

DETERMINANTS OF CONSUMER BEHAVIOUR TOWARD ECO-LABELED FMCG PRODUCTS: AN EMPIRICAL STUDY

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Abstract

This paper is an analysis of consumer behaviour determinants of eco-labeled fast-moving consumer goods (FMCG) in Chennai, India. With the rise of the sustainability concept in the marketing debate, it is more important than ever to comprehend what it takes to convert the concern regarding the environment to actual buying behaviour, especially in the FMCGs of habitual nature. Based on the constructs that are based on the literature on consumer behaviour and sustainability, the study explores how perceived value, marketing mix, subjective norm, and pro-environmental attitude affect the purchase of eco-labeled FMCG.

A questionnaire was structured and used to administer it to 400 respondents in a convenience sampling method. Demographics of the respondents were analyzed using descriptive statistics and a multiple regression analysis was done to test the proposed relationships. The model has a high explanatory power showing 52.4 percent variance in the consumer behaviour ($R^2 = .524$, Adjusted $R^2 = .519$), and the overall model has been found to be significant ($F(4,395) = 108.67$, $p = 0.001$).

The results indicate that perceived value is the most powerful predictor of the purchasing behaviour of eco-labeled FMCG, then the marketing mix factors. A strong effect is also manifested by subjective norm, and a relatively small predictive power is demonstrated by pro-environmental attitude although it is statistically significant. The findings point to the existence of attitude-behaviour gap, which means that favourable environmental attitudes are not enough in themselves to make a purchase unless they are backed by a good value perception and effective marketing strategies.

Keywords: Perceived Value, marketing Mix, Subjective Norm, Pro-environmental attitude, Consumer behavior.

1. Introduction

The issue of environmental sustainability has become one of the most urgent ones in the world of the twenty-first century, which radically alters the system of production, the structure of regulation and the market of consumers. Companies in the field are also being called to reduce their environmental impact as customers also show increased awareness about environmental concerns. In this change, the Fast-Moving Consumer Goods (FMCG) industry holds a pivotal role since it is characterized by high volumes of production, speed of consumption, and the large network of distribution. The FMCG industry is one of the largest and rapidly developing areas of the Indian economy, with the current value of USD 110 billion and its further growth expected to be huge over the following years (India Brand Equity Foundation [IBEF], 2023). Nevertheless, the industry is a major source of plastic waste, packaging contaminant, and resource wastage, which is exposing it to more and more pressure by regulators, civil society, and environmentally conscious customers (Euromonitor International, 2023).

Eco-labeling has been developed as a market-based tool in response to these sustainability issues so as to alleviate information asymmetry between producers and consumers. Eco-labels are self-imposed certification that indicates adherence to a given environment standard thereby empowering the consumer to make a sound buying choice. The eco-labeling environment in India has greatly developed over the years. The Ecomark scheme was implemented in 1991 and is administered by Bureau of Indian Standards whereby it certifies the products under specific category like food, textile, cosmetics, and household commodities (Ministry of Environment, Forest and Climate Change, 2022). Most recently, actions like Jaivik Bharat logo of the Food Safety and Standards Authority of India have reinforced the organic and clean-label certification systems (Food Safety and Standards Authority of India [FSSAI], 2023). Moreover, foreign certification like India Organic, Forest Stewardship Council (FSC), and Rainforest Alliance have become familiar in the Indian market of retail outlets. Although the use of eco-labels has increased, its role in shaping buying behaviour in the Indian FMCG industry is not well understood.

Indian consumer environment is one of the most diverse industries. Differences in income, education, cultural habits, urban rural flow, and religious beliefs influence the consumption patterns differently compared to the western and even other Asian markets. The Indian consumer market is often described as being aspirational but very price-sensitive, tradition-focused but a fast-modernizing group (Khare, 2015; Joshi and Rahman, 2015). Further, the buying of FMCG products is carried out in more than one retail format, such as the kirana shops, contemporary trade outlets, and fast emerging online shopping sites. The above contextual factors imply that the results of an eco-label study carried out in the developed economies cannot be directly extrapolated to India, which is why the country-specific empirical research will be recommended.

