A Study on Factors Influencing of Ideology Decision Making towards Eco- Friendly Fast Moving Consumer Goods (FMCG)

*Dr.K.Vidhyakala

Assistant Professor (SS), Department of Commerce,
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore – 43.

Abstract: The ever changing customer preference is the challenge faced by marketers in comprehends the consumer mind. The behaviour of consumer reflects the totality of a consumers' decision and the dynamic process which is influenced by multiple factors. Among the wide range of indicators, concern about the environment has influence to buy the Eco-friendly products. This study aims at identifying the factors that induce the consumers' purchasing decision towards Eco-friendly products. This study uses data gathered from 112 consumers from Coimbatore who have purchased any of the products that do not harm environment. The data were analyzed by using percentage and factor analysis. Result indicated fewer facts would influence consumers' actual purchase decision towards Eco-friendly products.
Key words: Consumer, Decision, Eco-friendly products, environment, market.

I. INTRODUCTION

In today's world of competitive offerings, the fact that consumers and their environments are constantly changing highlights the importance of marketing decisions. The nature of consumer behaviour is helpful for the marketer to focus on a specific area of interest. Conventional marketing places the responsibility for the companies' actions on the consumer. Environmental marketing requires marketers to dethrone the consumer as monarch, and instead to take responsibility for the customer. In general, marketing requires a balance between meeting consumer needs and generating profit but environmental marketing requires a four-way balance between consumer wants, social responsibility, profitability and environmental protection.

The social pressure on business was reflected the 'socially conscious consumer' (Anderson and Cunningham 1972). Therefore, Eco-friendly product purchasing and Eco-friendly product consumption are very much important in the changing lifestyle that is needed to make sustainable economic growth. So the Eco-friendly market approach emphases need for the study of Eco-friendly consumer decision to implement the Eco-friendly strategy in the marketing planning process. Jatin Pandey and Sunaina R.(2012) explored the factors of Eco-friendly purchasing behaviour which were resulted with collectivism and environmental concern positively influencing the Eco-friendly purchase behaviour. Among the various demographic variables, gender and their marital status influence consumers' willingness to pay more for Eco-friendly products (Micher Laroche et.al., 2001).

Eco-friendly refers to environmentally friendly and it will relate to eco conscious consumer. The attempts being made to develop a marketing response to the Eco-friendly challenge has caused a great deal of controversy. The concepts of 'Eco-friendly', 'environment', 'sustainable' and 'marketing' mean different things to different people"(Peattie 1995). From personal hygiene products to buildings, demand for environmentally-conscious consumption is increasing. Once a consumer identifies a product as Eco-friendly, customer needs to clearly understand the benefits of such a product in order to see value in the purchase. Buyer value could result from a variety of factor including health consideration, altruistic motivation, and perception or status-related concerns.

Common attitudes and beliefs of these consumers as described by the International Institute for Sustainable Development (IISD) is derived that commitment to Eco-friendly lifestyles, critical of their own environment practices and impact. Looking for companies that incorporate Eco-friendly practices, overstate their Eco-friendly behavior, want environmental protection to be easy, tend to distrust companies environmental claims and lack knowledge about environmental issues, but eager to learn.

Eco-friendly consumers are those who consistently and primarily discriminate product purchases in favor of the environment. Today's Eco-friendly consumers are most concerned with issues such as reducing their "carbon footprint".

According to Jacquelyn Ottman consulting, when making purchase decisions Eco-friendly consumer want to know how raw materials are procured and where they come from, how food is grown, and what their potential impact is on the environment once they land in the trash bin and Eco-friendly consumers patronize manufactures and retailers they trust and boycott the wares of suspected polluters and they often do not have the same consumptive spending patterns as the mass consumer. While not all environmentally responsible consumers are the same, an understanding of some of their shared demographic and psychographic characteristics provides a picture of the market for environmental products and services.

Traditionally, marketing has focused on the elements of the buying process which lead up to the actual purchase, namely the needs and motives of consumers. Eco-friendly marketing on the other hand requires a more balanced view of the purchase and consumption process, with much more emphasis being placed upon post-purchase issues of product use and disposal. (Peattie 1995).

II. BACKGROUND OF THE STUDY

Social and environmental issues are reflected in the increasing environmental concern. Marketing should emphasis the needs and wants of the consumer rather than the needs of the producer (Ken Peattie, 1995). Environmental marketing forces the marketer's internal perspective to change, because the consumer's viewpoint has changed. Kinnear et.al.,1974, found that there is no significant association between socio-economic characteristics and environmental concern. Consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption items. The products are bought for final use by individuals, who are referred to as end users or ultimate consumers.

