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Sustainable preferences: What drives green FMCG consumption in Kerala

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Abstract
With growing environmental concerns, green Fast-Moving Consumer Goods (FMCGs) are gaining popularity among consumers, particularly in Kerala-a state recognized for its ecological awareness and high literacy rates. This study, focused on Kollam district, explores consumer awareness of green FMCGs, factors influencing their purchasing decisions, and the sources through which consumers learn about and buy these products.
Survey findings indicate that most respondents are educated, primarily aged 29-38, and largely employed in the public sector. Awareness levels are high, with many consumers checking product labels, eco-certifications, and green advertisements to confirm product authenticity. Age significantly influences the decision-making process: younger individuals rely on social media, middle-aged on advertisements, and older individuals on word-of-mouth. While health and environmental benefits are key motivators, high costs and lack of trust in green claims are major obstacles. Urban consumers tend to purchase green FMCGs more frequently, often using online platforms or dedicated green stores. Despite these challenges, nearly all participants believe green products are better than conventional ones and many actively recommend them to others.
This study highlights the need for better consumer education, enhanced transparency by producers, and stronger policy support to encourage sustainable consumption and production practices in Kerala.

Keywords: Sustainable, green FMCG, local self-governments, consumer perceptions

1. Introduction

In today's era of environmental degradation, climate crisis, and ecological imbalance, the adoption of eco-friendly practices has become a necessity rather than a choice. With rising concerns over air, water, and soil pollution, waste accumulation, global warming, deforestation, and the extinction of species, sustainable living is imperative. Every individual, business, and government have a role in preserving the environment and maintaining ecological harmony. This growing awareness has led to a fusion of environmentalism and consumerism, resulting in the emergence of green products.

Green products are environmentally responsible goods that use natural ingredients, eco-friendly technologies, minimal resources, and biodegradable packaging. They follow the 3Rs-Reduce, Reuse, recycle-and promote sustainable consumption. As consumer awareness increases, the demand for such products is rising sharply, particularly in the Fast-Moving Consumer Goods (FMCG) sector, one of India's largest industries. FMCGs, due to their frequent usage and widespread consumption, significantly contribute to non-biodegradable waste.

Hence, transitioning to green FMCG products is essential. These are products that meet every day needs without harming the environment. Although still emerging in India, the green FMCG market holds immense potential. Brands aligning with eco-conscious consumer values gain a competitive edge. Promoting green consumption is a crucial step toward a sustainable future.

2. Literature Review on Consumer Behaviour and Green FMCGs

2.1. Environmental Awareness and Green Business Strategy

Several scholars emphasize the urgency of environmental issues and their influence on business operations. Esty and Winston (2006) introduced the concept of the "Green Wave," caused by resource constraints and the growing number of environmentally conscious stakeholders. They argue that businesses integrating green practices gain long-term competitive advantage and public trust. Similarly, Wong Fui Yeng and Yazdanifard (2015) [26] and Harriet Dyer (2018) [8] highlight that green marketing has become both a strategic and ethical necessity for organizations in today's world. These practices not only cater to the eco-conscious consumer but also reduce carbon footprints through zero waste, paperless processes, and renewable energy.

2.2. Consumer Awareness and Attitudes toward Green Products: There is growing awareness among consumers about sustainability, although challenges remain. Vernekar (2011) [6] noted increased eco-awareness but identified barriers like price sensitivity and lack of differentiation in green product value. Morel and Kwakye (2012) [11] found that while consumers have a positive attitude towards green FMCGs, their purchase intention heavily depends on trust built through advertisements or word-of-mouth.

Usha Sharma (2018) [24] similarly found that green FMCGs are perceived as healthy and environmentally beneficial. However, cost and accessibility remain concerns. Tiwari (2016) [4] noted that the "green premium" (higher cost of green goods) deters widespread adoption despite health-conscious motivations. Sudhir Sachdev (2015) [20] also found that education, age, and income correlate positively with eco-friendly consumer behaviour.

2.3. Marketing, Branding, and Media Influence

Advertising and communication strategies significantly impact consumer behaviour toward FMCG products. Yatinder Singh Balyan (2011) [27] emphasized the role of strategic media, especially TV and newspapers, in influencing purchase behaviour. Painoli (2017) [1] discussed brand loyalty and image as outcomes of attractive packaging, promotional offers, and product quality. Haddad (2016) [12] noted changing consumer segments, such as millennials and tech-savvy shoppers, demanding a more personalized and value-driven approach in marketing.