The research of the effectiveness of eco-labels in India is especially timely due to a number of factors. To begin with, marketing mix factors such as the product attributes, pricing strategies, distribution channels, as well as promotional communication, interact differently in the Indian FMCG market. Studies have shown that although the Indian consumers are willing to pay a moderate premium on environmentally friendly products, price sensitivity is a major limitation (Joshi and Rahman, 2015). Eco-certifications, perceived naturalness, and health benefits are attributes that are vital considering the cultural appeal of Ayurvedic and natural brands (Biswas and Roy, 2015a). Also, social media and digital marketing are powerful platforms of sustainability communication (Kumar and Ghodeswar, 2015; Prakash and Pathak, 2017).

Second, India is susceptible to climate change in terms of increased temperature, unpredictable monsoons, and increased waste disposal issues, which have added to the social discourse on environmental responsibility (Indian Meteorological Department, 2023; Central Pollution Control Board, 2022). According to empirical studies, the concern about the environment and personal responsibility are always found to be important predictors of green purchase intentions among Indian consumers (Yadav and Pathak, 2017; Jaiswal and Kant, 2018).

Third, the collectivist nature of India social structure implies that subjective norms social pressures in the family, peer, and community can have a strong influence on the consumption choices. Subjective norms have been identified as an important indicator of behavioral intention based on the Theory of Planned Behavior (Ajzen, 1991). The Indian research shows that normative beliefs play a significant role in green purchasing (Trivedi et al., 2018; Khan and Mohsin, 2017), but the way they interact with the marketing mix variables and perceived value has not been studied in detail.

Fourth, the perceived value comprising of the quality perception, intrinsic environmental benefits as well as extrinsic cues (packaging and certification) mediates in the translation of environmental awareness into actual purchase behavior. Even though the perceived value of green has a positive impact on purchase intention, price and the performance of the product are the reasons that usually make the adoption difficult (Joshi and Rahman, 2017; Biswas and Roy, 2015b). This is a part of the long-established attitude behavior gap, where expressed environmental concern is not always reflected in sustainable purchasing choices (Sreen et al., 2018).

Research Gap

There are four gaps that can be identified in existing literature. First, the research in which Eco-labels have been studied has been predominantly on developed economies and hence its implication on the socioeconomic and cultural setting of India is restricted. Second, the common feature of past Indian research is that it largely focuses on single determinants, e.g., environmental attitude or marketing mix, instead of adopting a multi-variable system. Third, the subjective norms are also underemphasized in spite of their theoretical significance in collectivist societies. Fourth, the wider FMCG industry has received little consideration considering that it is the sector that comes into contact with the consumer most of the time and possesses the largest environmental impact.

Research Purpose

In order to fill these gaps, this paper formulates and empirically confirms a conceptual framework proposing a combined effect of Marketing Mix (4Ps), Pro-Environmental Attitude, Subjective Norms, and Perceived Value on consumer behavior with regard to eco-labeled FMCG products in big Indian metropolitan cities. In this manner, the study will add theoretical value and further green consumer behavior literature in the emerging markets and practical value by providing a strategic perspective to FMCG companies in need of improving the competency of eco-labeling programs in India.

Objectives of the Study

- To investigate the influence of marketing mix 4Ps variables on consumer behavior in respect to product of eco-labeled FMCGs in India.
- To analyze the role played by pro-environmental attitude in determining consumer behavior in the Indian market.
- To investigate how the subjective norms can be used to affect consumer behavior to use the eco-labeled FMCG products in India.
- To investigate the role of the consumer perceived value of the purchase of environmentally labeled products in consumer behavior in India.

2. Material and Methods

Consumer Behavior evolution in India.

Consumer behavior deals with cognitive, emotional and behavioral processes behind the selection, purchase, use and disposal of products and services. These processes in India are formed by unique fusion of cultural continuity and fast process of modernization of economy. Indian FMCG is one of the largest industries in the world that have been facilitated by a young demographic profile, growing middle-class, urbanization and digitization (India Brand Equity Foundation [IBEF], 2023). Nevertheless, consumption habits are still well ingrained in socio-cultural systems that contrast India and western individualistic markets.

