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CONSUMER PULSE ON GREEN FMCGS: AWARENESS, INFLUENCES, AND SHOPPING BEHAVIOUR IN KERALA

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ABSTRACT

The increasing environmental consciousness among consumers has catalysed a shift towards green Fast-Moving Consumer Goods (FMCGs), especially in regions like Kerala, known for its high literacy and ecological sensitivity. This study aims to explore consumer awareness, the factors influencing purchase decisions, and the information sources related to green FMCGs, with specific reference to Kerala. A structured survey was conducted among a diverse demographic sample. The findings reveal that a significant majority of respondents, particularly in the 29–38 age group and predominantly female, are well-educated and employed in the public sector. Awareness of green FMCGs is notably high, with consumers showing active interest in eco-labels, green certifications, and product content to verify environmental claims. Social media and traditional advertisements significantly influence younger and middle-aged groups, while older demographics rely more on word-of-mouth. Health benefits and environmental sustainability emerged as primary motivations for choosing green products. However, high prices and doubts about product authenticity remain major

deterrents. Urban consumers showed a higher frequency of purchase, often leveraging online platforms and specialized green stores. Despite concerns, nearly all respondents (98.01%) believed that green FMCGs are superior to conventional products, and a large proportion recommend their usage to others. The study underscores the urgent need for producers to ensure transparency, for policymakers to incentivize green production, and for consumers to be educated further about the long-term benefits of sustainable choices. The insights provide valuable implications for stakeholders aiming to enhance the green FMCG market in Kerala and beyond.

Keywords: Green FMCGs, Consumer Awareness, Eco-labels, Purchase Behavior, Kerala, Sustainability, Social Media Influence, Health Benefits, Product Authenticity

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1. Introduction

In the face of growing environmental challenges such as climate change, pollution, and ecological disruption, adopting eco-friendly practices is no longer a choice but a necessity. With increasing concerns over air, water, and soil contamination, excessive waste generation, deforestation, species extinction, and global warming, sustainable living has become imperative. Individuals, corporations, and governments must take proactive steps to safeguard the environment and preserve ecological balance. This rising awareness has led to an intersection of environmentalism and consumerism, fuelling the demand for green products.

Green products are designed with sustainability in mind, using natural ingredients, environmentally conscious manufacturing techniques, and biodegradable packaging. These products follow the principles of Reduce, Reuse, and Recycle (3Rs) to mitigate environmental harm while promoting responsible consumption. As awareness continues to grow, there is an increasing demand for sustainable alternatives, especially in India's Fast-Moving Consumer Goods (FMCG) industry—a key sector with widespread influence.

FMCG items, due to their rapid consumption and large-scale production, significantly impact the environment, particularly through non-biodegradable waste accumulation. Transitioning to green FMCG products is crucial, as they meet every day needs while reducing ecological harm. Although India's green FMCG market is still in its early stages, it holds immense potential for expansion. Businesses that align their products with consumer

expectations for sustainability are likely to gain an edge in this evolving industry. Encouraging the adoption of green FMCG products is a fundamental step toward creating a more environmentally conscious and sustainable future. Through eco-friendly choices, both businesses and consumers can contribute to minimizing environmental damage and ensuring long-term ecological balance. FMCG products, due to their high turnover and everyday use, contribute significantly to environmental issues, particularly non-biodegradable waste. Therefore, a shift toward green FMCG products is essential. These environmentally friendly alternatives serve daily needs while minimizing ecological impact. Although the green FMCG segment is still developing in India, it presents vast opportunities for growth. Companies that align their offerings with eco-conscious consumer expectations are likely to enjoy a competitive advantage in the evolving market. Promoting the use of green FMCG products is a vital step toward a more sustainable and environmentally responsible future. By embracing eco-friendly choices, both consumers and businesses can play a key role in reducing environmental damage and supporting long-term ecological well-being.

2. Consumer Behaviour and Green FMCGs

2.1. Green Business Strategy

Several scholars emphasize the urgency of environmental issues and their influence on business operations. Esty and Winston (2006) introduced the concept of the "Green Wave," caused by resource constraints and the growing number of environmentally conscious stakeholders. They argue that businesses integrating green practices gain long-term competitive advantage and public trust. Similarly, Wong Fui Yeng and Yazdani Fard (2015) and Harriet Dyer (2018) highlight that green marketing has become both a strategic and ethical necessity for organizations in today's world. These practices not only cater to the eco-conscious consumer but also reduce carbon footprints through zero waste, paperless processes, and renewable energy.

