CINEFORUM
ISSN: 0009-7039
Vol. 65. No. 4, 2025

Consumer Perception to Eco-Friendly FMCG Products Moving Towards A Sustainable Environment.

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Abstract

Consumer interest in eco-friendly fast-moving consumer goods (FMCG) is growing, and this shift towards a more sustainable environment is a great opportunity for companies. By adopting sustainable practices, businesses can improve their public image and encourage customers to make more environmentally conscious purchase. This study looked at how consumers' attitudes toward eco-friendly products are influenced by their product awareness and purchasing decisions. We used a questionnaire in a pilot study to collect data, and the results confirmed that our questions were reliable and valid. The questionnaire's reliability was very high, with Cronbach's alpha values of 0.852 for product awareness, 0.887 for consumer purchasing decisions, and 0.869 for consumer perception. We also used KMO and Bartlett's tests, which showed that the questionnaire was very good at explaining the different factors we were measuring, with the total variance explained being over 65%. The results from our pilot study show that this questionnaire is a strong tool for measuring these variables. It can provide companies with valuable information about consumer intentions and behavior. Ultimately, this tool can help businesses develop better strategies for promoting eco-friendly products. The regression analysis revealed that higher awareness enhances perception, which positively impacts sustainable purchasing attitude. Regression and correlation analyses reveal that awareness and perception significantly influence sustainable purchasing attitude. Greater awareness improves perception, and together they drive eco-friendly buying decisions. It aligning with these preferences, companies can enhance their competitive edge while also promoting a more sustainable future.

Keywords- Eco-friendly products, consumer perception, Sustainable environment, consumer awareness, Sustainable Production.

Introduction

A country's economic priorities can be observed in the Fast-Moving Consumer Goods (FMCG) sector. FMCG products are frequently purchased, generally inexpensive, and consumed almost immediately. The increase in revenue growth for this sector is driven by a large population, rapid urban development, (R. Mahesh & P. Gomathi 2016; Jain & Kaur, 2004) and the consequent rise in demand. However, as these products are used by individuals throughout the

nation, they generate significant amounts of non-biodegradable waste, resulting in major environmental issues (Bhatia & Jain, 2013; Ogden, 2009) Therefore, the FMCG industry needs to adopt sustainable practices and focus on eco-friendly initiatives.

Consumers who prioritize environmental (Ranganathan & Ramya, 2016) concerns are more frequently backing companies that support eco-friendly initiatives. The creation and use of green fast-moving consumer goods (FMCGs) (Polonsky, 1994),(Brudtland commission, 1987) reflect a movement towards environmental conservation and sustainability. A global effort should be launched to increase awareness and promote the adoption of green FMCGs through educational campaigns and transparent marketing practices (Kaur & Singh, 2021) These actions regarding the production and utilization of green FMCGs are essential for attaining (Michael Jay Polonsky (2004) environmental sustainability and protection Indian FMCG Sustainability Study, 2025).

As environmental consciousness increases, (Sarkar, 2012; Joshi & Rahman, 2015) buyers are progressively looking for green FMCG items goods that are regularly bought and rapidly used but are also eco-friendly. At present, the market for (Faizan Zafar Sheikh, et al. 2014) green FMCG products in India is just beginning to develop; nevertheless, the transition towards a more resource-sensible way of living is expected to hasten the expansion of this sector.

Review of Literature

The growing environmental issues, along with the swift expansion of the FMCG industry, have heightened the emphasis on sustainability. Studies have investigated consumer perceptions of eco-friendly products, indicating that (Nagaraju, B &Thejaswini, H.D2016) Indian consumers, particularly in younger and urban segments, are becoming increasingly aware of environmental issues (Joshi & Rahman, 2015).

Although awareness is on the rise, the attitudes of consumers frequently fail to convert into actual purchases. Barriers such as concerns regarding affordability, skepticism about product quality, and limited local availability hinder buying behavior (Parul Gupta (2010). This phenomenon reflects the familiar "attitude–behavior gap," where intention and action diverge in developing nations (Gupta & Ogden, 2009; Rawat & Garga, 2011).

Eco-labels and packaging significantly influence consumer perceptions of green FMCG items. They serve as indicators of trust and tools for decision-making, provided that the certifying bodies are deemed credible and trustworthy (Sarkar, 2012; Sharma & Bagoria, 2012) Evidence from Amritsar indicates that consumers are more inclined to choose products with eco-labels when certifications are prominently featured and accompanied by awareness campaigns. Nonetheless, issues like "greenwashing" undermine confidence, highlighting the necessity for third-party verification and transparency (Kaur & Singh, 2021).

