

## FMCG GREEN MARKETING: A STUDY ON PRE-CONSUMPTION PERSPECTIVE OF CUSTOMERS

Dr. Rambabu Lavuri<sup>1</sup>, Dr. D. Sreeramulu<sup>2</sup>

<sup>1</sup>Post Doctoral Fellow, Department of Business Management, Osmania University, Hyderabad

<sup>2</sup>Professor, Department of Business Management, Osmania University, Hyderabad

Email: <sup>1</sup>rambabu.lavuri@gmail.com, <sup>2</sup>dsreeram25@rediffmail.com

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**Abstract— Aim:** The Present research paper explored whether consumers purchase intentions are influenced by the FMCG green products and examine the purchase factors influenced on the consumers' intention towards green products. **Objectives:** The current research paper explored that consumer purchase intentions, consumers with respect to FMCG green products, and study the factors like perception, attitude of consumers followed with awareness and knowledge levels of consumers towards green products and they understand the environmental protection by the using green products.

**Method:** The present study were collected 227 questionnaires from the customers who purchase previously FMCG green products in Hyderabad city only, and the study used variables like demographic variables, Awareness and Knowledge levels, Media exposure, Environmental protection, attitudes and perception, factors that drive consumers Purchase Intentions towards FMCG Green products to prove association and influence on consumer towards purchase intentions. Availability sampling (Non probability sampling) technique was used.

**Findings:** From the findings showed that there was a strong impact of media exposure except radio and outdoor, followed with consumers awareness levels & knowledge levels, their perception and attitudes and purchase factors FMCG green products always create positive effect on purchaser buy expectations. Consumers having environment consciousness, and they are eco-friendly, because they are willing to purchasing FMCG green products.

**Conclusion:** Consumers having a positive impact on FMCG green products while they are using those products and media exposure helps them to create positive opinions on FMCG green products. Consumers having greater awareness of environmental protection, they willing to pay for eco-friendly FMCG green products.

**Keywords—** FMCG sector, Green products, consumer intentions, eco-friendly, environment protection, media exposure, Awareness & knowledge levels, attitude and perception.

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### I. INTRODUCTION

Green exhibiting associations hope to go well past ordinary publicizing by propelling the normal core value with the desire that purchasers will interface these characteristics with their association or brand. Participating in these supportable activities can provoke making another item offering that obliges another goal showcase. Regular affirmation is an overall concern. An overall audit among nine made countries demonstrated that half of respondents gained green things, and 24% of respondents paid extended expenses to buy green things. Green advancing is the promoting of things that are set out to be normally protected. Along these lines, green advancing breakers an extensive extent of activities, including thing modification, changes in the age methodology, packaging changes, similarly as modifying publicizing. The green advancing progressed over some stretch of time. As shown by Peattie (2001), the improvement of green promoting has three phases. The fundamental stage was named as "regular" green publicizing, and in the midst of this period all elevating activities were concerned to help biological issues and give answers to characterize issues. A second stage was "Environmental" green advancing and the accentuation proceeded onward clean development that included organizing

of innovative new things, which manage pollution and waste issues. The third stage was "Reasonable" green advancing. It came to prominence in the last 1990s and mid-2000.

## **II. REVIEW OF LITERATURE**

This examination investigated purchaser purchase objective toward green things, in perspective of the choice lead show. Choice direct is an incessant fundamental initiative procedure that incorporates basic purchase point, recognized information, motivation, character, plan evaluation, assurance, and purchase before acquiring. Sheppard et al. (1988) demonstrated that direct impacts the route toward forming a point. In mind science, lead desires are impacted through scholarly and brimming with feeling pathways.

