Journal of Informatics Education and Research
ISSN: 1526-4726
Vol 4 Issue 3 (2024)

Measuring Customer's Attitude Towards the Sustainable Products: A Case Study of FMCG Product in Rajasthan

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Abstract

Sustainability is defined as the capacity to make development sustainable, that is, to guarantee that it fulfils current demands without jeopardising future generations' ability to satisfy their own (World Commission on Environment and Development: WCED, 1987). There are four components to it: environmental, social, economic, and institutional (UNDPCSD, 1996). The term "sustainable development" refers to the ability to maintain these aspects in the future.Fast-moving consumer goods (FMCG) sector is India's fourth-largest sector and has been expanding at a healthy rate over the years because of rising disposable income, a rising youth population, and rising brand awareness among consumers. With household and personal care accounting for 50% of FMCG sales in India, the industry is an important contributor to India's GDP.The study collected data from 4735 FMCG customers residing in 5 selected districts of Rajasthan state, including Jodhpur, Udaipur, Jaipur, Bikaner, and Kota. This dataset was deemed sufficient for the analysis. The current research utilised one sample t test results and multiple regression analysis conducted with SPSS for data analysis. The study revealed that 11 variables are predicting the Sustainable purchase behaviour for FMCG products.

Keywords: Customer's Attitude, Sustainable Products, FMCG product, Rajasthan.

Introduction

Sustainability is defined as the capacity to make development sustainable, that is, to guarantee that it fulfils current demands without jeopardising future generations' ability to satisfy their own (World Commission on Environment and Development: WCED, 1987). There are four components to it: environmental, social, economic, and institutional (UNDPCSD, 1996). The term "sustainable development" refers to the ability to maintain these aspects in the future. It is a method of gathering data for the purpose of improving all aspects of human existence that impact nourishment. It addresses the conflict between multiple conflicting aims and includes the pursuit of economic success, environmental value, and social justice all at the same time. The 'destination' of sustainability is not a fixed location in the traditional meaning of the word. Instead, it's a wishlist of features for a future system (Hasna Vancock, 2007).

In recent years, research on measures of environmental performance in industry has exploded, and the notion of sustainability has gained traction throughout the globe. The Brundtland report (WCED, 1987), GRI (UNEP emersion by many nations and has proven to be a milestone of growth, 1997), and Bretton-wood conference (1944) all expressed concerns about the carbon e-wing necessity for combining ecologically good decisions and Corporate SustainabiliThe UN tasked a committee of 22 individuals from developed and developing nations with establishing long-term environmental policies for the international community. The Brundtland Commission, also known as the World Commission on Environment and Development (WCED), presented its report to the United Nations in 1987, titled Our Common Future (WCED 1987).

The Brundtland Report was mainly concerned with human wants and interests, with the goal of ensuring global equality for future generations by allocating resources to poorer countries to foster economic development, allowing all individuals to meet their fundamental requirements. The paper highlighted the conviction that social fairness, economic progress, and environmental preservation can all be achieved at the same time, underlining the three key components of sustainable development: the environment, the economy, and society, subsequently dubbed the triple bottom line. The paper emphasised the need of implementing integrated, long-term solutions to a variety of issues including population, agriculture and food security, biodiversity, energy choices, industry, and more. The Brundtland Report recognised that economic expansion and environmental conservation are at odds. It concluded that economic growth was necessary, especially in developing countries, but that a shift to "sustainable development" would be more environmentally friendly (Sustainability Reporting Program 2000; Euractiv 2002; Atmosphere, Climate, and Environment Information Programme 2004; Columbia University's Biosphere 2 Center 2004).

A succession of ecological catastrophes at the time heightened the report's worldwide effect, highlighting the damage to the ecosystem. Sustainable development was then considered as a key political aim and described in a manner that gained international attention. For an overview of the scholarly literature dealing with the notion of sustainable development, see the Brundtland Commission's definition, which is still the most generally used term (Washington State University 2004). The new consensus that emerged from the adaptation of progress, growth, and development ideas in light of the situation in the 1980s was that development had to 'improve economic efficiency, protect and restore ecological systems, and enhance the well-being of all peoples' in order to be sustainable (IISD 2003). The goal of sustainable development was to strike a balance between growth constraints and the necessity for progress (Mitcham 1995). Despite the notion of sustainable development's political correctness, it was met with opposition from both the radical and conservative camps. Less developed nations suspected that sustainable development was really a philosophy pushed by affluent industrialised countries in order to put harsher requirements and limits on assistance to poor countries. There were concerns that sustainable development would merely be used to keep the gap between developed and developing nations widening (Mitcham 1995).

