

AN ANALYTICAL STUDY ON CONSUMERS' AWARENESS TOWARDS GREEN FAST MOVING CONSUMER GOODS IN COIMBATORE DISTRICT

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ABSTRACT

Nowadays, the environment has become a mainstream issue in the current competitive world. Green marketing is a major trend to know the reason for environmental issues like global warming, ozone depletion, pollution, loss of bio-diversity and deforestation. The purpose of the study is to find out the awareness level of consumers' towards select Green Fast Moving Consumer Goods in Coimbatore District. The study is mainly focused on determining the difference in the awareness level among male and female consumers about Green FMCG Products. The primary data were collected through interview method with a structured questionnaire from 384 respondents using purposive sampling technique. The data were analyzed with the help of statistical tools like Percentage Analysis, One way Anova and Independent Sample t-test. The study found that 62.2% of the total consumers are highly aware about the environmental issues and eco-concerns. 53.4% of the consumers are not aware about the environmental certification so, the FMCG companies should provide the details through advertisement. Finally, the study concluded that the consumers are familiar about the environmental aspects and also their green awareness is high. Male consumers' level of awareness is high when compared to the awareness level of female consumers during the study period.

Keywords: Green Marketing, Consumer Awareness, Green FMCG Products.

INTRODUCTION:

Over a past two decades, ecological concern and environmental protection are a serious threat in our society. The environmental issues have gained more importance in the organization as well as public life throughout the world. Green marketing is a major trend to know the reason for environmental issues like global warming, ozone depletion, pollution, loss of bio-diversity and deforestation. Consumers' awareness about the environmental issues and green products are increasing rapidly (R. Mahesh & P. Gomathi 2016). Green marketing is the marketing of products that are presumed to incorporate a broad range of environmental activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising (Faizan Zafar Sheikh, et al. 2014). In Indian Economy, Fast moving consumer goods (FMCG) is the fourth largest sector with three main segments, i.e. Household & Personal Care, Food & Beverages and Health Care. It has grown US\$ 9 billion in FY2000-01 to US\$ 49 billion in FY2016-17. The sector is expected to grow at a compound annual growth rate (CAGR) of 20.6 percent to reach US\$ 103.7 billion by 2020 (AC Nielsen 2017). In this scenario, the FMCG players have taken "Sustainability" as a key strategy for promoting the products with environmental aspects in order to satisfy the human needs in their day-to-day life.

LITERATURE REVIEW:

R.Mahesh & P.Gomathi, (2016), conducted "A study on Rural Consumers Buying Behaviour of Green Products with special reference to selected villages in Tirupur District". The researcher has analyzed the environmental awareness, and factors influencing the consumers' buying behavior of Green products in Tirupur district. The empirical research was conducted among 200 respondents who had purchased green products. Primary data were collected by a scheduled interview method with a structured questionnaire by adopting a convenient sampling technique. Percentage analysis, weighted ranking, chi-square test and Anova test were used to measure the interrelationship between the consumers' demographic factors and their environmental awareness. The results revealed that the products which are originally grown with natural ingredients and products don't harm and pollute the environment are the major factors influencing the consumers to purchase the green products. Hence, the study concluded that the consumers' level of awareness about green products is high. The marketers also have a responsibility to make the consumer understand the need for the benefits of green products as compared to non-green products. C.Dilip Kumar and S.M.Yamuna, (2014), study entitled on "A study on consumers preference towards green marketing products", has analyzed the consumer awareness, satisfaction of green products and examined the factors influencing consumer's green purchasing intention towards eco-friendly products. The researchers framed structured questionnaire and distributed to 100 respondents in Coimbatore city using convenient sampling techniques and found that the design, price, quality, quantity, durability, unpolluted environment and availability are the aspects of eco-friendly products will have influence on the choice and preference of customers. Finally, the researchers concluded that the consumers have to use green products in future which are usually biodegradable/recyclable resources for safe the environment.

M.Nagamani and B.Navaneetha (2014), in their research work "A study on awareness and usage of green products among woman students – An empirical study", analyzed the awareness and usage of green products among the women students in Coimbatore collected through primary data from 100 green consumers using random sampling method and the respondents had the awareness about green products like paper bag, plates, cups, areca plates and eco bowls in green marketing. According to the authors, the economic aspects of green marketing should not be ignored because ecological issues are the main point of green marketing decision-making. The authors say that the consumers are willing to pay more for green products for enhancing the quality of life to satisfy their needs. Hence, in-order to understand the significance of eco-marketing the marketers have to be very sensitive towards environmental and ethical aspects.