2.2. Awareness and Attitudes Toward Green Products

There is growing awareness among consumers about sustainability, although challenges remain. Vernekar (2011) noted increased eco-awareness but identified barriers like price sensitivity and lack of differentiation in green product value. Morel and Kwakye (2012) found that while consumers have a positive attitude towards green FMCGs, their purchase intention heavily depends on trust built through advertisements or word-of-mouth.

Usha Sharma (2018) similarly found that green FMCGs are perceived as healthy and environmentally beneficial. However, cost and accessibility remain concerns. Tiwari (2016) noted that the "green premium" (higher cost of green goods) deters widespread adoption despite health-conscious motivations. Sudhir Sachdev (2015) also found that education, age, and income correlate positively with eco-friendly consumer behaviour.

2.3. Green Marketing, Branding, and Media Influence

Advertising and communication strategies significantly impact consumer behaviour toward FMCG products. Yatinder Singh Balyan (2011) emphasized the role of strategic media, especially TV and newspapers, in influencing purchase behaviour. Painoli (2017) discussed brand loyalty and image as outcomes of attractive packaging, promotional offers, and product quality. Haddad (2016) noted changing consumer segments, such as millennials and tech-savvy shoppers, demanding a more personalized and value-driven approach in marketing.

Dheivanai (2018) found that green brand equity—comprising awareness, associations, image, and loyalty—has a significant influence on green consumer behaviour, suggesting that marketers must build strong green identities for their brands.

2.4. Consumer Behaviour in Rural Markets

The rural and semi-urban markets of India present unique challenges and opportunities. Aamir Yousuf (2012) found that rural consumers prefer affordable, sachet-packaged FMCGs due to limited income and storage. Brand loyalty exists, but it's influenced by practicality over brand positioning. Sukhjinder Baring (2013) confirmed that rural consumers are price-sensitive, promotion-driven, and influenced by retailers. They value brand familiarity and are loyal once a brand earns their trust.

Phalke (2016) extended this to semi-urban areas, noting increasing demand for green FMCGs but poor distribution and promotional reach. He suggests that a niche marketing strategy focused on semi-urban needs could unlock significant growth.

Gupta (2018) and Madhulika Gupta (2018) both emphasized the vast potential in rural markets. They advocated for awareness campaigns, pricing strategies, and leveraging local groups like self-help groups for effective distribution and consumer education.

2.5. Green Product Innovation

The need for innovation in the FMCG sector to meet evolving green preferences is another key theme. Rajeshwari (2017) highlighted that due to increased exposure to global markets and changing lifestyles, consumers demand newer, sustainable products. The sector,

however, spends just 1–2% of revenue on understanding consumer insights. Innovations mostly involve repositioning existing products rather than introducing new ones.

The McKinsey & Company (2018) report observed a slowdown in FMCG growth post-2012 due to a shift toward organic and sustainable consumption. It stressed the importance of revamping product lines—especially in homecare—with sustainable alternatives.

Annamalai (2016) emphasized the collective role of governments, NGOs, and corporates in promoting green FMCGs, which are still in the nascent stage. Word-of-mouth and perceived product value remain dominant sources of awareness and decision-making.

2.6. Contributing factor of Green FMCG Consumption

Multiple studies have outlined factors affecting green product consumption:

- Price and Value: High prices deter mass adoption, especially in rural areas (Sachdev, 2015; Tiwari, 2016).
- Health and Lifestyle: Health consciousness is a key motivator, with green consumption seen as part of a healthier lifestyle (Yaamini Priya, 2014; Sharma, 2018).
- Demographics: Age, income, and education positively influence green consumerism (Sachdev, 2015).
- Brand Equity: Strong green brand associations encourage loyalty and repeat purchases (Dheivanai, 2018).
- Awareness and Promotion: Campaigns and accurate communication drive demand (Morel & Kwakye, 2012; Balyan, 2011).

The reviewed literature reflects a growing environmental consciousness among consumers and businesses alike, fostering a shift toward green FMCGs. However, adoption is uneven due to barriers such as pricing, accessibility, and insufficient promotional strategies—especially in rural and semi-urban areas. Branding, innovation, and consumer engagement are crucial for transforming this awareness into consistent buying behaviour. The FMCG sector, being highly consumer-centric, must tailor its green marketing and distribution efforts to regional dynamics and changing demographics. Green FMCGs not only offer a business advantage but also serve as a critical step toward sustainable development and ecological responsibility.

