



**IMPORTANCE AND AWARENESS OF HEALTH FACTOR IN CONSUMER PURCHASE DECISION SPECIFIC  
TO FAST MOVING CONSUMER DURABLE SECTOR**

**Prachi Gupta**

Research Scholar, Faculty of Management

Pacific Academy of Higher Education and Research University, Udaipur

**Shreya Patra**

Student, Department of Marketing, ITM Business School, Navi Mumbai-410210

**KEYWORDS: Health, Consumer behaviour, Green marketing, Consumer durables, changing trends**

**ABSTRACT**

The focus of this research is mainly on the study of “Health related factors influencing purchase decisions in Fast Moving Consumer Durable sector”. It analyses the potential, importance and awareness of health factor in Fast Moving Consumer Durable (FMCD) sector among consumers. At present the trend is shifting and we see the onset of health line specifically in sectors like food and beverages. The brands are trying to gain competitive advantage over their competitors by successfully harnessing the potential of health products. The concept of health in FMCD is relatively new and only few brands have stable products with health attribute in it. This is a quantitative study carried on the age group of 20-50 years with focus highly on the people with age group above 35 years. Since people of this age group are more likely to take interest and purchase Fast Moving Consumer Durables and therefore their level of awareness and motivation needs to be analysed.

The main demographic variables analysed are Income and Age which have key role to play in the purchase decision of FMCDs and more so with health attribute. Though the concept of ‘healthy fast-moving consumer durables’ is new, people are highly curious and willing to try these products because of increasing health consciousness around. Consumers today are already including products with health attribute in their daily diet and personal care and therefore look forward to health factor in their consumer durables too. These consumer durable products with health attributes are paired with latest technology making them budget friendly as they reduce electricity bills. If the brands succeed in giving performance true to the claims made on the health feature and are also able to properly communicate on the same, then this sector will be able to grow successfully.

## INTRODUCTION

The 'green' and the 'health' factor are likely to overtake marketing of most consumer products and the trend is catching on in every sector day by day. Companies are trying to appeal to the consumers through rational & even emotional appeals, changes in packaging & product attributes and unique branding strategies. Marketers are brainstorming the health aspects in different products and are addressing it through product improvements, claims and reassurances.

'Green' products are those that are durable, non-toxic, made from recycled materials and those that feature minimal packaging. However, no products exist that are completely 'green', or which have no environmental impact. Virtually all products use energy and natural resources; create waste and pollution during the production process; use fossil fuel for transportation of raw materials and final product to retail; and of course, contribute solid waste with the disposal of packaging and eventually the product itself. Thus, green products typically cause the least harm to the environment. While the opportunity exists for this ideal in the future, today's definition of green is products that have less impact on our environment and natural resources than other alternatives. (Bliese, John R., 2001).

It is also important to analyse how the product will be used to determine its environmental benefit. Further complicating the issue is the dynamic nature of environmental research and technological innovation. Technology is constantly advancing while consumer tastes are changing. Thus, what we consider green today may not be considered so tomorrow. Thus, green consumer products are not only difficult to define, but difficult for companies to adopt because of the changing technological and consumer trends. (Cohen, Maurie J. and Murphy, Joseph, 2001)

Globalization and urbanization has aroused environmental issues which are creating more immediate self-interest for consumers, as these are more closely linked with the individual safety and long-term security. Product developments are considering health factors usually in packaging and in the basic raw material of the product. The main challenge is to know how this is to be best communicated to the consumer, to gain maximum goodwill and value-added benefit.

## LITERATURE REVIEW

Today people are increasingly becoming health conscious and want to buy products which enhance their health. But they are not well informed of the products in this sector. Brands are developing health related content in their communication and trying to educate the consumers about their products, thus, improving consumer opinion on the brands that offer these benefits. But it is transparency which is required as consumers are suspicious of the agenda behind branded-food health content. Brands now have a responsibility to provide consumers with credible health related content. There is a huge opportunity for relevant brands to meet this demand.

The emotional perspective is the main communication mode for marketers in health segment where the consumers are made to believe that the product will be beneficial, and it eases their insecurity and fear. Purity and cleanliness take on new dimensions of appeal. These can be expressed through image values that may also translate into tangible product features. The toiletries sector offers evidence of this phenomenon, with its visible trend towards clear gels, soaps and liquids.

