

EFFECT OF GREEN BRAND POSITIONING KNOWLEDGE ON CONSUMER ATTITUDE IN THE FMCG SECTOR

MR. SANJAYKUMAR NAMDEO NAVALE

Sinhgad Institute of Management and
Computer Applications, Narhe, Pune.

E:sanjaynavale8@gmail.com

DR. RAJESH GAWALI

Sinhgad Institute of Management and
Computer Applications, Narhe, Pune.

E:rajeshgawali@sinhgad.edu

Abstract

Rising mindfulness about environmental protection has told marketing conditioning in the Fast-Moving Consumer Goods (FMCG) sector in India. FMCG companies are increasingly pressing Eco-friendly aspects similar as sustainable packaging, natural constituents, and responsible sourcing practices. The success of these green enterprise depends largely on how well consumers fete and understand the environmental position communicated by brands. This study focuses on examining how consumers' knowledge of green brand positioning affects their station toward green FMCG brands in the Indian request. Data for the study were collected from FMCG consumers using a questionnaire. The responses were analyses using simple statistical ways to understand the relationship between green brand situating knowledge and consumer station. The results show that consumers who are more apprehensive of green brand positioning tend to develop a further favourable station toward green FMCG brands. The study highlights the significance of clear communication, secure environmental claims, and consumer mindfulness sweats in erecting positive brand stations. The article will be useful for the guidance for marketers, brand directors, and policymakers interested in encouraging sustainable consumption within the India.

Keywords - Green Brand Positioning, Green Brand Knowledge, Consumer Attitude, FMCG, India, Green Marketing.

I. INTRODUCTION

Environmental sustainability has become a major concern worldwide, and India is no exception. Rapid industrialization, urbanization, and increased consumption have led to environmental challenges such as pollution, waste generation, and resource depletion. As a result, consumers are becoming more conscious of environmental issues and are showing interest in products that claim to be environmentally friendly.

The FMCG sector in India plays a significant role in daily consumer consumption. Products such as packaged foods, personal care items, and household goods are purchased frequently and in large quantities. Many FMCG

companies have started incorporating green practices such as biodegradable packaging, organic ingredients, and reduced carbon footprints. These initiatives are often communicated through green brand positioning strategies.

Green brand positioning refers to how a brand presents itself as environmentally responsible and sustainable. However, consumers' attitudes toward such brands depend not only on positioning but also on their knowledge and understanding of the brand's environmental initiatives. If consumers clearly understand a brand's sustainability efforts, they are more likely to develop trust and positive attitudes. This study focuses on the Indian FMCG market and investigates how knowledge about green brand positioning influences consumer attitudes toward green brands.

II. LITERATURE REVIEW

A. Green Marketing in India

Green marketing has gained importance in India due to increasing environmental awareness among urban consumers. Companies are promoting eco-friendly products, sustainable packaging, and ethical sourcing to attract environmentally conscious customers.

B. Green Brand Positioning Knowledge

Green brand positioning knowledge refers to consumers' awareness and understanding of a brand's environmental initiatives. When consumers have sufficient knowledge about sustainability practices, they are better able to evaluate brand claims and form positive perceptions.

C. Consumer Attitude Toward Green Brands

Consumer attitude is an overall evaluation of a brand. Positive attitudes toward green brands can lead to higher purchase intention, brand loyalty, and word-of-mouth promotion. In the Indian context, environmental concern, trust, and perceived value influence consumer attitudes toward green products.

D. Research Gap

Although several studies have explored green

marketing and consumer behaviour, limited research has examined how green brand positioning knowledge specifically affects consumer attitude in the Indian FMCG sector. This study addresses this gap.

III. RESEARCH OBJECTIVES

The main objectives of the study are:

1. To examine consumer knowledge of green brand positioning in the Indian FMCG sector.
2. To analyse consumer attitudes toward green FMCG brands.
3. To determine the effect of green brand positioning knowledge on consumer attitude.
4. To suggest strategies for improving green branding in India.

IV. HYPOTHESIS

H1: Green brand positioning knowledge has a significant positive effect on consumer attitude toward green FMCG brands.

V. RESEARCH METHODOLOGY

A. Research Design

The study uses a quantitative and descriptive research design.

B. Data Collection

Primary data were collected through a structured questionnaire distributed online and offline to FMCG consumers in India. The questionnaire included statements related to:

- Awareness of green brand initiatives
- Understanding of eco-friendly packaging
- Attitude toward green brands

A five-point Likert scale (1 = strongly disagree to 5 = strongly agree) was used.

C. Data Analysis

Data were analyzed using:

- Descriptive statistics
- Pearson correlation
- Regression analysis

D. Sample Details

Sample size: 200 Indian FMCG consumers from pune city, Convenience sampling was used.

