



A Study on Consumer Awareness of Green Fast-Moving Consumer Goods in the Puducherry Region

Dr. P. Gnanavel¹, P. Rajalakshmi²

¹Research Supervisor Assistant Professor in Commerce (Deputed From Annamalai University), PG & Research Department of Commerce, Periyar Government Arts College, Cuddalore – 607001, Tamilnadu, India.

²Research Scholar (Roll No: 2305240023) Ph.D (Part Time External) Department of Commerce, Annamalai University, Annamalai Nagar- 608002 Tamilnadu, India.

Abstract

Environmental sustainability has become a major global concern due to increasing ecological degradation, pollution, climate change, and resource depletion. In this context, green fast-moving consumer goods have emerged as an important solution for promoting environmentally responsible consumption. The present study examines the level of awareness among consumers regarding green FMCGs in the Puducherry region. A descriptive research design was adopted, and primary data were collected from 175 consumers using a structured questionnaire. Convenience sampling technique was employed, and the collected data were analyzed using percentage analysis, mean score analysis, student t-test, analysis of variance, coefficient of variation, and multiple regression analysis. The findings revealed that consumers possess a moderate to high level of awareness regarding green FMCGs, particularly concerning product availability, environmental benefits, health benefits, sustainable practices, and information obtained through social media platforms. The study found that awareness levels were generally consistent across demographic groups. While gender, age, education, and income did not significantly influence awareness, occupation and place of residence were identified as significant determinants. Despite positive perceptions toward green products, barriers such as high prices, limited availability, and doubts regarding the authenticity of environmental claims continue to affect consumer adoption. The study suggests strengthening educational campaigns, standardizing eco-labels, improving product accessibility, and enhancing digital awareness initiatives to promote sustainable consumption. The findings provide valuable insights for marketers, policymakers, and environmental organizations in encouraging the adoption of green FMCGs and supporting environmental sustainability.

Keywords: Green fast-moving consumer goods, consumer awareness, green marketing, sustainable consumption, and environmental sustainability.

Introduction

Environmental concerns have gained considerable importance worldwide due to increasing ecological degradation, climate change, pollution, deforestation, resource depletion, and waste generation. In response to these challenges, green marketing has emerged as a significant approach that promotes environmentally responsible products and sustainable consumption practices. Green marketing, also known as ecological or environmental marketing, gained prominence during the late 1980s and early 1990s, while in India it became increasingly important with initiatives such as the eco-mark scheme introduced by the Government of India in 1991 to encourage the purchase of green products. Growing environmental awareness has led to the development of green products that utilize sustainable raw materials, eco-friendly technologies, biodegradable ingredients, and recyclable packaging while supporting the principles of reducing, reusing, and recycling resources. The fast-moving consumer goods sector, which includes frequently purchased products such as food, beverages, personal care items, and household goods, has become a major focus of sustainability efforts because of its substantial environmental impact through resource consumption and packaging waste. Therefore, FMCG companies are increasingly adopting sustainable sourcing, energy-efficient manufacturing, waste reduction, and responsible disposal practices to minimize their environmental footprint. Enhanced access to information through digital media and sustainability disclosures has further increased consumer awareness of environmental issues and green business practices, encouraging preference for brands that demonstrate environmental responsibility. Consumer awareness of green FMCG products, including knowledge of eco-labels, sustainable packaging, environmental benefits, and corporate sustainability initiatives, plays a crucial role in influencing sustainable purchasing behaviour and consumer satisfaction.

Meaning of Green FMCGs

Green fast-moving consumer goods refer to consumer products that are produced, marketed, consumed, and disposed of in an environmentally responsible manner. These products are designed to minimize negative environmental impacts throughout their entire life cycle, from the sourcing of raw materials to production, distribution, consumption, and disposal. Green FMCGs include products such as organic food items, herbal personal care products, biodegradable detergents, eco-friendly cleaning agents, recyclable packaging materials, and other sustainable household products. They are manufactured using environmentally friendly processes and often contain natural or renewable ingredients that reduce harm to the environment. The primary objective of green FMCGs is to encourage sustainable consumption by meeting consumers' needs while preserving natural

resources, reducing pollution, and maintaining high standards of product quality, safety, and customer satisfaction. As environmental awareness continues to grow, green FMCGs are gaining importance as a means of promoting responsible consumer behaviour and supporting sustainable development.