Environmental concern is likely to prove to be the strongest to affect the marketing of most consumer products. The concern for personal health and safety is itself in the process of being absorbed into ecological arena. Symptoms of ill health are now increasingly related by consumers to ill effects of pollution on the human immune system. Natural products have gained popularity, simply as those without artificial additives are unlikely to cause physical harm. Marketers are realising the commercial implications of this. (Janice Wilson, 2005)

Consumer interests in plants, flowers, trees, fruits, herbs and other forms of natural vegetation are heightened. Hence the current shift towards natural ingredients is being popular in the food, cosmetics and toiletries industries. These trends are expected to continue, since they are sustained by constant consumer interests. Manufacturers are making the most productive use of nature's offerings to enhance the value and uptake of their brands. Emerging markets are helping FMCG companies to explore new growth opportunities. In India, some of the biggest opportunities are appearing in the food market.

For the majority of FMCG sectors, the health element translates less readily into central product benefits. These include household cleaning agents, personal care segment and niche brands which have adopted a narrow positioning entirely reliant on environmental claims.

It is taken note that consumers will tolerate only minor sacrifices to efficacy and convenience. Strong claims may well generate confidence about product quality and performance, and care must be taken to ensure that credibility is not undermined in this way (Janice Wilson, 2005). These should be included in the brand propositions and brand elements.

Conferences with brands preaching about health and wellness are becoming a trend and those brands which are harnessing these opportunities are going to win. The level of authenticity in the information improves the credibility of the brands. Consumers sometimes doubt the credibility and authenticity of brands when they preach about the health factor. It is the trustworthiness of brands which can gain a superior level of positive vibe and loyalty among its target consumers. Consumers still tend to trust names and outlets they are familiar with and which have a history of providing health products.

At present all the major players in retail food and beverage sector are taking up the challenge of including health in products. All the major QSR brands like McDonald's, Subway are associating themselves with health attributes. Major players in beverage sector have introduced a new segment of low calorie natural drinks. Supermarkets are introducing health and wellness lines. Government is encouraging all corporates to take initiatives for the benefit of public health and make consumers aware on healthy lifestyle.

Brands can achieve tangible ROI through carefully crafted products and communication which can shift consumer perceptions. At present people believe that it's about time when food and drinks' brands offered more health-related content – adding further evidence to the shifting consumer mindset, both towards greater health-consciousness and a more open level of receptivity with brands (Christopher L. Newman, 2003).

#### **INCREASING IMPORTANCE OF GREEN PRODUCTS**

Green or environment friendly consumer products are becoming increasingly important to both marketers and consumers. Today, green marketing opportunities are driven by the largest demographic: the maturing population of Baby Boomers. The deep-rooted values established in their youth shape the lifestyles and decisions of this powerful consumer segment (Ottoman, 1998).

According to certain recent studies 18 to 34 year olds are more likely to be seeking out health in consumer products, doing so across multiple platforms, and tend to perceive brands and content more positively. They are most likely to believe in health factor in food and beverages sector as well as the personal care sector. This age group has the income to buy healthy products even if they are little expensive to buy. They are aware on health-related information from brands and are health conscious. This age group is also more likely to read health content on retail/food/drink brand labels (NewsCred).

Consumers gradually understand health to be a core component of a product. People are adopting healthy products to improve their quality of life. The mental and emotional connection on using a specific product is also getting explored.

Regulations are forcing corporations to reduce the negative impact on environment caused by their production process. An important trend in the last several years is the emphasis on “sustainability” in corporate practices.

The trend has expanded to consumers. Today, a rising percentage of consumers worldwide are demanding products that have a lessened negative impact on the environment, that contain minimal amounts of packaging, that are recyclable or biodegradable, or products that are made with all

natural, organic ingredients. This demand has resulted in the growth of environmentally responsible or 'green' consumer products (McDonough, William and Michael Braungart 2002).

#### **ISSUES FACING GROWTH OF GREEN PRODUCTS**

In trying to make a connection between attitude and purchasing behaviour among green consumers, research indicates the main issue to be awareness and consciousness. Increasingly, consumers want to know where the raw materials come from, how food products are grown, what chemicals are used in production and how the waste from the product can be disposed. While demographics are often a key indicator of consumer behaviour in traditional marketing, green consumers seem to be driven by the consumers' perception and ability to make a positive impact on the environment. Thus, while a consumer might be aware and concerned about an environmental issue they won't be willing to pay a premium unless they believe their purchase decision will help make a difference (Ottoman, 1998).

Research has shown that green products typically cost more than traditional products. Thus, consumers must pay a premium for environmentally preferable products. One major hurdle marketers are facing is that most consumers cannot afford to pay a premium for any type of product, even if they are environmentally conscious. Further complicating the matter is, even those with the means to pay won't always be willing to do so. Unless consumers are provided with a proper knowledge on the larger benefit coming from their purchase decision, it is unlikely that they will be willing to pay a premium in the name of environmental conservation.

