



CONSUMER PERCEPTION TOWARDS GREEN MARKETING STRATEGIES IN THE FMCG SECTOR: AN EMPIRICAL STUDY IN SIVAGANGAI DISTRICT, TAMIL NADU

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Abstract

Today's system is indicated by a radical broadening in productions that are either replacements or equivalent. Consumers are in a predicament about their purchase decisiveness. The opportunity of the commodities is a blessing to the earnings, but are these results being appropriated accurately wherein the substantial upshots are exerted into deliberation. The sources that are convenient in the economy are limited as contrasted to what is demanded. Accordingly, a fitting discretion is to be maintained amidst the discharge and its distribution. The makers may be disquieted about their acquisition boundary, still preserving the aspirations the generation could be adequately determined externally undermining the atmosphere. In modern periods, environmental arguments have experienced an enormous deal of conversation in the retrieve of marketing. When the population matures more interesting with the natural environment, on the other hand, business leaders have occurred to transform their function to inscribe society's unprecedented solitudes. With the expanding understanding about the connotation of universal melt, the non-bio degradable solid waste, toxic impact of poisons, etc, both merchants and buyers are turning to eco-beneficial commodities and many companies have affirmed their obligation not to undermine the surrounding and not to deplete the natural reserves. This research paper intends to concede the perception of consumers of eco-viable goods and their magnetism for their investing conclusion.

In this paper, we discussed green products, green marketing with connection to FMCGs in the Sivaganga district. Which is a relatively urbanized zone in recent years, despite the understanding of green marketing people, most of them are having lesser clarity about the eco-friendly atmosphere and strive to learn this concept of green marketing?.

Keywords: *Environmental Culmination, Consumer Comprehension, Eco-Viable Outputs, Consumer Buying Frequency.*

Introduction

There are disparate sectors accessible in the Indian economic configuration since antiquated time. Profoundly, the FMCGs industry is one of the sturdy benefactors of the economic advancement of Indian business, especially after the keen-sightedness and trickle-down of the Liberalization, Privatization & Globalization (LPG) process in India. FMCGs are also called consumer packaged goods (CPG), we calculated India's FMCG revenue at 52.75 billion U.S. dollars (Rs.38,22,29,66,50,000.00) in 2018. This was presumed to thrive to 220 billion dollars by 2025. It systematically illustrates the bountifulness of the FMCG business in our land.

The ongoing growth of FMCG is proceeded because of unprecedented extensive scattering of sustainability knowledge, cautious passage, and transforming performances and behaviors are the essential germination operators for the FMCG industry. The urban settlement (Revenue of 55%) is the



highest contributor to the FMCG in India. It is frequently engaged in fostering environmental cognizance in the form of strengthening. It often proclaims the implication of yields that are accomplished by green technology and that generated no environmental perils are called green products.

The forwarding of green advertising and Green FMCG Products is to magnify the business enterprises that are heeding marketing liveliness and are vigilant to fabricate their outputs corresponding to the appreciation and preferences of the existing and prospective consumers. Sustainable Mindfulness amongst our consumers is a pervasive augmenting drive, and they are engaged to incorporate environmentally benign products into their experiences because of invincible environmental integrity. The advertising for green and environmentally favorable goods is still in the inception stage in our country, we envisioned this to development in fast-dynamic environment-based marketing alone will succeed in the subsequent business courses.

It has progressed undeviatingly consumed concern about environmental results all over the globe for the earlier two decades and the consciousness about eco-loving (green goods) has been getting attention among the Tamil Nadu consumers as well. It originated the organizations to embrace green selling for outputs in their ventures as a component of universal obligation and aspiring to yield their consumers with their green policies and green communications. Green merchandises are those initiatives that will not contaminate the ground, outputs can be converted or maintained outcomes with normal constituents of environmental sustainability

This research tries to spell out the point of view of consumers towards the environmentally beneficial goods of the consumers who are dwelling at Sivaganga town within a reach of 5 km. encompassing the complete capital city. The study endeavors to clarify the underlying searches about the Sivaganga consumers' tendencies and inclinations that circumscribe green-oriented product utilization. Here the Chi-square test (categorical variables) is engaged to investigate the proposition and to construct that there is a link within the individual qualities' and their propensity to buy green goods which often not detrimental to the environment and the people. We have collected the data from 170 consumers and adopting a convenient random method.

