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## A Study on Purchasing Behaviour of Sustainable Consumer Consuming Fast Moving Consumer Green Products



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### ABSTRACT

Now a days, many consumers started consuming more of green or eco-friendly fast moving consumer goods. Indian companies must create more eco-friendly ecosystem and also compete with the global as well as multinational companies which are leading in this market. Sustainable consumers are those consumers who maintain good health, conserve environment as well as natural resources and ensure that the future generations are also benefited. Fast moving consumer goods include non-durable goods and are sold at a relatively low cost. The survey was conducted to know the purchasing behaviour of sustainable consumers consuming fast moving consumer green products with the help of questionnaire. The tools used for this study were percentage and rank.

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### 1.0 INTRODUCTION

Green product is a product that protects the environment, maximises resources efficiently and is toxin free. It is designed to reduce the negative impact on environment over its entire life cycle that is, from introduction till the decline stage. This increases the reputation and goodwill of the company's manufacturing these green products. These green products are recyclable, biodegradable, and eco-friendly, there is no usage of toxic chemicals, which leads to reduction in carbon footprints, increase in the quality of life as well as decrease in the use of non-renewable resources.

Fast moving consumer goods are goods that are sold very quickly, have shorter shelf life as they are perishable or are highly demanded and are economically priced. Now a days, fast moving

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consumer goods companies are making green products from bamboo, sugarcane, steel, and the products are available in reusable and recyclable packages. Some of the examples are stainless-steel water bottles, clothes made up of recycled fabric, LED bulbs, handicrafts retail stores providing cloth bags and paper covers replacing polythene carry bags.

The company's manufacturing green products need to standardise their products by establishing good standard quality control board as well as establishing good standards to verify that the products are green and eco-friendly. This is one of the reasons for the initial investment for producing green products are very high. Companies should avoid green washing their products. Green washing occurs when a company makes positive claims that their products are green but in reality, it is not so. The false claims made by the company reduces their reputation, goodwill and will be penalized.

### 1.1 Consumer

Consumer is a person who purchases goods and services for self-consumption in exchange for consideration, which has been paid or partly paid or partly promised under any scheme of deferred payment.

### 1.2 Consumer Behaviour

Consumer behaviour is the study of how individuals decide on spending the available resources such as time, effort in order to satisfy their requirements.

Consumer undergoes five stages in purchasing a product which are identifying the problem, searching for information, evaluating alternatives, purchasing the product and post-purchasing behaviour. Participants in purchasing a product are initiator, influencer, gate keepers, deciders, buyer and user.

The factors which influence the consumer behaviour are cultural, social, personal, psychological as well as economic factors.

- *Cultural factors:* Culture is the way of life which includes beliefs, tradition, norms that pass from one generation to the next generation. Some of the essential factors that are a part of cultural factors are religion, region, norms, values, customs as well as language.
- *Social factors:* People get influenced by other people most of the time. People try to be socially accepted in the society. One's buying behaviour is influenced by other people's buying behaviour, one way or the other. Some of the social factors are family, friends, relatives, reference groups, role, and status in society.
- *Personal factors:* Personal factors differ from one person to another person. Some of the personal factors include age, income, occupation, lifestyle, likes and dislikes.
- *Psychological factors:* Human psychology is one of the major determinants of human behaviour as psychology is the study of human mind as well as behaviour. Some of the psychological factors include motivation, perception, learning and attitude. These factors are very difficult to measure the impact on the buying behaviour.
- *Economic factors:* Economic factors have a significant influence on the buying behaviour of a consumer. Some of the essential economic factors are personal income, family income, credit limit, liquid assets and savings. This factor has a greater influence than the other factors with respect to the purchasing behaviour of consumers.

Consumer behaviour is very essential for marketer to identify market opportunities, select target market as well as to retain existing consumers. As, based on the understanding and knowing the way the consumers think, feel and decide, the marketer will know how to promote their products and services in a best suitable manner.

### **1.3 Sustainable Consumer Behaviour**

#### *1.3.1 Sustainable Society*

Sustainable society is socially responsible as people fulfil their own needs without compromising on the needs of the future generation. This is because, they do not damage the environment, use resources optimally and ensure that future generation can live comfortably. They also ensure that there is reduction in pollution levels, conserve and protect resources and improve public health.