#### **FACTORS LEADING TO ADOPTION OF GREEN MARKETING PRACTICES**

- Firms perceive environmental marketing to be an opportunity that can be used to achieve competitive advantage, increase profits, increase market share, improve public relations, brand equity etc.
- Organizations believe they have a moral obligation to be more socially responsible.
- Government regulations.
- Competitors' environmental activities put pressure on other firms to change their marketing activities as well.
- Disposing of environmentally harmful products is becoming increasingly costly and difficult. By reducing this waste, firms can directly reduce costs associated with its disposal (Polonsky, Michael Jay, 2001).
- Caring for the needs of a growing population in a sustainable fashion presents opportunity for innovative companies. Several companies have achieved tremendous success with a strategy focused on environmentalism (Joseph Murphy, 2001).

## **SUSTAINABLE BEHAVIOUR OF CONSUMERS**

The need to persuade consumers to adopt more sustainable lifestyles is the primary concern. Past researches show moderating influence of consumer concern about global climate change within the context of sustainable consumption. Marketers, non-governmental organisations (NGOs) and policy makers alike need a better understanding of how sustainability claims presented in terms of advertising affects consumers' product evaluation and choice processes. The main challenge is that, a product's environmental sustainability is generally not considered as a primary attribute influencing consumers' product evaluations and choices (Rothman and Salovey, 1997). For example, when purchasing food products, taste, price and convenience are important considerations (Glanz et al, 1998). Similarly, safety, performance and style are key product features when consumers evaluate automobiles. But consumers are getting curious about the "green" concept and therefore they can be persuaded to buy healthy products (Roberts & Urban 1988).

It is important for marketers and consumer welfare advocates to better understand the level of consumer concern and involvement with message-specific issues, especially when they are as complex and controversial as is the issue of health and sustainability efforts. The way relevant messages are communicated to consumers significantly affects their evaluations and intentions. Studies addressing the effects of prior knowledge about sustainability on the effectiveness of message framing ease the work of marketers to convince the consumers (Vermeir & Verbeke 2004).

## **FACTORS AFFECTING CONSUMER PURCHASE DECISION**

The factors affecting consumer behaviour & their purchase decisions include Price, Brand Experience, WOM, Emotional Connect, Convenience, Knowledge, Authenticity and Sustainability (Andrews, Netemeyer, and Burton, 1998). Those who do not like the idea of health and wellness lifestyles are most likely to be Price sensitive and Convenience focused. Those who are including health in their lifestyle are considering Authenticity of the product and Sustainability in purchase decisions (Boddewyn, 1989; Howarth, 2004). Most consumers are not much aware of the brands promoting health and wellness. Marketers should analyse the factors affecting consumer behaviour. The major factors which will influence are relating to perception of consumers about the brands.

The start of a new segment in the market i.e. health and wellness line is a great opportunity for companies to expand business and it helps the whole supply chain as well which will in turn increase sales growth. Proper promotions and advertisements can influence consumers to buy products with health attributes. It has been known that the willingness of a consumer to buy products with health attributes increases with the rise in their income. With growing economy this propensity also increases. Lifestyle diseases are on the rise which also encourages people to become more health

conscious. Urbanization and consumption of processed foods cause high health risks. The treatment of lifestyle diseases is costly which can be easily prevented by opting a healthy lifestyle. All these factors are leading to the rise in the trend of health and wellness. Wellness is going to be the next trillion-dollar industry as companies are more and more investing in it and consumers are becoming more responsible towards their health.

#### **THE RISING NEW SECTOR INCLUDING HEALTH ATTRIBUTE – FMCD SECTOR**

The consumer durables sector with health attributes is rather new and the major brand players are trying to gain a stand in this sector and make profits. They have gained popularity because of rising environmental concerns. Much statistical data is not collected about people's affinity towards green consumer- durables but data collected shows that people are considering buying green consumer durables if they are available conveniently. Brands need to make people aware of these green products and their benefits. Though reasons for choosing green products are not exactly known with support of statistical data. Huge investment in R&D has an important role to play to manufacture FMCDs with health attributes. Therefore, customer affinity should be analysed thoroughly, and latest trends need to be considered. (Roberts, J.H. & Urban, G.L. 1988)

#### **RESEARCH GAP**

Though there are many past researches done on health factors in FMCG sectors like food and beverage, much has not been done on health factor in consumer durable sector. Past researches have also not been very specific about the factors which influence consumers to buy healthy consumer products. Health as a factor is gaining prominence which is increasingly being tapped by companies in different sectors, thus, gaining huge profits. But there is not much research about the consumer preferences related to health in Fast Moving Consumer Durable (FMCD) sector and the factors which will help them to decide on the product and company.

