

## Impact on Green Marketing Practice in Fast Moving Consumer Goods with Special Reference to Kanchipuram District

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### ABSTRACT

The Fast-Moving Consumer Goods (FMCG) sector is a vital contributor to India's GDP and ranks as the fourth-largest industry in the national economy. Driven by a growing population and rising disposable incomes, the sector is poised for sustained expansion, particularly in products that enhance modern lifestyles. Within this context, green marketing has emerged as a critical necessity rather than an optional trend. It presents an innovative avenue for aligning business success with environmental sustainability through eco-friendly product design, packaging, and practices.

Businesses are increasingly recognizing shifts in consumer attitudes, and many FMCG companies are striving to gain a competitive edge by embracing green marketing strategies. However, a deeper understanding of consumer behavior in this space remains essential. This study, titled "Impact on Green Marketing Practice in Fast Moving Consumer Goods with Special Reference to Kanchipuram District," investigates green marketing trends among FMCG companies and explores consumer preferences for environmentally responsible products in the region. It also offers practical insights for marketers targeting the Kanchipuram market.

Although Kanchipuram is primarily an agriculture-based district, it presents significant potential for developing green marketing initiatives, including organic products, sustainable packaging, and eco-friendly daily-use goods. Over the next five years, the region is expected to witness the expansion of such practices. The study employed a structured questionnaire-based survey of 120 respondents using stratified random sampling across the district, adopting a qualitative methodology to explore current trends and future prospects.

**KEYWORDS:** Green Brand Image, Green Satisfaction, Green Loyalty, Green FMCG Practices.

Received: 13-May-2025

Accepted: 17-June-2025

Published: 26- June-2025

### 1. INTRODUCTION

In recent decades, environmental concerns such as global warming, climate change, and the rapid depletion of natural resources have become urgent global issues. These environmental crises pose significant threats to societal survival and call for immediate collective action. As a result, the concept of environmental responsibility has gained prominence, compelling individuals, businesses, and governments to adopt sustainable practices. Modern businesses are becoming increasingly committed to environmental protection, driven by stricter environmental regulations, shifting consumer expectations,

and socio-economic pressures. In response, many global and domestic companies have begun to adopt green marketing practices—strategies that not only reduce environmental harm but also create market opportunities by appealing to eco-conscious consumers. Green marketing refers to the planning, production, and promotion of products and services that are environmentally sustainable. It emphasizes minimizing ecological impact across the product lifecycle—from production to disposal—without compromising consumer satisfaction in terms of quality, price, or availability. The Fast-Moving Consumer Goods (FMCG) sector, one of India's most dynamic and rapidly expanding industries, has begun to integrate green practices into its operations. Many FMCG companies now use environmental attributes as a differentiating factor in their marketing strategies. Although interest in green marketing has grown substantially, especially in urban and semi-urban areas, a more nuanced understanding of consumer behavior toward green FMCG products is necessary. This study focuses specifically on the impact and practice of green marketing in the FMCG sector within Kanchipuram District. It seeks to explore the extent to which companies apply green marketing principles and how consumers in the district perceive and respond to such practices. The findings will offer valuable insights for marketers, businesses, and policymakers aiming to promote environmentally responsible consumption in this region.

## **2. SCOPE AND IMPORTANCE OF THE STUDY**

The Fast-Moving Consumer Goods (FMCG) sector is the fourth largest industry in the Indian economy. Characterized by a well-established distribution network and intense competition between organized and unorganized players, the sector also features a strong presence of multinational corporations across the value chain. With the growing demand for sustainable development, this study explores the emerging role and impact of green marketing practices within the FMCG industry, particularly in Kanchipuram District—a region with both rural and semi-urban consumer bases.

## **3. PURPOSE OF THE STUDY**

The primary aim of this study is to examine how environmental sustainability can be promoted through responsible FMCG marketing practices. It focuses on the role of FMCG companies and their consumers in shifting toward eco-friendly alternatives. The study seeks to understand how green marketing strategies influence consumer preferences and how companies align their product offerings to meet rising environmental consciousness.

## **4. OBJECTIVES OF THE STUDY**

This research is driven by the following specific objectives:

1. To examine consumer preferences for green FMCG products in Kanchipuram District.
2. To identify the factors influencing green purchasing behavior among consumers.
3. To evaluate the marketing strategies adopted in the green marketing mix of FMCG companies.

