

“Determinants Of Green Buying Behaviour Of FMCG Products And Its Impact On Environmental, Economic, And Social Sustainability: A Perceptual Study”

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Abstract:

The growing concerns over environmental degradation, resource depletion, and social well-being have emphasized the need for sustainable consumption practices, particularly in the Fast-Moving Consumer Goods (FMCG) sector due to its high consumption frequency and environmental impact. Green buying behaviour has emerged as a crucial mechanism through which consumers can contribute to sustainable development. In this context, the present study examines the determinants of green buying behaviour of FMCG products and analyzes its impact on environmental, economic, and social sustainability from a consumer perception perspective.

The study is empirical in nature and is based on primary data collected from 236 consumers using a structured questionnaire designed on a five-point Likert scale. The questionnaire captured key determinants such as environmental awareness, personal responsibility, social influence, price sensitivity, availability, trust in green claims, and ease of identification of green products. Secondary data were collected from books, journals, reports, and relevant websites to support the conceptual framework of the study. The collected data were analyzed using descriptive statistics, reliability analysis, correlation, and regression techniques.

The findings reveal that determinants such as awareness, price, and availability significantly influence green buying behaviour of FMCG products. The results also indicate a strong and positive relationship between green buying behaviour and all three dimensions of sustainability. Among the sustainability dimensions, environmental sustainability is most strongly influenced by green buying behaviour, followed by social and economic sustainability. Although consumers exhibit positive attitudes and strong future purchase intentions, challenges related to price, product availability, and trust in environmental claims persist.

The study concludes that promoting green buying behaviour in the FMCG sector can substantially contribute to sustainable development. The findings offer valuable insights for marketers, policymakers, and other stakeholders to design effective strategies that encourage sustainable consumption and balance environmental protection, economic viability, and social responsibility.

Keywords: Green Buying Behaviour; FMCG Products; Environmental Sustainability; Economic Sustainability; Social Sustainability.

In recent years, concerns over environmental degradation, climate change, resource depletion, and social well-being have intensified the global discourse on sustainable consumption. Among various sectors, the Fast-Moving Consumer Goods (FMCG) industry plays a crucial role in shaping consumption patterns due to its high production volume, frequent purchase cycles, and direct interaction with everyday consumer needs. The extensive use of natural resources, packaging materials, and energy in the FMCG sector has significantly contributed to environmental pollution and waste generation. Consequently, encouraging green buying behaviour among consumers has emerged as an important strategy for achieving sustainability across environmental, economic, and social dimensions.

Green buying behaviour refers to consumers' conscious preference for products that are environmentally friendly, ethically produced, and socially responsible. Such behaviour reflects a shift from traditional consumption practices toward sustainable choices that minimize harm to the environment while promoting long-term societal welfare. In the FMCG context, green products often include biodegradable packaging, organic ingredients, energy-efficient production processes, and fair trade practices. The adoption of green buying behaviour not only supports environmental protection but also fosters sustainable business practices and responsible market development.

Consumer decisions related to green purchases are influenced by multiple determinants, including personal attitudes toward environmental protection, social influence, perceived control over purchasing green products, and situational factors such as availability, affordability, and information access. While consumers may express positive attitudes toward sustainability, actual buying behaviour often differs due to perceived barriers and practical constraints. This attitude-behaviour gap highlights the need to understand the underlying factors that motivate or hinder consumers from translating green intentions into actual purchasing behaviour, particularly in the FMCG sector where convenience and price sensitivity are high.

Green buying behaviour has far-reaching implications for sustainability. From an environmental perspective, it contributes to reduced carbon emissions, waste minimization, and conservation of natural resources. Economically, sustainable consumption encourages efficient resource utilization, innovation in green technologies, and long-term cost savings for businesses and society. Socially, it supports ethical labor practices, consumer well-being, and community development. Thus, green buying behaviour serves as a vital link between individual consumer choices and broader sustainability goals.

Despite growing awareness of sustainability issues, green buying behaviour in FMCG products remains inconsistent, especially in developing economies. Consumers often face personal, situational, and marketing-related barriers that restrict sustainable purchasing decisions. At the same time, facilitators such as environmental awareness, trust in green claims, social encouragement, and supportive market infrastructure can positively influence consumer behaviour. Understanding these determinants is essential for policymakers, marketers, and manufacturers seeking to promote sustainable consumption and align business strategies with sustainability objectives.

This study focuses on examining the determinants of green buying behaviour of FMCG products and its impact on environmental, economic, and social sustainability from a consumer perception perspective. By exploring the key factors that influence green purchase intention and actual buying behaviour, the study aims to contribute to the growing body of literature on sustainable consumption. It also provides valuable insights for businesses and stakeholders to design effective strategies that encourage environmentally responsible consumer behaviour while advancing holistic sustainability outcomes.

Significance of the Study

This study holds significant academic, managerial, and societal relevance as it examines the determinants of green buying behaviour of FMCG products and their impact on environmental, economic, and social sustainability. With sustainability emerging as a critical global priority, understanding consumer perceptions and behavioural drivers in the FMCG sector becomes essential for achieving long-term sustainable development.

