

# **A Study of Emerging Trends of Green Marketing Focusing FMCG Products With Special Reference to NCR Region**

## **ABSTRACT of THESIS**

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## **ABSTRACT**

Green revolution, going green, environmental protection, sustainable lifestyle, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green Marketing is also known as ecological marketing or environmental marketing has become a vital topic in today's fastest growing world. Manufacturers across the world are worried about the declining condition of the environment and thus heralding the pace of healthy growth of the economy. The modern society is more concerned for health and natural environment; businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some of the businesses have been quick to accept and adapt the concepts like environmental management systems and waste minimization. It has integrated environmental issues into all organizational activities. These days Customers are more and more concerned about environment and their health. Thus, they are beginning to change their habits of consumption and are demanding greener products whose manufacture has the least impact on the environment.

### **The Green Consumer**

To further specify who and what a green consumer is, a definition of green `consumption is appropriate. "In response to the environmental concern of the early 1970s, concepts such as Fisk's (1973) theory of 'responsible consumption' and Mead's (1970) concept of 'responsible simplification' reflected the concern about limits to growth with calls for a decrease in consumption. At the same time, the social pressure on business was reflected in studies of the 'socially conscious consumer' (Anderson and Cunningham 1972).Green marketing involves providing consumers with more sustainable and socially acceptable products; therefore green consumption must involve consuming in a more sustainable and socially responsible way." (Peattie 1995: 83)

Even though green consumption, as described by Peattie above, seems only to incorporate positive values from an environmental point of view, there was and is still much debate about the role and importance of green consumption and green consumerism. Critics argue that green consumption is only a way of slowing world

degradation, and not a tool to end it. Durning (1992) argued that: “At its best green consumerism is a potent new tactic for environmental advocates, allowing them to bypass the halls of parliaments and send their message directly to boardrooms. At its worst, green consumerism is a palliative for the conscience of the consumer class, allowing us to continue business as usual while feeling like we are doing our part.” (Peattie 1995: 83).

Green consumers can be defined as those who focus on the purchase and consumption process especially as it relates to the production process and the disposal of products, as well as their impact on the ecological environment. In a broad sense, green consumers signify consumers who have chosen to purchase green products and who have tried to minimize the impact of these products on the environment. It is also important to note that the demands of traditional and green markets are quite different. Green marketing has emphasized a balance of quality, function, price and convenience with the least impact of these products on the environment.

Green marketing integrates a broad range of activities including (i) Product modification (Green Products) (ii) Changes to the production process (iii) Packaging Changes (Green Packaging) (iv) Modifying Advertising (Green Promotion) (v) Pricing and Distribution of Green Products.

In Business the term environmental product and green product are commonly used to describe those products that strive to enhance protect the natural environment by conserving energy and resources while going through the literature several reasons were found towards justification for organizations increase use of green marketing in contemporary times. There are five reasons as to why enterprises are resorting to Green marketing.

1. Cost and Price factors which are associated with wastages and material usage (Azzone and Manzini, 1994).
2. There are more [pressure on companies to be environment friendly and responsible (NAAG 1990).
3. The Ecological imbalances pressurize the corporation to change their environmental marketing undertakings. (NAAG 1990)

4. There is more feeling among organizations to be more socially responsible in every sense (Davis 1992).
5. Environmental marketing is often perceived as an opportunity that can be exploited to accomplish its objective ( Keller 1997).

With huge variation in characteristics and traits, Generation Y can be better manage and retained Y entire set of new roles. There is extensive research into Gen Y learning style on their experiences and preferences in the work place.

Green Marketing aims at how marketing accomplishments utilize the limited resources satisfy consumer wants and at the same time satisfying industry and individuals as well as the firms profit objectives. The role of gender and social orientation as shown some influence on Ecological environmental engagement and its subsequent expression in daily life.

This study is organized into seven chapters that are Introduction; Review of Literature; Research Methodology; Data Analysis; Findings & Results, Suggestions & Recommendations; Conclusions.

The First Chapter is an Introductory in nature and is a prelude to a need of the research study highlighting the relevance of the topic. Further, the introduction intends to give the crux of the research. The chapter explains the importance of the topic what are the essential of the research, it justify the significance of the topic and the theories related to the topic and provide a theoretical setting of the study.

The Second Chapter provides a theoretical ways of the research and the review of the literature. The definitions are constructed and given over a period of time by the author and various researchers and the policy maker. It also gives the outline of the work done in the relevant area in different countries providing an academic base for the continued research in an appropriate direction.

The Third Chapter presents research methodology and design adapted for the studies. It gives an account of research objectives, the scope of the research, the research methodology, the design of the research significance and the need for the research and the necessary hypotheses. The research design is a mix of descriptive

and exploratory research technique. It further gives an explanation of the population under study to which the result of the research can be efficiently applied.

The Fourth Chapter is descriptive analysis which presents the result for all the research objectives. The research provides a descriptive analysis of the FMCG Sectors, gender, and occupation of the study, pie- chart, percentage and the variable of the objective outcomes constructed in a table. The Chapter includes data interpretation emerging trends and the awareness of Generation Y towards green products including tables and figures. Data interpretation consists of the details of the usage of Correlation and Regression.

The Fifth Chapter includes the results and findings outcomes of the study. It has the objective wise result in which the impact of awareness and attitude on purchase behavior is discussed and which has an impact more than other consumers.

The Sixth Chapter includes the suggestions and recommendations related to the study. The perception of the consumer suggests the facts of situations followed by the research for the future directions.

The Seventh Chapter includes the conclusions relating to the research and followed by the problems faced during the study which includes all the factors including time constraints, limited area, and unavailability of consumers on the time and lastly, the references of the study. The sources from the books, internet sources, articles, google search and other sources used in the research.

Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. This research work investigates consumer beliefs and attitude on environment protection and their purchasing behavior of eco-friendly products and also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It further

reviews consumer behavior and impact of marketing communication to identify how consumers are persuaded to opt for greener products.

The thesis identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. It suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values. The importance of Green Marketing products are beneficial for the environment as well as human beings to survive.

The study concludes that consumer is waking up to the virtues of green products. But it is still a new concept for the majority. The new green movements need to reach the masses and that will take a lot of time and effort. The government, the organization, the masses and the consumers has to join their hands together in bringing the ecological balance. All these result in uncertain whether experiences such as seasons are not as in the past. It is raining all over the year. Summer is experienced all the time. The summer temperatures are constantly on rise. Products that do not decompose, non biodegradable harm environment as the decomposition is not possible and dangerous gases are exhaled Decomposition of such materials sets out the gases that are dangerous. In view of above, operations should be such that it does not harm environment. The business processes should be designed in manner that will take care of the environment not only today but in future also. The cycle of such activities may be depicted in the following way as shown in the figure ahead. Customers demand the green products, as per their demand the mechanism starts to innovate, and invent the processes that are sustainable, eco friendly. The manufacturers manufacture and supply such products. Media government and non government organizations create awareness and monitor such implementation of policies made by government. The role of retailer can be of facilitation, making efforts for such products, promoting such products to customers, demanding such products from manufacturers. Eco-friendly practices are giving additional facilities to the products that are supplied

by the manufacturers. Bundling of products to promote the eco-friendliness to the customers. By practicing themselves they can demonstrate the eco friendly ways. The organization of the retail out let is such that it reduces energy consumption, the space is utilized in such a way that illumination, air circulation is in a natural way that will make it energy efficient. Biodegradable material, material in its natural form, minimal use of the chemicals and preservatives etc. can reduce the carbon foot prints and water footprints also.