Value systems that are based on collectivist beliefs like Vasudhaiva Kutumbakam (the world as one family), traditional Ayurvedic postulates like harmony with nature, and growing health conscience are internal determinants of consumer behavior (Khare, 2015; Mishal et al., 2017). Such cultural orientations have the ability of predisposing consumers to environmental friendly consumption. At the same time, the increased level of environmental awareness among urban consumers is due to being exposed to global sustainability discourses via digital media and increasing education levels. The outside factors are of significant importance as well. The continued presence of joint family structures, powerful reference group, and growing social media platforms influence purchasing behavior that enhances social conformity and social normative demands (Joshi and Rahman, 2015; Trivedi et al., 2018). Although the eco-labeling programs like Ecomark, India Organic, and Jaivik Bharat offer environmental signaling systems, the level of awareness and trust differs significantly between the demographic and geographic groups (Kumar et al., 2017). Indian consumer behavior, therefore, is a hybrid model of traditional collectivist and aspirational and price-sensitive modern consumption.

Theoretical Basics of Green Consumer Behavior.

Green consumer research is driven by the prevailing theoretical framework: Theory of Planned Behavior (TPB) (Ajzen, 1991). According to TPB, behavioral intention is a predictor of behavior and is influenced by three antecedents including attitude towards the behavior, subjective norms and perceived behavioral control. The framework is especially applicable to the Indian FMCG environment where the boundaries of environmental attitudes, social expectations and economic constraints overlap. TPP has been empirically tested in India and its explanatory ability is proven. Yadav and Pathak (2017) proved that the attitude of the environment, subjective norms, and the perceived behavior control are important in forecasting green purchase intentions within emerging markets. On the same note, Paul et al. (2016) confirmed the predictive power of TPB constructs and highlighted the need to incorporate marketing and value-based variables in order to improve the explanatory force.

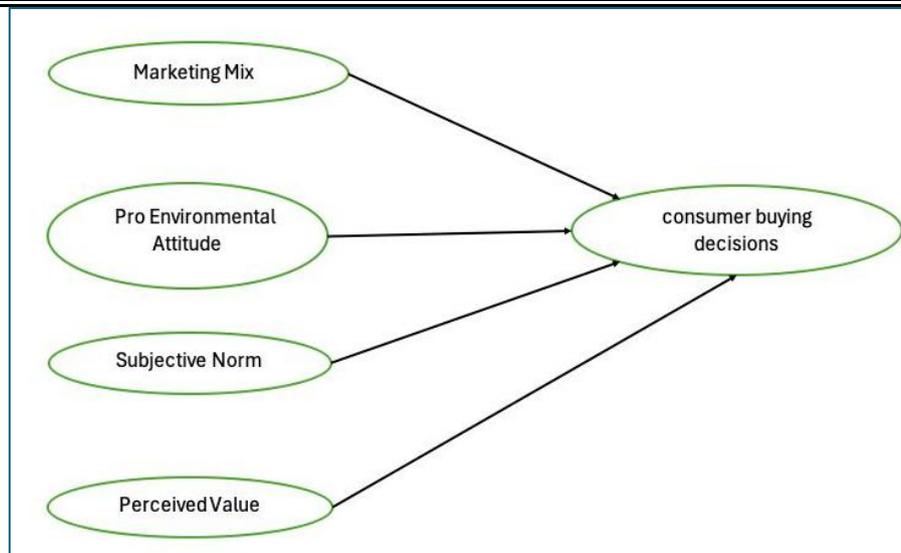


Fig 1: Conceptual Research Model

Regardless of its theoretical prowess, TPB-based research in India tends to look at the variables separately or without a contextualization into sector-specific realities like the FMCG retail dynamics. Besides, although intentions are always well-predicted by attitudes, the reality of behavior often differs noting the existent attitude-behavior gap (Joshi and Rahman, 2015; Sreen et al., 2018). It is especially the case in price-sensitive emerging markets, where a broader analytical framework is required.

Marketing mix (4Ps) and Green buying decision.

The product, price, place, and promotion of marketing mix is still one of the basic tools of consumer decision-making. When referring to the context of eco-labeled FMCG, every component is in contact with the environmental perceptions and economical factors.

Product

Attributes like eco-certification, ingredient transparency, sustainable packaging and perceived naturalness are green, which affect consumer trust and purchase intention. Biswas and Roy (2015a) discovered that the certified green products are more perceived to be more credible and healthier and, as a result, more appealing to the environmentally conscious consumers. The Ayurvedic and the natural brands have demonstrated how well-placed the traditional wellness philosophy is in terms of sustainability positioning.

