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**Research Paper**

# Consumer Perception and Buying Behaviour Toward Green FMCG Products: An Empirical Study

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***Abstract***
*The increasing emphasis on environmental sustainability has intensified consumer interest in green fast-moving consumer goods (FMCG). This study examines the factors shaping consumer perception and buying behaviour toward green FMCG products, with particular emphasis on product attributes, price and quality, accessibility, promotional activity, convenience, media influence, environmental and social concerns, and product knowledge. The study adopts an exploratory and descriptive research design. Data were collected from consumers in Ludhiana, Jalandhar and Amritsar, Punjab, using a multi-stage sampling approach. The sample size comprised of 600 respondents. Descriptive statistics, independent-samples t-tests, ANOVA/Welch tests, and exploratory factor analysis were employed. The factor analysis produced five dimensions: price and quality; accessibility and promotional activity; convenience and media influence; environmental concern and social influence; and product knowledge. The five-factor solution explained 57.36 percent of the total variance. The findings indicate that product quality, natural/herbal content, health-related considerations, price-related offers, environmental performance, market availability and brand image are prominent considerations in consumers' evaluation of green FMCG products. Demographic analysis indicates no statistically significant differences across gender, marital status and residential status, whereas significant differences are reported for selected dimensions across age and occupation. The findings provide implications for green FMCG marketers seeking to align product, communication, distribution and sustainability strategies with consumer expectations.*

***Keywords:*** *[Green FMCG Products, Consumer Perception, Buying Behaviour, Green Marketing, Sustainability]*

## I. Introduction

Environmental degradation, climate change, pollution and resource depletion have increased attention toward sustainable consumption. Within the FMCG sector, this shift is reflected in growing interest in products manufactured, packaged, promoted and distributed through environmentally responsible practices. Green FMCG products are therefore positioned at the intersection of consumer utility and environmental responsibility.

Green marketing has been discussed as an approach through which firms communicate and deliver products intended to reduce environmental harm and support sustainable consumption (Peattie & Crane, 2005). Consumer responses to such products, however, are not determined by environmental concern alone. Product quality, price, perceived health benefits, availability, brand reputation, information, promotional communication and convenience can influence purchase-related perceptions.

The existing study focuses on consumers in three Punjab cities—Ludhiana, Jalandhar and Amritsar—and investigates the underlying dimensions that shape perceptions toward green FMCG purchasing. The empirical analysis is particularly relevant because consumers may express positive environmental attitudes while simultaneously evaluating green products through conventional marketplace criteria such as quality, price and accessibility.

## II. Review of Literature

Previous studies have examined consumer awareness, perceptions and buying behaviour toward green and eco-friendly products. Acharya et al. (2020) and Appasamy et al. (2020) investigated consumer awareness and behaviour toward green products, while Nagaraju and Thejaswini (2014) and Prasad Siva and Susmitha (2018) focused specifically on eco-friendly FMCG products. Peattie and Crane (2005) and Ottman (2011)

established the significance of green marketing practices, branding and sustainability-oriented communication in influencing consumer responses.

Recent systematic reviews further demonstrate that green purchasing behaviour is influenced by multiple factors, including environmental concern, perceived value, product attributes, social influence, green marketing practices and consumer characteristics (Sharma et al., 2023; Skackauskiene & Vilkaite-Vaitone, 2023; Megha, 2024). Research in the Indian context has similarly highlighted the growing importance of green marketing, sustainability and consumer attitudes in shaping green purchase intentions (Sharma & Rao, 2024; Bharti et al., 2025). Recent studies also emphasize the roles of green labelling, green advertising, packaging, green trust and perceived value in influencing consumer responses to sustainable products (Eyasu et al., 2026).

Overall, the literature indicates that green purchasing is multidimensional and influenced by product, marketing, environmental and consumer-related factors. However, limited research has simultaneously examined these dimensions in the context of **green FMCG products** and their variation across demographic characteristics. The present study addresses this gap by identifying the underlying dimensions of consumer perception and examining their association with selected demographic variables.

