

A study on consumer attitude towards green FMCG products

¹Akankshya Patnaik, ²Sunil Kumar Pradhan

¹Research scholar, ²Lecturer
Department of Business Administration,
Berhampur University, Berhampur, Odisha, India

Abstract: In this materialistic world where people are only after wealth, there green FMCG product is successfully contriving its inimitable position and illustrious identity. Very interestingly, it is seen that man in spite of having so much love and attraction towards venal engrossment, could not keep himself away from the crucial constraint i.e. environment. Honestly speaking in the march towards green revolution India too plays a momentous role in the global picture. Nowadays people are more careful about their day to day products like foods, cosmetics, baby products, body care, etc. Current paper intensifies to determine the consumer attitude towards green FMCG products. This study furnish the relevant theories, researches and studies that have been stated to expose or detect the impact of green marketing efforts of corporate with reference to FMCG products on the belief of the consumers. Current paper basically pact with the study of green marketing effect on consumer behaviour & discovers the relevant factors leads consumer towards Green FMCG products purchase. We have used both qualitative and quantitative technique for our analysis. To know the attitude of the consumer we have designed a questionnaire using likert scale. We have used SPSS software for analyzing the data. This paper contemplates to craft consciousness within general public. Paper also edifies them to counter these climatic entanglements. Highest pollution in Delhi after Diwali 2016 is the bright example of it. Simply motto of this paper is to give a hand to the green revolution which further helps to counteract the growing health & climatic dilemma.

IndexTerms- Green FMCG product, Consumer Attitude, Factors, Demographic Profile, Health & climatic dilemma

I. INTRODUCTION

The dipping environment & it's astound threat gradually encouraged the consumers towards purchase of eco friendly products. Undoubtedly, as per the statement made by OECD, in 2050 the world energy consumption or demand will be 80% higher than actual, which will lead to a 50% rise of green house gas emission. This rising environmentalism further gave rise to consumer's interest for "environmental" or "green" commodities (Sheu, 2010). Daily life of many people collides with ecological effluence and dent (Hines et al., 1987; Ellen, 1991; Worcester, 1993; Junaedi, 2007). As per "A Study on Environmental Consciousness towards Green Product Usage with Reference to Coimbatore City" by Kumudha, Deepa (2016) 75% of respondents in the city admits that green products and organic food are safe to the environment and health. It is also found that customers readily believe quality and price differentiation for eco-friendly goods. Similarly as per another "Green Buying Behaviour: Global online survey", 2012 conducted on the appealing affluent community of Brazilian, China and India consumers. It is observed that no doubt quality and price are still the dominant reasons which impact customer's buying decision. But, today we can detect a noticeable sift in the buying decision of customers in relation with "green" attribute in a product.

Today customers are more focused on what they eat, how it is prepared, packaged and so on. Before using a product it may be a small packet of shampoo or a bottle of talcum powder customer at least put a look upon its brand name and content. Very interestingly to facade these changing customers need retailer and manufacturer has used this "green" attribute as a point of differentiation. From infant products to beauty, foodstuff to household goods the terms like "organic", "natural", "green", "locally sourced", "eco-friendly", "recyclable" and "fair trade" has began to get its light on the labels for which today's conscious consumer ready to pay a premium. This growing awareness among the general public not only became a crucial topic in academic research but also helped to elevate the unconscious corporate instinct for the fructification of the wonderful concept called "Green Marketing".

Green marketing is type of marketing that intend to pauperize the detrimental effects on the environment by planning, designing, producing, packaging, levelling & consumption. (Rahbar, Abdul Wahid, 2011). As per Herbig et al (1993) "Goods and packages that have following characteristics like less poisonous; extra tenacious; include reusable resources and /or prepared from recyclable supplies.