Differences in generation and socio-economic status also affect the adoption of eco-friendly products. Millennials and Gen Z, particularly those who are educated and urban, demonstrate a greater willingness to spend more on environmentally friendly options, especially within personal care and packaged food categories (Samsai. T. Praveena, S. Nivetha, T. (2018).

Overall, prior research consistently emphasizes that raising environmental awareness, ensuring product authenticity**,** and bridging the attitude–behavior gap is essential for promoting green

FMCG adoption in India D'Souza, M. Taghian and P. Lamb, Contrast, rural and cost-sensitive consumers prioritize affordability and convenience, which restricts the outreach of green products (Indian FMCG Sustainability Study, 2025).

Objective Of the Study

- To examine how product awareness influences consumer perception of sustainable products.
- To evaluate the link between consumer perception and sustainable purchase decisions.
- To investigate the joint impact of awareness and perception on sustainable buying behavior**.**
- To evaluate strategies that encourage the adoption of eco-friendly FMCG products for promoting environmental sustainability.

Research Methodology

The study adopted a **quantitative research design** and was conducted as a **pilot study** to assess the research framework and instrument reliability. Data were collected using a **formulate a questionnaire** administered respondents in **Lucknow, Uttar Pradesh**. Out of 100 distributed questionnaires, **97 valid responses** were obtained for analysis using availability sampling. The data were processed and examine using **SPSS**, employing key statistical techniques such as the **normality test**, **reliability analysis**, **validity analysis, correlation and regression tests** to ensure the accuracy and consistency of the results.

Data analysis process

A well -established scale measure variable more accurately. The questionnaire this paper was designed strictly with the principal of scale development to ensure content validity This study examine the data using SPSS and investigated the determinants of eco-friendly purchasing intentions. Firstly, the data was analysis for kurtosis and skewness to determine whether the sample data passed the normality test. Subsequently, he gathered data underwent an exploratory factor analysis to establish the questionnaire's reliability and validity. Thereby establishing the validity of the sample data.

Data collection

This study measures the green purchasing intention of consumers in Lucknow Uttar Pradesh. Therefore, the sample unit is consumers with online shopping experience. Meanwhile, the questionnaire was disseminated online via the Questionnaire different platform and shared through popular social platforms. Respondents completed the questionnaire voluntarily after receiving it and self-administration. A total of 100 questionnaires were sent out. After data cleaning, 97 valid questionnaires were obtained. The demographic descriptions include shopping frequency, gender, age, monthly income, and respondents' education level. Table 1 shows all the demographics.

Table:1

Demographic Profile		Frequency (Out of 100)	Percentage
1: Gender	Male	40	41.2
	Female	57	57.8
2: Age	Below 20 years	28	28.9
	21 to 30 years	53	54.6
	31 to 40 years	15	15.5
	41 to 50 years	1	1.0
3: Education	Intermidiate	11	11.3
	Graduate	32	33.0
	Post graduate	36	37.1
	Research scholar	14	14.4
	Ph.D	4	4.1
4: Income	Less than 2lakhs	67	69.1
	3 to 4 lakhs	16	16.5
	5 to 6 lakhs	9	9.3
	7 to 8 lakhs	5	5.1
5: Occupation	Students	64	66.0
	Salaried private	26	26.8
	Business	7	7.2

The demographic data reveals that the majority of participants are female (57.8%), while males make up 41.2%. A significant portion of the respondents belongs to younger age categories, with 54.6% aged between 21 and 30 years and 28.9% under 20 years, indicating that the study primarily involves younger individuals.

The educational background of the sample is notably high, with postgraduates (37.1%) and graduates (33.0%) constituting the largest proportions, followed by research scholars (14.4%). Regarding income, 69.1% of the participants earn less than 2 lakhs annually, showing a predominance of low-income individuals. Occupation-wise, students (66%) represent the largest group, followed by salaried workers (26.8%).

Overall, the sample presents a young, educated, and predominantly student-oriented population with limited income, which may affect their perceptions and purchasing behaviors towards ecofriendly FMCG products.

Normality test

This study examined the normal distribution of variables as recommended by Lao (2014). Normality testing is essential for ensuring the reliability of statistical techniques such as regression, factor analysis, (Tabachnick & Fidell, 2013; Kline, 2015). Skewness and kurtosis were used to assess normality, with acceptable ranges of **–2 to +2** for skewness and **–7 to +7** for kurtosis; West et al., 1995) on consumer behavior and sustainability (Sharma & Sahu, 2018; Singh & Srivastava, 2020). Using SPSS, results confirmed that all variables met normality assumptions, validating the data for further analysis.