## III. Research Gap

Existing studies cited in the study address green-product awareness, perception, environmental factors and buying behaviour across different regions and product categories. However, the present study provides an empirical examination of multiple consumer-related dimensions within the green FMCG context in selected cities of Punjab. In particular, it combines exploratory factor analysis with demographic comparisons to identify the structure of factors influencing consumer perception and to examine whether these dimensions differ across demographic groups.

## IV. Objectives of the Study

- To identify the major factors influencing consumer perception and buying behaviour toward green FMCG products.
- To examine the underlying dimensions among the identified consumer-perception variables using exploratory factor analysis.
- To examine differences in consumer perception across selected demographic characteristics, including gender, marital status, residential status, age and occupation.

**Research Hypothesis of the Study**

$H_{01}$: There would be no significant difference in consumer perception across selected demographic characteristics, including gender, marital status, residential status, age and occupation.

$H_{11}$: There would be significant difference in consumer perception across selected demographic characteristics, including gender, marital status, residential status, age and occupation.

## V. Research Methodology

The study uses an exploratory and descriptive research design. Primary data were collected from consumers in Ludhiana, Jalandhar and Amritsar in Punjab through a multi-stage sampling approach. The sample size comprised of 600 respondents.

The analysis uses mean and standard deviation to describe responses, independent-samples t-tests to examine differences across two-category demographic variables, and ANOVA/Welch procedures for demographic variables with multiple categories. Exploratory factor analysis was conducted using Principal Component Analysis with Varimax rotation. The factorability of the correlation matrix was assessed through the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity.

## VI. Results and Discussions

**Table 1 Factors Influencing the Consumer Perception Towards Buying Behaviour of Green FMCG Products**

| Factors Influencing the Buying Behavior | Mean Value | Rank |
|---|---|---|
| **Product Attributes** | **4.4074** | **1** |
| Durability and long-lasting performance of the product | **3.9506** | **2** |
| Use of organic or sustainably sourced ingredients | 3.5168 | 17 |
| Biodegradable nature of the product materials. | 3.4744 | 19 |

| | | |
|---|---|---|
| Ease of storage and portability. | **3.6878** | **8** |
| Absence of toxic or harmful substances. | 3.5697 | 15 |
| Pleasant sensory experience during use. | 3.5838 | 13 |
| Affordability for the target consumers. | 3.6420 | 9 |
| Worthiness compared to alternatives in the same category. | **3.7725** | **6** |
| Wide distribution across retail and online platforms. | 3.5326 | 16 |
| Eco-conscious logistics and supply chain practices. | 3.6314 | 11 |
| Promotion of sustainability in marketing campaigns. | 3.5767 | 14 |
| Minimalistic and environmentally responsible packaging design. | 3.4749 | 18 |
| Transparency and clarity of product information. | **3.7478** | **7** |
| Positive reputation and trustworthiness of the brand. | 3.6367 | 10 |
| Influence of digital and traditional media communications. | **3.7919** | **4** |
| Availability of seasonal deals and promotional benefits. | **3.7884** | **5** |
| Contribution to environmental sustainability goals. | **3.9012** | **3** |
| Safety and health compatibility for regular use. | 3.5979 | 12 |
| Previous satisfaction and user experience with the product. | 3.2610 | 20 |

Source: Researchers' Calculations

Table 1.1 presents the factors influencing consumer perception and buying behaviour toward green FMCG products, ranked according to their mean scores. The findings indicate that **product quality** emerged as the most influential factor, securing the first rank with a mean score of **4.407**. This was followed by **herbal/natural content** (mean = 3.950) and **absence of side effects on health** (mean = 3.901), which ranked second and third, respectively. Other important factors, including **discounts and offers, environmental performance, easy availability, brand goodwill/image, and low or no hazardous chemical content**, occupied subsequent ranks. In contrast, **information provided on product labels, convenience of use and disposal, and social influence** received lower rankings, at 18th, 19th, and 20th, respectively. Thus, **social influence was found to be the least influential factor** affecting consumers' perceptions and buying behaviour. Overall, the results suggest that consumers place greater emphasis on **product quality, natural/herbal content, health safety, and economic benefits** when making purchasing decisions regarding green FMCG products.