Eco-friendly products purchase decisions are shaped by a number of influences beyond knowledge. Feldman (1988) found that core beliefs shaped attitudes and have a significant influence to swift from conventional products and the emergence of new Eco-friendly products in response to the Eco-friendly challenge. Now-a-days, environmental issues and awareness brings more purchase on Eco-friendly products. In order to understand factors which are influenced by Eco-friendly products purchse decision that provides source of information to market's product development.

III. IOBJECTIVE OF STUDY

The objective of the study is to identify factors that influence purchase decision of Eco-friendly products among consumers.

IV. REVIEW OF LITERATURE

The literature reviewed has been grouped based on constructs selected for the study.

(i) Environmental Concern

Charlie Albert (2014), suggested that the concern about environment has a positive significant relationship toward Eco-friendly purchase intention. According to Aman et. al.,(2012), environmental concern has significant influence on the Eco-friendly purchasing intention and high concern about the environment has positive impact on consumer's attitude which will lead to the Eco-friendly purchase intention. Moreover, a study of Irawan and Darmayanti (2012) had been conducted a study to identify the influence of environmental concern about Eco-friendly purchase behaviour.

(ii) Perception on environmental issues

The public possesses the ability to affect directly the quality of the natural environment through individual behaviours, which may depend on people's perceptions of the environment (Linwood H. Pendleton, 2000). Consumer involvement is defined as the consumer's perceived relevance of an object, e.g. product or brand, advertisement or purchase situations based on the inherent needs, value and interests of the persons (Salomon et al., 2004). Wealthy people perpetuate environmental problems is as important to the field of environmental justice. Kari Maric Norgaard, (2006). The presence of distinct population groups allows for an examination of the influence of race and ethnicity on differences and similarities in environmental perceptions and behaviours (Barbara A. Anderson, 2010). To understand the consumer behaviour into consumer motivations, believes, attitudes, learnings, perceptions, emotions and opinion is essential (Sripama Guha, 2013).

(iii) Perception towards Eco-friendly products

According to Sanjeev Kumar, el.al (2012) youngsters have environment concern, positive and high intentions to buy Eco-friendly products in India. The environmental concern includes food safety, human health, environmental impact and availability of product information also support the intention to buy (Yiridoe et al.2005). Keith Ferguson (2011), states that the consumers have high expectations of the benefits

of Eco-friendly products and this has shown positive intentions to purchase Eco-friendly products. Linwood H. Pendleton, (2000) clearly states that the participation of events in environmental education programme has a very positive and it has a very positive influence of environmental perception.

(iv) Attitude on environmental issues

The NEP Scale has very much used to measure the environment and ecological world view, as well as of environmental attitudes (Riley E. Dunlap, 2000). According to Perce, Dalton, & Zaitsev(1999), 'world ecologist' insist by a high score on the NEP scale and wide range of issues on attitudes and Gardner and Stern (1996), states that the barriers influence pro environmental behaviours in a NEP–behaviour relationship. Lizawati Aman, et. al., (2012) suggest that the relationship between marketing and the environment that has focused on the link between environmental attitudes and specific behaviors or intentions (Kilbourne and Beckmann, 1998) has found the relationship to be positive. Customer attitudes of Eco-friendly products are not facilitated by the positive attitudes of the customers towards environmental protection (Harikumar and EbbyJoseph, 2012).

(v) Attitude towards Eco-friendly products

According to Leonidas and Constantinous (2010), attitude may concern eco-friendly actions taking place within the household. So this process may influence to buy the eco-friendly products and it can change the behaviours of the household. From this statement there may be a relationship exist between attitude and behavior. Consumers attitude directly connect with ecological conscious purchase (Walsh, 2009). Consumer's attitude towards organic food does not influence by gender but the price may stimulate the consumers attitude towards the organic food, because Efthimia Tsakiridou et al (2008) suggest that high price is the major obstacle to the expansion of organic food. Health is not only the important motive for buying organic products but also the concern for the environment, animal welfare (Efthimia Tsakiridou et al.,2008).

(vi) Perceived Consumer Effectiveness

Perceived Consumer Effectiveness is defined as the domain-specific belief that the efforts of an individual can make a difference in the solution to a problem, If PCE is believed to motivate a wide veriety of behaviours and its role in motivating environmentally conscious behavior will be described (Pam Scholder Ellen, 1991). PCE was positively related to index of attitudinal items reflecting a range of environmental issues (Antil, 1984). The advertising claims such as "eco-friendly" and "biodegradable" are the common terms available in the market but its effectiveness in convincing Eco-friendly purchase action is still insignificant (Peattie, 2001).