Sivaganga District- Profile

Sivaganga District was a territorial constituent fragment of the erstwhile integrated Ramanathapuram District. The venerated Ramanathapuram District commanded a preeminent stand in the protracted chronicle of Southern India. In the preceding generations, Ramanathapuram District was acknowledged as the remnant of the Ancient Pandiyar Kingdom until the end of the 15th century. After the downfall of Nayak kingdom, two of the Palayakaras viz Sethupathy of Ramanathapuram and king of Sivaganga became notable rulers of this division. Towards the center of the 18th Century, the Europeans have successively infiltrated into this region. The Sethupathy of Ramanathapuram succumbed to his sovereignty and the British captured jurisdiction of the regime of Ramanathapuram in 1795. It was restructured into a Zamindari system afterward.

In 1803, Queen mangaleswari became the first zamindar. During this era, the Raja of Sivaganga was also disgusted and confronted by the British. The Maruthu Brothers, Periya Marudhu and Chinna Marudhu assisted the Raja of Sivaganga in the revolts against the British Empire. After the demise of the Raja of Sivaganga (Muthu Vaduganadhar), the queen passed on the sovereignty to the Marudhu Brothers, who directed Sivaganga calmly and assigned payment of recurrent revenue to the East India

Company in 1801. The Marudhu Brothers of Sivaganga rebelled against the British in collaboration with Kattabomman of Panchalankurichi. Notwithstanding, the two brothers were trapped by the British and were hanged at Thiruppattur on 1st October 1801. The British founded Gowri Vallabh Periya Udayar as Zamindar of Sivaganga. Subsequently, in 1895, a British Collector was designated to administer the territory of Ramanathapuram district by dividing out parts from Madurai and Tirunelveli Districts and Madurai as the headquarters of this district till 1985 when it was trifurcate. Reasonably, the erstwhile Ramanathapuram district was the biggest in Tamil Nadu. Pasumpon Muthuramalingam District came into existence on the 15th of March 1985, as a repercussion of the trifurcation of Ramanathapuram District. This District was an impoverished section from the point of view of Agriculture, industry, and prevailing economic existence of the people, essentially due to the feudalistic and rural background of the region. Drought constantly hit several portions of this district. The district comprises nine taluks namely, 1. Sivaganga 2. Manamadurai 3. Ilayangudi 4. Devakottai 5. Karaikudi 6. Thiruppathur 7. Thirupuvanam and 8. Kalaiyarkovil 9. Singampunari. Tiruchi and Pudukottai districts encircled this district on the north, on the east and south by Ramanathapuram district, and on the west by Virudhunagar district. In September 1997 the Government of Tamil Nadu altered the name of the territory to Sivaganga District.

Population and Density

By the latest census 2011, the cumulative population of this district is 1339101 comprising 668371 men and 670730 women. This zone is one of the five regions in Tamil Nadu owning female numbers prepotency over male counterparts. The total density of the district is 320 persons living in one square kilometer. The sex ratio for this region having 1003 females for 1000 males and approximately 69% of the total population exists in rural vicinities.