3. Statement of the Problem

The impact of the catastrophic events which has started making the life difficult has led many and many people around the globe to take active participation in the green movement. One such step towards green movement is the consumption of green products. The consumers are highly becoming environmentally caring beings and thus demanding everything which is harmless to nature. The increased population and their needs have led to rapid consumption of goods particularly FMCG products. Hence, the foremost phase is to consume green FMCG products. This study deals with the perception of consumers based on the price, quality, availability, utility, etc. of the green FMCG products and analyses whether the expectations of the consumers about the green FMCG products are met or not.

4 Objectives of the Study

The main objective behind conducting this study is to evaluate consumer's perception towards Green FMCGs particularly beauty care products, fitness, foods, drinks, clothing products and decorative items.

The specific objectives of the study are:

1. To know the awareness level of consumers towards green FMCGs.
2. To understand the factors affecting purchase decision of green FMCGs.
3. To get an insight about how consumers came to know about green FMCGs and how they shop it.

5. Methodology

This study examines consumer awareness and shopping behaviour of Green FMCG products through a quantitative survey using convenient sampling. Data is collected via structured questionnaires and analysed using statistical methods like the weighted average method, Garrett's Ranking Method, and Chi-Square Test of Independence. The research is empirical, relying on primary data from closed-ended surveys of sample consists of 201 consumers from Kerala, covering diverse age groups, genders, employment, and income levels. The study considers all consumers in Kerala as the population, using mixed-method approach (Biju S. K. & Rajan, J. B., 2019). enabled a clear and comprehensive understanding of the level

of awareness, factors affecting purchase decision and perception about green FMCGs and offering valuable insights into consumer behaviour.

6. Discussion on Data

The analysis of data is descriptive in nature with bivariate and multivariate analysis. From the collected data, attempts have been made to know about the consumer perception about Green FMCG products like beauty care products, fitness care products, arts and decorative products and textile products.

6.1. *Demographic Profile of the Green Consumers*

The data were collected from 200 respondents before ensuring that they are green consumers. The statistical inference about the population of Kollam can be made with the opinions of these respondents. The demographic profile of the respondents includes all the personal information collected for the purpose of analysis that is age, gender, educational qualification, level of income, place of residence and occupation.

Table 1: Classification of respondents based on age and gender.

Age ↓ Gender →	Female		Male		Total	
	No.	%	No.	%	No.	%
18-28	**27**	**13.43%**	**25**	**12.44%**	**52**	**25.87%**
29-38	**41**	**20.39%**	**35**	**17.41%**	**76**	**37.81%**
39-48	**24**	**11.94%**	**14**	**6.97%**	**38**	**18.91%**
48-59	**13**	**6.48%**	**15**	**7.46%**	**28**	**13.93%**
Above 59	**2**	**0.99%**	**5**	**2.49%**	**7**	**3.48%**
Total	**107**	**53.23%**	**94**	**46.77%**	**201**	**100%**

Source – Primary data.

The table 1 depicts the proportion on female and male at different age group which constitutes the overall respondents. It is evident from the data that about 53.23 of the total respondents were female and 46.77% of the total respondents were male. Most of the respondents belonged to the age group category of 29-38.

Table 2: Educational qualification wise classification of the respondents.

Variable	Group	Number	%
Qualification	Plus two/PDC	**30**	**14.93%**
	Graduation	**99**	**49.24%**
	Post-Graduation	**62**	**30.85%**
	Doctorate	**6**	**2.99%**
	Others	**4**	**1.99%**
	Total	**201**	**100%**
Occupation	Government employee	**43**	**21.39%**
	Private Employee	**62**	**30.84%**
	Unemployed	**50**	**24.88%**
	Student	**34**	**16.92%**
	Retired	**12**	**5.97%**
	Total	**201**	**100%**

Source – Primary data

Table 2 indicates educational qualification of the green consumers, in which about 49.24% of the total respondents are graduates. This also shows the occupations of the respondents. Majority of the respondents belong to private job holders.

Table 3: Classification of respondents based on level of income and place of residence.