The author *Norazah Mohd Suki (2013)*, discussed his study on “*Green awareness effects on consumers purchasing decision: Some insights from Malaysia*”, which attempts to examine the influence of consumers’ environmental concerns, awareness of green product, green price and brand image on their purchasing decision of green products. The data collection was done through convenient sampling technique by using structured questionnaire from 200 consumers in Malaysia. The awareness of brand image had a positive influence on consumers’ purchase of green product. Hence, the marketers should develop and implement emotional green branding strategies and to encourage positive sales of green products.

Maha Mourad, (2012), explained in his study on “*Perception of green brand in an emerging innovative market*”, stated the factors affecting the green brand preference of an emerging innovative market and analyzed the four concepts of green brand preference. The data were collected from 302 consumers in the telecom industry through questionnaire survey using the convenient snowball sampling technique. The author found that green brand image, green satisfaction and green trust have a significant effect on the firm’s green brand preference. Though, the study suggests that Telecom Company should have to promote and to communicate their brand as a “green brand” with the customer that will influence their purchase decision.

The author *Hemantha.Y, (2009)*, discussed in her study on “*Green marketing – An exploratory research on consumers in Bangalore city*”, has evaluated the consumer attitude towards green marketing and green branding. The primary data were collected from 100 consumers in Bangalore city through questionnaire survey method using random sampling technique. The consumers are well aware of green environment aspects. The results of the study indicated that the impact of significant changes in green marketing for effective utilization of resources and to reduce the negative effect of the products offered by the company to make environmental safe. Hence, the company should follow the strategies depending on market and competitive conditions to satisfy the green consumers.

RESEARCH GAP:

To summarize from the various studies, the researchers have highlighted the aspects like rural consumer behaviour, consumer preference towards green marketing products and awareness & pattern of usage among women students. However, no study has been focused the awareness about the Green FMCG products and also none of them were identify the difference among male and female consumers with the age group of 21 to 60 years in Coimbatore District.

RESEARCH PROBLEM:

Nowadays, people are facing the serious environmental issues due to the era of modern development. The most obvious environmental issues include global warming and ozone depletion, which influence all human activities. Environmental problems are associated with human consumption; therefore the problem of conservation is highly related to the consumers due to the day to day activities. Hence, consumers need to be responsive to reduce environmental damage through the consumption of green FMCG products. With this background, this paper examines the consumer awareness level and identifies the difference level among male and female consumers towards Green FMCG Products in Coimbatore District.

OBJECTIVES OF THE STUDY:

The main objective of the study is to know the consumers’ level of awareness about select Green FMCG products in Coimbatore District. The secondary objective is to identify the difference in the level of awareness among male and female consumers in Coimbatore District.

FORMULATION OF HYPOTHESES:

H₀₁: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG products.

H₀₂: There is no significant difference in the level of awareness between male and female consumers' towards Green FMCG products.

RESEARCH DESIGN:

The present paper consists of both primary and secondary data. The primary data were collected by an interview method with a structured questionnaire. The questionnaire was designed to know the consumers' awareness level towards Green FMCG Products in Coimbatore District. The consumers were selected through purposive sampling technique and the sample size was considered for the study is 384 respondents based on (Krejcie and Morgan table). The secondary data were taken from various books, published journals, magazines and other relevant academic resources. This study was conducted for a period of seven months from March 2017 to September 2017. The collected data were analyzed using statistical package for social science (SPSS). The statistical tools are percentage analysis, one way Anova and Independent sample t-test were used.

Green FMCG Companies were selected based on the following criteria:

- a) Companies must have adopted green strategies for their products
- b) Companies must have received certificates for the environmental protection i.e. LEED (Leadership in Energy and Environmental Design), Lifecycle Assessment, Triple Bottom Line, ISO 14001 Standards, Go Green concept, Sustainability etc...

The selected FMCG players are ITC (Imperial Tobacco Company), HUL (Hindustan Unilever Limited), P&G India (Procter & Gamble), Dabur and GCP (Godrej Consumer Products).

