

## **FAST MOVING CONSUMER GOODS AND GREEN MARKETING PRACTICES FOLLOWED BY INDUSTRY – AN INDIAN SCENARIO**

*Dr. Nimish Gupta*

(Amity University, Uttar Pradesh, India)

### **ABSTRACT**

The development of green marketing by businesses as one of their methods to make money and safeguard the environment has been sparked by the rising concern over environmental issues. Governments and societies in almost every nation are now more conscious of the problem, which has sparked a trend in green marketing among businesses. Environmental issue is a rising topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. The main objective of present research is to explore and understand the conceptual framework of green marketing and practices followed in India regarding green FMCG products. In this research paper, main emphasis has been made of concept, need and ways of green marketing. The Paper also finding out the various green marketing practices of organizations. The proposed study will be conducted with the help of secondary data. The data will be collected from Books and journals, research articles, magazines, websites etc. The data related to green practices of the organizations will be collected through product packaging; product labelling and advertisements in the News Papers, Magazines, TV, Radio, and Internet are collected. The company's annual reports will also explore to know the present and future strategies of green marketing of the selected organizations. The study concludes that Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. It includes wide scope of activities like product alteration, improvement in the production processes, packaging restyling, and improvement in advertising for the purpose of enhancing and preventing green FMCG products. It is including eco- friendly business efforts like implementing alternate sources of energy, low consumption of paper, preventing environment from pollution, consumption of recyclable paper etc. these days Government bodies and Marketers has very much conscious and promoting safe and environment friendly products. The discussion reveals that green marketing is gaining importance in India for various issues concerning sustainable development. Due to increase the concept of green consumerism and corporate environmentalism, companies have started making use of green marketing strategies and techniques.

**Keywords:** Green Marketing; Green Products; Green Marketing Practices; Green Marketing tools

## **INTRODUCTION**

Due to the environment's rapid change, people all around the world are becoming more and more concerned with it. It is crucial to use the concept of "green marketing" to spread as much information as possible on how to build a sustainable, pollution-free environment. Environmental marketing is a marketing idea that emphasizes the environment. The concept of environmental Marketing also called ecological marketing and Green marketing was came into existence in the late of 1980s and early of 1990s. It was originate from Europe in the beginning of 1980 when some goods were recognized to be unsafe for environment. As a consequences, the concept of "green" products were introduced that were less harmful to the environment. In 1975, the first workshop on "Ecological Marketing" was held by the American Marketing Association (AMA). As a result the first book on green marketing entitled "Ecological Marketing" was introduced. In India the concept of environmental marketing was started in the end of 1990s. Government and manufacturer are become aware to adopt the concept of environmental marketing. Both of them adopted the policy to protecting the earth and to take the sustainable competitive advantage from the ecological marketing. In 1991 Indian government launched a scheme known as Eco-mark to increase the awareness of consumer towards ecological products. The purpose of the scheme is to stimulate the customers to purchase those products which have less harmful environmental impact. So that, the concept of ecological marketing refers a process of selling products and services based on their environmental benefits. Such type of product or service may be eco-friendly in it or produced and packaged in an environmentally friendly way.

American Marketing Association (AMA) said that, "environmental marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment" .In all over the world companies are doing efforts to reduce the negative impact of products and services on the climate and other environmental parameters. They doing efforts to reduce both use and production of harmful chemicals, excess materials, and waste by products in the delivery of their goods and services.

The firms are adopted Green Marketing practices in their activities and they are manufacturing green products as a part of social responsibility. Today, governments, organizations, as well as the general public are concerned about the environment and are taking initiatives at their own level. Various governments have implemented environmental laws for environment protection and are also providing subsidies on green/ environment-friendly products. Organizations are also adopting green practices for the concern of the environment as well as to match with the legal framework of environmental regulation.

