



# AL-SHODHANA

A Multi -Disciplinary Double Blind Peer Reviewed Research Journal

<https://sadupublications.com/journals/index.php/al-shodhana>

Open Access

ISSN(P): 2320-6221

ISSN (Online): 3049-3870

## SUSTAINABLE CONSUMPTION: THE ROLE OF ENVIRONMENTAL AND HEALTH CONSCIOUSNESS ON GREEN PURCHASE INTENTION OF FMCG CUSTOMERS IN KERALA

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ARTICLE HISTORY	Abstract
<p><b>Received</b> : 17-03-2025 <b>Revised</b> : 21-04-2025 <b>Accepted</b> : 23-05-2025 <b>Published</b> : 30-07-2025</p> <p><b>Author Affiliation:</b> India</p> <p><b>Corresponding Author:</b> <b>Ms. Sajini.V K</b></p> <p><b>Keywords</b> Environment Consciousness, Health Consciousness, Customer Awareness, Green Purchase Intention</p>	<p><i>India's sustainable consumption is an indication of the shift in customer tastes towards goods and services that support environmental and health concerns. Increasing demand from customers for organic and environmentally responsible products is pushing firms to adopt more socially and environmentally sustainable operations. India can help achieve global sustainability goals, lessen the consequences of climate change, and safeguard the health and welfare of future generations by rising environmental and health consciousness among its people. Customer's environmental and health awareness is matters not only to its immediate effects on environmental sustainability and public health but also for its wider consequences on economic growth, policy-making, and global responsibility. The purpose of the present study is to find out the environmental and health consciousness of Fast-Moving Customer Goods (FMCG) customers, and to assess the linkage between environment and health consciousness of customers on the green purchase</i></p>

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DOI: <https://doi.org/10.70644/as.v13.i2.10>

### Introduction

In the modern economy, consumer behavior is increasingly influenced by growing health and environmental consciousness, especially within the Fast-Moving Consumer Goods (FMCG) industry. Environmental consciousness, as defined by Bamberg and

Möser (2007), refers to an awareness of environmental issues, a sense of responsibility toward the environment, and a willingness to engage in pro-environmental behavior to reduce harm. This growing awareness has caused a change in consumer behavior, with a rising number of individuals selecting eco-friendly and sustainable products. In Kerala, a state known for its high literacy rate, close ties to nature, and progressive views on health, this shift is particularly evident. Schiffman and Kanuk (2010) describe health consciousness as a consumer's concern for their well-being and their proactive efforts to make health-conscious decisions in their consumption patterns. The FMCG sector has seen a notable rise in demand for products that are healthier and more eco-friendly, driven by concerns over environmental degradation, the health risks associated with traditional goods, and a desire to support sustainable practices. Chen and Chang (2012) highlight that green purchase intention is the likelihood and willingness of consumers to choose eco-friendly products to minimize the negative environmental impact of their consumption. This trend reflects a broader societal movement toward sustainability and responsible consumerism, particularly in the FMCG industry.

India's FMCG market is one of the largest in the world, marked by its diversity across urban and rural regions, varying income levels, and shifting cultural attitudes. Kerala, in particular, stands out due to its distinctive socio-economic and cultural characteristics, including its high literacy rate, health-conscious population, and strong environmental awareness. As FMCG products are consumed frequently and have a short shelf life, businesses must adapt to these changing consumer preferences by offering products that are not only health-conscious but also sustainable and ethical. Understanding these dynamics is crucial for companies aiming to thrive in the competitive FMCG sector in Kerala and beyond.

### **Review of Literature**

Morel & Kwakye, (2012) conducted a study on the consumer's attitudes towards eco-friendly products and purchase intention in the Fast-Moving Consumer Goods (FMCG) sector. The study examined the influence of the four traditional marketing mix elements, along with customer satisfaction and word of mouth, on consumer attitudes and purchasing intentions toward eco-friendly products especially fast-moving consumer goods. The findings revealed notable differences in attitudes and purchase intentions toward green products based on gender, with distinctions observed between men and women, as well as between Swedish and non-Swedish consumers.

