

Consumer Psychology towards Environmental Sustainability & Community Welfare in Indian FMCG Sector

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ABSTRACT

Today's consumers are far more aware of each and every product or service offered by the seller and its potential effects. Consumers are very selective about the product or service they choose to meet their demands in this era of digitization. They are beginning to care about their health and are inclined to purchase and use environmentally friendly products. Products and services that promote environmental sustainability are the foundation of successful businesses. Specialty units are concentrating their efforts on green bundling as consumers become more aware about the environment. The goal of this article is to understand how consumers feel about green packaging for a sustainable climate. FMCG products touch every aspect of human existence. All groups of the public spend a significant amount of their time on these things, and they also account for a sizable portion of their income. Additionally, the sector makes a considerable contribution to the Indian economy. This industry has grown dramatically in recent years; in fact, it kept expanding even as the economy was in a slump. This article conducts experimental research on Indian customers' attitudes on preserving the environment and promoting social welfare in the country's FMCG market as a whole. In India, a review was established and controlled. 200 Indian consumers in total responded to the poll. The review's conclusions would help the government better understand how consumers behave in light of their current situation and design more effective environmental measures.

Keywords: Consumer Psychology, Environmental sustainability, Community welfare, Fast Moving Consumer Goods (FMCG) sector.

1. INTRODUCTION

Everyone nowadays is aware of the alarming extent of environmental contamination, and because everyone is feeling the horrible effects of this contamination on their health, there is a growing interest in and awareness of green or environmentally friendly products. Consumers today are concerned about the environment, which forced advertisers to create products that are environmentally friendly, affecting the consumers' strength directly. Terms that refer to a related subject area include biological advertising, green advertising, and environmental advertising (Bhattacharjee, 2011). Regardless of their importance, environmental challenges now have a significant impact on almost every aspect of our lives. According to Indian industry, the FMCG sector is a substantial portion of the economy that should embrace environmental stewardship. Consumers and organizations are both concerned about the natural environment as society becomes more complex as a result of

environmental damage and unfair financial practices. As a result, organizations have begun to modify their leadership to accommodate the "new" concerns that have emerged in contemporary culture. There is a growing trend toward utilizing "green" or "eco-accommodating" products, which has prompted a corporate promotion strategy. In the last 30 years, people's buying habits have seen a significant transformation (Chang, 2010). According to a few assessments, a green item's purchase objective is influenced by a variety of factors. Current environmental catastrophes worldwide are progressively threatening consumer wellbeing and prosperity. Individual viewpoints, choices, and purchases are becoming more ecologically conscious as a result. Thus, green marketing is a concept that dates back to the second decade of the 20th century and depends on having an awareness of the environment. These green showcasing initiatives promote consumer purchasing goals. The current groups and associations are becoming increasingly involved in environmental concerns as a result of more firmly established environmental norms, financial pressures, and other public tensions (Gan C., 2008).

1.1. FMCG Sector

Fast-moving consumer goods (FMCG), also referred to as consumer packaged goods (CPG), are products that are offered in large quantities at relatively low prices. FMCG products often sell in big quantities, thus even though the explicit profit made from them is extremely little, the overall profit from such products can be very great. India's FMCG sector is rapidly adopting a more ecologically responsible mindset.

The Fast Moving Consumer Goods (FMCG) sector is the key engine of the Indian economy. This is the fourth-largest sector of the Indian economy and employs over 3 million people, or about 5% of total plant labour in the country. Every single layer of the general public consumes these things on a daily basis, regardless of social status, pay grade, age group, etc (Hao, What affect consumers' willingness to pay for green packaging? Evidence from China, 2019). The FMCG industry is more lucrative due to its wide consumer base, low entry barriers, well-established delivery networks, cheap labour costs, low per capita consumption, and simple manufacturing procedures for the majority of its products, which results in really modest capital investments.

