

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

THESIS

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2020

DECLARATION

I, Ekta Rastogi, student of PhD, hereby declare that the thesis titled **"A Study of Emerging Trends of Green Marketing Focusing FMCG Products With Special Reference to NCR Region"** has been prepared by me under the supervision of **Prof. M.S. Khan**, Head, Dean of Department of Rural Management & Dean, School for Management Studies, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow. No part of this thesis has formed the basis for the award of any degree, diploma or fellowship previously. Further, I declare that the material embodied in the present work is based on the original research work and the indebtedness to others has been duly acknowledged at relevant places. I also declare that the thesis is essentially free from all kinds of plagiarism.

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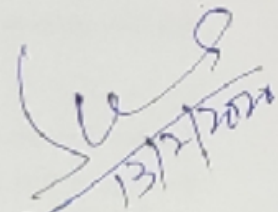
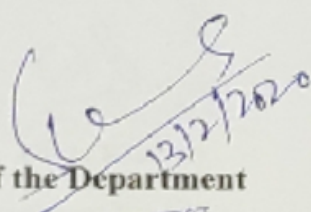
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This thesis submitted to Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow, satisfies all the requirements as stipulated in the Doctor of Philosophy (PhD) regulations- 1999 as amended in 2008/2010/2013 and it is fit for submission and evaluation for the award of the degree of Doctor of Philosophy of the University .

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PREFACE

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are presumed to be environmentally safe. Therefore, it becomes very essential to understand the dualism between green marketing and the growing price of the green product, so that the green product can be within the reach of the consumers of different hierarchy. Green Marketing is posing some of challenges which require innovative technology so that the 'green products' can fetch wider market at domestic and international levels. It require a periodic review of the 'green product', so that the products may become '**ecological viable**' as well as '**economical viable**' for the consumers, especially belonging to middle and low income groups. Finally, consumers, industrial buyers and supplier need to pressurize effects on minimizing the negative effect on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

EXECUTIVE SUMMARY

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

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.

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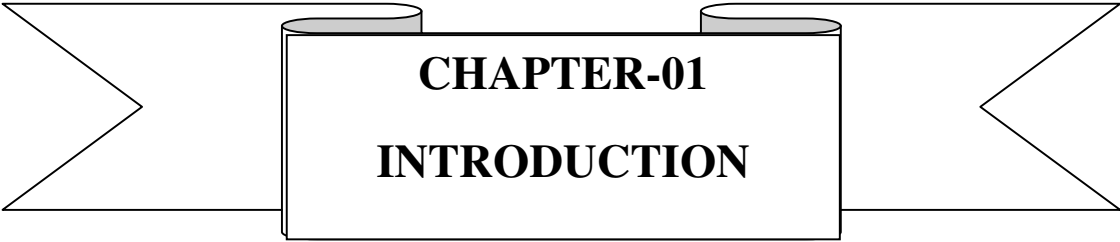
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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
ATT	Attitude
AW	Awareness
PB	Purchase Behavior
BIS	Bureau Indian Standards
LCA	Life cycle Assessment
NCR	North Capital Region
AMA	American Marketing Association
CPG	Consumer Packaged Goods
FMCG	Fast Moving Consumer Goods
LOHAS	Life styles of Health and Sustainability
WOM	Word of Mouth
ABC	Affect Behavior and Cognition
EF	Eco-friendly
SPSS	Statistical Package for the Social Sciences
Ho	Null Hypothesis
H1	Alternate Hypothesis



CHAPTER-01
INTRODUCTION

CHAPTER- 01

INTRODUCTION

1.1 GREEN MARKETING

Green Marketing is the marketing of those products which are presumed to be environmentally safe not for human beings as well as for animals also. It helps to protect the harm the environment from various activities. 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. Green products combine green concepts in the manufacturing and use- return process of these products while allowing the products to meet the same manufacturing regulations. Green products are the products which are sustainable, without the use of pesticides, made with recycled materials and simple packaging. Green marketing activities have to be regulated by many government organizations as they have to be concerned about environment. In very simple and precise way, green marketing can be defined as the marketing of those products that are presumed to be environmentally safe. It involves a various activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. For example, Khare (2015) found positive relation between past green attitude and green buying behavior in a study among consumers from metropolitan cities in India. Manaktola and Jauhari (2007) reported that attitude toward green practices in the lodging industry influences consumer's choice to stay in hotels adopting green practices. Prakash and Pathak (2017) reported positive association between attitude toward eco-friendly packing and intention to purchase products with such packaging. Similarly, Paul et al. (2016) and Yadav and Pathak (2017) demonstrated positive linkage between attitude toward green products and green PIs. On the contrary, Ramayah et al. (2010)



Figure: 01

Polonsky1994b,2. The modern day consumers want safe and cleaner products that give them maximum satisfaction at a minimize waste. Today’s consumers are willing to pay for all those products which assure them health and comfort at a reasonable price and minimum health hazards. Green Marketing is the best answer to the many problems that are being created due to a mad rush of production and distribution. With the outcome of this research, the green marketing will become safer and the consumers have to be keep environment safe and friendly.

History of Green Marketing-

Evolution of Green Marketing: The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of Green Marketing has three phases.

First phase:

The first phase was termed as “Ecological” Green Marketing, in this era all the marketing activities were concerned to help environment problems and provide remedies for environmental problems.

Second phase:

In the second phase was “**environmental**” green marketing and the focus shifted on clean technology that involved designing of innovative new products, will take care of pollution and waste issues.

Third phase:

The third phase was “**sustainable**” green marketing. It came into prominence in the late 1990’s and early 2000.

The Green Consumer

Green consumer is the 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 the 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.

1.2 Marketing Mix of Green Marketing

When companies took start up with new innovations like eco friendly products, they can access new markets, increase profits and enhance their market shares. The marketing mix involves the 4Ps product prices, place and promotion in marketing, there are 4ps in green marketing too, but they are a bit different. They are buttressed by three additional Ps, namely people, planet and profits.



Figure: 02

A. **GREEN PRODUCT:**

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer's role in product management includes providing product

designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials.

B. GREEN PRICE

Value can be added to it by changing its appearance, functionality and through customization, etc. Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and it ensure efficient productivity. Walmart started its first recyclable cloth shopping bag. IKEA started charging consumers when they opted for plastic bags and encouraged people to shop using its "Big Blue Bag".

C. GREEN PLACE

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

D. GREEN PROMOTION

Green promotion includes configuring the tools of promotion, such as advertising, eco-labeling, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power. Indian Tobacco Company (ITC) has introduced eco-friendly papers and boards, which is free of elemental chlorine. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the every-elusive hydrogen car and promoting itself as the first environment-friendly car company. We

even see the names of retail outlets like "Reliance Fresh", Fresh@Namdhari Fresh and Desi, which while selling fresh vegetables and fruits, transmit an innate communication of green marketing.

Green marketing companies can attract the customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness, so as to target a wide range of green consumers. The benefits of environmental-friendly products awareness can be create to the customers by spreading the message. Green marketing on social networks creates awareness within and across online peer groups. Marketing can also directly target the consumers through advertisements for product such as energy saving compact fluorescent lamps, the battery –powered Reva car, etc.

E. GREEN PACKAGING

There are many millions of packaged items shipped throughout the world on a daily basis. Each and every one of these creates waste, and many conventional packing materials cannot be recycled. With the huge amount of companies transporting goods from factories to warehouses and then to retailers, as well as the huge amount of online orders placed daily, there is a hugely wasteful amount of plastics, Styrofoam, cardboard, and paper used in the process. Thankfully, sustainable packaging offers a solution to this problem. Green packaging, also known as sustainable packaging, is the use of materials and manufacturing methods for the packaging of goods that has a low impact on both energy consumption and on the environment. Sustainable packaging is created in an environmentally aware manner, using biodegradable and recyclable materials, and is energy efficient. Green packaging not only reduces your carbon footprint and environmental impact but is also beneficial after it has served its purpose as the packaging materials are biodegradable. Environmentally friendly packaging definition: “Eco-friendly packaging is easily recycled, and is safe for individuals and the environment. It makes use of renewable energy, and uses as much renewable or recycled materials as possible. It is also known as green packaging, or sustainable packaging.

1.3 When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

1. Environmental activities pressure firms to change their environmental marketing activities.
2. Competitive organizations believe they have a moral obligation to be more socially responsible.
3. Governmental bodies are forcing firms to become more responsible.
4. Cost factors associated with reductions in material usage and waste disposal firms to modify their behavior.
5. Organizations perceive eco-friendly marketing to be an opportunity that can be used to achieve its objectives.

1. OPPORTUNITIES

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment [Ottman 1993]. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior, due to environmental reasons [EPA-NSW 1994]. As demands change, many firms see these changes as an opportunity to be exploited.

Given[these figures, it can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion [Gifford 1991, Hume 1991].

- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins [Advertising Age 1991].
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

This is not to imply that all firms who have undertaken environmental marketing activities actually improve their behavior. In some cases firms have misled consumers in an attempt to gain market share. In other cases firms have jumped on the green bandwagon without considering the accuracy of their behavior, their claims, or the effectiveness of their products. This lack of consideration of the true "greenness" of activities may result in firms making false or misleading green marketing claims.

a. SOCIAL RESPONSIBILITY

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives; 1) they can use the fact that they are environmentally responsible as a marketing tool; or 2) they can become responsible without promoting this fact.

There are examples of firms adopting both strategies. Organizations like the Body Shop heavily promote the fact that they are environmentally responsible. While this behavior is a competitive advantage, the firm was established specifically to offer consumers environmentally responsible alternatives to conventional cosmetic products. This philosophy is directly tied to the overall corporate culture, rather than simply being a competitive tool.

b. GOVERNMENTAL PRESSURE

As with all marketing related activities, governments want to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways, 1) reduce production of harmful goods or by-products; 2) modify consumer and industry's use and/or

consumption of harmful goods; or 3) ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Governments establish regulations designed to control the amount of hazardous wastes produced by firms. Many by-products of production are controlled through the issuing of various environmental licenses, thus modifying organizational behavior. In some cases governments try to "induce" final consumers to become more responsible. For example, some governments have introduced voluntary curb-side recycling programs, making it easier for consumers to act responsibly. In other cases governments tax individuals who act in an irresponsible fashion. For example in Australia there is a higher gas tax associated with leaded petrol.

One of the more recent publicized environmental regulations undertaken by governments has been the establishment of guidelines designed to "control" green marketing claims [Polonsky 1994a]. These regulations include the Australian Trade Practices Commission's (TPC) "Environmental Claims in Marketing - A Guideline [TPC 1992], the US Federal Trade Commission's (FTC) "Guides for the Use of Environmental Marketing Claims" [FTC 1991 and 1992] and the regulations suggested by the National Association of Attorneys-General [NAAG 1990]. These regulations are all designed to ensure consumers have the appropriate information which would enable them to evaluate firm's environmental claims. In addition to these guidelines many States in the US have introduced legislation to control various environmental marketing activities [Kangun and Polonsky 1994]. In most cases these State laws are more stringent than the FTC's guidelines. To date the majority of prosecutions of firms using misleading green marketing has occurred in State rather than Federal courts.

Thus governmental attempts to protect consumers from false or misleading claims should theoretically provide consumers with the ability to make more informed decisions. In Australia where regulations have affected many companies, one unintended casualty was an advertisement for the Federal Government's environmental labeling program "Environmental Choice." This ad was deemed to breach the TPC's guidelines, as it implied that only products with the logo were environmentally responsible.

c. COMPETITIVE PRESSURE

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. In another example when one tuna manufacturer stopped using driftnets the others followed suit [Advertising Age 1991].

d. COST OR PROFIT ISSUES

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. The last way in which cost or profit issues may affect firms' environmental marketing activities is that new industries may be developed. This can occur in two ways: 1) A firm develops a technology for reducing waste and sells it to other firms; or 2) A waste recycling or removal industry develops [Yurman1994]. For example, firms that clean the oil in large industrial condensers increase the life of those condensers, removing the need for replacing the oil, as well as the need to dispose of the waste oil. This reduces operating costs for those owning the condensers and generates revenue for those firms cleaning the oil.

Materials are used in Green Packaging

By using sustainable packaging, it is possible for manufacturers and consumers to eliminate the contaminants and chemicals that destroy the water, soil, and atmosphere of our planet. This can be achieved by creating biodegradable and recyclable packaging. Green packaging also has a lower packaging content, and alternative energy sources such as bio fuels, wind, and solar energy

are used in the production and transport process. Here are some of the materials used in green packaging:

- Biodegradable plastics
- Plant-based plastics
- Recycled products
- Alternative energy sources
- Post-consumer recycled polyethylene bags made from recycled waste
- Recycled molded packaging for eggs and more

The Four Main Types of Green Packaging Solutions

Looking at green packaging in general terms, there are four main types of green packaging solutions.

- **Renewable resource-based packaging.** Starch-derived PLA (lactic acid) is 90 percent biodegraded within nine months when placed in an industrial composting facility. PLA comes from sugar cane, potatoes, corn or other starchy foods.
- **Packaging with additives.** There are currently two types of additives on the packaging market – OXO and BIO additives. These are added in order to make the packaging degradable.
- **Packaging optimization.** Packaging reduction, while retaining product protection, is a prime area on which many companies have their focus.
- **Recycled materials.** Recycling materials is a familiar concept for us all, and remains a staple process within the green packaging industry.

Refuse, Reduce, Reuse, Repurpose, and Recycle – Five actions that can make your organization *and you* a better steward.



Figure: 03

1. Refuse

Refuse to buy or accept products that can harm you, your company and the environment. Use the power of your dollar to tell companies what you want and do not want.

- Think about freebies that companies give away. Now if you are going to use that pen or reusable grocery bag, by all means take it, but if it will eventually end up in the trash, then just say, “No.” Refuse to buy harmful products, like cleaners.
- Refuse chemical solvents and use alternatives that are water based.
- Refuse to receive materials from your supplies with unnecessary packaging that you will later have to pay for to dispose.
- Ask the question, “Why are we purchasing this item?” or, “Why do we need this?”

2. Reduce

- Reduce, to use less. Think about what you use and buy. Could you use less? Reduce the amount of energy you use to heat your facility by getting an energy audit (a lot times for free) and save MONEY in the process.
- Keep asking the question, “What is the minimum amount necessary?” Why would you wrap a pallet with 100 feet of stretch wrap if 80 feet will do the job?

3. Reuse

Reuse something you already have instead of buying something. Replace needing a single use item, with something you can use over and over again. Both of these options will save you money as well.

- Slowly replace any single use items with reusable ones – like reusable water bottles and break room mugs.
- Reuse packaging material (pallets, drums, bubble wrap or packaging peanuts).
- Reuse shipping containers (boxes, inserts, cartons).
- Reuse printer cartridges and have them refilled.

4. Repurpose

Repurpose – to take something and use it for something else. This requires a bit of thinking and craftiness, but doesn't have to be beautiful.

- Repurpose scrap paper for taking notes.
- Repurpose metal cans, buckets for creative plant containers.
- Repurpose wood crates into benches or shelves.
- Repurpose material shavings to help clean up spills.
- Repurpose HVAC condensate as a source for distilled water.

5. Recycle

And last but not least, if the above four options won't work, recycle. Maybe you missed the opportunity to refuse or reduce because you just weren't there in your green journey when these purchases were made. Maybe there is no alternative. Recycling is a great way to open your eyes to all that you toss and a chance to rethink your future purchases.

- Recycle all the basics you can – paper, plastic, metal and glass.
- Recycle food wastes into composted soil or as a food for a local farm.
- Recycle ALL fabric – even stained or ripped clothing.
- Recycle all electronics.

Additional social marketing "P's" that are used in this process are:

- **Publics:** Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
- **Partnership:** Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.
- **Policy:** Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.
- **Purse Strings:** How much will this strategic effort cost? Who is funding the effort.

The level of greening—strategic, quasi-strategic, or tactical—dictates what activities should be undertaken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

	Tactical greening	Quasi-strategic greening	Strategic greening
Targeting	Ads mentioning green features are run in green-focused media.	A firm develops a green brand in addition to its other brands.	A firm launches a new Strategic Business Unit (SBU) aimed at the green market.
Green design	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated into the eco-design process to minimize eco-harm.	E.g. FUJI XEROX develops its Green Wrap paper to be more eco-friendly from the ground up.
Green positioning	E.g. a mining company runs a Public Relations (PR) campaign to highlight its green aspects and practices.	E.g. British Petroleum (BP) AMOCO redesigns its logo to a sun-based emblem to reflect its view to a hydrogen/solar-based future of the energy industry.	E.g. the BODY SHOP pursues environmental and social change improvements and encourages its consumers to do so as well.
Green pricing	Cost-savings due to existing energy-efficiency features are highlighted for a product.	E.g. a water company switches its pricing policy from a flat monthly rate to a per-unit-of-water-used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
Green logistics	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
Marketing waste	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. TELSTRA (a phone company) has internal processes so that old telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
Green promotion	An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional materials.	As a part of its philosophy the BODY SHOP co-promotes one or more social/eco campaigns each year with in-shop and promotional materials.
Green alliance	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. SOUTHCORP (a wine producer) forms a long-term alliance with the Australian Conservation Foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to join its board of directors.

Table Ref: https://en.wikipedia.org/wiki/Green_marketing

Table:01

Eco labels

An individual's belief that an environmental claim lacks honesty can have a negative effect on attitude toward a brand. If, on the other side, the consumer grants credibility to the claim, the individual will behave more respectfully toward the environment. The problem in extending that credibility to a brand is that consumers interested in ecological products generally are skeptical of commercial advertisements. This skepticism is due to various factors such as lack of language, the absence of scientific knowledge necessary to interpret advertising meaning, and, in particular, the falsehoods and exaggeration of some advertising techniques. To resolve this problem, independent organizations may choose to guarantee messages on the environmental benefits of brands with environmental labeling systems sponsored by independent organizations. This practice tries to diminish perceived biases in environmental information by promoting standardization of the information with the aim of improving confidence in the evaluation of environmental benefits of products—all of which should positively affect the purchase intention.

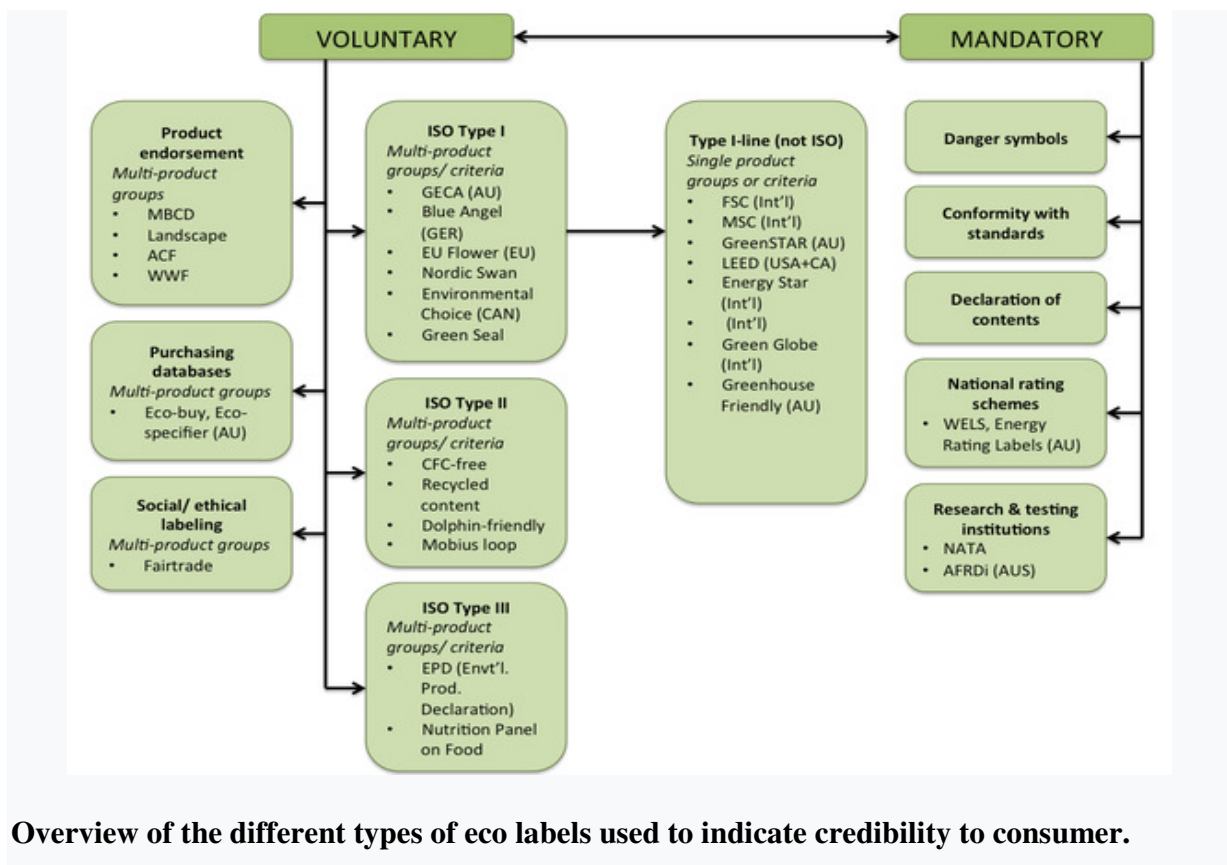


Table Ref: https://en.wikipedia.org/wiki/Green_marketing

Table:02

Life-cycle assessment

During the late 1980s, new instruments such as life-cycle assessment (LCA) were invented which allowed ecological considerations to be introduced into marketing decisions.