The FMCG sector in India expanded due to consumer-driven growth and higher product prices, especially for essential goods. FMCG sector provides employment to around 3 million people accounting for approximately 5% of the total factory employment in India. FMCG sales in the country grew 7-9% by revenues in 2022-23. The key growth drivers for the sector include favourable Government initiatives & policies, a growing rural market and youth population, new branded products, and growth of e-commerce platforms. Resilience needs to be the key factor in the manufacturing process, daily operations, retail and logistic channels, consumer insights and communication that will help FMCG companies to withstand the test of time and create more value for consumers in the long run. India’s fast-moving consumer goods (FMCG) sector grew 7.5% by volumes in the April-June 2023 quarter, the highest in the last eight quarters, led by a revival in rural India and higher growth in modern trade.The total revenue of FMCG market is expected to grow at a CAGR of 27.9% through 2021-27, reaching nearly US$ 615.87 billion. In 2022, urban segment contributed 65% whereas rural India contributed more than 35% to the overall annual FMCG sales. Good harvest, government spending expected to aid rural demand recovery in FY24. The sector had grown 8.5% in revenues and 2.5% in volumes last fiscal year. Thus, as per importance of the sector, this study uses the FMCG industry to measure customer’s attitude towards the sustainable products: a case study of FMCG product in Rajasthan.

Reviews of Literature

Saini & Jain (2023) elucidated that consumer currently demonstrate an elevated level of consciousness regarding the ecological ramifications of their choices. Environmental consciousness is acknowledging the significance of one's natural surroundings. Thus, it demonstrates consciousness and determination to address environmental concerns. The viewpoints of consumers on sustainable living have undergone a transformation. Mankind is actively working to reduce its harmful influence on the planet. Nevertheless, this occurrence is infrequent and is now in the phase of development. Lately, nearly all nations and societies have cultivated an increased consciousness regarding the environmental concerns that require attention. There is strong evidence suggesting that environmentally conscious consumer behaviour is driven by a feeling of empathy towards the natural world. However, there has been minimal progress in improving customers'

understanding of the benefits connected with using eco-friendly items. Marketers have been leveraging their environmentally responsible features to distinguish their products and augment customer loyalty. It is crucial to do research on consumers' understanding and willingness to adopt environmentally friendly activities in order to make a significant impact with the concept of sustainability. The current study aims to assess the extent of environmental consciousness among urban residents in the Indian state of Rajasthan, with a specific emphasis on their attitudes towards environmentally friendly items and behaviours.

Saini & Jain (2023) explore the feasibility of incorporating eco-friendly consumer behaviours into modern lifestyles, considering the growing accessibility of environmentally conscious items. In order to meet evolving requirements, it is necessary to reevaluate the marketing mix framework, which in turn necessitates a shift in the mindset of marketing managers. The eco-friendly product, crafted from non-toxic components, plays a pivotal role in promoting environmentally conscious marketing. The products are accompanied by branding that advocates for environmental sustainability and packaging that is specifically meant to be environmentally friendly. Advertising these things can effectively increase awareness and, by highlighting their benefits, encourage potential consumers to make purchases. Green products frequently command a greater price as a result of the augmented labour and resources allocated to their manufacturing process. Nevertheless, these expenses must adhere to the boundaries of customers' willingness to allocate funds. This can be accomplished by decreasing expenses, conserving energy, optimising the utilisation of remnants and leftovers, and other similar strategies. Moreover, it is imperative to incorporate "green principles" into the distribution design, specifically by ensuring adequate transportation and utilising environmentally sustainable fuels. The author acquired significant secondary data by thorough investigation of the literature and the internet. Afterwards, a thorough questionnaire was created to collect the necessary primary information. The study employed a sample size of 200 residents from a famous city in Rajasthan for the purpose of sample selection. In order to reduce the perceived risk of poor performance in environmental evaluation, marketers have the option to carry out standardised environmental labelling operations.