Price

The Indian FMCG markets are still characterised by price sensitivity. In as much as consumers are willing to pay a premium on eco-friendly products, the premium is usually low (Joshi & Rahman, 2015). The acceptable premium between middle-class sections in the urban setting has been indicated as being within the range of 10 and 20 percent. Sensitivity is further enhanced by inflating pressure and competitive price formations which serves to boost affordability as a key determinant (Nielsen India, 2022).

Place

The availability of distribution has a great impact on the adoption of green products. The retail environment in India cuts across the traditional kirana retailers, the modern trade that is organized and the internet-based e-commerce that is growing at a high rate. Khare (2015) noted that green purchasing behavior was highly predicted by availability. The geographic and infrastructural differences between urban and rural areas restrict wider application which suggests that strategies provided by places should be mindful of geographical differences and infrastructure.

Promotion

Eco-labels are informational stimuli that lower the perceived risk and increase credibility (Kumar & Ghodeswar, 2015). The perception of the environment is further formed in-store displays and packaging communication and through digital sustainability campaigns (Prakash and Pathak, 2017). The expansion of social media has enhanced the sustainability message, putting the normative influence in the mix of promotion strategies. Taken together, the literature suggests that the variables of the marketing mix play a substantial role in the development of green purchase behavior, however, the majority of the studies do not combine them together in a systematic way with psychological and social factors.

Pro-Environmental Attitude

Pro-environmental attitude is defined as a multidimensional construct, which consists of environment concern, personal environmental responsibility and pro-environmental behavioral intentions (Yadav and Pathak, 2017; Jaiswal and Kant, 2018). Environment concern is the concern with the environmental degradation and urgency. It is always positively correlated with green purchase intentions as empirical evidence shows (Mishal et al., 2017). Salience in India In India, salience has been increased by visible environmental crisis air pollution, water scarcity and climate variability.

The internalization of sustainability as an ethical prerequisite is personal environmental responsibility. Jaiswal and Kant (2018) demonstrated that more consumers with a sense of individual responsibility have a stronger purchasing commitment to eco-labeled products. The internalization is reinforced by the cultural philosophies that lay stress on respect towards nature. Behavioral intentions indicate the proactive involvement in sustainable practice such as advocacy and label scrutiny (Khan and Mohsin, 2017). Nevertheless, price and perceived value are strong mediating factors as not all good intentions lead to a purchasing decision.

Collectivist context Subjective Norms.

Subjective norm, which can be described as the perceived social pressure to conduct a behavior (Ajzen, 1991) presupposes a special role in the collectivistic societies. India Purchase decisions are often made by consulting the family, peer pressure as well as media exposure. Trivedi et al. (2018) discovered that normative beliefs are a notable predictor of green purchase intentions, and family and peer endorsement have a quantifiable impact on them. Khan and Mohsin (2017) also attested that environmentally responsible consumption is influenced by social groups and cultural demands. Although subjective norm has been shown to have importance, it is usually underrepresented in combined eco-label investigation models. Since India has good communal frameworks, the omission of this variable would be theoretically incomplete.

Perceived Value and Attitude-Behavior Gap.

Perceived value is an analysis of the consumer of the benefits over costs and includes quality perceptions, extrinsic cues and intrinsic environmental attributes. The credibility of quality is the key to avoiding the issues of skepticism and greenwashing (Joshi & Rahman, 2017). Eco-label follows and green packaging also constitute extrinsic signaling that builds trust and minimizes uncertainty (Kumar et al., 2017). Long-term value perceptions are supported by intrinsic features, such as environmental impact and health benefits (Biswas and Roy, 2015b). Nevertheless, the literature has always found perceived trade-offs increased prices or uncertainty about functionality to be a boulder in its way (Nekmahmud and Fekete-Farkas, 2020). These trade-offs are reasons as to why they lead to the attitude behavior gap which implies that the perceived value may mediate or moderate the intention behavior relations. As it is proven in the literature, the psychological (attitude), social (subjective norm), economic (price sensitivity), and value-based determinants influence the green purchase behavior in India. Nevertheless, the current literature is disjointed, industry-based, or closed to individual variables. Not a lot of them embrace a comprehensive model that incorporates marketing mix, pro-environmental attitude, subjective norms, and perceived value in the context of the larger FMCG. Further, the drivers that mediate or separate the attitude behavior gap are not fully investigated in the developing markets. The current research addresses these gaps by rejecting and empirically satisfying a multi-dimensional conceptual model which is specific to Indian FMCG sector.