The life cycle assessment model seeks to identify the main types of environmental impact throughout the life cycle of a product. LCA was developed according to ISO 14040. The main goal of the LCA is to define the energy and environmental profile of the finished products. The reasons to use LCA arose from the need to have a precise process accounting and to highlight potential improvements that could be used in order to increase the environmental, energy and economic efficiency and overall effectiveness of the processes. In addition, the purpose was to quantify the environmental advantages deriving from the use of recycled raw material.

LCA is used for example in the building sector. Buildings today account for the 40% of the world's energy use. The resulting carbon emissions are substantially higher than those of the transportation sector. New buildings using more energy than necessary are being built every day, and millions of today's inefficient buildings will remain standing until at least 2050. It's therefore necessary to start reducing energy use in new and existing buildings in order to reduce the planet's energy-related carbon footprint. Growing interest, space, and attention in the architecture sector are directed to environmental issues according to the principles of green building. Mineral, vegetable, or animal materials such as perlite, vermiculite, rock wool, glass wool, cork, plant fibers (cotton, flax, hemp, coconut), wood fiber, cellulose, and sheep's wool can be used for the production of insulation panels.

1.4 ROLE & CHALLENGES OF GREEN MARKETING

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers' want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers. To ensure consumer confidence, marketers of green products need to be much more transparent and refrain from breaching any law or standards relating to products or business practices.

There is large number of challenges in the field of green marketing which may be sum up as follows:

Need for standardization of the products: it has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

New notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programs need to reach the masses and that will be a time consuming process. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

LONG GESTATION PERIOD REQUIRE PATIENCE PERSEVENCE-

It has been observed that the inventers and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It requires a lot of patience to get the desired results.

AVOIDING GREEN MYOPIA: The first principle of green –marketing is focusing the customer benefits. i.e that is why consumers buy particular goods and services in their first priority. Is it a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' surrogate products. It will be futile practice, if a product is produced

which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to ‘ **green myopia**’. If green product not economical viable, as a result, it will reduce the market acceptability. Other challenges, associated with ‘Green Marketing’ are green products which require renewable and recyclable material at the cost effective. It require a modern technology which again huge cost in Research and Development. In order to inculcate the ‘Concept of Green Marketing’ in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

STRATEGIES TO BE EXECUTED FOR GREEN MARKETING: In order to expand the market of green products it require some of strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented as follows:

1. Product Differentiation: it is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organization are products from the competitors.

2. Value positioning of consumer: the organization can design environmental products to perform as promoting and delivering the customer’s desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.

3. Designing of bio-degrading prone packaging: it has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making.

It is therefore, an imperative to the personnel’s associated with green marketing should modify the product packaging by making use of recycle as well as handmade paper in packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging, should meet some of requisite standard.

1. **Product strategy for green marketing:** In order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products.
2. **Distribution strategy of green marketing:** in this strategy of green marketing, it is very essential to take customer support. In this case, the location must be differentiated from the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the environmental and other related benefits.
3. **Life cycle analysis of green marketing:** Product brand is a vital aspect, which can help to formulate plans for green marketing. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The consumers do not expect perfection when it shapes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process. In addition, different commercialization programs and incentives could be proved conducive to acquire new technologies introduced of citing the examples included fleet program to cultivate strategic niche markets and by rendering services for financial services e.g. advanced vehicle tax credit proposal in case of vehicle purchase.

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices. There are numerous challenges in the field of green marketing. Some of the major hurdles are as following:

Need For Standardization:

It is found that very less percentage of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

New Concept:

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach them asses and that will take a lot of time and effort. By India’s ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

Patience and Perseverance:

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

Some Other Challenges Ahead In Green Marketing Are:

- Green products require reusable and recyclable material, which are costly.
- To require a green technology, which needs huge investment in R & D?
- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.

The green buying process & its behaviour traditionally, marketing has focused on the elements of the buying process which lead up to the actual purchase, namely the needs and motives of consumers. Green marketing on the other hand requires a more balanced view of the purchase and consumption process, with much more emphasis being placed upon post-purchase issues of product use and disposal.

To better explain green consumer behaviour in relation to the buying process, Peattie (1995) proposed the following figure, which illustrate the difference between the questions consumers with concern for the environment (green consumer) would ask in relation to the proposed five step of the buying process compared to consumers with no concern for the environment (grey consumers).

Table 3.1

Grey consumers & Green consumers

Grey consumers ask...	What do I want?		Where is my list of prices and features?		What are the benefits for me?		What shall I purchase? How soon can I buy one?		When shall I buy one?
	Recognition of a need or want	→	A search for relevant information	→	Evaluation of alternatives	→	Purchase decision	→	Post-purchase use, disposal and evaluation
Green consumers ask...	Do I really need it?		Where is my Green Consumer Guide ¹		What are the socio-environmental costs?		Shall I make a purchase? How long can I do without?		How long can I make it last? How can I best use the old one?

The five steps of the buying process will now be examined further in connection with green consumption.

The recognition of a need or want:

An approach to explain how needs and wants motivate our purchasing, as well as other behaviour, is Maslow's need hierarchy. This theory of human motivation specifies that needs are arranged in a sequence from lower-level needs to higher-level needs and identifies five needs:

1. Physiological needs; the biological needs for food, water, and sleep.
2. Safety and security needs; shelter, protection, and security.
3. Social; affection, friendship, and acceptance.
4. Ego; prestige, success, accomplishment, and self-esteem.
5. Self-actualisation; self-fulfilment and enriching experiences.

(Arnould et al. 2004: 270)

Lower-level needs (starting with the physiological needs) are considered to dominate higher-level needs, meaning that a consumer must first satisfy lower-level needs before he or she pursues higher-level needs. (Arnould et al. 2004: 270) Maslow's need hierarchy therefore provides a useful inventory of human needs that can be helpful for marketers who are interested in understanding their customers' needs. However, marketers should be cautious in assuming that the hierarchy holds in every case as critics of the model argue that it is overly simplistic because it ignores the intensity of needs. (Arnould et al. 2004: 270-271) Furthermore, it is arguable that a single product or service can address more than one need and therefore more than one level of Maslow's need hierarchy. (Peattie 1995: 86)

Peattie elaborates further on the connection between the first step in the buying process and green consumption. "Heightened awareness about green issues now exists among the population as a whole, often as a result of increased media coverage, advertising or pressure group activity. A demand for green products may reflect a long-standing interest in environmentalism, a concern for the future generations; a rejection of the values of the consumer society, or simply a willingness to try something different. This becomes translated into a generic desire to purchase green products from green companies. It can also be channelled into a desire not to make a purchase, either in terms of doing without or actively boycotting a product or company." (Peattie 1995: 86)

The search for relevant information:

“A key element of green consumption is a desire for more information about the relationship between products and the environment.” (Peattie 1995: 87) Green consumers will often actively pursue information to obtain this knowledge, however even though it has been suggested that 96 per cent of consumers claimed to use environmental criteria in their purchase decisions at least occasionally, and therefore can be categorised as green consumers, further evidence suggests that the percentage of consumers which actually understand the arguments and theories connected with environmental issues is much smaller.

“Understanding the complexity of human-ecological interface requires a degree of scientific knowledge, yet surveys conducted by the National Science Foundation suggests that, even using lenient standards, only about 11 per cent of citizens understand enough of the vocabulary and concepts of science in general to be considered scientifically literate (National Science Foundation 1998).” (Ranchhod 2007: 139)

This is an important issue to keep in mind when considering a green marketing strategy, because if the arguments for consuming a green or greener product becomes too complex, chances are that most consumers will not understand them, let alone be persuaded to consume the given product or service. According to Coyle, the President of the National Environment Education & Training Foundation (NEETF):

“People understand that cars pollute, or that species become extinct when habitat is destroyed. But when there are two or more steps involved... such as energy production from fossil-fuelled power stations contributing to climate change, thereby warming ocean waters sufficiently to inhibit the production of plankton for fish, thus impairing the survival of marine life... public understanding drops precipitously.” (NEETF/Roper 2000 in Ranchhod 2007: 139)

Therefore, it can be argued that it is essential for corporations with a green message to have a clear and simple cause-and-effect relationship connected with this message.

The Evaluation of Alternatives:

“Marketing theory has tended to assume that where a need is translated into a want and is backed up by the power to purchase, then a purchase will result. Any conflicts inherent in purchasing are considered in terms of the opportunity costs of choosing among different potential purchases in the face of limited disposable income. Evaluating alternatives is often reduced to selecting between different products and competing brands in search of a purchase that will yield satisfaction. For green consumption, there are several levels of alternative purchase behaviour.” (Peattie 1995: 87-88) These levels with relation to the research question for this thesis will now be described:

- **Non-purchase:** “The most subverse act in a consumer society is the refusal to consume; it is also the safest.” (Wall 1990 in Peattie 1995: 88) In the case of airplane travel it is arguable that an evaluation of alternatives for a green consumer could result in a non-purchase. Several environmentalist groups are already advocating a boycott of air-travel on the basis of airplane emissions of greenhouse gases.
- **Alternative products:** Consumers who are concerned about the environment might consider a radical shift in purchases to meet their needs. This could result in alternative means of transportation instead of airplane travel, for example train transport. Another example could be that business people, who use airplane travel to get to meetings, hold e-meetings instead.
- **Alternative brands:** “The consumer behaviour that created the most interest in the early phase of environmental marketing is the switching of consumer purchases to ‘alternative’ green brands. These can sometimes be from specifically green suppliers, or they can be green brands developed by conventional producers. A 1991 Mintel survey revealed that in the UK 46 per cent of women and 31 per cent of men actively sought out green alternatives when shopping. Mintel also found that 50 per cent of consumers said they would be willing to switch away from their conventional brands to buy products from a company with a green image.” (Peattie 1995: 88) Airplane travellers, with environmental concerns, might therefore seek out the company with the greenest image when they have to fly.

- Keep faith with existing brands: Consumers who are brand loyalists may go green as and when their usual brand produces a green variant. (Peattie 1995: 88) Therefore, it is arguable that British Airways has created an opportunity for brand loyalists to go green through the possibility of offsetting carbon emission on a given flight.

The purchase decision:

When green consumers have evaluated alternative purchases and alternatives to purchase they can proceed to satisfy their needs and wants. During purchases decision making, green consumers will consider; where to buy, how much to buy, and when to buy. (Peattie 1995: 89) In the case of airplane travel it is arguable that consumers with environmental concerns, who believe airplanes are an environmental threat, will seek out the airline company that they believe to be the greenest or most sustainable, but it is also likely that these consumers will minimise the use of air travel as much as possible and therefore only fly when it is absolutely necessary.

Post-purchase behaviour:

As mentioned earlier, green consumers may behave differently to conventional consumers after a particular purchase has been made by considering product use change; reuse of products; product disposal; recycling of waste packaging; or care and maintenance of a product to make it last longer. As discussed earlier, most of these considerations do not translate directly into subjects relevant for the research question for this thesis, but it is very likely that green consumers will consider how a particular airline manages the waste accumulated by passengers on a flight, or how much effort an airline directs into research and development of fuel efficiency or durability of an airplane.

Understanding the different levels of the buying process for green consumers is important to be able to draw a conclusion to the research question for this thesis. Other important aspects to consider, in connection with green consumerism, are the influences on purchase and consumption decisions for green consumers.

Influences on purchase and consumption decisions

These include; price sensitivity, cultural factors, and social factors. These three subjects will now be described briefly in relation to the research question for this thesis.

Price sensitivity:

“A key behavioural question is the extent to which customers are willing to pay a price premium for improved eco-performance in products. Companies often quote the problem of passing additional costs on to the customer as an argument against greening.” (Peattie 1995: 91) A survey conducted among 2450 Consumers’ Association members showed that 90 per cent bought green products on some occasions and 81 per cent were willing to pay more for green products. Other survey conducted by groups such as Mintel and NOP suggests that between a quarter and half of all Britons would pay up to 25 per cent extra for credible products with improved environmental performance. (Peattie 1995: 91) The variable to consider in connection with price sensitivity is the fact that not all consumers are equally willing or able to pay more for a greener product. In the case of offsetting carbon emissions on a given flight with British Airways, consumers have to be willing and/or able to pay an additional cost.

Cultural factors:

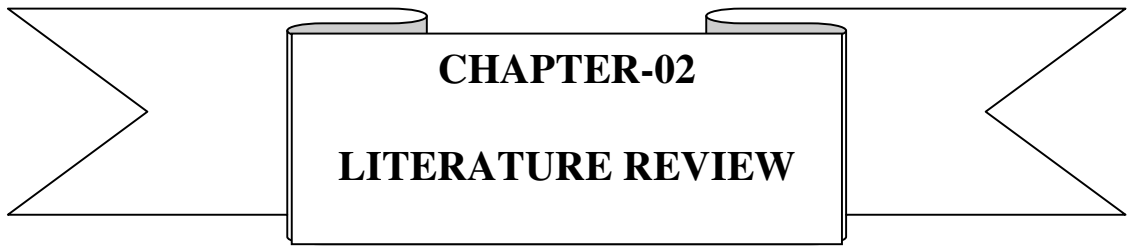
“Consumers in different countries will be influenced by different cultural norms and values relating to the environment and society. This may lead to very different patterns of green consumer behaviour.” (Peattie 1995: 91) An example of this can be found in a survey conducted by Eurobarometer on the attitudes of European citizens towards the environment. Respondents were asked to indicate among a list of items what comes to their mind first when people talk about the environment. In the UK respondents were equally divided between ‘pollution in towns and cities’ and ‘the state of the environment our children will inherit’. In Denmark ‘protecting nature’ ranked highest.

Defining cultural factors which influence purchase and consumption decisions on the basis of country of residence will be met by many scholars as highly inadequate, as a definition of culture by Solomon, Bamossy and Askegaard explicitly implies. They

define culture as “the accumulation of shared meanings, rituals, norms and traditions among the members of an organization or society [...] It includes both abstract ideas, such as values and ethics, as well as the material objects and services, such as cars, clothing, food, art and sports, that are produced or valued by a group of people.” (Solomon et al. 2002: 442) This means that consumers within the same country can belong to different consumer cultures, which again may affect them in different ways. Still, in the context of this thesis, findings will be based upon surveys conducted on populations as a whole, and therefore in many cases will only reflect the cultural factors which affect the majority.

Social factors:

“Social and psychological approaches to consumption explain purchasing behaviour in terms of the need for social standing, acceptance and prestige. This was originally proposed in relation to ‘conspicuous consumption’ in which many purchases are not motivated by individuals’ personal needs, but by their need to impress others.” (Peattie 1995: 91) As focus on environmental problems increase, it can be argued that some consumers might purchase green products because of peer pressure or the possibility of placing oneself within a specific social standing.



CHAPTER-02
LITERATURE REVIEW

CHAPTER- 02

LITERATURE REVIEW

2.1 Introduction

The literature review will highlight and elucidate the green marketing in general and some key factors were selected to explain how they influence consumer's attitudes towards the purchase of eco-friendly products. Relevant theories will be linked to the hypothesis stated in this part to realize the positive or negative relationships between them and further explained.

Green Marketing

The negative consequences on the environment due to companies' and human activities have led companies to develop eco-friendly products. Remind that "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (iisd.org). This definition appeared for the first time in 1987, in the Brundtland report also called: Our Common Future. Grant defines sustainability as "the idea that environmental (and ethical) objectives are not incompatible with on going economic prosperity" (2007, p. 2). The consumption of eco-friendly products and consumers' attitudes towards these products has led to the development of the green marketing mix "which preserves environmental resources and at the same time deliver value added products and services" (Datta and Ishaswini, 2011, p. 126). Green marketing term appeared at the end of the 1980's. This concept has been defined by many researchers such as Stanton and Futrell (1987), Mintu and Lozanda (1993) and Polonsky (1994), (cited in Ghosh, 2010, p.83) in a broad sense it is the marketing activities which facilitate exchanges to satisfy consumer needs and wants by minimizing the impact of these activities on the physical environment. According to Chen and Chai (2010, p. 29) green marketing is defined as the activities taken by firms concerned about environmental problems or green problems, by delivering the environmental sound goods or services to create customers' and society's satisfaction. Welford (2000, cited in Chen and Chai, 2010, p.29-30) defined green marketing as "the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way". Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited (Kumar, 2011, p. 59). Green marketing-mix elements and eco-friendly products are designed and developed as having

less harmful for the environment (Chitra 2007, p. 174). Environmental issues became world known issues when there was much debate cropped up in the 1960s in which Rachel Carson's *Silent Spring* published and examined critical concern on the sustainable and healthy environment (Marly et al., 2011, p. 329). This publication has 8 significant importance on the recently concern of the today's issues since the environment has become a challenge for the worldwide leaders (Kumar, 2011, p. 60) and have realized the danger of the environmental degradation and pollution. Rahbar and Wahid (2011, p. 80) define the green marketing tools as including eco-label, eco-brand and environmental advertisement. The two first elements have importance in the consumer behavior towards green products. However due to the fact that as we are non-Swedish natives and as we want a sample composed of Swedish and non-Swedish (such as international students) most of them are likely to not recognize a green brand or eco-label as well as the product could be different from that used in their home country. Reason for what we did not take into account specific eco-brands in our survey.

Problem discussion

The deterioration of the environment led to the adoption and the development of consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet (Luck et al., 2009, p. 2). They therefore, deem it expedient to take measures towards protecting the environment which has become their personal attitude towards eco-friendly foods (Solomon, 2010, p. 209). Consumers patronize the products and their aims are to make sure the contribution is supporting sustainable environment and contribution the guiding of the climate change (Hartmann & Apaolaza-Ibáñez, 2006, p. 676). However, it has become global struggling to achieve the purpose of the environmental protection so companies are using various means to persuade the consumers' segments who are environmentally conscious to change their attitudes from the conventional products towards green products and also satisfy their needs (Kumar, 2011, p. 59). Some of the previous researchers have emphasized on the four concepts on the "demographics, green lifestyle (Solomon et al 2010, p. 401) green attitudes and green behavioral intentions in the context of the low involvement product category" (Florenthal and Arling, 2011, p. 35). There are many studies about the consumer behavior concerning the environment but most of them are concentrated on one or two marketing-mix elements and they do not make a link with the factors that companies use to make consumers buy green products and their attitudes towards these products. Furthermore, previous findings concerning

consumers' attitudes towards eco-friendly products are conflicting e.g. some studies found that consumers think conventional products have high quality compared to eco-friendly ones but in other studies results show the opposite (Vernekar and Wadhwa, 2011, p.67). In some studies we can find that consumers are willing to pay more for green products and in other studies it is not the case or the extra price has to be low (De Pelsmacker et al., 2009; Pirani and Secondi, 2011;Purohit, 2011; Vernekar et al., 2011).

1. Vijay Jain et al (2010) summarized the three C's process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.
2. Artee Aggrawal et al (2010) outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.
3. Ramakishen et al (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry.
4. The study conducted by Sourabh Bhattacharya (2011) states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.
5. The study by Saloni Pawan Diwan & B. S. Bodla (2011) observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of —greenness.
6. According to Joseph & Rupali korlekar(2012), there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers' perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.
7. Selvakumar & Ramesh Pandi (2011) indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers' eco-friendly attitudes and behaviors in a way that helps in creating minimal detrimental impact on the environment.

8. The study by Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.
9. The research by Anup Sinha & Jamie Gilpin (2009) primarily focused on finding inefficiencies in the carbon value chain of energy production using renewable methods. By utilizing anaerobic digestion and gasification technology Aura could produce biogas from cattle, swine, and other farm animals.
10. The study by Ann Kronrod et al (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment.
11. The study by Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.
12. Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.
13. Biji P Thomas & H Nanje Gowda (2010) highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible —green features, such as exterior window shading, good daylighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.
14. Philip Kotler & Kevin Lane Keller (2011): Companies that mound —green programs can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

15. Arun Kumar & N. Meenakshi(2009) : Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment-friendly.
16. Rajan Saxena(2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favour of green marketing which makes it profitable for the firm organization. An aware customer now insists on a green product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly
 - Products and legislation to protect their environment. Given the choice, customers tend to buy eco-friendly products.
 - The study by Altaf Khan(2011) about the Indian companies practicing the Green Marketing Concepts as follows :
 - Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.
 - Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
 - Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.
 - Xerox, the pioneer photo copier company introduced a —high quality recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.
17. Arun Kumar and N. Meenakshi(2011) believed that Sustainable innovation and marketing is the key to future profitability and companies need to adopt the following practices :

- Companies that comply with the most stringent standards do not have to manage separate processes for different markets. norms of each country in which its manufacturing facilities are located.
 - Smart companies reduce the consumption of nonrenewable resources such as coal, petroleum and natural gas as well as renewable resources such as water and wood.
 - To design eco-friendly products, companies examine product life cycles and understand consumer concerns. Preserving the environment is vital through the ecofriendly products and which is vital for our own preservation.
18. The study by Sandhya Joshi(2011) pointed that Environmental issues have gained importance in business as well as in public life throughout the world. Clearly green marketing is part and parcel of over all corporate strategy; along with manipulating the traditional marketing mix - product, price, promotion and place. Smart business houses have accepted green marketing as a part of their strategy.
 19. The survey on Green Brands despite recession (2010) focused on the global brands and attitudes; there is learning for local green brands as well. The good news is that consumers generally trust green advertising, especially in developing markets.
 20. The study by Banumathi Mannarswamy(2011) proved that World wide evidence shows people are concerned about the environment and are changing their behavior accordingly. As a result there is a growing market for sustainable and socially responsible products and services.
 21. The study by Welling & Anupamaa S Chavan(2010) analysed Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm.
 22. The study by Vinay et al(2011) determined that the concept of green marketing has been around at least since the first earth day in 1970. But the idea did not catch on till 1980's, when rising public interest in the environment led to a demand for more green products and services. The companies like Wipro, HCL, TNPL, IBM, ONGC etc., implemented the concept of green marketing in their organization.