This research is aimed to study the growing inclination of consumers to buy healthy products in all different sectors. To determine whether the consumers are educated about these products and how these will enhance their quality of life. This study is mainly focused on Fast Moving Consumer Durable (FMCD) sector and is trying to analyse the consumers' knowledge about health factor in this sector and their willingness to buy.

#### **OBJECTIVES OF THE STUDY**

1. To study the changes being witnessed in the behaviour of consumers over time related to importance of health factor in their purchase decisions
2. To study numerous factors impacting consumer behaviour in the purchase of consumer durables

3. To understand the level of awareness among consumers towards health factor in Fast Moving Consumer Durable (FMCD) sector
4. To study the reasons for the increasing influence of health factor in Fast moving Consumer Durables

### RESEARCH DESIGN

A Descriptive study is carried out to find the influence of health factors in the preference & purchase of Fast Moving Consumer Durables (FMCD). Primary data is collected through a structured online Questionnaire using Likert's scale. Secondary data is collected from different websites, sector reports and past research papers. In the Likert scale used, 1 is considered as Most Important and 5 is considered as Least Important.

Convenience sampling method was used. A sample of 150 is used as primary data. Data is analysed using SPSS 20. Descriptive statistics was used to analyse respondents' demographic characteristics. One-way analysis of variance (ANOVA) & correlation test was conducted for hypotheses testing & data analysis.

The product categories studied are food and beverages sector, consumer durables sector, biscuits sector and home décor sector.

The main demographic variables under study are monthly income & age. The sample for the study is within the age group of 20-50yrs, with major focus on consumers in the age group of 30-50yrs who regularly buy FMCD products and are willing to pay extra to try products with health attributes in this sector. This study is not concentrated to one geographic location. Data is collected mostly from respondents who are employed or run their own business.

The reliability of key constructs was examined using conventional method. The Cronbach's alpha of each construct exceeded the suggested cut-off value of 0.70 (Nunnally, 1978)

### DATA INTERPRETATION

#### RELIABILITY TESTS

- a) Importance of health in different product categories:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.831	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Food_Health	12.1067	15.787	.620	.804
Beverage_Health	11.6400	15.266	.592	.806
Personal_Health	11.6133	14.011	.656	.792
Biscuits_health	11.3800	15.593	.471	.830
Consumer_Health	11.2600	14.140	.692	.785
Home_Health	10.8000	13.705	.619	.802

The alpha value is 0.831 which signifies that the variables are reliable

b) Reason for the rising importance of health factor in consumer purchase decision:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.763	5

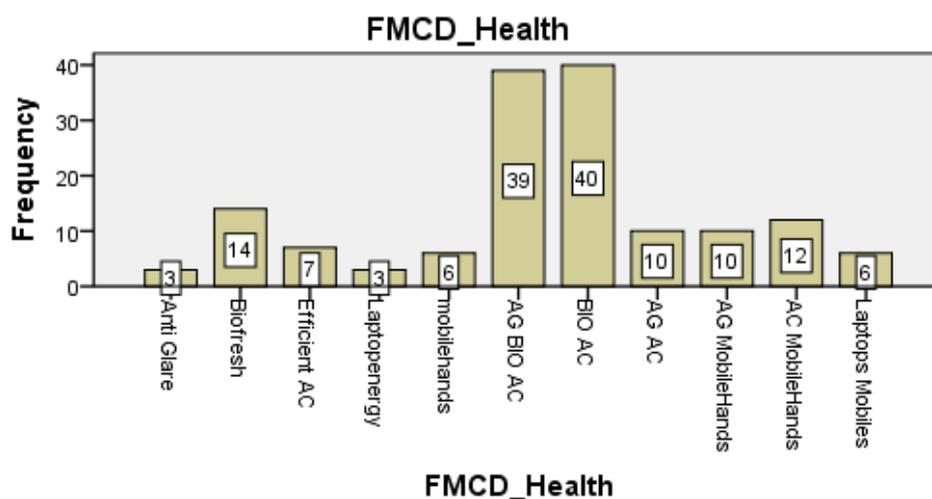
**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pollution	9.1067	8.646	.579	.710
Status	8.1067	7.868	.513	.728
lowerbills	8.6933	7.288	.609	.690
Technology	8.8533	8.488	.460	.744
Health_Family	9.0800	8.383	.521	.724