Purchase intentions is the probability that an individual plays out a specific lead. Research on green things has seemed different elements can be associated with illuminate rehearses. Mostafa (2009) exhibited that biological concerns and learning impacted buyer hoping to purchase green things. Kaiser and Gutscher (2006) nitty gritty that over portion of as far as possible regarding the plan to purchase green things can be used to clear up purchaser purchase rehearses toward green things. These data can be used to clear up purchaser purchase rehearses toward green things in the Chinese and American markets, which are dependable with the results of a past report. In this examination, purchase objective is described as, the availability of purchasers to purchase green things. 'Environmental care demonstrates that normal effects sway customer wisdom when procuring green things. People are giving cautious thought to natural concerns (e.g., a perilous barometrical deviation and pummeling of the ozone layer and trademark living spaces), and this may impact purchasers' decisions to purchase green things. In this examination, environmental care is portrayed as "the measurement to which normal effects sway client acumen when gaining green things" Kang et al., (2007) and Assarut et al., (2007). Vernekar and Wadhwa (2011) describe the green purchaser as a person "who gets earth friendly practices, just as who purchases green things over the standard decisions". According to Balderjahn (1988), such green purchasers are the clients who have persuasive manners and observations towards the earth and are also anxious to purchase green things.

Anticipating the direct of people as buyers are a champion among the most basic capacities an affiliation can have Blackwell et al., (2005). Objectives may be surrounded as mindful plans of someone to play out a given direct Malhotra and McCort, (2001) or even as a judgment about future lead on the getting, frame of mind and usage of things and organizations Blackwell et al. (2005). Social objectives are basic in envisioning genuine purchase direct Ko, Hwang, and Kim, (2013), yet the desires to play out a lead are constantly confused with demeanors. Such perplexity can be a result of the manner in which that the more grounded one's attitude is toward a thing, the more important will be the expect to play out a particular direct related to it. Estimation of acquisition objectives has consistently been used to recognize strengths and conceivable outcomes for things in light of the way that the more critical the objective is the more significant the likelihood of purchasing will be Berkman and Gilson, (1978). Notwithstanding the way that we can't guarantee that clients will catch up on their points, there are a couple of factors we can control or conceivably have the discovering that will affect the farsighted accuracy of points. The extent of objectives is huge, in light of the way that they should relate accurately to the direct to be foreseen Blackwell et al., (2005, p. 295).

In this investigation, desires were introduced as a center individual fragment among tempers and lead, (i.e., auras serve to coordinate points which in this way sway direct). Objectives go about as a pointer of how much an individual would purchase. Fishbein and Ajzen (1975) report that the most significant marker of direct is, without a doubt, the desire. Disregarding the possible differences that may rise among objectives and direct, various examinations have found that these variables show raised measures of relationship. Of course, desires are seen as poor pointers of direct with broad assortment among social orders De Mooij, (2004). It should be seen that examinations of lead and desires don't make unequivocal answers. As airs change, so do the points. Watching the desires for clients and arrangements prospects enough add to the progression of advancing strategies Blackwell et al., (2005). Karna, J., Hansen, E. what's more, Juslin, H. (2003) saw that proactive publicists are the most genuine assembling in realizing normal advancing determinedly and searching for high ground through environmental kind manner. The results furthermore give verification that green characteristics, environmental advancing approaches, structures and limits are reasonably connected with each other as guessed by the model of regular displaying used to coordinate this examination.

## **III.OBJECTIVES OF THE STUDY**

The fundamental destinations of the flow research

1. To investigate the socioeconomic of customer slanted to buy of FMCG Green items.

2. To recognize the key drivers impact the customer to purchase FMCG Green Products.
3. To know the mindfulness and information dimensions of buyers towards FMCG items.
4. To examination Consumer recognition and their frames of mind with deference of Green FMCG Products.
5. To comprehend the degree of worry for ecological security by the FMCG green products.