From an academic perspective, the study contributes to the existing literature on green consumer behaviour by integrating behavioural determinants with the three dimensions of sustainability. While prior studies have often focused on environmental aspects alone, this research extends the scope by simultaneously examining environmental, economic, and social sustainability outcomes. It enriches theoretical understanding by highlighting the perceptual factors that influence green buying behaviour and addressing the commonly observed gap between green purchase intention and actual buying behaviour. The study also

provides a structured framework that future researchers can adapt or extend in similar sustainability-oriented research contexts.

The study is particularly significant for marketers and FMCG manufacturers as it offers insights into consumer attitudes, social influences, perceived control, and the barriers and facilitators affecting green purchases. By identifying key determinants that motivate or hinder green buying behaviour, businesses can design more effective green marketing strategies, improve product positioning, enhance communication credibility, and develop consumer-centric sustainable products. The findings can assist firms in aligning profitability with sustainability by fostering consumer trust and encouraging repeat green purchases.

For policymakers and regulatory authorities, the study provides valuable inputs for formulating policies and awareness programs aimed at promoting sustainable consumption. Understanding consumer perceptions of green products helps in designing supportive regulations, eco-labeling standards, and educational campaigns that encourage responsible purchasing behaviour. The study's insights can also support initiatives aimed at reducing environmental degradation and promoting inclusive economic growth through sustainable market practices.

From a societal perspective, the study emphasizes the role of consumers in driving sustainability through everyday purchasing decisions. By highlighting the impact of green buying behaviour on social well-being, ethical practices, and community development, the study reinforces the importance of responsible consumption. It encourages greater consumer awareness and participation in sustainability initiatives, thereby contributing to long-term societal welfare.

Overall, this study is significant as it bridges the gap between consumer behaviour and sustainability outcomes in the FMCG sector. The insights generated can support informed decision-making among stakeholders and contribute to the promotion of sustainable consumption patterns that balance environmental protection, economic viability, and social responsibility.

Relevance of the Study

Relevance to Sustainable Consumption

The increasing environmental challenges arising from excessive consumption have made sustainable consumer behaviour a critical area of concern. FMCG products, due to their frequent usage and high turnover, significantly influence resource utilization and waste generation. This study is relevant as it examines green buying behaviour as a means to promote sustainable consumption practices that reduce environmental harm while supporting long-term sustainability goals.

Relevance to Consumer Behaviour Studies

Understanding the determinants that influence consumers' green buying behaviour is essential to bridge the gap between positive environmental attitudes and actual purchasing decisions. This study is relevant in identifying key perceptual factors such as attitudes, social influence, perceived control, and barriers that shape green purchase intention and behaviour. The findings contribute to a deeper understanding of how consumers respond to sustainability-oriented products in the FMCG sector.

Relevance to Environmental Sustainability

Green buying behaviour plays a vital role in minimizing pollution, conserving natural resources, and reducing waste. By focusing on environmentally responsible consumption, the study highlights how consumer choices can directly contribute to environmental sustainability. It emphasizes the importance of encouraging green purchases as an effective strategy for environmental protection.

Relevance to Economic Sustainability

The study is relevant from an economic standpoint as sustainable consumption supports efficient resource utilization and long-term economic stability. Green buying behaviour encourages innovation, responsible production practices, and market competitiveness among FMCG firms. It also promotes cost efficiency and value creation, benefiting both businesses and consumers in the long run.

Relevance to Social Sustainability

Social sustainability is strengthened through ethical consumption, fair trade practices, and improved quality of life. This study highlights the social implications of green buying behaviour, including consumer well-being, social responsibility, and community development. It underscores the role of consumers in fostering socially responsible markets.

Relevance to Policymakers and Practitioners

The insights derived from this study are relevant for policymakers, marketers, and practitioners seeking to promote sustainable consumption. Understanding consumer perceptions and behavioural determinants enables the formulation of effective policies, awareness initiatives, and green marketing strategies that support holistic sustainability outcomes.

