

An Analysis of Green Marketing in Eastern India

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Abstract :

Green marketing is a trend that has become increasingly significant in the contemporary market. This idea has made it possible to remarket and package existing products that already follow these rules. Additionally, the growth of green marketing has provided businesses with the chance to co-brand their goods under several product lines, praising some for their eco-friendliness while disregarding others.

Keywords : green marketing , contemporary , environmental, resources,

1. INTRODUCTION :

As the world's population grows, the globe faces increased pressure from high use of goods and services, resulting in environmental damage. Due to the loss of natural resources, an imbalance has developed, resulting in issues such as climate change, global warming, and natural disasters such as tsunamis and earthquakes. As a result, there are several concerns and problems that affect all countries on the planet.

We are currently seeing the effects of global warming on ecological and sociological life, and human activities are the fundamental cause. Global warming (GW) is caused by a variety of factors, but pollution from the burning of fossil fuels (oil, coal, gas, and other fossil fuels) releases CO₂. Increased population exacerbates the problem by exhaling CO₂, which leads to

global warming. Trees may also convert CO₂ to oxygen, but only for land use. We cut down trees for our homes, buildings, roads, and transportation, and occasionally for other reasons. As a result, we are constantly using our natural resources while receiving little in return.

Green Marketing:

The first workshop on 'Ecological marketing' was sponsored by the American Marketing Association in 1975. The workshop's contents were published as one of the first books on green marketing, titled "Ecological Marketing."

Today, both consumers and sellers are concerned about the world's future, and this has influenced customers' purchasing decisions to favour environmentally friendly or eco-friendly items. Because of this shift in client expectations, manufacturing businesses have altered their processes and are now producing more environmentally friendly products. This green policy prompted a wide range of actions, including:

1. Product modification
2. Change in production process
3. Packaging changes
4. Modifying the advertisements

The process of selling products and/or services based on their environmental benefits is known as green marketing. Such a product or service may be ecologically friendly in its design, production, or packaging. "Green marketing" often known as environmental marketing or sustainable marketing, refers to an organization's efforts to design, promote, price, and distribute products that do not affect the environment.

Green Consumer:

Green Consumers are people who avoid products that are likely to endanger their own or others' health; use, or disposal; consume a disproportionate amount of energy; produce unnecessary waste; use materials derived from threatened species or environments; or involve unnecessary use of, or cruelty to animals.

A green customer is someone who engages in ecologically beneficial habits and/or chooses green items over traditional alternatives. Green customers believe that one person can make a

difference in the environment.

As a result, they believe that environmental conservation should not be left solely to the government, business, environmentalists, and scientists; consumers may also help. They're also less dogmatic and more open to new products and ideas. Their open-mindedness makes it easier for them to accept green products and practices. However, it is becoming increasingly important to understand Green Products and their qualities.

The following are some of the most well-known research organizations/companies, as well as their study findings on consumer perceptions of green products:

Table No. 1.1: Consumer Survey Results

(Source: Marketing Management 14th edition, Philip Kotler, Kevin Keller, and Abraham Koshey, Mithileswar Jha)

Sr. No.	Market Research Group/Company	Year	Research Finding
1	Media mark research & Intelligence study	2008	Two third (66%) of US men and women stated that, preserving environment as a guiding principle in your life was 'very important'.
2	Washington post/ ABC News/ Stanford University	2007	94% of respondents were 'willing' to personally change some of the things to improve the environment while 50% were 'very willing'.
3	TNS Survey (Taylor Nelson Safes)	2008	26% of Americans actively seeking environment friendly products.
4	Gallup	2008	28% of respondents claimed to have made major changes in their own shopping and living habits

Eco-friendly Green Products

Green products are ones that are made with green technology and have no negative effects on the environment. Green technologies and green products must be promoted to conserve natural resources and achieve long-term growth.

Thus, the following qualities of green products can be listed at a high level:

- Products those are originally grown.
- Products those are recyclable, reusable, and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents, non-toxic chemical.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Dimensions of Green Marketing:

Many authors have explored the various facets of green marketing in their research articles, which have been extracted here.