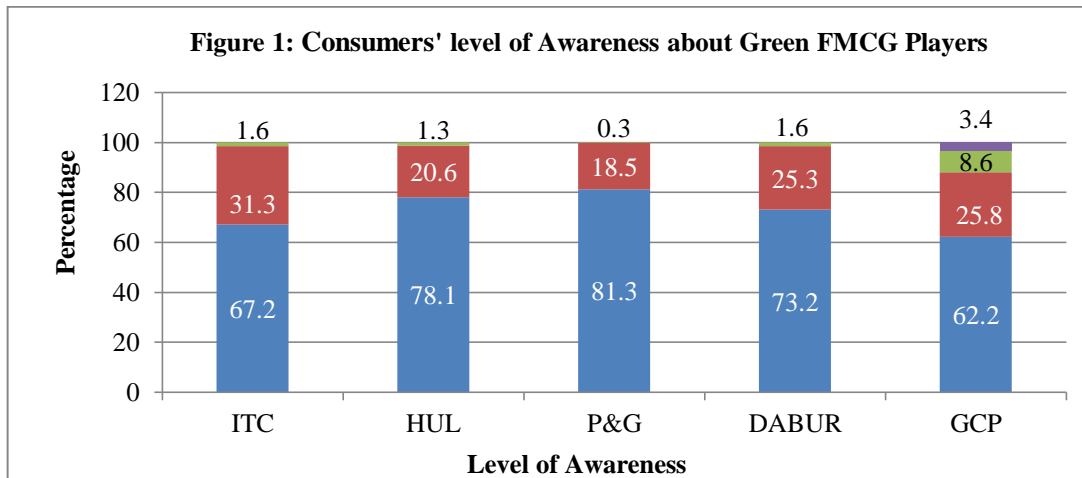
DATA ANALYSIS AND RESULTS:

Table 1: Personal Factors of the Respondents in Coimbatore District

Factors	Classification	Frequency	Percentage
Gender	Male	142	37.0
	Female	242	63.0
Age	21-30 years	156	40.6
	31-40 years	174	45.3
	41-50 years	43	11.2
	51-60 years	11	2.9
Marital Status	Married	282	73.4
	Unmarried	102	26.6
Educational Qualification	Primary Level	8	2.1
	Higher Secondary Level	56	14.6
	Diploma Course	2	.5
	Under Graduate Level	123	32.0
	Post Graduate Level	172	44.8
	Professional Course	23	6.0
Occupational Status	Agriculture	14	3.6
	Business	56	14.6
	Employee	58	15.1
	Professional	105	27.3
	Housewife	103	26.8
	Students	47	12.2
	Others	1	.3
Family Type	Nuclear family	285	74.2
	Joint family	99	25.8
Family size	Up to 2 members	20	5.2
	3 members	124	32.3

Factors	Classification	Frequency	Percentage
	4 members	150	39.1
	Above 5 members	90	23.4
Monthly income	Rs.10001 - Rs.20000	17	4.4
	Rs.20001 - Rs.30000	83	21.6
	Rs.30001 - Rs.40000	159	41.4
	Rs.40001 - Rs.50000	106	27.6
	Above Rs.50001	19	4.9

Source: Primary & Computed data



Source: Primary & Computed data

Consumers' Awareness Level about FMCG Products in Green Marketing:

Table 2: Consumers' Level of Awareness about Green Marketing

S. No	Awareness about Green Marketing	Percentage			
		HA	A	PA	NA
1	Environmental issues and eco-concerns	62.2	34.9	2.9	-
2	Concepts of 3-R (Reduce, Reuse and Recycle)	58.6	30.7	10.7	-
3	Environmental phrases, eco-labels and symbols	35.2	44.8	19.0	1.0
4	Adoption of green marketing practices/strategies	8.1	22.4	48.7	20.8
5	Characteristics of green products	34.6	51.3	13.8	.3
6	Familiar about Environmental Certification	5.5	10.2	31.0	53.4

Source: Primary & Computed data

Note: (HA-Highly Aware, A-Aware, PA-Partially Aware, NA-Not Aware)

From Figure 1, it is found out that, 67.2% of the respondents are highly aware, 31.3% are aware and 1.6% is partially aware about the ITC products. 78.1% of the respondents are highly aware, 20.6% are aware and 1.3% is partially aware about the HUL products. 81.3% of the respondents are highly aware, 18.5% are aware and 0.3% is partially aware about P&G products. 73.2% of the respondents are highly aware, 25.3% are aware and 1.6% are partially aware about Dabur products. 62.2% of the respondents are highly aware, 25.8% are aware, 8.6% are partially aware and 3.4% are not aware about Godrej Consumer Products.

