



Critical Analysis Of Green Marketing: With Reference To Eastern India

Dr. Indrajeet Singh Yadav Research Guide, Department of Management, Sri Satya Sai University of Technology & Medical Sciences, Sehore, M.P.

Ravi Kumar Singh² Research Scholar, Department of Management, Sri Satya Sai University of Technology & Medical Sciences, Sehore, M.P.

Dr. Sunil S. Dhanawade Director, Dr. D.Y. Patil Centre for Management and Research, Chikhali, Pimpri Chinchwad, Pune

ABSTRACT:

Today, both consumers and sellers are concerned about the world's future, and this has influenced customers' purchasing decisions to favor 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

This research paper reflects critical analysis of Green Marketing in Eastern India.

KEYWORDS: environmental, population, green products, consumers, global warming, green marketing

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. Another important man-made driver of GW is population growth. 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. [1]

According to environmentalists, what occurred in Uttarakhand and Pune might be attributed to the consequences of global warming, such as a rise in the frequency of extreme weather events, changes in rainfall patterns, and an increase in surface temperature.

This has bruised the feelings of an engaged group of environmentalists. Government involvement is now required. Thus, pressure from active environmentalists, government policies, and other stakeholders is putting pressure on companies to produce products that are environmentally friendly, meaning that they should not be harmful to the environment, and that the company's packaging must be environmentally friendly, as well as all marketing efforts.

1.1 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." [2]

1.1.1 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 are more 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.

1.1.2 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.

1.1.3 Green Product Examples

1. Lead Free Paints from Asian Paints

Hazardous heavy metals have been removed from Asian Paints. Hazardous heavy metals such as lead, mercury, chromium, arsenic, and antimony can cause harm to humans. Lead in paints is hazardous to human health since it can harm the central nervous system, kidneys, and reproductive system. Children are particularly susceptible to lead poisoning, which results in decreased IQ and memory loss.

2. Wipro Green IT.

Lower expenses, reduce carbon footprints, and become more efficient - all while saving the environment - is Wipro's new approach for a sustainable tomorrow. Green Machines at Wipro (In India) Wipro InfoTech was the first firm in India to introduce eco-friendly computer peripherals. Wipro has introduced Wipro Green ware, a new line of desktops and laptops for the Indian market.

3. Samsung Galaxy S 22+

Samsung's great recycling and production practices, such as the 18-hour long-life battery, regular use without charging, saving time, money, and the environment, and recycling programmes, help to strengthen the company's environmentally friendly credentials.

4. Due to rising public concern about polystyrene manufacture and ozone depletion, McDonald's changed their packaging with waxed paper.

5. Asian paints employ less chemicals and harmful ingredients in their formulations.

1.1.4 Definitions of Green Marketing:

The following paragraphs explain the context of definitions. According to Jacquelyn Ottman [6] in his book "The New Rules of Green Marketing," environmental considerations should be integrated into all aspects of marketing, new product development, communication, and everything in between, and environmental issues should be balanced with the primary customer need.

Green marketing poses many obstacles, according to Joel Makeover [7], a writer, lecturer, and strategist on clean technology and green marketing. This is due to a lack of standards and public consensus on what constitutes "green." The concept of green marketing has evolved throughout time.

Some definitions are gathered in one location to provide a more comprehensive understanding of the notion of Green Marketing:

1. Henion [8] was the first to define green marketing as "the deployment of marketing initiatives targeted at the environmentally concerned market niche."

[9] (Sudhir Sachdeva) "Green or environment marketing" is defined by Polonsky (1994) as "any activities aiming to produce and support any trade intended to meet human needs or wants while having as little negative influence on the natural environment as possible."

2. LITERATURE REVIEW

A review of literature is a method of gathering information about the study's context from various sources such as books, websites, and research papers. It sheds light on various aspects and concerns surrounding the study's topic.

Green Marketing:

Anitha et al (2020) in their research paper titled "An Empirical Study on Green Products and Green Marketing" discussed about green products and green marketing. This research paper examines the consumer perception towards green product and green marketing; the researcher has adopted the Convenient Sampling Method. A total of 520 respondents of the consumers have been selected in Bangalore city. The researcher has used an online Google form for data collection. Green marketing is a phenomenon that has gained a lot of traction in the current market. This concept has made it possible to re-market and package current products in environmentally friendly materials in accordance with the guidelines. Furthermore, the rise of green marketing has opened the door for corporations to construct a g-brand (co brand) brand of their products into a separate line, praising some products for their environmental friendliness while disregarding others. The use of such marketing strategies will be presented as a direct effect of consumer market mobility. As a result, businesses have boosted their efforts to reach out to environmentally conscious customers. These same consumers are

interested in incorporating environmental issues into their purchasing decisions through the method and content of the marketing strategy for whatever product is required, because of their concern. This paper examines how fulfilling corporate responsibility is crucial for an aspect, and businesses have improved their rate of targeting green consumers, people who are worried about the environment and let it to influence their purchase decisions. The report also looks at current green marketing trends in India, as well as why organisations are adopting it and the future of green marketing, concluding that green marketing will continue to increase in both practice and demand.