Level of Income ↓ / Place of Residence →	Rural		Semi-Urban		Urban		Total	
	No.	%	No.	%	No.	%	No.	%
Below 10000	**35**	**17.41**	**7**	**3.48**	**22**	**10.94**	**64**	**31.84**
10000-50000	**32**	**15.19**	**18**	**8.95**	**41**	**20.39**	**91**	**45.27**
50000-100000	**6**	**2.98**	**8**	**3.98**	**12**	**5.97**	**26**	**12.94**
Above 100000	**3**	**1.49**	**6**	**2.98**	**11**	**5.47**	**20**	**9.95**
TOTAL	**76**	**37.8**	**39**	**19.4**	**86**	**42.8**	**201**	**100**

Source – Primary data

Table 3 indicates the classification of respondents based on their income level and place of residence. From the total respondents of 201 green consumers 37.8% belongs to rural area, 19.4% belongs to semi-urban area and 42.8% belongs to urban area. There is a disparity among

the green consumers related to their income. Most of the respondents belonged to income category of 10000 to 50000.

6.2 Awareness Level of the Green Consumers

Awareness levels of the consumers are analysed based on their source of information about green FMCG, assurance of green product and attention to eco-friendly advertisement.

a. Source Of Information About Green Products.

H_0 – There is no relation between the medium from where the information of green FMCG is known with the age of the green consumers.

H_1– There is a significant relationship between the medium from where the information of green FMCG is known with the age of the green consumers.

TABLE 4: Classification of respondents based on the sources of information about green FMCG and their age.

Age ↓ / Source →	Advertisement	Social media	Mouth Publicity	Awareness Campaign	Others	Total
18-28	**17(20.18)**	**21(12.94)**	**4(11.38)**	**9(6.21)**	**1(1.29)**	**52**
29-38	**39(29.5)**	**17(18.91)**	**9(16.64)**	**11(9.07)**	**0(1.89)**	**76**
39-48	**11(14.75)**	**4(9.45)**	**18(8.32)**	**3(4.54)**	**2(0.95)**	**38**
49-58	**10(10.87)**	**6(6.97)**	**9(6.13)**	**1(3.34)**	**2(0.69)**	**28**
Above 59	**1(2.72)**	**2(1.74)**	**4(1.53)**	**0(0.84)**	**0(0.17)**	**7**
Total	**78**	**50**	**44**	**24**	**5**	**201**

Source: Primary data

Method of Analysis: Non- Parametric test (Chi-Square)

Note- Expected frequency is given in brackets.

Table 4 states the sources from which the respondents mainly gain the knowledge about the green FMCG based on their age classification. Chi-square test of independence has been used to analyse the relation between these two variables. As per chi-square test, the chi-square value for the table 4.5 came out to be 48.892 and the table value for degree of freedom at 16 at 0.05 level of significance is 26.296. Also, the p value for the table is less than 0.0001 which is far lower than 0.05 which is the standard level of significance. Thus, null hypothesis is rejected

and there is a significant relation between the age of the respondents and the source through which they get information about the green FMCG. As per the table, respondents in the age category of 18-28 are more influenced by social media; 29-38 and 49-58 age category are more influenced by advertisements and 39-48 and above 59 age category respondents are more influenced by mouth publicity.

b. Assurance Of Greenness of The FMCG Products.

Table 5: Classification of respondents on the basis how the assure about the greenness of the FMCG.

SOURCE	Number	%
Reading Contents	**76**	**37.81%**
Checking for Eco labels	**54**	**26.86%**
Green Certification	**42**	**20.90%**
Information on advertisement	**29**	**14.43%**
Total	**201**	**100**

Source – Primary data

Table 5 shows that majority of the respondents i.e. about 37.81 % read the contents of the green FMCG to ensure that the product is purely green. The table also states that about 26.86% of the respondents check for eco-labels, 20.9% respondents check for green certification of the producing company which manufactures the green FMCG, and 14.43% respondents rely upon green advertisement to ensure the purity of green FMCG.

c. Attention Towards Green Advertisement.

Table 6: Classification of respondents based on their attention towards green advertisements and gender.

Attention Given ↓	Gender →	Female		Male		Total	
		Number	%	Number	%	Number	%
Yes		**90**	**59.61%**	**61**	**40.39%**	**151**	**75.12%**
May be		**14**	**35.89%**	**25**	**64.11%**	**39**	**19.41%**
No		**3**	**27.27%**	**8**	**72.27%**	**11**	**5.47%**
Total		**107**	**53.23%**	**94**	**46.76%**	**201**	**100%**

Source – Primary data

Table 6 indicates the attentiveness of the respondents towards green advertisements, in which about 75.12% of the total respondents pay due attention towards green advertisements and about 19.41% of the total respondents pay some attention towards green advertisements. Therefore, it is evident that majority of the respondents pay attention towards green advertisements and particularly female respondents are more attentive towards these advertisements.