23. According to Vemuri Lakshmi Narayana & Dhinesh Babu(2008), A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.
24. The study by Sanjit Kumar Dash(2010) identified the marketing strategies for green marketing include Marketing Audit (including internal and external situation analysis) It was found that Challenges ahead include green products require renewable and recyclable material, which is costly requires a technology, which requires huge investment in R&D. You must find an opportunity to enhance you product's performance and strengthen your customer's loyalty and command a higher price.
25. The study by Project Guru(2010) indicated that India is still at nascent stage in using eco friendly products. It is the responsibility of the individuals, organizations and Government to take further steps to increase the awareness on benefits of eco-friendly products.
26. In their study by Pavan Mishra & Payal Sharma(2010) conceptualized that Green Marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.
27. The study by Nandini Deshpande(2011) has pointed out that Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of Green Marketing. Thus Green Marketing is a golden goose, and can be a very powerful marketing strategy though when it is done right.
28. The study by Saranya(2011) analyses that Green Marketing mainly focuses on promoting the consumption of green products. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products than non-green products.
29. Ajit Upadhyaya and Rajeev Shukla(2011) highlighted that Environmental concerns and influences on green consumers refer to the practice of practicing – selling or using products/services based on their environmental benefits.
30. The study by Habib Ahmad et al(2010) reveal that Pakistani customers have adequate exposure to print and broadcast media but television advertising is preferred. Besides

print and electronic media, outdoor advertising is also an important part of advertising green products in Pakistan.

31. The study by Sudhanshu Joshi et al(2008) identified the Examples of Corporates Initiatives towards green branding in Banking. India's largest private bank ICICI asks its customers to sign up for paperless bank statements and the bank plants a tree for each complying customer. In Brazil Unilever and WalMart have built sustainable houses within stores made from recycled products and showing how to make everyday living more eco friendly.
32. The study by Dharmendra Mehta(2011) indicated that Indians are not only conscious about their environment but also health conscious as well. This paradigm shift in attitude has made Indian consumers attractive to green marketers. It has made the population more responsive and aware towards green marketing appeals.
33. In their analysis by Pravin Agrarwal et al (2010) found that the Kyoto Protocol had been signed in the year 1997 to tackle the effect of global warming. India may think of having its own carbon credit market, where energy intensive firms may purchase carbon credit internally from other energy efficient firms.
34. The study by Varsha Jain & Subhadip Roy (2010) addressed the concept of Ecoism from the consumer perspective. It was found that eco-friendly products are still in a nascent stage in India (such as organic food). It is difficult for the consumers to comprehend about ecofriendly products across all categories.
35. Kupuswamy & Venkatrama Raju (2011) examined that the initiatives undertaken by the companies to improve Energy Efficiency, devising ways and means for re-use of energy, oils and materials to promote Resource Conservation. It highlights the development of sustainability at three levels, namely, Strategic Level, Relationship and Co-ordination Level and Operating Level.
36. In their study by Muthamizh Vendan Murugavel (2010) found that, the impact of global warming is likely to hit developing countries hardest. Global warming threatens availability of fresh water, food security and productivity of natural resources.
37. Philip Kotler (2011) recognized that the Companies need to make drastic changes in their research-and-development, production, financial, and marketing practices if sustainability has to be achieved. The several environmental challenges to be considered in the

sustainability are change in the composition of the atmosphere, depletion of the ozone layer, soil degradation & increased desertification, increased air and water pollution.

38. The study by Uma Gupta(2012) pointed out that a green cold storage is one which is located near the rail/road terminal and has an eco-friendly plant layout with building design using eco-friendly and recycled materials and efficient thermal insulation.
39. The study by Praneti Shah(2010) revealed that use of best available equipments, devices and systems such as high efficiency electrostatic precipitators and tall stacks for control of stack emissions, dust extraction and dust suppression systems for control of fugitive dust, effluent treatment plants, neutralization pits and ash ponds for control of the effluent quality, ash water re-circulation system and cooling towers for control of the effluent quality as conservation of water were essential in cement, textile and petrochemicals to prevent carbon emissions.
40. According to the study by Indranil Mutsuddi & Rimi Mutsuddi(2009) found that there is overall consensus among the respondents about the initiatives in workplace like paper less office, use of teleconferencing to reducing travel, training and introduction of waste management practices and introduction of wellness program for healthy work life have been very effective.
41. The study by Thankodi and Padmavathi(2011) analysed that with three cities of the nation in to ten polluted cities in the world the fourth largest polluting country, the need for green banking is higher than anywhere else here. Hence a new trend was given birth in our endeavour to become eco-friendly or —being green. The aim of the green banking is to provide good environmental and social business practice.
42. In their study by Philip Kotler et al (2010), Environmental Sustainability refers to generating profits while helping to save the planet. Companies can use to gauge their progress towards progress environmental sustainability through internal and external —greening and internal and external —beyond greening. • Internal and external —greening includes pollution prevention (eliminating or reducing waste before it is created and product stewardship (minimizing environmental impact throughout the entire product life cycle). • Internal and external —beyond greening includes new clean technology (developing new sets of environmental skills and capabilities) and Sustainability vision (creating a strategic framework for future sustainability).

43. David L. Loudon & Albert J. Della Bitta (2010) signified that the —green movement is growing extensively and marketers are seeking to cash in on an environmental awakening. —Green may be to the 90s what —light was to the _80s, with products clamoring to show how they are environmentally sensitive.
44. Michael R. Solomon(2009) identified that firms that adopt the philosophy to protect or enhance the natural environment as they go about their business activities is an instance of green marketing. Marketers point to a segment of consumers who practice LOHAS – an acronym for —Lifestyles of Health and Sustainability.
45. BPP Learning Media, Marketing (2009) found that the responsibility of Green marketing is based on two main ideas: one is for the community and the other is sustainability. Social responsibility is based on two ideas like the moral and ethical responsibilities of businesses and Sustainability involves pursuing equity in the distribution of resources, to maintain the integrity of world ecosystems and to increase the capacity of human populations for self-reliance.
46. Leon G. Schiffman & Leslie Lazar Kanuk (2008) : The set of needs an individual experiences at a particular time are often activated by specific cues in the environment.. Sometimes an advertisement or other environmental cue produces a psychological imbalance in the viewer’s mind. When people live in a complex and highly varied environment, they experience many opportunities for need-arousal.
47. According to Ramanigopal (2010), Global warming is affecting the world economy. Acting now will cost less than 1% of Indian GDP. A study about the environment and societal ethics can help the future managers and equips them with essential knowledge to convert the challenges faced today into opportunities.
48. Philip Kotler et al(2009) revealed that Environmental concerns are manifested in many behaviors. Many top companies such as McDonald’s Nike, GE, and Dupont are embracing sustainability and green marketing. UPS and FedEx have introduced alternative-fuel and hybrid electric diesel vehicles to their fleets.
49. Karpagam & Geetha JaiKumar (2010) observed that the Ministry of Environment and Forests launched the scheme of labeling of environment-friendly products in 1991. The label is awarded to consumer goods which met the specified environmental criteria and the quality requirements of Indian standards.

50. According to Bala Krishnamoorthy (2008), Eco-labels provide consumers with information that a product was made with minimal impacts on the environment. These labels set standards for environmentally responsible products to reduce air and water pollution, cut the waste of energy and natural resources, slow ozone depletion and the risk of global warming, prevent toxic contamination and protect fish and wildlife and their habitats.
51. Ashwini Kumar Sharma (2010) conceptualized that the green building concept in real estate not only enhances the marketability of a project, but also addresses important national priorities, such as water conservation, handling of consumer waste and energy conservation.
52. Andrew S. Winston (2010) summarized in their study that Companies and countries must deal with current and longer-term environmental issues while simultaneously working on current economic challenges. The four areas of focus mainly —Get Lean, Get Smart, Get Creative, Get people engaged will benefit your company today and tomorrow. In short, green isn't a tangential pursuit that distracts from the real work of the business.
53. According to Yvon Chouinard et al (2012), Sustainability is survival. The essential —services, such as clean water, clean air, arable land, and a stable climate, are what all businesses depend on to survive. Sustainability is not a tomorrow problem, but it is a movement.
54. Gregory Unruh and Richard Ettenson (2010) found that Green growth is at the top of many leaders' agendas, but the way forward is rarely clear. The three broad product strategies like Accentuate, Acquire and Architect should align green goals with your capabilities.
55. Smitha Khare (2011): Amid ecological debates and the alarm bells over global warming, a resolute Indian is firm on making the country greener. Environmental consciousness is gradually becoming part of today's lifestyle with everyone chipping in to make the country greener.
56. Martin Wright (2011): In a world of dwindling natural resources, sustainability is no longer a fashionable word. It makes business sense. Leading companies are adapting fast. Unilever has committed to halving its environmental impact by 2020- while doubling

sales. Wal-Mart plans to have 100% of its energy needs met from renewable. 2.4.

Channel Design & Green Supply Chain Marketing – Initiatives

57. The study by Rakesh Rajpal et al (2011) analysed that Green Supply Chain Management (GSCM) is a relatively emerging issue for the majority of Indian Corporations. The findings of this study indicated that industries should emphasize on supplier management performance in adoption of green supply chain management. Implementing Green supply chain properly will drive real business value.
58. The study by Pravin Kumar Bhoyar & Asha Nagendra(2012) reflected that distribution channels play a pivotal role in marketing by performing a number of vital distribution functions Distribution is the most important variable in the marketing plans of most consumer goods manufacturers.
59. The study by Shradha Gawankar et al(2011) revealed that Supply Chain Management has been a major component of competitive strategy to enhance organizational productivity and profitability.
60. Sharath Kumar (2011) : The alignment of supply chain strategy with organizational goals helps to add the value at every stage of the development of the institute. The main aim of this study is to model commodity chain for HEIs using strategic and tactical planning.
61. Baba GnanaKumar(2011) emphasized that agriculturists can focus on emerging transportation practices, sustainable cost-service optimization, collaborative shipper-carrier partnerships, centralized planning, localized execution, integrated inbound, outbound, and inter facility transportation management.
62. Somesh Dhamija et al(2011) accentuated that Place is a terminology which adds something extra to our product and helps the customers in deciding whether they want our product over that of competition or not. It makes the company's product more appealing and attractive to the customer.
63. Jogendra Kr et al(2011) identified that supplier selection process may frequently influence each other with lower price against poor quality. It requires substantial judgment to assess the wide range of trade-offs present, to recognize all the available and to make a decision, which balances both the short and the long-term needs of the organization.

64. Chandrasekaran(2010) examined that Indian companies are going green in line with many of their Western counterparts who are building environmental sustainability into their business practices. The companies like Walmart, Bajaj Auto, CISCO, Wipro, PepsiCo's and MRF have adopted green supply chain initiatives into their marketing system.
65. Sunil Chopra et al(2010) found that Distribution systems in different regions of the world differ widely due to geographic, historic, socioeconomic, and demographic differences. To correct these problems in the distribution system, the Government of India has initiated a slew of measures to build infrastructure both for distribution, transportation and storage facilities. AGMARKNETS, a marketing information system, is being established to provide market intelligence to farmers.
66. The study by Pallavi (2011) found that the technological breakthrough in agriculture, popularly known as the green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. The overall marketing mix has changed from the traditional '4 Ps' to the new '4 As', i.e., Affordability, Awareness, Availability and Acceptability.
67. Venugopal et al (2011) in their study elucidated that Horticulture has emerged as an indispensable part of agriculture, offering a wide range of choices to the farmers for crop diversification.
68. The study by Chenna krishnan (2011) outlined that, with growing consumer appreciation of organically grown fruits, there is an increasing demand for organically grown bananas. India has the potential to emerge as a major exporter of organically bananas by promotion of bio-fertilizers, bio-pesticides, recycling the wastes of eco-friendly inputs and setting up national certification schemes and accreditation agencies to certify organic products in the country.
69. A.V.Tak & V.B.Tak (2010) confirmed that An Organic farm is a farm whose structure is formed in imitation of the structure of a natural system that has the integrity, the independence and benign dependence of an organism. The economics of organic agriculture encompasses the entire process and effects of organ farming in terms of human society, including social costs, unintended consequences, and information asymmetries as economies of scale.

70. From the study by Bhaskaran & Suchitra Mohanty (2008), it has been observed that The concept of organic agriculture is very wide and holistic which is close to sustainable agriculture. Organic agriculture is a method of agricultural production that supports the environment. It uses minimum external input and recycles the on-farm resources efficiently.
71. Sukhpal Singh(2009) identified that Bio-fertilisers are carrier-based preparations of living micro-organisms which either fix atmospheric nitrogen or enhance the solubility of soil nutrients. Their significance lies in their ability to supplement or mobilize soil nutrients with minimum use of non-renewable resources and as components of integrated plant nutrient system.
72. Karunakaran(2008) estimated that the market for agri-inputs is found to be around Rs. 20,000 crore per anum in India. Fertilizer marketing in India was a socio-economic phenomenon involving awareness creation, education of farmers on scientific cultivation and balanced application. Ammonium sulphate, urea, super phosphate, diammonium phosphate (DAP), NPK mixtures and potash are popular products.
73. The study by Sudhanshu Sekhar Kar & Sarat Kumar Sahoo(2010) classified Marketing Communication into two types viz., conventional and non-conventional. The Conventional media like TV, radio, cinema, newspapers, pamphlets, word of mouth, and video on wheels. These media are successful in creating awareness in Indian urban settings. In rural settings, Non-Conventional media like Wall paintings, hoardings, direct mail, animator and word-of-mouth are primarily used for drawing attention of rural consumers.
74. Ramaswamy &.Namakumari(2010) detected that the technological breakthrough in agriculture, popularly known as green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. This has generated new employment and new income and purchasing power among the rural people.
75. The study by Ranjith & Ela Goyal (2011) highlighted that highest brand memory, brand recall, brand that connects with the people, pricing, overall satisfaction in long life of the product and communication programs designed by the company are the parameters that influence the consumer perception.

76. The study by Nilesh Neelmani (2011) has highlighted that Consumers' attitude to the Private labels has been a very research in the modern consumer behavior study. As the gap between consumers' attitude towards the Private Labels and National brands become narrower, the consumers would start to consume greater amount of Private Label brands.
77. The study by Timira Shukla (2011) explored that if expectations of the consumer are greater than performance, then a service gap materializes. The quality of service for both technical and functional aspects is the key ingredient in achieving customer satisfaction and in turn, the success of the organizations.
78. Mamatha (2010) found that brand, price, store, design/features and advertisement were the most crucial five factors in revealing the quality of the products. The manufacturers and sellers should create a good brand image for the products through proper promotional strategies.
79. The study by Ganapathi Ramasamy (2011) observed that the consumers' choice reveals consumers' preference. Consumers are modifying their behavior in view of their expectations about an uncertain future. Quality is one of the most important components for building the consumer preferences.
80. The study by Milind T. Phadtare (2008) observed that variety seeking motivation is an important reason that makes preferences of first time buyers different from that of repeat buyers. Utility, long term perspective and cost are more important to first-time buyers than to repeat-buyers. The factors like technology & design ways of use, performance and comfort appeal to repeat-buyers than to first-time buyers.
81. The Literature reviewed by Sanjay K. Jain and Parul Goel(2010 -2011) relating to Consumers Attitudes towards Marketing Mix Elements reveals as product, price, distribution and advertisement.
82. Shobha G. Iyer et al (2011) confirmed that brand extension is a form of new product introduction in which the name of an established to a new product introduced in a separated category, facilitating acceptance because consumers transfer the affect and meanings they associate with the parent brand to the extension.
83. The study by Rajini & Poornima(2011) indicated that market orientation of any firm is based on wants and needs of potential customers. The customer focus is the way of

success and all the strategic decisions arise from it. Affordability was a major factor responsible for building customer preference.

84. In their study by Anil Mishra and Akshita Mishra(2010) suggested that Playfulness affects the purchase intention is similar to marketing research which suggests that the emotional or hedonic values gained by customers through the product consumption leads them to form more intentions towards the purchase and usage of the products.
85. Vani et al(2011) indicated that a decision is the selection of an action from two or more alternative choices. Consumer's decision to purchase the goods from the available alternative choice is known as —consumer purchase decision. The various options of the consumer may be classified into five main types of decisions what to buy, how much to buy, where to buy, when to buy and how to buy.
86. Rajesh Sharma(2011) characterized planned purchase as deliberate, thoughtful search and evaluation that normally results in rational, accurate and better decisions. Contrary to a planned purchase, —Impulse buying is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase. The main classifications of impulse buying are classified as —Pure impulse buying, —Reminder impulse buying , and —Suggestion impulse buying.
87. The study by Ramachandran Azhagaiah et al. (2012) has mentioned that to understand the behavior of any creature, researchers need to conduct field studies in natural habits. However, compared with laboratory experiments, it's more challenging to do field studies because researchers have to conduct experiments in much larger environments, with much less control over contribution factors.
88. The study by Hari Sundar G. Ram et al. (2011) identified that the decision-making styles as Perfection/high quality-conscious consumer, Brand Consciousness, Novelty, Shopping Consciousness, Price Consciousness, Impulsiveness, Choice and Brand loyalty.
89. According to Ramanuj Majumdar(2010), Attitudes of a consumer are formed based on how a product makes them feel. The attitudes that a person forms depend on the mood at the time of formation of these attitudes; hence marketers try to woo a consumer in different ways based on advertising experience, shopping experience, consumption experience The feelings experienced during the consumption of a product influence the

consumer's post-consumption evaluations. Consumers are more satisfied if consumption leads to positive feelings.

90. Beri (2008): The meaning of attitude' is settled behaviour, as indicating opinion'. Thurstone defined attitudes as the sum total of man's inclinations and feelings, prejudice or bias, preconceived notions, ideas, fears, threats and convictions about any specific topic. Attitude is a subjective and personal affair. The term opinion symbolises an attitude. In fact, it is the verbal expression of attitude.
91. Raju and Dominique Xardel(2009) characterized three types of reference groups that are used by the marketer : Informed Opinion Group – Investment consultants, doctors, engineers etc. • Expert Opinion Group – an individual who is an expert in his own field can dish out • opinions on goods and services related to field Celebrity Opinion Group – when a person becomes a celebrity; the public perceives • that the celebrity status is reached after a series of successes. Celebrities have a very vast field and license to express their opinions and they form a formidable reference group.
92. Mark Godson(2010) understood that the changes in the consumers attitudes can be classified into Yesterday's consumers and Today's consumers. The attitudes of Yesterday's consumers are classified as Time – rich, cash – poor, Family-centered, Slowly changing fashions, Content with current offer, Few consumer rights and Trusting. The attitudes of Today's consumers are classified as Cash – rich, time – poor, Individually centered, Fast – changing fashions, Search for greater value, Many consumer rights and Cynical.
93. Del I Hawkins (2010) identified that Sound marketing strategies take into account the nature of information search engaged in by the target market prior to purchase. The following are the marketing strategies like maintenance, disrupt, capture, intercept, preference and acceptance are based on information search patterns.
94. Kazmi (2010) indicated that there are several determinants that seem to influence satisfaction/dissatisfaction and include demographic variables, personality variables and consumer expectations, etc. Performance expectations and Actual performance are the major factors considered in the evaluation process of satisfaction or dissatisfaction. Consumers buy products not only for what they can do but also for what they mean. For most products, there are two dimensions to performance: • Instrumental performance:

relates to the physical functioning or proper operation of the product • Symbolic performance : relates to aesthetic or image enhancement Ingram et al(2007) characterized that In the problem-solving approach, competitors' offerings are included as alternatives in the purchase decision. The problem-solving approach typically requires educating the customer about the full impact of the existing problem and clearly communicating how the solution delivers significant customer value.

