



A STUDY ON GREEN MARKETING STRATEGIES ON CONSUMERS OF FMCG PRODUCTS IN CHENNAI DISTRICT

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Abstract

Green marketing has a good impact on people's health and the environment. The concept of green marketing is concerned with environmental protection. Many issues have arisen as a result of modern marketing. The study focuses on the green marketing strategies on consumers of FMCG products in Chennai District. The present study was carried out in Chennai city with the aim of understanding the consumer awareness, and perception of green marketing strategies on consumers of FMCG products. Convenience sampling technique was used to collect the primary data by filling up the 250 respondents. After collecting the data the results has been analysed by using Mean, Percentage method and Kruskal-Wallis test. The result of the study revealed that in the sample area that the majority 62 per cent of the respondents were male, 50.4 per cent of the respondents having awareness about FMCG Products, 30.8 per cent respondents considering that green products are of high price and with regard to the green practices followed by the respondents while shopping, most (30 per cent) of them opined that they avoid using plastic bags while shopping.

Keywords: *Green Marketing, Consumer Awareness and Consumer Perception.*

Introduction:

Since its inception in the late 1970s, green marketing has been a major academic research area. Since then, various research studies have been conducted to address the concerns of eco-friendly commodity marketing and customer behaviour in relation to such products. Rapid economic growth, mass production with advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalisation and globalisation, creation of multinational companies, retailing and distribution by giant MNCs, all resulted in a slew of issues. Department stores, specialty stores, and shopping malls are bursting at the seams with both needed and useless items. All of these causes have put people's well-being and ecological equilibrium at jeopardy. Giant factories, in particular, have been a source of several pollutions. Many products have negative environmental consequences during their production, usage, and disposal. Green marketing is primarily concerned with three aspects: 1. Promotion of pure/quality product manufacturing and consumption, 2. Fair and reasonable dealings with consumers and society, and 3. Environmental protection. Global ecological imbalance and global warming (also known as global cooling) have prompted environmentalists, scientists, social organisations, and concerned citizens to take tangible steps to prevent further environmental degradation. The World Bank, the SAARC, the United Nations, the World Health Organization, and other globally powerful organisations have begun to advocate and implement green marketing.

Review of Literature

The aim of Wong et al. (2012) was to examine into Malaysian and Singaporean youth's attitudes regarding purchasing green products. According to the findings, five elements play a role in increasing green purchasing intention among young adults: concern about attitudes toward green purchases, perceived consumer efficacy, health consciousness, attitudes toward the environment, and social impact. Organic foods are receiving a lot of attention in today's society due to a variety of issues such



as diseases and the environment. According to the findings, youthful customers have a favorable attitude toward purchasing green items. This set of consumers can be considered a possible target market for green marketers. According to Sharma et al. (2015), there is a pressing need to educate and raise consumer knowledge of the environment in the current climate. The corporate responsibility, often known as Corporate Social Responsibility, is to educate the youth about environmental hazards. This may not occur immediately, but it will occur over time. Young people today are more concerned about environmental protection. They want to lessen the negative effects of using services and products that are harmful to the environment.

Arianne J. van der Wal et al. (2016) conceptually replicates past lab findings indicating that status motives cause people to publicly showcase sustainable behaviour in a real-world situation. The findings revealed that shoppers of a high-status sustainable supermarket chain use branded green shopping bags to demonstrate sustainable buying more than shoppers of a lower-status chain. The current study is being conducted to understand the green purchase behaviour of the residents of Coimbatore, the second largest city in the state of Tamil Nadu, India, as the literature reveals conflicting conclusions about the relationship between green consumer behaviour, green advertisement, purchase intention, and so on. Banumathi. P and Mabel Latha Rani. S (2018) highlighted the customers' perceptions of Fast Moving Consumer Goods in particular with reference to the Thoothukudi District. The increased pricing of high-quality products should not be a deterrent. For the growth of FMCG items, health and cleanliness are critical. More clients are attracted to sales outlets and their excellent service. As a result, the researcher has gone to great lengths to describe the utility of all manufacturers of fast-moving consumer items in order to keep the market afloat. Groceries and toiletries are the most popular items in the current market, and they are followed by others. As a result, it is determined that this type of research is important in determining the market potentials of fast moving consumer items, particularly in cities like Thoothukudi. In the future, retail outlets and shops will be fine-tuned with a variety of features in order to reach consumers and their interests.

Statement of the Problem

Economic development through production and consumption jeopardizes people's peaceful life on the planet. By manufacturing, consuming, and disposing of environmentally friendly items, green marketing aims to safeguard both customers and the environment. Fast Moving Consumer Goods (FMCG) products is one of the biggest consumer industries in the present world. Thus, the present study is concerned with the green marketing strategies on consumers of FMCG products in Chennai District.

