



# Consumer Purchase Intention and Behaviour Towards Green Products in the FMCG Sector: A Study on Sustainable Firm Performance

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## ABSTRACT

FMCG firms in India are these days under increasing pressure to provide fast delivery at a competitive cost with sustainable action. Consumers are keener on green goods, particularly in semi-urban and urban areas. They include items with eco-labels, secure packaging, and low harm to the environment. But actual purchase lags stated interest. Price worries, low trust and limited access shape gaps between awareness and action. Firms building solid green product lines need to understand what influences consumer choice. Brand trust, product labeling clarity and peer viewpoints influence intention to purchase. Consumers are more likely to act if firms clearly state they use safe materials safely, make forthright claims, and also have steady supply.

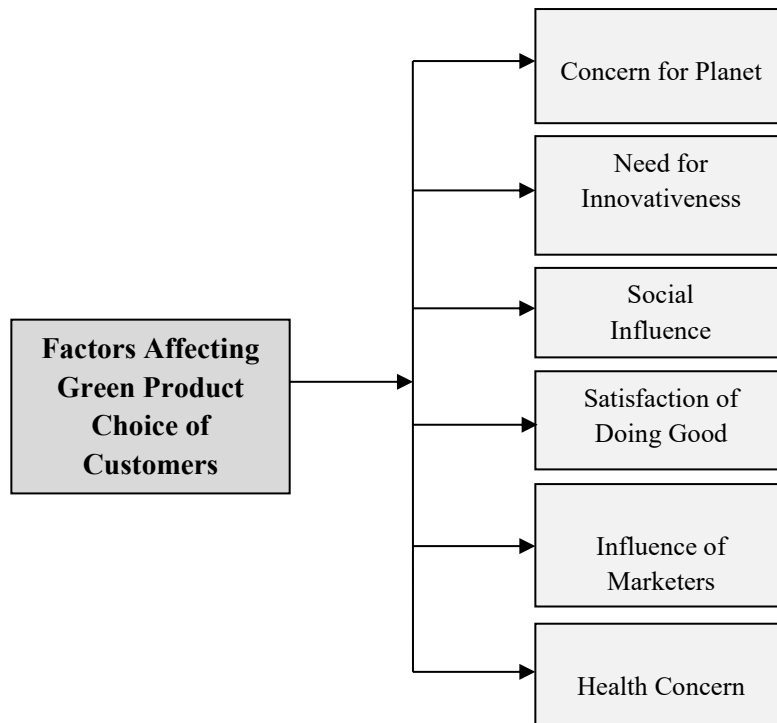
Emotional drivers also matter - buyers support green brands that reflect their concern, lifestyle, and values for health. Firms also track what users search, compare and select via digital tools. These helps shape messages; test offers and guide campaigns. AI tracks user reviews and sales data to identify green product use patterns. This blend of consumer insight and digital tracking enables quicker response and better product fit. Still, firms must act carefully. Green claims must match product reality. If not, buyers get deceived and lose trust. Training teams to communicate value, show proof & reduce greenwashing keeps brand value high. Firms which align these attain better long-term performance.

**Keywords-** Green Consumer Behavior, Sustainable FMCG Products, Purchase Intention, Brand Trust and Eco-Labeling, Digital Tools and Consumer Insights

## Introduction

Indian FMCG firms now are being pressed to sell fast, inexpensive and do less harm to the planet. Young and old buyers need safe, reliable goods that do less harm. However, although many say they would like green goods, few act. Some still pick by price. Others believe whatever they are aware of. This discrepancy between talk and act drives how firms plan, sell, and check growth. Buyer viewpoint is crucial in this shift. Firms that track people's thinking, what they really want and how they select can plan better steps. In a space where a shelf contains numerous brands, the one that speaks best usually wins.

Now firms try and shape this talk with care and plan. Some change packs. Some shift ads. Others display green steps with eco-marks, tag lines or QR codes. However good steps fail because users do not feel them. Found by Walia et al. (2019), consumers show a positive attitude towards green FMCG products, but their actual purchase intention often remains inconsistent. Figure 1 shows the various factors that affect consumers green products choice:



**Figure 1 Factors Affecting Green Product Choice of Consumers**

Users act when they feel seen. They purchase when they feel certain. Which means green steps must look and sound true. Trust is a word which is built on match. If the firm claims it cuts waste, but the pack feels wasteful, trust breaks. In case a tag says safe, but users see no proof, doubt grows. The gap is therefore not in claim - it's in feel. Within this space, heart is joined to mind by intention. A buyer might like green goods but not if the price feels high. A user may need clean packs but will not purchase if the seal feels weak. This mash of thought, cost and touch makes green buy easy and hard. It's not really a one-step procedure. It's shaped by mood, past use, peer talk and firm trust. Now firms track this mix via tools. They track what users see, click or even skip using site logs. They test which words work, which tags draw views and what shows gain. These tools demonstrate that green buy is all about steps - not one choice.