Since, the green revolution in India is still in its early life and entails genuine effort from government, corporate, general public as well as academician & researchers. Thus as an academician & researcher we also put our pace forward in the journey of green revolution of our country. Corporate place an important role in shaping the finance of our nation. In which marketing is

critical for its success. So, as per us green revolution through marketing or green marketing could be the most suitable way to stretch this green moment from its infancy to its growth stage. As it is not possible to capture the whole India as our target, so we have given the focus on a state which is the hub of various castes and religions. In this way we considered Hyderabad as our sample population.

Talking about FMCG sector it is one of the fastest moving sectors in Indian economy. Its products are used by the extended range of public from Manger to a laborer. None of the human being could predict a life without this essential product range of FMCG. So, by this survey we can cover all ranges of people irrespective of education, income, area, religion, lifestyle, occupation and so on. Even we can put light on their views for different types of Green FMCG Products.

II. OBJECTIVES

- To find out various factors influencing consumers in green FMCG product purchase.
- To know the consumer perception towards green product with respect to demographic profile.

III. LITERATURE REVIEW

YEAR	AUTHOR	OBJECTIVE	FINDINGS
2014	B.Nagaraju and Thejaswini H.D	Intends to find out the market awareness of eco-friendly products in Mysore District. It depicts the consumer perception towards eco-friendly products and find out whether they are willing to pay high for Green FMCG Products.	Finding also shows that about 93.3% of the respondents are familiar with the eco-friendly concept & its products, while 68.3% of the respondents take purchase decision considering environmental safety while 65% of respondents assure that their purchase decision is based on recycled products & its package designs. Survey shows that eco-labelling is considered a major source of identifying eco-friendly FMCG products and about 71% of consumers purchase decision depends on it. As per this study most of the customers of Mysore district are satisfied with the quality/performance of eco-friendly products compared to conventional products. But, about 63.3% are willing to pay high for eco-friendly FMCG products.
2014	Rajput N., Kaur R. and Khanna A	Intend to find out the factors which influence a consumer for buying decision in FMCG sectors in India. To focus on the consumer attitude and consumer purchase intentions behind buying green FMCG products.	The current survey found that there are more women about (59%) than man (41%) who are influenced with green FMCG products. We could find 47% of respondents are between the age group (18 to 25 years). Maximum of respondents are students which comprises of 55%. The next most prior group are employed group who are about 40%.
2014	Shweta Singh, Deepak Singh, and K.S. Thakur	To find the behaviour of consumer towards green product. Intends to glorify the fact whether positive attitude towards eco-friendly products lead to purchase intention.	The study discovered that there were significant differences between the gender and the age. It is also found that women are more eco-friendly compared to men. Our observation shows that the most important factors among the marketing-mix elements are the price and promotion. The current study determines that positive attitudes towards green product usually lead to purchase intention, whereas it is not true in all situations and cases.

IV. METHODOLOGY

Data was collected from both Primary and Secondary sources. For the purpose of the study, the primary data was collected by administering the predesigned questionnaires, discussions and interviews. Descriptive analytical approach is used in the study, since it is suitable to understand the impact of green FMCG products on the behaviour of the consumers. As the study population is large enough; the researcher selected a convenience sample of 303 consumers. These data was primarily collected from Hyderabad. Various references was used to cover the theoretical part of the research such as books, periodicals, researches, published articles, and these that are related to the research topic in addition to many articles and studies published on the websites. The researcher used the questionnaire as a tool for information collection which includes a set of questions that measure research variables. These questionnaires were framed using likert scale and some questionnaires were framed to know the personal profile of the consumers.

V. DATA ANALYSIS AND INTERPRETATION

Gender: As per the survey we have found about 42% of male are conscious about green FMCG product with respect to 58% of female. Survey shows that female are more conscious than male while taking about green FMCG product awareness, purchase and consumption.

Age: Finding shows that the group of respondents who are mostly influence with green product lies in the age group of (18 - 35) next prior age group is (35-60). There are about 52% respondents' lies in the age group (18-35) and about 38% respondents' lies in the age group of (35-60). Respondent's lies in the age group below 18 and above 60 are very less just about 3% and 7%.

