

## **A REVIEW ON CONSUMERS' PERCEPTION TOWARDS ECO-FRIENDLY FMCG PRODUCTS IN AHMEDABAD**

**Maulik K Rathod\***

---

### **Abstract**

Consumer behavior plays a huge role in the marketing of fast moving consumer goods. The behavior is generally influenced by numerous factors. In the current era of globalization, there is rapid change in the needs and wants of the consumers. The fast moving consumer goods (FMCG) sector has significant contributions to the overall growth of the GDP of India. Hence, it is essential to identify the consumer perception towards the FMCG products. This paper offers a review of the consumers' perception towards eco-friendly FMCG Products in Ahmedabad. The paper has provided a review of the perception of the consumers from the beginning to current period; literature review of study of consumer perception of FMCG products; literature review of study of consumer perception of ecofriendly FMCG products across the whole world; India; Gujrat and the city of Ahmadabad. Some of the main objectives of the review generally include determining awareness and pro-environmental concern of Consumers; to study the perception of consumers towards eco-friendly FMCG products and its impact on purchasing decision of consumers; to assess the factors responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products; to identify obstacles that respondents perceive to come in the way of adopting green lifestyle and also to suggest various kinds of measures that meet customer's expectations and enhance adoptability of eco-friendly FMCG products.

---

**\*Research Scholar, Rai University Ahmedabad**

## **1. Introduction**

In a number of cases, the consumers always use and buy different products based on their perception concerning the given products. Perception always develops based on the effectiveness with which the given products have been marketed[1]; [44]; [45]. A number of firms have put their best efforts when it comes to marketing so as to get the attention of the customers and also to ensure that there are positive impressions on the minds of the customers regarding the products which are being offered. It is also worth pointing out that consumer perception can also be identified by the shape, color, as well as by the taste of the given products [2].

According to [3] and [4] consumer perception is generally a topic which comes from consumer behavior. Consumer behavior refers to the area of study of when, why, and how. It is also worth pointing out that consumer behavior is that rational behavior which the consumers show towards the services or products when they are buying. Consumer behavior is generally a mixture of social, psychological, economical, as well as the social anthropological situations [5]. Perception entails the manner in which the human not only recognize, but also interpret stimuli. Consumer perception generally entails, how people form opinions regarding firms and the different products which they offer [6]; [46];[47].

This review is mainly aimed at exploring a number of objectives which includes: determining awareness and pro-environmental concern of Consumers; to study the perception of consumers towards eco-friendly FMCG products and its impact on purchasing decision of consumers; to assess the factors responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products; to identify obstacles that respondents perceive to come in the way of adopting green lifestyle and also to suggest various kinds of measures that meet customer's expectations and enhance adoptability of eco-friendly FMCG products.

## **2. The main objectives of this study include review over following points:**

1. To determine awareness and pro-environmental concern of Consumers
2. To study the perception of consumers towards eco-friendly FMCG products and its impact on purchasing decision of consumers
3. To assess the factors responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products.

4. To identify obstacles that respondents perceive to come in the way of adopting green lifestyle.

5. To suggest the measures those meet customer's expectations and enhance adoptability of eco-friendly FMCG products.

### **3. Study of consumer perception from the beginning to current period**

The history of consumer behavior appears to be highly entwined with marketing thought's history. In the past few years, marketing has generally changed its dependence on other the disciplines and its focus of understanding. For instance, it is worth pointing out that the classical schools of marketing thought depended on social sciences like sociology, economics, as well as anthropology [7]. This resulted into the managerial schools of marketing thought where attention and understanding shifted to individual consumers, whereas the social sciences disciplines continued dominating the marketing thinking. In the end, marketing has mainly been focused on individual consumers; however, it commenced to borrow more from behavioral sciences. This brought about the behavioral schools of marketing thought [8].

Marketing has shifted attention from individual customers and it has concentrated on the whole markets. Marketing is generally depending less on behavioral sciences and is relying more on the conventional social sciences. Every marketing era has been motivated by specific kinds of consumer behavior research, and hence shapes its history [4].

Commodity school mainly focused on the objects of market transactions which include: shopping, specialty, and the convenience goods trichotomy that is still highly popular in the practice of marketing. The functional school mainly focused on activities which are inherent in market transactions. It generated classification of functions like assortment, grading, as well as physical distribution. On the same note, the institutional school mainly emphasized on the agents of markets transactions like retailers and wholesalers, which are mainly the distribution channels which also add value to the marketing process [9]. The classical school of marketing thought was mainly influenced by the main concepts of demand theory, spatial markets as well as trading areas in economic geography.