Gupta (2023) stated that globalisation has presented various obstacles, with environmental issues being particularly prominent. These environmental issues have garnered growing attention in recent years, leading to discussions concerning their adverse effects on all living organisms. As a result, people have become worried about the future of their world and are more likely to opt for environmentally sustainable items. Companies are adapting their marketing methods to match the increasing understanding of environmental consciousness in order to respond to consumer preferences. This has led to the emergence of the notion of green marketing, where corporations integrate environmentally friendly principles into their pricing, advertising, product characteristics, and distribution activities.

Antonides (2017) provides a concise summary of the papers in this special issue on sustainable consumer behaviour and contextualises them. Multiple studies examine macro- and meso-level concerns, while others investigate micro-level aspects of consumer behaviour. The investigations utilise a range of techniques, including as surveys, field experiments, eye tracking, scale development, and contingent valuation. The 12 papers, authored by individuals from 13 distinct nations, exemplify the extensive and diverse implementation of consumer research centred on sustainability concerns.

Alvarado-Herrera et al. (2017) aimed to create and authenticate a measurement scale, called CSRConsPerScale, to assess consumer perceptions of corporate social responsibility (CSR). They utilised a theoretical framework based on the three dimensions of social, environmental, and economic aspects. Five distinct empirical studies are specifically developed and applied to consumers of tourist services, following the stages of measurement scale creation and validation proposed by DeVellis (Scale development: theory and applications, 1991) and supported by Churchill Jr.'s suggestions (J Mark Res 16(1):64–73, 1979). This study encompasses a sample size of 1147 authentic tourists hailing from 24 different nations, representing two distinct cultural and geographical settings. A suggested scale consisting of 18 items is designed to measure consumer perceptions of company social, environmental, and economic responsibility in a three-dimensional manner. This paper provides a comprehensive account of the scale's creation, along with an analysis of the primary findings and their consequences. The limits of the study are also discussed, as well as the practical implications for managers.

According to Adnan et al. (2017), Plug-in Hybrid Electric cars (PHEVs)/Electric cars (EVs) have lately regained popularity in the global transportation industry. These improvements surpass those of their predecessors in terms of both performance and electric driving range. While the rapid increase in the use of PHEV/EVs has been impressive according to most governmental strategies, the process of adopting these vehicles still poses a hurdle. So far, the way people think about PHEV/EVs has been examined using a wide range of different conceptual frameworks. This research examines an increasing amount of peer-reviewed literature that evaluates the factors that influence the adoption of plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs). Malaysia is a significant energy-consuming nation, and due to its rapidly expanding economy, energy consumption is projected to continue increasing. Therefore, it is crucial to implement measures aimed at decreasing detrimental carbon emissions. Therefore, efforts are being made to promote the widespread adoption of PHEV/EVs as the primary means of transportation. It is crucial to include the three primary components of the Theory of Planned Behaviour (TPB) model while evaluating the adoption of PHEV/EVs. These components are the attitude towards PHEV/EVs' adoption, Subjective Norm (SN), and Perceived Behavioural Control (PBC). It is imperative to address the consumers' apprehensions regarding the detrimental impact of carbon emissions. This report elucidates the importance of promoting the adoption of PHEVs/EVs and outlines certain principles that could be adhered to by future researches. Additionally, the paper also examines the implications for developing effective strategies to alter the weak societal and personal norms surrounding the adoption of PHEVs/EVs. The phenomenon of 'hyperbolic discounting' directly influences the relationship between customers' intention to prioritise environmental concerns and their actual adoption of PHEVs/EVs. Therefore, the purpose of this research is to develop a framework by modifying the environmental considerations related to PHEVs/EVs. The suggested conceptual framework will enable greater academic scrutiny and potentially guide future academics towards empirical evidence regarding environmental concerns and hyperbolic discounting.