#### **IV. HYPOTESIS OF THE STUDY**

Following hypothesis have been framed as follows

- *HO<sub>1</sub>*: There is no significant difference of socioeconomic groups with respects to FMCG Green products
- *HO<sub>2</sub>*: There is no significant influence of media exposure on consumers purchase intentions towards FMCG Green products
- *HO<sub>3</sub>*: There is no significant influence of purchase factors on the consumers towards FMCG Green Products.
- *HO<sub>4</sub>*: There is no significant impact of consumers' awareness levels and knowledge levels on purchase of FMCG Green products.
- *HO<sub>5</sub>*: There is no significant impact of consumers perception and attitudes towards purchase FMCG Green Products.
- *HO<sub>6</sub>*: There is no significant impact on consumers using FMCG green products for Environmental protection.

#### **V. EXTENT OF RESEARCH PAPER**

The reason for present research paper considers about "Consumer purchase intentions towards green products: An empirical study on FMCG sector". The results of this study will be helped to the organized retailers in the various aspects concerned with consumers acquiring conduct towards Green items. This examination paper centers around the accompanying issues like (i) examine the consumer purchase intentions towards selected green products. (ii) The present sample study narrows down to focus on consumer purchase intentions with respect Green products on organized retailing confined Hyderabad, and includes respondents from various groups like students, academicians, employees, business peoples, homemakers and others. (iii) The present study explores perceptions of customers towards selected FMCG retails formats, with Eco friendly green products with includes Paper and clothes products, food and dairy products, Health and beauty products, electronics & Consumer durables, IT equipments and Apparel.

#### **VI. MATERIALS AND METHODS**

The research method is a strategy of investigation, which means moving from the underlying assumption in research design and data collection (Myers, 1999). In the present research study also used these ways to prove the association of respected variables like *demographic variables, Awareness and Knowledge levels, Media exposure, Environmental protection, attitudes and perception, factors that drive consumers Purchase Intentions towards FMCG Green products*. The current research paper adopts an analytical research design. It is based on study of Selected Green products in the Hyderabad city. The convenience sampling method has been utilized in this exploration paper

- ***Source of Data***

In the present examination, a broad utilization of both Primary information and secondary information has been utilized. Essential information was gathered from consumers from Hyderabad city. The buyers are the respondents who give data with respect to their Understandings, encounters, supposition, and discernments towards chose buy Green items. Secondary information gathered from theme related Books on showcasing, green items, buy aims, shopper conduct, inquire about diaries, magazines, organization reports and periodicals, web sources and libraries.

- ***Sample Design***

The Convenience examining technique has been utilized to focus on the target customers, who buy Green items in choosing a zone for example Hyderabad city. The complete sample measure was 227 drawn from choosing zones of Hyderabad city. This exploration depended on essential information and the instrument for gathering the information were surveyed questionnaire. The poll comprised of open and close finished inquiries; Likert five-point scale was utilized for estimating the feelings of the respondents. Each inquiry estimated diverse recognitions with respect to the factors of Consumer intentions towards Green items. The respondents were asked to rate their responses towards four dimensions and respected items on a 5-point scale ranging from *Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and*

*Strongly Agree (5)*. The data were examined using statistical package for social science (SPSS 20.0 version) in the analysis process.

**VII. ANALYSIS AND RESULTS**

(i) **Reliability and validity of measurement:** Measures of constructing reliability used are cronbach's alpha. Cronbach's alpha tests internal consistency for all dimensions extracted from exploratory analysis, and the value of alpha must be larger than 0.70 to imply reliability (Gerbing & Anderson, 1988).

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.887	0.445	42

From the Table 1, it's shown that the survey is striven for its reliability and displayed the results here. The survey made is pre-attempted and endorsed through face authenticity as it was sent to a circumspectly picked trial of masters and it in like manner has a sufficiently conventional unflinching quality score. The result given the estimation of the as 0.887. It demonstrates that, the data have a high unflinching quality and authenticity.

(ii) **Summary Item Statistics:** It is evident that the summary of the means, variances, covariance and inter-item correlations are presented in the following table.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.351	1.728	4.926	2.429	2.462	0.545	45
Item Variances	1.546	0.162	2.521	2.316	18.131	0.282	45
Inter-Item Covariances	0.061	-1.063	2.642	3.425	-2.220	0.224	45
Inter-Item Correlations	0.036	-0.521	1.010	1.352	-1.322	0.072	45

It is obvious the minimum and maximum, mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 4.926. Maximum variance is 2.521, maximum inter item covariance is witnessed is 2.642 and maximum inter-item covariance is found to be 1.010.