## **FMCG Sector in India**

In India, FMCG is one of the largest markets, So that the green efforts of this largest industry are highly participated to the well-being of the society through protecting environment. FMCG are also called as consumer packaged goods (CPG). These goods are characterized by lack of durability and they have quickly sold with relatively low price. FMCG has a very short span of life, the reason behind this the more consumer demand and the high usage of product. FMCG includes cosmetics, nondurables, or quickly perishable goods. In this research the general green efforts of some few organisations are considered. Now a day's companies are doing green efforts in all areas of the organisation. In FMCG sector, normally, the green industry focuses on profit maximization while they ignoring the negative impact on

the environment. Executives within the organisation developing sustainability as key factors in decision-making. Most of marketing practitioners are using green elements as powerful marketing tools.

The green efforts of these organizations can give new concepts to the businesses interested to using environmental strategies. FMCG has been evergreen industry and the future organizations planning to enter the FMCG sector can use the result of this study in strategy formulation.

## **LITERATURE REVIEW**

Mohan et al. (2015) conducted a study on green marketing strategies used by Sivakasi-based manufacturers. Using an interview schedule method, the researcher has gathered the primary data. 149 units were chosen by the researcher as samples using the proportionate stratified random sampling technique. Factor analysis and Barlett's test were used to analyze the data. According to the survey, the sample respondents were well-aware of green marketing. Green sales marketing, using energy-saving machinery, reducing greenhouse emissions, and buying raw materials from green suppliers are all important considerations that makers of green products take into consideration when making their decisions.

Sen (2014) studied to determine whether the consumer purchasing decisions in Kolkata are influenced by the green marketing practices undertaken by the companies. It was found that the consumer purchasing decisions in Kolkata are not influenced by the green marketing practices undertaken by the companies. However, the consumers are willing to pay a premium price for the 'green' products, if these eco-friendly products provide an extra value to them. Thus, companies can command a higher price if they can enhance the product's performance and offer products that provide an extra value to the consumers. Boztepe (2012) analysed the impact of green marketing on consumers buying behaviours. Data were collected from 540 consumers in Istanbul and evaluated statistically. He found that the environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviours of the consumers in positive way. Demographic characteristics have moderate effect on consumer purchasing behaviours. Karthik and Ramya (2012) observed that the environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the country's natural resources. Environmental Marketing makes extreme change in the business not even in India but save the world from pollution. Sanjay K. Jain & Gurmeet Kaur (2004) in his study observed that the environmentalism has emerged as a worldwide development. Companies have started responding to environmental situation by exercising green marketing strategies. Consumer has performed an incredible role in developing business organizations through making them green marketing oriented. Karna, J., Hansen, E. & Juslin, H. (2003) observed that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The study also concludes that environmental values, ecological marketing strategies, structures and functions are logically connected with each other through hypothesized way. Environmental marketing model were used to guide this study.

### **Objectives of the Study**

The primary goal of the current study is to investigate and analyze the environmental effects and initiatives made by businesses in India with reference to green FMCG items. Apart from this, few more objectives are also considered for the study purpose.

- To identify the need and tools of green marketing in Indian context.
- To explore the various green marketing practices adopting regarding green FMCG products in India.

### **RESEARCH METHODOLOGY**

The present study is exploratory cum descriptive in nature. The proposed study will be conducted with the help of secondary data. The data will be collected from Books and journals, research articles, magazines, websites etc. The data related to green practices of the organizations will be collected through product packaging; product labelling and advertisements in the News Papers, Magazines, TV, Radio, and Internet are collected. The company's annual reports will also explore to know the present and future strategies of green marketing of the selected organizations.

### **Green Products**

Green Products are those which are recyclable, reusable. Green product has including natural ingredients and they have containing recycled contents and non toxic chemical. These products do not harm or pollute the environment. Green Products have eco-friendly packaging i.e. reusable, refillable containers etc. In short, Green products means any product, which is not hazardous for environment and customer as well, and it also work as a future remedy of negative impact of a product.