The early consumer behavior history resulted into theories, research methods, as well as substantive knowledge in areas like consumption economics, retail patronage and in self-service concepts. After that, there was a shift in consumer behavior. Instead of laying much focus on the aggregate market behavior, it was fashionable to carry out research on individual consumers within the market places [10]. Consumer behavior, however, remained true to the other social sciences disciplines. This brought about substantive knowledge like opinion leadership, consumer perception, brand loyalty, as well as demographic segmentation [11].

Together with the substantive knowledge, research methodology shifted mainly because of focus on the individual customers [12]. Consumer behavior commenced to borrow from social, clinical, as well as from organizational psychology, and this resulted into a number of theories of consumer perception, buying behavior, attitude research, family as well as organizational buying behavior. During the 1970s, a huge amount of research has been carried out on consumer perception regarding environmentally friendly products. Numerous variables have always been shown to drive the choices of the consumers when it comes to buying products which are deemed to be environmentally friendly [13]. Research carried out by different scholars have always indicated that the ever growing social, as well as regulatory concerns for the environment have resulted into an increase in the number of firms considering green issues as their main sources of strategic change [14]. There have been numerous warnings concerning the climate change dangers, excessive consumption of natural resources as well as ever-increasing generation of various wastes [15].

Numerous studies have been carried out on consumer perceptions and consumer attitude over the last twenty years [16]. Consumer attitude and perception towards a service or a product is learned, directly via self – experience when they consume the given services or products or indirectly by getting external information concerning the services or the products [17]. Attitudes can be defined as what an individual is feeling or believing about a given thing. Attitudes can be reflected in the manner in which people acts based on their beliefs. When attitudes or perceptions are formed, changing them is always very hard. However, when there is increased information or increased awareness via deliberate advertising appeal or persuasion, there can be a change in the perception of the consumers. The pattern of behavior of the consumers always differs at different

points in their lives [18]. At the same time, the behavior of the consumers at any point of time is hugely influenced by past behaviors. The behavior patterns of the consumers always change with some events in the lives of the consumers ([17]; [6]).

According to [19], customer perception is generally influenced by numerous factors. It is also worth pointing out that the actual outcome, which entails assessing whether the given service or product delivered the desired function and whether it fulfilled the needs of the customers is of crucial significance and this is why a number of studies have been carried out in this area. At the same time, the entire process of consumption and every interaction, which is involved, are of vital significance [18].

A research which was carried out by [6] indicate that consumer perception is a concept in marketing which generally encompasses a consumer's impression, awareness as well as consciousness regarding the different products as well as the different services which are offered by the firms [17]. Consumer perception is generally affected by a number of factors which include reviews, advertising, social media, public relations, personal experiences, as well as other different channels.

As [6] point out, a number of merchants are always aimed at increasing the sales which they make through determining what is behind the purchase decisions of the customers. Consumer perception theory tries to explain customer behavior through the analysis of the buying motivations [19]. Consumer perception generally applies the sensory perception concept to advertising and marketing. Consumer perception generally pertains to how people form opinions about firms and the merchandise which they are offering via the purchases they are making [20]. The merchants always apply consumer perception theory so as to determine the manner in which the customers perceive them. At the same time, they use consumer perception theory for the development of advertising and marketing strategies, which are mainly aimed at retaining their present customers and also attracting new customers [10]. Self-perception theory tries to explain how people develop a thorough understanding of the motivations behind own behaviors. It is worth pointing out that self-perception by the customers generally relates to motivations and

values which drive the buying behavior and which are also highly significant components of consumer perception theory [21].

#### **4. Study of consumer perception of FMCG products**

Numerous studies have been carried out on the consumer perception of FMCG products and each has provided varied findings [22]. A research carried out on the FMCG products such as detergents and soaps indicated that the rural and suburban consumers are generally more concerned regarding the quality of the products, the brand names, as well as the brand benefits of the products bought by them ([24]; [48]).

Research carried out by [24] indicated that once rural consumers established that some brands are highly suitable for them, they always do not change the given brands easily because of the influence of friends or the influence of the social group. When they do not get the personal care products at the stores in which they regularly buy them, they always go to other retail stores for them to be in a position to obtain the brands which they prefer. SED Variables, attitude, motive, as well as the overall attributes of the stores other than the attributes of the products to a great extent affects the rural and semi-urban consumer behavior towards the FMCG ([25]; [49]).

A research which was carried out by [26] established that the local retailers also play a highly significant role, mainly when the shoppers are illiterate. The store keepers always play a role in introducing and informing the customers regarding the brands, their benefits, as well as the promotional offers, which are available for the given brands. Therefore, the marketers have to ensure that there is a good rapport with local retailers in order to ensure that they reach the illiterate rural consumers. It is also worth pointing out that support, as well as cooperation from the local retailers are also highly beneficial in ensuring that the firms gain a competitive edge over the other local brands which are being sold within the rural areas.

