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CONSUMERS' PURCHASE INTENTION OF GREEN FMCG PRODUCTS: THE DRIVERS AND MOTIVATING VARIABLES

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ABSTRACT:

This paper aims to examine drivers and its moderating variables that influence consumers' purchase intention on green FMCG products. Total of 125 completed and operational set of questionnaires was obtained from consumers, who are the residents of Jaipur, Rajasthan and have the knowledge about the accessibility of green FMCG products. Data were analyzed by employing correlation analysis on testing on the independent variables (drivers) to dependent variables (purchase intention). The results revealed that there is strong correlation between the factors that drive the purchase intention of consumers on purchasing green FMCG products. The findings created an understanding of the factors that influence consumer purchase intention on green FMCG product and serve as the information for marketers to plan for the marketing program that able to enlarge the market size of the said products.

KEYWORDS : Green Marketing, Green or eco-friendly products, FMCG (Fast Moving Consumer Goods)

INTRODUCTION

« We need things consumed, burned up, worn out, replaced, and discarded at an ever increasing rate » is a Victor Lebow's quotation (an American retail analyst from 1948) cited in *The Green Marketing Manifesto* (Grant, 2007, p. x (10)). This sentence showcases the consumerestic attitude of an era, which believed in a theory that encouraged more consumption as successful Marketing tool. The story is quiet different now. Since the end of the last millennium, environmental concerns such as the global warming and there source exhaustion have been reverberated in the global summits and environmental forums. This has resulted in looking at the reality through a different lens. And Green Marketing emerged as an alternative to this materialistic attitude.

Green marketing has risen attention due to the environmental deterioration and it has become a global problem.[1] As of present, the American Marketing Association (AMA) divides the definition of green marketing in three aspects: as

"the marketing of products that are presumed to be environmentally safe" (retailing definition) as "the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality" (social marketing definition) and finally as "the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns" (environmental definition)."[2]

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[1] Kumar, P. D. (December 2010) "Green Marketing: A Start to Environmental Safety." Advances in Management, Vol. 4, no. 12, p 59
[2] Accessed at marketingpower.com on 14/04/2016

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Problem Discussion

The deterioration of the environment has led to the adoption and the development of consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet.[3] They therefore, deem it expedient to take measures towards protecting the environment which has become their personal attitude towards eco-friendly foods.[4] Consumers patronize the products and their aims are to make sure the contribution is supporting sustainable environment and contribution the guiding of the climate change.[5]

PURPOSE OF THE STUDY

The purpose of the study is to understand that how far consumers attitude, perception towards green marketing and environment would affect the purchasing behavior of consumers as far as green fast moving consumer goods are concerned. It is also intended that the brands which engage themselves in green marketing, whether have a chance of building a positive brand image.

METHODOLOGY

It was decided to follow a quantitative approach and consequently to elaborate a social survey, the sampling method used is a key point in the research process. The researcher has opted for the Disproportionate stratified random sampling, where the size of the each stratum is not proportionate to its size in the population and stratified the total population into smaller groups like, age, income, marital status, professional status, and gender. This method would make the research a bias-free and give all the members of the population an equal chance to be included in the survey. A total of 125 completed set of questionnaire was obtained from the consumers in Jaipur.

REVIEW OF LITERATURE

Schlegelmilch, B.B., Bohlen, G. M., and Diamantopoulos, A. (1996). The Link between Green Purchasing Decisions and Measures of Environmental Consciousness: explore the extent to which variables, specific to environmental consciousness, are better able to explain consumers' pro-environmental purchasing behaviour. Two conceptualizations of the purchasing domain are addressed, namely general green purchasing behaviour and specific purchasing habits relating to five green product categories. Two data sets are used in the analysis, namely marketing students and members of the United Kingdom general public. Results suggest that measures of environmental consciousness are closely linked to environmentally-responsible purchasing behaviour, although the strength of the relationships varies according to sample type, the conceptualization of the purchasing domain and the particular product category at issue.[6]