Education: Survey shows that about 35% respondents are post graduates and 30% of respondents are above post graduate who are mostly influenced with green FMCG products. About 25% of the respondents are graduates and just 7%, 2% and 1% respondents are intermediate, matriculate and below 10th. So, we can conclude from the survey that higher educated people mostly purchase and consume green FMCG products.

Occupation: Survey shows that 106 respondents are private employees, 61 employees are government employees, 61 employees are house wife, 30 are students, 30 are business man, 9 are students and 6 are included under other categories from about 303 respondents. Private employees are the group who are very conscious about green FMCG products.

Marital Status: Current data shows that about 176 respondents are married and 127 respondents are unmarried from the considered sample respondents of 303. As 58% of respondents are married so it shows that married people are more conscious of green FMCG products in comparison with 42% of unmarried respondents.

Income Group: As per the survey we found 32% of respondents come in the income group of (75,001- 1, 00,000), 25% of respondents come in the income group of (60,001-75,000), next prior income group is (45,001- 60,000) which is about 14%. Then comes the income group (30,001- 45,000) which is about 12 %, 9% of the respondents lies in the income group of (above 1, 00,000), 5% of respondents fall in the income group of (15,001-30,000) and only about 3% of respondents come in income group of less than 15,000..

Questionnaires	Yes	No
Are you aware of green product in market?	68%	32%
Will I give preference to Green Product?	56%	44%
I am conscious about green labelling and packaging while making a purchase decision.	52%	48%
I am ready to pay high for eco-friendly products.	29%	71%

Interpretation: From the above survey we are clear that more than 60% of Consumers are aware of Green Product and more that 50% customers prefer it in their daily life. It is found that more than even more than 50% of consumers go though labelling and check packaging before purchasing green products. It is really pathetic to note that when high price is attached to green products only about 30% of customers are interested to consume it or purchase it.

Table 1 PRODUCT WISE PREFERENCES ON BASIS OF LABELLING & PACKAGING PREFERENCES AND PRICING

PRODUCT TYPE	Product wise preferences on basis of labelling & packaging preferences	Product wise preferences on basis of pricing
Baby products	1 st	1 st
Food products	2 nd	3 rd
Cosmetics	3 rd	2 nd
Body care	4 th	4 th
Detergents	5 th	5 th

Papers & books	6 th	6 th
Others	7 th	7 th

As per the customers they make green purchase decision considering various factors which differs respondents to respondents. So we made a survey on it and found the following.

Table 2 FACTOR WISE PRIORITY FOR GREEN FMCG PRODUCTS PREFERENCES, PURCHASES & CONSUMTION

FACTOR WISE PRIORITY FOR GREEN FMCG PRODUCTS PREFERENCES, PURCHASES & CONSUMTION	
FACTORS	PRIORITY
Environmental Concern	1 st
Price	2 nd
Product Features	3 rd
Availability	4 th
Labelling & Packaging	5 th
Awareness	6 th
Green Purchase Intention	7 th
Social Influence	8 th
Self-Image	9 th
Green Promotion	10 th

Under each head we have considered two variables so total there are 20 questionnaires. As the data collected from primary source is too large .So we used factor analysis to reduce our factors.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.774
Bartlett's Test of Sphericity	Approx. Chi-Square	3733.202
	df	190
	Sig.	.000

The Kaiser-Meyer-Olkin measure of sampling adequacy of the construct C1 to C 20 is 0.774. According to the above criteria it is good and indicates that enough items are predicted by each factor. The evidence suggests that the sample size is adequate to yield distinct and reliable factors. The Bartlett's test sphericity yielded a Chi-square value of 3733.202(df=190) and is an associated level of significance smaller than 0.001. The hypothesis that the correlation matrix is an identity matrix is rejected and therefore factor analysis is appropriate too.