(iii) **Demographic profile of the respondents**

The personal profile of the respected respondents in terms of demographic particulars like such as Age, Gender, Marital status, Education, Occupation, Monthly income (in rupees).

Table-3: General Profile of Respondents

Particulars	Classification	No of Responses	Percentage
<b>Age</b>	21-30	24	10.6
	31-40	106	46.7
	41-50	67	29.7
	51-60	30	13.2
<b>Gender</b>	Male	147	64.8
	Female	80	35.2
<b>Education</b>	Below Graduate	23	10.2

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	Graduate	142	62.6
	Post Graduate	53	23.3
	Above PG	09	3.9
<b>Occupation</b>	Student	15	6.6
	Employees	81	35.7
	Business	68	30.0
	Professional	20	8.8
	House makers	43	18.9
<b>Monthly income (in rupees)</b>	Below Rs. 20,000	25	11.0
	Rs.20, 001 - 30,000	59	26.0
	R's. 30,001 - 40,000	52	22.9
	R's. 40,001 - 50,000	67	29.5
	Above Rs. 50,001	24	10.6
<b>Total</b>		<i>N = 227</i>	<i>100%</i>

*Source: Primary data*

**(a) Age:** with respect to the age appropriation of the respondents, it was discovered that most of them had a place with the age gathering of 31-40 years, 46.7%, those having a place 41-50 years of the age represented 29.7%, while those in the age gathering of 51-60 years represented 13.2%, and 21-30 years represented 10.6% of the absolute respondents.

**(b) Gender:** A nearby take a gander at the table 3 uncovers that the male respondents represented a higher rate 64.8%, when look at female respondents 35.2%.

**(c) Education:** regarding the instructive status, 62.6% of the respondents had secure Graduation, 23.3% of the respondents were post-graduation, 10.2% of them were underneath graduation and 3.9% of them were above PG.

**(d) Occupation:** It is obvious from table 3, most of the respondents filling in as a worker 35.7%, 30.0% of the respondent's product Business individuals, 18.9% of the respondents were House creators, 8.8% of them were Professional and 6.6% of them were understudies.

**(e) Income for the month:** As it tends to be seen from table 3, the pay of the respondents on account of 29.5% of the respondents extended from Rs.40, 001-50,000; while 26% answered to have a month to month pay Rs.20, 001-30,000; 22.9% of the respondents announced month to month salary to Rs. 30,001 - 40,000; 11% of the respondents announced month to month salary Below Rs.20,000 and 10.6% of the respondents detailed month to month pay Above Rs. 50,001.

**(iv) ANOVA:** It is conducted in order to understand whether there is any significant difference in opinions of respondents on purchasing green items and followed with influence of media exposure, influence of purchase factors, consumers awareness and knowledge levels, consumers perception and attitudes towards Green Products and with Environmental concerns.

**1. HO<sub>1</sub>: There is no significant difference of demographic groups with respects to FMCG Green products.**

*Table-4: Anova*

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	24.966	4	6.242	7.500	.000
	Within Groups	184.761	222	.832		
	Total	209.727	226			
Gender	Between Groups	9.222	4	2.306	12.019	.000
	Within Groups	42.584	222	.192		
	Total	51.806	226			
Education	Between Groups	10.291	4	2.573	17.849	.000
	Within Groups	72.766	222	.328		
	Total	83.057	226			
Occupation	Between Groups	34.368	4	8.592	13.059	.000
	Within Groups	146.063	222	.658		
	Total	180.432	226			
Income in rupees	Between Groups	39.486	4	9.872	9.219	.003
	Within Groups	519.404	222	2.340		
	Total	558.890	226			