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95. Pingali Venugopal(2010) : Positioning a brand as a 'green brand' entails an active communication and differentiation of the brand from its competitors on environmentally sound attributes. The most effective brand strategy green positioning would be centered in the creation of emotional benefits sustained by information on environmentally sound functional attributes.
96. Biplab S. Bose(2009) explained that A USP gives leverage to an advertising communication as the creative message is built around a central idea of the product. The USP helps consumers in making brand preference decision and pulls the consumer to the purchase decision or a favourable decision. The USP matches a selling point with a consumer's in mind benefit and does so in a unique way. USP is predominantly used in positioning and repositioning of brands.
97. Pongianan(2011) has revealed that Television is the ideal advertising medium for the following features : • Television reaches very large audiences – usually much larger than the audience of other media and has high reachability. • Advertisements on TV can be more creative and give instant validity and prominence to a product or service. • TV media can easily reach the target audience with high level of flexibility. • TV can attract the viewers immediately which use celebrities in advertisements for familiarizing the products among the consumers. Gupta S. L.(2005) identified the following are the sales promotional tools which help in activating the roles like informing, persuading and reminding - Prize Schemes, Trade Fairs and Exhibitions, Free Samples, Catalogues, Advertising Novelties, Entertainment of customers, Sales Contests, Price-Off, Refunds, Point-of-sales Materials and Boosters for dealers.
98. Jay D et al (2009) emphasized that to be successful, advertising must have its objective the causation of one or more of these five effects namely (Awareness, Acceptance, Preference, Buying Intention and Trial or Purchase) on target customers.

99. Hari Shankar Asthana & Braj Bhushan(2007): Chi square is one of the important and most widely used non-parametric tests. It is used to test the significance when obtained data are expressed in terms of percentage or proportions that can be reduced to frequencies. It does not assume that population is normally distributed and examines whether or not two variables are significantly independent of each other in a given sample.
100. Nigel Bradley(2010) termed Audience research as information provider for all parties and to provide information on ‘_how many’, and also answers to questions about ‘_who are’ the people. The classification of customers is important to marketing. Also, they are important because they offer a ready-made segmentation, based on common demographics such as age, gender, income, education and geodemographic type.
101. Darren George and Paul Mallery(2009) : Chronbach’s alpha is designed as a measure of internal consistency. Alpha is measured on the same scale as a Pearson (r) – correlation coefficient and typically varies between 0 and 1. The closer the alpha to 1 indicates the greater internal consistency among the variables.
102. During the last two decades the burgeoning environmental movement was named as the “green movement”; environmentally aware consumers called the “green consumers”, product designed to protect the environment called the “green products” and marketing that uses the environmental claims called the “green marketing” (Peattie,1997). According to the authors like Ottaman, (1993) and Ken Peattie, (1993) conventional marketing is out and Green Marketing is in. Green Marketing might be a result of pragmatic policy, referring to the changes of preferences of the customers and /or to follow the mainstream development of the industry. However, there are companies, which are really centered on green values and try to realize their ecological worldview in their business activities (e.g. the Body Shop, Ben and Jerry’s, Tom’s of Main, Interface). These finding led us to make up our own opinion about this subject: consumers’ attitudes toward green products and purchase behavior. Indeed the aim of this study is to examine factors which influence the purchase of eco-friendly products in a broad way, in order to demonstrate what factors used by companies from the marketing-mix elements (the product, the price, the place and the promotion) have an influence on green purchase behaviors and if some are more important than others. Furthermore others factors which

do not depend of the companies but more of the consumer point of view will be examined. These factors are the word of mouth and the satisfaction. Finally even if previous studies were made as well in industrialized countries as developing ones, we found few Swedish studies about this topic especially concerning the FMCG sector. So we chose as location of researches Umeå city. This city has an international dimension; around 50 languages are spoken in this area (umu.se). Moreover due to the fact that Swedish people are really concerned by environmental issues for example Sweden is one of the first countries among the 27 European countries where consumers are ready to pay more for green products (Pirani and Secondi, 2011, p.69) so we wanted to show if there were differences between Swedish and non-Swedish people.



**THEORETICAL
CONCEPTUALIZATION**

2.2 THEORETICAL CONCEPTUALIZATION OF GREEN MARKETING, EMERGING TRENDS, GENERATION' Y' & GREEN FMCG PRODUCTS PRACTISING BY COMPANIES

Introduction

Green marketing or Environmental Marketing is defined as the sum total of activities consisting of all interventions designed to facilitate & generate any exchanges that are intended to satisfy human needs / wants, such that satisfaction of those needs/ wants occurs, with minimal detrimental effect on the natural environment. Green Marketing is the marketing of those products which are presumed to be environmentally safe and it incorporates a broad range of activities like product modification, packaging.

Green Marketing

Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, they have started to consider whether the products they purchase are environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to reach `Green Marketing` concept to the consumers. Greening product or market is viewed as the outcome of rational strategic choice. It may thus involve the search for different types of competitive advantage (Gladwin, 1992a). As a result of staggering pollution levels and the diversity of environmental concerns, a wide range of pressures is coming to bear upon industry/firms from all sides. The intensity of these pressures varies by country, sector, industry and firm. It is clear, however, that firms need to respond in order to ensure further use of scarce resources, public and profitability, political legitimacy and financial assurance (Schot, Johan & Fisher, Kurt 1993).

Trends in Green Marketing

Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this Environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution

activities. Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behavior. Particularly marketing managers encounter with consumers sensible to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing.

1. Businesses and Green Marketing- There are serious changes for awakening in the business world regarding the responsibility towards the environment and the society. Strategies targeting not only making a profit for the day but also for long-term profitability and environmentally friendly sustainability have started to become agendas of the companies. Corporate ethical code of the 21st century is being green. The opinion of Rakesh Khurana and Nitin Nohria, professors of business administration at Harvard, is such that priority should take its place in the professional literature with an oath similar to the Hippocratic Oath. The concept of creative capitalism defined by Bill Gates underlines that the leaders of future generations are responsible not only for obtaining desired results but also for the impacts of their decisions on elements other than their own companies and markets (Businews, 2010).

2. Customers and Green Marketing - Consumers are increasingly better informed and becoming aware of the environmental impact of consumer products and are thus demanding that industry improves the environmental performance of its products. Today consumers are more enlightened and especially in developed countries, they even seek for sustainable development for their children.

3. Government and Green Marketing - The threat of tougher legislation and the rising costs of complying with environmental regulations and penalties in case of non compliance are possible motivating factors for firms to incorporate environmental concerns in their strategies (Banerjee 1998). In India the Governments enacted laws concerning pollution control and environmental protection, including Environment (Protection) Act 1986, the Air (Prevention & Control of Pollution) Act 1981 & the Water (Prevention & Control of Pollution) Act 1974.

4. Investor and Green Marketing- Investors are increasingly examining the environmental records of potential investments, and some are showing a tendency to invest in “Greener” companies. This behaviour is based on the expectations that these companies will benefit commercially from their green image and there are efficiency gains associated with the adoption of cleaner technologies (Kahlenborn, Walter 1999). A survey indicated that, among the different kinds of environmental information required by investors, liabilities and litigation were ranked first and second respectively (Mastrandonas and Strife, 1992).

5. Community and Green Marketing - Local communities represent a powerful pressure for improved environmental performance, particularly where firms are located in close proximity to residential areas. This is applicable to both developed and developing countries. Where problems and nuisance are associated with noise, vibration, and dirty/ foul smell; local communities, both directly and indirectly through complaints to local environmental health departments are capable of bringing considerable pressure to reduce environmental problems. The result of many national polls tracking environmental concern among the general public indicate that environmental protection remains high on the agenda of the public in many countries, despite escalating economic woes in some areas. Three separate national surveys, conducted in the US more than a decade ago by the Yankelovich Organization, The Roper Organization and Simmons Market Research Bureau, indicate that between 25 % and 43 % of the American population constitute the “Green” segment: consumers who are concerned about the environment (Earle, 1993). Many industries, such as the chemicals industry or the oil industry, by the very nature of their products and processes, have a negative environmental image in the public. This probably explains why the most visible polluters such as the chemical industry and the oil industry are the ones that are publicly and privately paying utmost attention to the environmental impact of their operation. A negative public image can influence firms in this industry to adopt corporate environmentalism as a strategy to survive and grow in the marketplace. All the chemical corporations publicly affirm their commitment to environmental protection and have developed environmental mission statements or policy statements.

6. Business-to-Business Customers and Green Marketing – The buyers evaluate supplies on ISO 14000 standards, the environmental counterpart to ISO 9000, the

international quality standard. Moreover, they look for suppliers who follow environmental friendly processes or Good Manufacturing Practices (GMP).

7. Employees and Green Marketing - The interests and aspiration of the work force of trade unions represent potential pressure resulting in lies a strong interest in the environmental performance and health and safety aspects of the plant. Many corporate has taken green marketing further and as a part of their company strategy just to create brand image and to gain the attention of the consumers. Few among them are-

1. ITC Limited- ITC has been 'Carbon Positive' three years in a row (storing twice the amount of CO₂ than the Company emits) and 'Water Positive' six years in a row (creating three times more Rainwater Harvesting potential than ITC's net consumption). ITC is close to 100% solid waste recycling. ITC's Social and Farm Forestry initiative has greened over 80,000 hectares creating an estimated 35 million person days of employment among the disadvantaged. ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programs. It also provides E-choupal facilities ITC strengthened their commitment to green technologies by introducing, ozone-treated elemental chlorine free□ bleaching technology for the first time in India. The result is an entire new range of top green products and solutions: the environmentally friendly multi-purpose paper that is less polluting than its traditional counterpart.

2. HCL- The key objective under HCL ECOSAFE is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders.

3. Lead Free Paints From Kansai Nerolac- Kansai Nerolac Paints Ltd., has always been committed to the welfare of society and the environment. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

4. State Bank of India Green Banking Programme- SBI entered into green service known as “Green Channel Counter”. SBI is providing many services like paper less banking as all the transaction are done through SBI shopping & ATM cards. By using eco & power friendly equipment in its 10,000 new ATMs, SBI has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI became the first Indian bank to harness wind energy through a 15 megawatt wind farm developed by Suzlon Energy.

5. Going Green Tata's New Mantra- Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. The Indian Hotels Company, which runs the Taj chain, is in the process of creating Eco rooms which will have energy efficient mini bars, organic bed linen made from recycled paper. And when it comes to illumination, the rooms will have CFLs or LEDs.

6. Oil and Natural Gas Company (ONGC)- India’s largest oil producer, ONGC, is all set to lead the list of top 10 green Indian companies with energy-efficient, green crematoriums that will soon replace the traditional wooden pyre across the country. ONGC’s Mokshada Green Cremation initiative will save 60 to 70% of wood and a fourth of the burning time per cremation.

7. Hero Honda Motors- Hero Honda is one of the largest two-wheeler manufacturers in India and an equally responsible top green firm in India. The company’s philosophy of continuous innovation in green products and solutions has played a vital role in industry.

8. Wipro's Green Machines (In India Only) - Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Green ware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

9. McDonald’s Green Revolution- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion. McDonald's restaurant's napkins, bags are made of recycled paper.

10. Coca-Cola’s Environmental Initiative- The Coca Cola Company is one of the largest world-wide beverage retailers, manufacturers, and marketers of various non-alcoholic beverages. They maintain a large focus on the environmental impact of their products

and use different methodologies and initiatives in order to reduce waste and sustain the environment.

Future Scope/Challenges

The future scopes in regard to green marketing are as follows-

1. It is predicted that the future markets would be directly linked to the development, transfer and implementation of eco-friendly technologies, referred to as Environmental Technologies (ET). All kinds of ET are available now.
2. Apart from producing environment-friendly products and selecting environment- friendly markets, essentially understanding of “Environmentally Friendly” is required to be integrated into the corporate culture.
3. In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.
4. Companies should be aware of their responsibilities towards the environment and the society in the same way as towards clients, shareholders and employees. Climate change, environmental issues and social problems will challenge the leaders of future generation for taking efficient and comprehensive decisions. In the process of taking these decisions, the priority of business people should be based on the principal of protecting the environment rather than profitability of the business.
5. Intensive research can be done on Indian Automobile Industry with respect to green marketing issues. Research should be done on Indian Power Sector with respect to green power. Research can be done on Indian Housing Sector with reference to green houses or green buildings. Research should be done on Indian Tourism Industry with respect to green tourism.

Green Washing

Corporations are increasingly recognizing the benefits of green marketing, although there is often a thin line between doing so for its own benefit and for social responsibility reasons. The term “green washing” refers to all industries that adopt outwardly green acts with an underlying purpose to increase profits. The primary objective of green washing is to provide consumers with the feeling that the organization is taking the necessary steps for the responsibility to manage

its ecological footprints. In reality, the company may be doing very little that is environmentally beneficial. The term green washing was first used by environmentalist Jay Westerveld when objecting to hotelier's practice of placing notices in hotel rooms which asked their guests to reuse towels to "save the environment". Westerveld noted that there was little else to suggest that the hoteliers were interested in reducing their environmental impacts, and that their interest in washing fewer towels seemed to be motivated by a concern to save costs rather than the environment. Since then green washing has become a central feature of debates about marketing communications and sustainability, with "awards" for green washing established and numerous campaigns, law and advice developed in an attempt to reduce or curb it.

LOHAS

LOHAS stands for Lifestyles of Health and Sustainability, and describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions. The Natural Marketing Institute's (short: NMI) estimates the US LOHAS consumer market of products and services to be USD 209 billion – sold across all consumer segments.

The five LOHAS segments as defined by NMI include:

- **LOHAS:** Active environmental stewards dedicated to personal and planetary health. These are the heaviest purchasers of green and socially responsible products and the early adopters who influence others heavily.
- **Naturalites:** Motivated primarily by personal health considerations. They tend to purchase more LOHAS consumable products vs. durable items.
- **Drifters:** While their intentions may be good, DRIFTERS follow trends when it is easy and affordable. They are currently quite engaged in green purchasing behaviours.
- **Conventional:** Pragmatists who embrace LOHAS behaviour when they believe they can make a difference, but are primarily focused on being very careful with their resources and doing the 'right' thing because it will save them money.
- **Unconcerned:** Either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means – these consumers are largely focused on getting by.

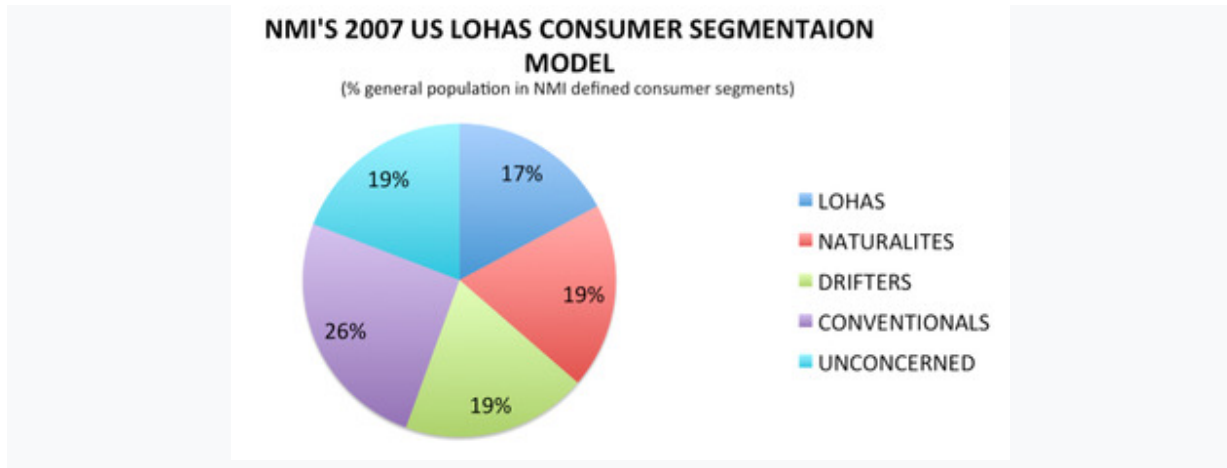


Table Ref- https://en.wikipedia.org/wiki/Green_marketing

Table: 04

Recent Trends in Sustainable Packaging

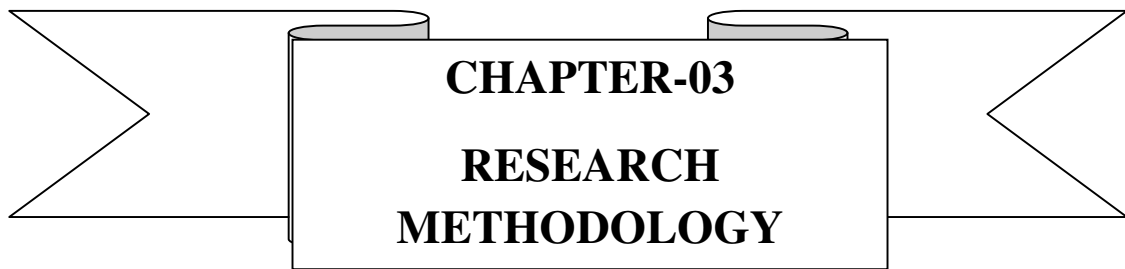
Fast-food giant, McDonald's, recently pledged to source 100 percent of all fiber-based packaging from recycled or certified sources by 2020. To stay current within the green packaging market, many major and smaller companies are coming up with their own interesting, and at times novel, sustainable packaging ideas, such as:

1. **Edible packaging.** In an attempt to reduce paper and plastic waste, edible packaging has become a manufacturing talking point. However, its creation and use would be problematic due to hygiene and logistical issues.
2. **Downstream supply chain professionals measuring and auditing upstream suppliers.** Companies are requiring and requesting more measurements, audits, and a better understanding of supply chain performance. In time, meaningful business decisions will likely be made based on the environmental preferability of upstream suppliers.
3. **Shrinking carbon footprints.** Reductions in carbon footprints generally accompany reductions in other negative environmental issues, therefore shrinking carbon footprints is important to focus on.
4. **100 percent bio-based PET.** Since 2009, Coca-Cola has been producing a partially bio-based Plant Bottle. In 2015, the company announced the production of the first demonstration-

scale 100 percent bio-based Plant Bottle in the world. It is expected that the company will make more announcements relating to the Plant Bottle over the months ahead.

5. **Better bio plastics.** It is hoped that 2016 will be the year in which the barrier, thermal, and mechanical properties of bio plastic will be improved. One issue with bio plastics is that products which are required to be heated or sterilized via heat, were unable to be packaged in this manner. However, continued innovation means that some bio-based packaging can withstand very hot temperatures. More high performance bio plastics are expected throughout 2016.
6. **Waste reduction.** By no means a new or novel concept, waste reduction will always be a sustainable packaging trend. Recyclable packaging is both good for business and for the environment. Therefore, “zero waste” is still the most common buzz-phrase in the manufacturing industry today.

Green packaging, in addition to the uses and materials that make it sustainable, is an environmentally sound choice. It is also increasingly economically appealing for both consumers and manufacturers. In addition to this, sustainable packaging helps to ensure a cleaner environment for ourselves and our children.



CHAPTER-03
RESEARCH
METHODOLOGY

CHAPTER- 03

RESEARCH METHODOLOGY

3.1 RATIONALE OF THE STUDY

Green Marketing needs a theoretical and practical translation by capitalizing the eco-educated millennial generation consumers (called as generation Y) preference about Green products, green price, green place, green promotion, and green packaging and the research empirically focuses at bridging the gap. Generation Y green consumers are the most responsive to green marketing because of their better education, awareness and willingness to pay more for green products. It is expected that this study would unfold new directions to enhance the acceptance of green marketing for coming generations in another two decades. These are the reasons why I have selected the topic.

Data Collection Design – Field survey has to be done to collect the data. A structured questionnaire sheet has been prepared. Prior to their distribution of questionnaire an introductory letter/conversation from researcher has been placed/made asking for their cooperation. The letters has described the research and its importance and the support of the researcher.

Tools for Data Collection

The Data collection has been done by two ways:

1. Primary Data:

Field Surveys: In order to gather data relating to consumer preference among different segments. I have designed to do some survey with the help of questionnaires and I have took some information with the help of some interviews.

2. Secondary Data:

Literature studies: I have gathered information mainly from the Internet, annual reports, magazines, books, earlier research works and so on.

Data has been collected through:

Sampling Technique- Convenience Sampling and Purposive sampling frame is green consumers (Generation Y) in NCR Region.

3.2 INTRODUCTION

In this section, the researcher deals with the practical research methodology he used in order to complete the study. This methodology included several components: the methods used for collection of data; the techniques employed for the analysis of data; and the instrumentation used in the study. More specifically for each of the three components, the researcher will discuss: (a) data collection, which will include the format of the survey questionnaire (its length, number of variables, format for the actual questions, and the type of response scale) and the approach used for the administration of the survey forms;(b) data analysis, which will include the stages of analysis as found applicable (univariate, bivariate, and multivariate), the computer resources used, the specific analytical techniques (correlation analysis, scale analysis, ANOVA), and an overview of essential aspects of the factor analysis; and (c) instrumentation, which will include a discussion of levels of measurement, issues of validity and reliability, and the progressive development of the final survey instrument through two pilot studies which were used primarily for the validation of variables as well as measures of variables that would become part of the final study.

In the first instance, a literature study was carried out to gain an understanding of the main theoretical concepts related to the research and to examine to what extent existing literature already covered the subject. Subsequently, survey research was conducted to investigate the opinions and behaviors of the respondents in relation to their perception & awareness about green products, green price, green place, green promotion & green packaging in the retail outlets. The research approach is mainly inductive as it was started from a literature review to find a problem definition and consequently design a research strategy to try and find plausible answers to the research questions and subsequently meet the research objectives and then generalize it. Management research method is a comprehensive guide to the design and conduct of research in management related disciplines and it provides a systematic research process and helps to solve management related research questions. The basic criteria of good business / management research are as follows:

1. The purpose should be defined clearly and common concepts be utilized.
2. Statements should be short and direct.

3. Underlining relevant parts for better emphasis.
4. Pictures and graphs accompanying tables.
5. Graphics and animations accompanying the presentation of the report.
6. The procedure should be defined in sufficient detail to allow another researcher to repeat the research for future advancement, maintaining the continuity of what has already been attained.