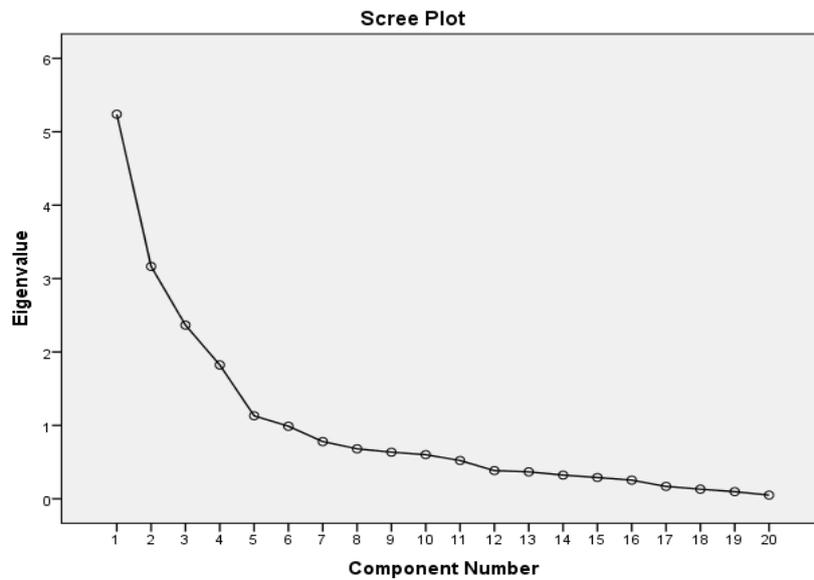
Communalities		
	Initial	Extraction
C1	1.000	.612
C2	1.000	.577
C3	1.000	.826
C4	1.000	.699
C5	1.000	.733
C6	1.000	.917
C7	1.000	.683
C8	1.000	.778
C9	1.000	.866
C10	1.000	.861

C11	1.000	.788
C12	1.000	.567
C13	1.000	.561
C14	1.000	.752
C15	1.000	.657
C16	1.000	.584
C17	1.000	.594
C18	1.000	.848
C19	1.000	.567
C20	1.000	.515
Extraction Method: Principal Component Analysis.		

The above communality table shows the initial extraction of each item. The above table represents all the items are in very good range of variance greater than 0.5. It is in the ranges between 0.517 to 0.917. So all the items are accepted for further analysis. It predicts 92% of the variance in clear systematic planning is accounted for while 52% of the variance in project champion is accounted for in the above table.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.239	26.194	26.194	5.239	26.194	26.194	4.753	23.767	23.767
2	3.165	15.827	42.021	3.165	15.827	42.021	2.694	13.468	37.235
3	2.366	11.832	53.853	2.366	11.832	53.853	2.543	12.713	49.949
4	1.823	9.115	62.968	1.823	9.115	62.968	2.454	12.268	62.216
5	1.131	5.654	68.621	1.131	5.654	68.621	1.281	6.405	68.621
6	.989	4.944	73.566						
7	.779	3.897	77.463						
8	.681	3.405	80.868						
9	.635	3.177	84.045						
10	.601	3.007	87.051						
11	.522	2.609	89.661						
12	.384	1.920	91.580						
13	.367	1.835	93.415						
14	.324	1.618	95.033						
15	.290	1.452	96.485						
16	.255	1.273	97.758						
17	.169	.844	98.602						
18	.131	.657	99.259						
19	.098	.488	99.747						
20	.051	.253	100.000						
Extraction Method: Principal Component Analysis.									

The above table shows the importance of each of the 20 factors component. Only the first five have eigen values over 1.00 and together these explain over 68.9% of the total variability in the data. Here one should note that the first factor accounts for 26.19, second factor accounts for 15.82, third factor accounts for 11.83, fourth factor accounts for 9.11 and fifth factor accounts for 5.654% of the variance before rotation while 23.76%, 13.46%, 12.71%, 12.26% and 6.40% of variance explained by all five factors respectively after rotation. All the remaining factors are not significant as shown in the above table.