## **5. HYPOTHESIS**

1. There is no significant difference in consumer preference for various categories of green FMCG products and the factors motivating their purchase decisions.
2. There is no significant variation in green purchasing behavior among consumers from different regions within Kanchipuram District

## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1 Section Profile of the Customers of FMCG Companies

Respondents were categorized based on five demographic variables: age, gender, income, education, and marital status. These demographic factors were found to significantly influence consumers' purchasing behavior.

**Table 1: Descriptive Statistics**

PARTICULARS		FREQUENCY	PERCENT
Gender	Male	54	45.0
	Female	66	55.0
	Total	120	100.0
Region	Urban	36	30.0
	Rural	44	36.7
	Semi urban	40	33.3
	Total	120	100.0
Age	Less than 25	23	19.2
	26- 40	29	24.2
	41-60	30	25.0
	above 60	38	31.7
	Total	120	100.0
Marital Status	Married	36	30.0
	Unmarried	45	37.5
	Divorced	39	32.5
	Total	120	100.0
Educational Qualification	SSLC	35	29.2
	HSC	26	21.7
	UG	40	33.3
	PG	19	15.8
	Total	120	100.0
Income	Less than 5000	21	17.5
	5001 – 10000	25	20.8
	10001 – 15000	26	21.7
	15001 – 20000	16	13.3
	above 20000	32	26.7
	Total	120	100.0

The study shows that 52% of the selected respondents were from rural areas, 24% from semi-urban regions, and the remaining 23% from urban localities. This indicates that a significant portion of the participants belonged to rural areas. In terms of gender distribution, 44% of the 120 respondents were male, while the majority, 55%, were female. This suggests that gender plays an important role in influencing purchasing behavior.

Most respondents fell within the age group of 41-60 years, with 54% of them from rural areas, 23% from semi-urban, and 22% from urban regions. Additionally, 85 respondents were over 60 years old; among them, 64% were from rural areas, 12% from semi-urban, and 22% from urban areas.

**Table 2: Chi-Square Analysis Tests**

	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square (Region & Price)	7.106 <sup>a</sup>	8	.525
Region & Product Quality	6.924 <sup>a</sup>	8	.545
Region & Place	5.113 <sup>a</sup>	8	.745
Region & Promotion	9.166 <sup>a</sup>	8	.328
Region & Package	10.841 <sup>a</sup>	8	.211

Source: Survey data

The study identified key factors that motivated green customers to purchase green products, explaining both the reasons and triggers behind their choices. Respondents were asked to specify what motivated them to buy different categories of goods: convenience, shopping, and specialty products. According to the data, product quality emerged as the most significant motivating factor for customers purchasing convenience goods. This conclusion is supported by statistically significant results. The analysis is based on the principle that the highest-ranked preference corresponds to the lowest mean score among motivating factors. Furthermore, there is a statistically significant variation in the mean values of motivating factors among customers who prefer convenience goods. This is evidenced by the Chi-square test result, which showed a value of 552.761 with a p-value of 0.000, indicating significance at the 5% level ( $p < 0.05$ ).

**Table 3: Analysis on ANOVA Table**

		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Price & Types of Products	Between Groups	1.640	2	.820	.450	.639
	Within Groups	213.352	117	1.824		
	Total	214.992	119			
Product Quality & Types of Products	Between Groups	3.029	2	1.514	.813	.446
	Within Groups	217.963	117	1.863		
	Total	220.992	119			
Self Green Awareness & Types of Products	Between Groups	4.421	2	2.210	.986	.376
	Within Groups	262.371	117	2.242		
	Total	266.792	119			
Social Responsibility & Types of Products	Between Groups	1.491	2	.746	.367	.694
	Within Groups	237.809	117	2.033		
	Total	239.300	119			
Waste Reduced & Types of Products	Between Groups	4.010	2	2.005	1.016	.365
	Within Groups	230.782	117	1.972		
	Total	234.792	119			