(vii) Collectivism

According to Stephen Grabill and Gregory Gronbacher, "collectivism is defined as the theory and practice that makes some sort of group rather that the individual the fundamental unit of political, social, and economic concern. People who are in collectivism, usually the behavior of those people with social norms and to share scarce resources with others (Sinha and Verma,1987). Generally, collectivistic persons have more interest to increase their relationships with others. So it can promote environmentally friendly attitudes by demonstrate cooperative behavior (Kim and Choi, 2005) based on these statement. The association between collectivism and environmentally – friendly attitudes are positive (McCarty & Sharum,2001). Collectivistic people are more considered about the environmental issues than the individualistic. Collectivistic persons give priority to the group goals, so they want to be more cooperative, which will motivate the environmentally conscious behaviours (Yeonshin kim).

Research Methodology

The research study is descriptive in nature. The combination of primary and secondary data is used. The research instrument used to collect the data was questionnaire. Primary data is collected through questionnaire and secondary data is collected through literature review. The data were taken for analysis using the convenient sample of 112 consumers in Coimbatore city. The data analysis methods used in the study are percentage analysis and Factor analysis.

V. ANALYSIS

Socio economic profile of the respondents

The social environment is the combination of factor such as age, gender, family type and household size etc., The economic factor includes education, occupation and income etc., The socio economic factor play a significant role in shaping the personality and character of an individual. An individual's life style is influenced by a variety of factors and a group of individual characteristics that reflect certain behaviours, such as

participation in social groups, commitment to certain behaviour, central life interest, and that may vary according to sociologically relevant variables, such as age, sex, social class and region, among others.

The following tables depict the distribution of respondents based on socio-economic profile. The socio-economic profile of the respondents is given in table 1.

Table 1: Socio economic profile of the respondents Using Eco Friendly FMCG

Variables		No of respondents (112)	Percentage
Gender	Male	47	41.96
	Female	65	58.04
Age (in years)	Upto 30	31	27.68
	31-50	55	49.11
	Above 50	26	23.21
Marital Status	Married	93	83.04
	Unmarried	19	16.96
Family Type	Nuclear	72	64.29
	Joint	40	35.71
Educational Qualification	Upto School	39	34.82
	Graduate	46	41.07
	Post Graduate and Professional	27	24.11
Occupation	Business / Profession	28	25.00
	Homemaker	31	27.68
	Employee	53	47.32
Monthly Income (in `)	Upto 25000	55	49.11
	25001 to 50000	27	24.10
	Above 50000	30	26.79
Household Size (No of members)	Upto 3 members	38	33.93
	4 to 6 members	51	45.54
	Above 6 members	23	20.54
Number of Earning members	One	39	34.82
	Two	53	47.32
	Above 2	20	17.86
Monthly income of members of household (in `)	Upto 30000	51	45.54
	30001 to 50000	36	32.14
	Above 50000	25	22.32
Buying for needs of the households	Head of the family	62	55.36
	Spouse	31	27.68
	Other members in the family	19	16.96

Source : Primary data

Table (1) depicts that Female respondents constitute 58.04 per cent of the sample and male constitute 41.96 per cent. With the increase in age, about 49.11 per cent of the respondents were in the age group of 31 to 50 years and 27.68 per cent of the respondents were in the age group of up to 30 years and remaining 23.21 per cent of the respondents were in the age group of above 50 years. The relationship created through marriage, is indicated with 83.04 per cent of the respondents who were married and remaining 16.96 per cent were unmarried.

The urban joint family is being gradually replaced by nuclear family, the size of the family is shrinking. It promotes majority of the respondents (64.29 percent) in nuclear families and also among the remaining 35.71 percent of the respondents living in joint families. Education level of the people also contributes to their lifestyle. The study shows that irrespective of the education attainment of respondents' purchase decisions. In this study 41.07 percent of the respondents were Graduates, 34.82 percent of the respondents were studied up to school and 24.11 percent were postgraduates and professionals

To fully understand consumer decision making, marketers need to identify which consumer take on which roles. From this analysis, it shows that 47.32 percent of the respondents were employee, 27.68 percent were homemakers and 25 percent of the respondents engaged in profession. The distribution based on income

shows that about 49.11 percent of the respondents earn a monthly income below ` 25,000/- and 26.79 percent of the respondents were in the monthly income of above ` 50,000/- and remaining 24.10 percent between ` 25,001- ` 50,000.