**Gunawardana (2020)** explored how green consumer values and lifestyle choices influence eco-friendly product purchase decisions in the FMCG sector. A user may see a green ad, search once, return later and purchase. Each step must feel fair, real, and clear. They use talk maps to map which groups talk of green goods, which skip and which share. These maps plot how green words move in some groups quicker compared to others. For youths in towns, the tag "clean skin" could work. For home care, the line "safe for kids" might help. These shifts matter. One word change is able to shift a click. A single clip might shift a talk. Firms watching these trails can plan better voice, shape better advertisements and link to genuine feel. Nevertheless, gaps appear. Some buyers believe green goods are much more costly but do the same. Some feel they are not real. This doubt stems from past harm, weak checks and fake talk. When most brands say green, but few can prove it, trust decreases. If the buyer gains nothing in price, or use, pack, they stop. In such places, proof is required. One test mark, one use video, or perhaps one per share fixes doubt.

Staff at firms must also know this. They must sell with facts but with match. Users turn if staff says safe but the smell is simply too strong. If the shelf says pure but the back label displays unusual codes, trust falls. Staff must be trained to show not tell. They need to understand what green means - not only to the firm - but to the buyer. Some firms blend green skill with machine check. They track word feel, locate tag links and spot gaps using AI. These tools read how users act after a post. They sort which ads bring buys, which ones get skipped and also which build shares. They help the firm change tone, test steps and plan stock. One tool checks in case a pack with green leaf produces even more clicks. Nevertheless, AI cannot fix feel. The post must speak like a peer. The pack must work in hand. The price has to feel fair. All these things need tool and team. Staff must read signs, not scores. When a post feels off they must change voice. They must know when to push a tag and when to allow it to rest.

**Ganl (2017)** found that consumers' attitudes towards environmental issues significantly affect their intent to purchase green products in the FMCG space. Firms that get this mix right realize more than sales. They see more trust, more talk and less churn. They see that two views come from one share. That happy buyer brings two more users. This is good for green - and for the firm. When people trust the pack, the post and the price they remain. They also speak. And in this space peer talk is gold.

Some firms have staff train to sense buyer mood. They track a buyer's feelings of loss, pushing or even being seen through calls, chats and site trails. These steps shape not only sell, but serve. A firm which hears "I want clean" but sees no buy must ask why. Is it price? So is it pack? Is it doubt? Only after the gap is known can it be closed. Buyers also want a role in the plan. Some brands let users rate green steps, vote on pack plans or flag harm. A buyer who believes in the path trusts more. They feel seen, not sold. They feel value not pitch. Occasionally this step makes a first time user a long buyer.. Data indicates that firms which ask, hear and act hold more.

**Bahl and Chandra (2018)** concluded that components of the marketing mix play a critical role in shaping consumer attitudes and purchase intentions toward green products. Several firms likewise tie green buy to shared gain. "Buy one, we plant one." "Less pack, more value." These lines link act to cause. They show the firm sees more than sell. But these lines must be also true. If not, the harm is much more. A fake claim breaks fast. And trust breaks - it takes some time to fix. Some buyers ask difficult questions: "Where was this made?" "Why is this green?" "What backs this particular claim?" Firms mustn't be fearful of these. These are signs of care. A firm that answers generates trust. A hiding firm loses its name. Ultimately, the gap between say and act will close. But it needs steady steps.

**Tandon and Sethi (2017)** analyzed the determinants that influence consumer purchase behavior toward green FMCG products. Firms that start small, test real, and stay clear do best. Just one pack, one tag, one zone. From there they grow. They learn the things that work, what fails and what seems right. Some argue a change in word helps more than a change in wrap. Others feel a peer clip delivers much more value compared to a lengthy ad. These signs guide the way. Firms also should plan for new needs. Steps change as rules shift. What is green today might not be next year. What's liked in a single zone might not do the job in another. This means teams must be alert, kind and true. So the buyer path to green goods isn't one clear road. It bends with mood, cost, trust and peer word. But firms that walk carefully, test each step and link claim to proof will gain. They won't sell much more - they are going to stay more. In a world which progressively demands less harm and much more truth, that's the win. The task is open. Now's the moment.