Importance of Green FMCGs

Fast-moving consumer goods are characterized by high sales volume and rapid turnover, making their environmental impact particularly significant. The adoption of green FMCGs has become increasingly important due to their environmental, health, economic, and social benefits. Environmentally, green FMCGs contribute to reducing pollution, conserving natural resources, and minimizing waste generation through the use of sustainable materials, biodegradable packaging, and eco-friendly manufacturing processes. The transition from conventional packaging to biodegradable or reusable alternatives helps reduce landfill accumulation and ocean pollution, while the responsible sourcing of natural ingredients conserves water resources, prevents soil degradation, and reduces harmful chemical runoff. From a health perspective, green FMCGs often contain natural and non-toxic ingredients, reducing consumer exposure to synthetic chemicals commonly found in traditional household and personal care products, thereby making them safer for both human health and aquatic ecosystems. Economically, although the implementation of sustainable supply chains and investments in research and development may involve substantial initial costs, green practices enhance resource efficiency, optimize energy consumption, improve waste management, and reduce long-term operational expenses. Furthermore, increasing consumer awareness of environmental issues has led to a growing preference for sustainable products, with many consumers willing to pay a premium for environmentally responsible brands. Organizations that adopt transparent green marketing practices often experience higher levels of consumer trust, customer satisfaction, loyalty, and retention. In addition, stricter environmental regulations concerning plastic usage, emissions, and waste management have encouraged businesses to adopt sustainable practices proactively to ensure regulatory compliance and reduce future operational risks. Beyond these benefits, green FMCGs promote environmental responsibility, encourage sustainable lifestyles, and support global sustainable development goals. By balancing consumer needs with environmental protection, green FMCGs play a crucial role in fostering a healthier society, a cleaner environment, and a more sustainable future.

Statement of the Problem

Consumer awareness of sustainability and environmentally friendly products has increased significantly in recent years; however, several challenges continue to hinder the widespread adoption of green fast-moving consumer goods. Although consumers generally possess positive attitudes toward green products, factors such as price sensitivity, limited product differentiation, lack of trust, and inadequate awareness often influence purchasing decisions. Consumers tend to perceive green FMCGs as healthier and more environmentally beneficial than conventional alternatives, yet concerns regarding higher prices, product accessibility, and effectiveness frequently discourage regular purchases. Growing environmental challenges, including climate change, pollution, resource depletion, and ecological degradation, have encouraged consumers worldwide to participate in the green movement by adopting sustainable consumption practices. As population growth and rising consumption levels increase the demand for FMCGs, the need to promote green FMCGs has become more critical. Consumers are increasingly seeking products that are safe for both human health and the environment, leading businesses to introduce sustainable alternatives. Despite the growing availability of green FMCGs, consumer adoption remains lower than anticipated, primarily due to insufficient knowledge of environmental benefits, price concerns, and uncertainty regarding product performance. In the context of Puducherry, limited research has been conducted to examine consumer awareness and perceptions of green FMCGs. Therefore, it is important to investigate the current level of consumer awareness and evaluate perceptions related to product price, quality, availability, utility, and overall satisfaction. Understanding these factors can provide valuable insights into consumer attitudes and purchasing behaviour, thereby supporting the development of effective strategies to encourage sustainable consumption and promote environmental sustainability.

Review of Literature

Kumar and Ghodeswar (2015) examined the factors influencing green purchasing behaviour among Indian consumers. The study revealed that environmental concern, product knowledge, and social influence significantly shape consumers' attitudes toward green products. The findings indicated that consumers with greater environmental awareness and knowledge about eco-friendly products were more likely to develop positive attitudes and engage in green purchasing behaviour. The study also highlighted the role of social influence in encouraging environmentally responsible consumption.