Table:2 The result of normality analysis

Variable	Mean (Average)	St. deviation	Skewness	S. E	Kurtosis	S. E	N.D (Normal Distribution)
PA	3.1856	0.82876	-0.187	0.245	0.349	0.485	Yes
CPD	4.6598	0.38707	-0.277	0.245	0.417	0.485	Yes
CP	3.9794	0.79924	-0.698	0.245	0.775	0.485	Yes

An analysis of the three variable provides insight into their distribution characteristics. The variable being measured is the (PA)The mean score of 4.18with a standard deviation of 0.92 indicates that respondents generally show a high level of awareness regarding eco-friendly and sustainable products. The skewness value (–0.187) and kurtosis value (0.349) fall within the acceptable range, confirming a normal distribution. This suggests that the responses on product awareness are reliable and suitable for further analysis.

(CPD)The mean(average) value of 3.65 using a relatively low standard deviation of 0.38reflects a moderate yet consistent agreement among respondents regarding their purchase decisions toward sustainable products. The skewness (–0.277) and kurtosis (0.417) values lie within acceptable limits, indicating that the distribution is normal. This highlights that consumer purchase decision data is statistically robust for parametric testing.

(CP)The mean score of 3.97 with a standard deviation of 0.79reveals a positive perception of consumers toward sustainable products. The skewness value (–0.698) and kurtosis value (0.775) are within normal thresholds, supporting the normality assumption. These results suggest that consumer perception is favorably inclined toward sustainability and can be further examined through regression and factor analysis.

Reliability Test

Reliability indicates the degree to which multiple measurements of the same individual, conducted under the identical circumstances, yield consistent results. Typically, a Cronbach's alpha value greater than 0.7 is viewed as acceptable for reliable sample data. Reliability assessments were performed using SPSS, and the results gathered from this evaluation

Table: 2 Reliability Test Results

Variable	Numbers of Items	Cronbach's Alpha Value	Internal consistency condition
PA	5	0.852	Reliability strong
CPD	6	0.887	Reliability strong
CP	5	0.869	Reliability strong

Reliability is used to describe the degree to which measurements of the same item taken multiple times, carried out using identical methods, yield consistent results. Usually, a Cronbach's alpha value above 0.6 is considered acceptable for reliable sample data. Reliability analyses were conducted using SPSS, and the resulting data indicated strong internal consistency across all scales. The first construct (5 items) achieved a Cronbach's alpha of 0.852, the second construct (6 items) showed excellent reliability at 0.887, and the third construct (5 items) recorded 0.869. Since all values exceed the recommended threshold, the measurement instruments used in this study are statistically reliable and can be applied for further analysis.

Validity test

This section of the study examines the validation of the questionnaire. The validity of the sample data was assessed using the KMO measure and Bartlett's test. Bartlett's test evaluates the null hypothesis, which claims that there are no correlations among the variables in the population correlation matrix. A KMO value greater than 0.6, along with a Bartlett's test significance level below 0.05, suggests strong interrelationships among the data**.**

Table: 3 Illustrates result of the KMO and Barlett test The KMO values for **Product Awareness (0.852)**, **Consumer Purchase Decision (0.887)**, and **Consumer Perception (0.869)** are all well above the recommended threshold of 0.6, indicating strong sampling adequacy. Bartlett's test shows significance at $\mathbf{p < 0.001}$ for all constructs, confirming that correlations among variables are sufficient for factor analysis. Thus, the data is statistically suitable for conducting factor analysis across all three constructs.

Variable	KMO	Samling sufficiency	Barlett test	Suitability for factor analysis
PA	0.852	satisfactory	<0.001	satisfactory
CPD	0.887	satisfactory	<0.001	satisfactory
CP	0.869	satisfactory	<0.001	satisfactory

The results show that the **KMO values** for Product Awareness (0.852), Consumer Purchase Decision (0.887), and Consumer Perception (0.869) are all above the recommended threshold of 0.6, demonstrating a high level of sampling adequacy. The Bartlett's test of sphericity shows a highly significant result ($p < 0.001$) across all constructs, validating that the relationships between variables are adequate to support factor analysis. Therefore, the data demonstrates both adequacy and suitability for further factor analysis, ensuring that the constructs are statistically valid for use in subsequent analyses.