### **Need and Significance of Green Marketing**

While looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives. They believe that they have a moral obligation to be more socially responsible. Government organisations pressurize firms to become more accountable or answerable. Companies also forced by their competitor's environmental efforts to change his activities. Cost factor is one of the other important factors which are connected with discarded material usage forces companies to alter their behaviour. Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material Opportunity. Green marketing practices

### **Product Design Innovations**

Environmentally-conscious companies optimize efficient use of resources, improve productivity of resources and lower volume of waste. Innovations in product design identify alternative methods to reduce the environmental impact of products (in usage and post-usage) and processes (in production and transportation). They are related to substituting hazardous substances for environmentally-friendly components, energy consumption and pollution prevention such as using materials those produce least pollution, consume less amount of energy, using recyclable or recycled materials, using materials from renewable sources, and easy to recycle, easy to decompose, designed for disassembly and reuse and designed for remanufacturing. Further, packaging-related design innovations include practices to reduce environmental impact of packaging at product transportation (for reduced

energy consumption, pollution prevention, and reduced weight and volume) and at the disposal stage (for waste reduction), and to promote the use of recycled materials, natural and biodegradable materials. The companies also focus upon improving environmental performance of their production processes such as reducing waste (thus, improving efficiency) and reprocessing waste. These practices result in cost cutting, differentiating green products, increasing product marketability and gain competitive advantage for the company.

### **Responsible Sourcing**

For sourcing environmentally-friendly raw materials, companies develop environmental standards and guidelines for purchase of input material. They ensure that their suppliers have an environmental policy and ISO certified. They provide design specifications with environmental requirements for purchased items to their suppliers and conduct their environmental audits. They also engage in cooperating with suppliers for achieving environmental objectives, collaborating with them to develop materials, equipment, parts and services that support environmental goals, and educating and training them on environmental issues. This originates innovations from suppliers' side to reduce development costs, quality, and time to market. Thus, sourcing raw materials those fulfil environmental guidelines enable the companies to achieve efficient eco performance and effective market performance for green products.

### **Recycling**

Environmentally-conscious companies aim at waste minimization, and resource and investment recovery. They establish cooperation via local or more extended networks, and collaborate with local recycling organisations and same sector industries. They provide product disassembly manuals to workers so that non-destructive components can be detached and re-use can be facilitated with little or no advancement. Also, appropriate disposal at consumers' end is facilitated by educating them about recycling and recovery options as well as proper disposal methods. For this, companies also specify the roles of dealers and distributors in the product recovery network. This way, they extend their environmental practices to distributors, retailers and customers. Companies also avoid bad practices of disposal such as landfilling and have been developing new processes to increase the recycling rate. These practices result in improving their environmental performance by complying with environmental standards and conserving resources, and thus building their environmentally-friendly image in the market.

### **Price Setting Behaviour**

Price setting behaviour is described as a set of managerial activities to make pricing decisions. It requires a detailed understanding of total cost of product, analysis of information related to the customer value and competition. Price skimming, experience curve pricing, and penetration pricing strategies are generally used for pricing of new product. Green products are generally perceived to be priced higher than their traditional substitutes. It is justified by high costs of new product commercialization, the pressure on companies to recoup product-development and additional cost of verification procedures. Higher prices of green products are also reflected by the added costs of modifying the production process, the packaging or the disposal process, and the perception that consumers would pay more for green product. Thus, price-setting behaviour based on market oriented factors enable companies to compete in the market on the basis of their ability to innovate and to better meet the needs and demands of consumers.