According to Wu et al. (2016), the notion of "environment-friendly" was initially introduced in 1992 during the United Nations Conference on Environment and Development in Rio, through Agenda 21. Currently, the notion of being "environmentally friendly" is more comprehensively grasped and more extensively implemented and utilised. In 2005, the Chinese government explicitly stated the need for China to build a society that is both resource-efficient and environmentally benign, sometimes referred to as a "two-type" society in China. This research elucidated the meaning of sustainable consumer behaviour, identified a range of pivotal elements that impact such behaviour, and subsequently formulated hypotheses grounded in pertinent theories to construct a model of citizen consumption behaviour. The model and hypotheses were subsequently examined and confirmed using SEM (Structural Equation Modelling) and regression analyses of data gathered from Chinese Midwest regions. Analyses indicated that sustainable consumer behaviour is influenced by various factors, such as dual attitude and dual knowledge and skills, life values, age, gender, and other characteristics. A strong association exists between knowledge and abilities of two types and attitude of two types. The correlation between dual-type mindset and sustainable consumer behaviour is influenced by contextual factors such as social norms and other related elements. The sustainable consumption behaviours of individuals vary significantly due to demographic factors such as age and gender. The research findings have important implications for policy makers in China who are involved in the building of a "two-type" society, as well as for developing nations that are working towards promoting sustainable consumption. These implications were also examined.

According to Shin & Bhamra (2016), there is a growing emphasis on doing research to uncover design techniques that can impact user behaviour towards more sustainable actions. This approach is referred to as design for sustainable behaviour (DfSB). Contemporary literature in this domain has presented many design methodologies and produced a model that was established through collective agreement. Insufficient case studies are available to assess the effectiveness of the recommended strategies. This paper presents the outcomes of a case study that explores the promotion of sustainable behaviour by employing human power to operate daily energy-consuming products (EuP). The text provides the outcome of implementing the technique on an artefact, and the evaluation was conducted through a product-in-use study. The analysis offers an elucidation of how each participant deals with the use of a novel artefact and elucidates the various forms of incentives that have influenced their behavioural determinants.

Piscicelli et al. (2016) discovered that the subject of behaviour change design is expanding. Its goal is to develop techniques and resources that promote environmentally-friendly and socially-beneficial actions. This is achieved by

utilising various theories, models, and methodologies from the social sciences. This chapter introduces the Individual-Practice Framework, a novel approach that integrates principles from social psychology and social practice theory. It explores the potential application of this framework as a tool for design. The Individual-Practice Framework delineates the interconnectedness between an individual and particular combinations of the 'material', 'meaning', and 'competence' components of practices. This framework is suggested as a design tool for efficiently exploring and imagining novel, and perhaps more sustainable, product and service ideas. The study explores the benefits of incorporating the framework into the design process, establishes first principles for practical implementation, and examines potential constraints. The text ends with an evaluation of the possibility of using the Individual-Practice Framework in participatory design workshops.

Panzone et al. (2016) investigated the relationship between socio-demographic factors, implicit and explicit attitudes towards the environment, and sustainable consumer behaviour. They measured sustainable consumer behaviour using data from supermarket loyalty cards. The paper employs an Implicit Association Test (IAT) and Likert scales to assess both implicit and explicit attitudes towards sustainable consumption in a genuine consumer sample. Additionally, the study records demographic details of the participants. The findings suggest that the degree of education is a significant predictor of a comprehensive measure of sustainable consumption. A portion of this influence is indirectly influenced by the level of explicit environmental concern specifically related to climate change. Econometric modelling demonstrates that explicit and implicit attitudes exert distinct influences on consumer decisions within specific food categories. The results, derived from actual consumer data, challenge the widely known socio-demographic characteristics of environmentally conscious consumers and aid in identifying the circumstances in which pro-environmental beliefs are indicative of sustainable consumption.

Lundblad & Davies (2016) discovered that the increase in ethical consumption behaviour and heightened interest in sustainable fashion from a production standpoint lays the foundation for the development of a new consumer market for sustainable fashion. So far, the majority of studies in this area have mostly concentrated on the production aspect of the rising market, neglecting to thoroughly investigate the consumers. Regarding sustainable fashion consumption, most studies focus on the general population's perceptions of sustainable fashion, while only a few examine the actual behaviour of customers who engage in sustainable fashion. Hence, the objective of this study is to investigate the underlying beliefs and motivations that drive real sustainable fashion purchase. A total of thirty-nine comprehensive interviews were carried out with a group of regular users of sustainable clothes. The study used a means-end theory method to establish a connection between purchased products and the criteria and personal values that influence the purchasing decision. This study enhances the general comprehension of sustainable fashion consumption and provides insights into the purchase criteria and behavioural choices of consumers that prioritise sustainable fashion.