A research which was carried out by [7] also indicated that friends or the social group have a huge effect on the single consumers because they are involved in brand discussions when the individuals are making the decision to buy. According to [27], the package factor is also having considerable influence on the younger respondents because they always prefer packages with

colors which are highly attractive and also those with great design. On the other hand, the people who are illiterates always identify their brands with the color of the package instead of relying on the name of the brand.

According to a research which was carried out by East, [28] the FMCG are a market in which the loyalty levels generally remains to be very low and this is generally brought about by several factors. Quality is one of the major influencing factor in the purchase decision whereas the price is also a highly significant factor when it comes to the decision making process.

Schemes often attract more consumers towards given brands. Price off, as well as extra quantity is the two major offers/schemes that a number of the consumers always across when they are making the purchase decisions. TV is one of the best mass media that can be used by the manufacturers of the FMCG for the purposes of marketing their products because they generally cover a huge chunk of the rural or the semi-urban viewers. At the same time, research carried out by [29] generally pointed out that newspaper can also be used by the firms so as to effectively promote their different products within the markets. Individuals are very ready to switch over to other different brands when they get that they use better promotional schemes that are suiting their budget and which have superior quality, and are less costly.

Retailer always stocks different brands of the FMCG due to the fact that there is a competition among the different brands which are offered by the different brands. Consumers always remember the names of the products which are offered by the names of the companies offering them and also based on the past experience they had with the performance of the given firms. In a number of cases, consumers always remembers the name of the products which they buy based on the name of the firms which are offering the given products.

Research which was carried out by [6] and [20] indicated that some of the key factors which consumers take into consideration before buying the FMCG include media appeal, packaging lustre, brand liking and value for money. A similar research which was carried out by [10], [21] and [22] indicated that some of the key factors which are always taken into consideration by the consumers before buying FMCG include retailer patronage-offers; product-specific attributes;

their past experience or their memory with the given products; consumption motive as well as consumption attitude. They also mentioned personality-lifestyle, fragrance or aroma, price affordability as well as the past experience that they had with the given products. In addition, a research which was carried out by [23] and [48] indicated that some of the main factors which are always taken into consideration by the consumers before buying FMCG generally include the benefits which are associated with the given products, consumption-frequency as well as the uniqueness of the products and their visibility.

## **5. Study of consumer perception of ecofriendly FMCG products across world, then of India (Country), then of Gujrat (State) and then of Ahmadabad (City)**

### **Across the world**

Numerous studies have been carried out, which have strived to examine perception of the consumers of ecofriendly FMCG products. A number of the studies have explored customs, as well as the tradition of the organic food buyers and they have pointed out that they have a huge effect on the consumer purchase behavior. Research carried out by [30] was aimed at exploring the perception of the Swedish consumers towards organic foods, which included meat, milk, potatoes, as well as bread. The main findings of the research indicated that there is a positive attitude among the Swedish consumers towards purchasing organic food. However, the research indicated that there is generally low intention among the consumers to choose them. The research indicated that a number of the Swedish consumers generally believe that the organics are generally healthier but are more expensive in comparison to the others. It established that price is the main obstacle when it comes to the buying of organic food. This has resulted into the low purchase of the products in the region.

A research which was carried out by [31] was mainly aimed at exploring the beliefs, as well as the attitudes of organic food buyers. It was aimed at detecting their effects on the purchase behavior. The study indicated that organic food is generally perceived to be a means of attaining social and individual values- animal, human and environment centered. The research indicates that health related factors are the major motivation among individuals when it comes to buying organic food.

A research which was carried out by [32] was mainly aimed at examining the attitudes of the consumers towards organic products. The research mainly reported that some of the major reasons which individuals are not purchasing include the fact that they are not always available. The low variety of the fresh organic products together with the high prices were also established to be one of the leading factors which hinder individuals from buying organic products. At the same time, the research generally established that satisfaction with the traditional foods as well as personality variables also affect their purchase. Lack of confidence in the advertising campaigns and mistrust are also some of the factors which have influenced the perception of consumers. Others include food safety concerns as well as exploratory buying behavior of the consumers.

Research which was carried out by [33] was mainly aimed at investigating the significance of perceived environmental, animal welfare, as well as human health consequences of organic food. It was also aimed at exploring the attitudes and perceptions of consumers towards organic foods. The research indicated that health is one of the main reasons why a number of people buy organic food products. Environmental concern is one of the motives for buying organic foods.