### Literature review

In the FMCG sector, how much buyers understand about the environment correlates with exactly what they act. Buyers who understand about waste, harm to nature and health consequences are more likely to select green goods. This is much more than a guess - it is demonstrated in what they ask, what they check and the things they skip. Buyers who value clean air, safe soil and low waste pause before they choose a product. They look at the pack and the list and the tag of what is inside. This small step reflects a considerable shift in intent. More so, buyers with high awareness speak. They post tips, rate goods and post picks. They demand proof, question claims and check firm steps. This encourages firms to remain clear and true. A firm that says safe but does not explain how is dropped. One which says "clean" but gives no proof is flagged. Thus buyer care influences how firms talk, make and plan.

**Sethi (2018)** identified several key factors, including environmental concern and personal values, that drive attitudes toward green purchase behavior. Firms can now guide their work from this link. They run posts which teach not sell. They show how a pack cuts waste, a soap will save water or a cream avoids harm. These posts work best with aware users. They read, imagine and act. They might not buy fast but they stay. Their purchase isn't for a single day - it is a way of living. Some firms also create groups with such buyers. They seek tips, test new lines and obtain honest notes. This gives real use proof, fixes gaps and creates links. Eventually, these links determine not merely one sale, but a paradigm change in how the brand is seen.

In other words, those who know much more choose better. And when they choose better, firms grow in lasting ways. This shows that care for the earth is good for nature - and also great for smart, long and fair firm growth. In the FMCG sector, buyers "perception of product performance drives selection. A green label alone doesn't incite a purchase. What matters is if the user feels the product works. A buyer who thinks a green soap cleans less or a green cleaner smells poor might never ever buy it again. The fundamental concept is - green can not mean less. The user has to see and feel the product performs its job like every other. This perspective extends to soaps, snacks, creams and packs. Users might like the idea of a green product but the intent fades when it fails in practice. They might try it once, not again. This explains why many green products are trial - but-no-repeat products. The very first sale might be from care or trend. The next sale only comes from trust in use.

**Sethi and Jain (2020)** discussed the role of subjective norms in influencing consumers' green purchase behavior within the FMCG sector. Firms test this perspective now. They do trials, gather user notes and track what buyers say after usage. If a product receives phrases like strong, "clean, or lasts, it gets more buys. When it becomes "weak," "does not work," or "costs far more but does less," it drops. This shows feel and result are more important than label. Firms invest in product build to remedy this. They don't shift the tag - they fix the mix. They test what goes in and what stays away and how each part helps. This helps them say "safe" and "strong and safe." Those purchasers who see a green item does the job remain with the brand. They also talk,

rate and share. This peer proofs future buys. Green wins when it really works. But buyers want care, not cost. They want safe and not soft. Firms which do this right grow both trust and sale. A working green path builds profit and planet.

**Zulfikar and Mayvita (2018)** found a strong relationship between perceived value, risk, and trust, which significantly affects green FMCG purchase intention. In the FMCG sector price is a significant factor utilized by users in selecting. Some buyers like green goods. They agree with the message, value and long gain. However if the green product costs more than normal they stop. They do not act, even with interest. That gap between thought and buy is where price rules. Majority of daily goods are selected on habit, cost, and usage. If two soaps are sat side by side and one costs more often, many will select the cheaper one. Even if the green soap is much better for skin or planet the buyer might not check it out. In lots of homes, price wins all. This becomes apparent in groups with mid or low spend. Here, a few additional coins per item changes the full cart. Thus even tiny price gaps really are a block.

Some firms fix this with offers, mix packs or combo buys. These steps help a bit but not all. In case the base price is high, the offer might not be powerful. Others present a long-term gain. "Lasts more," "Needs less," or "Saves water." Such lines work if the buyer trusts them. In case not, the message fails. The users also check value. They ask: "Is this worth it?" asks the question. They say no if the pack is tiny or the feel is weak. If it looks plain or smells boring, they skip. Therefore green must be safe - but also rich, full and fair.

