

CONSUMER AWARENESS TOWARDS GREEN MARKETING STRATEGIES FOR FMCG PRODUCTS: A STUDY IN COIMBATORE CITY

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Abstract

Growing environmental degradation and rising consumer consciousness have compelled Fast-Moving Consumer Goods (FMCG) companies to integrate sustainability into their marketing practices. Green marketing, which involves the promotion of products based on their environmental benefits, has emerged as a strategic response to this shift in consumer values. This study examines the level of consumer awareness towards green marketing strategies adopted by FMCG companies, with specific reference to Coimbatore City. The research explores consumers' understanding of eco-labels, green packaging, sustainable sourcing claims, and environmentally responsible advertising, along with their influence on purchase intention and brand preference. A structured questionnaire was administered to a sample of FMCG consumers in Coimbatore, and the data were analyzed using descriptive statistics and appropriate inferential tools to identify patterns in awareness levels across demographic segments such as age, gender, income, and education. The findings aim to reveal the extent to which green marketing initiatives resonate with local consumers, the barriers to green product adoption (such as price sensitivity, skepticism towards greenwashing, and limited product availability),

and the demographic factors that significantly influence environmental awareness. The study is expected to provide actionable insights for FMCG marketers seeking to design more effective and credible green marketing communication strategies, while also contributing to the limited body of regional research on sustainable consumer behavior in Tier-II Indian cities.

Keywords: Green Marketing, Consumer Awareness, FMCG, Sustainability, Eco-friendly Products, Coimbatore

INTRODUCTION

The past two decades have witnessed a significant transformation in the global business landscape, driven largely by growing environmental concerns, climate change, resource depletion, and increasing regulatory pressure on industries to adopt sustainable practices. Consumers today are more informed and environmentally conscious than ever before, and this shift in awareness has directly influenced their purchasing decisions. As a result, businesses across sectors—particularly in the Fast-Moving Consumer Goods (FMCG) industry—have begun to reposition their products and marketing strategies around the principles of environmental responsibility. This phenomenon, widely known as "green marketing," refers to the process of promoting products or services based on genuine environmental benefits, whether through eco-friendly packaging, sustainable raw material sourcing, energy-efficient production processes, or reduced carbon footprints.

The FMCG sector, characterized by high consumption volumes, short product life cycles, and frequent repeat purchases, holds particular significance in the context of environmental impact. Products in categories such as personal care, household cleaning, food and beverages, and packaged goods contribute substantially to plastic waste and resource consumption. Consequently, FMCG companies—both multinational and domestic—have increasingly adopted green marketing strategies such as eco-labeling, biodegradable packaging, "cruelty-free" and "organic" certifications, and sustainability-focused advertising campaigns to appeal to environmentally conscious consumers and differentiate their brands in a highly competitive market.

However, the success of any green marketing strategy is fundamentally dependent on the level of consumer awareness and understanding. Even well-intentioned environmental initiatives

can fail to influence purchasing behavior if consumers are unaware of them, skeptical of their authenticity, or unable to distinguish genuine sustainability claims from "greenwashing" — a practice where companies exaggerate or falsely advertise the environmental benefits of their products. Therefore, understanding how much consumers actually know about green marketing efforts, how they perceive such initiatives, and whether this awareness translates into actual buying behavior becomes a critical area of study for both academicians and industry practitioners.

Coimbatore, one of the largest cities in Tamil Nadu and a major commercial and industrial hub in South India, presents an interesting context for this study. With a growing urban population, rising disposable incomes, and increasing exposure to national and global brands, consumers in Coimbatore are gradually being exposed to green marketing communications through various media channels. However, being a Tier-II city, the pace and depth of environmental awareness may differ significantly from that observed in metropolitan cities, making it a valuable setting to explore regional variations in green consumer behavior.

This study, therefore, seeks to assess the level of awareness among FMCG consumers in Coimbatore City regarding green marketing strategies, evaluate their perception of and trust in eco-friendly claims made by FMCG brands, and identify the demographic and behavioral factors that influence this awareness. By doing so, the research aims to bridge the gap between marketing intent and consumer perception, offering practical insights that can help FMCG companies design more transparent, credible, and impactful green marketing strategies tailored to regional markets like Coimbatore.

