

CONSUMER BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY FMCG PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

In the modern era of globalization, it has become a challenge to keep the consumers fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon, which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In recent days; environmental issues have received a great deal of discussion in the field of marketing. When the society becomes more concerned with the natural environment, businessmen have begun to modify their behaviour to address the society's new concern. With the growing awareness about the implication of global warming, non-bio degradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources.

Keywords: Green marketing, Eco-friendly FMCG products, consumer buying behaviour

I . Introduction

The term green marketing was first introduced during a seminar on *Ecological Marketing* organized by the American Marketing Association (AMA) in 1975. This marked an early recognition of the importance of aligning marketing practices with ecological concerns. Although the concept began gaining traction in academic and professional circles during this time, it wasn't until the late 1980s and early 1990s that green marketing truly gained prominence on a global scale.

The first wave of green marketing emerged during the 1980s, signaling a growing awareness among businesses and consumers about the environmental impact of products and production processes. A significant milestone during this period was the publication of two seminal books, both titled *Green Marketing*. One was authored by **Ken Peattie** in 1992 in the United Kingdom, and the other by **Jacquelyn Ottman** in 1993 in the United States. These works helped lay the foundation for further academic inquiry and practical implementation of environmentally responsible marketing strategies.

According to **Peattie (2001)**, the evolution of green marketing can be categorized into three key phases:

1. **Ecological Green Marketing:** This initial phase focused primarily on addressing specific environmental issues. Marketing strategies during this period aimed to provide solutions to problems such as air and water pollution, waste disposal, and resource depletion. The objective was to raise awareness and promote practices that could help mitigate environmental degradation.
2. **Environmental Green Marketing:** In the second phase, the focus shifted towards **clean and green technologies**. Companies began investing in research and development to create products that were less harmful to the environment. This included innovations that reduced pollution, minimized waste, and promoted energy efficiency. The emphasis was on modifying production processes and product designs to be more environmentally friendly.
3. **Sustainable Green Marketing:** Emerging in the late 1990s and early 2000s, this phase represents a more mature approach to green marketing. It goes beyond merely addressing environmental concerns and aims to develop sustainable solutions that balance environmental responsibility with consumer satisfaction. The focus is on producing high-quality goods that meet consumer expectations in terms of performance, price, convenience, and durability; all while ensuring minimal environmental impact.