1. According to Peattie (2001), [11] there are three stages in the evolution of green marketing. The first phase was dubbed "Ecological" green marketing, and all marketing operations during this time were focused on solving environmental problems and providing solutions. The second phase was "Environmental" green marketing, in which the emphasis turned to clean technology, which included the development of innovative new products that addressed pollution and waste challenges. The "Sustainable" green marketing phase was the third phase. In the late 1990s and early 2000s, it became popular.

2. According to a Mckinsey survey from 2007, [12] 87 percent of individuals in countries such as Brazil, Canada, China, France, Germany, India, the United Kingdom, and the United States are interested in decreasing their environmental impact.

3. According to Young et al. (2010) [13], there is an attitude-behavior gap (Blake, 1999), which means that while 30% of consumers profess to be concerned about the environment, this does not transfer into green purchasing behaviour. There is much scientific evidence of an attitude-behavior or "green gap" between men and women (Black 2010).

4. According to the authors, Dr. Sachin Vernekar, and Preeti Wadhwa, [14], business organisations should follow strategies to reap the benefits of an environmentally friendly

approach, as green marketing provides business incentives and growth opportunities, and while it may incur initial costs, it will save money in the long run.

5. Green marketing is still in its infancy, and much reformation is required to fully realise its potential. According to Yogita Sharma, effective green marketing necessitates the application of sound marketing principles to make green products appealing to consumers (2011). [15]

6. According to Jacquelyn Ottman in her book "The New Rules of Green Marketing" (Jan 2013) [16], "environmental considerations should be integrated into all aspects of marketing new product development and communication, and all points in between, environmental issues should be balanced with the primary customer need."

7. According to Ashwin Gupta and S M Shariq Abbs [17] (2013), proper planning and implementation of green marketing requires a lot of labour and effort on the part of government and industry.

8. Green marketing poses many obstacles due to a lack of rules and public consensus on what defines "green," according to Joel Makeover [18], a writer, lecturer, and strategist on clean technology and green marketing. The concept of green marketing has evolved throughout time.

The researcher deduced the following dimensions from the preceding descriptions:

- (a) Green marketing progressed through three stages, from ecological to sustainable.
- (a) People around the world are growing increasingly concerned about environmental issues.
- (c) There is a green gap, which means that customers are not as concerned about environmental protection as they are about green products.
- (d) Firms should be encouraged to invest in green production because short-term costs will be recovered in the long run.
- (e) Businesses should demonstrate a change from traditional marketing to new green marketing rules.
- (f) Green marketing has numerous obstacles in its establishment.
- (g) The industry needs government assistance and collaboration, as putting people into action is a tremendous undertaking.

(h) Standards for all elements influencing green, including firms' marketing efforts, have to change.

Objectives of the Study:

FMCG products in a larger Semi Urban Consumer Market for greater adoptability and preference are essential from many fold dimensions and stake holders. Therefore, from the research gap the following objectives are formulated.

1. To find out the factors, responsible for the gaps in awareness in semi urban consumers of Gaya and Patna district of Bihar in Eastern India.
2. To study the factors influencing in buying behavior of semi urban consumers of Gaya and Patna district of Bihar in Eastern India in relation to FMCG products in general and Green FMCG products
3. To study the perception of Semi Urban Consumers of Gaya and Patna district of Bihar in Eastern India, about 4 P's of FMCG Green Products to find out the gap regarding adoption and expectation to adopt them.

2. METHOD OF RESEARCH:

The term "method of research" is interchangeable with "research methodology." The topic in this chapter is similar, but it focuses on three aspects of the context:

- (a) Green Marketing
- (b) Fast Moving Consumer Goods (FMCG) Products
- (c) Semi Urban Area

Product Categories:

The study's purpose is to conduct research with a focus on youth, therefore the products chosen for the study from a wide range of options fall into the following areas.

1. Personal Care Products
2. Food Beverages
3. Electrical Products

4. Stationary Products

All the products listed above require excellent packaging. Because these products are Fast Moving and High Consumption, the materials utilized for them must be disposed of regularly.

