

## **A STUDY ON GREEN MARKETING PRACTICES OF SELECT FMCG**

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### **Abstract:**

*The current paper centers around concentrating on the way of behaving of shoppers towards Green FMCG Products and figuring out the number of individuals that are changing from non green portion to greener section and what is the explanation for their buy and what rouses them. An essential report has been completed to figure out the view of customers towards green items. Because of expanding mindfulness about Green FMCG Products individuals are moving towards greener fragment showing worry towards climate and their loved ones. We are worried about ecological issues now like never before. Air contamination, plastic in seas, an unnatural weather change, and food squander all are among the significant dangers, making us stress and consider being kinder to the planet. On the side of ecological wellbeing, millions have started buying socially mindful items notwithstanding their greater expense. Holding the pattern, organizations are going to a showcasing methodology that assists with snaring such customers in, tending to their social obligation and, hence, impacting their buying choices. There are many kinds of showcasing, yet this procedure is known as green promoting.*

### **Introduction**

#### **Green marketing**

In plain English, green promoting alludes to selling items or administrations by featuring their natural advantages. Some call it eco-showcasing or natural advertising, and shoppers perceive such brands by terms like "natural," "eco-accommodating," "recyclable," or "reasonable".

The idea of green promoting showed up as the delayed consequence of people's pessimistic effect on our planet. Brands outline how they change their missions and practices from income headed to earth mindful by business processes that leastly affect the climate as could really be expected.

#### **Goals of green marketing**

- Implementing sustainable business practices
- Demonstrating social responsibility
- Reducing expenses (packaging, transportation, energy/water usage, etc.)
- Demonstrating how safe and mindful products or services are

In the practice of green promoting, brands send off eco-accommodating items or establish the comparing climate around them by utilizing eco-accommodating bundling or deny from it, make items recyclable and reusable, utilize efficient power energy for item creation, plan items from reused materials to lessen squander, pick nearby offering to diminish transportation energy, and that's just the beginning.

As a piece of green promoting, marks likewise frequently partake in reusing programs, become more conscientious about garbage removal rehearses, give to various green developments, and remember to teach their clients about how they safeguard the climate and why it makes a difference.

**To integrate green marketing into your overall business brand marketing strategy, you can do the following:**

- Communicate your green message through **advertising** (digital, TV, radio)

- Promote green aspects of your company through content assets at all points of customer contact (a website, blogs, e-mail, social media, mobile marketing, coupons, word-of-mouth, cold calls, retargeting, etc.)
- Initiate market research and **visualize the results** to educate consumers and recommend green improvements to your niche
- Partner with like-minded businesses for cross-promotion
- Support eco-friendly programs and corresponding community initiatives
- Focus on green production

At the end of the day, curve green into a piece of your image's character. To make it work, become completely dedicated to the idea of green showcasing in your promoting plan. This incorporates green plan, situating, evaluating, coordinated factors, and removal. While making natural cognizance a main focal point of your business, you prevail with the two deals and customer devotion. In the long haul, green brands get more benefits and lay out a standing of being reliable.

### **The green marketing paradigm**

Green showcasing isn't just about advancing items or administrations with natural qualities. It includes brand alteration and changes in the assembling system.

It's tied in with taking an alternate point of view on promoting, taking into account the worldwide results we have on ecological debasement. It's about a brand's capacity to fulfill client needs with least damage to the climate. Considering that, another showcasing worldview arose, with the idea where customers play a functioning part in brands' green drives - acquiring reasonable advantages from them.

### **Current scenario of Green marketing in India**

Associations see Environmental showcasing as an amazing chance to accomplish its targets. Firms have understood that shoppers favor items that don't hurt the regular habitat as additionally the human wellbeing. Firms showcasing such Green FMCG Products are liked over the others not doing so and in this way foster an upper hand, all the while meeting their business targets. Associations accept they have an honest conviction to be all the more socially capable. This is with regards to the way of thinking of CSR which has been effectively embraced by numerous business houses to work on their corporate picture. Firms in this present circumstance can adopt two strategies:

- Utilize the way that they are earth mindful as a promoting instrument.
  - Become dependable without provoking this reality. Legislative Bodies are constraining Firms to Become More Responsible. Much of the time the public authority powers the firm to take on arrangement which safeguards the interests of the purchasers. It does as such in following ways:
    - Lessen creation of unsafe merchandise or results
    - Change customer and industry's utilization and/or utilization of unsafe products; or
    - Guarantee that a wide range of buyers can assess the natural organization of products.
- Contenders' Environmental Activities Pressure Firms to change their Environmental Marketing Activities. To settle the score with contenders guarantee to being harmless to the ecosystem, firms change over to green advertising. Result is green promoting permeates whole industry. Cost Factors Associated With Waste Disposal or Reductions in Material

Usage Forces Firms to Modify their Behavior. With cost cutting turning out to be essential for the system of the organizations it embraces green promoting corresponding to these exercises. It might seek after these as follows:

- A Firm fosters an innovation for diminishing waste and offers it to different firms.
- A waste reusing or evacuation industry creates.