Developing successful marketing strategies for products purchased by consumer that requires the study shows that 45.54 percent of the respondents have four to six members in their families and 33.93 percent have below four members in their families and remaining 20.54 percent have above six members in their families.

The urban families necessitate economic support from earning members in their families, which ultimately helps marketers to understand purchasing power of the consumers. The study reveals that 47.32 percent of the respondents have two earning members in their families and 34.82 percent of the respondents were sole earning members and remaining 17.86 percent have more than two earning members in their family.

Based on the monthly income earned by the family members the distribution shows that 45.54 percent of the respondents have household members who earn up to ` 30,000 per month, 32.14 percent of the respondents have members of the household whose monthly income between ` 30,001 and ` 50,000 and the remaining 21.42 percent of the respondents having household members having monthly income above ` 50,000. Among the respondents, the acts of purchase for household needs were done by 55.36 percent of the respondents in their role as the head of the family. 27.68 percent of the respondents who in their role as spouse and 16.96 percent were other adult members who bought for family needs.

It is inferred that the socio economic profile of the respondents were characterized by predominantly with the middle age of 31 to 50 years married, live in nuclear families with family size of family members with different educational levels, mainly female and homemakers. Majority of the respondents earning with monthly income below ` 25,000, with at least two earning members, 55.35 percent earning monthly income up to ` 30,000 with purchase for family needs carried out by the head of the households.

Factors influencing to purchase of Eco-friendly FMCG

In order to identify the consumers purchasing preference towards Eco-friendly products, factor analysis is applied. For this purpose, 86 statements have been used to elicit the results of the study. Among 86 statements, The analysis was tested from responses of 112 respondents.

In today's competitive context marketers are not only concerned with launching new products but also with how consumers are accepting them. The change in behavior on the part of the consumers is moderate. Analyzing specifically the psychographics of respondents may enable a marketer to target consumers who enable a marketer to target consumers who are likely to try the product. Analysis of consumers may provide market leadership and help set up barriers to new competition that prevent other firms making a fast entry into the market.

Exploratory factors analysis with KMO and Bartlet's test (table1) was applied to reduce the factors in order to get the model fit.

Table 2 KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.667
Bartlett's Test of Sphericity Approx. Chi-Square	19049.821
df	2856
Sig.	.000

Exploratory factor analysis with KMO and Bartlett's Test (Table 1) was applied to reduce the factors in order to get the model fit. Barlett's Test of Sphericity resulted in a large value (19049.821) which indicates that the variables do not correlate with each other. KMO statistics, the measure of sampling adequacy is 0.667. These two values allow the application of factor analysis. (Malhotra, Naresh, 2007). Using the "eigen value greater that one" criteria, seven factors were formed explaining a total variance of 70.03%. Based on high loading in the Rotated Component Matrix and similarity between the variables in the same column, seven factors selected presented in the following table.

The resultant factor matrix was rotated using Varimax rotations. The results of the factor analysis are given in Table 2.Varimax rotation in applied to minimize the number of variables with high loadings on a factor. Factor component score with principal component analysis is shown inn following table.

Table 3: Factor analysis on various determinants of Eco-friendly products purchase Intention

Statements	Factors						
	1	2	3	4	5	6	7
EC2 EC8 EC5 EC4 EC1	.883 .841 .773 .732 .702						
VIEW1 VIEW13 PEI4 PEI6		.899 .899 .842 .798					
EFP5 ATT1 ATT4 EFP3 EFP1			.820 .819 .777 .751 .699				
GI2 GI5 GI1 GI7				.783 .723 .712 .647			
PCE4 PCE3 PCE7 PCE1					.895 .783 .762 .759		
INT4 INT3 INT5 INT1						.865 .862 .855 .832	
EPB5 EPB8 EPB2 EPB1							.808 .788 .772 .709
Explained variance by each factor	**18.150**	**10.532**	**9.963**	**8.823**	**7.975**	**7.645**	**6.949**
Cumulative explained variance	**18.150**	**28.682**	**38.645**	**47.468**	**55.443**	**63.088**	**70.037**

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

The above analysis describes the influence of respondents' purchase of Eco-friendly products. The first factor named as 'environmental concern' as in this analysis, the respondents were concerned with pollution in their town (0.83) and were conscious towards Eco-friendly house gas (0.841). To reflect the current realities,

the respondents expressed environmental problem due to noise pollution (0.7332). In addition they help to preserve natural resources (0.773) and carryout waste management (0.702). The second factor 'Attitude towards environment' reflects the respondents' view that the earth is approaching the limit of the number of people it could support (0.899) and balance of nature is very delicate and easily upset (0.899). the respondents read product labels to ensure whether products are environmentally safe (0.842) and prefer to buy environmental friendly durable goods(0.796).