**KMO and Bartlett's Test**

**Table 2: KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.875 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3791.242 |
| | Df | 190 |
| | Sig. | 0.000 |

**Source: Researcher's Calculations**

Table 2 indicated that KMO value was 0.875, indicating a high level of sampling adequacy for factor analysis. Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 3791.242$, df = 190, $p < .001$), indicating that the correlation matrix was suitable for factor extraction.

**Table 3: Total Variance Explained**

| Initial Eigen values | | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.84 | 34.2 | 34.2 | 6.84 | 34.2 | 34.2 | 3.22 | 16.13 | 16.13 |
| 2 | 1.38 | 6.93 | 41.13 | 1.38 | 6.93 | 41.13 | 2.35 | 11.75 | 27.89 |
| 3 | 1.14 | 5.71 | 46.85 | 1.14 | 5.71 | 46.85 | 2.23 | 11.18 | 39.07 |
| 4 | 1.06 | 5.33 | 52.18 | 1.06 | 5.33 | 52.18 | 1.95 | 9.79 | 48.86 |
| 5 | 1.03 | 5.18 | 57.36 | 1.03 | 5.18 | 57.36 | 1.7 | 8.49 | 57.36 |
| 6 | 0.9 | 4.54 | 61.9 | | | | | | |
| 7 | 0.85 | 4.26 | 66.17 | | | | | | |
| 8 | 0.81 | 4.06 | 70.23 | | | | | | |
| 9 | 0.73 | 3.67 | 73.9 | | | | | | |
| 10 | 0.7 | 3.49 | 77.4 | | | | | | |
| 11 | 0.66 | 3.31 | 80.72 | | | | | | |
| 12 | 0.6 | 3.01 | 83.73 | | | | | | |
| 13 | 0.57 | 2.85 | 86.59 | | | | | | |
| 14 | 0.52 | 2.61 | 89.2 | | | | | | |
| 15 | 0.46 | 2.34 | 91.54 | | | | | | |
| 16 | 0.42 | 2.14 | 93.69 | | | | | | |
| 17 | 0.42 | 2.1 | 95.79 | | | | | | |
| 18 | 0.34 | 1.73 | 97.52 | | | | | | |
| 19 | 0.27 | 1.39 | 98.91 | | | | | | |
| 20 | 0.21 | 1.08 | 100 | | | | | | |

Source: Researchers' Calculations
Extraction Method: Principal Component Analysis

**Table 4: Rotated Component Matrix**

| Dimensions | Factors influencing buying behavior | Component | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Price & quality | Quality of product | 0.708 | | | | |
| | Natural/herbal Contents of the Product | 0.704 | | | | |
| | No side effects on Health | 0.627 | | | | |
| | Discount & Offers | 0.556 | | | | |
| | Past Experience from usage | 0.495 | | | | |
| | Reasonable Price of the product | 0.463 | | | | |
| Accessibility and promotional activity | Easy Availability in the market | | 0.744 | | | |
| | Advertisement for green product | | 0.619 | | | |
| | Goodwill or image of the brand | | 0.583 | | | |
| | good taste and smell | | 0.518 | | | |
| Convenience and media influence | Convenience to use and dispose | | | 0.679 | | |
| | Messages through the Media | | | 0.628 | | |
| | Value For Money | | | 0.543 | | |
| Environmental concern and social influence | Attractive and eco-friendly Packaging | | | | 0.794 | |
| | Product environmental performance | | | | 0.586 | |
| | Green/Environment- Friendly Process Of Distribution | | | | 0.552 | |
| | Influence of society | | | | 0.408 | |
| Product Knowledge aspect | Recyclable | | | | | 0.723 |
| | Information provided on product Labeling | | | | | 0.587 |
| | Free or Very Low Hazardous Chemicals | | | | | 0.468 |

