



Awareness To Sustainability: Usage Behavior And Satisfaction With Green FMCG Products

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Abstract:

Sustainability has become a critical focus in the fast-moving consumer goods (FMCG) sector amidst environmental challenges like climate change, plastic pollution, and natural resource depletion. FMCG companies increasingly adopt eco-friendly practices such as sustainable sourcing, waste reduction, energy-efficient production, and responsible disposal, while consumers grow more aware through digital media and sustainability disclosures. This study investigates consumer awareness, usage, and satisfaction with green FMCG products in Kottayam District, using a sample of 150 respondents using convenience sampling and descriptive research design. Consumer awareness and satisfaction toward green FMCG products are moderately high and driven mainly by health and environmental benefits, while limited accessibility and price concerns continue to restrain broader and more consistent adoption. The study recommends targeted strategies in consumer education, pricing, and distribution to boost adoption and satisfaction, thereby promoting sustainable consumption and environmental conservation.

Key Words: Green FMCG Products, Sustainable Consumption, Environmental Sustainability.

I. Introduction

Sustainability has emerged as a major area of concern in the Fast-Moving Consumer Goods (FMCG) sector due to increasing environmental challenges such as climate change, plastic pollution, and the rapid depletion of natural resources. As these concerns intensify, both consumers and firms are progressively adopting eco-friendly measures to reduce environmental harm. Environmental initiatives undertaken by FMCG companies such as sustainable sourcing, reduction of packaging waste, energy-efficient manufacturing, and responsible disposal practices have become integral to their business strategies, aimed at minimizing environmental impact and ensuring long-term ecological balance. Enhanced access to information through digital media and sustainability disclosures has improved consumers' ability to identify and compare green initiatives undertaken by FMCG companies, leading to a stronger preference for brands that actively engage in sustainable practices. This study investigates consumer awareness of green FMCG products and its influence on sustainable consumer behaviour leading to a satisfaction

Objectives

To assess consumer awareness of green Fast-Moving Consumer Goods.

To identify the Usage of Green FMCG Products.

To measure customer satisfaction with the use of green FMCG.

Research Methodology

Research Design

The study adopts a descriptive research design to measure consumer awareness, usage, and satisfaction related to green Fast-Moving Consumer Goods (FMCG).

Sampling Technique and Sample Size

The sampling technique employed for the study is the convenience sampling method. The research was carried out in Kottayam District, and the sample size for the study consists of 150 respondents.

Population and Sampling Frame

The population of the study includes consumers who use green Fast-Moving Consumer Goods. The sampling frame comprises consumers of organic food products, eco-friendly cleaning products, personal care products, eco-friendly packaging products, sustainable food/ beverages, fashion and apparel.

Sources of Data

The study is based on both primary and secondary data. Primary data were collected from respondents through a structured questionnaire distributed using Google Forms. Secondary data were collected from published journals, books, and relevant websites to support the study.

Tools for Data Collection

A structured questionnaire was used as the main tool for collecting primary data from respondents.

Tools and Techniques of Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Mathematical tools such as percentages, mean and standard deviation were used to analyze the data.

II. Review of Literature

Rizwan et al. (2013) conducted a study in Pakistan to examine the relationship between product pricing and consumer adoption of green products. The findings indicated that price remained a decisive factor in purchasing decisions, even among environmentally conscious consumers. Buyers were willing to pay a premium only when they perceived significant product value, such as enhanced health benefits or a longer product lifespan.

D'Souza et al. (2006) reported that Australian consumers were prepared to pay up to 15 per cent more for green Fast-Moving Consumer Goods when environmental benefits were clearly communicated. The study highlighted the importance of providing credible and factual evidence of sustainability practices to justify higher pricing.

Young et al. (2010) found that price sensitivity was particularly high among low-income consumers. Despite a growing awareness of environmental issues, budget constraints often led consumers to prioritize cost savings over sustainability considerations. The study concluded that firms need to adopt competitive pricing strategies or introduce financial incentives to promote wider adoption of green Fast-Moving Consumer Goods.

Leonidou et al. (2013) examined the influence of sustainability-oriented marketing campaigns on consumer behaviour and found that brands integrating environmental messages into their core marketing strategies were more successful in building customer loyalty. The study noted that the use of eco-labels, certifications, and environmentally themed storytelling in advertisements led to higher levels of consumer engagement.

Polonsky (1994) highlighted the importance of transparency in green marketing practices. The findings indicated that companies that openly communicated information about their supply chain operations, production processes, and environmental initiatives were more likely to gain consumer trust. By educating consumers about environmental impacts and product benefits, firms effectively encouraged the adoption of green Fast-Moving Consumer Goods.

Parguel et al. (2011) cautioned against the practice of greenwashing, wherein companies overstate or misrepresent their environmental claims to appeal to consumers. The study revealed that such misleading practices often result in increased consumer scepticism and erosion of brand credibility.

III. Analysis and Interpretations

1.Awareness of Green FMCG Products.

Table-1
Awareness of Green FMCG Products.