This chapter describes the research methodology and the process of data collection needed to empirically test the conceptual framework developed in the previous chapter. In this chapter, the first section, Research Design, deals with the purposes of the design, the phases of the research, and the population and sample for the study, and the second section, Research Methodology, include methods for data collection, methods for analysis of data, and instrumentation.

3.3 RESEARCH PROBLEM

There have been a few valuable research studies on green marketing. However, none of these studies provided a complete picture of the green marketing in retail outlets. Marketing is witnessing a paradigm shift from being customer-centric to eco centric (environment-friendly). In this context, the generation Y consumers need to be aware about eco-centric marketing (Green Marketing) so that percolation of green consumerism is propagated. Their awareness & perception about product, price, place, promotion and packaging needed to be empirically tested in the direction of environmental stewardship and societal sustainability. Such a study remained unexplored. This was observed as a gap in literature review pertaining to green marketing. The novel approach would help in furthering the acceptance of green marketing among future generations.

3.4 NEED OF THE STUDY

The purpose of conducting the research is to identify the factors used by firms (marketing mix elements) and from consumers (word of mouth and satisfaction) to influence them to purchase eco-friendly products. We will analyze these factors according to the consumers' point of view, which influence them and which lead them to develop attitudes towards the purchase or not of eco-friendly products. The difference models of attitude

will be used to analyze the perceptions of the consumers which will link with the other factors.

3.5 SCOPE OF THE STUDY

Green marketing is offering products and services that are environmentally friendly. Part of the marketing is the product life cycle (from idea to a real product), but it also includes the external communication towards the consumers. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the consumers well being in particular and that of society's in general.

3.6 RESEARCH OBJECTIVES

1. To study the Concept and Roles of Green Marketing.
2. To study the Emerging Trends of Green Marketing towards FMCG products among consumers in NCR Region.
3. To study the impact of Attitude and Awareness level on purchase behavior of Consumers for FMCG Products.

3.7 HYPOTHESES

Since the sample comprised both males and female respondents, therefore, age, gender, qualification and income were taken as the demographic variable whose association was tested with various aspects of the dimensions of green marketing. Gender as the demographic variable gave a complete information spectrum about the sample and thereby about the population with respect to awareness & attitude pertaining to various dimensions of green marketing considered pertinent in the study.

The study intended to test the following hypotheses:

1. There is no significant association between purchase behavior and awareness towards green products.
2. There is no significant association difference between purchase behavior and Attitude towards green products.
3. There is no significant impact of Attitude and Awareness on purchase behavior.

3.8 RESEARCH DESIGN

The study was a mix of exploratory and descriptive research design. This research course was set out in distinct phases which included (i) review of literature leading to the identification of the research problem (ii) a review and analysis of instruments for measurement of dimensions (iii) designing of questionnaire (iv) Pilot study and (v) Final study. The discussion of population and sample included the sampling for the present study, various issues related to the sampling design of the study, and guidelines for the size of the sample.

Research designs are the plans and the procedures for research that span the designs from broad assumptions to detailed methods of data collection and analysis (Creswell, 2011). It serves as a framework for the study, guiding the collection and analysis of the data, the research instruments to be utilized, and the sampling plan to be followed (Wolf and Pant, 2007, p. 92). It gives the answer of what, when, where, and how much. It is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement, and analysis of data (Kothari, 2008, p. 31). Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control variance (Kerlinger, 2007, p. 300).

There are three types of research designs. They are: qualitative, quantitative and blend of qualitative and quantitative or mixed. The questions to be addressed were drafted in a manner so that the quantitative evaluation was permitted. Conceptual framework analysis of literature was initially used when the research problem had to be identified however, the prime research based itself on objective quantitative evaluation by applying statistical tests. The aim of a research design is to provide an anticipated and prepared way of achieving the research objectives and to augment validity and reliability. In order to attain the aim of the research design, it should address the serious questions including the unit of analysis, time frame of the study and the method of data collection. All these components are therefore discussed in the following section.

Unit of Analysis

In this study, the unit of analysis is retail sector of green consumers belonging to generation Y. The eco educated millennial generation or the generation-Y consumers (mainly between the age brackets 18- 35 years) are the most responsive to green marketing because of their better education and willingness to pay more for green products. Such Consumers form a major part of the retail sectors which is centered in Delhi NCR, India which was used for sampling taking care

of researcher's ease of geographical accessibility. Taking cognizance of this fact, they have been considered as unit of analysis in present research. The participants' identity was kept confidential and their privacy was strictly maintained in the study.

Time Frame of the Study

Though the best option would be to follow a longitudinal study involving detailed records of behavior over an extended time period and to observe organizations in as much detail as possible and for as long as possible, and to survey or interview different participants at a series of intervals but the limits of resources, organizations privacy and time constraints preclude such an approach. However, the quantitative research method was adopted for this study as it aimed at maximizing the informative power of the data gathered to gain insights about the organizations and individuals. Therefore, cross sectional approach has been applied in collection of data for the research in the time frame ranging from May 2018- July 2018.

Phases of the Research

The researcher undertook to complete the present study in the stages listed below. These phases of research were designed so as to fulfill the purposes of the design as outlined earlier in this chapter. The phases included:

1. A review of literature to develop the conceptual framework for the study as well as to articulate the variables to be examined in research study.
2. A review and analysis of instruments used for the measurement of concepts.
3. Designing of questionnaire & pilot study.
4. A final study involving data collection, analysis & interpretation.

Research method

Research method refers to the means of bringing together and examining empirical proof. To make sure validity and reliability a research should make use of both quantitative and qualitative methods where it come into view appropriate (Allan, 1998). In the following sub-sections, both the qualitative and quantitative approaches are briefly evaluated:

The Qualitative Approach

Qualitative methods are more effective for seeking a through description within a limited area, but they are not appropriate for detection of co-variance between variables, in difference to

quantitative methods (Thompson, 2003). The qualitative research method was useful in identification of research problem and finding the prime dimensions on which green marketing is dependent. Qualitative methods provide less clarification of variance statistical terms than quantitative methods, they can give way data from which process theories and rich explanations of how and why procedure and outcome crop up can be developed (Marcus and Robey, 1988) taking all of the above into account it was decided to adopt an approach for this research which can be called the quantitative method.

The Quantitative Approach

As per Garber (1999), quantitative research methods put impetus on the making of generalizable and detailed statistical conclusion. The data composed by using the quantitative techniques are likely to be numerical and are open to explanation by use of statistics: thus the data are said to be quantitative and there is certain impartiality about actuality, which is quantifiable. Quantitative methodologies, however, have been criticized for their lack of notice to procedure aspects, for frequently meeting data only from the top of an organization, and for their failure to find significant relationships (King, 1990).The quantitative research method was selected for this study on green marketing for the following specific reasons:

1. The researcher believed that quantitative move would be more suitable to understand in detail the nature of dealings among major variables of green marketing.
2. It would provide a rich relative basis for interpreting and validating the results.
3. It would enable empirical documentation.

Also, collecting a large amount of data from structured questionnaire survey would provide a wide reporting that may result in a real picture of the entities and observable fact under study.

3.9 THE VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

Examining the validity and reliability of research instruments is a prerequisite for any empirical study. The following section explains measures taken by the researcher to ensure the reliability and validity of the questionnaire:

Ensuring Validity

In the literature review validity is promoted by formulating hypothesis which describe the goal of the research, providing conceptual descriptions of all the relevant concepts as they are seen theoretically and used empirically in the current research.

Ensuring Reliability

In order to promote the reliability of the research, the following controls were incorporated in the research design:

1. The individual's anonymity was ensured.
2. The attempt was made to establishing rapport with the respondents as a note explaining the reason and purpose behind the questionnaire and reinstating how the results would be used.

THE PILOT TESTING

The measurement items & literature review were first utilized as a reference for designing the questionnaire. The questionnaire was broadly divided into seven sections namely:

- 1- Awareness about Green Marketing
- 2- Attitude towards Green Product
- 3- Purchase behavior for Green Products

The demographics were also recorded using nominal scale.

In the next step, a pretest was administered to find out the necessary modifications. This step involved 30 respondents selected via convenience sampling. Some of the questions were found to be tough in language & were subsequently modified. Post modification of the questionnaire as the research instrument, convenience sampling was again opted to administer the revised questionnaire and a pilot study was again conducted on 50 respondents.

RELIABILITY & VALIDITY ANALYSIS

The Cronbach's α , factor analysis and correlation was applied to ascertain the reliability & validity of the questionnaire on Green marketing. The results proved that the Cronbach's α of each measurement was greater than 0.7. This implies that the reliability of each measurement is sufficiently high (Nunnally, 1978).

Also, the results of validity analysis revealed that the eigen values of measurement factors were more than 1. The factor loadings were found to be greater than 0.5. The cumulative explained variances were more than 0.5. The correlation coefficient of item total were found to be greater than 0.5. This implies that as per Kaiser, 1958 & Kerlinger, 1978, all of the measurement dimensions exhibit convergent validity.

SAMPLING PROCESS

Sampling is a fundamental method of deducing information about an all-inclusive population instead of measuring every member of the population. Development of proper sampling

technique can have greatly effect on the authenticity of the results. The number of informants from each retail outlet was not pre-determined, a questionnaire was then distributed to the respondents and they were also given detailed instructions for completing the survey accompanied by the questionnaire.

Sampling Population

This section deals with the sampling frame for the present study, issues related to sampling design, and guidelines for sample size. The population of the study included most of the consumers of retail sectors of generation Y in NCR region. Since it would have been almost impossible to reach all the consumers of retail industry in Delhi, it was, therefore, necessary to sample the population. The planned sample size of retail companies was based on major Delhi of NCR, India.

The selection of the retail outlet in Delhi, NCR, India was, therefore, done on the basis of the following criteria:

1. The retail outlet must be a registered one.
2. The outlet should be operational in India for more than 5 years.

No specific sample size of consumers from each outlet was predetermined, but the process of judgment sampling was adopted. However, it was decided to include only those consumers within the FMCG sector who fall in the category of generation Y (aged between 18-35 years). The consumers included in the sample frame were malls and customers including students, research scholars, outlet managers, and staff members. As the results will be generalized, it is essential that the sample should be the representative of all the consumers of FMCG sector and other sectors.

Sample Selection- In India, some of the sectors are based mainly at NCR. As their presence at the district and community level is through organized networks which are difficult to approach due to their spread operations and lack of communication. The research questionnaires were selected. The sample of 05 FMCG companies which were in Delhi, NCR, India were selected. A sample of 284 consumers belonging to generation Y was collected from the selected sectors.

Sample Size- Pedhazur et al (1991) encouraged researchers to use a decision-based strategy that considered the mutual interdependence of four parameters. These parameters included: sample size, alpha or significance level (i-e., the likelihood of Type I error), effect size (i.e., the degree to which the relationship being studied differs from zero), and level of power or

probability of obtaining a significant result (i.e., the likelihood of 100 avoiding a Type II error). A sample of 284 consumers was drawn by using purposive and convenience sampling technique. For data collection, structured questionnaire has been used.

Sampling Frame- The sampling frame is the starting point for decisions related to the research design (Kalton, 1983, p. 56; Henry, 1990, p. 84). Chaudhuri and Stenger (1992) stated, Corresponding to a target population one has to demarcate a firm *population* or from, for short, which is a list of sampling units to choose from. Sampling decisions made during the early stages of the present study reduced the sampling to a smaller group within the target population. Generation- Y consumers from selected retail outlets in Delhi, NCR, India was the sampling frame for the undertaken research.

Sampling Design- The sampling design expands on issues raised by the sampling frame. In particular, the subject of the sample design is concerned with how to select the part of the population to be included in the survey. A basic distinction to be made is whether the sample is selected by a probability mechanism or not (Kalton, 1983, p. 7).

Non-probability sampling (mix of purposive and convenience sampling) was used in this research. The weakness of all non-probability sampling is its subjectivity. Henry (1990) agreed that, in non-probability samples, subjective judgments play a role in the selection of the sample. He added, because of the subjective nature of the selection process, non probability samples add uncertainty when the sample is used to represent the population as a whole. Stuart (1984) stated, the sample itself can never tell us whether the process that engendered it was free from bias. Stuart (1984) pointed out three major problems that accompany the personal discretion that is left to the researcher who uses non-probability approaches.

1. First, there is the danger of selection bias.
2. Second, there are no valid means for the researcher to calculate the standard of estimate for the sample.
3. Third, this approach conceals the problem of non-response (i.e., it is too easy to simply substitute another person for the one who refuses to answer the survey).

Certain conditions, however, may invite the use of non-probability samples.

These include: (i) expense (ii) time constraints (iii) logistical difficulties (iv) special interest target groups (v) concerns over anticipated high levels of non-response. Taking cognizance of this, a mix of purposive and convenience sampling was applied.

METHODOLOGY FOR DATA COLLECTION

Primary Data -Primary data have been obtained through questionnaire prepared for the purpose. The data was collected from generation Y consumers belonging to retail outlets located in Delhi NCR, India. As the approach has been close-ended and more exploratory in nature, the inductive approach has been the most illustrious in this process. The research was begun with specific observations based on detailed literature analysis and case studies which furthered the process of questionnaire designing. Primary data has been collected from generation Y consumers of selected retail outlets & Companies (Big Bazaar, Patanjali, Spencer's, Reliance Fresh, Mother Dairy)

Secondary Data - Secondary data includes data which are sourced from a review of past researchers, economists, various national and global agencies, journals, articles and other reports. The methodology of the study has been relying on the web based research, review of print literature. Literature derived from journals, publications, magazine, online and newspaper articles were included.

FORMAT OF THE SURVEY FORM

Type of research papers studied Count

1. Papers directly related to Green Marketing 49
2. Papers related to Environmental Studies (including EMS and
3. Environmental Sciences)15
4. Papers pertaining to social sciences (On Eco-centric philosophy) 11
5. Papers pertaining to social sciences (On Generation Y consumers) 13
6. Papers related to Green HR, Green Manufacturing & ancillary topics 09

Total 97

During the development of the survey form (questionnaire) for the study, the researcher considered (i) survey length (ii) question format and (iii) number of variables to include. Rea and Parker (1992) suggested that the questionnaire should be as concise as possible while still covering the necessary range of subject matter required in the study. They advocated pre-tests as a means to determine suitable length, a procedure which the two pilot tests of the present study fulfilled. Concerning the format or ordering of questions,

Babbie (1990) said that a 'randomized' set of questions will probably strike respondents as chaotic and worthless. They will have difficulty answering, moreover, since they must continually switch their attention from one topic to another. Babbie recognized that researchers may randomize their questions in order to avoid respondents attempting to be consistent in how they answer similar questions that make up the items of a scale. This approach was taken in the survey forms for the present study. In response to the question of how many variables to include in a study, Cohen and Cohen (1983) responded explicitly, less is more. The present study responded to this injunction quite seriously with vital analytic procedures used in pilot study as a means to condense the survey form as much as possible. The response scales used in the present study were a combination of 5-point Likert scales similar to those used in the sources for the items. During the administration of questionnaires, this response format received positive comments to affirm its ease-of-use.

METHODS FOR ANALYSIS OF DATA

This section includes the techniques which were used extensively for data analysis in the present study.

Categories of Analysis- Hartwig and Dearing (1979) provided an effective overview of the continuum of analysis, which a researcher typically undertakes in assessing data. Three phases of this activity include (i) bivariate (ii) multivariate analysis. Bivariate analysis examines relationships between pairs of variables so as to begin to understand the network of 103 relationships which characterize the data set. Multivariate analysis assesses the interactions of sets of variables. Hartwig and Dearing (1979) insisted that the approach is incremental because each step in the analysis is based upon the understandings developed from the previous step. The present study utilized bivariate analysis and related gender of consumers with the various aspects of green marketing.

Computer Resources- The survey data were analyzed by means of the MS-Excel and cross verified via Statistical Package for Social Sciences (SPSS) computer software program in few cases. It allowed for greater precision and versatility in analysis, but had two limitations: (a) Susceptibility to human error through mistaken commands and computer key strokes (b) Slow learning curve for researcher awareness and ability for

effective use of the program. The Windows version of SPSS offered distinct advantages to the researcher:

- i. It allowed working at his convenience on a laptop computer rather than in the University computer lab.
- ii. It dramatically lowered the learning curve for ease-of-use as compared to the DOS version.

Specific Techniques Utilized for Data Analysis

A number of statistical procedures were used by the researcher so as to analyze the data from the study and provide information that could be used in assessing the results of the study. The following list summarizes these procedures, the rationale for using them, and the criteria applied to assessing the results.

Measures of Central Tendency and Dispersion- To provide summaries of data and comparisons among data sets, measures of central tendency and dispersion were computed for most of the questions.

Scale Analysis- In addition to the other procedures used for the analysis of data, the present study also employed scale analysis in order to critique the instruments themselves and to establish their reliability for use in the survey forms. Reliability coefficients were calculated for the measures at each stage of instrument use.

Instrumentation- This section contains three areas of discussion: first, some issues related to levels of measurement and their implications for the present study; second, background material concerning validity and reliability; and third, the development of the survey instrument to be used in the present study. Various statistical techniques were employed to examine the data such as arithmetic mean, standard deviation, correlation analysis, linear regression analysis, frequency charts and analysis of variance. As these techniques are appropriate to test the internal consistency, validity, average, dispersion, variance and relationship among different variables.

LIMITATIONS OF THE METHODOLOGY

The research methodology adopted for this research has certain limitations which should be taken into consideration if any conclusions or generalizations are to be drawn from the research findings. The data was collected through survey questionnaires using the

quantitative approach. This approach has some limitations including the fact that standardized questionnaires impose restrictions on the depth of data, which can be collected about the phenomenon under investigation. Moreover, standardized questionnaires reflect the opinions and perceptions of only those who choose to respond. The study was limited to Delhi NCR, India and the data was collected from both male and female consumers belonging to generation Y cohort. The minimum educational qualification of the consumers who could participate in this research study was a professional course at graduation level or above.

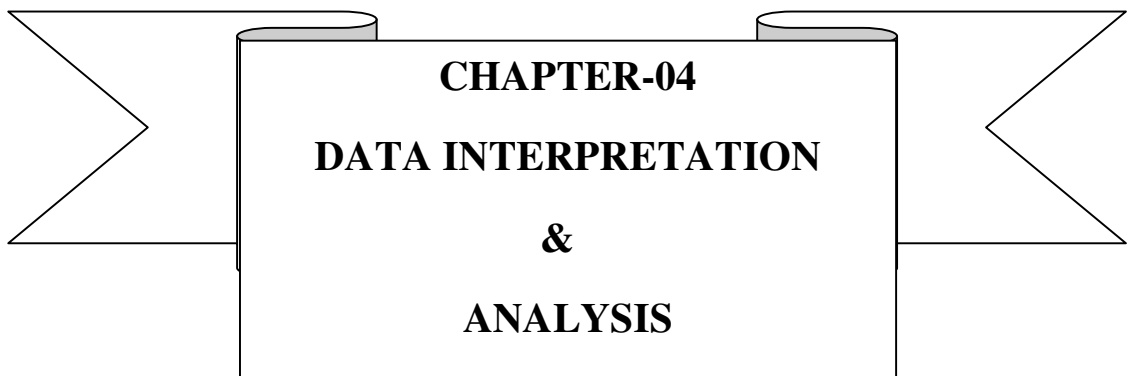
ETHICAL CONSIDERATIONS

The ethical integrity is very important in any research because it is a probing process with the potential to infringe on participant's rights; therefore, this study has been conducted in conformity with the informed consent and concern for participant's anonymity. The necessary permissions from the consumers of different sectors were obtained before data.

3.10 Research Gap

Many literatures and surveys which examine the consumer behavior cover on different subjects and disciplines and determine the factors influencing the green marketing attitudes towards purchase of the products. For example the impact of price consciousness, the quality consciousness, the environmental consciousness and the brand loyalty have been studied in a survey made in New-Zealand (Gan et al., 2008, p. 96). But this survey did not take into account other factors such as the promotion of the ecofriendly products or the influence in the purchase decision of word of mouth. Finally, this survey is only focused on the New-Zealand population. Another recent survey made on a sample composed of more than 1,000 American people in February 2012 reveals that only 44% of the respondents trust the environmental claim of firms and 42% of the respondents are discouraged to buy environmental products because they think that the price is superior to that of conventional products (Cone Green Gap Trend Tracker, 2012, p. 1). The purpose of the thesis is to provide an overview of the green marketing related issues and models for the attitude of the consumers towards eco-friendly products especially in the FMCG sector. Some approaches tried to suggest the consumer behavior on green marketing could be explained by investigating consumers' attitudes towards their purchasing behavior (Solomon et al. 2010, p.208-209). Solomon et al. (2010, p. 208) investigated the

consumerism on the “lifestyles of health and sustainability” (LOHAS) on the green consumers impact on the consumer and business market. This is a new segment of the market in which researchers are having a keen interest to cover the areas of their attitude towards environment which lead to their purchasing behavior. Our purpose is to look into the green marketing in the view of the consumers’ attitudes towards purchase of green products. Therefore we will analyze the four marketing mix elements, word of mouth and satisfaction and how they influence the attitudes of the consumers to make purchases of the FMCG eco-friendly products. This topic is focused on the purchase of green products in the fast moving consumer goods (FMCG) sector also called consumer packaged goods (CPG) sector which are non-durable goods. Products that consumers frequently buy and use immediately such as the food, the health care products; which are mainly sold in retail stores and having a short useful life ([business.qandas.com& andinvestorwords.com](http://business.qandas.com&andinvestorwords.com)). This research could have significant and vital impact on the readers as far as the role of consumer plays in the green marketing on the FMCG research and the safeguarding of the earth from depletion resources. Further, it could reveal which marketing strategies that companies should adopt to understand better consumers’ needs in term of green products.