Taluk Population

Taluks	Total	Rural	Urban
Sivagangai	288674	242411	46263
Manamdurai	207223	150412	56811
Ilayankudi	109267	84500	24767
Devakottai	157631	105766	51865
Karaikudi	300527	118676	181851
Thiruppathur	275779	224491	51288
Source: As per 2011 census			

Taluk Male/Female Population

Taluks	Total		Rural		Urban	
	Male	Female	Male	Female	Male	Female
Sivagangai	142979	145695	119850	122561	23129	23134
Manamdurai	104428	102795	75957	74455	28471	28340
Ilayankudi	53988	55279	41540	42960	12448	12319
Devakottai	79606	78025	53435	52331	26171	25694
Karaikudi	149443	151084	58644	60032	90799	91052
Thiruppathur	138228	137551	112784	111707	25444	25844
Source: As per 2011 census						

Administration

Sivaganga is an administrative territory of the sivaganga district. It is enclosed by Pudukkottai district in the Northeast, Tiruchirapalli in the North, Ramanathapuram in South East, Virudhunagar in South West, and Madurai in the West. The remarkable towns are Karaikudi, Manamadurai, Sivaganga, Devakottai, Tirupattur, Kalayar Kovil.

Sivaganga district has 9 taluks in 2 revenue division.

Revenue Division	Taluks	No. of revenue villages
Sivaganga	6 (Manamadurai, kalayarkovil, Sivaganga, Thiruppuvanam, (Singampunari, Ilayangudi)	455
Devakottai	3 (Devakottai, Karaikudi, Tiruppattur)	210
Total	9	665

In 2006, the Government of India (Panchayati Raj ministry), declared Sivaganga as among the Nations' 250 most backward districts out of 640. It is also the six districts in Tamil Nadu presently obtaining grants from the Backward Regions Grant Fund Programme (BRGF). The BRGF is an Indian government **plan** devised to focus on **provincial** imbalances in progress initiatives. It was originated by former Prime Minister Shri. Manmohan Singh at Barpeta, Assam on 19 February 2007.

Economy

The broad preponderance of the workforce is reliant on **agriculture** (72.8%). The chief produce of **Sivaganga** is paddy while most of the **district** has red laterite soil. The other crops comprising pulses, groundnut, sugarcane, and grains , millets and all varieties of fruits. In industrial aspect, Graphite is the prevalent natural reserves in Sivaganga. It is of flaky quality, with 14% average Fixed Carbon operated in the construct of fractious bricks, developed graphite, crucibles, and graphite paints. TAMIN has covering 600 acres of graphite-having quarry in, Kumaripatti, Pudupatti and Senthudayanathapuram of Sivaganga. The calculated withholding of graphite ore in the area is around three lakh tonnes of retrievable graphites. Tamil Nadu Agricultural University intends to set up the State's first Red Soil Dryland Research Center in the Sivaganga district.

Sakthi sugar industry is also situated in Padamathur. It can generate more than 5000 tons of sugar per day. It employs more than 1000 laborers. Moser Baer Clean Energy Limited also has commissioned grid-connected solar project.

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Source: As per 2011 census						

Research Problem

The integrated connotation of a sustainable environment is an indispensable resolution that cannot be ostracized. Therefore, marketing systems should acknowledge the competing benefits and employment conveniences to be augmented from sustainable green FMCG marketing despite it may fetch the corporation. Consumers additionally have to comprehensively apprehensive of the practicality of complying with green FMCG commodities. Green FMCG selling welds a ubiquitous meadow of ventures, combining commodity alteration, switches to the construction method, covering variations or packaging strategy, as well as remodeling of enhanced advertising. Notwithstanding, there is a well-known discussion among the marketing theorists considering the impression and influence of green FMCG goods on customers in progressing nations, specifically India. Besides this underpinning backdrop, the investigators become generated consideration to the charisma of green FMCG marketing tracts in India. Hence, this research optimistically envisaged the issues of green FMCG, marketing influence, awareness, perception, buying behavior in relevance with the socio-economic profile of people within the district of Sivaganga with an experiential basis of the research study.