### **Sustainable examples of green marketing**

The examples listed below are socially responsible, considering the long term environmental impacts of their business practices. They have launched green marketing campaigns to promote sustainable core values. They surpass traditional marketing strategies, educating conscious consumption to people. Here's how.

#### **Patagonia**

Patagonia contributes to climate change issues and works on discovering sustainable ways to produce products. At the same time, the brand's honest with customers, admitting it's not entirely green: The shell of coats are made of fossil fuels. But this fact doesn't influence the positive image of the brand, as the community sees its sincere passion for helping the planet. Patagonia's green marketing strategy and involvement in the ***Go Green*** movement is stated in the company's mission. Also, it regularly donates millions to initiatives supporting sustainable agriculture practices, protecting endangered species, and restoring forests.

#### **Starbucks**

Starbucks has been certified by LEED since 2005, but it has move beyond that by planning to eliminate all plastic straws by 2020 and open 10,000 environmentally friendly stores by 2025. Starbucks tries hard to engage its community in sustainable issues. It uses green materials for producing, packaging, and delivering its product to customers. As part of its **Green Store** initiative, the brand also plans to reduce waste and use 30 percent less water and 25 percent less power during production processes.

The brand designs disposable coffee cups, is involved in recycling and green building, supports farmers and the environmentally sustainable community, and has been hard at work on communicating this message to its target audience.

#### **Timberland**

World-known clothing manufacturer and retailer Timberland uses sustainable stories to introduce its products. As active LOHAS supporters, its clients wouldn't choose the brand if there was no green element in it. "We've done a lot of consumer research, and we know that if we put two products side-by-side – one from our brand and one from a competitor's – and if they're comparable in price and quality, the majority of the time, a customer will choose our product if it's made with some sort of 'green' element," said **Margaret Morey-Reuner**, director of Timberland's strategic partnerships and business development. To develop and implement the corresponding green marketing strategy, the company continues to expand partnerships and test materials for its products. It has established environmental standards (**TEPS**) across all product categories and 100 percent organic and renewable material in the near future.

#### **IKEA**

This brand uses many tactics and sources to manage waste and renew energy. Ninety percent of its buildings have solar panels, it uses wind farms to generate energy, and it has planted millions of trees, while sending only 15 percent of waste to landfills.

Ikea has developed a strategy known as **People & Planet Positive**, encouraging consumers to be environmentally conscious. It manufactures products through eco-friendly practices, which relieves us from the necessity to choose between stylish design and sustainability. The brand holds many rewards for its green efforts. It's recognized by the Impact Company for showing respect for human and economic rights, as well as its contribution to the environment through regenerative efforts. And Ikea isn't going to stop there, it is currently working toward 100 percent renewable energy and spending a fortune on its green initiatives.

### **The Body Shop**

This brand is known for its effective green positioning. The Body Shop is approved by Leaping Bunny, the gold standard for non-animal tested products. It also supports farmers, defends human rights, initiates health treatments and training events for employees, identifies its values as to protect the planet, and – what's more important – actually lives up to those values.

The Body Shop is known for promoting awareness of domestic violence and AIDS, and it doesn't use demeaning-to-women images in ads. The brand's goal is to develop a new sustainable package for its products, use 10 percent less and 100 percent renewable energy in stores, green building, and more.

### **Other noteworthy green marketing campaigns:**

- Coca-Cola with its **PlantBottle** campaign, aiming at empowering female entrepreneurs, encouraging a healthy lifestyle, and helping to conserve water worldwide.
- PepsiCo with its **campaigns** on reducing water and energy usage across all business operations.
- Tom's of Maine, with its **#GREENSCHOOLFUND** campaign, teaching students how to contribute to a cleaner environment.
- **Hershey**, with its environmentally-friendly practices, aiming at reducing greenhouse gases by 50 percent by 2025.
- Seventh Generation, with **#ComeClean** and **#GenerationGood campaigns**, encouraging manufacturers to green all production processes.

### **Objectives:**

- Identify the consumer perception towards importance of Green Marketing
- To identify the consumer perception about Green FMCG products
- To analyze the consumer into different shades of green
- To understanding the buying intentions of consumer towards green products.

### **Research Methodology**

The research design used in the project is Descriptive research design. It was decided to conduct the research in Telangana state with a sample size of 200. It was basically done with a motive to analyze the perception of customers towards Green FMCG Products in Telangana state .

### **Data Collection**

The type of data used for the research is both primary & secondary data. Primary data was collected with the help of questionnaire & Secondary data was collected from various magazines, newspapers and internet. Both primary and secondary data will be used in the

present study. For primary data collection, Questionnaire method was followed. Respondents were personally contacted and made to fill the questionnaire. Secondary data was collected from various magazines, newspapers and internet.

### **Sampling Plan**

As the population size for our research is too large so a sample study was done.

**Population :** All the customers who purchase FMCG products in Telangana state comprised our population.

### **Sampling Design:**

Sampling refers to selecting some of the elements in a population by which one can draw conclusions about the entire population

### **Sampling Unit:**

Every single element of sampling frame is sampling unit. For example in our case every person who buys FMCG products from shopping malls in Telangana state is a sampling unit for our research.