REVIEW OF LITERATURE

Manjeet Sharma (2024) analysed “Green Marketing and FMCG Sector in India: An Analysis of Green Impact and Initiatives.” The study examined the impact of green marketing practices and sustainability initiatives within the FMCG sector in India. The research focused on eco-friendly products, green packaging, environmental awareness, and sustainable promotional activities adopted by FMCG companies. The investigation observed that green marketing initiatives positively influenced consumer perception and encouraged environmentally responsible purchasing behaviour. The observation states that organisations implementing sustainable

practices enhanced brand image, customer trust, and competitive advantage in the market. The outcome of the research is that green marketing played a significant role in supporting environmental sustainability and promoting long-term growth in the Indian FMCG sector.

Nimish Gupta (2023) examined “Fast Moving Consumer Goods and Green Marketing Practices Followed by Industry – An Indian Scenario.” The study focused on the green marketing practices adopted by the FMCG industry in India and their influence on sustainable business development. The research examined eco-friendly production methods, green packaging, environmental initiatives, and sustainable promotional strategies implemented by FMCG companies. The analysis showed that increasing environmental awareness encouraged organisations to adopt responsible marketing and production practices. It was noted that green marketing initiatives positively influenced consumer perception and strengthened brand image within the Indian market. The research concluded that green marketing practices acted an important role in promoting sustainability and competitive growth in the Indian FMCG industry.

L. Nisha Martina and K. Sumithra (2026) investigated “Role of Green Marketing on Consumer Purchase Intention towards FMCG Sector: A Mediated Model of Brand Trust and Environmental Concern in Indian Context.” The research emphasized the influence of green marketing practices on consumer purchase intention towards FMCG products in the Indian context. The research focused on the mediating role of brand trust and environmental concern in shaping consumers’ purchasing behaviour. The findings revealed that green marketing initiatives positively influenced consumer purchase intention and strengthened trust towards sustainable brands. Also, environmental concern significantly affected consumers’ preference for eco-friendly FMCG products. The conclusion is that green marketing, supported by brand trust and environmental awareness, played a vital role in encouraging sustainable consumer behaviour in the FMCG sector.

Karoulia et al.(2026) assessed “Green Marketing in FMCG: Assessing Its Impact on Consumer Purchasing Decisions in India’s Food and Beverage Sector.” The study examined the impact of green marketing practices on consumer purchasing decisions within India’s food and beverage sector. The research focused on eco-friendly products, sustainable packaging, green advertising, and environmental awareness in influencing consumer buying behaviour. The findings exposed

that green marketing initiatives positively affected consumers' preference towards environmentally responsible food and beverage products. It was found that consumers showed greater trust and satisfaction towards brands adopting sustainable business practices. The research concluded that green marketing played a significant role in promoting sustainable consumption behaviour and enhancing competitive advantage in the FMCG food and beverage sector.

Kumaresan and S. Chandramohan (2022) analysed “Green Marketing and Brand Equity of FMCG Companies in India.” The study focused on the influence of green marketing practices on the brand equity of FMCG companies in India. The research concentrated on eco-friendly products, sustainable promotional activities, environmental awareness, and green branding strategies in shaping consumer perception and brand value. The findings revealed that green marketing initiatives positively influenced brand image, customer trust, and consumer loyalty towards FMCG companies. The study further observed that organisations adopting environmentally responsible practices achieved stronger competitive advantage and enhanced market reputation. The research concluded that green marketing played a significant role in improving brand equity and promoting sustainable business growth in the Indian FMCG sector.

STATEMENT OF THE PROBLEM

Growing environmental concerns and increasing consumer awareness have encouraged FMCG companies to adopt green marketing strategies such as eco-friendly packaging, eco-labels, sustainable sourcing, and environmentally responsible advertising. Although these initiatives aim to promote sustainable consumption, their effectiveness depends largely on consumers' awareness and understanding of green marketing practices. Many consumers are still unable to differentiate genuine environmental claims from misleading greenwashing practices, which affects their purchasing decisions and trust towards green products.

Coimbatore City has witnessed rapid economic growth and increasing exposure to environmentally friendly FMCG products. However, empirical evidence regarding consumers' awareness of green marketing strategies in the region remains limited. Moreover, it is essential to understand whether socio-economic factors influence consumer awareness towards green

marketing. Therefore, the present study attempts to assess the awareness level of consumers towards green marketing strategies adopted for FMCG products in Coimbatore City and examine the influence of selected demographic variables on their awareness

OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1. To assess the awareness level of consumers towards green marketing strategies adopted for FMCG products.
2. To analyse the influence of selected socio-economic variables on consumers' awareness towards green marketing strategies.