Research which was carried out by [34] was aimed at exploring the main motivation values which underlie the buying behaviors of consumers when it comes to buying organic foods. The research mainly explored that the major motives for buying organic foods include health consciousness; well-being, as well as the quality of life. At the same time, the research explored that the environmental, as well as animal welfare concern is another major reason why a number of the consumers prefer buying organic foods. The research established that some of the consumers fail to buy organic food due to the fact that they are lacking relevant information concerning organic foods and the benefits which are associated with their consumption. Some of them also do not buy them given that they are not available. Mistrust in organic foods within the supermarkets is also a major reason why a number of individuals do not buy the organic food products.

Research which was carried out by [35] was mainly aimed at exploring whether the consumers perceive organic products to be healthier and environmentally friendly in comparison to the traditional products and also to explore whether the customers take into consideration the health traits that the environment traits. The findings of the research generally indicate that undesirable health related issues regarding food safety are one of the factors influencing the purchasing behavior of the consumers.

A research which was carried out by [37] was mainly aimed at examining the perceptions of the Australian on the consumption of organic food products. The findings of the study indicated that consumers generally perceive the health and other related benefits to be associated with the consumption of organic foods. However, the study also establishes that price premium, as well as the lack of the organic food substances are the main barriers to act as strong barriers.

### **India**

Because of the rise in the levels of global warming, as well as climate change, there has been an increase in public concern for different environmental issues in India. A number of the Indian consumers have started to demand products which are eco-friendly and at the same time, a number of the Indian customers have begun paying more attention to the environment, health and wealth [37] Different firms in India have commenced the adoption of green marketing practices in their different activities. In India, green movement commenced during the late 1990s and also in the 2000s. Eco-friendly products refer to the products that are not capable of polluting the earth or which are not capable of depleting the natural resources. They refer to the products that can be recycled or those which can easily be conserved; the products that have natural ingredients, and the products which contain organic elements [38]

Fast Moving Consumer Goods (FMCG) is a very big sector in the economy of India. FMCG is also referred to as the Consumer Packaged Goods (CPG). There refer to the different kinds of products which are always sold very quickly at costs which are relatively low. Although absolute profit made on the FMCG products is comparatively smaller, they always sell in huge quantities and therefore, the cumulative profits which are made on products like that may be huge. In India, FMCG sector should adopt on eco-friendliness [37]

Research carried out by [39] and [50] indicated that consistent location of the items for ease of finding items; availability of the advertised products as well as easy to read signs or price stickers are some of the key factors which influence the purchase behaviors of the consumers. [40] [51], [52] and [53] also indicate that some of the key factors which influences the Indians when it comes to buying FMCG include careers who are helpful, placement of the given items on the lower shelves to ensure that they can easily be reached, packaging the items or having sizes which are suited to their household needs and the perceived quality of the given products. Some of the Indian consumers are also attracted to the prices which are being charged for the given products; the location and reputation of the stores; quality-value for money and highly attractive packaging.

The other factors which have also been found to significantly influence the consumers generally include affordability of the prices which are being charged, the different attributes of the products such as fragrance, health and safety, antiseptic, skin friendly, as well as their composition. According to [41], the other main factors generally include retailor patronage; personal experience from the use of the given products; motivation for the purchase; personal attitude of the consumers as well as the personality of the lifestyle of the consumers [42]

## **Gujrat**

There have been a number of studies which have been carried out in Gujrat with regards to consumer perception of FMCG products in Gujrat. Research which was carried out by [6] and [54] indicated that green marketing refers to the process which entails the development of services and products which are not having detrimental effects on the environment and promoting them to ensure that the customers are satisfied. The researchers point out that with rapidly increasing internet penetration and social media in Gujrat, there has been significant change in the purchasing behavior of a number of consumers from the state. The researchers further indicate that there has been an increase in the number of people with high quality education in Gujrat, and this has also contributed to the creation of awareness of the customers in Gujrat towards environmental concerns. The main objective of the researchers was to explore the

different kinds of reasons which make the customers and the organizations in Gujrat to embrace Green Marketing philosophy.

A research which was carried out by [4] indicated that as far as Fast moving consumer goods are concerned, the customers in Gujrat are aware of the FMCG brands and at the same time, they are using a number of brands. The research explored that the consumers are always making multiple use of every FMCG product. The research further explored that brands that are sold as FMCG items, are known and they are used by the urban population of Gujarat. However, there are still places in which a huge chunk of the population are still living below the poverty line and are not informed. The research established that a number of the people in Gujrat are not aware of the differences between the different brands which are on offer. The researchers hence made recommendations that firms which sell the FMCG products ought to carry out campaigns in the areas.