Dheivanai (2018) found that green brand equity-comprising awareness, associations, image, and loyalty-has a significant influence on green consumer behaviour, suggesting that marketers must build strong green identities for their brands.

2.4. Consumer Behaviour in Rural and Semi-Urban Markets: The rural and semi-urban markets of India present unique challenges and opportunities. Aamir Yousuf (2012) found that rural consumers prefer affordable, sachet-packaged FMCGs due to limited income and storage. Brand loyalty exists, but it's influenced by practicality over brand positioning. Sukhjinder Baring (2013) [21] confirmed that rural consumers are price-sensitive, promotion-driven, and influenced by retailers. They value brand familiarity and are loyal once a brand earns their trust.

Phalke (2016) [25] extended this to semi-urban areas, noting increasing demand for green FMCGs but poor distribution and promotional reach. He suggests that a niche marketing strategy focused on semi-urban needs could unlock significant growth.

Gupta (2018) [10] and Madhulika Gupta (2018) [10] both emphasized the vast potential in rural markets. They advocated for awareness campaigns, pricing strategies, and leveraging local groups like self-help groups for effective distribution and consumer education.

2.5. Product Innovation and Strategic Development

The need for innovation in the FMCG sector to meet evolving green preferences is another key theme. Rajeshwari (2017) [5] highlighted that due to increased exposure to global markets and changing lifestyles, consumers demand newer, sustainable products. The sector, however, spends just 1-2% of revenue on understanding consumer insights. Innovations mostly involve repositioning existing products rather than introducing new ones.

The McKinsey & Company (2018) report observed a slowdown in FMCG growth post-2012 due to a shift toward organic and sustainable consumption. It stressed the importance of revamping product lines-especially in homecare-with sustainable alternatives.

Unnamalai (2016) emphasized the collective role of governments, NGOs, and corporates in promoting green FMCGs, which are still in the nascent stage. Word-of-mouth and perceived product value remain dominant sources of awareness and decision-making.

2.6. Determinants of Green FMCG Consumption

Multiple studies have outlined factors affecting green product consumption:

- **Price and Value:** High prices deter mass adoption, especially in rural areas (Sachdev, 2015; Tiwari, 2016) [20, 4].
- **Health and Lifestyle:** Health consciousness is a key motivator, with green consumption seen as part of a healthier lifestyle (Yaamini Priya, 2014; Sharma, 2018) [18, 24].
- **Demographics:** Age, income, and education positively influence green consumerism (Sachdev, 2015) [20].
- **Brand Equity:** Strong green brand associations encourage loyalty and repeat purchases (Dheivanai, 2018).
- **Awareness and Promotion:** Campaigns and accurate communication drive demand (Morel & Kwakye, 2012; Balyan, 2011) [11, 27].

The reviewed literature reflects a growing environmental consciousness among consumers and businesses alike, fostering a shift toward green FMCGs. However, adoption is uneven due to barriers such as pricing, accessibility, and insufficient promotional strategies-especially in rural and semi-urban areas. Branding, innovation, and consumer engagement are crucial for transforming this awareness into consistent buying behaviour. The FMCG sector, being highly consumer-centric, must tailor its green marketing and distribution efforts to regional dynamics and changing demographics. Green FMCGs not only offer a business advantage but also serve as a critical step toward sustainable development and ecological responsibility.

3. Statement of the Problem: The impact of the catastrophic events which has started making the life difficult has led many and many people around the globe to take active participation in the green movement. One such step towards green movement is the consumption of green products. The consumers are highly becoming environmentally caring beings and thus demanding everything which is harmless to nature. The increased population and their needs have led to rapid consumption of goods particularly FMCG products. Hence, the foremost phase is to consume green FMCG products. This study deals with the perception of consumers based on the price, quality, availability, utility, etc. of the green FMCG products and analyses whether the expectations of the consumers about the green FMCG products are met or not.

4 Objectives of the Study

The main objective behind conducting this study is to evaluate consumer's perception towards Green FMCGs particularly beauty care products, fitness, foods, drinks, clothing products and decorative items.