According to **Ginsberg, J.M. & Bloom, P.N.** (2004) green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers.[7]

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[3] Luck, Edwina, M. & Ginanti, A. (2009). "Mapping Consumer's attitudes for future sustainable". *Marketing Australian and New Zealand Marketing Academic*. AANZMAC 2009. P 2

[4] Solomon, M. R., G. Bamossy, S. Askegaard, and M. K. Hogg (2010). Consumer Behaviour: AEuropean Perspective. 4th edition. New York: Prentice Hall

[5] Hartmann, P. & Apaolaza Ibáñez, V. (2006) "Green Value Added". Marketing Intelligenceand Planning. Vol 24 Iss:7 pp. 673-680

[6] Schlegelmilch, B.B., Bohlen, G. M., & Diamantopoulos, A. (1996). The Link Between Green Purchasing Decisions and Measures of Environmental Consciousness

[7] Ginsberg, M., & Bloom, N. (2004). Choosing the Right Green-Marketing Strategy. MIT Sloan Management Review , 46(1), 79-88

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STATISTICAL TOOL USED FOR ANALYSIS
Correlation

In statistical terms, correlation is a method of assessing a possible two-way linear association between two continuous variables (Altman DG). Correlation is measured by a statistic called the correlation coefficient, which represents the strength of the putative linear association between the variables in question. It is a dimensionless quantity that takes a value in the range −1 to +1. A correlation coefficient of zero indicates that no linear relationship exists between two continuous variables, and a correlation coefficient of −1 or +1 indicates a perfect linear relationship. The strength of relationship can be anywhere between −1 and +1. The stronger the correlation, the closer the correlation coefficient comes to ±1. If the coefficient is a positive number, the variables are directly related (i.e., as the value of one variable goes up, the value of the other also tends to do so). If, on the other hand, the coefficient is a negative number, the variables are inversely related (i.e., as the value of one variable goes up, the value of the other tends to go down). Pearson's product moment correlation coefficient is denoted as $\square$ for a population parameter and as r for a sample statistic. It is used when both variables being studied are normally distributed. This coefficient is affected by extreme values, which may exaggerate or dampen the strength of relationship, and is therefore inappropriate when either or both variables are not normally distributed.

Correlation on attitude, perception towards, eco-friendly products, environment, brand image and reasons to purchase eco-friendly products

H_0 There is no correlation between attitude, and perception towards eco-friendly products, reasons to purchase eco-friendly products, perception towards green marketing and environment and attitude towards green marketing and its effect on brand image.

H_1: There is correlation between attitude, and perception towards eco-friendly products, reasons to purchase econ-friendly products, perception towards green marketing and environment and attitude towards green marketing and its effect on brand image.

Table 1

Factors	Attitude towards Eco-Friendly Products	Perception towards Eco-Friendly Products	Consumer Intentions to Purchase of Eco-Friendly Products	Perception towards Green Marketing and Environment	Attitude of Green Marketing and its effect on Brand Image
Attitude towards Eco-Friendly Products	1.00	0.562[**]	0.432[**]	0.428[**]	0.403[**]
Perception towards Eco-Friendly Products	-	1.00	0.599[**]	0.286[**]	0.666[**]
Reasons towards Purchase of Eco-Friendly Products	-	-	1.00	0.507[**]	0.597[**]
Perception towards Green Marketing and Environment	-	-	-	1.00	0.400[**]
Attitude of Green Marketing and its effect on Brand Image	-	-	-	-	1.00

Source: Computed Primary Data
**Correlation is significant at the 0.01 level

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Correlation co-efficient between Attitude towards Eco-Friendly Products and Perception towards Eco-Friendly Products is 56.2 per cent positive. It suggests that there is a positive relationship between attitude and perception towards econ-friendly products and it's significant at 1 % level. This is indeed a common phenomenon. When the attitude towards any concept or thing is positive this would invariably result in positive perception about the same reality. The above finding augers well for the brands engaged in FMCG sector as this is providing an opportunity in exploiting the situation to their advantage.