The factor three 'Attitude towards environment friendly products' consist of the fact that the respondents take time to understand Eco-friendly products (0.820), they primarily watch nutrition content of food products (0.819) and buy non- allergic products (0.777) As expected, they were influenced by positive group norms (0.701) to buy Eco-friendly products with high expectations of its benefits (0.699). The fourth factor "collectivism" depicts that the respondents always adhere to the norms of the group they belong (0.703) right or wrong. The respondents like people around them (0.702) and they respect the majority's wish (0.712) and always resolve conflict among members of their group (0.647).

The fifth factor named as "Perceived Control Effectiveness", the consumers have a number of enduring perceptions or images, and thus it becomes very difficult to gauge the consumers mind. In this study, the analysis shows that the respondents though believe that the marketers lie about products being truly Eco-friendly (0.895) and environmentalist make a lot of exaggerations about environmental problems (0.783). They are equally interested in learning more environmental issues and solutions (0.762).

The factor six "Eco-friendly products purchase intention" consists of the fact that they are most influenced by associated group (0.865). Purchase intentions represent what consumer think that will buy by them. In this analysis, respondents were intending to purchase Eco-friendly products based on their perception (0.862). Intentions are significant predictor of behaviors. The respondents under this group (0.855) were connected with explore to media by the resulted variable. The measurements of intentions is important as consumer intentions are helpful an indicator of certain possible effects on marketing activities. Under this segment, the customers' responds to environmental issues (0.832) which in turn enable respondents to augment purchase intention towards environmentally safe products.

The factor seven "Eco-friendly products purchase behaviour" consists of four variables that characterized the buyer behaviour towards Eco-friendly products. The consumer behaviour is understood by the interaction of different factors associated with number of changes in a dynamic environment. The analysis reveals that the respondents choose Eco-friendly products alternative if available at one of a similar price (0.808). In today's world of competitive offerings, diversity of consumer preferences and proliferation of products, consumer behaviour has become extremely important for marketing decisions. Respondents buy products made with or packaged in recycled materials (0.788), they switched brands for ecological reason (0.772). The consumption process continues as the consumer makes the transition from purchase to usage. The respondents buy Eco-friendly products for household consumption (0.709).

Factor analysis reveals from the respondents were namely influenced to buy Eco-friendly products. All these seven factors together explained 70.03 percent of variance. Among the factors, first factor environmental concern emerged as the prime factor influencing 18.15 percent of variance, followed by attitude on environmental issues 10.53 percent and attitude on eco-friendly products 9.96 percent under this analysis.

The Cronbach's Alpha coefficients for each scale are analysedand it showed the value of 0.835 for 30 resulted variables. The results of Cronbach's Alpha coefficients for each scale are analysed by using SPSS 17.0 are presented in the following Table 3

Table 4: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.846	30

The Cronbach's Alpha coefficients reveals that no item to be deleted and the value of the entire 30 variables alpha are higher than 0.8 and also the overall Alpha is 0.846. So, the data collected derives the valid results.

VI. LIMITATIONS AND FUTURE DIRECTION OF STUDY
The research is only conducted in Coimbatore city of Tamil Nadu due to limited time. Therefore the results of this survey may not be generalized to the whole population of Tamil Nadu. Furthermore, this research observes broader demographic area for surveying respondents to identify the impact of factors influence purchase decision towards Eco-friendly products.

VII.   CONCLUSION

A number of literatures have been reviewed to the date, many related research has been done in the field about the determinants of buyer behavior towards eco-friendly products. Now-a-days consumers always satisfy their wants and desires, even though they should concentrate on protection of the environment. Based on the above literature reviews, can suggest that the determinants of the buyer behavior such as Perception, Attitude, Perceived consumer effectiveness and Collectivism should influence the Eco-friendly buying behavior. The results from table show that there is a most impact factor of Eco-friendly purchase decision. From the findings and results it has been concluded that Eco-friendly purchase intention is influenced by environmental concern, attitude on environmental issues, attitude towards Eco-friendly products, perceived consumer effectiveness, collectivism. The impact of environmental concern is highlight in case of Eco-friendly products purchase from Coimbatore city consumers.

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