The specific objectives of the study are:

- To evaluate consumer's perception about green FMCGs
- To examine the barriers which adversely affect the buying behaviour of green FMCGs.
- To get an insight about how consumers came to know about green FMCGs and how they shop it.

5. Methodology

This study examines consumer perceptions of Green FMCG products and barriers adversely affect consumer behaviours through a quantitative survey using convenient sampling. Data is collected via structured questionnaires and analysed using statistical methods like the weighted average method, Garrett's Ranking Method, and Chi-Square Test of Independence. The research is empirical, relying on primary data from closed-ended surveys and secondary sources such as newspapers, books, internet articles, and journals. The sample consists of 200 consumers from Kerala, covering diverse age groups, genders, employment, and income levels. The study considers all consumers in Kerala as the population, ensuring a comprehensive evaluation of green FMCG product perceptions. This mixed-method approach (Biju S. K. & Rajan, J. B., 2019) [2]. Enabled a clear and comprehensive understanding of the level of awareness, factors affecting purchase decision and perception about green FMCGs and offering valuable insights into consumer behaviour.

6. Discussion on Data

The analysis of data is descriptive in nature with bivariate and multivariate analysis. From the collected data, attempts have been made to know about the consumer perception about Green FMCG products like beauty care products, fitness care products, arts and decorative products and textile products.

6.1 Demographic Profile of the Green Consumers

The data were collected from 201 respondents before ensuring that they are green consumers. The statistical inference about the population of Kollam can be made with the opinions of these respondents. The demographic profile of the respondents includes all the personal information collected for the purpose of analysis that is age, gender, educational qualification, level of income, place of residence and occupation.

Table 1: Classification of respondents based on age and gender.

Age ↓ / Gender→	Female No.	Female %	Male No.	Male %	Total No.	Total %
18-28	27	13.43%	25	12.44%	52	25.87%
29-38	41	20.39%	35	17.41%	76	37.81%
39-48	24	11.94%	14	6.97%	38	18.91%
48-59	13	6.48%	15	7.46%	28	13.93%
Above 59	2	0.99%	5	2.49%	7	3.48%
Total	107	53.23%	94	46.77%	201	100%

The table 1 depicts the proportion on female and male at different age group which constitutes the overall respondents. It is evident from the data that about 53.23 of the total respondents were female and 46.77% of the total respondents were male. Most of the respondents belonged to the age group category of 29-38.

Table 2: Educational qualification wise classification of the respondents.

Variable	Group	Number	%
Qualification	Plus two/PDC	30	14.93%
	Graduation	99	49.24%
	Post-Graduation	62	30.85%
	Doctorate	6	2.99%
	Others	4	1.99%
	Total	201	100%
Occupation	Government employee	43	21.39%
	Private Employee	62	30.84%
	Unemployed	50	24.88%
	Student	34	16.92%
	Retired	12	5.97%
	Total	201	100%

Table 2 indicates educational qualification of the green consumers, in which about 49.24% of the total respondents are graduates. This also shows the occupations of the respondents. Majority of the respondents belong to private job holders.

Table 3: Classification of respondents based on level of income and place of residences.

Level of Income ↓ / Place of Residence→	Rural No	Rural %	Semi-Urban No	Semi-Urban %	Urban No	Urban %	Total No	Total %
Below 10000	35	17.41	7	3.48	22	10.94	64	31.84
10000-50000	32	15.19	18	8.95	41	20.39	91	45.27
50000-100000	6	2.98	8	3.98	12	5.97	26	12.94
Above 100000	3	1.49	6	2.98	11	5.47	20	9.95
TOTAL	76	37.8	39	19.4	86	42.8	201	100

Table 3 indicates the classification of respondents based on their income level and place of residence. From the total respondents of 201 green consumers 37.8% belongs to rural area, 19.4% belongs to semi-urban area and 42.8% belongs to urban area. There is a disparity among the green consumers related to their income. Most of the respondents belonged to income category of 10000 to 50000.

6.2 Consumer Perception about Green FMCG.

The analysis of the consumer perception of green FMCG about the price, quality, utility, availability of green FMCG; environmental proactive features and reduction in degradation of environment due to usage of green FMCG.

Price of the Green Fast Moving Consumer Goods.

- **H_0:** There is no relation between consumer perception about the price and their income.
- **H_1:** There is a relationship between consumer perception about the price and their income.