**Walia et al. (2020)** highlighted the impact of brand consciousness, perceived product quality, price sensitivity, and product availability on green product purchase intention. Some firms create low-cost green lines to shift the. They save money by using less wrap, simple packs or local make. This reaches more homes. Others scale more to drop price. The cost drops with more usage. This way more users can try. In other words, price shapes buy. Not interest enough. Green must fit the pocket too. Firms that match care with cost can both grow trust and reach. Within the FMCG sector trust is a driving factor behind people acting. Some buyers need green goods. But ultimately they search for more than labels when they make the choice. They ask: who made this? Do I believe them? Here's where brand trust defines the buyer path - not simply a sale. A trusted brand is picked first, talked about and purchased once again. Buyers that think a brand follows its green steps are going to stay with it. They check the entire line. If one product is safe but the other is rough, trust breaks. When one pack says "zero waste" but the shop shelf says plastic, doubt rises. So the buyer checks the brand - not the product. And they believe the brand when they trust it.

**Kartawinata et al. (2020)** examined the mediating role of customer attitude between the green marketing mix and green product purchase intention. Firms with a clear green voice gain more trust. This means not changing tags too rapidly, using green for show and not pushing a message they can not prove. But buyers see these gaps. They speak about them. And trust can not be won back once lost. But if a brand speaks one voice throughout packs, posts and talks users stay. Some users also examine past steps. If a brand has an extended history of fair steps - safe mix, low waste, clean packs, they're far more sure. This builds loyalty. Loyal user buys more and tells more. Their word works better than ads. Their trust is shared. To do this, firms now talk clearly, show full steps and share data. They show how - not they say "we care." They post updates, admit gaps and request views. This open talk makes users feel part of the path.

On the whole, green trust isn't built in one post. It comes from steps, proof and match. Brands that act with care, speak truth and stay the course win user trust - and turn that trust into long firm gain. In urban markets people often buy whatever they see others doing. The same thing goes for green goods. Many buyers believe in products because friends, peers, or role models use them too. In case one's group begins using eco-friendly packs, plant-based foods or green soaps, others in that group follow. They do not want to be unique. They desire to belong to the group. This peer effect is greatest in cities where users watch, post and share more. Talk, trends and image matter in these spaces. When a green product is sensible, contemporary, or good for our planet, more people try it. If it is part of a social post, a group event or a work trend it spreads quicker. Firms that associate green use with shared identity - "smart homes use safe goods" - influence how buyers think. But social norms also determine what people avoid.

**Al-Quran et al. (2020)** demonstrated that environmental concern moderates the relationship between various factors and green purchase intention in Jordan. In case a product is deemed harmful or wasteful, users could quit purchasing it even in case they enjoyed it previously. They don't wish to appear as careless. So social pressure creates green habits in this way. Even if a person is not very eco - conscious, they may still go green to fit in with their group. Firms do this by demonstrating group use. Ads show families, offices or peer groups using the product. Influencers show daily use instead of product features. This makes purchasers believe this product is an element of normal life. Several firms also run reward plans for group buys or shared tips which are used through peer action. Essentially, social norms are subtle forces. They make green choices grow faster and remain longer. When buyers see other buyers choose safe, clean goods, they act too. For firms, that means building not only one buyer - but one group that moves. That's exactly how green ideas become green habits - and habits form long-term firm value.

**Wijekoon and Sabri (2021)** reviewed various determinants of green product purchase behavior and provided a guiding framework for future research. Within the FMCG sector short claims do not carry long trust. Buyers who care about the planet look past labels. They check if a firm shows real, lasting change. When buyers realize that a brand hasn't forgotten its green steps over time, they return. They buy again and share their views. This return and share allow the firm to grow in ways ads cannot. Firms which show consistent care - reducing waste - using safe mix - or backing clean energy - build trust. It is not about one green product. It is about the brand path. If a user sees the firm avoids plastic, treats staff well and tells the full story, they stay. Every step adds proof. This proof later on becomes part of the brand name.

**Prakash et al. (2019)** investigated how altruistic and egoistic values shape consumer attitudes and intentions toward eco-friendly packaging. Firms which share these in easy ways - on packs, tools or posts - gain trust. These users then serve as brand voice. They talk, post and guide others. This talk is honest, unpaid, strong. It generates trust much more than any ad. Some firms actually share green goals with users. They demonstrate what they plan, what they accomplish and also the things they learn. They invite views, fix gaps and reward users who remain. This open path builds a bond. Users are part of the change and not only buyers. This makes repeat use into long trust.