RESEARCH METHODOLOGY

The present study is descriptive in nature and is based on primary data collected from consumers residing in Coimbatore City. A structured questionnaire was designed to measure consumers' awareness towards green marketing strategies adopted for FMCG products.

The awareness scale consisted of 20 statements, measured using Rensis Likert's five-point scale, ranging from Highly Aware (5) to Highly Unaware (1). Before conducting the main survey, a pilot study was undertaken to examine the reliability of the instrument. The reliability analysis yielded a Cronbach's Alpha value of 0.965, indicating excellent internal consistency of the measurement scale.

The final survey was conducted among 390 respondents selected from Coimbatore City. The collected data were analysed using appropriate statistical techniques, including Percentage Analysis, Mean Score, Standard Deviation, Chi-square Test, Z-test, One-Way Analysis of Variance (ANOVA), and Multiple Regression Analysis. These statistical tools were used to assess the awareness level of consumers and examine the influence of socio-economic characteristics on awareness towards green marketing strategies.

RELIABILITY ANALYSIS OF THE AWARENESS SCALE

Reliability analysis was carried out to assess the internal consistency of the items used to measure consumers' awareness towards green marketing strategies adopted for FMCG products.

Cronbach's Alpha coefficient was computed to determine the reliability of the measurement scale. The results of the reliability analysis are presented in Table 1.

TABLE 1RELIABILITY ANALYSIS OF THE AWARENESS SCALE

Reliability Statistics	
Cronbach's Alpha	N of Items
0.965	20

Table 1 shows that the Cronbach's Alpha coefficient for the awareness scale is 0.965 based on 20 items. According to the commonly accepted reliability criteria, a Cronbach's Alpha value above 0.70 indicates acceptable reliability, while a value above 0.90 indicates excellent internal consistency.

Since the obtained Cronbach's Alpha value is 0.965, the awareness scale exhibits excellent reliability. This indicates that the 20 items included in the questionnaire are highly consistent in measuring consumers' awareness towards green marketing strategies adopted for FMCG products. Hence, the measurement instrument is considered reliable and suitable for further statistical analyses.

QUANTIFICATION AND MEASUREMENT OF AWARENESS LEVEL OF CONSUMERS TOWARDS GREEN MARKETING STRATEGIES

The sample respondents were asked to indicate their level of awareness towards green marketing strategies adopted for FMCG products by responding to each statement included in the questionnaire. Rensis Likert's five-point scaling technique was adopted to measure the awareness level of the respondents, ranging from 'Highly Aware' to 'Highly Unaware'. If a respondent is Highly Aware of a statement, a scale value of 5 is assigned; a scale value of 4 is assigned if the respondent is Aware; 3 if the respondent is Moderately Aware; 2 if the respondent is Less Aware; and 1 if the respondent is Highly Unaware.

The total awareness score for each respondent was calculated using the above scoring procedure. An individual's awareness score is the summation of the scores obtained from all 20 statements included in the questionnaire. The awareness scores of the respondents ranged from

20 to 100. The average score is 60. Based on the average score, the respondents were classified into two categories, namely Low Awareness Level (whose score is less than 60) and High Awareness Level (whose score is between 60 and 100). The classification of respondents based on their awareness scores is presented in Table 2.

TABLE 2 AWARENESS LEVEL OF CONSUMERS TOWARDS GREEN MARKETING STRATEGIES

Awareness Level	N	% of Total N	Mean	Std. Deviation
Less Aware	89	22.8%	50.89	11.38
Highly Aware	301	77.2%	82.26	9.88
Total	390	100.0%	75.10	16.68

Table 2 shows that the majority 77.2 per cent of the respondents are highly aware of green marketing strategies adopted for FMCG products, whereas 22.8 per cent of the respondents are less aware. The overall mean awareness score is 75.10 and the standard deviation is 16.68. This indicates that the respondents possess a relatively high level of awareness towards green marketing strategies adopted for FMCG products.