#### *1.3.2 Sustainable Consumer*

Sustainable consumption refers to the utilization of products and services that meet essential requirements and enhance overall well-being, while also reducing the consumption of natural resources, harmful substances, and the generation of waste and pollution throughout their lifespan. Its goal is to safeguard the needs of future generations and prevent any compromise on their well-being.

#### *1.3.3 Consumer Behaviour of Sustainable Consumer on Green Products*

In India, there are various products as well as gadgets that operate on renewable sources of energy for household consumption. Some of the products that are available in Indian market are solar water heater, solar television, solar power generator, rechargeable batteries. Induction stove is an excellent alternative which can replace gas stove. Electric vehicles were introduced in the automotive industry. These vehicles operate on electric motor rather than on internal combustion engine.

Sustainable consumers are very rational while purchasing consuming products. They give least preference towards emotional buying motive. They fulfil their requirements without compromising the needs of future generation by utilizing resources that are available in an optimum manner.

They consume products and services that are required or needed rather than to satisfy their wants or fantasies. These consumers are ready to purchase second hand or refurbished products as well as seasonal products as they are economical and are available in abundance.

Sustainable consumers reduce, reuse, recycle as well as create new product from old product in order to avoid wasting of resources. They take judicial decision to dispose the product in an optimal manner by either reselling, recycling, or using any other method.

Some of the initiatives taken by Government in order to create awareness and to promote sustainable consumption among consumers are.

- To achieve sustainable management and to efficiently utilize natural resources by 2030.
- To reduce food wastage at retail and consumer levels as well as reduce food losses along production and supply chain including post-harvest losses by 2030.
- To substantially reduce the waste generation through prevention, reduction, recycling and reuse methods by 2030.

- To ensure that people have relevant information and are aware of sustainable development and lifestyle by 2030.
- To encourage companies, adapt sustainable practices as well as integrate information regarding sustainability.
- To reduce the release of chemicals and waste into the natural resources viz., air, water, soil
- To create awareness regarding energy efficient lightbulbs, electric vehicles and solar powered products.
- To promote public procurement sustainable practices which are in accordance with the national policies and practices.

#### 1.4 Review of Literature

Francis and Sarangi (2022) understand the awareness of sustainable consumption among Indian consumers as well as to analyse the consumer behaviour with respect to sustainable consumers. This study shows that there is a positive correlation between awareness of consumers and literacy rates as well as with cities having lower pollution levels and also indicates that Millennials consume many sustainable products.

A study conducted by Joseph *et al.*, (2022) explored the correlation between mindfulness and sustainable consumer behaviour, as well as the association between self-transcendence and sustainable consumer behaviour. The researchers employed Conformity Factor Analysis and Structural Equations as the methodology tools for their investigation. The findings of the study indicated a positive connection between mindfulness and sustainable consumer behaviour, as well as a relationship between self-transcendence and sustainable consumer behaviour.

Mathur (2018) done a study to know the measures to be taken and the initiatives taken towards sustainable consumption as well as to know the attitude of the consumers towards sustainable consumption. With the help of SPSS Software, T-Test, ANOVA, Chi-Square, P-Value were the Research methodology tools used in this study. The study concluded that various initiatives were taken by Government towards sustainable consumption and consumers showed a positive attitude towards sustainable consumption.

Brico and Jensen (2016) described actual behaviour of consumers with respect to consumption of sustainable fashion as well as to find the variables that describes the behaviour of sustainable consumers. Qualitative research techniques have been used in this study. The study concludes that consumption does not stop with purchasing the product as it deals with usage as well as disposal of product.

#### 1.5 Objectives of the Study

- To understand the purchasing behaviour of sustainable consumers consuming fast moving consumer green products.
- To examine the factors affecting consumer behaviour of sustainable consumers consuming fast moving consumer green products
- To analyse the reasons for purchasing fast moving consumer green products.
- To know the steps taken by consumers to become sustainable consumers consuming fast moving consumer green products.