### **Ahmadabad**

Reseaech which was carried out by [43] on consumers' perception towards eco-friendly products in Ahmedabad indicated that degradation of the environment has brought about a rise in the environment conscious consumers who are now demanding products, which are eco-friendly. This is something which has forced a number of firms in Ahmadabad to re-design the products that they offer to be environmentally friendly. The reseaechers indicate that green marketing is the process which generally entails selling services or products based on the environmental benefits, which are associated with the given products. Consumers' perceptions are capable of influencing the process of decision making and the buying behavior among the people. Theresearch which was carried out by the individuals was mainly aimed at understanding perception of the consumers towards ecofriendly white goods, as well as the awareness concerning availability of green products. It was also aimed at establishing the demographic profile of the green consumers in Ahmadabad. Based on the responses which were got from 105 respondents, the research found out that every respondent was aware concerning environmental degradation. They were also aware of the availability of products which are eco-friendly. The research established that just annual family income was having significant effects on the perception of respondents towards eco-friendly products. The research established that some of

the green consumers were young, had proper education and were of the category of service class. The research also established that products which are eco-friendly are generally perceived by consumers to be priced highly, generally lacks proper promotion.

## **6. Research Gaps of the study**

Based on the analysis of literature, there are a number of gaps which still exist in literature. For instance, previous research was not highly effective in establishing awareness and pro-environmental concerns of the consumers in Ahmedabad. At the same time, the previous literature did not capture effectively the perception of consumers towards eco-friendly products and its effects on the purchasing decisions of the consumers. Additionally, previous research has not generally been highly effective in assessing the factors which are responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products. Analysis of the previous literature above also indicates that the previous researchers were not highly effective in identifying the various kinds of obstacles which are faced by a number of the customers in Ahmedabad which hinders them from adopting green lifestyle. Based on these, this review comes in to offer suggestions regarding the measures which ought to be put into place in order to ensure that a number of consumers adopt eco-friendly FMCG products. This review is therefore mainly aimed at making sure that these gaps are explored.

## **7. Awareness and pro-environmental concern of Consumers**

A number of people are nowadays concerned about their environment, and they would like to engage in different practices which ensure that the environment is conserved effectively. Most of the consumers in Ahmedabad are aware of the benefits that are generated by the consumption of eco-friendly FMCG products, and this has made a number of them to consider the consumption of eco-friendly FMCG products. A number of the consumers in Ahmedabad are aware of the Eco-friendly FMCG products and they have a positive attitude towards the Eco-friendly FMCG products. Some of the measures which have been put into place by the marketers of the products, and which have made them to be aware of the products include product labeling, as well as outdoor advertisement by the companies. However, while a number of the consumers from the families which are not doing badly off are aware of the benefits which are associated with the use of the products, there are some who are still not aware, and they are majorly the

consumers who come from the rural areas, and who are semi-illiterate and illiterate. The marketing efforts of the manufacturers in most cases do not reach the people who are illiterate who can barely read the labels. This has made these groups of consumers to lack the knowledge and also not to be aware of the different kinds of benefits which are associated with the usage of the eco-friendly products.

### **Perception of consumers towards eco-friendly FMCG products and its impact on purchasing decision of consumers**

A number of the consumers in Ahmedabad generally perceive the eco-friendly FMCG to be of high quality and that is why a number of them buy the products. They also perceive the products to be very healthy for their consumption and this has made a number of them to buy the products. A number of the consumers are nowadays health conscious. They take their health seriously. They consider the eco-friendly FMCG to be healthy and safe. This has made a number of them to buy the products. At the same time, a number of the consumers in Ahmedabad are also aware of the other benefits which are linked to the consumption of FMCG. A number of people are nowadays concerned about the environment and they are changing their behaviors accordingly. They prefer buying products which conserves the environment. They perceive the eco-friendly products to be “healthy” to the environment as well, and this has made them to buy any kind of product which is environmentally friendly. This has resulted into a growth in the market of the products which are environmentally friendly. Green consumerism is currently viewed as a kind of ‘pro-social’ consumer behavior. This is what has made a number of the consumers to consider products which are environmentally friendly.

### **The factors responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products**

While there are a number of people who are generally health conscious and who prefer consuming eco-friendly products, there are a group who do not consumer them due to a number of factors. For instance, a number of consumers in Ahmedabad generally consider the eco-friendly products to be so expensive for them to afford. This has hindered them from consuming the eco-friendly products. There are other lot of consumers who also have the perception that the eco-friendly products are not of good quality and this has always prevented them from buying

the products. Some of the consumers always have uncertainty concerning the quality of the eco-friendly products and this has made a number of them not to consider buy the eco-friendly products. A number of the people are not fully convinced that eco-friendly products are generally good when compared to the traditional products which they are used to.

At the same time, the other thing which hinders the consumers from Ahmedabad from buying the products is the fact that they do not have information about the existence of the eco-friendly products. As such, they are not in a position to buy them. At the same time, a number of the people are generally not aware of the benefits which are associated with the consumption of eco-friendly products and this is what has made a number of them not to consider buying the eco-friendly products.