From Table 2, it is inferred that 62.2% of the respondents are highly aware, 34.9% are aware and 2.9% are partially aware about the environmental issues and eco-concerns. 58.6% of the respondents are highly aware, 30.7% are aware and 10.7% are partially aware about the concept of reduce, reuse and recycle. 44% of the respondents are aware, 35.2% are highly aware, 19% are partially aware and 1% is not aware about the environmental phrases, eco-labels and

symbols. 48.7% of the respondents are partially aware, 22.4% are aware and 20.8% are not aware about the adoption of green marketing strategies in FMCG sector. 51.3% of the respondents are aware, 34.6% are highly aware and 13.8% are partially aware about the characteristics of green FMCG products. 53.4% of the respondents are not aware, 31% are partially aware, 10.2% are aware and 5.5% are highly aware about the environmental certification.

H₀₁: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG Products of ITC.

Table 3: Difference between Personal Factors of the respondents and their Level of Awareness towards Green FMCG Products of ITC

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Age	Between Groups	7.197	2	3.598	6.399	.002	S
	Within Groups	214.238	381	.562			
	Total	221.435	383				
Marital Status	Between Groups	.453	2	.227	1.160	.315	NS
	Within Groups	74.453	381	.195			
	Total	74.906	383				
Educational Qualification	Between Groups	20.110	2	10.055	7.294	.001	S
	Within Groups	525.223	381	1.379			
	Total	545.333	383				
Occupational Status	Between Groups	5.765	2	2.882	1.565	.211	NS
	Within Groups	701.860	381	1.842			
	Total	707.625	383				
Family Type	Between Groups	.435	2	.218	1.135	.322	NS
	Within Groups	73.041	381	.192			
	Total	73.477	383				
Family Size	Between Groups	1.326	2	.663	.908	.404	NS
	Within Groups	278.413	381	.731			
	Total	279.740	383				
Monthly Income	Between Groups	1.986	2	.993	1.149	.318	NS
	Within Groups	329.116	381	.864			
	Total	331.102	383				

Source: Primary & Computed data

From the Table 3, it is clear that the significant value of age and educational qualification is 0.002 and 0.001. As the significant value is less than 0.05, the hypothesis is rejected and the result shows that there is a significant difference between age and educational qualification of the respondents and their level of awareness towards Green FMCG Products of ITC. The significant value for marital status, occupational status, family type, family size, and monthly income are 0.315, 0.211, 0.322, 0.404 and 0.318 respectively. Hence, the significant values are greater than 0.05, the hypothesis is accepted and the results shows that there is no significant difference between the personal factors like marital status, occupational status, family type, family size and monthly income of the respondents and their level of awareness towards Green FMCG Products of ITC.

H₀₂: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG Products of HUL.

Table 4: Difference between Personal Factors of the respondents and their Level of Awareness towards Green FMCG Products of HUL

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Age	Between Groups	3.588	2	1.794	3.138	.044	S
	Within Groups	217.846	381	.572			
	Total	221.435	383				
Marital Status	Between Groups	.569	2	.284	1.457	.234	NS
	Within Groups	74.338	381	.195			
	Total	74.906	383				
Educational Qualification	Between Groups	5.787	2	2.893	2.043	.131	NS
	Within Groups	539.547	381	1.416			
	Total	545.333	383				
Occupational Status	Between Groups	5.705	2	2.853	1.548	.214	NS
	Within Groups	701.920	381	1.842			
	Total	707.625	383				
Family Type	Between Groups	.738	2	.369	1.933	.146	NS
	Within Groups	72.738	381	.191			
	Total	73.477	383				
Family Size	Between Groups	5.282	2	2.641	3.666	.026	S
	Within Groups	274.457	381	.720			
	Total	279.740	383				
Monthly Income	Between Groups	8.331	2	4.165	4.917	.008	S
	Within Groups	322.771	381	.847			
	Total	331.102	383				

Source: Primary & Computed data

From the above Table 4, describes that the significant value of age, family size and monthly income is 0.044, 0.026 and 0.008 respectively. As the significant value is less than 0.05, the hypothesis is rejected and the result shows that there is a significant difference between age, family size and monthly income of the respondents and their level of awareness towards Green FMCG Products of HUL. The significant value for marital status, educational qualification, occupational status and family type are 0.234, 0.131, 0.214 and 0.146 respectively. Hence, the significant values are greater than 0.05, the hypothesis is accepted and the results shows that there is no significant difference between the personal factors like marital status, educational qualification, occupational status and family type of the respondents and their level of awareness towards Green FMCG Products of HUL.