1.2. Green Marketing

Green marketing is the process of disseminating information about products based on their actual or perceived environmental sustainability. Green advertising includes using recycled materials from the post-consumer industry for packaging or noting decreased discharges associated with an item's producing process. By allocating a portion of their income to green initiatives like tree planting, some companies may raise awareness of their environmental responsibility. If an organization's attempts to promote sustainability are not backed by sizable investments or operational changes, it runs the risk of being charged with false or fraudulent advertising (Kumar A., 2006). Another name for these products is consumer packaged goods. FMCGs have a limited practical usable window because of high customer interest or because they are ephemeral items. They are often acquired, swiftly devoured, quickly assessed, and massively exhibited. While they are on the store's rack, they also go through a lot of turnover. Consumer goods are commodities that the average individual buys to utilize on a daily basis. Administrative items, durable items, and nondurable items are the three divisions. Fixed goods have a useful life of 3 years or more, but consumables have a practical life of less than 1 year. The best consumer goods category is fast-moving consumer goods. These are called non-solids because they are consumed quickly and have a short shelf life (Magnier, Consumer reactions to sustainable packaging: The interplay of visual appearance, verbal claim and environmental concern, 2015). Fast-moving consumer goods (FMCG) are used by almost everyone every day. Even though they make up the majority of consumer expenditures, FMCGs usually represent low association purchases.

2. LITERATURE REVIEW

Purohit (2011) researched customer behavior, the role of showcasing in influencing purchasing expectations, and the link between consumer disposition and purchasing intent in relation to green advertising in his focus on "Consumer Purchasing Conduct on Green Items". The study found that the factors of item, value, location, and advancement were significantly related to the purpose of purchasing environmentally friendly goods. The

evaluation was based on the premise that consumers were willing to make up for this by being willing to pay a high premium for products that benefit the environment (Purohit, 2011).

P. Asha and Dr. R. Rathiha (2017) discovered that despite consumers' positive propensity towards eco-friendly products, they still require proper information on these products. Advertisers should therefore differentiate between consumer environmental demands and eventually promote products that are ecologically friendly and quickly degrade in the environment (Asha, 2017).

According to Magnier et al. (2015), consumers gave packaging's visual appeal some thought and valued verbal accounts of environmental concerns. The study unequivocally shows how a company's ethical behaviour affects both environmental concerns and customers' purchase intentions (Magnier, 2015).

Ramesh Pandi and Selvakumar (2011), According to them, green showcasing encompasses all promotional efforts aimed at fostering and maintaining consumers' environmental consciousness and ways of acting in a way that has a substantial impact on the climate. It goes beyond only developing green products and organizations (Selvakumar, 2011).

The Thoothukudi Locale was specifically mentioned in Banumathi. P. and Mabel Latha Rani. S.'s (2018) article, which focused on how customers perceive fast-moving consumer items. The higher cost of high-quality goods shouldn't be a barrier. Sterilization and health are important for the creation of FMCG products. Businesses with excellent customer service attract more customers. Along these lines, the scientist has endured great suffering in an effort to comprehend the value that all producers of widely dispersed consumer goods sacrifice in order to maintain market viability. The two most well-known commodities in the ongoing business category are food and toiletries, with others coming in second. It follows that this kind of research is essential for identifying the market potential for fast-moving consumer items, especially in urban locations like Thoothukudi (Banumathi, 2018).

A focus was focused by Hao et al. in China in 2019 to understand the consumer's willingness to pay for green bundling. Consumers were willing to pay the extra cost for useful bundling, but the main concerns were the item's nature and price. The management of climate issues gives the businesses an advantage as it helps to win over customers' trust as a responsible company. The goal of this study is to ascertain customers' Psychology of the FMCG industry's commitment to climate sustainability through the use of green packaging (Hao, 2019).

2.1. Statement of the Problem

Environmental awareness is gradually growing in popularity. Decisions on what to buy and how to buy it are constantly evolving. Regarding item credits, customer decision-making is mostly influenced by environmental consideration. As a result, the review's primary objective is to ascertain how knowledgeable and favourable consumers are of environmentally friendly goods in the FMCG industry.

2.2. Objective of the Study

- To evaluate the Indian FMCG market objectively.
- To investigate how consumers, feel about environmentally friendly items.
- To ascertain consumer awareness of green packaging and environmental sustainability.
- To examine consumer awareness levels and attitudes regarding eco-friendly products in the FMCG sector.