6.2 Purchase Behaviour of the Consumers

Purchase behaviour of the respondents is analysed based on which type of green FMCG they prefer, frequency of their purchase, familiarity of about green FMCG, views about green FMCG product better than conventional product and the recommendation behaviour.

a. Types of Green FMCG Used by the Green Respondents

Table 7: Types of green FMCG used by the green respondents

Types of Products	Use Regularly		Use Sometimes		Once Used		Never Used	
	No.	%	No.	%	No.	%	No.	%
Beauty Care Products	38	18.91	107	53.23	34	16.91	22	10.95
Fitness Product	100	49.76	82	40.79	17	8.46	2	0.99
Food &Drinks	30	14.93	140	69.64	26	12.94	5	2.49
Clothing Products	46	22.89	106	52.73	30	14.93	19	9.45
Decorative Items	16	7.96	111	55.22	53	26.37	21	10.45

Source – Primary data

Table 7 depicts that fitness products are most regularly used green FMCG which is supported by about 49.76% of the total respondents use it regularly. Most of the green FMCG such as beauty care products (53.23% of the total respondents), food & drinks (69.64% of the total respondents), clothing products (52.73% of the total respondents) and decorative items (55.22% of the total respondents) are generally used sometimes by the consumers. The respondent's response showed a minimal usage i.e. about 26.37 respondents have only ones used of green decorative items as compared to other products and about 10.45% of the total respondents have not used the green decorative products.

b. Shopping Destination of Green Consumers to Purchase Green Products

H_0 – There is no relation between the shopping destination of green products and their place of residence.

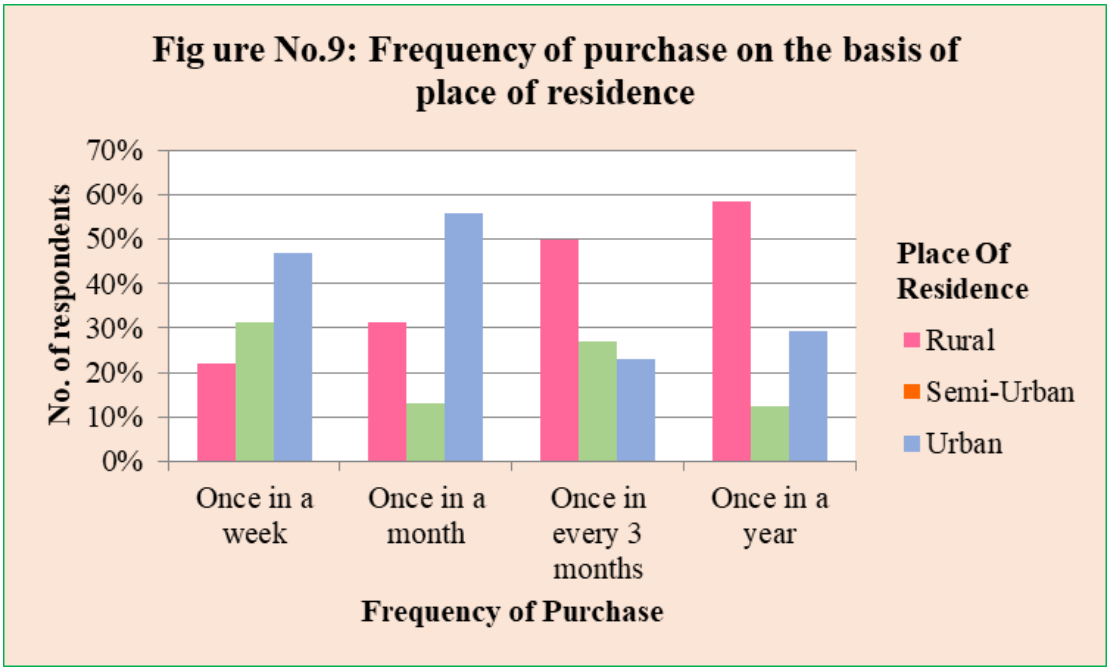
Table 8: Classification of respondents based on their mode of purchase of green FMCG and their place of residence.