The scree plot also suggests that the curve starts to flatten between component 5 and 6. So from 5 onwards have an eigen value less than 1. So only 5 factor solutions are appropriate for this construct.

Component Matrix^a					
	Component				
	1	2	3	4	5
C1	.430	-.181	.550	.230	-.197
C2	.317	-.425	-.185	.380	.238
C3	.340	-.615	-.337	.460	.087
C4	.302	-.678	-.228	.302	-.076
C5	-.172	.689	-.227	.414	-.081
C6	-.076	.729	-.280	.539	-.100
C7	-.749	-.023	-.002	.056	.343
C8	.849	.162	-.044	-.074	-.156
C9	.882	.173	-.130	-.129	.152
C10	.882	.217	-.100	-.113	.113
C11	.828	.236	-.129	-.140	.104
C12	.658	.258	-.096	-.227	-.084
C13	.601	.196	-.035	-.084	.392
C14	-.191	.549	.539	-.346	-.056
C15	.230	-.044	.703	.320	-.070
C16	.168	-.031	.603	.282	-.108
C17	.432	.113	.511	.289	.226
C18	-.082	.701	-.246	.537	-.036
C19	.271	-.186	.070	.127	-.582
C20	-.099	.032	.450	.235	.496
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

The above table shows the loadings (extracted values of each item under 5 variables) of the 20 variables on the five factors extracted. The higher the absolute of the loadings, the more the factor contributes to the variable. Since five variables are extracted, the 20 items are divided into five variables according to the most important items which similar responses in component 1 and simultaneously in component 2, 3, 4 and 5.

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
C1	.184	.101	-.156	.704	-.220
C2	.131	.687	-.049	.108	.117
C3	.078	.899	-.074	.039	-.071
C4	.027	.768	-.233	.061	-.224
C5	-.033	-.170	.835	-.077	.022
C6	.042	-.080	.952	-.040	-.008
C7	-.655	-.099	.255	-.192	.451
C8	.821	.075	.018	.155	-.272
C9	.920	.130	-.016	.049	.013
C10	.919	.093	.020	.082	-.015
C11	.884	.061	.030	.030	-.017
C12	.728	-.091	.012	-.018	-.169
C13	.679	.064	.005	.062	.305
C14	-.012	-.832	.028	.225	.093
C15	.018	-.032	-.040	.808	-.029
C16	-.017	-.043	-.018	.691	-.066
C17	.318	.031	.060	.661	.225
C18	.033	-.069	.916	-.015	.054
C19	.077	.143	-.039	.228	.622
C20	-.131	-.023	.008	.434	.555
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 5 iterations.					

Looking at the above Table (Rotated component matrix), the researcher notice that the variables such as C8,C9,C10,C11,C12 and C13 have loadings of 0.821, 0.920,0.919,0.884, 0.728 and 0.679 on Factor 1 respectively. This suggests that factor 1 is a combination of these 6 variables. Similarly factor 2 consists of 3 variables namely, C2, C3 and C4 with loadings of values 0.687, 0.899 and 0.768 respectively. Now the researcher notices similarly that the variables C5, C6 and C18 have loadings on 0.835, 0.932 and 0.916 on factor 3 respectively. So factor 3 is a combination of 3 variables. The factor 4 has combination of variables namely C1, C14, C15, C16 and C17 have loadings with values 0.704, 0.225, 0.808, 0.691 and 0.661 respectively. Similarly the factor 5 has combination of variables namely C7, C19 and C20 have loadings with values 0.455, 0.622 and 0.555 respectively.

By use of SPSS we have done the factor analysis and found the following factors are responsible for leading a consumer towards Green FMCG Product.