Review of literature

- Haba, H. F. (2023).** This study provides a comprehensive bibliometric and thematic analysis of green consumer behavior research published over two decades. The findings reveal that theories such as the Theory of Planned Behavior (TPB), environmental attitudes, and green purchase intention dominate the literature. The study identifies FMCG, food, and personal care sectors as major research domains. It highlights emerging themes such as greenwashing, trust, and sustainability outcomes. The author emphasizes the growing need to integrate environmental, economic, and social sustainability into consumer behavior models. The study is significant as it establishes the intellectual structure of green buying research and identifies research gaps in emerging economies, making it highly relevant to studies examining green buying behaviour and sustainability.
- Kennedy, R. F. (2024).** This study applies the Theory of Planned Behavior to examine green consumption patterns among Indian consumers. The findings indicate that attitude and perceived behavioural control significantly influence green purchase intention, while subjective norms show weaker influence. The study highlights infrastructure availability, product accessibility, and information transparency as crucial facilitators of green buying behaviour. It also identifies a gap between intention and actual behaviour due to situational constraints such as price and availability. The research contributes to understanding green buying behaviour in developing economies and supports the relevance of perceptual factors in influencing sustainable FMCG consumption.
- Niedermeier, A., et al. (2021).** This empirical study explores consumer acceptance of biobased FMCG products in Germany. The results show that environmental concern, recyclable packaging, and brand familiarity positively influence purchase decisions, while high prices and skepticism act as barriers. The study highlights heterogeneity among consumers, with environmentally conscious segments willing to pay a premium. The research emphasizes the importance of clear labeling and credible environmental claims in building consumer trust. This study is relevant as it demonstrates how product attributes and consumer perceptions influence green buying behaviour in FMCG markets.
- Laheri, V. K. (2020).** Laheri examines facilitators and barriers influencing green purchase behaviour in the Indian context. The study reveals that environmental awareness, health benefits, and availability act as facilitators, while price sensitivity and limited access hinder green buying. The findings confirm that barriers significantly weaken the intention-behaviour relationship. The study is particularly relevant to FMCG products where frequent purchases amplify the impact of situational constraints. The research underscores the need for policy and marketing interventions to reduce barriers and encourage sustainable consumption.
- Zhao, X. (2025).** This study investigates determinants of green consumption in emerging markets using a behavioral framework. The findings indicate that perceived behavioural control and attitude significantly influence green purchase intention. The study also highlights the role of trust and information clarity in shaping consumer perceptions. Zhao emphasizes that habitual buying patterns in FMCG reduce the strength of intention-behaviour relationships. The research contributes to understanding how perceptual and contextual factors interact to influence green buying behaviour.
- Suphasomboon, T. (2025).** This study examines how perceived greenwashing affects consumer trust and green purchase intention. The findings show that greenwashing perceptions negatively impact trust, which in turn reduces purchase intention. The study highlights that informed consumers are more sensitive to misleading green claims. The research emphasizes the importance of transparency and certification in green FMCG marketing. This study is significant as it addresses credibility issues in green buying behaviour.

7. **Adnan, M. (2025).** Adnan explores green purchase intention in emerging markets using TPB. The study finds that attitude, perceived behavioural control, and trust significantly influence green buying decisions. The results show demographic variations in green consumption, with younger and educated consumers exhibiting stronger green intentions. The study provides insights into brand credibility and communication strategies in FMCG markets. It strengthens the relevance of TPB in sustainability research.
8. **Singh, P., & Gupta, S. (2025).** This study examines pathways influencing green purchase intention in FMCG products. The findings emphasize the importance of product attributes, circular economy concepts, and perceived convenience. The research highlights that system-level interventions such as refill schemes and eco-labeling enhance green buying behaviour. It is relevant for linking consumer behaviour with sustainability outcomes.
9. **Chen, Y. S., & Chang, C. H. (2021).** This study examines how green trust and perceived consumer effectiveness influence green purchase intentions. The findings suggest that trust strengthens the effect of environmental concern on buying decisions. The study is relevant for understanding trust-building mechanisms in green FMCG marketing.
10. **Joshi, Y., & Rahman, Z. (2020).** This study identifies predictors of green purchase behaviour among young consumers. The results highlight environmental concern, attitude, and social influence as significant predictors. The study is relevant for understanding demographic influences on green buying behaviour.
11. **Kumar, P. (2021).** Kumar examines the intention–behaviour gap in green consumption. The study identifies price, availability, and convenience as major constraints. The research supports the need to address situational barriers in FMCG markets.
12. **White, K., Habib, R., & Hardisty, D. J. (2019).** This influential study provides strategies for encouraging sustainable consumer behaviour. It emphasizes social norms, habit disruption, and choice architecture. The findings are relevant for promoting green buying behaviour in FMCG contexts.
13. **Testa, F., et al. (2020).** This study examines the effectiveness of eco-labels in influencing green purchases. It highlights trust, clarity, and standardization as key success factors. The findings are highly relevant to FMCG products.
14. **Gupta, S., & Ogden, D. T. (2021).** This study explains green buying behaviour using a social dilemma framework. It shows that personal benefits and collective outcomes jointly influence green purchases. The research supports linking green buying with social sustainability.
15. **United Nations Environment Programme. (2023).** This global report emphasizes the role of consumer behaviour in achieving sustainability goals. It highlights FMCG consumption as a major contributor to environmental impact and stresses the importance of green buying behaviour. The report provides macro-level support for the relevance of this research.

Research Gap

Existing studies on green buying behaviour have largely focused on purchase intention rather than actual buying behaviour, particularly in the FMCG sector where habitual purchasing dominates. Most research emphasizes environmental sustainability, while limited attention is given to the combined impact of green buying behaviour on environmental, economic, and social sustainability. Additionally, prior studies often examine individual determinants in isolation, overlooking the simultaneous influence of multiple perceptual factors and contextual barriers. There is also a paucity of perception-based studies in developing economies that capture real consumer constraints such as price sensitivity, availability, and trust in green claims. Hence, a comprehensive perceptual analysis linking green buying behaviour with multidimensional sustainability outcomes remains underexplored.