Mode of Purchase ↓ / Place of Residence →	**Rural**	**Semi-Urban**	**Urban**	**Total**
Online Shopping	**5(12.86)**	**14(6.6)**	**15(14.55)**	**34**
Green Shops	**20(33.65)**	**11(17.27)**	**58(38.08)**	**89**
Markets	**29(19.28)**	**13(9.9)**	**9(21.82)**	**51**
Manufacturing Spot	**22(10.21)**	**1(5.24)**	**4(11.55)**	**27**
Total	**76**	**39**	**86**	**201**

Source: Primary data
Method of Analysis: Non- Parametric test (Chi-Square)
Note- Expected frequency is given in brackets.

Table 8 elucidates the mode of purchasing the green FMCG and their place of residence. Chi-square test of independence is used to analyse the significant relationship between these two variables. As per the chi-square test, the chi square value comes out to be 66.724 and the table value for the degree of freedom of 9 at the level of significance of 0.05 comes to be 16.919. Also, the p value for the table comes out which is far less than 0.05 i.e. the level of significance. Thus, the null hypothesis is rejected and therefore, there is a significant relationship between the mode of purchase of the green FMCG as well as the place where the consumers reside. Such a wide difference between the table value and the chi-square value inculcates the strong relation between these variables. As per the table 4.9, most of the people living in urban and semi urban area shops online. Green stores are more visited by the urban residence for purchasing green FMCG. Markets and manufacturing spots are more visited by the rural area residents to procure green FMCG.

c. Frequency of Purchase



Source – Primary data

Figure 9: Classification on the basis on their frequency of purchase & place of residence.

Figure 9 reveals that the purchase frequency of the respondents, where most of the respondents make monthly purchase of the green FMCG in which 14.42% are from urban area, 5.97% are from semi-urban area and 27.36% are from urban area. Respondents residing in urban area make more frequent purchase of green FMCG as compared to people residing in rural and semi-urban areas.

d. Familiarity of Green FMCG.

H_0 – There is no relationship between the awareness level of the green consumers and their educational qualification.

Table 10: Classification of respondents based on number of green FMCG known and their level of education.

Education Qualification ↓ / No. of Green FMCGs →	1-3	3-6	6-10	More than 10	Total
Plus two/PDC	17(9.25)	11(13.43)	2(4.78)	0(2.54)	30
Graduation	41(30.54)	39(44.33)	17(15.76)	2(8.37)	99
Post-Graduation	3(19.12)	37(27.76)	11(9.87)	11(5.24)	62
Doctorate	0(1.85)	1(2.69)	1(0.96)	4(0.51)	6
Others	1(1.23)	2(1.79)	1(0.64)	0(0.34)	4
Total	**62**	**90**	**32**	**17**	**201**

Source: Primary data Method of Analysis: Non- Parametric test (Chi-Square)
Note- Expected frequency is given in brackets.

Table 10 portraits the number of green products known by the respondents based on their educational qualification. Chi square test of independence was used to know the relationship between the education level and number of green products known by the respondents. The chi square value is 70.795 and the table value for the degree of freedom of 12 with level of significance at 0.05 is 21.026. Also, the p value, which is far low than 0.05 (level of significance). Therefore, the null hypothesis is rejected and hence there is significant relationship between awareness level of the consumers as well as their educational qualification. Such a variation between the chi-square value and the table value or the p value and the significant level shows that the there is a true relationship between these variables which is not an outcome of any chance. As per table 4.11 states that more educated respondents are more familiar a greater number of green FMCG.

e. Green FMCGs better than Conventional FMCGs.

Table 11: Classification of respondents based on their opinion that whether the green FMCGs are better than conventional FMCGs.

Opinion	Number	%
Yes	197	98.01
No	4	1.99
Total	201	100

Source – Primary data

Table 11 indicates that about 98% of the total respondent's state that green product is better than conventional products.

f. Recommendations Made by The Green Consumers to Others.

Table 12: Classification on basis of how they recommend green products to others.

Recommendation made	Number	%
Always	79	39.30
Sometimes	94	46.77
Never	28	13.93
Total	**201**	**100**

Source – Primary data

Table 12 portraits that the about 46.77% of the total respondents do recommend for green FMCG and about 39.30% of the total respondents always recommends for the purchase of green FMCG. Therefore, majority of the respondents generally recommend for the purchase of green products to others.

g. Opinion of the Green Consumers about production of green products

Table 13: Classification of the respondents based on their opinion that more companies must indulge in the production of green product.

Opinion	Number	%
Yes	**193**	**96.02**
No	**8**	**3.98**
Total	**201**	**100**

Source – Primary data

Table 13 points out that majority of the respondents require more varieties of green products in the market. Hence about 96.02% of the total respondents want more companies to indulge in the production of green products.