### **Sampling Technique:**

The selection of respondents was done on the basis of convenience sampling. (Convenience of time & place)

**Sample size:** The sample size for the study was 200 respondents.

### **Data Analysis & Interpretation**

**Analysis of Perception of consumers towards Green FMCG products. (Primary Study)**

**People who have heard about green FMCG products**

**Table: People who have heard about green FMCG products**

Particulars	No. of Respondents
Yes	160
No	40

**Interpretation :-** From the above data we can say that greater part of individuals have found out about Green FMCG Products and they comprehend what Green FMCG Products are, regardless of whether they get it. Because of serious natural issues which are influencing human wellbeing additionally individuals are acquiring information about green items.

**People who have purchased green FMCG products**

Have you ever purchased green products	No. of Respondents
Yes	138
No	62

**Table: People who have purchased green FMCG products**

**Interpretation :-** Out of 200 respondents 138 individuals have bought Green FMCG Products at one place of time and 32 said that they have never bought green items. This shows that individuals are attempting to change from non-Green FMCG Products to green item.

**Overall purchase behavior :-** Based on the extent of green product purchases, the vast majority of consumers will fall into two categories ‘light green’ and ‘dark green’.

**Overall purchase behavior**

Purchase of green FMCG products	No of Respondents
Always	25
Occasionally	110
Rare	5
Never	60

**Interpretation :-** 55% of the shoppers at present buy some green products(13% of them purchase Green FMCG Products for larger part of their buys), just 2.5% of customers have purchased Green FMCG Products at one mark of time and 30% have never considered purchasing any green item. In this way, presently we can arrange customers into 'light green': 55% shoppers who as of now get some Green FMCG Products and 'dim green' : 13% purchasers who purchase Green FMCG Products for larger part of their buys.

**Information sources for green FMCG products**

**Table: Information sources for green FMCG products**

Source of information	% of responses
TV programmes	22
newspaper	34
word of mouth	30
product labels	8
magazines	34

**Interpretation :-** From the above data we can say that product labels and the print media(newspaper and magazines) are the primary sources of information about Green FMCG Products and companies for consumers

**Role of reference groups**

Opinion generation	Percentage
Own opinion	52
Friends and family	64
Store salesperson	34
Other buyers and users	28
Don't remember	22

**Table: Role of reference groups**

**Interpretation :-** Friends & family are the major source of influence followed by personal opinion and the skills of salesman at the store. These are the important factors which affect the purchase decision of Green products.

**Reasons for purchasing Green products**

Reasons for purchasing green Products	% of responses
Concern towards environment	116
Better than conventional products	44
value for money	40

**Table: Reasons for purchasing Green FMCG Products**

**Interpretation :-** Majority of consumers purchase Green FMCG Products because of concern towards environment and also because of special features and benefits of green products.

**Reasons for not purchasing Green Products**

Reasons for not purchasing Green products	Percentage of Respondents
Not available easily	88
Too expensive	100
Do not too many choices or variants	12

**Table: Reasons for not purchasing Green Products**

**Interpretation :-** Consumers who never purchased Green FMCG Products are deterred from purchasing them because they are perceived to be too expensive and unavailable. The consumers failed to see a valid reason in switching from non-green to Green FMCG Products at the cost of personal convenience and satisfaction.

**Demographic Profile of Respondents**

**Gender**

Gender	No. of respondents
Male	76
Female	124

**Table: Gender**

**Interpretation :** 62% of the respondents are females where as 38% of the total respondents are males.

**Limitations of Study**

- A comfort test was utilized for the information assortment which makes the outcome not promptly generalizable. Albeit extraordinary exertion put in to get test which incorporates individuals from various socioeconomics
- The review was directed exclusively in Ludhiana. Thus, it is hard to decide if it tends to be reached out to a bigger populace outside this district.

- This study isn't item unambiguous; understanding the view of shoppers about Green FMCG Products as a whole was led as it were.
- Individual inclination of respondents while addressing the inquiries might have slanted the outcomes marginally. Albeit a work has been made to confirm the outcomes through a wide range of quantitative and subjective information.

## Findings

- Greater part of the customers have caught wind of Green FMCG Products and they comprehend what Green FMCG Products are, regardless of whether they get it.
- Out of 100 respondents 68 individuals have bought Green FMCG Products at one place of time and 38 said that they have never bought green items.
- 65% of the customers as of now buy some green products(15% of them purchase Green FMCG Products for greater part of their buys), just 3% of shoppers have purchased Green FMCG Products at one place of time and 32% have never considered purchasing any green item.
- Item names and the print media(newspaper and magazines) are the essential wellsprings of data about Green FMCG Products and organizations for customers
- Companions and family are the significant wellspring of impact followed by private belief and the abilities of sales rep at the store.
- Greater part of shoppers buy Green FMCG Products as a result of worry towards climate and furthermore in view of unique highlights and advantages of green items.
- Shoppers who never bought Green FMCG Products are hindered from buying them since they are seen to be excessively costly and inaccessible.

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