

BEHAVIOURAL ANALYSIS OF CONSUMERS TOWARDS GREEN PACKAGING IN FAST MOVING CONSUMER GOODS FOR THE ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT

Environmental concern has become not only a significant public issue but also an important topic in academic research. The interaction of business and environment is closely connected nowadays. In Tamilnadu, the combination of green and packaging would be a new choice for consumers. The current study conducted is an exploratory research. The study seeks to investigate consumer preference for green packaging in consumers' purchasing. In this survey, questionnaire is used to study on the extent to which the price sensitivity, attitude toward brand, convenience of use of the packaging, green packaging, label and product design influence on customer purchase intention while purchasing in the super markets. A total number of 100 hardcopies of personally administered questionnaire are distributed to the super market consumers in Kovilpatti. Out of 100 hardcopies of personally administered questionnaire distributed, a number of 89 hardcopies are returned and only 76 hardcopies returned are usable for further analysis. The findings of the study show that only Brand of the product influences the consumer buying behaviour and the impact of green packaging is very low in the purchasing behaviour of the consumers.

KEYWORDS: Green marketing, Green Packaging, Consumer Behaviour.