Table 4: Classification of respondents based on their perception about price and their income level.

Income ↓	Price Perception→	Costly	Correctly Priced	Reasonable	Total
Below 10,000		48(33.75)	15(23.56)	1(6.69)	64
10,000-50,000		51(47.99)	37(33.5)	3(9.51)	91
50,000-1,00,000		4(13.71)	17(9.57)	5(2.72)	26
Above 1,00,000		3(10.55)	5(7.36)	12(2.09)	20
Total		106	74	21	201

Source: Primary data,

Method of Analysis: Non- Parametric test (Chi-Square),
Note: Expected frequency is given in brackets.

Table 4 shows the perception of the respondents based on the price of the green FMCG based on their income level. Chi-square level of independence has been used to know the relationship between the price perception and income level. As per the chi-square test, the chi square value for the table is derived as 86.757 and the table value for the degree of freedom of 6 at 0.05 level of significance is 12.592. Also, the p value of the table is less than 0.000001 which is far less than 0.05 which is the standard level of significance. Thus, the null hypothesis is rejected and hence, there is a significant relationship between the price perception of the respondents and their income level. As per table 4.15 low-income respondents perceive that the green FMCG are costlier, whereas high income people find these green FMCG as reasonable or correctly priced. But most of the respondents perceive that green FMCG are costlier.

Preferred Utility of the Green Consumers Regarding Green FMCG

Table 5: Classification of the respondents based on their preferences related to green FMCGs.

Attracting Utility	No. of Respondents	Percentage (in%)
Health Benefits	89	44.27
Environmental Sustainability	64	31.84
Waste Management	23	11.44
Status Symbol	17	8.47
Other Reason	8	3.98
Total	201	100

Source: Primary data

Table 5 specifies the utility preferred of green FMCG by the consumers; majority of the consumers prefer the health-related benefits of the green FMCG. About 44.27% respondents prefer health benefits, 31.84% of respondents prefer environmental sustainability and 11.44% prefers waste management, 8.47% prefers status symbol and 3.98% prefers other reasons like reduced energy consumption, packaging, reduced carbon footprint, flexible usage and no plastic content.

Quality Satisfaction Level of Consumers

Table 6: Satisfaction level of consumers based on quality.

Response	No. of Respondents	Weight assigned	Weighted Score (No. of Respondents * Weights)
Highly Satisfied	24	4	96
Satisfied	163	3	489
Slightly Satisfied	12	2	24
Not at all Satisfied	2	1	2
Total	201	10	524

Source: Primary data

Method used: Measure of Central Tendency (Weighted Average Metod): Table 6 states that majority of the respondents are satisfied with the quality of the green FMCG. There are only 2 respondents out of 201 respondents who is not satisfied out of the green FMCG quality.

Availability of Green FMCG

H_0: There is no relation between consumer perception regarding availability of green FMCG and their place of residence.
H_1: There is a relation between consumer perception regarding availability of green FMCG and their place of residence.

Table 7: Classification of respondents based on availability of green FMCG and their place of residence.

Availability Perception ↓	Place of Residence →	Rural	Semi-Urban	Urban	Total
Easily Available		16(17.77)	12(9.12)	19(20.11)	47
Available		58(55.96)	24(28.72)	66(63.32)	148
Not So Available		2(2.27)	3(1.16)	1(2.57)	6
Total		76	39	86	201

Source: Primary data

Method of Analysis: Non- Parametric test (Chi-Square)
Note: Expected frequency is given in brackets.

Table 7 indicates the respondent's perception about the availability of green FMCG and their place of residence. Chi-square test of independence has been used to know the relationship between these two variables. As per the chi-square test, the chi-square value appears to be 5.876 and the table value for the degree of freedom of 4 at the level of significance of 0.05 appears to be 9.488. The p value of the table data is 0.19 which is far more than 0.05 i.e. the standard level of significance. Thus, the null hypothesis is accepted and hence, there is a no relationship between the availability factor of green FMCG and the place of residence of the respondents. Table 4.18 states that the green FMCG are available to the respondents irrespective of their place of residence.

Reasons Why Green Products are environmentally Pro-Active

Table 8: Classification of respondents based on their reason behind green FMCG being environmentally pro-active.