CHAPTER-04
DATA INTERPRETATION
&
ANALYSIS

CHAPTER- 04

DATA ANALYSIS

The questionnaire consists of two sections with first being the demographic section representing the variables like name, gender, age, designation, and education. As all the respondents were consumers of different FMCG sectors where it was defined that their age group which is Generation Y consumers, so only gender, education and income were studied. Section two contained some psychographic questions representing the awareness, attitude factors and purchase behavior variables to be studied according to the objectives.

The descriptive analysis is covered in two sections.

4.1 Demographic Description

4.2 Objective wise Hypothesis Testing

4.3 Descriptive analysis of Awareness(AW) level of green consumers

4.4 Descriptive analysis of Attitude level (ATT)of green consumers

4.5 Descriptive analysis of Purchase Behavior (PB) of green consumers

4.1 Demographic Description

4.1.1 Gender

Table 4.1: Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	26.8	26.8
	Female	208	73.2	100.0
	Total	284	100.0	100.0

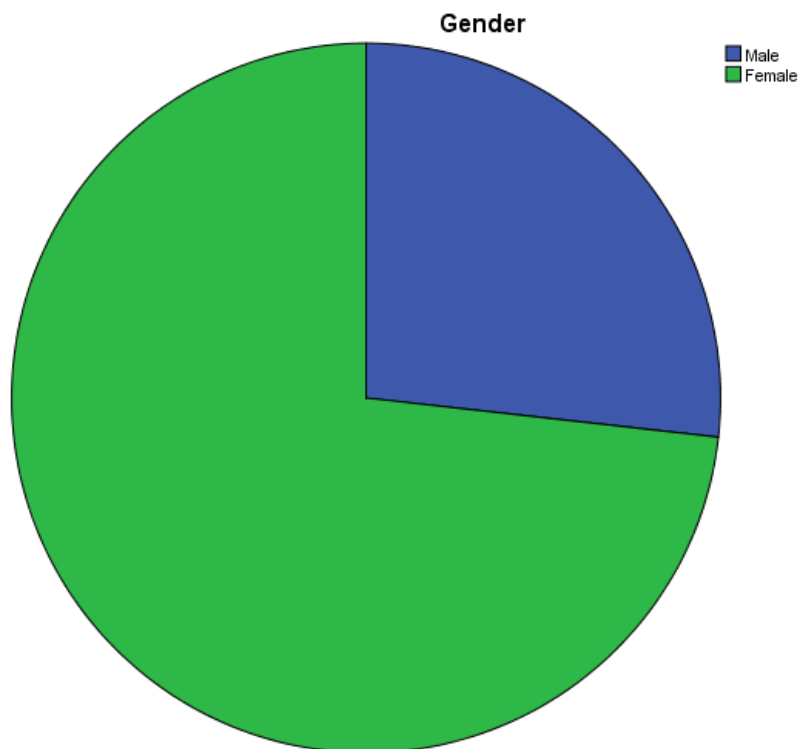


Figure: 04

Interpretation- A study of the above table and revealed that majority of the respondents of the study 73.2% of them are female and 26.8% was male.

4.1.2 Age

Table 4.2: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 20	96	33.8	33.8	33.8
Valid	21-30	188	66.2	66.2	100.0
	Total	284	100.0	100.0	

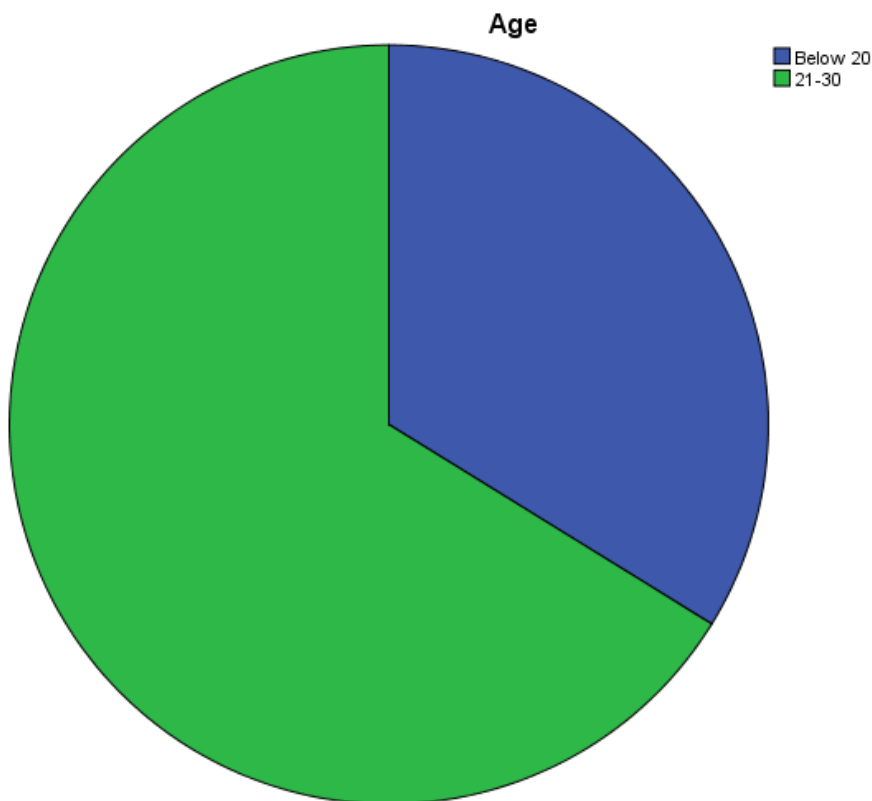


Figure: 05

Interpretation- The table also revealed that 33.8% of the respondents belonged to the age group below 20 while 66.2% of them were in the age group of 21-30.

4.1.3 Education

Table 4.3: Education

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
SSC	8	2.8	2.8	2.8
UG	104	36.6	36.6	39.4
Valid PG	116	40.8	40.8	80.3
Professional	56	19.7	19.7	100.0
Total	284	100.0	100.0	

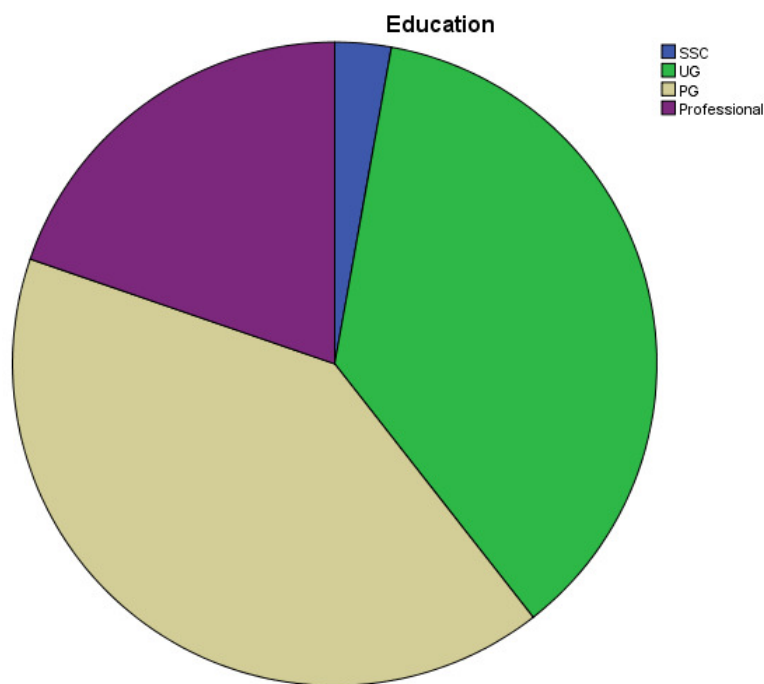


Figure: 06

Interpretation- On the basis of education 37% of the respondents were found to be graduates, 41% of them were post graduates, 19% of the respondents were professional and a small percentage of 03% of them are having the education of higher secondary.

4.1.4 Income

Table 4.4: Income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25000	114	40.1	40.1	40.1
	25001-50000	122	43.0	43.0	83.1
	50001-75000	12	4.2	4.2	87.3
	75001-100000	20	7.0	7.0	94.4
	above 100000	16	5.6	5.6	100.0
	Total	284	100.0	100.0	

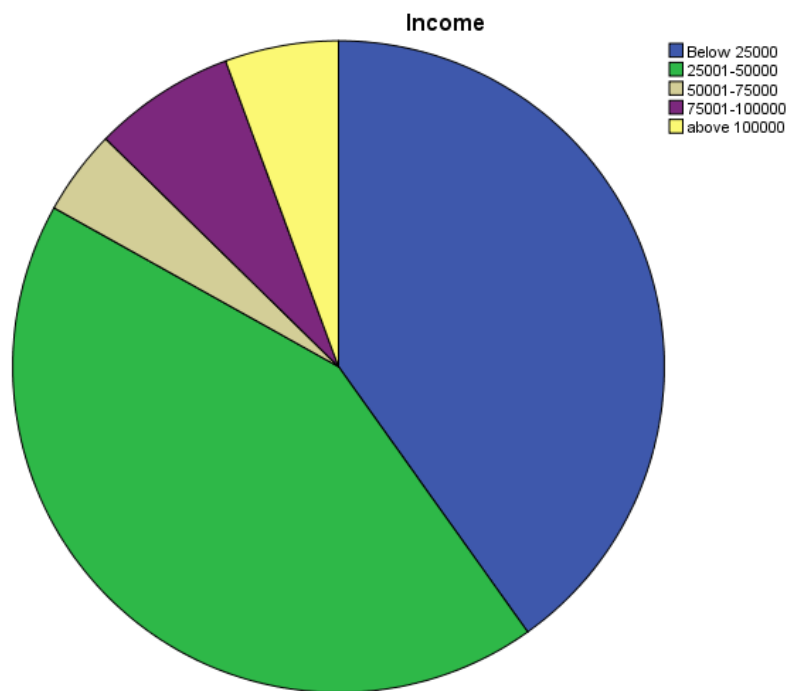


Figure: 07

Interpretation- A majority of the respondents 40% are having the monthly family income of Rs. 25001-50000, 43% of them are below the income Rs. 25000, 4% of them are having the income of Rs. 50001-75000, 5.6% of them are above income of Rs.100001, 7% of them are having the monthly family income from Rs.75001-100000.

4.2 Objective wise Hypothesis Testing

Objective 3:

Ho1: There is no significant association between purchase behavior and awareness towards green products.

H1: There is a significant association between purchase behavior and awareness towards green products.

Ho2: There is no significant association between purchase behavior and Attitude towards green products.

H2: There is a significant association between purchase behavior and Attitude towards green products.

Ho3: There is no significant impact of Attitude and Awareness on purchase behavior.

H3: There is a significant impact of Attitude and Awareness on purchase behavior.

4.3 Descriptive Analysis of Awareness level (AW) of Consumers

4.3.1 Awareness

Cronbach's Alpha	N of Items
.724	4

Table: 09

Item Statistics

	Mean	Std. Deviation	N
I am aware benefits of green products for the environment	4.10	.908	284
I am aware of the point of purchase for green products	3.68	.977	284
I am aware of the various brands offering green products	3.37	.845	284
I am aware of the various symbols/certifications/other identifiers which declare the product as green product	3.61	1.029	284

Table: 10

4.3.2 Sources of Awareness

Sr. No.	Sources	Percentage (%)
1.	T.V/ Internet	10
2.	Friends/ Relatives	15
3.	Magazines /Newspaper	23
4.	Seminars/Conferences	39
5.	Others	13

Table: 11

Interpretation- The table clearly reveals that nearly 39% of the respondents believe that Seminar & Conferences are the major sources of awareness towards eco-friendly FMCG products. 15% of them found that word of mouth is source of information and 23% find that newspaper and magazine has made them aware of eco-friendly products. 13% of them find that other has made them to know about eco-friendly FMCG products. It was found that only 10% of them are aware through television and websites and it seems that it is weak in spreading awareness towards eco-friendly products.

4.4 Descriptive Analysis of Attitude (ATT) level of Consumers

Attitude

Cronbach's Alpha	N of Items
.694	3

Table: 12

	Mean	Std. Deviation	N
I want to be a part of green movement by using green products	4.07	.863	284
I put special efforts to buy paper and plastic products that are made from recycled materials	3.70	.972	284
I would recommend green products to my family and friends	4.15	.800	284

4.5 Descriptive Analysis of Purchase Behaviour (PB) of Consumers

Purchase Behavior

Cronbach's Alpha	N of Items
.702	3

Table: 14

Item Statistics

	Mean	Std. Deviation	N
I have been purchasing green products on regular basis	3.35	.859	284
I have green purchasing behavior for my daily need products	3.54	.949	284
I have green purchasing behavior over the past six months	3.30	1.082	284

Table: 15**Objective3:****Descriptive Statistics**

	Mean	Std. Deviation	N
Purchase Behavior	3.3944	.75047	284
Awareness	3.6866	.69668	284
Attitude	3.9765	.69396	284

Table: 16**Correlations**

		Purchase Behavior	Awareness	Attitude
Pearson Correlation	Purchase Behavior	1.000	.476	.356
	Awareness	.476	1.000	.601
	Attitude	.356	.601	1.000
Sig. (1-tailed)	Purchase Behavior	.	.000	.000
	Awareness	.000	.	.000
	Attitude	.000	.000	.
N	Purchase Behavior	284	284	284
	Awareness	284	284	284
	Attitude	284	284	284

Table: 17

From the above table, It is concluded that there is a positive relation exists between awareness level of green consumers and purchase behavior. The coefficient of correlation between these two is .476 which is moderate in nature. From this relation it can be concluded

that the more the level of awareness the more will be the purchase of green products.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.484 ^a	.234	.229	.65910	.234	42.953	2	281	.000

a. Predictors: (Constant), Attitude, Awareness

b. Dependent Variable: Purchase Behavior

Table: 18

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	37.318	2	18.659	42.953	.000 ^b
	Residual	122.068	281	.434		
	Total	159.387	283			

a. Dependent Variable: Purchase Behavior

b. Predictors: (Constant), Attitude, Awareness

Table: 19

From the above table, It is concluded that the awareness level of green consumers as well as the attitude level both have a significant impact on the purchase behavior of green consumers. From the table (model summary) it is observed that the coefficient of determination (R^2) is .234. Both the predictors awareness and attitude level explain 23.4% of the variance in purchase behavior. Among these two predictors awareness level contribute more and significantly as compared to attitude level in expressing the variance in the dependent variable that is Purchase Behavior.

Coefficients^a

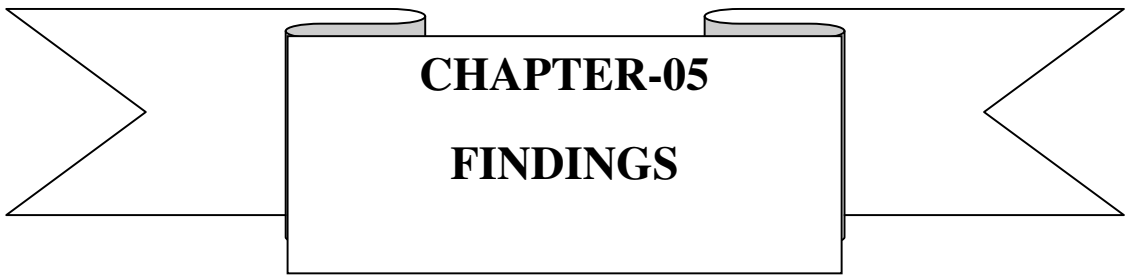
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	1.296			.245		5.285	.000	
	Awareness	.442	.070	.411	6.286	.000	.476	.351	.328	.639	1.566
	Attitude	.118	.071	.109	1.665	.097	.356	.099	.087	.639	1.566

a. Dependent Variable: PurchaseBehavior

Table: 20

From the above table, It is concluded that there is positive relation exists between attitude level of green consumers and purchase behavior. The coefficient of correlation between these two is

.356 which is weak in nature but still these two are significantly correlated. The attitude of the green consumers could be turn more favorable towards green products by exposing them to more and more number of advertisements and by the various activities like modifying packaging and production process. From this relation it can be concluded that the more the level of awareness the more will be the purchase of green products.



CHAPTER-05
FINDINGS

CHAPTER- 05

FINDINGS

Objective 1: 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.

- Cost and Price factors which are associated with wastages and material usage (Azzone and Manzini, 1994).
- There are more [pressure on companies to be environment friendly and responsible (NAAG 1990).
- The Ecological imbalances pressurize the corporation to change their environmental marketing undertakings. (NAAG 1990)
- There is more feeling among organizations to be more socially responsible in every sense (Davis 1992).
- 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.

Objective 2: The emerging trends of green marketing towards FMCG products among consumers in NCR Region suggests that the existence of environment based products has been very high among Generation Y with 99.2% of the respondents who were well aware of the green products available in the market. This clearly explains that the future and scope of green marketing remains unchallengeable as Generation Y depicts a high sense of environmental consciousness. As far as the sex ratio is concern, the male counterparts shown a better awareness level towards environment friendly products and were more keen to buy the same. This clearly explains that the popularity of green marketing and future of FMCG products in NCR Region is more attainable and sustainable. A major portion of respondents were observant and were found to be eco-friendly. This reflects the receptiveness of Generation Y for further distribution of FMCG products in NCR Region.

Objective 3: From the **Table No. 17**, It is concluded that there is a positive relation exists between awareness level of green consumers and purchase behavior. The coefficient of correlation between these two is .476 which is moderate in nature. From this relation it can be concluded that the more the level of awareness the more will be the purchase of green products.

From the **Table No. 20**, It is concluded that there is positive relation exists between attitude level of green consumers and purchase behavior. The coefficient of correlation between these two is .356 which is weak in nature but still these two are significantly correlated. The attitude of the green consumers could be turn more favorable towards green products by exposing them to more and more number of advertisements and by the various activities like modifying packaging and production process. From this relation it can be concluded that the more the level of awareness the more will be the purchase of green products.

From the **Table No. 19**, It is concluded that the awareness level of green consumers as well as the attitude level both have a significant impact on the purchase behavior of green consumers. From the table (model summary) it is observed that the coefficient of determination (R^2) is .234. Both the predictors awareness and attitude level explain 23.4% of the variance in purchase behavior. Among these two predictors awareness level contribute more and significantly as

compared to attitude level in expressing the variance in the dependent variable that is Purchase Behavior.

Hypotheses	Results
Ho1: Rejected	H1: Accepted
Ho2: Rejected	H2: Accepted
Ho3: Rejected	H3: Accepted

Table: 21

Research findings reveal that Indian customers have adequate exposure to print and broadcast media but television advertising is preferred. Indian populations have concern about their environment and are intending to buy green products. Indian customers are pragmatic and should include maximum information about the product while devising green advertising strategies. The retail sector can make a difference to the way the business is done. Customers with high level of awareness can drive the world to the better place to stay. The future generations will benefit and the mother earth will be saved of the ill effects. The role of the stake holders is crucial for this movement. Such a movement is required by all aspects of businesses. Consumers are looking for and buying green products in ever-increasing numbers. And companies around the globe are finding they can gain an edge over competitors by developing green products and becoming greener companies. Adopting the sustainable initiatives can definitely provide an advantage for the retailers of this country. Green marketing is relatively a new notion to the most of the consumers. Respondents seems to be mystified as they were unable to agree or disagree with the statements related to attractiveness of advertisements, relevancy of advertisements with their daily life, exaggeration in advertisements, credibility of claim, image of the country and image of the product used in advertisements. High importance is given to the use of information regarding the advertised product. Most of the respondents want to purchase green products which show their concern about the environment.

THE MUST IN GREEN MARKETING FOR GETTING CONSUMERS

Integrating sustainability in a company that wants to embed sustainability and take this through to customers will need to reframe in the following ways:

THINK BROADLY ABOUT THE CONSUMERS: Avoiding the tendency to categorize and limit the sustainability audience as a niche eco or concerned consumer. Many consumers do not label themselves as green or eco even though they may be concerned about similar environmental issues. Also, some audiences (especially younger consumers) simply expect that green credentials will be embedded within the brands they like.

INNOVATIVE APPROACH: Sustainability is no longer limited to the corporate function of the business. It can be visible across individual brands and in product innovation. The corporate should think of ways to connect with customers at the product level to solve sustainability issues and also consider innovative partnerships. Retailer M&S, for example, teamed up with Oxfam to encourage customers to return clothes and reduce waste.