The alpha value is 0.763 which signifies that the variables are reliable

**DEMOGRAPHIC PROFILE**

	<b>Factor</b>	<b>Frequency</b>	<b>Percent age</b>
<b>1</b>	<b>Age</b>		
	20-25	32	21.3
	26-30	20	13.3
	31-35	24	16.1
	>35	74	49.3
<b>2</b>	<b>Gender</b>		
	Male	83	55.3
	Female	67	44.7
<b>3</b>	<b>Qualification</b>		
	Graduation	63	42
	Post-Graduation	87	58
<b>4</b>	<b>Occupation</b>		
	Student	17	11.7
	Employee	93	62
	Business	31	20.7
	Others	9	6
<b>5</b>	<b>Monthly Income</b>		
	25k-50k	45	30
	50k-75k	26	17.3
	75k-1l	42	28
	>1 lakh	37	24.7



The above bar-graph clearly depicts how people are increasingly becoming familiar with FMCD products which have health attributes. They are attracted to these products and are willing to buy them. The most common healthy FMCD products are Anti-Glare Television, Bio-fresh Refrigerators and Efficient ACs.

**Hypothesis 1**

H0: There is no significant difference between the age groups on the importance given to health factor in different product categories

H1: There is significant difference between the age groups on the importance given to health factor in different product categories

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Food_Health	Between Groups	3.002	3	1.001	1.476	.223
	Within Groups	98.971	146	.678		
	Total	101.973	149			
Beverage_Health	Between Groups	1.139	3	.380	.418	.740
	Within Groups	132.701	146	.909		
	Total	133.840	149			
Personal_Health	Between Groups	6.443	3	2.148	1.841	.142
	Within Groups	170.330	146	1.167		
	Total	176.773	149			
Biscuits_health	Between Groups	6.916	3	2.305	2.180	.093
	Within Groups	154.424	146	1.058		
	Total	161.340	149			
Consumer_Health	Between Groups	1.433	3	.478	.447	.720
	Within Groups	156.067	146	1.069		
	Total	157.500	149			
Home_Health	Between Groups	14.167	3	4.722	3.525	.017
	Within Groups	195.593	146	1.340		
	Total	209.760	149			

**Mean Table**

		N	Mean
Food_Health	20-25	32	1.5000
	26-30	20	1.9000
	31-35	24	1.8333
	>35	74	1.5946
	Total	150	1.6533
Beverage_Health	20-25	32	1.9688
	26-30	20	2.2500
	31-35	24	2.1667
	>35	74	2.1351
	Total	150	2.1200
Personal_Health	20-25	32	1.8125
	26-30	20	2.0000
	31-35	24	2.4167
	>35	74	2.2432
	Total	150	2.1467
Biscuits_health	20-25	32	2.5000
	26-30	20	2.8500
	31-35	24	2.3333
	>35	74	2.2162
	Total	150	2.3800
Consumer_Health	20-25	32	2.3125
	26-30	20	2.5500
	31-35	24	2.5417
	>35	74	2.5541
	Total	150	2.5000
Home_Health	20-25	32	2.5313
	26-30	20	2.5500
	31-35	24	3.2083
	>35	74	3.1757
	Total	150	2.8167

## INTERPRETATION

Of the various product categories under study, it is found that the significance value of only home décor category is less than 0.05, hence null hypothesis gets rejected. This signifies that the importance given to health factor in home decor category varies with age group. In all other product categories there is no significant difference between the age groups on the importance given to health factor.

As home decor is new & modern sector and people are less informed about the healthy products here, so there lies a difference between the age group less than 30 years to that above 30 years, in the importance that they give to health factor. As is clear from the mean table, age group less than 30 years is giving more importance to health in their purchases of home décor products, being young & aware consumers. By studying the mean table, we can determine that the consumers of all age groups give somewhat equal importance that too a high one to health in rest of the product categories, as health forms a popular factor while consumers make purchases of food & personal care products. In Consumer durable sector, health has been given somewhat importance by all age groups which signify that consumers are aware of healthy products & their benefits in this category.