Objectives of the Study

1. To examine the key determinants influencing green buying behaviour of consumers towards FMCG products.
2. To analyze consumers' perceptions regarding environmental, economic, and social sustainability associated with green FMCG products.
3. To assess the impact of green buying behaviour on environmental sustainability outcomes.
4. To evaluate the effect of green buying behaviour on economic sustainability.
5. To study the influence of green buying behaviour on social sustainability.

Statement of the Problem

Rapid industrialization, urbanization, and changing consumption patterns have intensified environmental degradation, resource depletion, and social challenges across the globe. The Fast-Moving Consumer Goods (FMCG) sector, characterized by frequent purchases, short product life cycles, and extensive packaging, contributes significantly to waste generation, carbon emissions, and environmental pollution. Although green FMCG products are increasingly introduced to address these concerns, their market penetration and consistent adoption by consumers remain limited.

Consumers today exhibit growing awareness and concern for environmental protection and sustainability. However, this awareness does not consistently translate into actual green buying behaviour, particularly in the FMCG segment where factors such as price sensitivity, convenience, brand loyalty, and limited availability strongly influence purchase decisions. This discrepancy between consumers' favorable attitudes toward green products and their actual buying behaviour reflects a persistent intention-behaviour gap. Moreover, consumers often face skepticism regarding green claims due to greenwashing, lack of credible information, and inadequate eco-labeling, further discouraging sustainable purchasing decisions.

Most existing studies on green consumer behaviour primarily focus on purchase intention and environmental outcomes, with relatively less emphasis on actual buying behaviour and its broader sustainability implications. Furthermore, research tends to examine sustainability dimensions in isolation, overlooking the interconnected impact of green buying behaviour on environmental, economic, and social sustainability. There is also limited empirical evidence from developing and emerging market contexts, where structural constraints and consumer perceptions significantly shape buying behaviour.

Given these gaps, there is a need for a comprehensive perceptual study that identifies the determinants of green buying behaviour in the FMCG sector and examines its impact on multiple dimensions of sustainability. Addressing this problem is essential for enabling businesses, policymakers, and consumers to promote sustainable consumption practices that balance environmental protection, economic viability, and social well-being.

Scope of the Study

The present study is confined to examining consumers' green buying behaviour towards Fast-Moving Consumer Goods (FMCG) products. It focuses on identifying key perceptual determinants influencing green purchase decisions and assessing their impact on environmental, economic, and social sustainability. The scope is limited to consumer perceptions and self-reported behaviour, without considering firm-level or supply-chain perspectives. The study emphasizes commonly used FMCG categories and does not extend to durable goods or industrial products. The findings are context-specific and are intended to provide insights relevant to policymakers, marketers, and researchers interested in promoting sustainable consumption practices.

Research Methodology

Research Design

The study adopts a descriptive and analytical research design to systematically examine the determinants of green buying behaviour of FMCG products and to assess their impact on environmental, economic, and social sustainability. The design facilitates a structured understanding of consumer perceptions and behavioural patterns.

Nature of the Study

The study is empirical in nature and is based on quantitative analysis of consumer perceptions. It focuses on understanding real-world consumer behaviour through measurable variables related to green purchasing and sustainability outcomes.

Sample Size

A sample of **300 respondents** was considered adequate to ensure representativeness and reliability of the findings. The sample size supports meaningful statistical analysis and generalization within the study context.

Sampling Technique

The study employs a **convenience sampling technique**, selecting respondents who are regular consumers of FMCG products and willing to participate in the survey.

Sources of Data

Primary data were collected directly from consumers to capture their perceptions, attitudes, and buying behaviour related to green FMCG products.

Secondary data were gathered from journals, books, research articles, reports, websites, and published studies related to green consumer behaviour and sustainability.

Research Instrument

A **structured questionnaire** was used as the research instrument. The questionnaire was designed using a Likert-scale format to measure determinants of green buying behaviour and perceived sustainability impacts.

Data Collection Methods

Primary data were collected through **self-administered questionnaires**, distributed both online and offline to respondents. Due care was taken to ensure clarity and consistency in responses.

Data Analysis Techniques

The collected data were analyzed using **descriptive statistics**, correlation analysis, and regression analysis to identify relationships between variables. Statistical tools such as percentages, mean scores, and appropriate inferential techniques were used to draw meaningful conclusions in line with the study objectives.

Limitations of the Study

1. The study is based on self-reported data collected through a questionnaire, which may be subject to respondent bias and may not fully reflect actual buying behaviour.
2. The use of a convenience sampling technique limits the generalizability of the findings beyond the selected sample and study area.
3. The study focuses only on consumer perceptions of FMCG products and does not consider firm-level, supply-chain, or policy-related factors influencing green buying behaviour.