- FACTOR 1:** Green Promotion, Labelling & Packaging
- FACTOR 2:** Green Attribute, feature and usage
- FACTOR 3:** Green pricing
- FACTOR 4:** Environmental concern, Self- Image & Interest
- FACTOR 5:** Availability & Awareness

VI. CONCLUSION

Early researches and surveys basically projected to shift the consumer attention to green product. Later study & survey mainly intended to change the consumer consumption habit in relation to environment safety. Now-a-days we can notice an inclined consumer mass towards these green concept, green products in a complete sense a green life style. No doubt there is a clear fondness seen in the consumers but still speaking about the overall consumer attitude in purchasing green product is still confusing and not in the same pace (Arbuthnot & Lingg, 1975; Chan, 1996; Lee & Holden, 1999; Kaufmann et al., 2012; Shahnaei, 2012). Consumers from developed country like USA & Western Europe were found to be more conscious about environment, relates issues & steps taken (Curlo, 1999). 87% of people from various nations like Brazil, Canada, China, France, Germany, India, the UK and the US have shown an interest in reducing their impact on the environment, according to a survey by (McKinsey, 2007).

Another study shows that environmental knowledge is one of the variables which effect consumer response. Still there is confusion regarding what variables lead to consumer purchase decision. If we talk about overall response of consumer towards these green revolution here the evaluation is somehow positive, but talking about their adoption in their real day to day life is unsatisfactory. Even if we want to specify the influencing mass from India, the result is substandard. More number of awareness programs & research concern is necessary both from government, Research & academicians with whole hearted & sincere effort of business to fully create awareness towards the purchase & usage of the green products.

REFERENCES

- [1] Arbuthnot, J. & Lingg, S. (1975). A comparison of French and American environmental behaviors, knowledge, and attitudes. *International Journal of Psychology*, 10 (4), pp. 275-281.
- [2] A, S. Syed. Dr. A, Ravi. (2012). Consumer Perception and Green Marketing impression on FMCG sector- An Empirical study in Krishnagiri district, Tamilnadu. Vol 1, Issue 12, ISSN 2249-555X
- [3] Chan, T.S. (1996), "Concerns for environmental issues and consumer purchase preferences: a two country study," *Journal of International Consumer Marketing*, 9 (1), pp. 43-55
- [4] Curlo, E. (1999). Marketing strategy, product safety, and ethical factors in consumer choice. *Journal of Business Ethics*, 21(1), 37-48. <http://dx.doi.org/10.1023/A:1005973306941>
- [5] Dr. Vernekar, S.S. Wadhwa, P.(2011) " Green Consumption: An Empirical study of Consumers Attitudes and Perception regarding eco-friendly FMCG Products, with special references to Delhi & NCR region," *Opinion-Volume1, No.1*
- [6] Ellen, Pam S., Joshua L. Wiener, & Cathy Cobb-Walgren. (1991).The Role of Perceived Consumer Effectiveness in Motivating Environmentally Conscious Behaviors. *Journal of Public Policy & Marketing*, 10, pp.102-117.
- [7] Gujral, K. Study on perception of consumers towards Green FMCG Products
website: www.academia.edu/3705206/Green_Marketing_FMCG_Products.
- [8] Henion, K. E., & Kinnear, T. C. (1976). *Ecological Marketing*, American Marketing Association. Chicago
- [9] Hines, Jody M., Herald R. Hungerford, and Audrey N. Tomera (1987), "Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis," *Journal of Environmental Education*, 18, pp. 1-8.
- [10] Junaedi, S. M.F. (2007), "The roles of consumer's knowledge and emotion in ecological issues: an empirical study on green consumer behavior," *Gadjah Mada International Journal of Business*, 9 (1), pp. 81-99.
- [11] Kaufmann, H. R., Panni, M. F. A. K. & Orphanidou Y. (2012), "Factors affecting consumers" green purchasing behavior: an integrated conceptual framework," *Journal of AmfiteatruEconomic*, 14(31), pp. 50 – 69.
- [12] Kumar P. K. and Anand B. (2012). An investigation of green practices of selected FMCG companies in India. *International Journal of Business Management Economics and Information Technology*, Vol-4, No. 2, 121-124
- [13] Kumar V, Kumar S and Haleem A (2011). Barriers to Implement Green Supply Chain Management in Automobile Industry using Interpretive Structural Modelling Technique: An Indian Perspective. *Journal of Industrial Engineering and Management*, Vol.4, No. 2, pp. 231-257
- [14] Kumudha, A. & Deepa, J. (2016), A Study on Environmental Consciousness Towards Green Product Usage with Reference to Coimbatore City. *International Journal of Informative and Futuristic Research*, Volume: 3, Issue: 7, ISSN : 2347/v3/e7/088
Available online through - <http://ijifr.com/searchjournal.aspx>
www.ijifr.com Published On: March 31, 2016
- [15] K. Subhalakshmi and K.M. Chinnadorai (2014). Awareness Level of consumer's towards green FMCG products with special reference to Coimbatore district. *International Research Journal of Business and Management- IRJBM*, Volume no : VII, Issue-13, ISSN 2322-083X www.irjbm.org
- [16] K. Subhalakshmi and Dr. K.M. Chinnadorai (2014). Role of packaging on consumer buying behaviour towards green FMCG products. *Paripex- Indian journal of Research*, Volume- 3, Issue- 11, ISSN- 2250-1991
- [17] Lee, J. A. & Holden S. S. (1999), "Understanding the environmentally conscious behavior, " *Psychology & Marketing*, 16, pp. 373 – 392.
- [18] Morel M, Kwakye (2012). Green marketing: consumer's attitudes towards eco friendly products and purchase intension in the fast moving consumer goods (FMCG) sector.
- [19] Mckinsey. (2007). Mckisey and Company Inc.