Pamina et al (2019) in their research paper titled “Research Paper of Green Marketing” discussed about green marketing. Green marketing is a phenomenon that has evolved in such a way that it has come into contact with modern society. The modern market has produced numerous issues, and hence the concept of green marketing is concerned with environmental conservation. Furthermore, the process of green marketing has grown to the point where consumers are willing to spend in the process with the primary goal of waste reduction. People are inspired by clean items and pure methods of generating and disposing of things through green marketing, which promotes purity in both production and consumption. The acquisition of customer awareness and a preference for eco-credential products is a critical aspect in the implementation of green marketing in today's industry. The paper examines three areas of green marketing and explores the opportunities and problems that green marketing presents to today's business and environment. The report also includes a detailed description of how to help modern businesses go green, as well as some instructions for spreading the marketing philosophy of promoting production and sales while maintaining environmental balance. The report examines the types of fertilisers to be utilised as well as a thorough examination of consumer and industrial waste recycling. The paper clearly depicts the 4P's of marketing, which direct and provide opportunities to reduce resource consumption and increase conservation of scarce resources, concluding that green marketing is a process with abundant growth, and it is about doing the right thing and providing consumers with a clean and green environment through the creation and marketing of sustainable products.

Sarkar (2012) in his research paper titled “Green marketing and sustainable development challenges and opportunities” has discussed about challenges and opportunities of Green Marketing. It has become a problem in the present era of globalisation to keep customers and consumers in the fold, as well as to keep our natural environment secure, which is the most pressing necessity of the day. Consumers are also aware of environmental issues such as global warming and the effects of pollution on the environment. Green marketing is a phenomenon that has grown in importance in the modern market and has arisen as a major notion in India, as well as other emerging and established countries, and is seen as a vital approach for promoting long-term development. The concept, need, and value of green marketing have been highlighted in this study article. Data must be gathered from a variety of sources,

including books, journals, websites, and newspapers. It delves into the key issues surrounding the implementation of green marketing practices. The report examines the current state of the Indian market and the problems and opportunities that green marketing presents for firms. Why companies are adopting it and the future of green marketing are discussed, with the conclusion that green marketing will continue to develop in both practice and demand.

RESEARCH METHODOLOGY:

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

Similarly, FMCG products are discussed in depth in the preceding chapters. There are many products that fall within the category of consumer goods. These are commonly acquired things that have evolved into commodities, but the green aspect has reshaped into goods.

3.1 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) [3]	i) Dove, ii) Lifebuoy iii) Lux
(b)	Hair Care (Shampoo) [3]	i) Neem ii) Clinic Plus iii) All Clear
(c)	Oral Care (Toothpaste) [4]	i) Colgate ii) Vicco Vajradanti iii) Pepsodent iv) Kitodent
02	Food Beverages	
	Tea Powder [2]	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.

3.2 STUDY AREA:

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

3.3 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.

3.3.1: Nature of Sampling:

Geographical sampling (because it is based on 12 communities including semi-urban areas), Cluster sampling (as clusters of youth and non-youth are selected)

Stratified (as males or females in age groups ranging from 18 to 35 years old, and males and females together over 35 years old) (As the elements are chosen at random and not in a certain order.) (As and where the customers were encountered)

2.3.2 : Sampling Method:

The type of investigation determines the sampling strategy. Purposive Convenient Simple Random Approach is the most appropriate method from the standpoint of the nature of the study.

3.3.3 Sample of Retailers of FMCG

It is also important to understand the retailers' perspective in the context of the study. The retailer's questionnaire is currently being created. It is found near the end of the chapter. These are the retailers for the study's products.

(a) Retailer Population: There are 310 retailers in the region that falls under Semi Urban Areas/towns.

3.3.4 : Sample of Yuva Mandal's: (Opinion Leaders from Youth)

Every village/town in the study area has its own forum of young people. In terms of designations and constitution, the extent of activities varies from Mandal to Mandal. Some are formal, while others are informal. The researcher selected to interview one girl and one boy from one of the village/towns with the highest number of active youths. In total, two youth representatives from each village are questioned, resulting in 12 villages x 2 = 24 young members, whose conclusions are reported in the next chapter.

3.4 SOURCES OF DATA:

The data was gathered in a lavish manner by the researcher from both secondary and primary sources. The source is chosen, however, considering the study's setting.

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

Primary data was analysed using appropriate statistical tools and following tools were used in conjunction with SPSS version 16.0 for analysis based on response appropriateness.

(a) Descriptive Statistics, which includes percentile distribution and the use of bar charts and pie charts to illustrate the data.

(b) Correlation and regression techniques were employed for some questions.

(c) For open-ended questions, the listing and descriptions were summarised and conclusions were reached.

(d) The requisite agreement levels were measured in the case of scaled questions on distinct point scales.

(e) For dichotomous questions, the percentile distribution was considered.

(f) In the instance of a relationship, Karl Pearson's Coefficient was calculated, and the Chi Square Test was then used to calculate the P Value at a significance threshold of 5%.

As a result, considering the nature of the question, earnest attempts were made to select the proper tool or approach for solid conclusions and analysis.

Limitations of the Study:

Every study has some limits, which arise from the fact that all the dimensions cannot be covered in one go.

The following are some of the study's limitations:

1. The study focused on a specific product category, namely FMCG and excluded industrial products, which have a significant environmental impact.
2. The survey did not investigate customer perceptions of companies' marketing strategies in relation to green products.
3. The research does not compare the urban and rural areas of two districts (Gaya and Patna).
4. The report does not address the role of non-governmental organisations.

4.8 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 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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