### Hypothesis 2

H0: There is no significant difference between the income groups on the importance given to health factor in different product categories

H1: There is significant difference between the income groups on the importance given to health factor in different product categories

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Food_Health	Between Groups	15.043	3	5.014	8.422	.000
	Within Groups	86.930	146	.595		
	Total	101.973	149			
Beverage_Health	Between Groups	4.035	3	1.345	1.513	.214
	Within Groups	129.805	146	.889		
	Total	133.840	149			
Personal_Health	Between Groups	23.985	3	7.995	7.640	.000
	Within Groups	152.788	146	1.046		
	Total	176.773	149			
Biscuits_health	Between Groups	7.181	3	2.394	2.267	.083
	Within Groups	154.159	146	1.056		
	Total	161.340	149			
Consumer_Health	Between Groups	4.074	3	1.358	1.292	.279
	Within Groups	153.426	146	1.051		
	Total	157.500	149			
Home_Health	Between Groups	23.689	3	7.896	6.196	.001
	Within Groups	186.071	146	1.274		
	Total	209.760	149			

### Mean Table

		N	Mean
Food_Health	25k-50k	45	1.3333
	50k-75k	26	2.2308
	75k-1l	42	1.7857
	>1l	37	1.4865
	Total	150	1.6533
Beverage_Health	25k-50k	45	2.0667
	50k-75k	26	2.4615
	75k-1l	42	1.9762
	>1l	37	2.1081
	Total	150	2.1200
Personal_Health	25k-50k	45	1.5556
	50k-75k	26	2.5385
	75k-1l	42	2.4524
	>1l	37	2.2432
	Total	150	2.1467
Biscuits_health	25k-50k	45	2.5556
	50k-75k	26	2.6923
	75k-1l	42	2.1667
	>1l	37	2.1892
	Total	150	2.3800
Consumer_Health	25k-50k	45	2.3111
	50k-75k	26	2.8077
	75k-1l	42	2.5000
	>1l	37	2.5135
	Total	150	2.5000
Home_Health	25k-50k	45	2.3556
	50k-75k	26	3.2692
	75k-1l	42	3.1667
	>1l	37	3.2432

### INTERPRETATION

The ANOVA table above shows the significance value less than 0.05 for food, personal care and home décor category, so Null hypothesis stands rejected. This determines that there is significant difference between the income groups on the importance given to health factor in these product categories.

The mean table indicates that in the food category, of all income groups it is the one with monthly income between 50k-75k which gives little less importance to health as compared to other income groups. This may be due to the reason, that respondents belonging to this income group were the least in number as is clear from the demographic profile of the respondents.

On the second category of personal care, where again significant difference is seen in different income groups, it is the respondents with income between 25k-50k who give highest importance to health factor as compared to other income groups. This is evident from the mean table. Since the respondents belonging to this lowest level of income would mostly be in the younger age group,

who are more into the usage of personal care products, more aware & conscious of the health factor, hence the finding finds support here.

Home décor is also the category where this research shows significant difference among different income groups on the importance given to health. Here, as is indicated by the mean table, higher importance is again given by respondents belonging to income group between 25k-50k. In the earlier finding on Hypothesis 1, it was respondents belonging to younger age group who assigned more importance to health factor in home décor products. So, it's clear that it is the younger population, just started on their career and thus, belonging to lower income group are the one more aware about home décor category, seeking healthy products therein.

In Consumer durable sector, the finding here has been like that on age parameter, i.e. health has been given somewhat equally high importance by all income groups which signifies awareness of healthy products being present all around in this category. In other categories of beverages & biscuits too somewhat high importance to health factor is given by all income groups as most of the promotional messages in these categories have started speaking more of a healthy language to consumers.

**Hypothesis 3**

H0: There is no significant difference between the age groups on the reasons provided to buy healthy FMCD products

H1: There is significant difference between the age groups on the reasons provided to buy healthy FMCD products

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Pollution	Between Groups	3.108	3	1.036	1.650	.180
	Within Groups	91.665	146	.628		
	Total	94.773	149			
Status	Between Groups	3.058	3	1.019	.920	.433
	Within Groups	161.715	146	1.108		
	Total	164.773	149			
Lower bills	Between Groups	5.541	3	1.847	1.607	.190
	Within Groups	167.793	146	1.149		
	Total	173.333	149			
Technology	Between Groups	6.632	3	2.211	2.451	.066
	Within Groups	131.662	146	.902		
	Total	138.293	149			
Health Family	Between Groups	3.092	3	1.031	1.226	.303
	Within Groups	122.748	146	.841		
	Total	125.840	149			