## 2.0 RESEARCH METHODOLOGY

The data has been collected through both primary and secondary data. Primary data was collected by collecting responses from the respondents with the help of questionnaires while, secondary data was collected with the help of journals, books and websites for this study. Convenience sampling technique is used in this study to collect data. In this sampling technique, the samples are selected based on the convenience of the researcher. The sample size for this study is 70. The respondents for this study are the sustainable consumers who consume fast moving consumer green products.

### 2.1 Statistical Tools

The tools used for analysing the data collected from the respondents through questionnaire are:

- Percentage analysis
- Ranking method

## 3.0 DATA ANALYSIS AND INTERPRETATION

Table 1

*Demographics Profile of the Sample Respondent*

| Particulars             | Frequency | Percentage |
|-------------------------|-----------|------------|
| Gender                  |           |            |
| Male                    | 40        | 57.00      |
| Female                  | 30        | 43.00      |
| Age                     |           |            |
| 21-30 years             | 13        | 19.00      |
| 31-40 years             | 3         | 4.00       |
| 41-50 years             | 7         | 10.00      |
| 51-60 years             | 22        | 31.00      |
| 61 years and above      | 25        | 36.00      |
| Occupation              |           |            |
| Student                 | 8         | 11.00      |
| Working professional    | 18        | 26.00      |
| Home Maker              | 19        | 27.00      |
| Retired                 | 25        | 36.00      |
| Personal Monthly Income |           |            |
| Below ₹15,000           | 10        | 14.00      |
| ₹15,001 – ₹25,000       | 7         | 10.00      |
| ₹25,001 – ₹35,000       | 7         | 10.00      |
| ₹35,001 – ₹45,000       | 16        | 23.00      |
| ₹45,001 and above       | 30        | 43.00      |

*Source:* Compiled from the field study

*Age:*

Based on the data presented in Table 1, it can be observed that 36% of the participants are aged 61 years and above, while 31% fall within the age range of 51 to 60 years. Additionally, 19% of the respondents belong to the age group of 21 to 30 years, whereas 10% are aged between 41 to 50

years. Only a small proportion, specifically 4% of the respondents, are in the age group of 31 to 40 years.

#### *Gender:*

According to the information presented in Table 1, it can be deduced that 57% of the participants are male, while the remaining 43% are female.

#### *Occupation:*

Table 1 highlights that 36% of the respondents retired, while 27% of the respondents are home makers. 26% of the respondents are working professionals and 11% of the respondents are students.

#### *Personal Monthly Income:*

Table 1 shows that 43% of the respondents earn 45,001 and above monthly, while 23% of the respondents earn between Rs 35,001 and 45,000 monthly. 14% of the respondents earn below 15,000 while 10% of the respondents earn between Rs 15,001 and Rs 35,000.

Table 2

#### *Influencers who persuade to purchase fast moving consumer green product*

| Influencers            | Frequency | Percentage |
|------------------------|-----------|------------|
| Family                 | 23        | 33.00      |
| Friends                | 9         | 13.00      |
| Relatives              | 3         | 4.00       |
| Neighbours             | 1         | 1.00       |
| Advertisements         | 18        | 26.00      |
| Government initiatives | 4         | 6.00       |
| Others                 | 12        | 17.00      |
| TOTAL                  | 70        | 100.00     |

Table 2 indicate that most of respondents (33%) are influenced by their family members followed by 26% respondents who are persuaded by advertisements. Next, 17% of the respondents are influenced by others other than family, friends, relatives, neighbours, advertisements, government initiatives. 13% of the respondents are influenced by their friends while, 6% of the respondents are influenced by the initiatives taken by Government, 4% of the respondents are influenced by their relatives and only 1% of the respondents are influenced by their neighbours.

Table 3

#### *Factors that influence sustainable consumers to consume fast moving consumer green products*

| Factors               | Frequency | Percentage |
|-----------------------|-----------|------------|
| Psychological factors | 11        | 16.00      |
| Social factors        | 12        | 17.00      |
| Cultural factors      | 4         | 6.00       |
| Personal factors      | 29        | 41.00      |
| Economic factors      | 14        | 20.00      |
| TOTAL                 | 70        | 100.00     |

Table 3 indicate that 41% of the respondents are influenced by personal factors while, 20% of the respondents are influenced by economic factors and 16% of the respondents are influenced by psychological factors. 17% of the respondents are influenced by social factors and the remaining 6% of the respondents are influenced by cultural factors.