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RESEARCH METHODOLOGY

The objective of the research is to determine the elements that impact the sustainable purchasing behaviour of FMCG items. The Descriptive Research Design includes a specific set of methodologies or framework for empirically evaluating hypotheses. The study focused on urban consumers residing in major cities of Rajasthan state in India, namely

Jodhpur, Udaipur, Jaipur, Bikaner, and Kota. The employed sample methodology is referred to as Stratified Random sample. This technique involves the development of a stratification of the 5 districts in the state of Rajasthan, and the collection of data is done appropriately. The questionnaire served as a primary survey tool, and results will be obtained through face-to-face interviews. The study collected data from 4735 FMCG customers residing in 5 selected districts of Rajasthan state, including Jodhpur, Udaipur, Jaipur, Bikaner, and Kota. This dataset was deemed sufficient for the analysis. The current research utilised one sample t test Test results and multiple regression analysis conducted with SPSS for data analysis.

DATA ANALYSIS

This step measures that whether the attitude of the selected consumer towards the sustainable FMCG product were positive or not, the data gathered were also analysed with the following one sample t test:

Table-1
One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Att_sus_Prod	4735	2.7949	1.00924	.01467

One-Sample Test

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Att_sus_Prod	20.109	4734	.000	.29493	.2662	.3237

The output of the 'one sample t test' in the table 1, reveals that significant gap exists between the hypothesized test value with the calculated sample statistics for theattitude towards the sustainable FMCG products, the consumers have favored with the positive attitude to buy the sustainable FMCG products.

As per the above test result positively explained that the customers attitude and their intention was to buy the FMCG product that is sustainable, the objective of identifying factors significantly influence Sustainable purchase behaviour for FMCG products or not is now measured in this step with the following hypothesis:

H_1: The identified factors significantly influence Sustainable purchase behaviour for FMCG products.

To identify key variables significantly influence Sustainable purchase behaviour for FMCG products, multivariate regression analysis has been used with SPSS-19 software and results were shown in table 2 as under:

Table-2
Multiple regression analysis for the variables influences Sustainable purchase behaviour for FMCG products.

Descriptive Statistics				
Variable	SPSS code	Mean	Std. Deviation	N
Attitude toward purchasing a sustainable version of a product	Att_sus_Prod	2.7949	1.00924	4735
I am very concerned about the problem of pollution in general.	Attitude_1	2.6902	1.12190	4735
I am very concerned about air pollution and the problem of ozone depletion.	Attitude_2	2.8363	1.14921	4735
I know that plastic bags take many years to decompose and cause pollution.	Attitude_3	2.5649	1.10819	4735
I reuse plastic bags or use an "environmentally friendly" bag.	Attitude_4	2.3147	1.09798	4735

I would be willing to stop buying products from companies guilty of polluting the environment even though it might be inconvenient for me.	Attitude_5	2.3052	1.09826	4735
It is very difficult for one consumer alone to do anything for the environment.	Attitude_6	2.2346	.92726	4735
As one person alone cannot have any effect upon pollution and the problems of natural resources, it does not make any difference what I do.	Attitude_7	2.3371	1.26254	4735
When I buy products, I try to consider how my use of them will affect the environment and other consumers.	Attitude_8	2.4247	1.08927	4735
I feel a personal, moral obligation to read and compare package labels for environmentally safe ingredients when I shop.	Attitude_9	2.8587	1.16404	4735
I believe sustainable leveled products are functionally superior.	Attitude_10	3.3453	.96893	4735
It is difficult to detect sustainable attributes of the grocery items.	Attitude_11	2.4617	1.02656	4735
The sustainable alternatives are too expensive	Attitude_12	2.4735	1.07634	4735
The labels claiming that the product is environmentally-safe is not believable	Attitude_13	2.9113	.99648	4735
The sustainable alternatives are too difficult to find	Attitude_14	1.7417	1.07974	4735
I believe that sustainable leveled products are good for health	Attitude_15	2.1816	1.03282	4735