3. ANALYSIS OF FMCG SECTOR

PEST analysis

i) Political

- **Tax Structure:**For this sector, challenges include a confusing fee structure, significant direct expenses, and shifting assessment methods.

- **Infrastructure Issues:** Government expenditure on the horticultural, power, and transportation frameworks is heavily influenced by how the FMCG industry is performing.
 - **Regulatory Constraints:** Important prerequisites include several licences and licenses for different states, prevailing antiquated work regulations, and a complicated and drawn-out trading process.
 - **Policy framework:** FDI in the retail industry (single- and multi-brand product sales in retail), Permit restrictions for new firms and adjustments to the legal minimum price of items are impeding the growth of this industry.
- ii) **Economical**
- **GDP Growth:** The Indian economy is dependent on the FMCG sector's growth. It has increased by 15% just during the past five years. It shows a significant degree of potential for this industry in the near future.
 - **Inflation:** The Indian economy has recently examined how fears about inflation affect consumer buying power. The Indian FMCG industry, however, has not suffered much.
- iii) **Social**
- **Change in consumer Profile:** There are several factors that have contributed to rapid development and change, including rapid urbanization, greater proficiency, expanded family size, and rising per capita pay. These factors have created a plethora of new options. About 45% of Indians are under the age of 20, and this percentage is projected to rise.
 - **Change in Lifestyle:** In the last 10 years, Indian consumers' purchasing patterns have changed, with optional purchases outpacing needs (such food and clothing) by 52%. The clothing, footwear, and medical services sectors have had the most notable growth over the past ten years, while more fundamental products like cereals, cooking oil, and green vegetables have experienced loss.
 - **Rural focus:** Businesses are aiming to enter regional markets by offering consumers little estimated or single-use packs like sachets when the market becomes saturated.
- iv) **Technology**
- Leading companies like HUL, ITC, and others are the only ones who successfully utilize innovation.
 - Online commerce will help support FMCG transactions in the future. More than 150 million consumers, who would spend more than \$45 billion on FMCG products by 2020, will be impacted by computerization. – CII

SWOT analysis

- i) **Strengths**
- **Low operational costs:** One of the main benefits of this industry is its low functional expense.
 - **Existence of renowned FMCG companies:** Strong brands enable bigger deals and open up new doors for growth in the Indian FMCG business.
- ii) **Weakness**
- "Me-too" products that unlawfully copy the names of well-known businesses;
 - Limited opportunities to invest in innovation and achieve economies of scale (particularly in smaller sectors). The availability of FMCG goods in the rural and semi-urban business sectors is decreased by these products.
 - Less developed creative capacities and frameworks: The Indian FMCG sector is falling behind in adopting creative strategies to satisfy customer demands, especially the smaller companies.
- iii) **Opportunities**
- **Rural market untapped, changing lifestyle:** An enormous, fragmented, and unexplored provincial market offers opportunity for FMCG businesses. Particularly in rural locations, some FMCG item classes have exceptionally low entry criteria.
 - **Rising income levels or a growth in customers' purchasing power:** The Mc Kinnessy Worldwide Foundation estimates that Indian consumer wages will increase significantly over the next 20 years. By 2025, India will become her fifth largest consumer market in the world. India's working class will grow to 583 million, 41% of the population (J., 2011). Extreme poverty in rural areas fell from 94% in 1985

to 61% in 2005 and is projected to reach 26% by 2025. This will give Indian consumers more purchasing power.

- **A sizable domestic market with an average population age of more than 25:** India's population is relatively young, with 54% of the population under the age of 25. A growing workforce supports growth and promotes personal utilization.
- **High consumer expenditure on goods:** A higher standard of living leads to an increase in consumer spending. According to a Nielsen study¹¹, consumption of consumer goods is expected to grow significantly to US\$5 billion by 2015.

iv) Threats

- Passage of MNCs with advancement: In the years following progress, the Indian market has become quite serious. The Indian market now has a large number of foreign businesses.
- Domestic brands were replaced as a result of the lifting of import restrictions.
- The complex, shifting, and unequal duty structure is one of the greatest dangers to the FMCG industry. All businesses must now offer their products in standard size packs in accordance with new bundling requirements (Purohit H. , 2011). Country demand is cyclical in nature and strongly dependent on storms.