Reasons	No. of Respondents	Percentage (in %)
Packaging	16	7.96
Contents	76	37.81
3R's Satisfaction	72	35.82
Conservation Ability	28	13.93
Others	9	4.48
Total	201	100

Source: Primary data

Table 8 pinpoints that reasons perceived by the respondents to believe that the product they use are green product. About 37.81% states the contents of the product are natural, 35.82% states the 3R's Satisfaction that is the ability to reuse, recycle or reduce, about 13.93 states the conservation ability of the product, about 7.96% states about the packaging and the rest support other factors.

Environment Degradation can be reduced by Consumption of Green FMCG

Table 9: Environmental degradation reduced by green consumption.

Scale of Response	No. of Respondents	Weight assigned	Weighted Score (No. of Respondents * Weights)
Strongly Agree	46	5	230
Agree	116	4	464
No opinion	29	3	87
Disagree	10	2	20
Strongly Disagree	-	1	-
Total	201	15	801

Source: Primary data

Method used: Measure of Central Tendency (Weighted Average Method)
Table 9 specifies that about 116 respondents out of 201 respondents agree that green consumption reduces environmental degradation. About 46 respondents strongly agree that green consumption reduces environmental degradation. About 29 respondents do not have any opinion and 10 respondents do not support the point.

6.3 Barriers Affecting Buying Behaviour of the Consumers
The data are collected and analysed to factors that deprive the respondents from purchasing the green products.

Restriction on the Consumers from Making Green Purchase

Table 10: Classification of respondents that factors which deprive them from green purchase.

Factors	No.	%
Expensive than conventional products.	68	33.83
Lack of assurance of being green	70	34.83
Difficulty to access	59	29.35
Others	4	1.99
Total	201	100

Table 10 points towards the factors that deprives the respondents from green purchase, about 34.83% of the respondents specifies that they are not sure about the originality of the green product, about 33.83% of the respondents considers green product more expensive than conventional products, 29.55% states that they are not accessible to green product as compared to conventional product and 1.99% of the respondents

Green Product Less Perishable than Conventional Products

Table 11: Green product less perishable than conventional products.

Scale of Response	No. of Respondents	Weight assigned	Weighted Score (No. of Respondents * Weights)
Strongly Agree	13	5	65
Agree	16	4	64
Neutral	29	3	87
Disagree	54	2	108
Strongly Disagree	89	1	89
Total	**201**	**15**	**413**

Method used: Measure of Central Tendency (Weighted Average Method)

Table 11 points that good number of respondents i.e. about 89 respondents strongly disagrees and 54 respondents disagree that green products are less perishable than conventional products. About 29 respondents do not have any opinion. Only 13 respondents strongly agree, and 16 respondents agree that green products are less perishable than conventional products.

Ranking of Merits of the Green FMCG Products as per the Respondents Viewpoint

Table 12: Merits of the green FMCG products ranked.

Factors	Garrett's Mean Score	Rank
Price Factor	38.37	VI
Availability Factor	45.97	IV
Extent to Satisfaction	51.19	III
Quality	62.85	I
Ease in Disposal of Waste	57.96	II
Status Symbol	43.67	V

Source: Primary data

Method of Analysis: Henry Garrett Ranking Method

Table 12 indicates the merits of the green FMCG as per the respondents. Most of the respondents support the quality as the biggest advantage of green FMCG, the second merit of green FMCG is ease in the disposal of the green FMCG, the third merit as per the respondents is the extent of satisfaction which the green consumer receives after using it, the fourth advantage is availability factor, fifth status symbol and sixth price factor. All the ranks given by the respondents are analysed and the rank is obtained with the help of Garrett's conversion table.

7. Key Findings

This section presents the key findings from the study on consumer perception of green Fast-Moving Consumer Goods (FMCG) in Kerala. The data has been interpreted with reference to demographic patterns, behavioural influences, product awareness, purchasing patterns, and perceived challenges and benefits. Wherever possible, secondary data and literature have been incorporated to support the findings.