- [20] Nagaraju B, H.D. Thejaswini (2014), Consumer Perception analysis- Market awareness towards eco-friendly FMCG products- A case study of Mysore district. *IOSR Journal of Business Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 4, Ver V (Apr.2014), pp64-71
www.iosrjournals.org
- [21] Peattie, K. (2001). Golden Goose or Wild Goose? The Hunt for the Green Consumer. *Business Strategy & Environment*. Vol 10, Issue4, 187-199.
- [22] Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83.
- [23] Rajput, N., Kaura R. and Khanna A. (2014). A Study of Consumer's attitudes and purchase intentions towards Environmental: Friendly Products in FMCG Sector in India. *International journal of Research in Commerce, IT and Management*. Vol.4, Issue- 04, ISSN- 2231-5756 available at <http://ijrcm.org.in/>
- [24] Rather. R. A, Dr. Rajendran. R. (2014). A Study on Consumer awareness of Green Products and its impact on Green Buying Behaviour. *International Journal of Research (IJR)*, Vol-1, Issue-8 September 2014. ISSN 2348-6848
- [25] Ramanakumar, K. P. V, Manojkrishnan, C. G, Suma, S. R. (2012). Consumer Attitude Towards Green Products of FMCG Sector: an Empirical Study, *International Journal of Research in Commerce & Management*, Vol. 3 , No. 2 , ISSN 0976-2183
- [26] Shahnaei, S. (2012), "The relationship between demographic characteristics and green purchasing of Malaysian consumers," *Interdisciplinary Journal of Contemporary Research in Business*, 4 (3), pp. 234 - 251.
- [27] Sheu , H. Han, H. Li-Tzang (Jane), "Application of the theory of planned behavior to green hotel choice: testing the effect of environmental friendly activities", *Tourism Management*, vol. 31, pp. 325–334, 2010.
- [28] Singh S., Singh D. and K.S. Thakur. (2014). Consumer attitude and purchase intention towards green products in FMCG sector, *Pacific Business Review International*, Vol. 7, Issue 6
- [29] Wannimayake, W.M.C.B. and Randiwela, P. (2008) "Consumer attractiveness towards Green Products of FMCG sector: An empirical study" Oxford Business and Economics Conference Program pp.1-19 june 22-24. ISBN: 978-0-9742114-7-3
- [30] Worcester, R. (1993), *Public and Elite Attitudes to Environmental Issues*, MORI, London.