H₀₃: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG Brands of P&G.

Table 5: Difference between Personal Factors of the respondents and their Level of Awareness towards Green FMCG Brands of P&G

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Age	Between Groups	1.356	2	.678	1.174	.310	NS
	Within Groups	220.079	381	.578			
	Total	221.435	383				
Marital Status	Between Groups	.669	2	.334	1.717	.181	NS
	Within Groups	74.237	381	.195			
	Total	74.906	383				

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Educational Qualification	Between Groups	4.456	2	2.228	1.569	.210	NS
	Within Groups	540.878	381	1.420			
	Total	545.333	383				
Occupational Status	Between Groups	2.354	2	1.177	.636	.530	NS
	Within Groups	705.271	381	1.851			
	Total	707.625	383				
Family Type	Between Groups	1.210	2	.605	3.189	.042	S
	Within Groups	72.267	381	.190			
	Total	73.477	383				
Family Size	Between Groups	4.862	2	2.431	3.370	.035	S
	Within Groups	274.878	381	.721			
	Total	279.740	383				
Monthly Income	Between Groups	.161	2	.081	.093	.911	NS
	Within Groups	330.940	381	.869			
	Total	331.102	383				

Source: Primary & Computed data

From the above Table 5, it is clearly found that the significant value of family type and family size are 0.042 and 0.035 respectively. As the significant value is less than 0.05, the hypothesis is rejected and the result shows that the family type and family size of the respondents have a significant difference among the level of awareness towards Green FMCG Products of P&G. The significant value for age, marital status, educational qualification, occupational status and monthly income are 0.310, 0.181, 0.210, 0.530 and 0.911 respectively. Hence, the significant values are greater than 0.05, the hypothesis is accepted and the results shows that there is no significant difference between the personal factors like age, marital status, educational qualification, occupational status and monthly income of the respondents and their level of awareness towards Green FMCG Products of P&G.

H₀₄: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG Products of Dabur.

Table 6: Difference between Personal Factors of the respondents and their Level of Awareness towards Green FMCG Products of Dabur

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Age	Between Groups	.605	2	.302	.522	.594	NS
	Within Groups	220.830	381	.580			
	Total	221.435	383				
Marital Status	Between Groups	.060	2	.030	.152	.859	NS
	Within Groups	74.846	381	.196			
	Total	74.906	383				
Educational Qualification	Between Groups	.715	2	.357	.250	.779	NS
	Within Groups	544.619	381	1.429			
	Total	545.333	383				
Occupational Status	Between Groups	5.974	2	2.987	1.622	.199	NS
	Within Groups	701.651	381	1.842			
	Total	707.625	383				
Family Type	Between Groups	.061	2	.030	.158	.854	NS
	Within Groups	73.416	381	.193			
	Total	73.477	383				

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Family Size	Between Groups	.257	2	.128	.175	.840	NS
	Within Groups	279.483	381	.734			
	Total	279.740	383				
Monthly Income	Between Groups	.514	2	.257	.296	.744	NS
	Within Groups	330.587	381	.868			
	Total	331.102	383				

Source: Primary & Computed data

From the above Table 6, describes that the significant value for age, marital status, educational qualification, occupational status, family type, family size and monthly income are 0.594, 0.859, 0.779, 0.199, 0.854, 0.840 and 0.744 respectively. Hence, the significant values are greater than 0.05, the hypothesis is accepted and the results shows that there is no significant difference between the personal factors of the respondents and their level of awareness towards Green FMCG Products of Dabur.

H₀₅: There is no significant difference between personal factors of the respondents and their level of awareness towards Green FMCG Products of GCP.