Source: Primary data

*Interpretation:* It is evident from the above table, showed that demographical variables like age, gender, education, Occupation and Income in rupees and their F values found to be statistically significant, meaning there by there is significant impact of demographical variables on FMCG Green products, followed with values of Age:  $F(4,226) = 19.071$ ,  $p < .05$ , followed with values of gender  $F(4,226) = 12.019$ ,  $p < .05$ ; Education:  $F(4,226) = 17.849$ ,  $p < .05$ ; Occupation  $F(4,226) = 13.059$ ,  $p < .05$ , Income in rupees:  $F(4,226) = 9.219$ ,  $p < .05$ .

**2. HO<sub>2</sub>: There is no significant influence of media exposure on consumers purchase intensions towards FMCG Green products**

*Table-5: ANOVA*

		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	86.154	5	30.538	19.071	.000
	Within Groups	250.727	221	1.129		
	Total	336.881	226			
Radio	Between Groups	120.377	5	11.094	11.789	.110
	Within Groups	337.605	221	1.521		
	Total	457.982	226			

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Newspaper/ Magazine	Between Groups	171.758	5	42.939	20.358	.000
	Within Groups	468.242	221	2.109		
	Total	640.000	226			
Outdoor	Between Groups	171.758	5	22.1932	14.312	.062
	Within Groups	468.242	221	1.121		
	Total	640.000	226			
Internet	Between Groups	86.154	5	21.538	16.221	.000
	Within Groups	250.727	221	1.329		
	Total	336.881	226			

*Source: Primary data*

*Interpretation:* It is evident from the above table, showed that media exposure like TV, Newspaper/Magazine and Internet and their F values found to be statistically significant, meaning there by there is significant impact of these three media exposure on consumers purchase intensions towards FMCG Green products, followed with values of TV:  $F(5,221) = 19.071$ ,  $p < .05$ , Newspaper and magazine  $F(5,221) = 20.358$ ,  $p < .05$  and internet:  $F(5,221) = 16.221$ ,  $p < .05$ ; but remaining media exposure like Radio and Outdoor are not statistically significant, followed with values of radio  $F(5,221) = 11.789$ ,  $p > .05$ , Outdoor:  $F(5,221) = 14.312$ ,  $p > .05$ .

**3. HO<sub>3</sub>: There is no significant influence of Purchase factors on the consumers towards FMCG Green Products.**

Purchase factors (PF)		Sum of Squares	Df	Mean Square	F	Sig.
Product that uses less Agro-chemicals (PF:1)	Between Groups	125.999	6	31.500	24.785	.000
	Within Groups	282.142	220	1.271		
	Total	408.141	226			
Packing of the Green products (PF:2)	Between Groups	367.128	6	91.782	45.213	.000
	Within Groups	1.938	220	.009		
	Total	369.066	226			
Green products are Eco-friendly (PF:3)	Between Groups	340.707	6	85.177	65.952	.000
	Within Groups	51.671	220	.233		
	Total	392.379	226			
Price of the Green Products (PF:4)	Between Groups	339.324	6	84.831	47.704	.002
	Within Groups	46.191	220	.208		
	Total	385.515	226			
High Quality of Green products (PF:5)	Between Groups	354.957	6	88.739	48.389	.000
	Within Groups	35.924	220	.162		
	Total	390.881	226			
	Between Groups	72.953	6	18.238	23.148	.000

Green products are more Healthy and Safety (PF:6)	Within Groups	174.915	220	.788		
	Total	247.868	226			
High performance level of Green products (PF:7)	Between Groups	28.930	6	7.233	14.420	.002
	Within Groups	363.237	220	1.636		
	Total	392.167	226			
Labelling of the Green products (PF:8)	Between Groups	22.695	6	5.674	10.077	.017
	Within Groups	409.288	220	1.844		
	Total	431.982	226			
	Total	252.643	6			