4. RESEARCH METHODOLOGY

We have used a method for observational distinct exploration that combines necessary and supplementary data. The evaluation aims to identify numerous aspects of the society, foundation, or situation under investigation. It contains predicted correlations between variables, providing a foundation for further, in-depth investigation. Research analyses show the traits of a certain person or group, while reviews aim to ascertain the frequency with which something occurs or its relationship to other things. A hypothetical notion can be the explicit target of illuminating exploratory information, which may be helpful for validating important ideas through actual Psychology.

4.1. Research design

The exploring configuration is rational and expressive. A survey was planned to determine how consumers felt about FMCG products that were environmentally friendly. A focus country for the study was India, and 200 consumers were chosen as examples.

4.2. Method of Data Collection

Primary Data

We are using a review research approach, which involves gathering data from a sample of people through their responses to inquiries. Through this investigation, several ways for instrumentation, data collection, and member enrollment were made possible. Review study may employ quantitative examination techniques, subjective investigation approaches, or both. Reviews are regularly employed in friendly and mental evaluation since they are frequently used to show and analyse human behaviour.

Simple Arbitrary Testing was used, and respondents had a similar chance of being chosen in the population. The survey was distributed to 200 unregular people in central India.

Secondary Data

The audit's optional data was acquired from a variety of journals and websites.

4.3. Method of Data Analysis

The use of Cronbach Alpha demonstrated the reliability of the data. Measurement tools such a recurrence table, mean, standard deviation, and autonomous example t-test were used to analyze the data.

5. DATA ANALYSIS AND RESULTS

Expressive analysis revealed the respondents' section profile.

Table 1:Profile of respondents' demographics

Characteristics	Category	Frequency (n=200)	Percentage
Gender	Male	139	69.5%
	Female	61	30.5%
Age	Below 20 Years	25	12.5%
	21 – 30 Years	55	27.5%
	31 – 40 Years	79	39.5%
	More than 40 Years	41	20.5%
Educational Qualification	School Level	15	7.5%
	Diploma/Degree	67	33.5%
	Post – Graduation	75	37.5%
	Professional	43	8.6%
Occupation	Student	23	11.5%
	Home Maker	27	13.5%
	Employed	129	64.5%
	Business	13	6.5%
	Others	8	4%

In accordance with the aforementioned data, 69.5% of respondents were men and 30.5% were women. Only 12.5% of respondents were under the age of 20, while 39.5% of respondents were in the age range of 31 to 40, followed by 27.5% of respondents between the ages of 21 and 30, 20.5% of respondents over 40, and Regarding teaching skill, it was discovered that 37.5% of respondents had post-graduate ability, 33.5% had their certification or degree, 8.6% were experts, and only 7.5% had only high school training. The majority of respondents—64.5%—were employed, followed by 13.5% of homemakers, 11.5% of students, 4% of others, and 6.5% of financial managers.

Table 2:Psychology of Eco-Friendly Products: Descriptive Statistics

	Mean	Std. Deviation	Cronbach Alpha
Are good for the environment	5.45	1.59	
Are healthy	5.15	1.8	
Superior performance and/or quality than alternatives	4.76	1.84	
Reasonable in pricing	4.06	2.01	0.841
Are well-known	3.99	2.03	
Are reachable or accessible on the market	4.47	1.97	
Views of environmentally friendly goods	4.65	1.7	