INTEGRATE THE BRANDS: Sustainability can only be incorporated into the brand when it is at the core of the business activity. This is not a day's work but takes long-term planning. Any integration needs to apply both environmental and social factors to business operations that can then be translated through customer "touch points". For example, Nike has openly committed to reach an environmental standard across 100% of its footwear range by 2011.

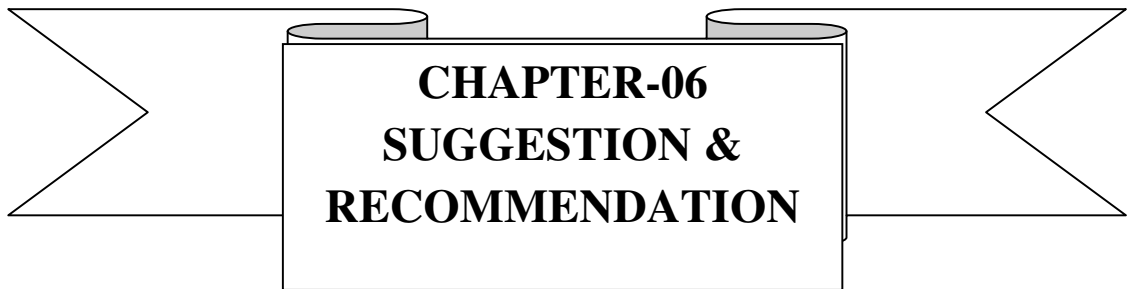
TWO WAYS COMMUNICATION: Any customer communication must be relevant and appropriate to the audience. Communication can be delivered in various ways - online, through partnerships or on packaging, for example. There is plenty of scope for innovation around communication and marketing but this must be supported by real action. Be aware that big green corporate announcements - such as carbon neutrality - now make little impact.

PRICE IT RIGHT: It is still unclear as to whether people will pay more for sustainable products, and it may be sector dependent. However, consumers are thinking in terms of "smart spending" - if they pay more for a product (including ethical products) then it must deliver. The other pitfall is to assume that people will "purchase" sustainability. Connecting sustainability with the core business operations and consumers means that the CR team must work with other parts of the business, including brand, marketing and R&D. This enables opportunities for innovation. For example, sustainability could become an underlying brand proposition that offers opportunities for business - such as the M&S Plan an initiative – or

become a part of the design process to create new visible products, as with Apple's new green Mac Books and Philips consumer electronics. It may take time before large brands reap rewards from innovation in sustainability, but the consumer shift shows that sustainability needs to be more than a corporate level checklist.

The Findings & the Results can be summarized as below:

1. Majority of the respondents are females (76%) and belongs to the age of 21-30 age group.
2. Nearly 40% of the respondents are having the educational qualification of post graduation.
3. 42% of the respondents are having the monthly family income range from Rs.25001-50000.
4. Seminar and Conferences are the major sources of awareness towards eco-friendly products.
5. Majority of the consumers are aware of the Eco-friendly FMCG products and are having a positive attitude towards Eco-friendly FMCG products.
6. It was found that the lack of knowledge and not aware of the benefits are barriers for purchasing eco-friendly products.
7. Majority of the respondents buy eco-friendly products for health purpose.



CHAPTER-06
SUGGESTION &
RECOMMENDATION

CHAPTER 06

SUGGESTIONS & RECOMMENDATIONS

Following are the suggestions based on the findings of the research:

- Organizations particularly dealing with FMCG products should put more emphasis on Green Marketing interventions that has been observed by these companies in comparison to other companies.
- The findings of the research suggests that the level of the attitude among Generation Y in NCR Region is Low which needs immediate attention to upgrade the Attitude level by motivating and proper training to the Generation Y from time to time.
- Awareness among Generation Y in NCR Region is found to be highly satisfactory but still the youth should be coaxed more by engaging them in exhibitions and promotional activities highlighting the importance of Green Products.
- Generation Y is well awareness that further degradation of ecological environment is inevitable and green marketing appears to them as a probable solution towards minimizing the detrimental impact of anthropogenic activities on nature. Therefore the scope of green marketing appears to be abounded.
- Pricing of FMCG products which are environment friendly is a serious concern among Generation Y living in NCR Region. This reason needs to be seriously delebrated and attended by the marketrs. The green product should be priced in an affordable manner or the [premium price of eco friendly FMCG products be justified through strong branding elements.
- Retailing of environment based FMCG products in NCR Region is still in infancy stage where consumers can be lured by promotional activities like gifts, price off, premium and discounts.
- The eco-friendly products should be made easily available and accessible to the Generation Y.
- Apart from the eco-friendly FMCG products and eco-friendly distribution system the establishment of Eco-friendly infrastructure be developed in order to make marketing totally green.

- It is predicted that the future markets would be directly linked to the development, transfer and implementation of eco-friendly technologies, referred to as Environmental Technologies (ET). All kinds of ET are available now.
- Apart from producing environment-friendly products and selecting environment- friendly markets, essentially understanding of “Environmentally Friendly” is required to be integrated into the corporate culture.
- In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.
- Companies should be aware of their responsibilities towards the environment and the society in the same way as towards clients, shareholders and employees. Climate change, environmental issues and social problems will challenge the leaders of future generation for taking efficient and comprehensive decisions. In the process of taking these decisions, the priority of business people should be based on the principal of protecting the environment rather than profitability of the business.
- Intensive research can be done on Indian Automobile Industry with respect to green marketing issues. Research should be done on Indian Power Sector with respect to green power. Research can be done on Indian Housing Sector with reference to green houses or green buildings. Research should be done on Indian Tourism Industry with respect to green tourism.

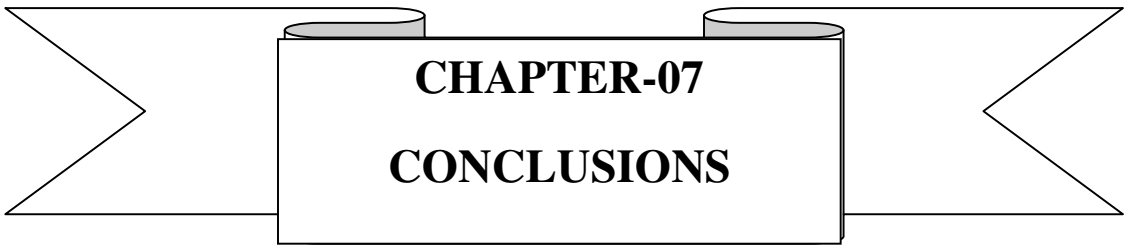
Apart from the above suggestions and recommendations, the HR Professionals need to be more vigilant and cautious about putting green practices in actions. For this entire look of the HR has to be made aware of the importance of being environment friendly. The industries should also be encouraged to cut down the carbon emission and maintain sustainable environment by cleaning, proper drainage system, eco-friendly transportation and minimum use of hazardous elements.

The major recommendation of my study suggests that the concept of green marketing towards FMCG products among consumers in NCR Region has a bright future and may act as a catalyst to bring rapid change in entire NCR Region as far as FMCG product are concern. The continuous awareness programs and promotional activities by the firms will

bring not only the profit to the organizations but at the same time will bring social change making the consumers in general and the society in particular happy and prosperous.

Direction for Future Research

Though my research is complete and has achieved the objectives laid down in my thesis but still there are many more scopes for researchers in the directions of environmental stewardship and green marketing. The scope and role of green marketing towards FMCG products can be further strengthen by eco-friendly researches. For academicians this research would add to the existing knowledge on green marketing and emerging trends on the green marketing towards FMCG products. For corporate world and entrepreneurs this research would help in exploring more opportunities in terms of business expansion and consumer base.



CHAPTER-07
CONCLUSIONS

CHAPTER-07

CONCLUSIONS

7.1 Conclusion-

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 gages 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.

7.2 Challenges of the Study

Though my research is very carefully planned and executed still it has its own limitations and shortcomings. Some of the limitations encountered during my study include:

- The data was collected over a period of 12 weeks which was not enough for the researcher to cover and discover all the aspects of the sample units of my research.
- The sample size (284 in total) was small with respect to the title of the thesis. Therefore might not be sufficient to consider the majority of the FMCG products.
- Since the research was restricted to NCR Region therefore it was difficult to work in other regions and other products.
- Lack of awareness of this concept among Generation Y and partly among the entrepreneurs impaired it's initially implementation and the data collection phase.
- Data collection was a tough task and involved lot of convincing skills.
- Questionnaire filling both online and offline was a difficult task.

A decorative banner consisting of a central rectangular box with the word "REFERENCES" in bold, black, uppercase letters. The box is flanked by two ribbon-like shapes that extend outwards and then fold back towards the center. The top of the banner has two small, light gray cylindrical shapes, suggesting a binding or a specific design element.

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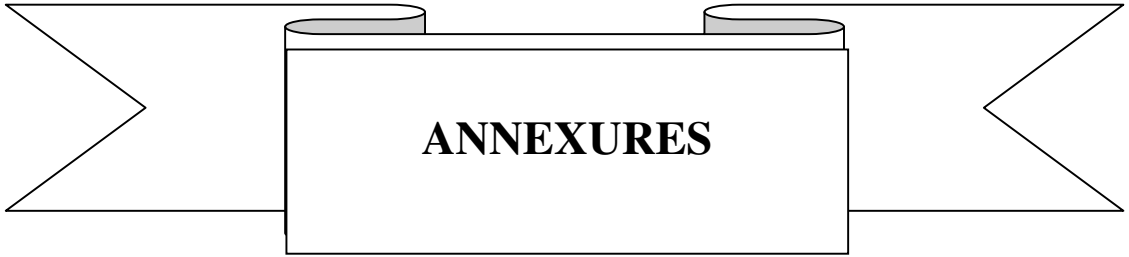
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ANNEXURE 1- QUESTIONNAIRE

A Study of Emerging Trends of Green Marketing focusing FMCG Products

With

Special Reference to NCR Region.

Questionnaire For PhD purpose

Green Marketing and Environmental based Marketing is a growing concept that aims at conception, pricing, distribution and promotion of eco-friendly products that offer sustainable solutions in the light of pollution hazards. The following questionnaire aims at finding the consumers perception about green marketing. It is meant purely for research purpose and the identity of respondents would not be closed for any commercial exploitation. You are kindly requested to spare some of your valuable time and respond.

RESPONDENTS PROFILE

Name:----- **Age:** Below 20 () 21-30 () **Gender:** M/F

Educational Qualification: Higher Secondary () Under graduate () Graduate ()

Post graduate () Professional ()

Designation: Employee () Business () Professional () Others ()

Monthly Family Income: Below 25000 () 25001-50000 () 50001-75000()

75001-100000 () Above 100001 ()

Please Tick

Please indicate the level of agreement or disagreement with each of the statement on a five point scale as given below:

SD= Strongly Disagree (SD) =1

D=Disagree (D) =2

N= Neutral (N) =3

A= Agree (A) = 4

SA = Strongly Agree (SA) = 5

AWARENESS ABOUT GREEN MARKETING

Q1. How would you describe your level of Awareness about following dimensions of green products?

Sr. No.	Statements	SD	D	N	A	SA
1.	I am aware of the benefits of green products for the environment.					
2.	I am aware of the point of purchase for green products.					
3.	I am aware of various brands offering green products.					
4.	I am aware of various symbols / certifications / other identifiers which declare the product as green product.					

Q2. Please rank the following sources of awareness for their effectiveness in providing information regarding green products? (assign ranks from 1-5, where rank 1 depicts most effective source of awareness and rank 5 depicts least effective)

Sr. No.	Sources	Rank
1.	T.V/ Internet	
2.	Friends/ Relatives	
3.	Magazines /Newspaper	
4.	Seminars/Conferences	
5.	Others	

ATTITUDE TOWARDS GREEN PRODUCTS

Q3. How would you describe your level of Attitude about following dimensions of green products?

Sr. No.	Statements	SD	D	N	A	SA
1.	I want to be a part of green movement by using green products.					
2.	I avoid buying products which are potentially harmful to the environment.					
3.	I put special effort to buy paper and plastic products that are made from recycled materials.					
4.	I would recommend green products to my friends and family.					

PURCHASE BEHAVIOUR (PB) TOWARDS GREEN PRODUCTS

Q4. How would you describe your level of Purchase behavior about following dimensions of green products?

Sr. No.	Statements	SD	D	N	A	SA
1.	I have been purchasing green products on regular basis.					
2.	I have green purchasing behavior for my daily needs products.					
3.	I have green purchasing behavior over the past six months.					

WILLINGNESS TO PAY PREMIUM (WPP) TOWARDS GREEN PRODUCTS

Q5. How would you describe your level of willing to pay premium price about following dimensions of green products?

Sr. No.	Statements	SD	D	N	A	SA
1.	I am ready to pay premium price for the products which are environmentally safe.(e.g. Shampoos, Lotions)					
2.	I am willing to pay a premium price for a product which consumes less energy (e.g. Electronic appliances).					
3.	I am ready to pay premium price & use product that are made from biodegradable material.					



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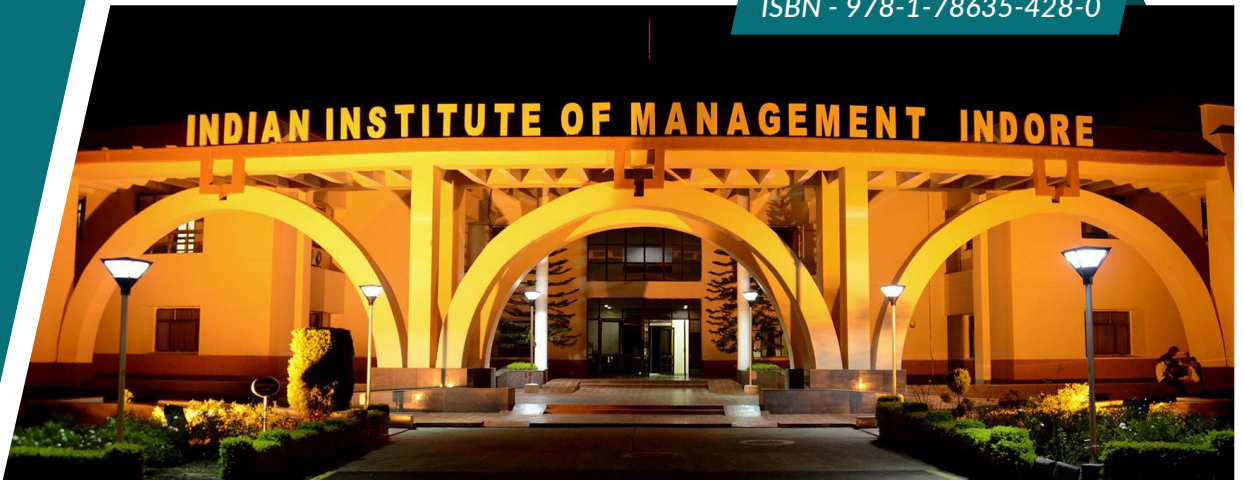
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SMART MARKETING IN THE DIGITAL AGE

भारतीय प्रबंध संस्थान इन्दौर
Indian Institute of Management Indore

Study of Emerging Trends of Green Consumers of Generation ‘Y’ and their Awareness and Attitude level focusing FMCG Products With Special Reference to NCR Region

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Abstract

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 of generation Y 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. This paper 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 outcome of the paper suggests that green marketing is safer than the conventional form of marketing. The result of the paper further suggests that the adoption of green marketing will be a major boost not only to the manufactures but simultaneously help the society. The main aim of this paper is to study awareness and attitude level of generation Y and the awareness about the concept of green marketing. The sample will be obtained from Generation Y of NCR region which has the largest population of green consumer among the users in NCR region. Respondents of the age 18-25 will be selected being the largest green consumers in NCR region.



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**Eco- friendly Marketing: A Special Reference to Indian Business Organizations****Ekta Rastogi**

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ABSTRACT

Green Marketing and Eco-Friendly marketing of Indian business organizations are building a positive impact on the nation. It should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If we think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. As the study of my research I have found out an opportunity to enhance our product's performance and strengthen and command for higher price. The main objective of this study is to find out the interest and worthiness of the product of the companies like, Wipro, HCL, Voltas and so on and to suggest the appropriate strategies to achieve the target of "Go Green campaign. These are the Indian Business organizations are mainly concerned about the eco-friendly products. The data has been collected from the various sources and secondary data was collected from various published sources. The result of the paper further suggests that the adoption of green marketing will be a major boost not only to the manufactures but simultaneously help the society.

Key Words- Eco-friendly Marketing, Green Marketing, Indian, Organization, customers.

JEL Classification- M31, M39.

INTRODUCTION

Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green Marketing 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 environment and thus heralding the pace of healthy growth of economy. The modern society has become health conscious and is more concerned with the natural environment, businesses too have begun to modify their behavior in an attempt to address society's "new" concerns. In very simple and precise way, green marketing can be defined as the marketing of products that are presumed to be environmentally safe or environmentally friendly. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." By India's heritage, Indian consumers do appreciate the importance of using natural and herbal green products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

Green Products and their Characteristics

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

We can define green products by following measures:

1. Products those are originally grown,
2. Products those are recyclable, reusable and biodegradable,
3. Products with natural ingredients,
4. Products containing recycled contents, nontoxic chemical,
5. Products contents under approved chemical,
6. Products that do not harm or pollute the environment,
7. Products that will not be tested on animals,
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Brands which are more focused on Green Marketing in Indian Business Organizations are-

1. Wipro
2. HCL
3. Samsung
4. Tata
5. ITC
6. ONGC
7. Mc.Donald
8. KFC's
9. Hero Moto Corps
10. LG
11. Voltas
12. Panasonic
13. Godrej

LITERATURE REVIEW

According to the authors like Ottaman, (1993) and Ken Peattie, (1993) concept of green marketing is in and the concept of conventional marketing is out. Azhagaiah and Ilangovan (2006) according to their study, researchers found out that the environmental issues have a significant impact on the modern society and observed the impact of green marketing and the environment protection. Thakur (2009) "Customer awareness with reference to green marketing of automobiles" an empirical research carried at Indore, Madhya Pradesh and concluded that green marketing of automobiles is attracting both from urban and rural people. This clearly indicates that people are shifting to the eco-friendly products to have a positive impact on the natural environment rather than traditional products. Welling & Chavan (2010) "Analyzing the feasibility of Green Marketing in Small & Medium Enterprises", an empirical study and the data was collected from 114 respondents in (Suburban Mumbai), the main purpose of their study was to find out whether the Small & Medium Enterprises believed in implementing green culture practices in the manufacturing and marketing of green products. Further their study concluded that both the State and Central governments should take necessary steps and encourage the SME's to manufacture green products. Brady (2010) Due to the diminishing availability of natural resources, such as water, oil, this green interest is also creating a concern for conservation. Sustainability concerns- climate change, toxic substances, ethical sourcing and extreme utilization are at an all time high with consumers and media. With the viability of the planet a growing concern many consumers are willing to do their part. Ramakrishna (2012) "Green Marketing in India: Some Eco-

Issues”, the researcher analysed the Eco-issues in Green Marketing through the 4p’s of green marketing mix and concluded that awareness to be created among the people about green marketing benefits and eco-friendly products and also concluded that the firms need to give more attention towards the green culture in order to survive in the tough market.

RESEARCH OBJECTIVE

- To find out an opportunity to enhance our product’s performance and strengthen and command for higher price.
- To find out the interest and worthiness of the product of the companies.
- To suggest the appropriate strategies to achieve the target of “Go Green campaign”.

RESEARCH METHODOLOGY

The research methodology will comprise of mainly secondary data which includes, existing literature, different scholars’ and researchers’ published books, articles published in different journals, periodicals, conference paper, working paper, magazines, news paper, central & state government website.

The secondary data and information will analyze for preparing the paper extensively.

FINDINGS

Reasons Why companies to adopt Green Marketing:

1. Opportunities or competitive advantage.
2. Corporate social responsibilities (CSR).
3. Government pressure.
4. Competitive pressure.
5. Cost or profit issues.

Challenges in Green Marketing:

1. Majority of the people are not aware of Green products and their uses.
2. Green products require a recyclable and renewable materials or elements which are expensive.
3. People are often perceived that green products are expensive compared to traditional products.

CONCLUSION

On the basis of my study I have concluded that business firms need to change their mind set from traditional marketing strategies to green marketing strategies with a huge investment in technology, R and D and through Green marketing elements such as eco-design of a product, eco-labeling, eco-packaging, green logo in order to survive in the green competitive world and to have a positive impact on the environment. Green marketing is a relatively quite recent phenomenon and it is growing awareness amongst consumers and businesses about minimizing the adverse impact on the environment. Environmental issues are given more importance these days .This paper helps us to know the various practices made by companies for promoting green environment and also aimed at transforming the consumer minds and their perceptions towards environment. Well in this scenario, many corporate has taken green marketing further and as a part of their company strategy just to create brand image , gain the attention of the consumers . More and more companies need to emerge and also



facilitate to the environment. This paper can also be viewed as a source of new opportunities to grow in today's highly competitive global environment.

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ANNEXURE-03

CERTIFICATES





Institute of
Management Technology
Hyderabad



...Harnessing Knowledge for Businesses

INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT) HYDERABAD

AWARDS THIS

CERTIFICATE OF PRESENTATION

TO

EKTA RASTOGI

FOR PRESENTING THE PAPER

A study of emerging trends of Green Consumers of Green and their awareness & attitude level focussing FMCG products with special reference to NCR Region

IN THE INTERNATIONAL CONFERENCE ON

MARKETING CHALLENGES IN EMERGING MARKETS (MCEM 2017) HELD AT

INSTITUTE OF MANAGEMENT TECHNOLOGY, HYDERABAD FROM 8TH TO 9TH DECEMBER 2017.