Table 4

*Frequency of consumption of fast-moving consumer green products*

| Consumption pattern | Frequency | Percentage |
|---------------------|-----------|------------|
| Daily               | 9         | 13.00      |
| Weekly              | 16        | 23.00      |
| Fortnightly         | 6         | 9.00       |
| Monthly             | 12        | 17.00      |
| Occasionally        | 27        | 39.00      |
| TOTAL               | 70        | 100.00     |

Table 4 highlight that 39% of the respondents purchase fast moving consumer green products occasionally while, 23% of the respondents purchase these products on weekly basis and 17% of the respondents purchase these products on monthly basis. 13% of the respondents purchase these products daily and 9% of the respondents purchase these products fortnightly.

Table 5

*Money spent monthly on fast moving consumer green products*

| Money spent      | Frequency | Percentage |
|------------------|-----------|------------|
| Below ₹500       | 11        | 16.00      |
| ₹501 – ₹1,000    | 20        | 29.00      |
| ₹1001 – ₹1,500   | 14        | 20.00      |
| More than ₹1,501 | 25        | 36.00      |
| TOTAL            | 70        | 100.00     |

Table 5 highlight that 36% of the respondents spend more than ₹1,501 on fast moving consumer green products. 29% of the respondents spend between ₹501 and ₹1,000 while, 20% of the respondents spend between ₹1,001 – ₹1,500 and 16% of the respondents spend below ₹500 on these products.

Table 6

*Awareness regarding the initiatives taken by government to promote fast moving green consumer products*

| Awareness regarding the Government's initiatives | Frequency | Percentage |
|--------------------------------------------------|-----------|------------|
| Yes                                              | 46        | 66.00      |
| No                                               | 24        | 34.00      |
| TOTAL                                            | 70        | 100.00     |

Table 6 reveals that over half of the participants (66%) have knowledge about the government's efforts in promoting environmentally friendly fast-moving consumer products. Conversely, less than half of the respondents (34%) are unaware of these government initiatives.

Table 7

*Mode of purchasing fast moving consumer green products*

| Mode of purchase | Frequency | Percentage |
|------------------|-----------|------------|
| Online           | 10        | 14.00      |
| Offline          | 11        | 16.00      |
| Both             | 49        | 70.00      |
| TOTAL            | 70        | 100.00     |

Table 7 indicate that most of the respondents, that is 49% of them prefer to purchase these products through online as well as offline shopping, while 11% of the respondents prefer to purchase these products through online shopping and 10% of the respondents prefer to purchase these products only through offline shopping.

Table 8

*Reasons considered for purchasing fast moving consumer green products*

| Reasons for purchase                        | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total | Rank |
|---------------------------------------------|-------------------|----------|---------|-------|----------------|-------|------|
| Reduces negative impact on environment      | 4                 | 10       | 36      | 96    | 125            | 271   | 1    |
| It is made up of bio-degradable materials   | 4                 | 10       | 42      | 92    | 120            | 268   | 2    |
| It is easy to repair                        | 4                 | 20       | 96      | 44    | 65             | 229   | 5    |
| It is a local product                       | 6                 | 12       | 66      | 92    | 65             | 241   | 4    |
| It works on non-renewable sources of energy | 5                 | 12       | 60      | 96    | 75             | 248   | 3    |

Table 8 shows that main reason to purchase these products is that it, reduces negative impact on the environment. The second reason is because, these products are made up of bio-degradable materials. The third reason is that these products require renewable sources to energy to function. The fourth reason is, it is a local product, and the fifth reason is, it is easy to repair. This is based on reasons ranked.