ASSOCIATION BETWEEN SOCIO-ECONOMIC VARIABLES AND CONSUMERS' AWARENESS TOWARDS GREEN MARKETING STRATEGIES

To examine whether consumers' awareness towards green marketing strategies varies across different socio-economic characteristics, the association between selected socio-economic variables and awareness level was analysed using the Chi-square test. Further, the Z-test and One-Way ANOVA were employed to compare the mean awareness scores across different socio-economic groups. The results are presented in Table 3.

TABLE 3: ASSOCIATION BETWEEN SOCIO-ECONOMIC VARIABLES AND CONSUMERS' AWARENESS TOWARDS GREEN MARKETING STRATEGIES

Socio-Economic	Categories	Low Awarene	High Awarenes	Tota l	χ^2	Sig.	Z / F	Sig.
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Variables	ss s							
Gender	Male	20 (21.1%)	75 (78.9%)	95	0.223	0.637	0.35	0.918
	Female	69 (23.4%)	226 (76.6%)	295				
Age Group	20–35 Years	57 (23.0%)	191 (77.0%)	248	2.866	0.239	0.878	0.417
	36–45 Years	12 (16.7%)	60 (83.3%)	72				
	Above 45 Years	20 (28.6%)	50 (71.4%)	70				
Educational Qualificatio n	School Level	12 3 (20.0%)	123 (80.0%)	15	5.817	0.121	0.171	0.916
	Under Graduate	50 (19.6%)	205 (80.4%)	255				
	Post Graduate	25 (32.5%)	52 (67.5%)	77				
	Professional / Technical	11 (25.6%)	32 (74.4%)	43				
Occupation	Employed	38 (23.6%)	123 (76.4%)	161	3.123	0.537	0.869	0.483
	Business / Self- employed	18 (26.9%)	49 (73.1%)	67				
	Professional	44 7 (13.7%)	44 (86.3%)	51				
	Home Maker	22 (23.2%)	73 (76.8%)	95				

		12						
	Retired	4 (25.0%)	(75.0%)	16				
Monthly Income	Below ₹30,000	49	154	203				
	₹30,001–₹50,000	23	76	99				
	₹50,001–₹80,000	(23.2%)	(76.8%)	99	3.066	0.382	3.047	0.029
	Above ₹80,000	14	44	58				*
		(24.1%)	(75.9%)	58				
	Above ₹80,000	27	30					
		3 (10.0%)	(90.0%)	30				
Marital Status	Married	28	73	101				
		(27.7%)	(72.3%)	101	1.86	0.173	1.191	0.234
	Unmarried	61	228	289				
Nature of Family	Joint	47	162	209				
		(22.5%)	(77.5%)	209	0.028	0.866	1.406	0.161
	Nuclear	42	139	181				
Frequency of FMCG Purchase	Daily	24	97	121				
		(19.8%)	(80.2%)	121				
	Weekly	18	59	77				
		(23.4%)	(76.6%)	77	7.773	0.051	1.151	0.328
	Monthly	15	84	99				
		(15.2%)	(84.8%)	99				
	Occasionally	32	61	93				
		(34.4%)	(65.6%)	93				

Figures in parentheses indicate row percentages. *Significant at the 5% level.

Table 3 shows that gender, age group, educational qualification, occupation, monthly income, marital status, nature of family, and frequency of FMCG purchase do not have a

significant association with consumers' awareness towards green marketing strategies, as the Chi-square test results are not significant ($p > 0.05$). However, the ANOVA result indicates that monthly income alone shows a significant difference in mean awareness scores ($F = 3.047$, $p = 0.029$), whereas the remaining variables do not show any significant difference ($p > 0.05$).

AWARENESS LEVEL OF THE CUSTOMERS: MULTIPLE REGRESSION ANALYSIS

Multiple Regression Analysis is used to examine the relationship between one dependent variable and two or more independent variables. It helps to determine the extent to which each independent variable contributes to the dependent variable while controlling the influence of other variables. In the present study, Multiple Regression Analysis has been employed to examine the influence of the socio-economic characteristics of the respondents on their awareness level towards green marketing strategies for FMCG products.

The dependent variable is the Awareness Level of the Respondents, while the independent variables include Gender, Age Group, Educational Qualification, Occupation, Monthly Income, Marital Status, and Nature of Family.