Joshi and Rahman (2017) investigated the determinants of green purchasing behaviour and found that environmental awareness, perceived consumer effectiveness, and willingness to contribute to environmental protection were significant factors influencing consumers' purchase decisions. The study emphasized that consumers who believed their individual actions could positively impact the environment were more inclined to purchase green products. The study concluded that increasing environmental awareness could effectively promote sustainable consumption behaviour.

Mishra and Sharma (2018) explored the role of awareness and trust in influencing consumer adoption of green products. The study found that consumer awareness alone was insufficient to ensure green purchasing behaviour unless accompanied by trust in environmental claims made by manufacturers. Many consumers expressed hesitation in purchasing green products due to uncertainty regarding the authenticity of environmental labels and

promotional messages. The researchers suggested that companies should enhance transparency and credibility to strengthen consumer confidence in green products.

Arora and Agarwal (2018) conducted a survey among 200 respondents to examine consumer preferences for green products and evaluate the effectiveness of various green marketing strategies adopted by companies. The findings revealed that consumers preferred products that had a lower environmental impact and demonstrated a willingness to pay higher prices for environmentally friendly alternatives to a certain extent. However, price remained a critical factor influencing purchasing decisions, indicating that consumers were highly price-sensitive. The study found that consumers generally had access to adequate information about green products during the purchasing process, although a small proportion reported a lack of information. Television was identified as an important medium for creating awareness and educating consumers about green marketing practices.

Mani and Bhandari (2019) examined the concept of green marketing and the strategies implemented by selected Indian companies. Using secondary data collected from company websites and published sources, the study explored the extent of green marketing adoption in India. The findings indicated that green marketing was still in its developmental stage and faced several challenges. Government regulations and environmental concerns were identified as key drivers encouraging businesses to adopt green practices. However, factors such as high investments in research and development, advanced technologies, limited public awareness, and the high cost of recyclable materials hindered widespread adoption. The study reported that many consumers were unwilling to pay premium prices for environmentally friendly products, creating additional challenges for marketers.

Mehta, et al. (2020) analyzed the sustainability initiatives undertaken by FMCG companies and evaluated their effectiveness in addressing environmental concerns. The study highlighted various measures adopted by FMCG firms, including improvements in packaging, reduction of plastic usage, promotion of recyclable materials, and support for water conservation initiatives. The findings suggested that FMCG companies were increasingly integrating environmental sustainability into their business operations and actively participating in awareness-building activities. The study concluded that corporate commitment to environmental responsibility plays a significant role in promoting sustainable development.

Gupta and Ogden (2020) investigated consumer perceptions of green products and their influence on purchasing behaviour. The study found that consumers who perceived greater environmental benefits from green products were more likely to purchase them despite higher prices. The findings emphasized that perceived environmental value could offset price-related concerns and motivate consumers to choose sustainable alternatives over conventional products.

Sharma and Jain (2022) examined the impact of educational campaigns and environmental awareness programs on consumer acceptance of green products. The study concluded that awareness initiatives significantly improved consumers' understanding of environmental issues and enhanced their willingness to adopt green products. The study emphasized the importance of continuous education and awareness programs in fostering environmentally responsible consumption patterns and promoting sustainable lifestyles.

The review of literature indicates that environmental awareness, product knowledge, trust, perceived environmental benefits, social influence, and consumer effectiveness are important determinants of green purchasing behaviour. Previous studies have also identified barriers such as high prices, inadequate awareness, limited trust in environmental claims, and accessibility issues that restrict the adoption of green products. Although considerable research has been conducted in metropolitan cities and developed markets, limited studies have focused specifically on consumer awareness of green FMCGs in the Puducherry region. Therefore, the present study seeks to address this research gap by examining consumer awareness of green FMCGs and its influence on sustainable consumer behavior in Puducherry.

Objectives of the Study

1. To study the level of awareness among consumers regarding green fast-moving consumer goods in the Puducherry region.
2. To offer suitable suggestions for improving the level of awareness among consumers regarding green fast-moving consumer goods in the Puducherry region

Hypothesis

A hypothesis is a tentative statement that predicts the relationship between variables and provides a basis for statistical testing. In the present study, hypothesis has been formulated to examine the level of awareness among consumers regarding green fast-moving consumer goods in the Puducherry region. **H₀:** There is no significant relationship between the demographics of consumers and their level of awareness regarding green fast-moving consumer goods in the Puducherry region.