7.1. Demographic Profile of Respondents

- **Age and Gender Composition:** Most of the respondents belonged to the age group of 29-38 years, with females forming the larger proportion of the sample. Similar trends are observed in eco-conscious markets, where women are often more engaged in household purchases and sustainability decisions (D'Souza *et al.*, 2007).
- **Educational Qualifications:** Almost 50% of the respondents were graduates, and over 30% held postgraduate degrees, indicating that most respondents were highly educated. According to Peattie and Crane (2005), higher education levels positively correlate with increased awareness and adoption of green products.
- **Occupational Status:** A significant portion of respondents were public or government employees, suggesting job security and potential environmental responsibility as influencing factors.
- **Income and Location**: Respondents from urban areas generally reported higher incomes, whereas lower-income individuals were found more in rural settings, reflecting national urban-rural income disparities. As per the NSSO 2019 report, urban India consistently exhibits higher household incomes than rural areas.

7.2 Frequency and Drivers of Green Purchases

- **Frequent Purchases by Urban Consumers**: Urban respondents make more frequent purchases of green FMCGs compared to rural or semi-urban counterparts. This supports the findings of Paul *et al*. (2016), who observed a greater inclination toward green purchasing in urban areas due to better availability and awareness.
- **Education and Awareness Correlation**: A positive correlation exists between higher education levels and greater awareness of green FMCGs. Literature indicates that educated consumers better understand environmental impacts (Leonidou *et al*., 2010).

7.3. General Perceptions and Attitudes

- **Preference over Conventional Products:** An overwhelming 98.01% agreed that green FMCGs are better than conventional alternatives. Empirical studies show that perceived environmental and health benefits drive such consumer preferences (Chen & Chai, 2010).
- **Willingness to recommend:** 39.30% always recommend green FMCGs. 46.77% sometimes recommend them to others.
- **Demand for More Products**: 96.02% expressed a need for increased production of green FMCGs, signalling consumer demand outpacing supply.

7.4 Barriers to Adoption

- **Perceived Cost:** The cost of green FMCGs remains the most cited disadvantage, especially among low-income respondents. This aligns with findings by Rex & Baumann (2007), who highlighted that pricing remains a significant barrier to green product adoption.
- **Lack of Assurance:** Concerns over the authenticity of green claims deter potential buyers. According to Terra

Choice (2010), "greenwashing" erodes consumer trust in eco-marketing.
- **Disagreement on Perishability Claims:** Over 70% of respondents disagreed with the notion that green products are less perishable, challenging a common marketing claim.

7.5 Perceived Benefits
- **Health and Sustainability**: Health benefits and environmental sustainability were ranked as the top advantages of using green FMCGs. Research by Ottman *et al*. (2006) confirms that perceived health benefits are key motivators in eco-product consumption.
- **Environmental Responsibility**: More than two-thirds believe that green consumption reduces environmental degradation, indicating a strong eco-conscious sentiment.
- **3Rs Satisfaction and Environmental Impact**: Many respondents supported the idea that product content, reusability, and recyclability (3Rs) contribute to environmental proactivity.
- **Ease of Waste Disposal and Satisfaction**: After quality, respondents ranked ease of disposal and product satisfaction as major benefits of green FMCGs.

8. Suggestions
8.1. Suggestions to Consumers
- **Be Informed and Proactive:** The consumers can continue verifying eco-labels, certifications, and product content to ensure authenticity and seek out reliable sources of information on sustainable products and practices.
- **Support Ethical Brands.** They can prefer brands that are transparent about their sourcing, production, and environmental commitments.
- **Promote Green Awareness:** Consumers may encourage friends, family, and peer groups to switch to green alternatives by sharing experiences and information.
- **Utilize Digital Platforms:** Make effective use of online reviews and apps to compare green products and their environmental impact.
- **Demand Transparency:** Actively demand better labelling and clearer information from sellers and producers to build trust.

8.2. Suggestions to Producers (Manufacturers/Brands)
- **Improve Affordability:** Introduce smaller package sizes or subsidized versions for low-income consumers to increase accessibility.
- **Ensure Authenticity and Trust:** Avoid "greenwashing" practices and ensure credible third-party certifications on all products.
- **Invest in R&D for Durability and Quality:** Address concerns about product perishability and ensure quality is equal to or better than conventional counterparts.
- **Targeted Marketing Campaigns:** Use digital marketing to engage younger consumers and traditional media to reach older age groups.
- **Diversify Product Categories:** Expand product offerings especially in high-demand categories like food, beverages, fitness, and beauty care.
- **Enhance Transparency:** Disclose full lifecycle of products including sourcing, production, packaging, and disposal information.