Gunasekaran & Ramesh, (2018) studied the consumer attitude for eco-friendly products in FMCG sector with special reference to Salem Region. The objectives of the study

include analyzing the consumer perception, consumer awareness and consumer attitude towards eco-friendly FMCG products. The study indicates that the consumer is aware of the eco-friendly FMCG products and they have more concern for eco-friendly products. The study also disclosed that eco-label is a major tool for environmental marketing because the consumers identify the eco-friendly products through eco-labelling.

In the study conducted by Rajan, (2019) revealed that consumers' primary motivations for buying green items are their personal health and environmental concerns. Price, quality, design, social value, green marketing, and brand are further influencing considerations. Lack of availability, ignorance of green product availability and use, doubts about quality, greenness, etc. are the main issues facing consumers who want to purchase green products.

Kim & Lee, (2023) examined the relationship between customer's environmental consciousness and their decision to buy eco-friendly items. It also looked into the circumstances that make people hesitant to buy eco-friendly products. According to the study, the intention to buy eco-friendly products was not substantially impacted by environmental interest. Purchasing intentions for eco-friendly items were significantly influenced by consumers' perceptions of consumer effectiveness and environmental understanding. Purchase behavior for eco-friendly products was strongly influenced by the intention to buy them. Furthermore, the study's findings demonstrate that the relationship between buy intention and purchase behavior is moderated by trustworthiness of environmental labels and simplicity of purchasing.

Reddy, et al., (2023) conducted a study among consumers and the findings highlighted the preferences and opinions of consumers regarding green marketing strategies. Consumers showed a high degree of familiarity with eco-friendly products and marketing strategies. Strong environmental values were also demonstrated by the respondents.

In the study conducted by Dorsamy & Govender, (2023) found that consumers' intentions to buy green FMCG items were positively impacted by their pro-environmental attitudes and perceptions of the products' quality, which in turn had a beneficial impact on consumers' actual purchasing decisions. Although there was no significant correlation, the results also suggest that perceived price may act as a deterrent to consumers' intentions to purchase green FMCG.

### **Purpose of the Study**

The purpose of the present study is to identify the level of Environmental Consciousness, Health Consciousness and Purchase Intention among green branded FMCG customers

in Kozhikode district. It also intended to determine the influence of Environmental Consciousness, and Health Consciousness in the purchase intention.

### **Objectives**

1. To assess the level of Environmental Consciousness and Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala.
2. To find out the relationship between Environmental Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.
3. To find out the relationship between Health Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.

### **Hypothesis**

1. Environmental Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high.
2. Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high.
3. There exists significant relationship between Environmental Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.
4. There exists significant relationship between Health Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.

### **Research Methodology**

The study developed is quantitative, descriptive and inferential. Inquiry towards the level of Environmental Consciousness, Health Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.

Data source: The subject under study is a survey type of research, because it is concerned with the collection of data for describing and interpreting existing level. The source of data selected for the present investigation was primary consisted of green branded consumers. The population selected for the study is green-branded FMCG customers in Kozhikode districts.

Sample: Systematic random sampling method was adopted to select the sample. A total of 120 green branded FMCG customers from Kozhikode District, Kerala have been selected as the sample. For which the investigator visited the various echo-shops and super markets, each selected customers were identified as the sample. The participants

were asked to complete the online survey form by clicking on the link sent to them via whatsapp.

### Research Instrument

The research instrument, which was developed with Google Forms, was used as the data collection tool to collect the responses from the participants for this study. It comprised a total of 25 questions and which consists of two parts. The first part contains four demographic and background questions, and the second part consisted of 21 closed-ended statement in which four statements regarding Environmental Consciousness, five statements regarding Health consciousness and 12 statements about purchase intention of green branded FMCG customers in Kozhikode district. The statements which were rated on a five-point Likert scale, with one indicating “strongly disagree” and five indicating “strongly agree.” The statements covered Environmental Consciousness, Health Consciousness and Purchase Intention. The tool was experimented to a small group of respondents as a trial and corrective measures were used. Inferential statistics was used for summarizing the properties of a population from the known properties of the sample of the population.