Scope of the Study

The present study focuses on assessing the level of awareness among consumers regarding green fast-moving consumer goods in the Puducherry region. It examines consumers' awareness of environmental benefits, eco-labels, sustainable packaging, organic ingredients, and other green product attributes. The study analyzes the influence of demographic factors on awareness levels. Data were collected from 175 consumers using a structured questionnaire and analyzed using appropriate statistical tools. The findings provide valuable insights for marketers, policymakers, and environmental organizations in promoting awareness and encouraging the adoption of green FMCGs.

Research Methodology

The present study adopted a descriptive research design to assess the level of consumer awareness regarding green fast-moving consumer goods in the Puducherry region. Both primary and secondary data were used for the study. Primary data were collected from 175 consumers through a structured questionnaire comprising demographic details and awareness-related statements, while secondary data were gathered from books, journals, research articles, government reports, websites, and other relevant publications. Convenience sampling was employed to select the respondents. The collected data were analyzed using appropriate statistical tools such as percentage analysis, mean score analysis, student t-test, analysis of variance, coefficient of variation, and multiple regression analysis to examine awareness levels and the influence of demographic factors on consumer awareness of green FMCGs. The findings provide valuable insights into consumer awareness and support the formulation of strategies to promote sustainable consumption and environmentally responsible purchasing behavior.

Data Analysis and Interpretation

Table 1. Demographic Profiles of Respondents

Consumer Demographics		No. of Respondents	Percentage
Gender	Male	70	40.00
	Female	105	60.00
Age (years)	Below 30	47	26.86
	31-40	35	20.00
	41-50	61	34.86
	Above 50	32	18.28
Education	Up to SSLC	20	11.43
	H.Sc	40	22.86
	Degree	60	34.29
	PG and above	55	31.43
Occupation	Agriculturist	70	40.00
	Employed	56	32.00
	Professional	14	08.00
	Business	14	08.00
	Housewife	21	12.00
Monthly income (Rs.)	Upto 20000	28	16.00
	20001-40000	35	20.00
	40001-60000	73	41.71
	Above 60000	39	22.29
Marital status	Married	137	83.43
	Unmarried	29	16.57
Family pattern	Nuclear family	67	38.29
	Joint family	108	61.71
No. of family members	Up to 4	41	23.43
	5 and 6	78	44.57
	7 and above	56	32.00
Place of residence	Urban	139	79.43
	Rural	36	20.57

Source: Primary Data.

The demographic profile of the respondents indicates that females constituted the majority of the sample (60%), while males accounted for 40%. With respect to age, most respondents belonged to the 41–50 years category (34.86%), followed by those below 30 years (26.86%), 31–40 years (20%), and above 50 years (18.28%). In terms of educational qualifications, the majority possessed a degree (34.29%), followed closely by postgraduate qualifications and above (31.43%), indicating a relatively educated sample. Regarding occupation, agriculturists represented the largest group (40%), followed by employed individuals (32%), while professionals and businesspersons each accounted for 8%, and housewives constituted 12%. The monthly income distribution showed that a substantial proportion of respondents (41.71%) earned between ₹40,001 and ₹60,000, followed by those earning above ₹60,000 (22.29%). The marital status analysis revealed that most respondents were married (83.43%). With respect to family structure, the majority belonged to joint families (61.71%), while 38.29% lived in nuclear families. Most respondents had families consisting of five to six members (44.57%), followed by families with seven or more members (32.00%). Furthermore, a large proportion of respondents resided in urban areas (79.43%), whereas only 20.57% were from rural areas.

Table 2. Relationship between Consumer Demographics and Awareness of Green Fast-Moving Consumer Goods: Student t test

Consumer Demographics	Calculated Value	Table value at 5% Level	DF	Result
Gender	1.614	1.974	173	Ns

Place of residence	1.654	1.974	173	Ns
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Source: Primary Data.