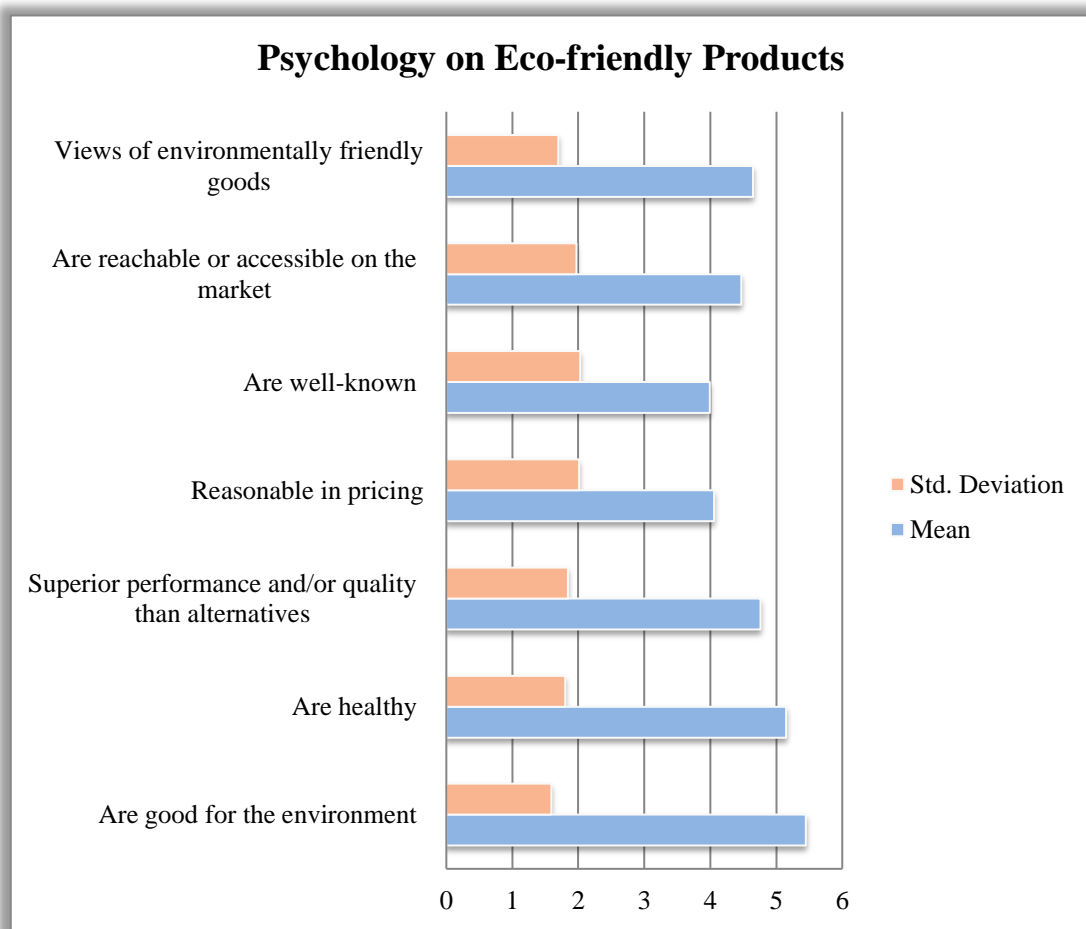


Figure 1: Visualization of descriptive statistics - Psychology of environmentally friendly products

In terms of consumer Psychology of eco-friendly products, the statement that the products are great for the environment ($M = 5.45$, $S. D = 1.59$) garnered the most attention ($M = 4.65$, $S. D = 1.52$), followed by the claims that the products are reliable ($M = 5.15$, $S. D = 1.62$), have better quality or execution than standard items ($M = 4.76$, $S.D = 1.84$) and are readily available/accessible in the market ($M = 4.47$, $S. D = 1.52$). The builds' Cronbach alpha dependability incentive is higher than 0.70.

The table below shows how respondents consistently responded when asked how they felt about wearing green clothing for the environment.

Table 3: Table of Frequency for Psychology

Green packaging Psychologys for environmental sustainability	Yes	No
The environment is not significantly impacted by green packaging.	80	20
My concern for the environment	90	10
Due to environmental concerns, I like products with green packaging.	62	38
Pollution can be reduced with green packaging.	73	27
Better quality is provided through green packaging.	84	16
Costly green packaging.	65	35