		N	Mean
Pollution	20-25	32	1.8125
	26-30	20	1.6000
	31-35	24	2.1250
	>35	74	1.8514
	Total	150	1.8533
Status	20-25	32	2.7813
	26-30	20	2.5500
	31-35	24	3.0417
	>35	74	2.9054
	Total	150	2.8533
lowerbills	20-25	32	2.4063
	26-30	20	1.8000
	31-35	24	2.4167
	>35	74	2.2838
	Total	150	2.2667
Technology	20-25	32	2.5000
	26-30	20	2.0500
	31-35	24	2.0833
	>35	74	1.9595
	Total	150	2.1067
Health_Family	20-25	32	1.8750
	26-30	20	1.6500
	31-35	24	2.1667
	>35	74	1.8514
	Total	150	1.8800

#### INTERPRETATION

The significance of all the reasons for buying Healthy FMCD products is greater than 0.05 and therefore Null hypothesis is accepted i.e. the reasons for buying healthy products do not vary with Age. People from all Age groups are similarly attracted to health products Because of reasons such as they reduce pollution; reduce electricity bills, increases health of family etc. From the mean table it is clearly shown that people of all Age Groups are giving similar and high importance to the reasons.

#### Hypothesis 4

H0: There is no significant difference between the income groups on the reasons provided to buy healthy FMCD products

H1: There is significant difference between the income groups on the reasons provided to buy healthy FMCD products

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Pollution	Between Groups	16.145	3	5.382	9.993	.000
	Within Groups	78.628	146	.539		
	Total	94.773	149			
Status	Between Groups	2.658	3	.886	.798	.497
	Within Groups	162.116	146	1.110		
	Total	164.773	149			
Lower bills	Between Groups	2.531	3	.844	.721	.541
	Within Groups	170.803	146	1.170		
	Total	173.333	149			
Technology	Between Groups	2.922	3	.974	1.051	.372
	Within Groups	135.371	146	.927		
	Total	138.293	149			
Health Family	Between Groups	10.327	3	3.442	4.351	.006
	Within Groups	115.513	146	.791		
	Total	125.840	149			

**INTERPRETATION**

The significance of all the reasons except pollution for buying Healthy FMCD products is greater than 0.05 and therefore Null hypothesis is accepted except for pollution where Alternate hypothesis is accepted i.e. the reasons for buying healthy products do not vary with Monthly Income. People from all income groups are similarly attracted to health products Because of reasons such as they reduce electricity bills, increases health of family etc. In case of pollution reduction as reason, income groups matter as higher income groups may be concerned about pollution than other income groups. From the mean table it is clearly shown that people of all income Groups are giving similar and high importance to the reasons.

		N	Mean
Pollution	25k-50k	45	1.5111
	50k-75k	26	2.3077
	75k-1l	42	2.1429
	>1l	37	1.6216
	Total	150	1.8533
Status	25k-50k	45	2.6667
	50k-75k	26	3.0000
	75k-1l	42	2.8571
	>1l	37	2.9730
	Total	150	2.8533
lowerbills	25k-50k	45	2.1556
	50k-75k	26	2.5385
	75k-1l	42	2.2381
	>1l	37	2.2432
	Total	150	2.2667
Technology	25k-50k	45	2.2667
	50k-75k	26	2.1538
	75k-1l	42	2.0952
	>1l	37	1.8919
	Total	150	2.1067
Health_Family	25k-50k	45	1.6667
	50k-75k	26	1.9615
	75k-1l	42	2.2619
	>1l	37	1.6486
	Total	150	1.8800

## CORRELATION

**Correlations**

	Consumer_Health	Pollution	Status	lowerbills	Technology	Health_Family
Consumer_Health	Pearson Correlation	1	.409**	.447**	.551**	.440**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150

## Hypothesis 5

H0: There is no significant relation between importance's of health in consumer durables with the factors of people choosing health in consumer durables.

H1: There is no significant relation between importance's of health in consumer durables with the factors of people choosing health in consumer durables.

In this case all the factors like pollution, status, technology, lower bills and health of the family are significant which a consumer considers before buying a healthy FMCD product. The significance is less than 0.05 which shows that there is a significant relation between the factors and consumer durables category

Correlation between lower bills and consumer durable category is 0.551 which shows positive medium correlation

Correlation between pollution and consumer durable category is 0.409 which shows positive medium correlation

Correlation between status and consumer durable category is 0.447 which shows positive medium correlation

Correlation between health of the family and consumer durable category is 0.440 which shows positive medium correlation

Correlation between technology and consumer durable category is 0.407 which shows positive medium correlation

#### **MANAGERIAL IMPLICATIONS**

At present the trend is shifting towards health. On the verge of urbanization and globalisation, health is the main victim. In the fast lifestyle people tend to forget about maintaining the health. Therefore, they are increasingly relying on products which talk about health. Though health in FMCD sector is relatively new people are highly curious and interested about it. Therefore, this sector is highly profitable for the brands who want to do something new and earn their profits. Brands can develop competitive advantage over others if they are successfully able to convince the consumers. Health attribute in FMCD sector requires large investment. This research gives an insight to brands about the awareness and factors which influences them to buy the healthy products. Brands are sure to succeed in this sector and this is the future. This can also increase the goodwill of the company. Niche brands can also develop products only with the health attribute.