THIS CONFERENCE IS SUPPORTED BY AMDISA.

DR. SATISH AILAWADI

Director
IMT, Hyderabad

PROF. DEVI PRASAD GHOSH

Area Chairperson (Dept. of Marketing Management)
IMT, Hyderabad



2019 IIM INDORE

NASMEI

SUMMER MARKETING - IS CONFERENCE



"Smart Marketing in the Digital Age"

INDIAN INSTITUTE OF MANAGEMENT INDORE

JULY 26 - 28, 2019

Certificate of Presentation

This is to certify that

Ekta Rastogi

has presented a paper titled

A Study of Emerging Trends of Green Consumers of Generation 'Y' and their Awareness & Attitude level focusing FMCG Products With Special Reference to NCR Region.

at the 2019 IIM Indore-NASMEI Summer Marketing - IS Conference

held on July 26 - 28, 2019 at the Indian Institute of Management Indore, India.

Prof. Rajhans Mishra
IIM Indore

Prof. Rajendra Margundkar
IIM Indore

Prof. Abhishek Mishra
IIM Indore

Motilal Nehru National Institute of Technology Allahabad



Department of Humanities and Social Sciences

"Ten Days Research Methodology Programme for

Ph. D Students in Social Sciences"



Sponsored by

Indian Council of
Social Science Research

Indian Council of Social Science Research

New Delhi

Certificate of Participation

*This is to certify that Mr./Ms. Ekta Rastogi
of Babasaheb Bhimrao Ambedkar University, Lucknow, has successfully
participated in the "Ten Days Research Methodology Programme For
Ph. D Students in Social Sciences" From 02nd to 11th June 2017.*

Rajesh Kumar Shastri
Dr. Rajesh Kumar Shastri
Course Director

Ambalika Sinha
Dr. Ambalika Sinha
Head DHSS

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BHIMRAO
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TEN DAYS NATIONAL WORKSHOP
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15th -24th Feb., 2016



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Department of Rural Management,
Babasaheb Bhimrao Ambedkar University, (A Central University),
Vidya Vihar, Rae Bareilly Road, Lucknow-226025

Certificate

Certified that *Prof./Dr./Mr./Mrs. E. K. Dasgupta, Dept. of Rural Management,*
B.B.U. (A Central University), Lucknow..... has participated in the Workshop on Research
Methodology in Social Science from 15th -24th Feb., 2016.

He/She has delivered Lecture on the topic.....
as a Resource person on.....

We wish him/her all the best for his/her future endeavor.


(Dr. Abhilash Babu)
Convener


(Dr. M.S. Khan)
Course Director

ANNEXURE-04
CURRICULUM VITAE



EKTA RASTOGI SINGH

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EXPERIENCE

1. Teaching as **Assistant Professor** at **Dr. Shakuntala Misra National Rehabilitation University, Lucknow. Since- 28th Jan 2020 to till date.**
2. Taught as **Assistant Professor** at **Lucknow Institute of Technology, Lucknow. Since- 04 May to 30 September 2015.**
3. Taught as a **Guest Faculty** at **(School for Management Studies)** at **BabasahebBhimraoAmbedkar University (A Central University), From 02 Sep'13 to 22 Sep'14.**

KEY- INITIATIVE

1. Organized workshop of **SEBI** and acted as workshop coordinator at BBAU on 13/09/2013.
2. Organized workshop of **SEBI** and acted as workshop coordinator at BBAU on 22/12/2017.

WORKSHOPS ATTENDED-

1. Participated **Seven Days National Workshop on SPSS and Research Methodology** in **Deptt of Rural Management, BBAU, Lucknow on 08-14th March 2019.**
2. Participated **Seven Days National Workshop on SPSS and Research Methodology** in **Deptt of Rural Management, BBAU, Lucknow on 13-20th December 2017.**
3. Participated **Ten Days Research Methodology Workshop Sponsored by ICSSR New Delhi, in Deptt of Humanities and Social Sciences, MNNIT, Allahabad on 02nd -11th June 2017.**

4. Participated **Seven days National Workshop on Research Methodology and Statistical Analysis in Yogic Science** in Deptt of Physical Education, Sports & Yogic Awareness, BBAU, Lucknow on **22nd -28th August 2016**.
5. Participated **Ten days National Workshop on Research Methodology in Social Sciences Sponsored by ICSSR, New Delhi** in Deptt of Rural Management, School of Management, BBAU, Lucknow on **15th-24th February 2016**.
6. Participated **Two days National Workshop of Research Methodology** in MotilalRastogi School of Management on **18-19 September 2015**.
7. Participated **International Advanced Research Methodology Workshop** in Department of Applied Economics in University Of Lucknow, Lucknow from **13 Nov-19 Nov 2014**.

SEMINARS & CONFERENCES PAPER PRESENTED

1. **RastogiEkta. (2019).** A Study of Emerging Trends of Green Consumers of Generation “Y” and their Awareness & Attitude level focusing FMCG Products With Special Reference to NCR Region on **26-28th July on Smart Marketing in the Digital Age** in IIM, Indore.
2. **RastogiEkta. (2018).** Emerging New Dimensions of Green Marketing in National Conference on Emerging Business Practices on **07-08th April** in BHU, Varanasi.
3. **RastogiEkta. (2018).** A Study of Green consumers: Roles and Challenges in New Millennium in **International Conference** on **21st February** in Jamia Millia Islamia, New Delhi.
4. **RastogiEkta. (2017).** A Study of Emerging Trends of Green Consumers of Gen Y and their Awareness & Attitude level focusing FMCG products with Special Reference to NCR Region in **International Conference** on **08-09 December on Marketing Challenges in Emerging Markets** in IMT, Hyderabad.
5. **RastogiEkta. (2017).** Green Paradigm in Hospitality: Opportunities & Challenges in **International Conference** on **27-29th November** on **New Tourism Paradigm in a changing world: Innovations, Dynamics and Future Perspectives** in AMU, Aligarh.
6. **RastogiEkta. (2017).** A Study of Green Marketing Strategies that influence Millennial in **NIPM UP Chapter Annual Conference** on **19th May** in **Managing Millennial- Need of the Hour Leveraging the Strengths of Millennial in the Workplace**, Taj Lucknow on **19th May**.

7. **RastogiEkta. (2017).** A Study of Online Marketing on Indian Youths: Challenges & Opportunities in **National Seminar** on **06-07 March** in **BBAULucknow**.
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10. **RastogiEkta. (2017).** Green Marketing: An Overview on **02-03 Feb** in **National Conference** in **CSJM University, Kanpur**.
11. **RastogiEkta. (2016).** Role of Green Marketing in Higher Education in **Kalicharan PG College**, on **5-6th October 2016**. **Lucknow**.
12. **RastogiEkta. (2016).** Role & challenges of Green Marketing and Its effect on Consumer Buying Behavior focusing Retail Outlets: With Special Reference to Lucknow, India on **1st - 2nd September 2016** in **Amity University, Jaipur**.
13. **RastogiEkta. (2016).** A Study of the Awareness level among Consumers towards Green Marketing on **16^h-17^h July 2016** in **Gautam Buddha University, Greater Noida**.
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16. **RastogiEkta. (2016).** Green Marketing: A strategy for sustainable future in India on **13th Feb 2016** in **Bora Institute of Management Sciences, Lko**.
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18. **RastogiEkta. (2015).** Green Marketing as a tool of Sustainable Economic Growth in an era of Globalization on **16th-17th December 2015** in **BBAU, Lucknow**.
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- 21. Rastogi Singh Ekta. (2015). Corporate Social Responsibility: Challenges & Opportunities. National Seminar on Corporate Social Responsibility and Social Sector Development in India on 26-27 September in University of Lucknow, Lucknow.**
- 22. Rastogi Singh Ekta. (2015). Green Marketing: A Sustainable way of Economic Prosperity And Growth in New Millennium in National Seminar on Green Communication & Sustainable Development: Prospects and Challenges on 28th 29th Jan 2015 in BabasahebBhimraoAmbedkar University (A Central University), Lucknow.**
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- 24. Rastogi Singh Ekta(2014). Introduction to Knowledge Management- An Indian Scenario In an International Conference on 19-20 sep 2014 in Jamia Millia Islamia, New Delhi.**
- 25. Rastogi Singh Ekta(2014). Human Resource Manager in an age of globalization: Issues & Challenges in Indian Context in International Conference on Finance & Business Management (ICFBM-14) on 11-12 July 2014 in Ranchi University, Ranchi, Jharkhand.**
- 26. Rastogi Singh Ekta(2014). Green Marketing & Its Impact on Society: Emerging Challenges & Opportunities in International Conference on Management of Marketing, Banking, Business & Finance for Sustainable Economy (MBFSE-2014) on 5-6 July in JNU, Delhi.**
- 27. Rastogi Singh Ekta(2014). Human Rights- Women with Disabilities in National Seminar in BBAU, Lko on 10-11 Mar 2014.**
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- 30. Rastogi Singh Ekta(2013). Building an Ecologically Sustainable Society” on 16 Aug 2013 in Baba SahebBhimraoAmbedkar University, Lucknow.**

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- 1. RastogiEkta& Khan M.S.(2017). Role & challenges of Green Marketing and Its effect on Consumer Buying Behavior focusing Retail Outlets: With Special Reference to Lucknow, India, Amity Management Review, Vol.5(01).Jan-June 2017. Pg. 41-46, ISSN No.-2230-7230.**
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- 8. Singh RastogiEkta. & Khan M.S. (2014). Green Marketing & Its Impact on Society: Emerging Challenges & Opportunities. International Journal of Management & International Business Studies. 4(3): 263-270. ISSN No.- 2277-3177 (peer-Reviewed)**

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- 2. Singh RastogiEkta. (2014).** Introduction to Knowledge Management- An Indian Scenario. (Ed).**New Delhi. Excel India Publishers. Pg no. 280-287.ISBN No.- 978-93-83842-82-7**
- 3. Singh RastogiEkta. (2014).** Human Rights: Women with Disabilities & Challenging Inequality. (Ed). **Delhi. New Generation Press pp. 1-10. ISBN No.- 978-93-80310-85-5**
- 4. Singh RastogiEkta. (2014).** Human Resource Manager in an age of globalization: Issues & Challenges in Indian Context. (Ed).**New Delhi, Bharti publications. ISBN No.-978-93-81212-80-6**

PROCEEDINGS

- 1. RastogiEkta& Khan M.S.(2017).** A Study of Emerging Trends of Green Consumers of Gen Y and their Awareness & Attitude level focusing FMCG products with Special Reference to NCR Region. **Proceedings of the Emerald Publishing in IIM Indore- NASMEI Summer Marketing Information Systems Conference. Pg. 303, ISBN No.- 978-1-78635-4288-0.**
- 2. RastogiEkta& Khan M.S.(2017).** A Study of Emerging Trends of Green Consumers of Gen Y and their Awareness & Attitude level focusing FMCG products with Special Reference to NCR Region. **Proceedings of the Marketing Challenges of Emerging Markets in IMT, Hyderabad Pg. 26-28, ISBN No.-978-93-5268-308-6.**
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ACADEMIC QUALIFICATION

Class/Course	Board/University	Year	Div/Percentage	Specialization
Ph.D	BabasahebBhimraoAmbedkar University (A Central University), Lucknow.	2015	Thesis Submitted	Management
M.Phil	BabasahebBhimraoAmbedkar University (A Central University), Lucknow.	2014-15	80.00	Management
MBA	BabasahebBhimraoAmbedkar University (A Central University), Lucknow	2011-13	71.88	Rural Management
Bachelor of Arts	Lucknow University, Lucknow	2005-08	2 nd Div	English Literature
Higher Secondary	NavyugKanyaVidhalaya, Lucknow	2005	2 nd Div	Eng, Hin, Eco, Music, Psychology
Matriculation	NavyugKanyaVidhalaya, Lucknow	2003	2 nd Div	Eng, Hin, Science, S.Science, Music, Home Science

KEY SKILLS AND ATTRIBUTES

- Good communication and interpersonal skills.
- Committed team player with flexible approach towards work.

- Aggressive target oriented personality and very committed towards the assignment given to me.
- Creative, innovative, hard working, Enthusiastic, punctual and 'Honest'.

PERSONAL DETAILS

Name : EktaRastogi Singh

Spouse Name : Mr. Yogendra Singh

Permanent Address : 148/37 Dugawan, Raniganj, Lucknow (U.P.) India

Date of Birth : 16th July, 1989

Gender : Female

Marital Status : Married

Nationality : Indian

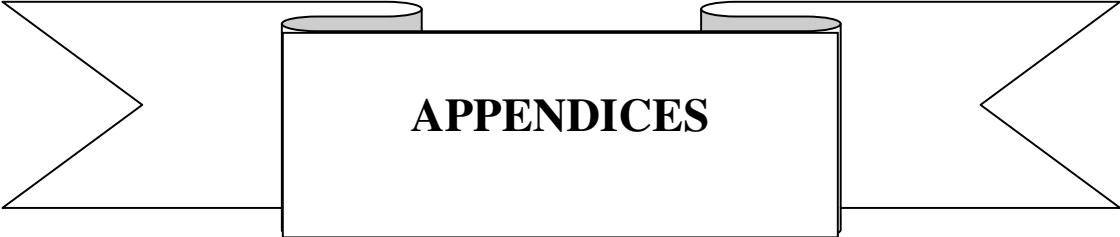
Languages Known : English & Hindi

Declaration- I hereby declare that the above mention information is correct to the best of my knowledge and I bear the responsibility for the correctness of these particulars.

Date:

Place: Lucknow

(EKTA RASTOGI SINGH)



APPENDICES

Company's Profile

Mother Dairy

Mother Dairy Fruit & Vegetable Pvt Ltd is an Indian company that manufactures markets and sells milk, milk products and other edible products. Its milk products include cultured products, ice cream, paneer and ghee under the Mother Dairy brand. The company also sells edible oils, fresh fruits and vegetables, frozen vegetables, and processed food like fruit juices, jams, pickles, etc. Mother Dairy was founded in 1974, as a wholly owned subsidiary of the National Dairy Development Board (NDDB).

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under Operation Flood, a dairy development program aimed at making India a milk sufficient nation. Mother Dairy sources a significant part of its requirement of liquid milk from dairy cooperatives and village level farmer centric organizations.

The company originally focused on Delhi and other parts of the National Capital Region (NCR). It later expanded to other regions in India.

The company sells milk products under the "Mother Dairy" brand.

Safal is the fruit and vegetable arm of Mother Dairy. It operates a large number of fruit and vegetable stores in the NCR, and also has a significant presence in Bengaluru. Safal also has a plant in Bengaluru, which produces around 23,000 MT of aseptic fruit pulp and concentrates annually. It supplies to food processing companies such as Coca-Cola, Pepsi, Unilever, Nestle, etc. Safal also has a presence across 40 countries viz., USA, Europe, Russia, Middle East, Asia and Africa and exports Fresh Fruits & Vegetables (Grapes, Banana, Gherkin, Onion, etc.), Fruit Pulp & Concentrate, Frozen Fruits & Vegetables, etc.

Mother Dairy is also present into edible oils segment under the brand name Dhara, which was launched under the *Operation Golden Flow* program of NDDB.

Mother Dairy opens first restaurant 'Café Delights' in Noida and plans more outlets in Delhi.

Big Bazaar

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by **Kishore Biyani** under his parent organization Future Group, which is known for having a significant prominence in Indian retail and fashion sectors. Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar, (abbreviated as *ffb*) and eZone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, eZone, etc.

Founded in 2001, Big Bazaar is one of the oldest and largest hypermarket chains of India, housing about 250+ stores in over 120 cities and towns across the country.

Big Bazaar was founded in 2001 by Kishore Biyani, the founder and chief executive officer (CEO) of the parent company, the Future Group.

Indian actress Asin and the former captain of Indian cricket team, Mahendra Singh Dhoni have previously endorsed for the fashion vertical of Big Bazaar.

Reliance Fresh

Reliance Retail started its journey in 2006 with the opening of its first Reliance Fresh store. Today Reliance Retail operates 621 Reliance Fresh and Reliance Smart stores and sells over 200 metric tons of Fruits and over 300 metric tons of Vegetables every day.

Reliance Fresh is India's leading neighborhood retail chain, synonymous with freshness & savings. With the three core promises of Fresh Hamesha, Available Hamesha and Savings Hamesha, Reliance Fresh is a one-stop-shop for fresh shopping, fresh savings and fresh happiness.

From fresh fruits & vegetables to dairy, cereals to spices, processed food & beverages to home & personal care products, we have the entire gamut of your grocery needs covered.

Across our stores, we retain a strong customer centric approach to meet all your shopping needs - be it routine or seasonal, well known brands or popular local products.

Continuing Reliance's hallowed tradition of backward integration, Reliance Retail directly partners with a large number of farmers and small vendors in a farm-to-fork model. The linkages

with the farm has brought about transformational changes in the quality of life of the farmers as also enhancing the quality of produce, reducing wastage by shortening the time to move fresh produce and reducing intermediaries in the value chain thereby benefiting all.

Spencer's

Spencer's Retail is a chain of retail stores headquartered in Kolkata, West Bengal having presence in over 35 cities in India. Spencer's is based on the 'Food First' Format (*it mainly offers fresh and packaged food*). Many outlets though sport multiple formats for retailing food, apparel, fashion, electronics, lifestyle products, music and books. It is owned by RP-Sanjiv Goenka Group. Spencer's acquired the premium retail chain Nature's Basket from the Godrej Group in May, 2019.

Spencer's began operations as a retail chain in the early 1990s in Southern India. Stores are largely set up in one of 2 formats.

- Convenience stores, called Spencer's
- Hypermarkets, called Spencer's Hyper

Between 2006-2009, Spencer's brand expanded rapidly and at one point of time, had 300+ stores. In 2008, Spencer's opened its Largest Store in India in the eastern Indian metropolis of Kolkata. The store is spread over 72,000 square feet (6,700 m²) and is located in the famous South City Mall. During 2009 to 2016 it underwent consolidation by shutting down non-performing stores and the Company achieved break-even on EBITDA level by 2016. The recent strategy has been that of Profitable Growth in chosen Geographies.

In 2015, Spencer's acquired the online grocery store Meragrocer for an undisclosed amount. Spencer's has been Strengthening Omni Channel Presence since then.

The company has launched a Diversified Private Label Program and has been focusing on increasing share of High Margin Categories.

The company achieved positive Profit after tax (PAT) for the year 2018-19

As of June 30, 2019 the total number of stores has increased to 160 on a standalone basis. On July 4, 2019, Spencer's Successfully Completed the acquisition of natures basket limited from

Godrej Industries Ltd. It is believed that the acquisition will help them to unlock synergy and give access to them in the western markets of India.

Patanjali

Patanjali (Sanskrit: पतञ्जलि) was a sage in India, thought to be the author of a number of Sanskrit works. The greatest of these are the *Yoga Sutras*, a classical yoga text. There is doubt as to whether the sage Patanjali is the author of all the works attributed to him as there are a number of known historical authors of the same name. A great deal of scholarship has been devoted over the last century to the issue of the historicity or identity of this author or these authors.

Amongst the more important authors called Patanjali are:

- The author of the Mahābhāṣya, an ancient treatise on Sanskrit grammar and linguistics, based on the Astādhyāyī of Pānini. This Patañjali's life is dated to mid 2nd century BCE by both Western and Indian scholars. This text was titled as a bhasya or "commentary" on Katyayana-Panini's work by Patanjali, but is so revered in the Indian traditions that it is widely known simply as Maha-bhasya or "Great commentary". So vigorous, well reasoned and vast is his text, that this Patanjali has been the authority as the last grammarian of classical Sanskrit for 2,000 years, with Panini and Katyayana preceding him. Their ideas on structure, grammar and philosophy of language have also influenced scholars of other Indian religions such as Buddhism and Jainism.
- The compiler of the Yoga sūtras, a text on Yoga theory and practice, and a notable scholar of Samkhya school of Hindu philosophy. He is variously estimated to have lived between 2nd century BCE to 4th century CE, with more scholars accepting dates between 2nd and 4th century CE. The Yogasutras is one of the most important texts in the Indian tradition and the foundation of classical Yoga. It is the Indian Yoga text that was most translated in its medieval era into forty Indian languages. Also, the third chapter is the basis for the TM-Sidhis.
- The author of a medical text called Patanjalatantra. He is cited and this text is quoted in many medieval health sciences-related texts, and Patanjali is called a medical authority in a number of Sanskrit texts such as Yogaratnakara, Yogaratnasamuccaya and Padarthavijnana.

There is a fourth Hindu scholar also named Patanjali, who likely lived in 8th-century CE and wrote a commentary on Charaka Samhita and this text is called Carakavarttika. According to some modern era Indian scholars such as P.V. Sharma, the two medical scholars named Patanjali may be the same person, but completely different person from the Patanjali who wrote the Sanskrit grammar classic Mahabhasya.

- Patanjali is one of the 18 siddhars in the Tamil siddha (Shaiva) tradition.