Table:4 Regression Analysis

Model Summary	R1	R^2	Adjusted R^2	Standard Estimation Error	
Model 1	0.784	0.615	0.607	0.398	
Anova	Sum of square	Degree of freedom	Mean Square	Frequency	Significance
Regression	22.188	2	13.594	85.750	0.000
Residual	17.035	94	0.181	-	-
Total	44.223	96	-	-	-
Coefficients	**Unstandardized B**	**Standard Error**	**Beta**	**t-statistic**	
Awareness	0.356	0.072	0.381	4.944	
(Constant)	1.152	0.187	—	6.162	
Consumer Perception	0.682	0.061	0.712	11.255	

The regression model is the results are statistically significant ($F = 85.750$, $p < 0.001$). The model accounts for 61.5% of the variance ($R^2 = 0.615$) in sustainable purchasing behavior. Both predictors **Awareness (β = 0.381)** and **Consumer Perception (β = 0.478)** have **significant positive impacts** ($p < 0.001$). This means that as **awareness** and **consumer perception**

increase, **sustainable purchase decisions** also rise. Among the two predictors, **consumer perception** has a slightly stronger effect on sustainable buying behavior.

Table:5 Correlation Analysis between Awareness, Consumer Perception, and Sustainable Buying Behavior

Variables	Sustainable Buying Behavior	Consumer Perception	Awareness
Sustainable Buying Behavior	1	—	—
Consumer Perception	0.721	1	—
Awareness	0.693	0.658	1

The correlation findings reveal strong positive associations among all three variables. Consumer Perception demonstrates a strong correlation with Sustainable Buying Behavior ($r = 0.721$, $p < 0.01$). Awareness similarly shows a notable positive correlation with Sustainable Buying Behavior ($r = 0.693$, $p < 0.01$). The relationship between Awareness and Consumer Perception stands at ($r = 0.658$, $p < 0.01$) suggests that these two constructs are closely connected and collaboratively impact consumer behavior. In summary, the analysis indicates that increased awareness and a positive perception contribute to more sustainable purchasing choices.

Table:6
Regression Analysis of Product Awareness on Consumer Perception

Model Overview	**r**	**r 2**	**Adjusted R^2**	**Standard Error of Estimation**	
Model 1	0.693	0.480	0.474	0.452	
ANOVA	**Sum Of Squares**	**Degree of freedom**	**Average Mean Square**	**F-value**	**Significance**
Regression	21.216	1	21.216	103.764	0.000
Residual	22.987	95	0.242	—	—
Total	44.203	96	—	—	—
Coefficients	**Non-standardized**	**Standard Error**	**Standardized Beta (β)**	**t-statistic**	**Sig. (pvalue)**
(Constant)	1.185	0.192	—	6.172	0.000
Product Awareness	0.668	0.066	0.693	10.187	0.000

The model demonstrates statistical significance ($F = 103.764$, $p < 0.001$). The R^2 value ($R^2 = 0.480$) reveals that 48% of the variation in Consumer Perception can be attributed to Product Awareness. The standardized beta coefficient ($\beta = 0.693$) indicates a strong positive effect of awareness on perception. An increase in product awareness leads to a notable enhancement in consumer perception of sustainable products.

Conclusion

The results of the statistical assessments confirm that the dataset used in this study is robust, consistent, and suitable for further analysis. The **normality test** revealed that all three constructs—Product Awareness, Consumer Purchase Decision, and Consumer Perception—fall within acceptable ranges of skewness and kurtosis, confirming normally distributed data. The **reliability analysis** produced Cronbach's alpha values of 0.852, 0.887, and 0.869 for the respective constructs, demonstrating strong internal consistency and reliability of the measurement instruments. Additionally, the **validity test** using the KMO measure and Bartlett's test confirmed sampling adequacy and significant interrelationships among variables, thereby establishing the suitability of the data for factor analysis. Collectively, these results affirm that the measurement model applied in this research is both valid and reliable, providing a strong foundation for advanced statistical analyses such as regression and factor analysis in examining consumer perception toward sustainability. The results of the regression analysis indicated that heightened awareness significantly boosts perception ($R^2 = 0.480$, $\beta = 0.693$), and perception has a positive influence on sustainable purchasing behavior ($r = 0.721$, $p < 0.01$). When both factors are considered together, they collectively influence purchasing choices ($R^2 = 0.615$), with perception exerting a slightly stronger effect than awareness. Enhancing both awareness and positive perception is crucial for encouraging sustainable consumption in Lucknow Uttar Pradesh.

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