There are also a group of people who do not have friends who are very familiar enough with the eco-friendly products to share with them information regarding the products which are offered by the firms. The firms offering the eco-friendly products also do not market them effectively in such a way that the consumers are able to differentiate the products from others which are not eco-friendly. Some of the marketers are also not highly effective in ensuring that the benefits of consumption of the products are effectively conveyed to the consumers.

To some of the customers, it may be very hard for them to see personal benefits which are generated by the products. Telling a person that a given product is beneficial to the environment is great. A number of people always hear that. However, it is generally very hard to get individuals to take action without them having personal benefits from the given products.

### **The obstacles that respondents perceive to come in the way of adopting green lifestyle**

There are a number of obstacles which hinders people living in Ahmedabad from adopting green lifestyles. A number of people generally find it very hard for them to abide by the principles of green lifestyle. A number of the people have generally been used to lifestyles which injure important animal and plant habitats and at the same time, some of them have generally been used to behaviors and actions which are injurious to biodiversity, and which also contribute to the pollution of water and air. They have found their activities to be very “normal”

and changing has been very hard for them. This is what has prevented a number of them from living a green lifestyle. There are also various kinds of misconceptions about living green lifestyles and this has hindered most people from the consumption of eco-friendly products. Lack of information regarding the benefits which are linked to living green lifestyle is the other major hindrance to green marketing.

### **The measures that meet customer's expectations and enhance adoptability of eco-friendly FMCG products**

There are a number measures which can be put into place in order to promote the consumption of green products by the people of Ahmedabad. As previously noted, there are generally a number of challenges which hinder the adoption of green products. These include lack of information about the benefits which are associated with the consumption of the green products. As such, various kinds of measures ought to be put into place in order to ensure that information concerning the benefits of the eco-friendly products is provided by the marketers. They should use strategies which ensure that even the people who are illiterate and who cannot read the labels on the product get the information easily. These include using the retailers who can speak in the native language of the people who cannot read. The marketers need to ensure that the perceptions of the customers that eco-friendly are of low quality is effectively addressed. They should make sure that the products are of high quality, and they should also ensure that this is communicated using channels which are highly effective. They can carry out road shows where the customers can easily interact with the products to get information regarding their benefits.

In a nutshell, some of the strategies which can be used by the marketers in order to ensure that a number of the consumers use the products include: looking into the high costs which are charged by the firms. A number of the consumers in Ahmedabad indicate that the prices which are being charged for the products are so high. The products are too expensive for them to afford. They have therefore not been in a position to buy them. The producers should therefore ensure that the prices which they charge for the products are reasonable. This will make the consumers to afford them.

The markets should also provide information concerning the existence of the products and also information regarding the benefits which are associated with the use of the products. When the customers are aware of the existence of the products, they will buy them. At the same time, when the customers have information regarding some of the benefits which are associated with the consumption of the products, they will also be in a position to buy the products.

## **8. Conclusion**

The review indicates that consumer behavior plays a huge role in the marketing of fast moving consumer goods. The behavior is generally influenced by numerous factors. In the current era of globalization, there is rapid change in the needs and wants of the consumers. The fast moving consumer goods (FMCG) sector has significant contributions to the overall growth of the GDP of India. Hence, it is essential to identify the consumer perception towards the FMCG products. This paper offers a review of the consumers' perception towards eco-friendly FMCG Products in Ahmedabad. The paper has provided a review of the perception of the consumers from the beginning to current period; literature review of study of consumer perception of FMCG products; literature review of study of consumer perception of ecofriendly FMCG products across the whole world; India; Gujrat and the city of Ahmadabad.

Based on the review of the literature, the research has explored that there are some gaps in the research. Therefore, it strived to explore the research gaps effectively by addressing them as the key objectives. Some of the main objectives which have been explored by the review generally include determining awareness and pro-environmental concern of Consumers; to study the perception of consumers towards eco-friendly FMCG products and its impact on purchasing decision of consumers; to assess the factors responsible for the gaps in adoption and expectation to adopt eco-friendly FMCG products; to identify obstacles that respondents perceive to come in the way of adopting green lifestyle and also to suggest various kinds of measures that meet customer's expectations and enhance adoptability of eco-friendly FMCG products.

## **References**

- [1]. Kirsten, U. (2008). Environmentally-Friendly Purchase Intentions: Debunking The Misconception Behind Apathetic Consumer Attitudes.