Awareness of Green FMCG Products	N	Mean	Std. Deviation
Certifications and standards for green FMCG products	150	3.72	.98
Price differences between green and conventional FMCG products	150	3.45	1.04
Retail outlets selling green FMCG products	150	3.38	1.07
Reduced chemical content in green FMCG products	150	3.89	.91
Contribution to environmental conservation through green FMCG usage	150	4.02	..86
Overall Awareness of Green FMCG Products	150	3.36	.97

The table shows descriptive statistics for consumer awareness of green FMCG aspects from 150 respondents. Awareness of environmental conservation benefits is highest (Mean = 4.02), due to media coverage, campaigns, and public discussions on sustainability. High awareness of reduced chemical content (Mean = 3.89) reflects health concerns and better product labeling on digital platforms. Awareness of certifications (Mean = 3.72, SD = 0.98), price differences (Mean = 3.45, SD = 1.04), and retail availability (Mean = 3.38, SD = 1.07) is moderate, which may generate due to variations in education levels, exposure, and access issues. Overall awareness (Mean = 3.69, SD = 0.97) is moderately high, suggesting good understanding but needs better communication on certifications, pricing, and distribution to boost informed buying.

2. Frequency of usage of Green FMCG Products

Table-2
Frequency of usage of Green FMCG Products

Green FMCG Product Category	Weekly	Monthly	Rarely	Never	Total
Organic food products	52	48	32	18	150
Eco-Friendly cleaning Products	46	44	38	22	150
Natural personal care products	58	42	30	20	150
Eco-Friendly packaging product	34	40	46	30	150
Sustainable food /beverage, Fashion and Apparel	49	45	34	22	150

The table displays usage frequency of green FMCG categories among 150 respondents, Natural personal care products see strong regular use (58 weekly, 42 monthly), reflecting preferences for avoiding chemicals and improving well-being, with sustainable food and beverages showing solid adoption due to health and eco-benefits.

Organic food products usage, depicts that 52 respondents use them weekly and 48 monthly, driven by rising health awareness and views of them as safer alternatives to regular foods.

Sustainable food/ beverages, fashion/apparel have moderate uptake, mainly weekly or monthly, Eco-friendly packaging has the least preferences.

3. Satisfaction of using FMCG products

Table-3
Satisfaction of using FMCG products

Satisfaction of using FMCG products	N	Mean	S.D
Quality availed while using Green FMCG products	150	3.84	.92
Price of the FMCG Product	150	3.12	1.08
Availability of Green FMCG	150	3.28	1.01
Health Benefit	150	4.01	.87
Environmental Impact	150	4.15	.81
Overall Satisfaction with Green FMCG Products.	150	3.68	.94

The table shows high satisfaction with environmental impact (Mean = 4.15) and health benefits (Mean = 4.01), indicating strong approval of these advantages from widespread media coverage of climate change and wellness trends, making consumers value green FMCG's ecological and personal health appeals. Product quality satisfaction is also good (Mean = 3.84), but price (Mean = 3.12) and availability (Mean = 3.28) scores are moderate, suggesting cost and access issues. Overall positive satisfaction (Mean = 3.68) indicates growing green preferences, but affordability and accessibility barriers explain hesitation in mass adoption.

IV. Findings of the study

To assess the consumer Awareness of Green FMCG Products

- Consumers exhibit moderate overall awareness of green FMCG (Mean = 3.36).
- Highest awareness levels occur for environmental benefits (Mean = 4.02) and reduced chemical content (Mean = 3.89).
- Moderate awareness exists for certifications and standards (Mean = 3.72).
- Lower awareness is noted for price differences (Mean = 3.45) and retail availability (Mean = 3.38).
- This pattern shows strong grasp of ecological and health benefits but limited practical knowledge on pricing and purchasing.

To Identify the usage of Green FMCG Products

- Natural personal care products show the highest weekly usage (38.7%), followed by organic food products (34.7%).
- Sustainable food/fashion items & Eco-friendly cleaning products exhibit moderate weekly usage of 30% and 32%).
- Eco-friendly packaging products have the lowest adoption (weekly usage: 22.7%), indicating barriers in accessibility, awareness, or perceived importance.
- Overall, consumers prefer green FMCG categories linked to personal health and wellness over those focused on environmental support like packaging.

Customer Satisfaction with Green FMCG Products

- Consumers report high satisfaction with environmental impact (Mean = 4.15) and health benefits (Mean = 4.01) of green FMCG products.
- Satisfaction with product quality is also fairly high (Mean = 3.84), indicating positive consumer experiences.
- Lower satisfaction exists for price (Mean = 3.12) and availability (Mean = 3.28), potentially limiting adoption.
- Overall satisfaction remains moderately high (Mean = 3.68), reflecting general value appreciation despite practical challenges

V. Suggestions

- Launch campaigns highlighting certifications, pricing, and availability of green FMCG products.
- Educate consumers via in-store labels, online content, and social media on eco-benefits and quality.
- Boost retail and e-commerce presence, especially for low-usage items like eco-packaging.
- Bundle high-usage products with trial items, plus offer discounts, value packs, and loyalty programs.
- Promote long-term health and environmental benefits to justify premium prices.
- Use success stories, eco-labels, and feedback to build trust, loyalty, and refine strategies.

VI. Conclusions

The research reveals that consumers exhibit moderate awareness of green FMCG products, with the strongest understanding centred on environmental and health benefits, while practical aspects like pricing and availability receive lesser recognition. Usage patterns are selective, showing high adoption for health-oriented categories such as organic food and natural personal care products, but significantly lower engagement with eco-friendly packaging and sustainable fashion due to accessibility and perceived relevance barriers. Satisfaction remains generally positive, particularly for environmental impact and health advantages, though moderated by concerns over price and distribution, indicating persistent practical hurdles. Overall, these findings underscore the need for targeted strategies in education, affordability, and supply chain enhancements to drive broader adoption of green FMCG products.

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