Results and Discussion

Table No-1: Gender of the Respondents

Type of Respondent	Gender of the Respondent			Total
	Female	Male	Transgender	
Student	11(45.8) [19.3]	12(50.0) [21.8]	1(4.2) [20.0]	24(100.0) [20.5]
Earning people	21(47.7) [36.8]	21(47.7) [38.2]	2(4.5) [40.0]	44(100.0) [37.6]
Retired person	1(25.0) [1.8]	3(75.0) [5.5]	-	4(100.0) [3.4]
House wives	24(53.3) [42.1]	19(42.2) [34.5]	2(4.4) [40.0]	45(100.0) [38.5]
Total	57(48.7) [100.0]	55(47.0) [100.0]	5(4.3) [100.0]	117(100.0) [100.0]

Figures in () parentheses indicate row wise percentage to total and [] parentheses indicate column wise percentage to total

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.827 ^a	6	.935
Likelihood Ratio	1.998	6	.920
Linear-by-Linear Association	.272	1	.602
N of Valid Cases	117		

Above table1 represent gender of the respondent, gender has play a vital role here as well as different types of respondents such as students, Earners, Retired persons and house wives. Compare these four groups' house wives have purchased FMGC product more than the earning people 42.1 percentage. Followed by 36.8% earning people, 19.3% students and finally 1.8% only retired persons.

Above the gender of the respondent table represent the chi square test is applied to understand the variation among the consumers. The test was conformed that there is some significant difference among the consumers to purchase the FMCGs.

Table no-2: Family Size of the Respondents

Type of Respondent	Size of Family			Total
	1-4(Small)	4-6 (medium)	6< Large	
Student	9 (37.5) [20.5]	11 (45.8) [18.6]	4 (16.7) [28.6]	24 (100.0) [20.5]
Earning people	18 (40.9) [40.9]	23 (52.3) [39.0]	3 (6.8) [21.4]	44 (100.0) [37.6]
Retired person	1 (25.0) [2.3]	2 (50.0) [3.4]	1 (25.0) [7.1]	4 (100.0) [3.4]
House wives	16 (35.6) [36.4]	23 (51.1) [39.0]	6 (13.3) [42.9]	45 (100.0) [38.5]
Total	44 (37.6) [100.0]	59 (50.4) [100.0]	14 (12.0) [100.0]	117 (100.0) [100.0]

Figures in () parentheses indicate row wise percentage to total and [] parentheses indicate column wise percentage to total

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.106 ^a	9	.904
Likelihood Ratio	4.903	9	.843
Linear-by-Linear Association	.108	1	.743
N of Valid Cases	117		
.			

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Above the gender of the respondent table represent the chi square test is applied to understand the variation among the consumers. The test was conformed that there is some significant difference among the consumers to purchase the FMCGs.

Table No-3: Percapita Income of Respondents

Type of respondent	Percapita Income			
	below> 15000	15001-25000	above 25000	Total
Student	4 (16.7) [19.0]	14 (58.3) [21.2]	6 (25.0) [20.7]	24 (100.0) [20.5]
Earning people	8 (18.2) [38.1]	26 (59.1) [39.4]	10 (21.5) [31.0]	44 (100.0) [37.6]
Retired person	-	2 (50.0) [3.0]	2 (50.0) [6.9]	4 (100.0) [3.4]
House wives	9 (20.0) [42.9]	24 (53.3) [36.4]	12 (26.7) [41.4]	45 (100.0) [38.5]
Total	21 (17.9) [100.0]	66 (56.4) [100.0]	29 (24.8) [100.0]	117 (100.0) [100.0]

Figures in () parentheses indicate row wise percentage to total and [] parentheses indicate column wise percentage to total

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.106 ^a	9	.904
Likelihood Ratio	4.903	9	.843
Linear-by-Linear Association	.108	1	.743
N of Valid Cases	117		
.			

The above Table .3 represents the percentage distribution of respondents on the basis of percapita income. To understand the percapita income is very important as it decides consumption of FMCGs. If the percapita income were high, obviously their consumption of FMCGs also. It means high there are positive relationship between percapita income and consumption. Regarding the level of percapita income shows here those who have earning people 59.1 have consumption also high. Compare other respondents is less than the earning group respondents. Chi-square test also confirm that there are some variation among the respondents also percapita income group.