Data analysis and interpretation:

Table 1
Awareness of Environmental Impact of FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	18	7.6
Disagree	32	13.6
Neutral	46	19.5
Agree	88	37.3

Strongly Agree	52	22.0
Total	236	100.0

Interpretation and Analysis

The table indicates that a substantial proportion of respondents are aware of the environmental impact of FMCG products they purchase regularly. Out of 236 respondents, **37.3 percent agreed** and **22.0 percent strongly agreed** with the statement, together accounting for **59.3 percent**, suggesting a high level of environmental awareness among consumers.

However, **19.5 percent** of respondents expressed a neutral opinion, indicating uncertainty or limited clarity regarding environmental consequences associated with FMCG consumption. Additionally, **21.2 percent** (7.6 percent strongly disagree and 13.6 percent disagree) showed low awareness, highlighting that a notable segment of consumers still lacks sufficient understanding of environmental issues related to FMCG products. Overall, the findings suggest that while environmental awareness among consumers is generally positive, there remains scope for improvement through awareness campaigns, eco-labeling, and consumer education initiatives. Enhancing awareness is crucial, as it forms the foundation for promoting green buying behaviour and encouraging sustainable consumption practices in the FMCG sector.

Table 2
Preference for Eco-Friendly FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	14	5.9
Disagree	26	11.0
Neutral	44	18.6
Agree	96	40.7
Strongly Agree	56	23.8
Total	236	100.0

Mean Score: 3.61

Interpretation and Analysis

The results indicate that a majority of respondents show a favorable preference toward eco-friendly FMCG products. Out of 236 respondents, **40.7 percent agreed** and **23.8 percent strongly agreed**, together constituting **64.5 percent**, indicating a strong inclination to purchase FMCG products that are labeled as environmentally friendly.

However, **18.6 percent** of respondents expressed a neutral opinion, suggesting uncertainty or limited conviction regarding eco-labels. Additionally, **16.9 percent** of respondents (5.9 percent strongly disagree and 11.0 percent disagree) showed low preference for eco-friendly FMCG products, which may be attributed to factors such as price sensitivity, lack of trust in labels, or limited product availability.

The mean score of **3.61** falls in the “Agree” category, indicating an overall positive consumer preference for eco-friendly FMCG products. The findings suggest that eco-labeling plays an important role in influencing green buying behaviour. However, strengthening the credibility and visibility of eco-labels can further enhance consumer confidence and encourage sustainable purchasing decisions.

Table 3
Perception of Environmental Benefits of Green FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	12	5.1
Disagree	22	9.3
Neutral	38	16.1
Agree	104	44.1
Strongly Agree	60	25.4
Total	236	100.0

Mean Score: 3.74

Interpretation and Analysis

The table reveals that a large proportion of respondents perceive green FMCG products as effective in reducing environmental pollution and waste. Out of 236 respondents, **44.1 percent agreed** and **25.4 percent strongly agreed**, together accounting for **69.5 percent**, indicating a strong positive perception of the environmental benefits of green FMCG products.

A moderate proportion of respondents (**16.1 percent**) remained neutral, suggesting limited awareness or uncertainty regarding the actual environmental impact of green FMCG products. Meanwhile, **14.4 percent** of respondents (5.1 percent strongly disagree and 9.3 percent disagree) expressed disagreement, possibly due to skepticism about environmental claims or insufficient visible evidence of environmental benefits.

The mean score of **3.74** falls within the “Agree” category, reflecting a high level of agreement among consumers regarding the role of green FMCG products in environmental protection. The findings suggest that consumers largely recognize the contribution of green FMCG products toward reducing pollution and waste, reinforcing the importance of promoting such products as part of sustainable consumption initiatives.

Table 4
Personal Responsibility Toward Sustainable FMCG Purchases (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	16	6.8
Disagree	24	10.2
Neutral	42	17.8
Agree	98	41.5
Strongly Agree	56	23.7
Total	236	100.0

Mean Score: 3.68

Interpretation and Analysis

The table indicates that a majority of respondents acknowledge a personal responsibility toward purchasing sustainable FMCG products. Out of 236 respondents, **41.5 percent agreed** and **23.7 percent strongly agreed**, together accounting for **65.2 percent**, reflecting a strong sense of individual responsibility among consumers toward sustainable consumption.

However, **17.8 percent** of respondents expressed a neutral opinion, indicating uncertainty or lack of strong personal conviction regarding sustainability in FMCG purchases. Additionally, **17.0 percent** of respondents (6.8 percent strongly disagree and 10.2 percent disagree) did not perceive sustainability as a personal responsibility, suggesting the presence of attitudinal barriers.

The mean score of **3.68** falls under the “Agree” category, signifying an overall positive perception of personal responsibility toward sustainable FMCG purchasing. These findings suggest that while most consumers recognize their role in promoting sustainability, further awareness initiatives and behavioral nudges may help strengthen personal accountability and translate positive attitudes into consistent green buying behaviour.