**Statistical Analysis:** Collected data was coded and arranged using the spreadsheet. For the analysis data based on the objectives and hypotheses, SPSS package was used. One-sample t-test was applied to know the level of Environmental Consciousness and Health Consciousness. Correlation was applied to establish the relationship between the variables.

### Discussion and Results

Profile of the respondents selected for the current research work from the green branded FMCG consumers is presented in Table 1.

Table 1: Profile of the respondents

Variable	Group	Number	Percentage
Gender	Male	57	47.5
	Female	63	52.5
Marital status	Married	104	86.7
	Single	12	13.3
Qualification	SSLC	12	10.0
	Plus two	17	14.2
	Degree	33	27.5
	PG	28	23.3
	Professional	30	25.0
	Total	120	100.0

It is evident from the Table 1 that 47.5% of the respondents belong to male and the 52.5% of the respondents belong to the female categories; 86.7% of the respondents fall in married group and 13.3% unmarried/ single categories; 10.0% respondents belong to SSLC, 14.2% respondents belongs to Plus Two, 27.5% belongs to degree, 23.3% belongs to post graduation and 25.0% respondents come under professional qualification group.

### Environmental Consciousness

Awareness of environmental issues and concern for the environment which leads to the environmental protection and sustainability refers the Environmental consciousness. “Environmental consciousness is an awareness of environmental problems and a willingness to take actions to address them. It includes knowledge about the environment, concern for environmental issues, and behavioral intentions to act in environmentally friendly ways.” (Kollmuss & Agyeman, 2002)

H1: Environmental Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high.

To measure the Environmental Consciousness among green branded FMCG customers, four statements with responses of five-point Likert-scale having strongly agreement to strongly disagreement were used. One sample t-test was applied to measure the level of Environmental Consciousness.

Table 2: Level of Environmental Consciousness among green branded FMCG customers

Statements	Mean	SD	t-value	p-value
I do believe that, without environment life cannot sustain	4.39	0.63	23.857	.000
I am very conscious and concerned about the global sustainability	3.96	1.07	9.838	.000
I am conscious and worried about the sustainability of our nation	3.89	0.98	9.911	.000
I am worried about worsening the quality of environment of Kerala	3.94	0.91	11.333	.000
<b>Environmental Consciousness</b>	<b>16.19</b>	<b>2.99</b>	<b>15.352</b>	<b>.000</b>

The mean score of the Environmental Consciousness is 16.19 (SD = 2.99) which is higher than test value (12). One sample t-test discloses that (t-value = 15.352, p = 0.000) the Environmental Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high. Hence the hypothesis stated that

‘Environmental Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high’ is accepted.

### Health Consciousness

One individuals’ awareness and concerned which leads to the attitudes, intentions, and behaviors associated improving their health refers the Health Consciousness. “Health consciousness refers to the extent to which individuals tend to focus on health matters and engage in health-related behaviors, including being aware of their health status and actively seeking information to improve or maintain their health.” (Jayanti & Burns, 1998)

H2: Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high.

To measure the Health Consciousness among green branded FMCG customers, five statements with responses of five-point Likert-scale having strongly agreement to strongly disagreement were used. One sample t-test was applied to measure the level of Health Consciousness.

Table 3: Level of Health Consciousness among green branded FMCG customers

Statements	Mean	SD	t-value	p-value
I am always purchasing products which prevents from side effects	3.78	1.45	5.892	.000
I wish to live long with good health	4.38	1.16	12.973	.000
My health is more important to me	4.36	1.17	12.758	.000
Consumption of non-green products may lead to health-related problems	3.35	1.29	3.031	.003
I prefer to eat a product which improve my immunity power	3.80	1.41	6.254	.000
<b>Health Consciousness</b>	<b>19.70</b>	<b>4.34</b>	<b>11.837</b>	<b>.000</b>

The mean score of the Health Consciousness is 19.70 (SD = 4.34) which is higher than test value (15). One sample t-test discloses that (t-value = 11.837, p = 0.000) the Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high. Hence the hypothesis stated that ‘Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high’ is accepted.