Ns Not significant ** Significant at 1% Level

The results of the student t-test indicate that there is no significant difference in the level of awareness of green fast-moving consumer goods based on gender and place of residence. For gender, the calculated t-value (1.614) is lower than the table value (1.974) at the 5% level of significance with 173 degrees of freedom, indicating that male and female respondents do not differ significantly in their awareness of green FMCGs. Similarly, for place of residence, the calculated t-value (1.654) is also lower than the table value (1.974), revealing no significant difference in awareness between urban and rural respondents. Therefore, the null hypothesis is accepted in both cases.

Table 3. Relationship between Consumer Demographics and Awareness of Green Fast-Moving Consumer Goods: F Test

Consumer Demographics	Source of Variation	Sum of Squares	DF	Mean Square	F	Result
Age (years)	Between groups	105.409	3	35.136	0.770	Not significant
	Within groups	7802.625	171	54.629		
	Total	7908.034	174			
Education	Between groups	49.399	3	16.466	0.358	Not significant
	Within groups	7858.636	171	45.957		
	Total	7908.034	174			
Occupation	Between groups	188.371	4	47.093	1.037	Not significant
	Within groups	7719.663	170	45.410		
	Total	7908.034	174			
Monthly income (Rs.)	Between groups	87.670	3	29.223	0.639	Not significant
	Within groups	7820.364	171	45.733		
	Total	7908.034	174			

Source: Primary Data.

The results of the analysis of variance indicate that there is no significant difference in the level of awareness of green fast-moving consumer goods among respondents based on age, education, occupation, and monthly income. The calculated F-value for age (0.770) was not statistically significant, indicating that awareness levels do not vary significantly across different age groups. Similarly, the F-value for education (0.358) was found to be insignificant, suggesting that respondents with different educational qualifications possess comparable levels of awareness regarding green FMCGs. The analysis further revealed that occupation does not significantly influence awareness, as evidenced by the non-significant F-value of 1.037. Likewise, the F-value for monthly income (0.639) was not significant, indicating that awareness of green FMCGs remains similar across different income categories. Therefore, the null hypothesis is accepted for all the selected demographic variables.

Table 4. Consistency in the Awareness of Green Fast-Moving Consumer Goods

Consumer Demographics	No. of Respondents	Mean Score	Standard Deviation	CV
Gender	Male	70	108.93	5.82
	Female	105	107.26	7.24
Age (years)	Below 30	47	107.34	6.07
	31-40	35	107.40	7.25
	41-50	61	107.85	6.91
	Above 50	32	109.50	6.85
				6.26
Education	Up to SSLC	20	108.25	7.06
	H.Sc	40	108.68	6.55
	Degree	60	107.28	6.73
	PG and above	55	107.96	6.90
Occupation	Agriculturist	70	107.81	7.39
	Employed	56	108.95	6.30
	Professional	14	106.21	5.34
	Business	14	108.93	7.36
	Housewife	21	106.05	5.89
Monthly Income (Rs.)	Upto 20000	28	108.79	8.30
	20001-40000	35	108.00	6.96
	40001-60000	73	107.15	5.86
	Above 60000	39	108.69	6.96
Place of residence	Urban	139	108.35	6.83
	Rural	36	106.28	6.22

Source: Primary Data.

The analysis of consistency in awareness of green fast-moving consumer goods using the coefficient of variation indicates that respondents generally exhibit a high and consistent level of awareness, as reflected by the overall mean score of 107.93 and a relatively low CV of 6.24%. Among gender groups, male respondents showed slightly higher awareness ($M = 108.93$) and greater consistency ($CV = 5.34\%$) compared to female respondents ($M = 107.26$; $CV = 6.75\%$). With respect to age, respondents above 50 years recorded the highest awareness score ($M = 109.50$), while respondents below 30 years showed the greatest consistency ($CV = 5.65\%$). Regarding education, respondents with higher secondary education exhibited the highest awareness ($M = 108.68$), whereas degree holders displayed relatively greater consistency ($CV = 6.27\%$). In terms of occupation, employed respondents reported the highest awareness level ($M = 108.95$), while professionals demonstrated the highest consistency with the lowest coefficient of variation ($CV = 5.03\%$). Concerning monthly income, respondents earning up to ₹20,000 recorded the highest awareness score ($M = 108.79$), although those earning between ₹40,001 and ₹60,000 exhibited the most consistent awareness levels ($CV = 5.47\%$). Urban respondents showed higher awareness ($M = 108.35$) than rural respondents ($M = 106.28$), while rural respondents demonstrated slightly greater consistency ($CV = 5.85\%$).