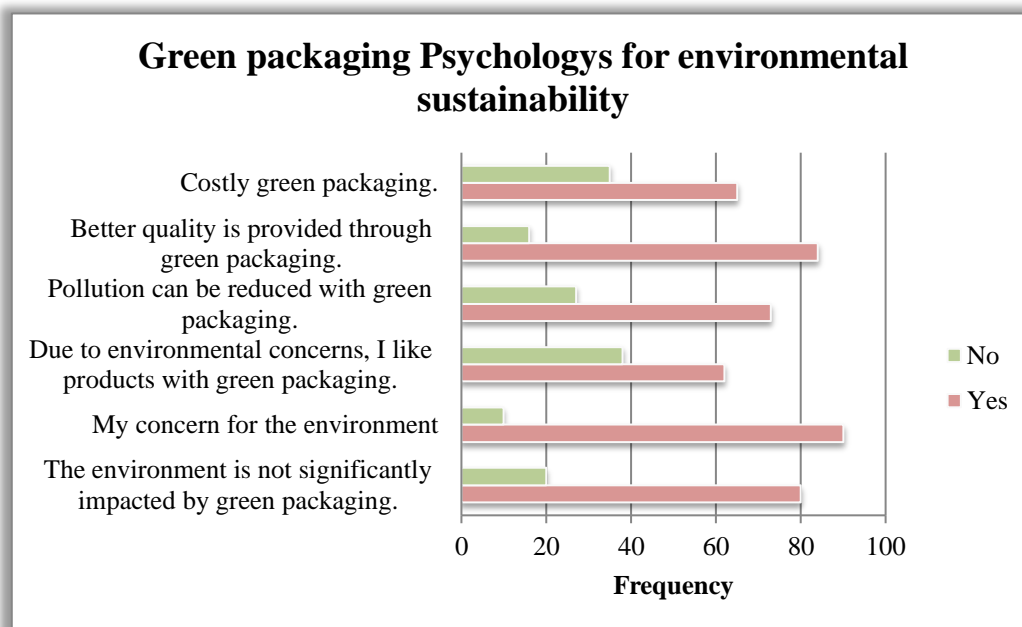


Figure 2:Illustration illustrating the frequency of Psychology

When it comes to fast-moving consumer items, 70% of consumers prefer green packaging, which shows that they are concerned about the environment. Nearly 89% of respondents said that the key factor in choosing eco-friendly bundling is the weather.

Table 4:Analysis of the Mean, Standard Deviation, and Reliability

Construct	Mean	Standard Deviation	Cronbach Alpha
Awareness of Eco-friendly Products	4.93	1.73	0.75
Psychology on Eco-friendly Products	4.65	1.52	0.84

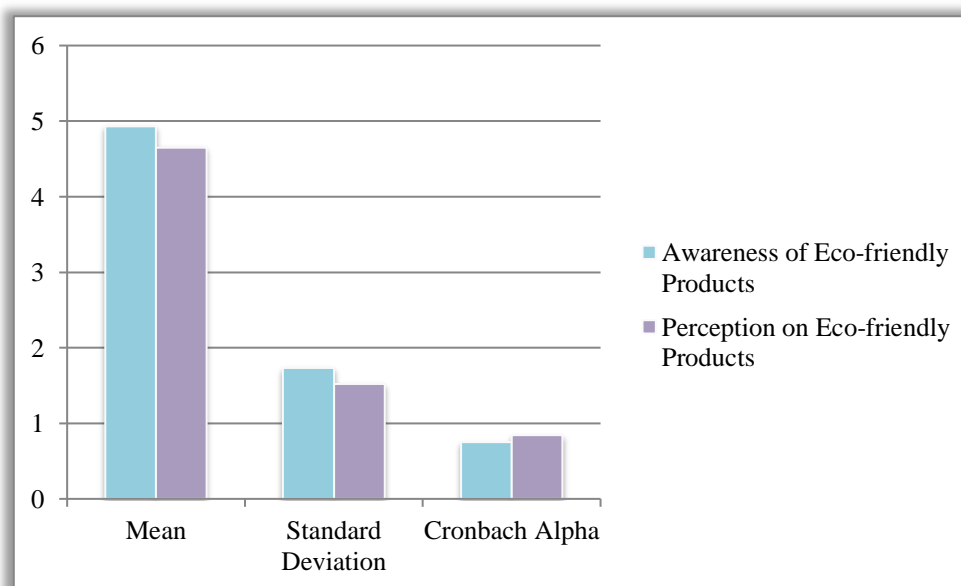


Figure 3:Analyses of the mean, standard deviation, and reliability are represented graphically.