7. Key Findings

This section presents the key findings from the study on consumer perception of green Fast-Moving Consumer Goods (FMCG) in Kerala. The data has been interpreted with reference to demographic patterns, behavioural influences, product awareness, purchasing patterns, and perceived challenges and benefits. Wherever possible, secondary data and literature have been incorporated to support the findings.

7.1. Demographic Profile of Respondents

- **Age and Gender Composition**: Most of the respondents belonged to the age group of 29-38 years, with females forming the larger proportion of the sample. Similar trends are observed in eco-conscious markets, where women are often more engaged in household purchases and sustainability decisions (D'Souza et al., 2007).
- **Educational Qualifications**: Almost 50% of the respondents were graduates, and over 30% held postgraduate degrees, indicating that most respondents were highly educated. *According to Peattie and Crane (2005), higher education levels positively correlate with increased awareness and adoption of green products.*

- **Occupational Status:** A significant portion of respondents were public or government employees, suggesting job security and potential environmental responsibility as influencing factors.
- **Income and Location**: Respondents from urban areas generally reported higher incomes, whereas lower-income individuals were found more in rural settings, reflecting national urban-rural income disparities. As per the NSSO 2019 report, urban India consistently exhibits higher household incomes than rural areas.

7.2. Influences on Purchase Decisions: Age-Specific Media Influence: Ages 18-28: Influenced heavily by social media platforms. Ages 29-38 & 49-58: Influenced by traditional advertisements like TV and radio. Ages 39-48 & 59+: Influenced predominantly by word-of-mouth publicity. This segmentation aligns with the findings of Smith & Brower (2012), who noted that younger consumers are more likely to be influenced by digital content while older consumers rely on interpersonal communication.

7.3. Awareness and Verification of Green Credentials:

- Conscious Reading and Certification Checks: A substantial number of respondents actively read product labels, seek eco-labels, and verify green certifications to confirm the sustainability of products. According to the European Commission (2013), eco-labels significantly enhance consumer confidence in green claims.
- Gender and Advertisement Engagement: Female respondents were generally more attentive to green advertising, indicating gendered environmental sensitivity. Research by Mainieri et al. (1997) supports the idea that women are more likely to engage in environmentally responsible behaviours.

7.4. Consumption Patterns

- **Regular Usage of Green Products**: Respondents reported frequent use of green fitness products, organic food, and health drinks. Beauty care products are also becoming a notable trend. Organic Monitor (2019) reports consistent growth in green personal care and wellness products, particularly among health-conscious populations.
- **Purchase Channels by Area**: Urban consumers prefer online shopping and green outlets. Semi-urban consumers rely on online and market shops. Rural respondents depend more on local markets. A 2020 report by Nielsen showed that urban populations are more likely to use digital channels for sustainable product purchases.

7.5. Frequency and Drivers of Green Purchases

- **Frequent Purchases by Urban Consumers**: Urban respondents make more frequent purchases of green FMCGs compared to rural or semi-urban counterparts. This supports the findings of Paul et al. (2016), who observed a greater inclination toward green purchasing in urban areas due to better availability and awareness.
- **Education and Awareness Correlation**: A positive correlation exists between higher education levels and greater awareness of green FMCGs. Literature indicates that educated consumers better understand environmental impacts (Leonidou et al., 2010).

8. Suggestions for Improvements

8.1. Suggestions to Consumers

i. Be Informed and Proactive: Continue verifying eco-labels, certifications, and product content to ensure authenticity. Seek out reliable sources of information on sustainable products and practices.

ii. Support Ethical Brands: Prefer brands that are transparent about their sourcing, production, and environmental commitments.

iii. Promote Green Awareness: Encourage friends, family, and peer groups to switch to green alternatives by sharing experiences and information.

iv. Utilize Digital Platforms: Make effective use of online reviews and apps to compare green products and their environmental impact.

v. Demand Transparency: Actively demand better labelling and clearer information from sellers and producers to build trust.

8.2. Suggestions to Producers (Manufacturers/Brands)

i. Improve Affordability: Introduce smaller package sizes or subsidized versions for low-income consumers to increase accessibility.

ii. Ensure Authenticity and Trust: Avoid “greenwashing” practices and ensure credible third-party certifications on all products.

iii. Invest in R&D for Durability and Quality: Address concerns about product perishability and ensure quality is equal to or better than conventional counterparts.

iv. Targeted Marketing Campaigns: Use digital marketing to engage younger consumers and traditional media to reach older age groups.

v. Diversify Product Categories: Expand product offerings especially in high-demand categories like food, beverages, fitness, and beauty care.

vi. Enhance Transparency: Disclose full lifecycle of products including sourcing, production, packaging, and disposal information.

