major contributor to national development globally, are inversely correlated and insufficient for social and economic advancement in terms of sustainable development. The environment has emerged as a crucial issue for commercial organizations, governments, and society in the age of global commerce.

Business operations lead to environmental problems, which in turn have a negative impact on society and public health. Given these concerning environmental circumstances, that the only option for corporations to protect the environment and promote a sustainable economy is through green marketing. Because consumers and corporations are worried about the environment, wealth, and health, green marketing has become a prominent phenomenon in strategic marketing management. Most corporations are changing their business models in an effort to lower their own carbon footprints and improve their reputations by implementing green practices that promote economic, social, and environmental

sustainability.

The survey claims that modern consumers don't care about the environment and just have a basic awareness of green and eco-friendly fast-moving consumer goods. The environment is not only someone's property, but it is also everyone's responsibility to keep it that way, whether businesses, governments, or individual customers. In order to maintain a sustainable environment for green FMCG products, the study's findings suggest that customers need to be made aware of the value of the environment and how every human action makes the earth a worse place to live. People will purchase more eco-friendly products when there is sufficient consumer knowledge, which will encourage businesses to create more eco-friendly goods, protecting the environment and leaving it intact for future generations.

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