Table 7: Difference between Personal Factors of the respondents and their Level of Awareness towards Green FMCG Products of GCP

Personal factors	Source of variation	Sum of squares	DF	Mean square	F	Sig	S/NS
Age	Between Groups	1.159	3	.386	.666	.573	NS
	Within Groups	220.276	380	.580			
	Total	221.435	383				
Marital Status	Between Groups	.428	3	.143	.728	.536	NS
	Within Groups	74.478	380	.196			
	Total	74.906	383				
Educational Qualification	Between Groups	11.069	3	3.690	2.624	.050	S
	Within Groups	534.264	380	1.406			
	Total	545.333	383				
Occupational Status	Between Groups	4.822	3	1.607	.869	.457	NS
	Within Groups	702.803	380	1.849			
	Total	707.625	383				
Family Type	Between Groups	.659	3	.220	1.147	.330	NS
	Within Groups	72.817	380	.192			
	Total	73.477	383				
Family Size	Between Groups	6.631	3	2.210	3.075	.028	S
	Within Groups	273.109	380	.719			
	Total	279.740	383				
Monthly Income	Between Groups	.882	3	.294	.338	.798	NS
	Within Groups	330.220	380	.869			
	Total	331.102	383				

Source: Primary & Computed data

From the above Table 7, it is clear that the significant value of educational qualification and family size are 0.050 and 0.028 respectively. As the significant value is less than 0.05, the hypothesis is rejected and the result shows that there is a significant difference between educational qualification and family size of the respondents and their level of awareness

towards Green FMCG Products of GCP. The significant value for age, marital status, occupational status, family type, and monthly income are 0.573, 0.536, 0.457, 0.330 and 0.798 respectively. Hence, the significant values are greater than 0.05, the hypothesis is accepted and the result shows that there is no significant difference between the age, marital status, occupational status, family type, and monthly income of the respondents and their level of awareness towards Green FMCG Products of GCP.

Identifying the difference in the level of awareness about select Green FMCG products between the Male and Female Consumers:

H₀₆: There is no significant difference in the level of awareness between male and female consumers' towards Green FMCG products.

Table 8: Comparing the Level of Awareness between Male and Female Groups of select Green FMCG Products

S.N	Green FMCG	Gender	No. of respondents	Mean	SD	T-value	DF	Sig
1	ITC	Male	142	3.69	.479	1.003	382	.306
		Female	242	3.64	.523			
2	HUL	Male	142	3.83	.376	2.092	382	.026
		Female	242	3.73	.489			
3	P&G	Male	142	3.85	.363	1.323	382	.171
		Female	242	3.79	.419			
4	DABUR	Male	142	3.75	.453	.939	382	.335
		Female	242	3.70	.503			
5	GCP	Male	142	3.74	.472	5.317	382	.000
		Female	242	3.31	.892			

Source: Primary & Computed data

An independent t test was conducted to evaluate the difference between gender groups regarding the level of awareness in select Green FMCG Products. The result shows that the mean value of male and female respondents was 3.69 and 3.64 are respectively for ITC products, 3.83 and 3.73 for HUL products, 3.85 and 3.79 for P&G products, 3.75 and 3.70 for Dabur products, 3.74 and 3.31 for Godrej consumer products respectively. The significant value of 0.026 and 0.000 are for HUL and Godrej consumer products. It indicates that the significant value is less than 0.05, so the hypothesis is rejected. It is clear from the above point that there is a significant difference between male and female consumers of select Green FMCG products. Moreover, the male consumers' level of awareness is high when compared to the female consumers awareness level. The significant value for ITC, P&G and Dabur are 0.306, 0.171 and 0.335 which is greater than 0.05. So, the hypothesis is accepted and the result shows that there is no significant difference between male and female consumers of ITC, P&G and Dabur products, but the male respondents mean value is high compared to the female respondents in Table 9.

RECOMMENDATIONS:

Consumers are not familiar about the environmental certification due to lack of awareness. So the FMCG companies should provide the details of environmental certification through advertisements because, the advertisements play a vital role in emerging markets in the Indian business scenario. The environmental advertisements should focus on the personal benefits of consumers rather than on the environment. This may attract the consumers to change their behaviour accordingly. Further, the Government should take steps to produce the products that do not harm the environment and also avoid toxic chemicals.

CONCLUSION:

In today's business world, an environmental aspect has become a key issue. Thus Green marketing is one of the strategies for FMCG sector to adopt and achieve the goals with environment-friendly activities. It refers to the process of selling products and services based on the sustainable development. The word "Green" has become a buzz word in current scenario. This study focused on the level of awareness about FMCG products among male and female consumers in Coimbatore district and also observed their knowledge about various Fast Moving Consumer Goods i.e. (ITC, HUL, P&G, Dabur and GCP) in green marketing. However, the consumers are familiar about the environmental aspects and also their level of awareness is high. The consumers should concentrate on their day-to-day activities along with personal benefits for the sustainable development of green environment.

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