8.3. Suggestions to Middlemen (Retailers & Distributors)

i. Promote Green Products Actively: Display green products more prominently in stores and online platforms.

ii. Offer educational materials (brochures, signage) about green benefits.

iii. Train Sales Personnel: Educate staff to assist customers in understanding and selecting green FMCGs.

iv. Maintain Authenticity in Stock: Stock only certified and verified green FMCGs to maintain consumer trust.

v. Incentivize Green Purchases: Collaborate with producers to offer discounts, loyalty points, or bundles for green product purchases.

vi. Expand Access in Rural Areas: Facilitate the supply of green FMCGs to rural and semi-urban markets through mobile retail or partnerships with local shops.

8.4. Suggestions to the Government

i. Subsidies and Tax Benefits: Provide financial incentives or tax reductions for producers and sellers of certified green FMCGs.

ii. Strengthen Eco-Certification Regulations: Implement strict guidelines and monitoring to eliminate false claims (greenwashing) and ensure label reliability.

iii. Consumer Awareness Campaigns: Run state-wide programs to educate the public about the importance of green products and how to identify them.

iv. Support R&D and Innovation: Offer grants or funding for research in sustainable product development and packaging technologies.

v. Ensure Equitable Distribution: Create frameworks that ensure availability of green FMCGs across urban, semi-urban, and rural regions.

vi. Incentivize Retail Networks: Encourage local retailers to stock green FMCGs by providing infrastructure or licensing support.

vii. Incorporate Green Education in Curriculum: Introduce topics on sustainable consumption and eco-products at school and college levels to build long-term awareness.

8.5. Suggestions to the Local Bodies in Kerala

i. Public Awareness Campaigns – Organize workshops, seminars, and awareness drives to educate residents about the benefits of green FMCG products and their role in environmental sustainability.

ii. Incentives for Local Businesses – Provide subsidies or tax benefits to local businesses that manufacture or sell eco-friendly FMCG products (Rajan J. B. and Biju S. K., 2013).

iii. Green Certification Program – Introduce a certification system for businesses that adhere to sustainable practices, encouraging more companies to adopt green initiatives (Rajan, J.B. and Biju, S.K., 2015a).

iv. Eco-Friendly Marketplaces – Establish dedicated markets or sections in existing markets for green FMCG products, making them more accessible to consumers (Rajan J. B. and Biju S. K., 2013).

v. Ban on Non-Biodegradable Packaging – Implement regulations restricting the use of plastic and non-biodegradable packaging in FMCG products, promoting alternatives like biodegradable or recyclable materials (Rajan, J. B. and S. K., B., 2022).

vi. Collaboration with Schools & Colleges – Partner with educational institutions to integrate sustainability education and encourage students to advocate for green consumerism (Rajan, J.B. and Biju, S.K., 2015b).

vii. Community-Based Recycling Initiatives – Set up local recycling units where consumers can return used packaging for proper disposal or reuse (Rajan, J.B. and Biju, S.K., 2015a).

9. Conclusion

The study on consumer perception of green FMCG products in Kerala, reveals a growing awareness and interest in environmentally friendly alternatives, particularly among educated and urban consumers. Respondents are increasingly conscious of the ecological impact of their consumption choices and exhibit a strong preference for products that offer health benefits, sustainability, and ethical value. However, challenges such as high cost, lack of widespread availability, doubts about authenticity, and limited consumer awareness still hinder the widespread adoption of green FMCGs. While many consumers are willing to recommend and repeatedly purchase green products, concerns over affordability and assurance of true "greenness" continue to persist, especially among lower-income and rural segments. To ensure

the continued growth and effectiveness of green FMCGs in promoting sustainable development, collaborative efforts are essential. Consumers must stay informed and make responsible choices; producers need to prioritize transparency, affordability, and innovation; middlemen must actively promote and distribute green products; and government authorities should establish strong regulatory and incentive-based frameworks. In conclusion, green FMCGs represent not just a market trend but a movement toward responsible consumption. The findings underscore the need for strategic interventions and policies that can bridge the gap between awareness and action, ensuring a more sustainable and eco-conscious future for all.

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