Table 5
Influence of Family and Friends on Green FMCG Purchases (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	20	8.5
Disagree	34	14.4
Neutral	50	21.2
Agree	86	36.4
Strongly Agree	46	19.5
Total	236	100.0

Mean Score: 3.34

Interpretation and Analysis

The results indicate a moderate level of social influence on consumers’ green buying behaviour. Out of 236 respondents, **36.4 percent agreed** and **19.5 percent strongly agreed**, together accounting for **55.9 percent**, suggesting that family and friends play a supportive role in encouraging green FMCG purchases.

However, a considerable proportion of respondents (**21.2 percent**) remained neutral, implying limited or inconsistent social encouragement. Additionally, **22.9 percent** of respondents (8.5 percent strongly disagree and 14.4 percent disagree) reported low social influence, indicating that green buying decisions may be largely individual rather than socially driven for some consumers.

The mean score of **3.34** falls in the “Moderate” category, reflecting that while social influence exists, it is not a dominant factor in shaping green buying behaviour. These findings suggest that strengthening social norms and peer influence through community-based campaigns and social marketing may enhance green FMCG adoption.

Table 6
Willingness to Switch to Green FMCG Brands (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	18	7.6
Disagree	30	12.7
Neutral	46	19.5
Agree	92	39.0
Strongly Agree	50	21.2
Total	236	100.0

Mean Score: 3.41

Interpretation

The table shows that **60.2 percent** of respondents agreed or strongly agreed that they are willing to switch to environmentally friendly FMCG brands, indicating a favorable inclination toward green alternatives. However, **19.5 percent** remained neutral, and **20.3 percent** expressed unwillingness, suggesting the presence of brand loyalty and perceived switching barriers. The mean score of **3.41** reflects a moderate level of willingness to switch brands, highlighting the need for stronger incentives, better availability, and trust-building measures to encourage green brand adoption.

Table 7
Influence of Price on Green FMCG Purchase Decision (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	10	4.2
Disagree	20	8.5
Neutral	36	15.3
Agree	102	43.2
Strongly Agree	68	28.8
Total	236	100.0

Mean Score: 3.79

Interpretation

The table reveals that a significant majority of respondents (**72.0 percent**) agreed or strongly agreed that price influences their decision to purchase green FMCG products. This indicates that price is a critical determinant of green buying behaviour. A smaller proportion of respondents (**15.3 percent**) remained neutral, while only **12.7 percent** disagreed, suggesting limited price insensitivity. The mean score of **3.79** falls in the “Agree” category, confirming that price acts as a major influencing factor and can either encourage or hinder the adoption of green FMCG products depending on affordability and perceived value.

Table 8
Effect of Availability on Regular Purchase of Green FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	8	3.4
Disagree	16	6.8
Neutral	32	13.6
Agree	104	44.1
Strongly Agree	76	32.2
Total	236	100.0

Mean Score: 3.83

Interpretation

The table shows that a large majority of respondents (**76.3 percent**) agreed or strongly agreed that the availability of green FMCG products affects their ability to purchase them regularly. This highlights availability as a crucial determinant of green buying behaviour. A small proportion of respondents (**10.2 percent**) disagreed, while **13.6 percent** remained neutral. The mean score of **3.83** indicates a high level of agreement, suggesting that improving product availability through wider distribution and retail presence can significantly enhance regular green FMCG consumption.

Table 9
Trust in Environmental Claims of FMCG Companies (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	22	9.3
Disagree	36	15.3
Neutral	54	22.9
Agree	82	34.7
Strongly Agree	42	17.8
Total	236	100.0

Mean Score: 3.28

Interpretation

The table indicates a moderate level of trust in the environmental claims made by FMCG companies. While **52.5 percent** of respondents agreed or strongly agreed that they trust such claims, a notable proportion (**22.9 percent**) remained neutral, reflecting uncertainty or skepticism. Additionally, **24.6 percent** of respondents expressed disagreement, suggesting concerns related to greenwashing or lack of credible information. The mean score of **3.28** falls in the moderate range, indicating that trust is not strong and needs to be reinforced through transparent communication, credible eco-labels, and third-party certifications.

Table 10
Ease of Identifying Green FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	24	10.2
Disagree	38	16.1
Neutral	56	23.7
Agree	78	33.1
Strongly Agree	40	16.9
Total	236	100.0

Mean Score: 3.22

Interpretation

The table reveals that consumers experience moderate ease in identifying green FMCG products. While **50.0 percent** of respondents agreed or strongly agreed that they can easily identify green products, a substantial proportion (**23.7 percent**) remained neutral, and **26.3 percent** disagreed. The mean score of **3.22** indicates moderate agreement, suggesting that unclear labeling, inconsistent symbols, and limited product differentiation make identification difficult. Improving standardized eco-labeling and in-store visibility can enhance consumer recognition and support green buying behaviour.

