



IMPACT OF PURCHASING DECISIONS ON ECO FRIENDLY PRODUCTS IN FAST MOVING CONSUMER GOODS SECTOR WITH SPECIAL REFERENCE TO CALICUT DISTRICT, KERALA

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ABSTRACT

Today's world is witnessed by a drastic increase in the products that are either substitutes or complementary. The consumers are in a dilemma with regard to their purchase decision. The availability of the products is a boon to the economy, but are these products being utilized in a proper manner where in the environmental issues are taken into consideration. The resources that are available in the economy are less as compared to what is needed. Therefore a proper balance is to be kept between the



utilization and its disposal. The producers may be concerned about their profit margin, still keeping the objectives the production could be effectively done without harming the environment. If the products which are environment friendly, are produced the attitude and awareness of the consumer is important.

The paper draws a light into the awareness and attitude of consumers with regard to FMCG eco-friendly products which is confined to Calicut district. A questionnaire is designed to find out the market awareness of eco-friendly products, to analyse the perception of consumers and also to identify the consumer's willingness to pay for eco-friendly products. The data is also been collected from various secondary sources. The results illustrates that majority of the consumers are not aware of products available in the market. Consumers are willing to pay more if there is green feature for the product but they are averse because of green washing by the companies.

KEYWORDS: Eco-Friendly Products; FMCG; Consumer Purchasing Decision.

INTRODUCTION :-

Modern day is witnessed by the problem of effective disposal of waste, whether it is degradable or non-degradable. The effective utilization of waste after usage and reduction of the same has become a tremendous effort on the part of the industry as well as the nation. The degradable waste could be managed so effectively with much gain, as it can be broken down in a reasonable amount of

time. In case of non-degradable waste, the management of the same should be done intelligently that the users and the environment are benefitted equally. The effort on this behalf is to recycle, reuse, reduce and be socially responsible. The awareness regarding this is to be created among the individual consumers so that the product which helps in the protection of environment will be produced and will create a better future for the offspring's. Fast Moving Consumer Goods sector is considerably one of the major sectors in the Indian market. These are products that are sold quickly, have relatively low cost and are required in the routine of the people. The companies move towards the production of such products so as to compete and be socially responsible. But lack of awareness regarding the products available may hinder the production of the same.

REVIEW OF LITERATURE:-

Eco-friendly products are also known as green products or sustainable products. Eco-accommodating truly implies earth-accommodating or not destructive to the earth. This term most ordinarily alludes to items that add to green living or practices that assistance preserve assets like water and energy. Eco-accommodating items additionally avert commitments to air, water and land contamination. You can take part in eco-accommodating propensities or practices by being more aware of how you utilize assets. Green product is defined by Fabien et al. [1] in their paper in search of a Green Product Definition, within three different perspectives-Academic, Industrial and Consumers. The paper reveals that the definition to the term green product is unclear and complex, the term has a different dimension which is being used under circumstances. However, the consumer's perspective has much relevance than the other two perspectives. The consumers are sceptical regarding the green feature of the products and require certification done by the manufacturers.

DATA COLLECTION AND ANALYSIS

A sample of 100 consumers is targeted from within Calicut district using purposive sampling, to identify their purchasing behavior. Efforts were made on the part to include consumers with higher education. A self-completion questionnaire is framed and data collection is done through the internet [3]. The questionnaire was designed in such a way that the several questions are included for studying the objectives. Data is also collected through secondary sources. Secondary sources of data from various International and national journals, websites, books, e-journals of various universities, colleges and libraries.

CONCLUSION :-

Going green has become the new success mantra and is being discussed by people from all walks of life. From the data analysis it was found that majority of the people are not aware of such products in the FMCG sector, even people do think it as 'greenwashing' by the companies to make more profit [7,8]. The manufacturers may excessively use the term eco-friendly irrespective of the very nature of the product. This creates confusion in the minds of the consumers with regard to the purchase decision. Majority of the consumers are willing to pay more if the products are environmentally friendly, having greener feature attached.

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