Correlation co-efficient between Attitude towards Eco-Friendly Products and customer intention to purchase eco-friendly products is 42.3 per cent positive and it's significant at 1 per cent level. The finding suggests that the attitude towards eco-friendly products and customers' intention to buy eco-friendly products are closely and positively related. This means that higher the attitude towards eco-friendly product greater is the chance of purchase by the customers. Correlation also suggests that this relationship is very strong.

Correlation co-efficient between Attitude towards Eco-Friendly Products and perception towards green marketing and environment 42.8 per cent positive and significant at 1 per cent level. It means that the attitude towards eco-friendly products and perception towards green marketing and environment are positively correlated. When there is a change in any of the variables then that would affect other variable too. In this case, since respondents' attitude towards eco-friendly products is positive that would affect their perception towards green marketing and environment too.

Correlation co-efficient between Attitude towards Eco-Friendly Products and perception towards green marketing and its effects on brand image is 40.3 per cent positive and significant at 1 per cent level. This is to suggest that when there is a positive attitude towards green products and when a company is indulged in green marketing then that would indeed positively affect the attitude/perception of the customers about the image of such companies. And this would tend to increase upwardly with the increase in any of the variables.

Correlation co-efficient between perception towards eco-friendly products and consumer intention to purchase green products is 59. 9 per cent positive and significant at 1 per cent level. This finding reveals the fact that when there is a favourable attitude towards eco-friendly products then the intention to buy green products would be on the higher side. The high intention of consumers to purchase green products also would suggest that the consumers are having a positive perception towards green products.

Correlation co-efficient between perception about eco-friendly products and perception of green marketing and environment is 28.6 per cent and significant at 1 per cent level. It could be inferred from this correlation that there is a positive relation between perception about eco-friendly products and perception of green marketing and environment. Indeed this all goes together, when there is awareness among the consumers, then there in all likelihood the consumers would be conscious about brands that would be promoting green products. This also would suggest that these consumers would be cognizant of environmental protection and related issues.

Correlation co-efficient between perception about eco-friendly products and perception of green marketing and brand image is 66.6 per cent positive and significant at 1 per cent level. This is to say that higher the perception level then greater the possibility of positive brand image. And this happens when the same company is involved in green marketing.

Correlation co-efficient between reasons to purchase eco-friendly products and perception about green marketing and environment is 50.7 per cent and significant at 1 per cent level. It could be inferred from the finding that when the consumers are mindful about environmental problems and are wanting to protect it then there is positive probability that they would be buying eco-friendly products and also would be having a favourable attitude towards those brands which are involved in selling green products.

Correlation co-efficient between reasons to purchase eco-friendly products and perception about green marketing and its effect on brand image is 59.7 per cent and significant at 1 per cent level. It can be

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deducted from the finding that there is a great opportunity for the brands involved in green products to create a constructive brand image in the minds of the consumers.

Correlation co-efficient between attitude about green marketing and environment and attitude about green marketing and its effect on brand image is 40 per cent and significant at 1 per cent level. The finding reveals that when there is positive attitude about green marketing and environment in the minds of consumers then it would again favourably affect the attitude towards brand image of those companies who are involved in green marketing and sales of green products.

CONCLUSION

The present study on Consumers' purchase intention of green FMCG products: The drivers and motivating Variables in Jaipur, and its findings amply throw light on the fact that the majority of respondents are having a favourable disposition towards eco-friendly products. it has also been inferred that most of the driving variable are having a positive impact on the purchasing intention of the consumers. It is also inferred that there a high possibility of a positive disposition towards those brands which are engaged in Green Marketing. The conclusion of the researcher is that there is a huge potential existing as far as green marketing is concerned.

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