8.3. Suggestions to Middlemen (Retailers & Distributors)
- **Promote Green Products Actively:** Display green products more prominently in stores and online platforms.
- Offer educational materials (brochures, signage) about green benefits.
- **Train Sales Personnel:** Educate staff to assist customers in understanding and selecting green FMCGs.
- **Maintain Authenticity in Stock:** Stock only certified and verified green FMCGs to maintain consumer trust.
- **Incentivize Green Purchases:** Collaborate with producers to offer discounts, loyalty points, or bundles for green product purchases.
- **Expand Access in Rural Areas:** Facilitate the supply of green FMCGs to rural and semi-urban markets through mobile retail or partnerships with local shops.

8.4 Suggestions to the Government
- **Subsidies and Tax Benefits:** Provide financial incentives or tax reductions for producers and sellers of certified green FMCGs.
- **Strengthen Eco-Certification Regulations:** Implement strict guidelines and monitoring to eliminate false claims (greenwashing) and ensure label reliability.
- **Consumer Awareness Campaigns:** Run state-wide programs to educate the public about the importance of green products and how to identify them.
- **Support R&D and Innovation:** Offer grants or funding for research in sustainable product development and packaging technologies.
- **Ensure Equitable Distribution:** Create frameworks that ensure availability of green FMCGs across urban, semi-urban, and rural regions.
- **Incentivize Retail Networks:** Encourage local retailers to stock green FMCGs by providing infrastructure or licensing support.
- **Incorporate Green Education in Curriculum:** Introduce topics on sustainable consumption and eco-products at school and college levels to build long-term awareness.

8.5 Suggestions to Local Self-Governments in Promoting Green FMCGs
Local Self-Governments (LSGs) in Kerala can significantly contribute to promoting green FMCGs and advancing the UN Sustainable Development Goals (SDGs)
- **Awareness and Education:** LSGs can organize campaigns in schools, markets, and communities to raise awareness about green FMCGs, eco-labels, and health benefits, with support from Kudumbashree, NGOs, and educational institutions (Rajan, J. B. and Biju S. K., 2022) [15].
- **Support Green Markets and E-Commerce:** Dedicated spaces in local markets and fairs should be provided for certified green FMCGs. LSGs can also promote digital platforms linking rural green producers with urban consumers (Rajan J. B. and Biju S. K., 2013) [14].
- **Empower Local Green Producers:** Offer financial aid, training, and marketing support to SHGs, especially

women-led and marginalized groups, to encourage green product entrepreneurship (Rajan, J.B. and Biju, S.K., 2015a) [16].

- **Adopt Green Procurement (SDG 3, 12, 16)** Panchayats should source eco-friendly FMCGs for public institutions and include them in welfare schemes to set a local standard for green consumption (Rajan, J.B. and Biju, S.K., 2015b) [17].
- **Integrate Waste Management:** Encourage green FMCGs with eco-friendly packaging and reward producers using the 3R principles to align with solid waste management efforts (Terrence, B., & SK, B., 2023) [23].

9. Conclusion

The positive perception, and growing demand for green FMCGs among consumers in Kerala reveals a growing awareness and interest in environmentally friendly alternatives, particularly among educated and urban consumers. Respondents are increasingly conscious of the ecological impact of their consumption choices and exhibit a strong preference for products that offer health benefits, sustainability, and ethical value. However, price sensitivity and product authenticity remain critical challenges. Secondary data from various global and Indian studies support these findings and highlight that targeted interventions -like affordability, certification transparency, and increased availability-can further boost green FMCG adoption. While many consumers are willing to recommend and repeatedly purchase green products, concerns over affordability and assurance of true "greenness" continue to persist, especially among lower-income and rural segments. To ensure the continued growth and effectiveness of green FMCGs in promoting sustainable development, collaborative efforts are essential. Consumers must stay informed and make responsible choices; producers need to prioritize transparency, affordability, and innovation; middlemen must actively promote and distribute green products; and government authorities should establish strong regulatory and incentive-based frameworks. In conclusion, green FMCGs represent not just a market trend but a movement toward responsible consumption. The findings underscore the need for strategic interventions and policies that can bridge the gap between awareness and action, ensuring a more sustainable and eco-conscious future for all.

10. References

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