For example, if a family of five uses two soaps per week, the total for 52 weeks is 104. As a result, if the 104 coverings are not biodegradable like plastic bags, their disposal could harm the environment. As a result, while choosing from these categories, this point of view is considered, and the selection is based on a survey, making the selection appropriately representative of green FMCG products. The aspect about the ingredients has already been discussed. Many products are included in the categories above. However, the products chosen for the study are listed in the table below.

Table No 3.1: Select FMCG Products under study

Sr. No	Category	Details of Products
01	Personal Care Products	
(a)	Skin Care (Soaps)	i) Dove, ii) Lifebuoy iii) Lux
(b)	Hair Care (Shampoo)	i) Neem ii) Clinic Plus iii) All Clear
(c)	Oral Care (Toothpaste)	i) Colgate ii) Vicco Vajradanti iii) Pepsodent iv) Kitodent
02	Food Beverages	
	Tea Powder	i) Brooke Bond ii) GS
03	Electrical Products	
	LED Bulbs	i) Philips ii) Wipro iii) Crompton
04	Stationary	
	Notebooks	i) Classmate ii) Navneet iii) Supreme

All the above goods are heavily used by the youth. When it comes to personal care products, both girls and boys are picky. Tea powder is the preferred option in most families. The youth purchase hair care items and notebooks with care.

Study area:

The study area chosen for this topic is Gaya and Patna districts of Bihar State.

3.1 RESEARCH DESIGN:

The research is descriptive and diagnostic in character, and the method chosen for the study is appropriate for the type. The survey method is used to acquire primary data from consumers and retailers for the objective of the study.

3.3.3 Sampling Method:

The type of investigation determines the sampling strategy. Simple Random Sampling method has been applied in this research.

3.3.4 Sample of Retailers of FMCG

It is also important to understand the retailers' perspective in the context of the study. These are 310 retailers that falls under the study area.

3.4 SOURCES OF DATA:

The data was gathered in a lavish manner by the researcher from both secondary and primary sources.

3.4.1 Secondary Data:

The researcher has used web sites for the purpose of determination of population falling under Semi Urban Area.

3.4.2 Primary Data:

The primary data collection sources are

- (a) Questionnaire for the consumers
- (b) Questionnaire for retailers and Interaction

(c) Interaction with Opinion Leaders from Youth

CONCLUSION:

The summary of findings has led to the following conclusions:

Rural Areas are rapidly getting transformed to Semi Urban Areas very rapidly.

1. The level of awareness about green marketing and green FMCG products is considerably high of consumers in Semi Urban areas of Gaya and Patna Districts.
2. The demand for FMCG products is considerably increasing and therefore the size of market for green FMCG products in Semi Urban Areas in increase in its size by an average of 8 %.
3. The companies have low level of reach to consumers in Semi Urban Areas of Gaya and Patna Districts.
4. Present efforts in respect of Promotion and Physical Distribution are not satisfactory as compared to the expectations of Consumers and Retailers in Semi Urban Areas in Gaya and Patna Districts.
5. There is a need to create Bondage with Youth in this area as they are the consumers of Today and of the future.
6. Companies should look at this market as a niche segment market and focus on marketing of Green FMCG market by a separate and special treatment in terms of 4 Ps and work out strategies different than those which are followed for Rural and Urban Markets as this market is growing very fast since the Rural areas are transforming into Semi Urban Areas by population size and characteristics also.
7. There is untapped potential to increase Public Relations which would facilitate more demand for the Green FMCG Products.
8. Massive Retailing is essential to reach the consumers and availability imbalance is necessary to be reduced.
9. There is positive relationship of demographic factors and 04 Ps and other factors which should be considered while designing the marketing plan which should be exclusively for Semi Urban Areas.

10. The class of consumers typed as Convenience Consumers is 42 %. Companies should make all round marketing efforts to convert them in phase wise manner into a class of consumers typed as Premium Green.
11. The positioning of Green FMCG products need to be revisited and suitable to Semi Urban Area positioning design should be evolved.
12. Semi Urban Consumers and their preferences have not been objectively considered despite growing market potential. The companies should consider the preferences before chalking out the Marketing Plan for Semi Urban Area.

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