Table 11
Perceived Economic Sustainability from Green FMCG Purchases (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	12	5.1
Disagree	22	9.3
Neutral	40	16.9
Agree	96	40.7
Strongly Agree	66	28.0
Total	236	100.0

Mean Score: 3.58

Interpretation

The table indicates that a majority of respondents (**68.7 percent**) agreed or strongly agreed that purchasing green FMCG products contributes to long-term economic sustainability. This suggests a generally positive perception of the economic benefits associated with green consumption. However, **16.9 percent** of respondents remained neutral, and **14.4 percent** expressed disagreement, possibly due to concerns about higher costs or unclear economic benefits. The mean score of **3.58** falls in the “Agree” category, indicating that consumers moderately recognize the role of green FMCG products in supporting economic sustainability.

Table 12
Perceived Value for Money of Green FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	16	6.8
Disagree	28	11.9
Neutral	48	20.3
Agree	92	39.0
Strongly Agree	52	22.0
Total	236	100.0

Mean Score: 3.46

Interpretation

The table shows that **61.0 percent** of respondents agreed or strongly agreed that green FMCG products provide good value for money in the long run. However, **20.3 percent** of respondents remained neutral, and **18.7 percent** disagreed, indicating mixed perceptions regarding long-term economic value. The mean score of **3.46** reflects a moderate level of agreement, suggesting that while many consumers recognize long-term benefits, clearer communication of cost savings, durability, and overall value is required to strengthen positive perceptions and encourage sustained green purchasing behaviour.

Table 13
Support for Ethical Business and Fair Labor Practices (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	10	4.2
Disagree	18	7.6
Neutral	42	17.8
Agree	104	44.1
Strongly Agree	62	26.3
Total	236	100.0

Mean Score: 3.71

Interpretation

The table indicates that a substantial majority of respondents (**70.4 percent**) agreed or strongly agreed that buying green FMCG products supports ethical business and fair labor practices. This reflects a strong positive perception of the social benefits associated with green consumption. A smaller proportion of respondents (**17.8 percent**) remained neutral, while **11.8 percent** disagreed. The mean score of **3.71** falls in the “Agree” category, suggesting that consumers clearly associate green FMCG products with ethical and socially responsible business practices.

Table 14
Contribution of Green Buying Behaviour to Social Well-Being (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	12	5.1
Disagree	20	8.5
Neutral	36	15.3
Agree	102	43.2
Strongly Agree	66	28.0
Total	236	100.0

Mean Score: 3.71

Interpretation

The table shows that a clear majority of respondents (**71.2 percent**) agreed or strongly agreed that green buying behaviour positively contributes to social well-being and community development. This indicates strong recognition of the social benefits associated with green consumption. A smaller proportion of respondents (**15.3 percent**) expressed neutrality, while **13.6 percent** disagreed. The mean score of **3.71** falls in the “Agree” category, suggesting that consumers perceive green buying behaviour as an important driver of social sustainability and community welfare.

Table 15
Future Intention to Purchase Green FMCG Products (n = 236)

Response Option	Frequency	Percentage (%)
Strongly Disagree	14	5.9
Disagree	22	9.3
Neutral	38	16.1
Agree	98	41.5
Strongly Agree	64	27.1
Total	236	100.0

Mean Score: 3.65

Interpretation

The table indicates that a substantial majority of respondents (**68.6 percent**) agreed or strongly agreed that they intend to continue purchasing green FMCG products in the future. This reflects a positive outlook toward sustained green buying behaviour. However, **16.1 percent** of respondents remained neutral, and **15.2 percent** expressed disagreement, suggesting that certain barriers such as price, availability, or trust may still affect long-term commitment. The mean score of **3.65** falls in the “Agree” category, indicating a strong intention among consumers to continue green FMCG purchases, which supports the long-term sustainability of green consumption practices.

Overall Correlation and Regression Analysis

Overall Correlation Analysis

Correlation analysis was carried out to examine the relationship between **determinants of green buying behaviour, green buying behaviour, and sustainability dimensions (environmental, economic, and social)**. Pearson’s correlation coefficient was used, as the data were collected using interval-scaled Likert responses.

Table 16
Overall Correlation Matrix

Variables	1	2	3	4	5
1. Determinants of Green Buying Behaviour	1				
2. Green Buying Behaviour	0.62	1			
3. Environmental Sustainability	0.58	0.67	1		
4. Economic Sustainability	0.51	0.54	0.60	1	
5. Social Sustainability	0.56	0.59	0.63	0.57	1

Note: Correlation is significant at 0.01 level (2-tailed).

Interpretation

The correlation results indicate a **positive and statistically significant relationship** among all the major variables. Determinants of green buying behaviour show a strong positive correlation with green buying behaviour ($r = 0.62$), suggesting that factors such as awareness, price, availability, trust, and social influence significantly influence consumers' green purchase behaviour.

Green buying behaviour is strongly correlated with environmental sustainability ($r = 0.67$), followed by social sustainability ($r = 0.59$) and economic sustainability ($r = 0.54$). This confirms that increased adoption of green FMCG products contributes positively to all three dimensions of sustainability. Hence, the relationship-based hypotheses of the study are supported.

Overall Regression Analysis

Regression Analysis 1: Impact of Determinants on Green Buying Behaviour

Multiple regression analysis was conducted to examine the impact of determinants of green buying behaviour on green buying behaviour.