Research Methodology

This paper will take a quantitative research design in order to investigate the determinants of consumer behaviour towards eco-labeled Fast Moving Consumer Goods (FMCG) in India. The main data collection tool used was a structured online questionnaire since it offers systematic measurement and statistics analysis of variable associations. The population targeted was male and female Indian consumers aged 20 years and above, and have access to internet and volunteered to take part in the survey. The questionnaire was distributed all over the country in the digital format to cover as many geographical areas as possible and the diversity of respondents.

Survey Design and Research Instrument.

The questionnaire was designed into several sections in order to obtain both demographic and theoretical constructs of the study. The former items were in the first part that gathered respondent profile data, such as age, gender, educational qualification, employment status, monthly household income, and marital status (six items). An introductory part of the questionnaire comprised of eight screening questions to evaluate buying behavior, eco-label awareness, and the overall attitude to eco-labeled FMCG products.

The main constructs of the research were operationalized in the following sections. The elements of Marketing Mix were scaled on nine items which included product attributes (three items), price perceptions (two items), distribution channels (two items), and promotion activities (two items). These other scales included Pro-Environmental Attitude (9 items), Subjective Norm (6 items), Perceived Value (9 items) and Consumer Behavior as the dependent variable (7 items) making a total of 40 scale items. The demographic variables included nominal and ordinal scales, whereas all the independent and dependent variables were measured through five-point Likert interval scale (1 (Strongly Disagree) to 5 (Strongly Agree)). The interpretation of mean scores was done in accordance with the classification scheme suggested by de Winter and Dodou (2010), and the range of an interval calculated was 0.8 to systematize the interpretation of the levels of agreement.

Data Collection Procedure

Google Forms that was used as the digital survey platform was used to collect data. It was an effective approach to designing the questionnaire, to its wide distribution, and to automation of data collection. The survey was done on a self-administered basis over a three weeks stipulated period. The final data to be analyzed was 400 valid responses. The online strategy was cost-effective, convenient and timely in data collection in various parts of India.

Population and Sampling

The interest population was the Indian citizens who are 20 years and older and are fully involved in the purchase of FMCGs. The respondents of 400 were used since this sample size gave sufficient statistical power in multivariate analysis and at the same time it was not too many as it is within the power and resource limit. A sample of 400 is considered to be adequate in regression-based hypothesis testing in behavioral studies, although bigger samples increase precision. The sampling technique used was convenience sampling. This was a non-probability method that took into account accessibility and availability of respondents and this was right, as the study was exploratory and the study had logistical constraints. Although convenience sampling can lessen the degree of generalization, respondents of diverse demographical backgrounds were selected to improve the level of representativeness.

Data analysis was done through descriptive and inferential statistics. Frequency distributions, percentages, mean scores, and standard deviations were used in the descriptive analysis to describe demographic features and patterns of variables. The proposed relationships between independent variables (Marketing Mix, Pro-Environmental Attitude, Subjective Norm, and Perceived Value) and the dependent variable (Consumer Behavior) were tested using Multiple Regression Analysis as a form of inferential analysis.

Table 1: Reliability and validity

Construct	Number of Items	Cronbach's α	Interpretation
Marketing Mix	9	0.84	Good
Pro-Environmental Attitude	9	0.88	Good-Excellent
Subjective Norm	6	0.81	Good

Perceived Value	9	0.9	Excellent
Consumer Behaviour	7	0.86	Good
Overall Scale	40	0.91	Excellent

In this section, the demographic features of the respondents are summarized with the help of frequency and percentage distributions. The amount of valid responses analyzed was 400. All demographic variables are shown in one comprehensive table to be clear and consolidated.