Table 5. Effect of Consumer Demographics on the Awareness of Green Fast-Moving Consumer Goods

Consumer Demographics	B	Std. Error	t	Result
Constant	129.427	2.522	-	-
Gender	0.027	0.603	0.045	Ns
Age	-0.027	0.274	-0.100	Ns
Education	-0.252	0.306	-0.823	Ns
Monthly salary	-0.136	0.297	-0.457	Ns
Occupation	-11.224	0.599	-18.735	**
Place of residence	-2.304	0.720	-3.201	**

Source: Primary Data.

Ns Not significant ** Significant at 1% level

Consumer Demographics and Awareness of Green Fast-Moving Consumer Goods

R	R Square	F	Result
0.833	0.694	46.984	Significant

The multiple regression analysis was conducted to examine the effect of consumer demographic variables on awareness of green fast-moving consumer goods. The results indicate that gender, education, and monthly salary do not have a significant influence on consumer awareness of green FMCGs. Therefore, these demographic variables are not important predictors of awareness. In contrast, occupation and place of residence have a significant effect on awareness at the 1% level, indicating that differences in occupational status and residential location significantly influence consumers' awareness of green FMCGs. The model summary further reveals a strong relationship between the selected demographic variables and awareness, as indicated by the correlation coefficient ($R = .833$). The coefficient of determination ($R^2 = .694$) shows that 69.40% of the variation in awareness of green FMCG products is explained by the demographic variables included in the model. Furthermore, the overall regression model is statistically significant ($F = 46.984$), confirming that the selected demographic factors collectively influence consumer awareness.

Table 6. Respondents' Level of Awareness of Green Fast-Moving Consumer Goods

Statements	Level of Awareness					Total	Mean Score
	Very High Awareness	High Awareness	Moderate Awareness	Low Awareness	Very Low Awareness		
Understanding the concept of green FMCGs.	23 (13.14)	51 (29.14)	60 (34.29)	35 (20.00)	6 (3.43)	175 (100.00)	3.29
Knowledge of environmental benefits of green products.	23 (13.14)	47 (26.86)	54 (30.86)	34 (19.43)	17 (9.71)	175 (100.00)	3.14
Recognition of eco-labels and certifications.	26 (14.86)	53 (30.29)	49 (28.00)	35 (20.00)	12 (6.86)	175 (100.00)	3.26
Familiarity with green FMCG brands.	26 (14.86)	54 (30.86)	57 (32.57)	29 (16.57)	9 (5.14)	175 (100.00)	3.34
Knowledge of eco-friendly and organic ingredients.	17 (9.71)	61 (34.86)	48 (27.43)	41 (23.43)	8 (4.57)	175 (100.00)	3.22
Awareness of recyclable and biodegradable packaging.	24 (13.71)	53 (30.29)	57 (32.57)	27 (15.43)	14 (8.00)	175 (100.00)	3.26
Understanding health benefits of green products.	26 (14.86)	56 (32.00)	54 (30.86)	30 (17.14)	9 (5.14)	175 (100.00)	3.34
Knowledge of the availability of green FMCGs.	27 (15.43)	61 (34.86)	53 (30.29)	25 (14.29)	9 (5.14)	175 (100.00)	3.41