The respondents agree that they are aware of eco-friendly products ($M = 4.93$, $SD = 1.73$) and that they have an unbiased opinion of them ($M = 4.65$, $SD = 1.52$) in this regard. For both builds, Cronbach Alpha stability was more than 0.70.

Table 5: Variance Analysis Test

			N	M	SD	t – test
Gender of the Respondents	Awareness of eco-friendly products	Male	139	4.90	1.71	-.388 ^{ns}
		Female	61	4.96	1.74	
	Psychology on eco-friendly products	Male	139	4.66	1.49	.153 ^{ns}
		Female	61	4.64	1.55	
Age of the Respondents	Awareness of eco-friendly products	Below 20 Years	25	4.69	2.22	.534 ^{ns}
		21 – 30 Years	55	4.86	1.72	
		31 – 40 Years	79	5.05	1.62	
		More than 40 Years	41	4.89	1.84	
	Psychology on eco-friendly products	Below 20 Years	25	4.96	1.37	.608 ^{ns}
		21 – 30 Years	55	4.86	1.51	
		31 – 40 Years	79	4.33	1.40	
		More than 40 Years	41	4.77	1.48	
Educational Qualification	Awareness of eco-friendly products	School Level	15	4.62	2.23	.575 ^{ns}
		Diploma/Degree	67	4.83	1.68	
		Post – Graduation	75	4.95	1.71	
		Professional	43	5.32	1.50	
	Psychology on eco-friendly products	School Level	15	4.82	1.48	.569 ^{ns}
		Diploma/Degree	67	4.63	1.50	
		Post – Graduation	75	4.71	1.55	
		Professional	43	4.35	1.42	
Occupation	Awareness of eco-friendly products	Student	23	5.13	1.93	.642 ^{ns}
		Home Maker	27	4.88	2.14	
		Employed	129	4.95	1.67	
		Business	13	4.85	1.26	
		Others	8	4.35	1.35	

	Psychology on eco-friendly products	Student	23	4.99	1.27	.722 ^{ns}
		Home Maker	27	4.50	1.55	
		Employed	129	4.63	1.53	
		Business	13	5.10	1.61	
		Others	8	4.30	1.27	

The goal of the Change test was to see whether respondents' assessments of mindfulness and their Psychologies of environmentally friendly objects varied depending on their age, level of education, and line of work. It was shown that respondents of different ages did not differ in their assessments of their awareness of environmentally friendly products, but there were differences in their assessments of their Psychology of environmentally friendly products. There is no statistically significant difference in respondents' levels of mindfulness between men and women (Mean = 4.90, SD = 1.71, and M = 4.96, SD = 1.74) ($t = -0.388$). Additionally, it was determined that there is no difference in respondents' Psychologies of ecologically friendly items between male (M = 4.66, SD = 1.49) and female (M = 4.64, SD = 1.55) respondents ($t = .153$). The age groups of respondents under 20 (M = 4.96, SD = 1.37) and those between 21 and 30 (M = 4.86, SD = 1.51), those over 40 (M = 4.77, SD = 1.48) and those between 31 and 40 (M = 4.33, SD = 1.40) had the highest mean scores, respectively. Furthermore, despite the respondents' various educational backgrounds, jobs, and attitudes on eco-friendly products, there was no noticeable variation in assessments among them.

6. DISCUSSION

The Fast-Moving Consumer Goods (FMCG) sector in India contributes significantly to the nation's economy and has a big effect on neighbourhood networks and the environment. Consumers are increasingly taking the practices of the FMCG companies they support in terms of environmental sustainability and community welfare as environmental concerns and social awareness continue to grow throughout the world (Sachdev, 2011). Examining consumer Psychologies of environmental sustainability and social welfare in the Indian FMCG sector is the goal of this discussion.

Environmental Sustainability in the FMCG Sector

Environmental sustainability is now a key component of consumer decision-making. Customers are more conscious of how their choices affect the environment and are more inclined to support FMCG companies that exhibit responsible environmental practices. This includes initiatives like reducing fossil fuel by-products, managing water resources, advancing renewable power, reducing waste generation, and embracing eco-friendly packaging.