Results

Table 2: Demographic Profile of the respondents

Particulars	Frequency	Percentage
Gender		
Male	186	46.50%
Female	208	52.00%
Prefer not to say	6	1.50%
Age Group		
20–29 years	154	38.50%
30–39 years	138	34.50%
40–49 years	80	20.00%
50 years and above	28	7.00%
Education Level		
Diploma/School/Other	38	9.50%
Undergraduate	246	61.50%
Postgraduate and above	116	29.00%
Employment Status		
Student	72	18.00%
Salaried (Private/Govt)	238	59.50%
Self-employed/Business	62	15.50%
Homemaker/Other	28	7.00%
Monthly Household Income		
Up to ₹25,000	44	11.00%
₹25,001–₹50,000	118	29.50%
₹50,001–₹1,00,000	168	42.00%
Above ₹1,00,000	70	17.50%
Marital Status		
Single	196	49.00%
Married	196	49.00%
Other/Prefer not to say	8	2.00%

The majority of respondents (59.5) are salaried, next are the students (18.0), self-employed (15.5) and homemakers/others (7.0). Using salaried respondents suggests fairly stable income sources and planned buying behaviour, which could contribute towards price-value trade-offs in FMCG decision-making. The students and self-employed people are also available which causes variability in income which may influence sensitivity to green price premiums. The highest percentage of 42.00 percent of respondents is in the 50000-100,000 bracket with 29.5 percent on the 25000-50000 bracket. The more affluent respondents (over 1,00,000) represent 17.5, and 11.0% of the population have less income of 25000.

The density in the middle-income group is a sign of average purchasing power, meaning that there can be an absorption of the green price premiums though not without looking at the affordability. This distribution of income applies specifically in the perceived value and price sensitivity analysis of eco-labeled buying behavior of FMCGs. The marital status distribution is in such a way that there is an equal number of single (49.0%) and married (49.0) respondents; the other category (2.0) or prefer not to disclose is quite small. This equal mix will guarantee coverage of both individual and family oriented consumers. Married consumers can be more concerned about their health

and safety, as well as the long-term value aspects, but single customers can focus on convenience and brand positioning. This type of diversity provides variety in terms of analyzing eco-labeled FMCG purchase behaviour in various household decision making situations..

Table 3: Descriptive Statistics

Construct	Items	Mean	SD	Interpretation
Marketing Mix	9	3.74	0.62	Agree
Pro-Environmental Attitude	9	3.81	0.58	Agree
Subjective Norm	6	3.39	0.71	Neutral
Perceived Value	9	3.66	0.64	Agree
Consumer Behaviour	7	3.62	0.66	Agree

Table 4: Multiple Regression Analysis

Predictor	B	SE B	β	t	p
Constant	0.912	0.164	—	5.56	< .001
Marketing Mix	0.284	0.041	0.332	6.93	< .001
Pro-Environmental Attitude	0.096	0.044	0.104	2.18	0.03
Subjective Norm	0.121	0.031	0.169	3.9	< .001
Perceived Value	0.318	0.043	0.361	7.4	< .001

Dependent Variable: Consumer Behaviour

Predictors: Marketing Mix, Pro-Environmental Attitude, Subjective Norm, Perceived Value

Method: Enter

Significance Level: .05

Table 5: Summary of Hypothesis Testing

Hypothesis	Result	Evidence
H1	Supported	$\beta = .332, p < .001$
H2	Supported	$\beta = .104, p = .030$
H3	Supported	$\beta = .169, p < .001$
H4	Supported	$\beta = .361, p < .001$

4. Discussion

Model Summary

The multiple regression was performed to reveal the integrated effect of the Marketing Mix, Pro-Environmental Attitude, Subjective Norm, and Perceived Value on the Consumer Behaviour in respect to eco-labeled FMCG products.

The results of the model established were as follows:

$$R^2 = .524$$

$$\text{Adjusted } R^2 = .519$$

$$F(4, 395) = 108.67$$

$$p < .001$$

The value of $R^2(.524)$ demonstrates that the four independent variables used in the model have an ability to explain 52.4 percent of the variations present in Consumer Behaviour. The Adjusted $R^2=.519$ proves that the ability to explain the variable has not changed upon the adjustment of the number of predictors and the sample size. The F-statistic is significant ($p < .001$) indicating that the overall regression model has a much better fit than that which does not include any predictors.