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
10	.392[j]	.154	.152	.92929	.001	7.238	1	4724	.007

i. Predictors: (Constant), Attitude_6, Attitude_15, Attitude_9, Attitude_2, Attitude_1, Attitude_8, Attitude_13, Attitude_5, Attitude_12

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
10	Regression	742.352	10	74.235	85.963	.000[k]
	Residual	4079.527	4724	.864		
	Total	4821.878	4734			

a. Dependent Variable: Att_sus_Prod

k. Predictors: (Constant), Attitude_6, Attitude_15, Attitude_9, Attitude_2, Attitude_1, Attitude_8, Attitude_13, Attitude_5, Attitude_12, Attitude_7

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
10	(Constant)	.851	.077		11.034	.000					
	Attitude_6	.177	.015	.163	11.780	.000	.223	.169	.158	.937	1.068
	Attitude_15	.140	.014	.143	10.14	.000	.205	.146	.136	.900	1.111
	Attitude_9	.120	.013	.138	9.478	.000	.204	.137	.127	.841	1.190
	Attitude_2	.112	.012	.128	9.181	.000	.190	.132	.123	.928	1.077
	Attitude_1	.095	.012	.106	7.654	.000	.183	.111	.102	.936	1.068
	Attitude_8	.053	.014	.057	3.868	.000	.157	.056	.052	.816	1.226
	Attitude_13	.047	.014	.047	3.384	.001	.100	.049	.045	.942	1.061
	Attitude_5	-.053	.013	-.057	-3.977	.000	.069	-.058	-.053	.866	1.155

	Attitude_12	.045	.014	.048	3.298	.001	.111	.048	.044	.849	1.177
	Attitude_7	.030	.011	.037	2.690	.007	.040	.039	.036	.940	1.064
a. Dependent Variable: Att_sus_Prod											

The regression results show that:
Adjusted R square=15.3 percent
Dependent Variable= Att_sus_Prod
Predictors= Attitude_6, Attitude_15, Attitude_9, Attitude_2, Attitude_1, Attitude_8, Attitude_13, Attitude_5, Attitude_12, Attitude_7, Attitude_3
Model fit ANOVA=78.788
Significant=.000[l]
Result: model is fit to predict future.
As per the above result points it can be revealed that 11 variables Attitude_6, Attitude_15, Attitude_9, Attitude_2, Attitude_1, Attitude_8, Attitude_13, Attitude_5, Attitude_12, Attitude_7, Attitude_3are predicting the Sustainable purchase behaviour for FMCG products.

CONCLUSION

Our study revealed that the consumers have favored with the positive attitude to buy the sustainable FMCG products. With theacceptance of alternative hypothesis with the ANOVA F value of 78.788 which is significant ($p<0.05$). it can be said that the customer believed that it is very difficult for them alone to do anything for the environment (Attitude_6) which they can do with the help of buying the sustainable products. The other outcome of the test also revealed that they do believe and aware that sustainable leveled products are good for health (Attitude_15) thus they are ready to buy them.Further they personally felt that the moral obligation to read and compare package labels for environmentally safe ingredients is their behaviour while they shop new FMCG products (Attitude_9). As the state of Rajasthan is very hot and dry, the consumers are also very concerned about air pollution and the problem of ozone depletion (Attitude_2) and also concerned about the problem of pollution in general (Attitude_1) and thus while they buy products, they try to consider how their use of FMCG product will affect the environment and other consumers (Attitude_8).The respondents also believed that mere the labels claiming that the product is environmentally-safe is not believable(Attitude_13) and thus the companies must presents the main ingredients and provide detailed information about its sustainability with its packing to consumption as they would be willing to stop buying products from companies guilty of polluting the environment even though it might be inconvenient for them (Attitude_5) but they were concerned about the cost of the sustainable alternatives that are too expensive (Attitude_12) and also thought that only one person alone cannot have any effect upon pollution and the problems of natural resources, it does not make any difference what they are doing (Attitude_7) which is a matter of concern. They are further aware that the plastic bags take many years to decompose and cause pollution (Attitude_3) and ready to leave them.

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