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. [a]

Source: Researchers' Calculations

Table 3 & 4 indicated that Principal Component Analysis with Varimax rotation generated five components with eigenvalues greater than 1. The five components accounted for 57.36 percent of the total variance. The first component had an eigenvalue of 6.84 and explained 34.20 percent of variance; the subsequent components explained 6.93 percent, 5.71 percent, 5.33 percent and 5.18 percent, respectively.

The rotated component matrix grouped the 20 indicators into five dimensions: (1) Price and Quality, including product quality, natural/herbal content, health effects, discounts, previous experience and reasonable price; (2) Accessibility and Promotional Activity, including availability, green advertising, brand image and sensory characteristics; (3) Convenience and Media Influence, including convenience of use/disposal, media messages and value for money; (4) Environmental Concern and Social Influence, including eco-friendly packaging, environmental performance, green distribution and social influence; and (5) Product Knowledge, including recyclability, product labelling and low levels of hazardous chemicals.

**Table 5: Significance of Difference in the Perception of Consumer across Dimensions on Basis of Gender**

| Dimensions | Male | | Female | | t-value | Sig. (2 tailed) | Stat. sig. (yes/no) | Null Hypothesis |
|---|---|---|---|---|---|---|---|---|
| | Mean | S.D | Mean | S.D | | | | |
| Price & quality | 23.28 | 4.67 | 23.15 | 4.28 | 0.337 | 0.736 | No | Accepted |
| Accessibility and promotional Activity | 14.90 | 3.22 | 14.46 | 3.43 | 1.567 | 0.118 | No | Accepted |
| Convenience and media influence | 10.82 | 2.58 | 10.67 | 2.64 | 0.611 | 0.541 | No | Accepted |
| Environmental concern and social influence | 14.23 | 3.36 | 14.05 | 3.27 | 0.642 | 0.521 | No | Accepted |
| Product Knowledge Aspect | 10.81 | 2.49 | 10.48 | 2.52 | 1.562 | 0.119 | No | Accepted |

Source: Researchers' Calculations

Table 5 indicates Independent-samples t-tests indicate no statistically significant difference between male and female respondents across the five identified dimensions. The reported p-values were .736 for Price and Quality, .118 for Accessibility and Promotional Activity, .541 for Convenience and Media Influence, .521 for Environmental Concern and Social Influence, and .119 for Product Knowledge.

**Table 6: Significance of Difference in the Perception of Consumers across Dimensions on Basis of Marital Status**

| Dimensions | Single | | Married | | t-value | Sig. (2 tailed) | Stat. sig. (yes/no) | Null Hypothesis |
|---|---|---|---|---|---|---|---|---|
| | Mean | S.D | Mean | S.D | | | | |
| Price & quality | 22.99 | 5.04 | 23.37 | 4.16 | 0.982 | 0.326 | No | Accepted |
| Accessibility and promotional Activity | 14.58 | 3.53 | 14.80 | 3.19 | 0.746 | 0.456 | No | Accepted |
| Convenience and media influence | 10.67 | 2.75 | 10.79 | 2.52 | 0.539 | 0.590 | No | Accepted |
| Environmental concern and social influence | 14.04 | 3.55 | 14.22 | 3.18 | 0.637 | 0.524 | No | Accepted |
| Product Knowledge Aspect | 10.58 | 2.62 | 10.73 | 2.43 | 0.680 | 0.497 | No | Accepted |

Source: Researchers' Calculations

Table 6 also indicate no statistically significant differences between single and married respondents across the five dimensions. The reported p-values were .326, .456, .590, .524 and .497 for Price and Quality, Accessibility and Promotional Activity, Convenience and Media Influence, Environmental Concern and Social Influence, and Product Knowledge, respectively.