### **Ethical Standards**

It includes moral basis of companies' responsibilities towards the environment. Companies develop and follow ethical guidelines related to the environment for Promoting higher standard of living, fair pricing, advertising, product safety, environmental protection and maintaining nature's infrastructure are raised as ethical issues in green marketing. It includes codes related to the security and safety of the environment, i.e. careful and responsible use of natural resources, measures to ensure the least impact of manufacturing operations and products on the environment, not creating hazards to human health, and adhering to all environmental measures and rules. It promotes ethical conduct in business activities, and provides them guidance to recognize and deal with ethical issues. In result, it prevents the loss of competitive advantages.

### **Responsible Advertising**

Responsible advertising is related to communicating organisational commitment towards sustainability, environmental initiatives of companies and green product attributes in market. It disseminates information related to green products, and company's environmental philosophies and initiative. It includes environmental vision, mission and values, social dialogue, development of the local economy, environment, market relations, and ethics. It is aimed to convey direct usefulness and advantage provided to the consumers by green products compared to the conventional ones. It exhibits environmental commitment of companies which enables them to compete in the market.

### **Green Communication**

Green communication practices aim at promoting public awareness related to companies' environmental, societal, and ethical records, and to increase consumer knowledge about green products. Strategically, they attempt to inform, persuade and remind consumers about green products. This is facilitated through print ads, broadcast ads, word-of-mouth, workshops, discussion groups, mass media, tailored information and experimental tasks. They communicate companies' sustainability actions, their environmental initiatives and their green product attributes to highlight that companies are addressing environmental issues in their business operations, and meeting regulatory requirements. This serves as basis for companies to compete in the market and to influence consumers' purchase decisions.

### **Building Green Product Credibility**

Consumers' perceptions of environmental claims to be truthful and believable determine the credibility for green products. Vague words and absence of proof are main causes for consumers' skepticism about environmental claims. So, environmentally-conscious companies develop a sustainability strategy that ensures product claims as a part of a credible corporate approach. Morsing and Schultz (2006) proposed ways of building credibility such as informing green product-related information in an objective manner, demonstrating green products in an indirect manner using endorsed communication, and by stating green product related facts instead of providing impressionistic descriptions. Also, advertising protected by reputed government bodies, independent organisations and consumers' organisations increases consumer confidence in green product. Thus, implicit ways of communication, endorsed communication and very factual language styles are identified as ways of building credibility. This ensures differentiating green products from those of competitors and meeting consumer demands of information clarity and transparency.

### **Consumer Engagement**

Consumer engagement with products has an influential role in advertising processing and effectiveness. It is related to a notion of desire for exploration and addresses experiential aspects of consumption. This has motivated marketers to develop green product advertising campaigns using sales promotions tactics that promote various levels of participation to improve consumers' product knowledge. It arouses consumers' interest, attracts their attention towards green products, influences their predisposition. It further influences perceived value offered by green products and strengthen their relationship with consumers. In result, it enables companies to understand market demands to accordingly alter their green product offerings.

### **Market segmentation based on green tendencies**

Green FMCG companies believe that consumers are now beginning to see and understand the possibilities and benefits of greening. Hence, these companies spent more time trying to educate the customers on green issues through seminars, presentation etc. these are some of the ways through which companies segment their market based on consumers green tendencies.

### **Green production and marketing practices**

The most dominant benefits of green products and marketing practices followed by FMCG companies are product quality and company image in the minds of the customers. The FMCG companies agree that customers prefer products that are environmentally safe without sacrificing quality and efficiency. Consumer demand for green products and services creates opportunities for green offerings, top lines sales and building image etc.

### **Consumer consideration towards green products**

Today's marketers increasingly realise that consumers really fear that the plant is losing its ability to sustain human life. They are anxious about their own health and that of their children's health related issues such as water quality, hazardous waste, air pollution, global warning and over population top the list of environmental concern that consumers fear most consumers expert certain attributes while purchasing green products quality fmcg companies should focus on helping consumers to demonstrate that eco-friendly products are not only good for the environment but also it works better than non-green products. Companies offer money back guarantees in store demonstration, free samples, video commercials (either t.v, radio or on the internet) etc. for green product promotion.

