



Impact of Green Marketing on Customer Buying with Special Reference to FMCG Sector

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INTRODUCTION

Fast moving consumer goods is the fourth largest sector which fuels the Indian economy to a great extent. There has been tremendous growth in the past few decades. The overall growth of FMCG industry increased to 9.4% growth in India in which rural area plays a significant role in achieving a faster growth in India. Changes in consumption pattern of rural and urban people in India is due to many reasons like changing life styles, increasing consumer awareness, growing internet penetration and innovative promotional campaigns. In India, consumers are more conscious to contribute environment values to the society in terms of buying FMCG products. Changes in Attitude towards consumers regarding green marketing paves the way for the researcher to raise questions and to identify the real facts which is happening in and around the society.

OBJECTIVES

PRIMARY OBJECTIVE

The primary objective is to study the green influence on consumer to procuring FMCG products.

SECONDARY OBJECTIVES

1. To identify the variables influencing the respondents to make buying decision of availing green FMCG products

2. To find out the geographical region of the respondents who respond more to procure green FMCG products.
3. To analyze the willingness of FMCG consumers towards green marketing.
4. To exhibit the challenges facing in FMCG sector pursuing green marketing.

HYPOTHESIS

1. There is no awareness among Rural and Urban people regarding Green FMCG products.
2. There is no difference between gender and geographical area respondents procuring green FMCG products.
3. There is no relation between geographical area and challenges faced by the respondents to procure green FMCG products.

LITERATURE REVIEW

Green consumer is considered as an opinion leader and a shopper who gets product information includes advertisements but suggest that green customer is not easily convinced with advertisements alone. The implications include marketers not only alienate them by using unambiguous green advertisements. Consumers are concerned enough to consider paying more for environmentally friendly products. (Shrum, McCarty, & Lowrey, 1995). Green consumer is the central character in the green marketing

development aim is to identify and understand needs of green consumer and develop market to satisfy these needs (Peattie, 2001). Nowadays, Companies taking steps to become environment and social friendly and state these in objectives of the firm. Initiatives to minimize carbon footprint across the supply chain, is even more significant, where pricing is extremely competitive. For FMCG sector where supply chain is the key driver for attaining competitive advantage, this paper discusses key aspects of greening the supply chain (Mazumder & Chatterjee, 2010). Going green gives a company an opportunity to compete others (Polonsky & Rosenberger). There are three particular segments of green consumers and explores the challenges and opportunities business have with green marketing (Mishra, Sharma, 2010).

RESEARCH DESIGN

This study is purely based on exploratory research design. In this study, this research helps to investigate the possibilities of undertaking green marketing on customer buying with special reference to FMCG products. It provides an opportunity to consider different aspects of problems like influencing variables, stimulant buying factors taken in this study.

DATA COLLECTION

This research is based on primary and secondary data taken into account. Primary Data collected through questionnaire. Questionnaire collects through personal interview with respondents. Hence secondary data includes data which exists already and are considered for the study. Software like SPSS and Excel helps the researcher to perform statistical tools for the study.

SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

SAMPLING TECHNIQUE

The sampling technique adopted for the study was non-probability sampling. The respondents were chosen on the basis of Convenience sampling. The reason why this sampling method will be used is because of the time constraints, lack of information availability about the entire universe and the main reason being that it will not be easy to collect the data from all paid research web sites.

SAMPLE SIZE

Sample size refers to the number of respondents considered for our study. One of the important considerations in the sample size determination is the sample size used in the similar studies and the resource constraints. The study comprises of 100 respondents from rural area and 100 respondents from urban area who are using green FMCG products.

RESULTS**1. DEMOGRAPHIC FACTORS**

FACTORS		NUMBER OF RESPONDENTS	PERCENTAGE
AGE	Below 18 years	14	7
	18 to 28 years	40	20
	28 to 38 years	76	38
	38 to 48 years	50	25
	Above 48 years	20	10
GENDER	Male	100	50
	Female	100	50
EDUCATION QUALIFICATION	Below Under Graduation	10	5
	Under Graduation	60	30
	Post Graduation	70	35
	Professional Qualification	40	20
	Others	20	10
OCCUPATION	Students	14	7
	Business	60	30
	Government Employees	36	18
	Private Employees	50	25
	Others	40	20
GEOGRAPHICAL AREA	Rural	100	50
	Urban	100	50

2. VARIABLES INFLUENCING THE CUSTOMER TO BUY GREEN FMCG PRODUCTS

From this study, it makes crystal clear that variables influence the customers to avail green FMCG products which is available in the market. ($F=0$ $F_1 = 10.12$, $F =3$ $F_2 = 9.27$)

3. CHALLENGES FACING TO PROCURE GREEN FMCG PRODUCTS

It is clear that respondents keep on facing problems due to geographical area. From the results it makes clear that ($F = 0.44$, $F_1 = 4.28$, $F = 0.06$, $F_2 = 5.98$)

4. FACTORS STIMULATE TO BUY GREEN FMCG PRODUCTS

DECISION	RESULTS
PRODUCT	0.15
PRICE	19
PROMOTION	0.15

It is observed from the study that, $F = 0.15$ which is less than 0.05. It clearly states that promotions highly stimulate the respondents FMCG products. For Product, $F = 0.15$ which is less than 0.05 depicts that products also boost the respondents. For price, $F = 19$ which is higher than 0.05 states that there is no stimulation for the respondents due to price of green FMCG products.

FINDINGS

Findings states that maximum number of business people highly influences the people to buy green FMCG products which are available in the market. 35% of the educated respondents preferred in this study. It is observed that there is no awareness about green FMCG products in both rural and urban people ($\chi^2 = 0.70, p = 0.773$) while female respondents (both rural and urban) have green awareness than Male respondents ($\chi^2 = 0.714, p = 0.50$)

CONCLUSION

Education awareness creates numerous changes the attitude towards buying products in the market. Through internet penetration and advancement in technology stimulate the buying attitude towards preferring green products. In the past five years, there has been a numerous changes in company product, process helps them to provide environment sustainability in the FMCG product. Using green Marketing in FMCG increases the cost of the product. Wealthy consumers avail those products to provide environment support to the society. If the companies ready to reduce the price of the green FMCG product, rural people may come forward to procure the product which is useful to them as well as society. Nowadays there is an emergence of rural and urban women people support to green marketing prevailing in most parts of the city. Emergence of Green campaigns may not only educate the illiterate customers but also others to

differentiate green products from other products. It is important to encourage the males to participate in green marketing which stimulate to procure green products available in the market. Government may take steps to educate the public which have strong influence in customer buying of green FMCG products.