Source: Primary data

*Interpretation:* It is evident from the above table, showed that all the purchase factors (PF) and their F values found to be statistically significant, meaning there by there is significant influence of Purchase factors on the consumers towards FMCG Green Products except PF-8. followed with values of PF-1:  $F(6,220) = 24.785, p < .05$ , PF-2:  $F(6,220) = 45.213, p < .05$ , PF-3:  $F(6,220) = 65.952, p < .05$ ; PF-4:  $F(6,220) = 47.704, p < .05$ ; PF-5:  $F(6,220) = 48.389, p < .05$ ; PF-6:  $F(6,220) = 23.148, p < .05$ ; PF-7:  $F(6,220) = 14.420, p < .05$ ; PF-8:  $F(6,220) = 10.077 p > .05$ .

**4. HO<sub>4</sub>: There is no significant impact of consumers awareness levels and knowledge levels on purchase of FMCG Green products.**

Awareness level	Between Groups	51.947	4	12.987	23.839	.000
	Within Groups	120.942	222	.545		
	Total	172.890	226			
Knowledge level	Between Groups	7.176	4	1.794	9.003	.004
	Within Groups	99.485	222	.448		
	Total	106.661	226			

Source: Primary data

*Interpretation:* It is evident from the above table, showed that consumers awareness levels and knowledge levels and their F values found to be statistically significant, meaning there by there is significant impact of consumers awareness levels and knowledge levels on purchase of FMCG Green products, followed with values of Awareness level:  $F(4,222) = 23.839, p < .05$ , Knowledge level  $F(4,222) = 9.003, p < .05$ .

**5. HO<sub>5</sub>: There is no positive impact of Consumers perception and attitudes towards purchase of FMCG Green Products.**

		Sum of Squares	df	Mean Square	F	Sig.
Attitude dimensions towards Green products	Between Groups	77.239	3	19.310	15.507	.000
	Within Groups	276.435	223	1.245		
	Total	353.674	226			

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Perception dimensions towards Green products	Between Groups	239.028	3	59.157	59.553	.000
	Within Groups	222.760	223	1.003		
	Total	461.789	226			

*Source: Primary data*

*Interpretation:* It is evident from the above table, showed that Consumers perception and attitudes and their F values found to be statistically significant, meaning there by there is significant impact of Consumers perception and attitudes towards purchase FMCG Green Products, followed with values of perception of consumers:  $F(3,223) = 15.507$ ,  $p < .05$ , attitude of consumers:  $F(3,223) = 59.553$ ,  $p < .05$ .

**6. HO<sub>6</sub>: There is no significant impact of consumers using FMCG green products on Environmental protection.**

*Table-9: ANOVA*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
Eco-friendly product (D:1)	Between Groups	86.154	5	21.538	29.321	.000
	Within Groups	250.727	221	1.129		
	Total	336.881	226			
Reducing water consumption (D:2)	Between Groups	86.154	5	11.212	19.071	.000
	Within Groups	250.727	221	1.129		
	Total	336.881	226			
Minimizing and recycling waste (D:3)	Between Groups	110.088	5	27.522	26.702	.000
	Within Groups	228.819	221	1.031		
	Total	338.907	226			
Travelling less and using less polluting transportation (D:4)	Between Groups	86.154	5	21.538	19.071	.000
	Within Groups	250.727	221	1.129		
	Total	336.881	226			
Responsibility towards environmental protection (D:5)	Between Groups	171.758	5	42.939	32.358	.000
	Within Groups	468.242	221	2.109		
	Total	640.000	226			
Obtain High levels of Satisfaction (D:6)	Between Groups	120.377	5	30.094	15.681	.000
	Within Groups	337.605	221	1.521		
	Total	457.982	226			

*Source: Primary data*

*Interpretation:* It is evident from the above table, showed that consumers using FMCG green products and their F values found to be statistically significant, meaning there by there is significant impact of consumers using FMCG green products on Environmental protection, followed with values of D-1: $F(5,221) = 29.321$ ,  $p < .05$ , D-2: $F(5,221) = 19.071$ ,  $p < .05$ . D-3:  $F(5,221) = 26.702$ ,  $p < .05$ , D-4:  $F(5,221) = 19.071$ ,  $p < .05$ , D-5:  $F(5,221) = 32.358$ ,  $p < .05$ , D-6:  $F(5,221) = 15.681$ ,  $p < .05$ .