Indian customers have also developed a greater awareness of and concern for environmental problems. They want FMCG companies to take aggressive measures to reduce their carbon footprint and protect the environment (Sukhmani, 2013). Businesses that successfully promote sustainable practices and include them into their products and tasks can frequently gain an advantage and attract customers who care about the environment.

Community Welfare Initiatives

Community welfare encompasses a range of ideologies, including altruism, fair trade, moral pursuit, and social responsibility. FMCG companies are increasingly engaging in campaigns that significantly affect local networks, such as supporting educational initiatives, healthcare services, women's empowerment, provincial elections, and skill-building initiatives (Vernekar, 2011). Customers value and pay attention to brands that demonstrate a genuine responsibility for social wellbeing.

Consumer Psychology and Purchasing Behaviour

Consumer Psychology plays a crucial role in influencing purchasing behaviour. favourable informal exchange recommendations, increased brand loyalty, and higher sales can result from consumers' favourable Psychologies of an FMCG company's environmental sustainability and community welfare initiatives. On the other hand, a bad reputation may have unfavourable effects and cause customers to go to more socially acceptable alternatives.

Consumers in the Indian FMCG market are becoming more informed and outspoken about their expectations from businesses. They are increasingly seeking out uncomplicated information regarding a brand's sustainability efforts, verifications, inventory network practices, and moral obtaining (Wannimayake, 2008). Consumers have avenues to share their thoughts and have an impact on others through online survey platforms, consumer meetings, and virtual entertainment stages. FMCG companies should adapt to these changing consumer preferences by adopting cost-effective procedures and properly communicating their motivations to build credibility and reliability.

Challenges and Opportunities

Although there is growing awareness of, and interest in, environmental sustainability and community welfare, there are difficulties in putting these ideals into effect in the Indian FMCG industry. Organizations trying to integrate cost-effective approaches into their duties face challenges from limited resources, weak foundations, and a price-sensitive market. Furthermore, "green washing," the deceptive promotion of an association's environmental causes, can erode customer confidence (Yazdannifard R. and Mercy, 2011). FMCG companies should investigate these provocations while skilfully seeking for incredible opportunities to create shared incentives for the environment, networks, and their organizations.

In the Indian FMCG industry, consumer Psychology of environmental sustainability and community welfare is gaining unmistakable quality. Customers are increasingly demanding competent practices from FMCG companies, and they take these factors into consideration when making purchasing decisions. FMCG companies should concentrate on environmental sustainability and community welfare initiatives, communicate them well, and address consumer misconceptions if they want to succeed in this emerging market. FMCG companies may attract and retain customers as well as make a significant contribution to the environment and local networks by adapting their strategic policies to consumer values.

7. CONCLUSION

Fast-moving consumer goods are quickly becoming a necessity in today's world. One of the key foundations of the Indian economy has later arisen as a result of the enormous work freedom this industry has established in India and the fact that it has withstood the economic slump. FMCG firms should make the most of their assets to seize opportunities like rising consumer pay, changing consumer lifestyle, testing out on rural consumers, and steady financial growth. Increased brand recognition and cost savings can be achieved by combining resources, such as distribution organizations, to outcompete the competition from the unreliable sector.

Advertisers and government agencies should raise public knowledge of the importance of eco-friendly product benefits, and the government should take more effort and come up with strategies to market these goods. The review's conclusions suggest that it is probably acceptable to presume that consumers from a variety of social classes are motivated to buy environmentally friendly products in order to stop the deteriorating effects of global warming. To enable consumers to properly identify these products, manufacturers must maintain the high quality and eco-friendly characteristics of their products and make these products visible to consumers through various packaging.

8. FUTURE SCOPE

In a future study, it may be fascinating to combine quantitative and subjective research by organizing a triangulation: interview some FMCG companies proposing traditional and eco-friendly products to understand what processes they set up in accordance with the various types of products. Mentioning observable facts in general stores to understand how customers react to green products could help FMCG executives improve their methods. Improve the retail space; focus on the item's nature; and so on. Different socioeconomics regarding, for example, the level of education, could be as fascinating in a different study that coordinates more straightforward items. Additionally, focusing on durable and non-durable eco-accommodating things in addition to examining common items could assist managers understand the opinions of customers on these two different groups of item kinds.

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