Correlation between Environmental Consciousness and Purchase Intention

H3: There exists significant relationship between Environmental Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala. The details of correlation obtained between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district is presented in Table 4.

Table 4: Correlation between Environmental Consciousness and Purchase Intention

Variables	Mean score	r-value	p-value
Environmental Consciousness X	16.1917	0.073	0.431
Purchase Intention	40.60		

The calculated value of correlation between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district is 0.073 and p-value is 0.431 which is greater than the limits set for significance at 0.05 level. This shows that there is no significant correlation between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district. Hence the hypothesis stated that 'There exist significant relationship between Environmental Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala' is rejected.

#### Correlation between Health Consciousness and Purchase Intention

H4: There exists significant relationship between Health Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala.

The details of correlation obtained between Health Consciousness and purchase intention among green branded FMCG customers of Kozhikode district in Kerala is presented in Table 5.

Table 5: Correlation between Health Consciousness and Purchase Intention

Variables	Mean score	r-value	p-value
Health Consciousness X	19.70	0.512	0.000*
Purchase Intention	40.60		

\* Indicate significance at 0.01 level

The calculated value of correlation between Health Consciousness with purchase intention among green branded FMCG customers of Kozhikode district is 0.512 and p-value is 0.000 which is less than the limits set for significance at 0.05 level. This shows that there is significant correlation between Health Consciousness with purchase intention among green branded FMCG customers of Kozhikode district. Hence the hypothesis stated that 'There exist significant relationship between Health Consciousness and purchase intention among green branded FMCG customers in Kozhikode district of Kerala' is accepted.

### **Main Findings and Conclusion**

The mean score of the Environmental Consciousness is 16.19 (SD = 2.99) which is higher than test value (12). Hence, the Environmental Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high. The mean score of the Health Consciousness is 19.70 (SD = 4.34) which is higher than test value (15). Hence, the Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high.

Health Awareness should be provided through different media especially through social media, it will lead to the purchase intention of the green-branded FMCG customers.

Correlation between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district is 0.073 and p-value is 0.431 which is greater than the limits set for significance at 0.05 level. This shows that there is no significant correlation between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district.

Correlation between Health Consciousness with purchase intention among green branded FMCG customers of Kozhikode district is 0.512 and p-value is 0.000 which is less than the limits set for significance at 0.05 level. This shows that there is significant correlation between Health Consciousness with purchase intention among green branded FMCG customers of Kozhikode district.

The absence of a significant link between environmental consciousness and green purchase intention indicates the need for strategies that go beyond mere awareness. Customers may possess environmental awareness, but that does not always translate into actual purchasing behaviour. Therefore, targeted and well-designed interventions are essential to bridge this gap and promote sustainable consumption.

Policymakers could use creative interventions and incentives, such as discounts, reward

points, or making green products a standard selection in retail stores. These techniques can influence customer preferences and make sustainable products more appealing, accessible, and easy for everyday purchases.

Strengthening the visibility and credibility of green products is also crucial. This can be achieved through clear eco-labelling, third-party certifications, and ensuring that green FMCG products are widely available in both physical and digital marketplaces.

In a nut shell, the study investigates the level of Environmental Consciousness and Health consciousness among green branded FMCG customers in Kozhikode district of Kerala. Study also intended to determine the influence of Environmental Consciousness, and Health Consciousness in the purchase intention green branded FMCG customers in Kozhikode district of Kerala. Study reveals that the level of Environmental Consciousness and Health Consciousness among green branded FMCG customers in Kozhikode district of Kerala is significantly high. Study reveals that there is no significant correlation between Environmental Consciousness with purchase intention among green branded FMCG customers of Kozhikode district. Study discloses that there exists significant correlation between Health Consciousness with purchase intention among green branded FMCG customers of Kozhikode district.

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