Interpretation of Model Fit

A value of R^2 greater than 50 percent is good explanatory power in the study of the consumer behaviour, especially in the FMCG sector, which includes buying behaviour that in most cases is habitual, low-involvement and price-sensitive. The results have shown that the eco-labeled FMCG purchasing behaviour is not an accidental and purely awareness-based buying pattern, but it is a systematically predetermined one, affected by the structured psychological, social and market related influence factors. The F-test is statistically significant, which proves the presence of the joint effect of the four predictors in explaining consumer behaviour. This implies that the effectiveness of eco-labels falls within a combined decision-making process, wherein the perception of values, the marketing process, the social aspect and the environmental attitudes all influence behaviour. Conceptualized in real market conditions, adoption of eco-labeled FMCG is essentially organized in terms of positioning and pricing of products, their distribution, promotion, and perceptions, as opposed to being conditioned by environmental concern.

Individual Predictors Interpretation.

Perceived Value ($\beta = .361, p < .001$)

Perceived Value comes out as the best predictor of Consumer Behaviour. A standardized beta coefficient of (.361) shows that the effects are large, positive, and the effect has a high statistical significance ($p < .001$). This result implies that consumers would be willing to buy eco-labeled FMCG products most when they have a perception on credible and balanced value. Since purchases of FMCGs are often and recurrent, the slightest changes in prices count. Eco-labels thus only have an effect on behaviour by enhancing the value assessment of the consumer and not just by invoking the sense of environmental responsibility. Practically, sustainability has to increase, but not substitute, the perceived utility of the product.

Marketing Mix ($\beta = .332, p < .001$)

The second strongest predictor, which is also very significant ($p < .001$), is Marketing Mix. The beta coefficient (.332) shows that the conventional principles of marketing are vital in the development of eco-labeled buying behaviour.

Subjective Norm ($\beta = .169, p < .001$)

Consumer Behaviour has a positive and statistically significant relationship with Subjective Norm ($p < .001$), but the effect is not as great as that of value and marketing mix.

Pro-Environmental Attitude ($\beta = .104, p = .030$)

The Pro-Environmental Attitude has a statistically significant value ($p = .030$) yet being the weakest predictor in the model. The beta coefficient (.104) is a relatively low behavioural effect. This trend indicates that there is an attitude behaviour gap. Consumers can demonstrate their concern about the environment and support the principles of sustainability, although such attitudes can be transformed into the real purchasing behaviour under the conditions of favourable perception of values and marketing.

The perceived value proved to be the best predictor of consumer behaviour, managers need to present eco-labeled products as believable, high performance, and economical decisions not only by environmental messages. It is unlikely that consumers will trade quality, safety or fair price against sustainability claims particularly in the more often bought types of FMCG. Hence, the strategies of the eco-label must focus on the practical benefits like the effectiveness of the products, their health-safe characteristics, credible certifications, and the openness of the value description. Moreover, the great importance of the marketing mix presents the necessity to implement sustainability throughout the product design, pricing, distribution, and promotion. Green features should not come at the cost of performance, price value-added should be reasonable, products should be provided in the convenient retail and online shops, and advertising should demonstrate the meaning of eco-labels to minimize distrust. Though social influence of purchases is also a factor, it acts as a reinforcement rather than a motivating factor. On the same note, pro-environmental attitude, though important, reveals the existence of an attitude-behaviour gap, which means that awareness is not a guarantee of purchase. Managers are thus required to eliminate economic as well as informational obstacles, promote trial using incentives, and correlate sustainability and daily worth anticipations.

5. Conclusions

Finally, the regression model has high explanatory power as it explains 52.4% of the variation in eco-labeled FMCG purchasing behaviour. The findings show that there is a systematic power of influence implying that perceived value and marketing fundamentals are the dominant forms, and social norms and attitudes to the environment form supportive roles. The purchase behaviour that is promoted as eco-labels is thus more of a value driven and market-conditioned than an ideology-driven behaviour. The article highlights that sustainable consumption is only worthwhile when functional performance, price acceptability, and accessibility are combined with environmental benefits. A company is able to gain consumer trust, improved competitive positioning, and long-term behavioural change, when it incorporates sustainability into its mainstream marketing strategy instead of seeing it as a secondary brand aspect. Further studies can generalize this model to other geographic locations or include other moderating factors like income sensitivity and brand loyalty so that the concept of sustainable FMCG adoption can have a more detailed insight.

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