- [2]. Joseph, J. C. & Mark, R.G. (2011). Green Marketing Strategies: An Examination Of Shareholders And The Opportunities They Present". Journal of Academy of Marketing Science.
- [3]. Chaarlas, J. &Rajkumar, R. (2012). "Awareness of Consumers on the Green Marketing, Initiatives of Corporate". The International Research Journal of Commerce and Behavioral Science
- [4]. Bryunina, D. &Khodadad, S.S. (2010). "The Influence of eco-labeled products on consumer buying behavior". International Journal of Multidisciplinary Research.
- [5]. Manesha, P. &Namita, R.P. (2012). Consumer Behavior-An Eco-friendly approach", International Journal of Commerce and Management, Vol.3, Issue no.2.
- [6]. Ajay, K.S. &Monkia, B. (2012). Green Marketing: A Study of Consumer Attitude and Environmental Concern. The Indian Journal of Commerce. Vol.65.No.2.
- [7]. Chang, M., K., Cheung, W., & Lai, V., S. (2005). Literature derived reference models for the adoption of online shopping', Information & Management, 42 (4), 543-559.
- [8]. Crilly, N., Moultrie, J., & Clarkson, P. J. (2014). Seeing things: consumer response to the visual domain in product design, Design Studies. vol. 25, Is. 6.
- [9]. Dharmendra, H & Naveen, M.K. (2011). Impact of Gender on Adolescent Consumers towards Green Product in Indore City. International Journal of Marketing. Vol.11, No.1
- [10]. Cranfield, J.A., & Magnusson, E. (2003). Canadian consumers' willingness-to-pay for pesticide free food products: An ordered probit analysis. International Food and Agribusiness Management Review 6(4):14–30.
- [11]. Cheah, C.M. (2009). A study on consumers green purchasing intention. Masters Thesis, College of Business, University Utara Malaysia, Malaysia
- [12]. Fotopoulos, C & George, C. (2000). Factors Affecting the Decision to Purchase Organic Food" Journal of Euro marketing, Vol. 9,3. pp.44.
- [13]. Krishna, K. V. (2012). Green Marketing: Indian consumer awareness and marketing influence on buying decisions. International journal of research in commerce and management, Vol.3, Issue. 2.
- [14]. Golnaz, R., Zainalabidin, M. & Mad, N.S. (2011). Malaysian Consumer's Perception towards Purchasing Organically Produce Vegetables.2nd International Conference on Business and Economic Research (2nd ICBER 2011) Proceeding.

- [15]. Jacob, C. & Jolly, J. (2012). Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products", Asian Social Science, Vol.8, No.12.
- [16]. Dipti, S.B &Dinkar, K. M. (2014). Awareness of customers about eco-friendly products- A study of Satara district. Golden Research Thoughts, Vol.4, Issue 4
- [17]. Bahram, K. &Arezoo, N. (2012). Consumers' green purchase decision: An examination of environmental beliefs, environmental literacy and demographics. International Journal of Marketing and Technology, Vol.2, Issue 9
- [18]. Gottschalk, I. &Leistner, T. (2013). Consumer reactions to the availability of organic food in discount supermarkets. International Journal of Consumer Studies, 37(2), 136-142.
- [19]. Aditya, M. & Gunjan, M. (2011). Green marketing: A study on Indian youth. International journal of management and strategy, Vol.2, No.3.
- [20]. Rimal, A. P., Moon, W., & Balasubramanian, S. (2005). Agro-biotechnology and organic food purchase in the United Kingdom. British Food Journal, 107(2), 84-97.
- [21]. Stobbelaar, D. J., Casimir, G., Borghuis, J., Marks, I., Meijer, L., &Zebeda, S. (2007). Adolescents' attitudes towards organic food: a survey of 15-to 16-year old school children. International Journal of Consumer Studies, 31(4), 349-356
- [22]. Lea, E., &Worsley, T. (2005). Australians' organic food beliefs, demographics and values. British food journal, 107(11), 855-869
- [23]. McEachern, M. G., & Willock, J. (2004). Producers and consumers of organic meat: a focus on attitudes and motivations. British Food Journal, 106(7), 534-552.
- [24]. Coates, D. (2013). Watches tell more than time: product design, information and the quest for elegance. London: McGraw-Hill.
- [25]. Thogersen, John. (2000), —Psychological Determinations of Paying Attention to Eco-labels in purchase decisions], Journal of Consumer Policy, Vol. 23, Iss. 3, pp. 285 – 315.
- [26]. Crilly, N., Moultrie, J., & Clarkson, P. J. (2014). Seeing things: consumer response to the visual domain in product design, Design Studies. vol. 25, Is. 6.
- [27]. Chau, P.,Y.,K., Cole, M., Massey, A.,P., Montoya-Weiss, M., O'Keefe, R.,M. (2002), Cultural differences in the online behavior of consumers, Communications of the ACM, Vol.45(10), pp. 138- 143.
- [28]. East, R., Vanhuele, M., Wright, M. (2008), Consumer Behaviour, Applications in Marketing, London: Sage Publications