TableNo-4: Respondents of Green Products Awareness

Type of Respondent	Green Products awareness				Total
	Friends and Relative	Social Medias	TV	Shopping Malls	
Student	7 (29.2) [30.4]	9 (37.5) [16.1]	8 (33.3) [24.2]		24 (100.0) [20.5]
Earning people	6 (13.6) [26.1]	23 (52.3) [41.1]	14 (31.8) [42.4]	1 (2.3) [20.0]	44 (100.0) [37.6]
Retired person	1 (25.0) [4.3]	2 (50.0) [3.6]	1 (25.0) [3.0]		4 (100.0) [3.4]
House wives	9 (20.0) [39.1]	22 (48.9) [39.3]	10 (22.2) [30.3]	4 (8.9) [80.0]	45 (100.0) [38.5]
Total	23 (19.7) [100.0]	56 (47.9) [100.0]	33 (28.2) [100.0]	5 (4.3) [100.0]	117 (100.0) [100.0]

Figures in () parentheses indicate row wise percentage to total and [] parentheses indicate column wise percentage to total



People gets awareness above table characterize to different way of Green products awareness. In this table represent Housewives gets more awareness through their friend and relatives 39.15 followed by earning group of respondents got 52.3% from social Medias and television. In this regard Table no-1 previously indicates gender wise respondent used FMCGs 53.3%. here, same respondents have got high awareness with the advantage of friends and relatives. So housewives are play a vital role in this green products consumption.

Recommendations

Though consumers are amenable to take green FMCG commodities, numerous marketing organizations sluggish the demand for an eco-receptive culture. The researchers insinuate marketing companies accompany approaches to obtain privileges from the environmentally respectful procedure as green FMCG marketing extends enterprise motivations and swelling possibilities although it may include inception expenditures, it will conserve funds in the prolonged interval. In the output procedure, marketers can determine customers' sustainable requirements and generate results to inscribe this argument, develop better sustainable packages. Because essentially external packaging designing (Recycle, resilient, reuse, recover), and safeguard that products meet or outstrip the capacity intentions of consumers tangibly influenced most of the green FMCG products. In expansion to that marketers can credit a great demand by maintaining the eco-warmth of the productions. In transportation and logistic structures, getting merchant help for green FMCG marketing applications is imperative. The place needs to distinguish from competitors and incomplete by in-store elevations and shows by utilizing reclaimed substances to highlight the natural and other privileges. Certainly, a system can enlarge environmental reliability by employing continuous display and conversations such as reciprocal connections and inventive publicity correlated with developing Green FMCG marketing subjects in India.

Conclusion

From the above investigation, it is transparent that there is a constructive attraction of buyer attention on their purchase decisiveness. Most of the buyers are shifting over from established goods to eco-good GMCG products. We find out here in practically all divisions of commodities. Green FMCG division is not an exemption to this impact. The companies and business people often accumulate further on the composition and making of Eco-kindly FMCG green products, which are more salubrious for not only users but essentially to all stakeholders including, environment, government, economic circumstances, wholesalers, retailers, all living creatures, and natural resilient things. Indeed, if the cost is somewhat costly correlated to the regular goods, almost all buyers are inclined to acquire eco-friendly FMCG commodities in the engagement of the Complimentary ecosystem and well-being of everyone.

Therefore, we can get to comprehend that people are active to acquire eco-friendly FMCG commodities rendered they should be satisfied with the essence of the Green product and the payment not often higher in comparison with the standard commodities. Moreover, Government and Business Systems should serve a more extended system in this inclination. Consumers should be cultivated to concede and comprehend the inevitability of eco-good FMCG goods in the contemporary business sector. Presently, consumers are not consuming more on these products in comparison with existing conventional goods. Finally, there is a requirement to sell and universalize the intention of infusing eco-friendly FMCG products by applying eco-tags to educate the buyers to undoubtedly distinguish the eco-beneficial outcomes. To resolve, both system of governance and the mission of the business should formulate a reliable business for eco-secured FMCG outputs, to defend the atmosphere for the subsequent society for convenient survival.



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