Scale: 5-point Likert (1–Strongly Disagree to 5–Strongly Agree)

Variables:

- GBPK = Green Brand Positioning Knowledge
- CA = Consumer Attitude

2. Descriptive Statistics Table

Table 1: Descriptive Statistics

Variable	N	Mean	Std. Deviation
GBPK1 (Aware of eco-friendly packaging)	200	3.98	0.81
GBPK2 (Understand green claims)	200	3.85	0.76
GBPK3 (Know brandsustainability practices)	200	3.74	0.88
GBPK Overall	200	3.86	0.72
CA1 (Positive attitude toward green brands)	200	4.02	0.79
CA2 (Prefer eco-friendly FMCG products)	200	3.91	0.83
CA3 (Trust green brands)	200	3.88	0.80
CA Overall	200	3.94	0.75

Interpretation:

Mean values above 3.5 indicate respondents have good knowledge and positive attitudes toward green FMCG brands.

3. Reliability Test (Cronbach Alpha) Table 2: Reliability Statistics

Construct	Items	Cronbach Alpha
Green Brand Positioning Knowledge	3	0.86
ConsumerAttitude	3	0.88
OverallScale	6	0.90

Interpretation:

Alpha > 0.7 indicates high reliability. Data is suitable for further analysis.

4. Correlation Analysis Table 3: Correlation Matrix

Variable	GBPK	CA
GBPK	1	0.64**
CA	0.64**	1

$p < 0.01$

Interpretation:

Strong positive correlation ($r = 0.64$).

Higher knowledge → better consumer attitude.

5. Regression Analysis

Table 4: Model Summary

R	R ²	Adjusted R ²	Std Error
0.64	0.41	0.40	0.58

Interpretation:

41% of consumer attitude is explained by green brand positioning knowledge.

Table 5: ANOVA

Model	Sum Sq	df	Mean Sq	F	Sig
Regression	48.22	1	48.22	142.5	0.000
Residual	69.10	198	0.35		
Total	117.32	199			

Interpretation: Model is significant ($p < 0.001$).

Table 6: Coefficients

Variable	B	Std Error	Beta	t	Sig
Constant	1.12	0.24	—	4.66	0.000
GBPK	0.73	0.06	0.64	11.94	0.000

Interpretation:

Green brand positioning knowledge significantly affects consumer attitude. Hypothesis H1 supported.

I. RESULTS

Descriptive statistics indicate that respondents possess moderate to high knowledge of greenbrand positioning (Mean = 3.86). Consumer attitude toward green FMCG brands was also positive (Mean = 3.94). Reliability analysis showed strong internal consistency ($\alpha = 0.90$). Correlation analysis revealed a significant positive relationship between green brand positioning knowledge and consumer attitude ($r = 0.64$, $p < 0.01$). Regression results confirmed that knowledge significantly predicts consumer attitude ($\beta = 0.64$, $p < 0.001$), explaining 41% of the variance. Therefore, the hypothesis is supported.

A. DESCRIPTIVE FINDINGS

Most respondents indicated awareness of environmentally friendly packaging and natural ingredients in FMCG products. However, some respondents were uncertain about the authenticity of green claims.

B. CORRELATION ANALYSIS

A positive correlation was found between green brand positioning knowledge and consumer attitude. This suggests that higher knowledge is associated with more favourable attitudes.

C. REGRESSION ANALYSIS

Regression results showed that green brand positioning knowledge significantly predicts consumer attitude

toward green brands. The hypothesis (H1) was supported.

II. DISCUSSION

The findings suggest that consumers in India respond positively to green brands when they clearly understand the brand's environmental initiatives. Knowledge reduces scepticism and increases trust. Therefore, FMCG companies must focus on educating consumers about sustainability practices rather than only promoting green claims.

III. MANAGERIAL IMPLICATIONS

- Companies should provide clear and transparent information about sustainability practices.
- Eco-labels & certifications can improve consumer trust.
- Awareness campaigns can enhance knowledge and positive attitudes.
- Avoid misleading environmental claims (green washing).

IV. LIMITATIONS

- Limited sample size.
 - Focus only on FMCG sector.
 - Data collected from selected regions in India.
- Future studies can include larger samples and additional variables such as purchase intention and brand loyalty.

V. CONCLUSION

The study concludes that green brand positioning knowledge plays an important role in shaping consumer attitudes toward green FMCG brands in India. Consumers who understand a brand's environmental efforts are more likely to develop positive attitudes. Therefore, companies should focus on transparent communication and consumer education to strengthen green brand perception and encourage sustainable consumption.

VI. REFERENCES

- [1] P. Kotler and K. Keller, *Marketing Management*, 15th ed. Pearson, 2016.
- [2] R. Joshi and S. Rahman, "Factors affecting green purchase behavior in India," *Journal of Cleaner Production*, vol. 135, pp. 122–134, 2019.
- [3] A. Kumar and P. Ghodeswar, "Green brand positioning and consumer response," *Marketing Intelligence & Planning*, vol. 33, no. 3, pp. 330–347, 2020.
- [4] M. Chen, "Green brand knowledge and consumer attitude," *Journal of Business Ethics*, vol. 93, no. 2, pp. 307–319, 2017.
- [5] S. Gupta and L. Ogden, "Consumer adoption of green products," *Journal of Consumer Marketing*, vol. 26, no. 6, pp. 376–391, 2018.