**Table 7: Significance of Difference in the Perception of Consumers across Dimensions on Basis of Residential Status**

| Dimensions | Rural | | Urban | | t-value | Sig. (2 tailed) | Stat. sig. (yes/no) | Null Hypothesis |
|---|---|---|---|---|---|---|---|---|
| | Mean | S.D | Mean | S.D | | | | |
| Price & quality | 22.99 | 4.49 | 23.46 | 4.52 | 1.234 | 0.218 | No | Accepted |
| Accessibility and promotional Activity | 14.72 | 3.27 | 14.71 | 3.37 | 0.026 | 0.979 | No | Accepted |
| Convenience and media influence | 10.55 | 2.68 | 10.94 | 2.53 | 1.804 | 0.072 | No | Accepted |
| Environmental concern and social influence | 14.18 | 3.52 | 14.12 | 3.12 | 0.216 | 0.829 | No | Accepted |
| Product Knowledge Aspect | 10.66 | 2.55 | 10.69 | 2.46 | 0.138 | 0.89 | No | Accepted |

Source: Researchers' Calculations

Table 7 indicates no statistically significant differences were reported between rural and urban respondents across the five dimensions. The p-values were .218, .979, .072, .829 and .890, respectively. Price and Quality had the highest construct mean for both rural and urban respondents.

**Table 8: ANOVA Statistics for knowing the significant difference in the perception of consumers across Dimensions on the basis of Age**

| UnI Influencing Constructs | Levene. Stat. | Sig. 2 tailed | F-Value | Sig. 2 tailed | Welch Stat. | Sig. 2 tailed | Stat. Sig. (Yes/ No) | Null Hypothesis |
|---|---|---|---|---|---|---|---|---|
| Price & Quality | 3.533 | 0.007 | - | - | 6.187 | 0.000 | Yes | Not Accepted |
| Accessibility And Promotional Activity | 1.751 | 0.137 | 2.681 | 0.031 | 3.111 | 0.016 | Yes | Not Accepted |
| Convenience And Media Influence | 2.772 | 0.027 | - | - | 3.622 | 0.007 | Yes | Not Accepted |
| Environment al Concern And Social Influence | 3.999 | 0.003 | - | - | 1.633 | 0.167 | No | Accepted |
| Product Knowledge Aspect | 2.423 | 0.047 | - | - | 1.260 | 0.287 | No | |

Source: Researchers' Calculations

Levene Test and One-way ANOVA were applied to examine whether significant differences exist in consumers' perceptions of green FMCG products across different age groups in Table 8. The results indicate a statistically significant difference in perceptions regarding Price and Quality, Accessibility and Promotional Activities, and Convenience and Media Influence, as the corresponding significance values were below the 5% level of significance.

However, no significant difference was observed in consumers' perceptions regarding Environmental Concern and Social Influence and Product Knowledge, as the significance values for these constructs exceeded the 5% level of significance. Since significant differences were identified for some dimensions, a post-hoc test was further conducted to determine the specific age groups between which these differences existed.

Therefore, the null hypothesis regarding differences in consumer perception based on age is partially accepted, as significant differences were observed for some dimensions but not for others.