- [29]. Erdogmus, I., E., Cicek, M. (2011), 'Online group buying; what is there for the consumers?', Procedia Social and Behavioral Sciences, Vol.24, pp.308-316.
- [30]. Magnusson, M. K., Arvola, A., Koivisto Hursti, U.-K., A° berg, L., & Sjo°de'n, P.-O. (2001). Attitudes towards organic foods among Swedish consumers. British Food Journal, 103, 209–226.
- [31]. Makatouni, A. (2002) What Motivates Consumers to Buy Organic Food in the UK? Results from a Qualitative Study. British Food Journal, 104, 345-352.
- [32]. Fotopoulos, C & George, C. (2000). Factors Affecting the Decision to Purchase Organic Food" Journal of Euro marketing, Vol. 9,3. pp.44.
- [33]. Cranfield, J. A., & Magnusson, E. (2003). Canadian consumers' willingness to pay for pesticide-free food products: An ordered probit analysis. International Food and Agribusiness Management Review, 6(4), 13-30.
- [34]. Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. British Food Journal, 107 (8), pp. 606 – 625.
- [35]. Mondelaers K., Aertsens J., & Huylenbroeck G. V. (2009). A meta-analysis of the differences in environmental impacts between organic and conventional farming. British Food Journal, 111, 1098-1119.
- [36]. Lea, E., & Worsley, A. (2008). Australian consumers' food-related environmental beliefs and behaviours. *Appetite*, 50(2), 207-214.
- [37]. Wanninayake, J. (2008). Consumer Attractiveness Towards Green Products Of FMCG Sector: An Empirical Study". Oxford Business and Economics Conference Program.
- [38]. Yi Li & J.Y.Hu (2010), "Eco-Impact of Shopping Bags: Consumer Attitude and Governmental Policies". Journal of Sustainable Development. Vol.3, No.2.
- [39]. Sudha, R (2012). Green Marketing In India". International Journal of Management Research. Vol.2.
- [40]. Sachin, S. V. &Preeti, W. (2011). "Consumer attitude and perception regarding eco-friendly FMCG products in Delhi". International Journal of Research in Commerce and Management.
- [41]. Michel, L. & Jasmin, B. (2011). Targeting Consumers Who Are Willing To Pay More for Environmentally Friendly Products". Journal of Consumer Marketing. Vol.18, No.6.

- [42]. Jurate, B & Lina, B. (2012). Investigation of Green consumer profile: A Case of Lithuanian Market of Eco-friendly food products. *Journal of Economic Management*.
- [43]. Preeti, P., & Junare, S. O. (2016). A Study on Consumers' Perception towards Eco-friendly Products in Ahmedabad. *International Journal of Research in IT and Management (IJRIM)*. Vol. 6 Issue 7, July 2016, pp. 14~28
- [44]. Hannah, H. (2012). A Comparative Study on Environmental Awareness And Environmentally Beneficial Behavior In India.
- [45]. Dharmendra, H & Naveen, M.K. (2011). Impact of Gender on Adolescent Consumers towards Green Product in Indore City. *International Journal of Marketing*. Vol.11, No.1
- [46]. Vishunath, K. & Rupesh, K. (2012). Green behaviors of Indian consumers”, International journal of research in management, Economics and Commerce”, Vol.2, Issue no 11.
- [47]. Mohammed, A. (2014). Promoting Green Purchase Behavior to the Youth”, *British Journal of Marketing Studies*, Vol.2, No.5, pp.1-16.
- [48]. Bhaskaran, S., Polonsky, M., Cary, J., & Fernandez, S. (2006). Environmentally sustainable food production and marketing: opportunity or hype?. *British food journal*, 108(8), 677-690.
- [49]. Peattie, Ken. (2001), —Towards Sustainability: The Third Age of Green Marketing||, *The Marketing Review*, Vol. 2 Iss. 2, pp.129 –146.
- [50]. Syeda, S. B. (2011). Green marketing and its impact on consumer behavior”. *European Journal of Business and Management*. Vol.3, No.4.
- [51]. Ronnie, I. & Dahlia, D. (2008). The Influence Factors of Green Purchasing Behavior: A Study Of University Students In Jakarta”
- [52]. Parul, G. (2010). Changing shift in Green attitude and behavior of Indian car among young Consumers. *International Journal of Research in Commerce and Management*.
- [53]. Nai-Jen, C & Cher-Min, F. (2010). Green Product Quality, Green Customer Satisfaction and Green Customer Loyalty. *African Journal of Business Management* Vol.4.
- [54]. Akpoghiran, P. (2012). “Towards Environmental Management: A Case of Green Advertising for Consumer’s Responsible Environmental Behavior”.