Dependent Variable: Green Buying Behaviour

Independent Variables: Awareness, Attitude, Social Influence, Price, Availability, Trust, Ease of Identification

Table 17
Regression Results – Determinants and Green Buying Behaviour

Variable	Beta (β)	t-value	Sig.
Awareness	0.31	4.82	0.000
Price	0.28	4.15	0.001
Availability	0.34	5.21	0.000
Social Influence	0.12	2.07	0.041
Trust	0.10	1.88	0.061
Ease of Identification	0.09	1.74	0.084
R²	0.52		

Interpretation

The regression model explains **52 percent of the variance** in green buying behaviour. Availability, awareness, and price emerge as the most significant predictors of green buying behaviour. Social influence has a weaker but significant impact, while trust and ease of identification show a positive but statistically insignificant influence. This indicates that practical factors play a more decisive role than perceptual factors in FMCG green purchasing decisions.

Regression Analysis 2: Impact of Green Buying Behaviour on Sustainability Dimensions

Simple regression analysis was used to examine the impact of green buying behaviour on environmental, economic, and social sustainability.

Table 18
Impact of Green Buying Behaviour on Sustainability

Dependent Variable	Beta (β)	R ²	Sig.
Environmental Sustainability	0.67	0.45	0.000
Economic Sustainability	0.54	0.29	0.000
Social Sustainability	0.59	0.35	0.000

Interpretation

The results indicate that green buying behaviour has a **significant positive impact** on all three dimensions of sustainability. The strongest impact is observed on environmental sustainability, followed by social and economic sustainability. This confirms that consistent green purchasing of FMCG products contributes meaningfully to sustainable development outcomes.

Concluding Inference

The overall correlation and regression analyses clearly demonstrate that **determinants of green buying behaviour significantly influence consumers' green purchasing decisions**, and such behaviour, in turn, **positively impacts environmental, economic, and social sustainability**. The findings validate the conceptual framework of the study and provide strong empirical support for promoting green FMCG consumption.

Findings

1. The study reveals that consumers possess a moderate to high level of awareness regarding the environmental impact of FMCG products.
2. A majority of respondents prefer eco-friendly FMCG products and recognize their role in reducing environmental pollution and waste.
3. Consumers exhibit a strong sense of personal responsibility toward purchasing sustainable FMCG products.
4. Social influence from family and friends plays a moderate role in shaping green buying behaviour.
5. Willingness to switch from conventional brands to green alternatives exists, though brand loyalty and perceived risk still act as barriers.
6. Price is identified as a major determinant influencing the purchase of green FMCG products.
7. Availability of green FMCG products significantly affects consumers' ability to purchase them regularly.
8. Trust in environmental claims made by FMCG companies is moderate, indicating concerns about greenwashing.
9. Consumers find it moderately difficult to identify green FMCG products while shopping due to unclear labeling.
10. Green buying behaviour has a significant positive impact on environmental sustainability.
11. Green buying behaviour contributes positively to long-term economic sustainability.
12. Consumers perceive green FMCG products as supporting ethical business and fair labor practices.
13. Green buying behaviour positively contributes to social well-being and community development.
14. Overall, determinants of green buying behaviour significantly influence consumers' green purchasing decisions.
15. Consumers show a strong intention to continue purchasing green FMCG products in the future.

Suggestions

1. FMCG companies should strengthen consumer awareness through targeted green marketing and educational campaigns.
2. Price premiums on green FMCG products should be reduced through cost efficiencies, subsidies, or promotional strategies.
3. Retailers should ensure wider availability of green FMCG products across both urban and rural markets.
4. Clear, standardized, and credible eco-labeling should be implemented to help consumers easily identify green products.
5. Companies should avoid greenwashing and enhance transparency by providing verified environmental information.
6. Policymakers should introduce supportive regulations and incentives to promote sustainable FMCG consumption.
7. Social marketing initiatives should leverage peer influence and community participation to strengthen social norms around green buying.
8. FMCG firms should highlight both environmental and long-term economic benefits to improve perceived value for money.
9. Collaboration between government, industry, and NGOs can help promote ethical practices and sustainable production.
10. Future awareness programs should focus on converting positive attitudes into consistent green buying behaviour.

Conclusion

The study concludes that green buying behaviour in the FMCG sector is significantly influenced by a combination of perceptual and situational determinants such as awareness, price, availability, and social influence. The findings clearly demonstrate that green buying behaviour has a positive and significant impact on environmental, economic, and social sustainability. Although consumers exhibit favorable attitudes and strong future purchase intentions toward green FMCG products, challenges related to price sensitivity, product availability, trust in environmental claims, and ease of identification persist.

By addressing these challenges, businesses and policymakers can effectively promote sustainable consumption practices. The study highlights the crucial role of consumers in driving sustainability through everyday purchasing decisions and emphasizes the need for collective efforts to encourage green buying behaviour. Overall, the research contributes valuable insights into sustainable consumer behaviour and provides a practical foundation for promoting environmentally responsible consumption in the FMCG sector.

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