The Multiple Linear Regression Equation is:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + \mu$$

Where,

Y = Awareness Level of the Respondents

X_1 = Gender

X_2 = Age Group

X_3 = Educational Qualification

X_4 = Occupation

X_5 = Monthly Income

X_6 = Marital Status

X_7 = Nature of Family

B_0 = Regression Constant

B_1 – b_7 = Regression Coefficients

μ = Error Term

The following null hypothesis has been framed:

H₀: There is no significant influence of the socio-economic characteristics (Gender, Age Group, Educational Qualification, Occupation, Monthly Income, Marital Status, and Nature of Family) on the awareness level of the respondents towards green marketing strategies for FMCG products.

The results of the Multiple Regression Analysis are presented in Table 4.

TABLE 4: AWARENESS LEVEL: MULTIPLE LINEAR REGRESSION

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	69.157	8.375		8.258**	0.000
Gender	-0.829	2.057	-0.021	-0.403	0.687
Age Group	-0.989	1.107	-0.046	-0.894	0.372
Educational Qualification	0.221	1.297	0.010	0.170	0.865
Occupation	1.053	0.656	0.084	1.605	0.109
Monthly Income	2.029	0.885	0.117	2.292*	0.022
Marital Status	3.269	2.202	0.086	1.485	0.138
Nature of Family	-2.317	1.693	-0.069	-1.368	0.172
R	0.180				
R²	0.033				
F	1.602				
Sig.	0.122				

** - significant at 1% level; * - significant at 5% level

From Table 4, it is found that the R^2 value is 0.033. This indicates that the independent variables explain 3.30 per cent of the variation in the dependent variable. The 'F' value is 1.602 with a significance value of **0.122**, indicating that the regression model is not statistically significant. It is also inferred that the regression coefficients of Gender, Age Group, Educational Qualification, Occupation, Monthly Income, Marital Status and Nature of Family are -0.403, -0.894, 0.170, 1.605, 2.292, 1.485 and -1.368 respectively. Among these variables, Monthly Income alone has a significant influence on the awareness level of the respondents ($t = 2.292$; $p = 0.022$), whereas the remaining variables do not have a significant influence since their significance values are greater than 0.05

FINDINGS AND SUGGESTIONS

- The study found that 77.2% of the respondents were highly aware of green marketing strategies adopted for FMCG products, indicating a high level of consumer awareness in Coimbatore City.
- The reliability analysis showed a Cronbach's Alpha value of 0.965, confirming that the awareness scale possessed excellent internal consistency and reliability.
- The Chi-square, Z-test, and ANOVA results revealed that gender, age, educational qualification, occupation, marital status, family type, and frequency of FMCG purchase did not significantly influence consumers' awareness towards green marketing strategies.
- Monthly income showed a significant difference in awareness scores, with respondents earning above ₹80,000 exhibiting comparatively higher awareness than other income groups.
- Multiple Regression Analysis indicated that monthly income was the only socio-economic variable that significantly influenced consumer awareness, while the remaining variables had no significant effect.
- FMCG companies should strengthen consumer awareness programmes through regular campaigns highlighting the environmental benefits of green products.
- Companies should provide clear, genuine, and easy-to-understand eco-labels and environmental claims to improve consumer trust and reduce confusion.

- Government agencies should implement strict measures against green washing to ensure that environmental claims made by FMCG companies are authentic and transparent.
- FMCG marketers should adopt income-based promotional strategies, as monthly income significantly influences consumers' awareness of green marketing strategies.
- FMCG companies should improve the availability, affordability, and visibility of eco-friendly products to encourage wider consumer adoption and promote sustainable purchasing behavior.

CONCLUSION

Green marketing has become an essential strategy for promoting sustainable consumption and environmental responsibility in the FMCG sector. The findings of the present study reveal that consumers in Coimbatore City generally possess a high level of awareness towards green marketing strategies adopted by FMCG companies. However, most socio-economic characteristics, including gender, age, education, occupation, and marital status, and family type, do not significantly influence consumer awareness. Monthly income emerged as the only demographic variable that significantly affected awareness levels.

Although consumers demonstrate considerable awareness regarding green marketing initiatives, continuous efforts are required to enhance their understanding, strengthen trust in environmental claims, and encourage responsible purchasing behavior. FMCG companies should adopt transparent, credible, and customer-oriented green marketing practices while policymakers should promote effective environmental regulations and awareness programmes. Overall, the study contributes to a better understanding of consumer awareness towards green marketing strategies and offers valuable implications for marketers, researchers, and policymakers in promoting sustainable development within the FMCG sector.

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