## REFERENCES

1. Aaker, J. & Lee, A. (2001) I seek pleasures, we avoid pains: the role of self-regulatory goals in information processing of persuasion. *Journal of Consumer Research*, 28(1)
2. Armstrong, K., Schwartz, J.S., Fitzgerald, G., Putt, M. & Ubel, P.A. (2002) Effect of framing as gain versus loss on understanding and hypothetical treatment choices: survival and mortality curves. *Medical Decision Making*, 22(1)
3. Benoit, Bertrand and Williamson, Hugh. Decline and fall of the can. *Financial Times*, Wednesday, July 9, 2003.
4. Bliese, John R. (2001). *The Greening of Conservative America*. Westview Press, (pp. 91–92), and “10 Sites Tagged for Superfund Cleanup,” (2003), *South Bend Tribune*, July 17.
5. Carson, Rachel. (1962). *Silent Spring*. Mariner Books.
6. Christopher L. Newman, (2003), *Sustainability in environment and impact of green products*, University of Mississippi
7. Cohen, Maurie J. and Murphy, Joseph. (2001). *Exploring Sustainable Consumption: Environmental Policy and the Social Sciences*. Amsterdam: Pergamon.
8. Davis, Bennett (2003). Profits from Principles in J. Richardson, Annual Editions: Business Ethics. 03/04, Guilford, CT: McGraw-Hill, p. 203
9. Dobson, A. (2000) Three concepts of ecological sustainability. *Natur and Kultur – Transdisziplinäre Zeitschrift für ökologische Nachhaltigkeit*, 1, 62–85.
10. Druckman, J.N. (2004) Political preference formation: competition, deliberation, and the (ir) relevance of framing effects. *American Political Science Review*, 98(4), 671–686.
11. Duetsch, Claudia H., Green Marketing: Label with a Cause. *The New York Times*, June 15, 2003.
12. Fischhoff, B., Bruine de Bruin, W., Guvenc, U., Caruso, D. & Brilliant, L. (2006) Analyzing disaster risks and plans: an avian flu example. *Journal of Risk Uncertainty*, 33(1–2), 131–149.
13. Fishman, Charles (2004), in Murphy, Patrick E., ed. (2004) “Sustainable Growth-Interface”, Inc., *Fast Company Reader Series Business Ethics*, p. 48.
14. Gill, J.D., Crosby, L.A. & Taylor, J.R. (1986) Ecological concern, attitudes, and social norms in voting behavior. *Public Opinion Quarterly*, 50(4), 537–554.
15. Hartman, Cathy L. and Edwin R. Stafford (1997). Green Alliances: Building New Business with Environmental Groups. *Long Range Planning*, Vol. 30, 184.
16. Janice Wilson, (2005), *Cause Related Marketing and Consumer concerns of green products*, Wayne State University

17. Joseph Murphy. (2001). From Production to Consumption: Environmental Policy in the European Union. In M.J. Cohen and J. Murphy (eds.) *Exploring Sustainable Consumption. Environmental Policy and the Social Sciences*. Amsterdam: Pergamon, (pp. 44).
18. Maitland, Alison. Combining to harness the power of private enterprise. *Financial Times*, Friday, August 23, 2003.
19. McDonough, William and Michael Braungart. (2002). *Cradle to Cradle*. North Point Press, p. 47–48.
20. Ottman, Jacquelyn A. (1998). *Green Marketing*. NTC Business Books, p. 5.
21. Paavola, Jouni (2001). Economics, Ethics and Green Consumerism. in Cohen and Murphy, pp. 29–94
22. Preston, Lynelle and Guray Sayin (2000) *Building Sustainable Businesses*. Haas School of Business, UC Berkeley
23. Roberts, J.H. & Urban, G.L. (1988) Modeling multi attribute utility, risk, and belief dynamics for new consumer durable brand choice. *Management Science*, 34(2), 167–185.
24. United States Environmental Protection Agency (1998), “Environmental Labeling Issues, Policies, and Practices Worldwide,” p. B-153–B-159.
25. United States Environmental Protection Agency (1998). Environmental Labeling Issues, Policies, and Practices Worldwide. p. 5