In markets of short terms and loud claims, steady green work stands out. It provides the buyer reason to go back and not try once. It also keeps the firm honest because every step is seen.

In a nutshell, green work brings lasting buyers. Firms which take the path, show evidence, and stick to the course win sales - and steady support. That is exactly how green work becomes firm gain. In FMCG, many buyers discuss green goods but do not act. They claim they care about the earth but with regards to purchasing they get caught in old habits. One reason, they do not know enough. They hear words like eco, "green or safe but do not know what these are. Here's exactly where clear and truthful marketing comes in. Campaigns should teach - not sell. Learn how a product helps the earth makes users much more likely to purchase. They see that a cleaner uses less water, a pack breaks down fast, or a cream does not damage animals. They do not purchase because it's green - they do 'because they understand the way it works. This knowledge generates trust and action.

**Meera et al. (2017)** studied consumer behavior toward FMCG products with a special focus on a specific region, providing insights into regional green purchase trends. Firms which explain the product lifecycle - from creation, use and thrown - close the gap between care and buy. For instance, a post about a shampoo bottle made from used plastic which is again simple to recycle builds a full view. Buyers who know this path are more certain. They do not lose themselves in claims. Some firms show this with short clips, clear charts or app links. They provide quick facts in local words with simple images and tell real stories. This helps users of all kinds, not just most alert. Users learn, they act - and when they act - they go back. Good marketing also removes false ideas. Some buyers think green goods are always weak, costly or slow. Campaigns with proof, user views and truthful facts fix that. They affect what users think and feel.

In other words, education is the core of green marketing instead of a side action. Buyers know more and choose better. And when firms teach with care they develop trust, reach, and steady use. This is how words produce value and change. In the FMCG sector, buyers often can not chose green when they want to. One explanation is that green products aren't easily accessible. Lots of stores, particularly local shops or small towns, have no or even limited eco-friendly choices. Buyers might want green soap, cleaner or snack but stick to the regular because it is the only one on the shelf. This disconnects interest from action. Even great intent fades without easy access. Some users do not purchase online. They trust the local shop. They want to see, hold and compare. They never get to switch if the store doesn't carry green items. Some might ask, but in case they listen to "not in stock" or maybe "comes next week" they go to what they knew. In a rapid FMCG space the buy is quick. The choice must be straightforward. This particular flow is interrupted by lack of stock.

**Maichum et al. (2017)** explored the factors influencing young consumers in Thailand to purchase green products, highlighting the importance of environmental knowledge and values. Firms which concentrate on big stores or online channels miss an enormous slice of the market. Urbanized purchasers might see green lines in supermarkets but not rural or mid-level buyers. In case firms need wide use, they develop wide reach. That means getting products into local retail - not city chains -.Supply chains have to also be steady. If a buyer sees a green item once, loves it, and returns and finds it gone, trust falls. They might not try again. Repeat use requires stable supply. Firms train, stock and explain green goods with sellers. Sellers know the product and talk better and sell more. Good intent means little without product. Brands should not simply build demand - they have to meet it. Widespread access goes green from concept to action. Whenever users discover what they would like, they purchase where they shop. And when they purchase often, the firms expand in reach and trust.

## Conclusion

The study of consumer buy intention and behavior toward green products in India's FMCG sector depicts a landscape of growing awareness but minimal action. Although urban and suburban consumers are frequently



searching for eco-friendly items - those with durable packaging, safe ingredients, and ethical - the road from intent to buy is sporadic. Price sensitivity, limited trust in green claims and low visibility or access remain barriers.

FMCG firms seeking sustainable performance have to link consumer values with product performance and authenticity. Central to trust - brands that consistently disclose, refrain from greenwashing and communicate truthfully can turn first time interest into long-term loyalty. Green products should look and sound sustainable and meet core expectations on effectiveness, quality and value. Consumers expect green choices that aren't detrimental to utility or exceed the budget. Digital tools like AI-driven analytics, social listening and customer feedback loops provide businesses more data on exactly how consumers act. They enable firms to react fast, test product perception and develop campaigns that appeal to various consumer segments. Social influence also plays an important role - peer recommendations, influencer advocacy and group behavior could hasten green adoption. In the long run, firms that consider sustainability as a continuing journey instead of a short term strategy are better placed for long-term growth. By making clear, care and credible every touchpoint with customers, green FMCG brands drive sales and contribute in a meaningful way to a healthier planet and a far more conscious consumer culture.

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