Table 9

*Reasons for not purchasing fast-moving consumer green products.*

| Reasons for not purchasing                 | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total | Rank |
|--------------------------------------------|-------------------|----------|---------|-------|----------------|-------|------|
| Expensive                                  | 11                | 12       | 51      | 104   | 125            | 45    | 4    |
| Non availability of products in the market | 9                 | 16       | 54      | 112   | 120            | 35    | 5    |
| Lack of awareness                          | 5                 | 24       | 66      | 76    | 65             | 60    | 3    |
| Difficult to identify these products       | 4                 | 20       | 72      | 72    | 65             | 70    | 2    |
| Duplicate or misleading products           | 3                 | 12       | 60      | 84    | 75             | 100   | 1    |

Table 9 shows that main reason for not purchasing these products is because of duplicate and misleading products being marketed and sold to the consumers. The second reason is due to difficulty in identifying whether the product is a consumer green product or not. The third reason is due to lack of awareness among consumers and the fourth reason is that these products are expensive. The fifth reason is due to non-availability of products in the market.

#### 4.0 FINDINGS

It is found that 57% of the respondents are male and 43% of the respondents are female. Therefore, majority of the respondents are male. The study shows that 36% of the respondents are 61 years and above and 43% of the respondents earn Rs 45,001 and above. The study reveals that,



influencers who persuade to purchase fast moving consumer green products are the family members of the respondents and also, the personal factors have greatest influence on the sustainable consumers to consume these products. The study shows that, majority of the consumers purchase these fast-moving consumer green products occasionally and majority of the respondents spend more than Rs 1,501 on these products by purchasing these products online as well as offline. It is found that more than half of the respondents that is, 66% of the respondents are aware of the initiatives taken by the Government to promote these products. The foremost reason for consuming these products is due to reduction of negative impact on environment and the main reason for not consuming these products is because of duplication or the products are misleading.

### 5.0 LIMITATIONS OF THE STUDY

- The study is carried out only in Chennai.
- Due to time constraints, the sample size is small.
- The scope of the study is limited to the purchasing behaviour of sustainable consumers and the factors affecting purchasing behaviour.
- The scope of the study is related to understand the concept of sustainable consumer's behaviour with respect to fast moving consumer green products. The study is with respect to the fast-moving consumer green products being consumed and not services.

### 6.0 SCOPE FOR FURTHER STUDY

The study can be extended to know the attitude, perception as well as satisfaction levels of these consumers not only in Chennai but also in other states in India.

### 7.0 SUGGESTIONS

The suggestions were suggested by the respondents who are the consumers of fast-moving consumer green products to consumers, Government and the company's manufacturing and marketing these products.

- *To all consumers:* Always see to that green products are consumed to protect nature and to be healthy and there is need to move to fast moving consumer green products very quickly to protect our earth and pass on good future for next generation. Do ensure that genuine products are purchased.
- *To the Government:* These consumers request Government to create more awareness and educate consumers about fast moving consumer green product and to initiate and promote fast moving consumer green products. They suggest Government to make it mandatory and compulsory to induce consumers to use fast moving consumer green products and also to take more initiatives to ensure that there are large number of fast-moving consumer green products in the market.
- *To the companies producing fast moving green consumer products:* These consumers suggest the company's manufacturing and marketing these products ensure that the genuine products are available at reasonable prices and create awareness by advertising that the products available in the market. Consumers suggest that, when the cost of these products is economical, so that the demand increases leading to increase in sales and to use eco-friendly packages for packing the products.

## 8.0 CONCLUSION

It is high time, to ensure that fast moving consumer green products are consumed in order to protect our environment. It is duty of every human being to ensure that sustainable environment exists for that the future generation. In order protect our environment and natural resources, it is important to ensure that we consume properly ensuring there is optimum utilisation of resources. All consumers must turn into sustainable consumers by changing the way of living, thinking and the products being purchased. Choose fast moving consumer green products over other fast moving consumer products as they help you to lead a very safe and a healthy lifestyle. Now a days, the awareness regarding green products is increasing among the companies, consumers, customers as well as public. Government of India has taken various steps in order to boost the awareness and the demand for green products. Though there are various initiatives taken by the Government, it the duty as a citizen to know the initiatives and follow them. Ultimately, it is in the hands of the consumers to become sustainable consumers or not.

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