(v) **CORRELATION:** Correlation tends to be used for finding level of relationship or strength or association of two sets of variables upon one another. The relationship between independent variables and dependent variables of Buying intention has using correlation.

Table-10: Correlation

	<i>Media exposure</i>	<i>Awareness &amp; Knowledge</i>	<i>Perception &amp; Attitude</i>	<i>Factor drives to purchase</i>	<i>Environmental protection</i>
<i>Media exposure</i>	1				
<i>Awareness &amp; Knowledge Levels</i>	.574**	1			
<i>Perception &amp; Attitude</i>	.624**	.622**	1		
<i>Factor drives to purchase</i>	.511**	.692**	-.532**	1	
<i>Environmental protection</i>	.749**	.563**	-.543**	.552**	1

Source: Primary Data

In order to develop further understanding of the relationship between Media exposure, Awareness & Knowledge, Perception & Attitude, Factor drives to purchase and Environmental protection. The Pearson correlation techniques were calculated in the study, numerical values of the correlation coefficient reflect the degree of association between each of the advertisement’s constructs. From table-10, Correlation results show that there is a strong correlation between Media exposure and Environmental protection ( $r=0.749^{**}$ ) at 0.01 significant levels and between Awareness & Knowledge Levels and Environmental protection ( $r=0.563^{**}$ ) and there is a negative correlation between Perception & Attitude and Factor drives to purchase ( $or=-0.232^{**}$ ).

**LIMITATION OF THE STUDY**

- As the geographical area of the study is limited to the Hyderabad area only, Hence the findings and conclusion has its own limitations.
- A convenience sample methodology was used for the knowledge assortment, that makes the results not promptly generalizable
- The study carried out to understand the customer purchase intentions towards selected FMCG Green products.

**VIII. CONCLUSION**

The present papers parting that consumers have environmental awareness and concerned about environmental protection, and most of eco-friendly consumers are more likely to purchase FMCG green products to support the environment protection. The study extracted most important factors that consumer considers for purchase of green products those are Awareness and Knowledge levels, Media exposure, Environmental protection, attitudes and perception, factors that drive consumers Purchase Intentions towards FMCG Green products. As for the results of profile of the respondents showed that 47% of respondents belonged to the group of 31-40 years and those belonging 41-50 years of the age accounted for 30%, and followed with gender profile, male respondents accounted for a higher percentage 64%, when compared to female respondents 36%, With respect to the educational status, 62% of the respondents had secure Graduation, 23% of the respondents were post-graduation, The majority of the respondents working as a employees 35%, 30% of the respondents ware Business people, The income of the respondents in the case of 30% of the respondents ranged from Rs.40,001-50,000; while 26% reported to have a monthly income Rs.20,001-25,000;According through respected hypothesis, *H01* reveals there is a significance difference between demographical variables factors and FMCG Green products, followed with *H02*, there is a significance impact of media exposure on consumer purchase

intensions, but in that the medias like radio and outdoor media are not impact on consumers purchase towards FMCG green products, HO3 results showed that there is significance influence of purchase factors (PF) on consumers purchase intensions but factor like Labelling of the Green products does not significant impact on consumers, HO4 results showed that there is a significance impact of awareness levels and knowledge levels on consumers towards purchase of green products, because awareness levels and knowledge levels always create positive opinion on consumers towards purchase, HO5 results showed that consumers attitude and perception always positive impact on purchase of FMCG green products, and it always leads to better performance towards consumer purchase intensions, HO6 reveals that there is a significance impact of consumers using FMCG green products to protect Environmental. Finally, Consumers having environment consciousness and they are eco-friendly.

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