Objectives of the Study

- To analysis the Demographical profile of Consumers.
- To examine the awareness of FMCG products among consumers
- To find the consumers' perception towards green marketing practices.

Hypotheses of the Study

- There is no difference between the mean rank of age of the respondents and their perception towards green marketing strategies.
- There is no difference between the mean rank of educational qualification of the respondents and their perception towards green marketing strategies.



Research Methodology

In this study the researcher has used the Descriptive research method. Specific objectives of the study required use of both primary and secondary data. In Chennai district, 250 consumers were selected by using convenience sampling method. The required primary data were collected from the selected respondents from FMCG customers in Chennai district with the help questionnaire method. The secondary data collected from journals, books and magazines. The statistical tools like Mean, Percentage Analysis and Kruskal-Wallis test are used to analysis the collected primary data.

Result and Discussion

7.1 Demographical Profile of The FMGC Consumers

Out of 250 respondents, 62% of the respondents are male and 38% of the respondents are female. 24% of the respondents belong to the age group of 21 to 30 years, 57% of the respondents belong to the age group of 31 to 40 years, 12% of the respondents belong to the age group of 41 to 50 years and 7% of the respondents belong to the age of above 50 years. 11% of the respondents have completed their higher secondary education, 68% of the respondents have completed their under-graduation and 21% of the respondents have completed their post- graduation. With regard to occupation, 71% of the respondents were private employees, 15% of the respondents were businessman, 3% of the respondents were Agriculturist and 11% of the respondents were Government Employee. When the monthly income is taken into consideration, 59% of the respondents have a monthly income of Rs. 25,001 to Rs. 35,000, 28% of the respondents have a monthly income of Rs. 35,001 to Rs. 45,000 and 13% of the respondents have a monthly income of above Rs. 45,000. 52% of the respondents belong to urban area and 48 % of the respondents belong to rural area. 64 % of the respondents are members of a nuclear family, while 36 % of the respondents are members of a joint family.

7.2 Awareness About FMCG Products

In table-1, Percentage of respondents having awareness on green products is analysed.

Table-1 Consumer’s Awareness about FMCG Products

Variables	No. of Respondents	Percentage
Highly Aware	54	21.6
Aware	126	50.4
No Opinion	34	13.6
Not Aware	29	11.6
Highly Not Aware	07	2.8
Total	250	100

Source: Primary Data

Table 1 explains that 21.6% of the respondents having high level of awareness about FMCG Products, 50.4% of the respondents having awareness about FMCG Products, 13.6% of the respondents having no opinion about FMCG Products, 11.6 % of the respondents not having awareness about FMCG Products and 2.8% of the respondents are highly not aware about FMCG Products,

7.3 Consumers’ Perception About Green Products

Percentage of respondents depending on their perception about green products is analyzed in the table 2. Five limitations fixed to assess the perception level of respondents on green products are, Good for environment, high price, less attractive, good for health and less availability.



Table-2 Consumers’ Perception about Green Products

Variables	No. of Respondents	Percentage
Good For Environment	42	16.8
High Price	77	30.8
Less Attractive	20	8.0
Good For Health	48	19.2
Less Availability	63	25.2
Total	250	100

Source: Primary data

Table -2 explains that 30.8% respondents considering that green products are of high price. Following them come 25.2% respondents feeling the less availability of green products. Next come the 19.2% respondents accept that green products are good for health. 16.8% respondents consider green products as a very good thing for environment. Only 9 % respondents deny green products as less attractive.

7.4 Green Practices Followed by Respondents While Shopping

According to the types of green practices followed by the respondents while shopping, the respondents are divided into four vital groups and their percentage is analysed and result is shown in table 3.

Table-3 Green Practices Followed By Respondents While Shopping

Variable	No. of Respondents	Percentage
Prefer Reuse Package Products	58	23.2
Avoiding Plastic Bags	75	30.0
Prefer Eco-Friendly Products	73	29.2
Prefer Eco Labeling Products	44	17.6
Total	250	100

Source: Primary data

Table 3 explains that out of 250 respondents,75 respondents (30%) avoid plastic bags. 29.2% respondents prefer eco labelling products, 23.2% respondents prefer reusable package products. and 17.6% respondents prefer eco-friendly products.

7.5 Age of The Respondents and Their Perception Towards Green Marketing Strategies

Table -4 depicts the age wise classified respondents’ perception towards green marketing strategies.