Source: Survey Data

The table presents the responses of the selected customers regarding green packaging. It shows that the mean scores of customers' attitudes toward green packaging vary across metropolitan, semi-metropolitan, and rural areas. According to the mean scores, customers from semi-metropolitan areas exhibit a higher preference for green packaging, with a mean score of 21.45, which is noticeably greater than that of customers from other areas. However, the difference in mean scores is not statistically significant at the 5% level, as indicated by the ANOVA result ( $F = 2.061$ ,  $p = 0.128 > 0.05$ ). Green promotion encompasses various marketing communications such as advertising, publicity, sales promotion, personal selling, and public relations. The purpose of green promotion is to introduce green products to the market, provide additional information, influence consumer preferences toward specific brands, foster a positive image of a "green" company, and emphasize the importance of environmental issues. In this study, a district-wise comparison of customer responses to green promotion was analyzed using one-way ANOVA.

## 7. SUMMARY OF THE FINDINGS

Rapid and unprecedented climate changes, along with their adverse environmental impacts, have compelled consumers to shift from conventional lifestyles toward more environmentally friendly and sustainable habits. There is a growing awareness and concern among the public regarding environmental protection, particularly in the era of globalization where educating consumers about sustainability remains a crucial challenge. The FMCG sector, being a major contributor to the economy, plays a pivotal role in promoting eco-friendliness. As consumers and businesses become increasingly environmentally conscious, companies are modifying their practices to meet these new expectations. Consumers now demand that products be environmentally safe without compromising on quality or performance. This

study found that the majority of FMCG consumers sampled were from rural areas, with a significant proportion of female respondents aged between 41 and 60 years. Both male and female customers showed a strong preference for convenience goods, with product quality emerging as the primary motivating factor across convenience, shopping, and specialty goods categories. Social influence on green purchasing behavior was notably higher among rural consumers compared to those from semi-urban and urban areas.

### 7.1 Suggestions

The FMCG industry is large and dynamic, and green marketing is increasingly becoming a key competitive advantage alongside opening opportunities for new players. Companies must actively reduce the harmful environmental impact of their operations. To this end: Consumer groups should promote eco-friendly behavior by raising awareness among employees, customers, and other stakeholders about the urgency of environmental protection. FMCG firms should monitor and address non-compliance with environmental standards to ensure accountability. Businesses should prioritize the use of green technology in product design, promotion, and manufacturing to reinforce their image as environmentally and socially responsible organizations. Marketing strategies and corporate values must consistently reflect a commitment to environmental sustainability to build trust among stakeholders. Regular assessment of consumer green needs and purchasing behaviors will help companies keep pace with market trends and provide eco-friendly products. Further research contrasting durable and non-durable goods can provide deeper insights into how different product categories influence consumer buying patterns, especially as expressive values may play a larger role in durable goods purchases.

## 8. CONCLUSION

The FMCG sector remains one of the most competitive and consumer-responsive industries worldwide, shaped by rapidly evolving consumer preferences and behaviors. A significant shift has occurred towards environmentally conscious purchasing, especially in the realm of convenience goods. This change has driven FMCG companies to embrace green marketing as both a means to sustain market relevance and foster long-term brand loyalty. Environmental sustainability is now recognized as a strategic imperative rather than an optional add-on. Consumers increasingly link green products with quality, safety, and corporate social responsibility, making eco-friendly branding a crucial differentiator. In Kanchipuram District—despite its primarily agrarian economy—there exists substantial potential to expand green FMCG initiatives. The study reveals a general awareness of green marketing among consumers, producers, and retailers; however, actual adoption and consistent implementation remain limited. Challenges include restricted availability of green products, inadequate consumer education, and insufficient promotional activities. To fully harness the benefits of green marketing, FMCG companies should invest in consumer awareness campaigns, sustainable packaging innovations, and environmentally friendly supply chains. Retailers can encourage green purchasing by offering incentives, promoting biodegradable alternatives, and creating dedicated organic product sections. Policymakers and local authorities play a crucial role by supporting regulations and infrastructure that facilitate sustainable business practices. In conclusion, the successful implementation of green marketing practices in the FMCG sector—particularly in regions like Kanchipuram—requires coordinated efforts from producers, retailers, consumers, and government bodies. With collective commitment, Kanchipuram can emerge as a model for environmentally sustainable consumption and marketing within emerging markets.

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