**Table 9: ANOVA Statistics for Knowing the Significant Difference in the Perception of Consumer across dimensions on basis of Occupation**

| Dimensions | Levene. Stat. | Sig. (2 tailed) | F-Value | Sig. (2-tailed). | Welch Stat. | Sig. (2-tailed) | Stat. Sig. (Yes/ No) | Null Hypothesis |
|---|---|---|---|---|---|---|---|---|
| Price & Quality | 2.907 | 0.013 | - | - | 2.720 | 0.021 | Yes | Not Accepted |
| Accessibility And Promotional Activity | 0.993 | 0.421 | 0.808 | 0.544 | - | - | No | Accepted |
| Convenience And Media Influence | 2.900 | 0.014 | - | - | 2.694 | 0.022 | Yes | Not Accepted |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Environmental Concern And Social Influence | 2.166 | 0.056 | 1.226 | 0.295 | - | - | No | Accepted |
| Product Knowledge Aspect | 1.919 | 0.089 | 1.188 | 0.313 | - | - | No | Accepted |

Source: Researchers' Calculations

The Levene test was applied through ANOVA for knowing the significant difference in the perception of consumers across dimensions on basis of occupation in table 9. It has been found that there is a significant difference has existed in the perception of consumers towards Price & quality, Convenience & Media influence across occupation. Because the significant value related to these constructs was found less than five percent from the level of significance. Furthermore above table indicated that there is no significant difference has existed in the perception of consumers towards Accessibility and promotional activity, Environmental concern & social influence, and Product Knowledge aspect construct. Because the significant value of these two constructs was found more than five percent level of significance. Hence, a post hoc test has been applied to know the significant difference between the groups. So that null hypothesis has been accepted partially based on occupation.

The empirical findings indicate that consumer perception toward green FMCG products is not based exclusively on environmental attributes. Product quality and related performance considerations occupy a prominent position in the reported responses. At the same time, environmental performance, natural/herbal content, health considerations, availability, brand reputation, promotional activity and product information form part of the broader decision context.

The five-factor solution provides a consolidated structure for understanding these perceptions. The demographic tests further suggest that several dimensions remain relatively consistent across gender, marital status and residential status, whereas age and occupation are associated with differences in selected dimensions. These findings support the view that green marketing strategies need to address both sustainability expectations and conventional consumer value considerations.

## VII. Managerial Implications

- Green FMCG manufacturers should maintain strong product quality and performance because these attributes received prominent consumer ratings.
- Firms should communicate the natural, health-related and environmental attributes of products clearly and credibly.
- Availability across retail and online channels should be strengthened because accessibility emerged as a distinct factor.
- Green advertising and consumer education can be integrated with product communication to improve understanding of sustainability-related attributes.
- Packaging, recycling and distribution practices should be aligned with broader environmental claims so that green positioning is supported across the value chain.

Because selected perceptions vary by age and occupation, marketers may consider segment-specific communication and promotional approaches while retaining consistent core product and sustainability claims.

## VIII. Conclusions

The study demonstrates that consumer perception toward green FMCG products is multidimensional. The empirical analysis identifies five underlying dimensions—Price and Quality; Accessibility and Promotional Activity; Convenience and Media Influence; Environmental Concern and Social Influence; and Product Knowledge—which together explain 57.36 percent of the variance in the 20-item structure. Product quality was the most prominent individual buying factor in the reported descriptive analysis.

The demographic analysis indicates that gender, marital status and residential status were not associated with statistically significant differences across the five constructs. In contrast, significant differences were reported across age for Price and Quality, Accessibility and Promotional Activity, and Convenience and Media Influence, and across occupation for Price and Quality and Convenience and Media Influence. The findings therefore highlight the importance of combining environmental positioning with product value, accessibility, communication and consumer knowledge when developing green FMCG strategies.

## IX. Limitations and Scope for Future Research

The study is geographically limited to consumers from Ludhiana, Jalandhar and Amritsar, Punjab, and therefore the findings should not automatically be generalized to all Indian consumers. The analysis is based on the variables and sample reported in the study. Future research may extend the geographical coverage, use larger and more diverse samples, incorporate validated multi-item scales for constructs such as environmental concern

and green purchase intention, and examine causal relationships among consumer knowledge, attitude, perceived value, trust and actual purchase behaviour. Confirmatory factor analysis and structural equation modelling could also be used to validate and extend the five-factor structure identified in this study.

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