Awareness of the pricing of green products.	18 (10.29)	48 (27.43)	51 (29.14)	41 (23.43)	17 (9.71)	175 (100.00)	3.05
Knowledge of government programs promoting green products.	26 (14.86)	50 (28.57)	60 (34.29)	29 (16.57)	10 (5.71)	175 (100.00)	3.30
Awareness created through green marketing campaigns.	23 (13.14)	56 (32.00)	58 (33.14)	30 (17.14)	8 (4.57)	175 (100.00)	3.32
Ability to identify misleading environmental claims.	19 (10.86)	49 (28.00)	55 (31.43)	41 (23.43)	11 (6.29)	175 (100.00)	3.14
Understanding environmental issues addressed by green products.	19 (10.86)	54 (30.86)	52 (29.71)	37 (21.14)	12 (7.43)	175 (100.00)	3.17
Knowledge of the environmental impact of production and consumption.	21 (12.00)	57 (32.57)	56 (32.00)	33 (18.86)	8 (4.57)	175 (100.00)	3.29
Awareness of recycling practices and benefits.	25 (14.29)	47 (26.86)	54 (30.86)	34 (19.43)	15 (8.57)	175 (100.00)	3.19
Knowledge of energy-saving aspects of green products.	26 (14.86)	52 (29.71)	55 (31.43)	32 (18.29)	10 (5.71)	175 (100.00)	3.30
Understanding the role of green products in water conservation.	26 (14.86)	57 (32.57)	52 (29.71)	31 (17.71)	9 (5.14)	175 (100.00)	3.34
Awareness gained through social media platforms.	29 (16.57)	58 (33.14)	53 (30.29)	26 (14.86)	9 (5.14)	175 (100.00)	3.41
Awareness developed through education and training.	27 (15.43)	54 (30.86)	58 (33.14)	28 (16.00)	8 (4.57)	175 (100.00)	3.37
Knowledge of companies' sustainability initiatives.	24 (13.71)	56 (32.00)	51 (29.14)	34 (19.43)	10 (5.71)	175 (100.00)	3.29
Understanding of organic products and their benefits.	23 (13.14)	50 (28.57)	54 (30.86)	35 (20.00)	13 (7.43)	175 (100.00)	3.20
Awareness of environmentally responsible production practices.	26 (14.86)	59 (33.71)	52 (29.71)	29 (16.57)	9 (5.14)	175 (100.00)	3.37
Knowledge of waste minimization through green products.	28 (16.00)	58 (33.14)	53 (30.29)	26 (14.86)	10 (5.71)	175 (100.00)	3.39
Familiarity with environmental certification standards.	24 (13.71)	51 (29.14)	52 (29.71)	35 (20.00)	13 (7.43)	175 (100.00)	3.22
Awareness of sustainable consumption practices.	26 (14.86)	53 (30.29)	54 (30.86)	32 (18.29)	10 (5.71)	175 (100.00)	3.30
Total	24 (13.71)	54 (30.86)	54 (30.86)	32 (18.29)	11 (6.29)	175 (100.00)	3.27

Source: Primary Data.

The analysis of respondents' awareness of green fast-moving consumer goods indicates an overall moderate to high level of awareness, with a grand mean score of 3.27. Among the various dimensions of awareness, the highest mean scores were recorded for knowledge of the availability of green FMCGs ($M = 3.41$) and awareness gained through social media platforms ($M = 3.41$), indicating that respondents are well informed about the presence of green products in the market and actively acquire information through digital media. High levels of awareness were also observed regarding waste minimization through green products ($M = 3.39$), awareness developed through education and training ($M = 3.37$), environmentally responsible production practices ($M = 3.37$), familiarity with green FMCG brands ($M = 3.34$), understanding of health benefits ($M = 3.34$), and the role of green products in water conservation ($M = 3.34$). Respondents also demonstrated satisfactory awareness of green marketing campaigns ($M = 3.32$), government initiatives ($M = 3.30$), energy-saving aspects ($M = 3.30$), sustainable consumption practices ($M = 3.30$), understanding of the green FMCG concept ($M = 3.29$), environmental impacts of production and consumption ($M = 3.29$), and companies' sustainability initiatives ($M = 3.29$). Moderate awareness was observed with respect to eco-labels and certifications ($M = 3.26$), recyclable and biodegradable packaging ($M = 3.26$), eco-friendly and organic ingredients ($M = 3.22$), environmental certification standards ($M = 3.22$), organic products and their benefits ($M = 3.20$), recycling practices and benefits ($M = 3.19$), environmental issues addressed by green products ($M = 3.17$), environmental benefits of green products ($M = 3.14$), and the ability to identify misleading environmental claims ($M = 3.14$). The lowest mean score was recorded for awareness of the pricing of green products ($M = 3.05$), indicating comparatively lower awareness in this aspect.