Table -4 Age of the Respondents and their Perception towards Green Marketing Strategies - Kruskal-Wallis Test

Factors	Age Group	Mean Rank	Chi-Square	D.F	Asymp. Sig.
Eco Labelling and Green Products	21 to 30 years	154.26	18.246	3	0.016
	31 to 40 years	168.76			
	41 to 50 years	107.28			
	Above 50 years	72.34			
Environmental Advertisement	21 to 30 years	151.36	13.548	3	0.004
	31 to 40 years	157.04			
	41 to 50 years	97.84			
	Above 50 years	68.74			
Green packaging And Branding	21 to 30 years	146.17	12.457	3	0.0115
	31 to 40 years	153.76			
	41 to 50 years	101.42			
	Above 50 years	70.08			

Sources: Computed Data



Table-4 explains that, all of the three green marketing strategies grabbed the p value of less than 0.05 that reveals about the rejection of null hypothesis by 5 percent and the difference existing between the perceptions of age wise segregated respondents towards green marketing. Thus the conducted Kruskal-Wallis test and the grabbed result reveals the fact that perception level of above 50 years of respondents is very low towards green marketing strategies while comparing other age groups.

7.6 Educational Qualification of The Respondents and Their Perception Towards Green Marketing Strategies

Table - 5 depicts the educational qualification wise classified respondents' perception towards green marketing strategies.

Table -5 Educational qualification of the Respondents and their Perception towards Green Marketing Strategies - Kruskal-Wallis Test

Factors	Educational Qualification	Mean Rank	Chi-Square	D.F	Asymp. Sig.
Eco Labelling and Green Products	School Level	104.14	10.176	2	0.141
	Under Graduate level	171.22			
	Post Graduate Level	112.73			
Environmental Advertisement	School Level	117.36	08.427	2	0.000
	Under Graduate level	159.18			
	Post Graduate Level	124.54			
Green packaging And Branding	School Level	106.07	07.548	2	0.004
	Under Graduate level	167.74			
	Post Graduate Level	118.92			

Sources: Computed Data

Table -5 explains that amidst of the three green marketing strategies, Environmental Advertisement and Green Products factors obtained the p value of .less than 0.05. This p value paves way to the rejection of null hypothesis by 5 percent and proves the difference existing between the perceptions of occupation wise classified respondents. Eco Labelling and Green Products factor obtained the p value of 0.141 greater than 0.05 the null hypothesis is accepted by 5 percent. Hence there is no statistical mean significant difference the perception of occupation wise divided respondents towards Eco Labelling and Green Products. Thus the conducted Kruskal-Wallis test and the grabbed result reveals the fact that perception level of school level educated respondents is very low towards green marketing strategies while comparing other educational groups.

Findings of the Study

- Majority (62%) of the respondents were male.
- More than half (57%) of the respondents belong to the age group of 31 to 40 years.
- Most (68%) of the respondents have completed their under-graduation.
- With regard to occupation, most (71%) of the respondents were private employees.
- When the monthly income is taken into consideration, most (59%) of the respondents have a monthly income of Rs. 25,001 to Rs. 35,000.
- More than half (52%) of the respondents belong to urban area.
- More than half (64%) of the respondents belong to nuclear family.
- With regard to awareness about FMCG products, majority (50.4%) of the respondents having awareness about FMCG Products



- Majority (30.8%) respondents considering that green products are of high price.
- With regard to the green practices followed by the respondents while shopping, most (30%) of them opined that they avoid using plastic bags while shopping.

Suggestions

- Companies and governments must ensure that sufficient awareness programmes are done in order to raise consumer awareness. Advertisements, the internet, NGOs, and other methods can also be used to raise awareness.
- The lack of availability of green FMCG products is the most serious issue. As a result, manufacturers must ensure that their product is available in all places, from corner convenience stores to multi-story supermarkets.
- In order to be a wholesome FMCG product, not only the products themselves, but also their packaging and labelling, must be green. The label must have all of the information that a consumer would search for when purchasing a green FMCG product. Only then will buyers have faith in that green brand and will purchase the goods again and again.

Conclusion

According to the study, today's consumers are unconcerned about the environment and have only a rudimentary understanding of eco-friendly and green FMCG products. The environment is not only a person's asset, but it is also each and every individual's obligation to maintain the environment, whether they are a company, a government, or an individual consumer. According to the findings of this study, in order to maintain a sustainable environment for green FMCG products, consumers must be educated about the importance of our environment and how each and every human action contributes to making the world a worse place to live. When enough consumer awareness is generated, people will buy more green items, which will drive corporations to produce more green products, preventing harm to the environment and preserving it for future generations.

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