Findings of the Study

1. The majority of respondents were female, married, urban residents, and belonged to the 41–50 years age group. Most held degree-level qualifications, worked as agriculturists, and earned a monthly income between ₹40,001 and ₹60,000.
2. Respondents exhibited a moderate to high level of awareness of green FMCGs. Awareness was highest regarding product availability, social media information, environmental benefits, health benefits, and sustainable practices, while awareness of pricing and certification standards was comparatively lower.

3. Awareness levels were consistent across all demographic groups, indicating a relatively uniform understanding of green FMCGs among respondents.
4. Gender, age, education, occupation, income, and place of residence did not show significant differences in awareness levels, suggesting similar awareness across demographic categories.
5. Occupation and place of residence significantly influenced awareness of green FMCGs, whereas gender, age, education, and income did not have a significant effect.
6. Consumers generally held positive perceptions of green FMCGs and recognized their environmental and health benefits. Organic foods and natural personal care products received greater acceptance.
7. High prices, limited availability, and doubts about the authenticity of environmental claims were identified as major barriers to the adoption of green FMCGs.

Suggestions

1. Companies should invest in educational advertising campaigns to increase consumer awareness about the environmental and health benefits of green FMCGs. Advertisements should focus on educating consumers about sustainable consumption practices, eco-friendly packaging, and environmental protection. Effective awareness campaigns through various media channels can improve consumer knowledge and encourage the purchase of green products.
2. Government agencies should organize environmental awareness programs, workshops, seminars, and public campaigns to educate consumers about sustainability and the importance of green products. Such initiatives can strengthen environmental consciousness and motivate consumers to adopt eco-friendly purchasing behaviours.
3. Eco-labeling should be standardized and clearly communicated to help consumers easily identify genuine green products. Clear labeling can reduce confusion, enhance transparency, and build consumer trust in environmentally friendly products.
4. Retailers should improve the visibility and accessibility of green FMCGs by providing dedicated shelves, attractive displays, promotional materials, and informative signage. Better product visibility can increase consumer attention and encourage the purchase of green products.
5. Green products should be offered at competitive prices to make them affordable for a larger segment of consumers. Reducing price barriers through efficient production methods, subsidies, or incentives can encourage greater adoption of environmentally friendly products.
6. Educational institutions should incorporate sustainability and environmental education into their curriculum. Creating awareness among students about environmental protection and sustainable consumption can promote responsible consumer behavior from an early age.
7. Digital marketing strategies should emphasize the environmental benefits of green FMCGs through social media, websites, blogs, and online campaigns. Informative and engaging digital content can enhance consumer awareness and positively influence purchasing decisions.
8. Incentives such as discounts, cashback offers, reward points, and tax benefits should be provided to consumers who purchase green products. Such incentives can motivate consumers to choose environmentally friendly alternatives and support sustainable consumption practices.

Conclusion

The study examined consumer awareness of green fast-moving consumer goods and identified the factors influencing awareness and adoption of sustainable products. The findings revealed that consumers possess a moderate to high level of awareness regarding green FMCGs, particularly concerning their environmental and health benefits. Social media, educational initiatives, and green marketing campaigns were found to play a significant role in enhancing awareness. Although consumers generally hold positive perceptions of green products, factors such as higher prices, limited availability, and concerns regarding the authenticity of environmental claims continue to hinder their widespread adoption. The study further revealed that occupation and place of residence significantly influence awareness, while other demographic variables have limited impact. Overall, the results indicate that increasing awareness alone is not sufficient to encourage sustainable consumption; affordability, accessibility, transparency, and consumer trust are equally important. Therefore, collaborative efforts by manufacturers, retailers, policymakers, educational institutions, and consumers are essential to promote green FMCG adoption and contribute to environmental sustainability and sustainable development.

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