### **Role of govt. in greening the business**

Green marketers will have full supports from the govt. as they provide tax incentives for cleaner production technologies finance options etc. the govt. of India has framed and prepared various regulations and legislations to protects the society and reduce the productions of harmful product. Fmcg companies follow these existing rules and regulations in the environment protection law and producing those goods which is not harmful to environment.

### **Techniques that promote greenness**

Marketers today use myriads of terms to convey the products qualitative advantage for the environment. The consumers and business are willing to accept "green" as an umbrella term to define anything that is natural, recyclable and good for the environment. The companies prefer to use the term 'green' when selling eco-friendly, sustainable, clean

products and services. Consumers expressed some scepticism over green claims that companies have about their products.

### **Green Marketing Tools**

Green marketing tools plays an significant function in changing consumer purchasing behaviors to purchase environmental friendly products and to decreasing the adverse outcome of artificial products on the environment.

- **Eco-labelling:** Eco-label is one of the important green marketing tools used on eco-friendly products. Eco label is characterized as a tool for consumers to assist the forward motion of making a decision to select eco-friendly merchandise. It also permits them to see how the process of merchandise is created. Eco-labelling schemes, offer environmentally less harmless label program. It was started by Germany in 1978. Eco label is an environmental claim that appears on the packaging of the merchandise. It is presented to a manufacturer by an appropriate agency. The regime of India set up an Eco mark scheme in 1991 to increase consumer awareness in respect of environmentally friendly merchandise. The purpose of the strategy is to encourage the customers to purchase those products which have less harmful environmental impact. Eco-label is positively correlated with consumer enthusiasm to buy. The recognition of eco-label has a positive impact between the information of a green product and consumer's willingness to buy.
- **Eco-brand:** Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products. Consumers will pursue to purchase eco-friendly choices for products that produced a high degree of environmental impact correspond to those with low tier of environmental shock. For that reason, it can be expected that consumers will react positively to products with environmental aspects known as Eco branded products. A consumer's interpretation on the environmental conduct of brands should be positively impressed by environmental labels. Recognition of the impact of brands on consumers' purchasing opinion is very critical for marketers and marketing researchers. This impact is recognized as brand equity. Brand equity can be defined as a particular impact that brand awareness has on a consumer's reaction to the marketing of that brand from a consumer's viewpoint. Green brands should be used to point out the situation that green products functions the same as non-green ones. Likewise, green brands should be utilized to help consumers distinguish green brands from other identified brands with the same activities. The critical aspect persuading consumers to change actual purchase behavior to purchase eco-friendly products are emotional brand benefits. Hence, the purchasing behavior will modify to purchase environmental friendly products as a consequence of concern of the advantage of green brands. The consumers who widely recognized themselves as an environmentally responsible consumers suggest two picks the green products in their actual purchase to match their emotional desires.
- **Environmental advertisement:** Most organizations prefer environmental advertisements through the media or newspapers as green techniques for improve green movements worldwide and enhance public attention towards environmental problems. They presenting their products to environmentally responsible consumers. The only ways to influence consumers' buying behavior is Green advertisement that will strongly encourage consumers to purchase merchandise that are eco-friendly to our surroundings. Also, direct their attention to the positive effects

of their purchasing behavior, for themselves as well as the surroundings. Davis (1994) describes there are three factors in green advertisement. Firstly, the company will initiate a statement that is linked up to the environment. Secondly, the company will demonstrate its concern and dedication to improve the environment by its changed procedure from the green advertisement. Thirdly, specific environmental actions in which the society is affected will be boosted by green advertisement. When the population of companies using environmental interest in their advertisement is getting higher, even though some of them are just simply green washing, it will lead consumers to be suspicious towards environmental advertising. For marketing managers, who proves to be environmentally responsible and anticipates a reward from consumers for their responsible behavior, the reliability and influences of green advertising are a major subject. Marketing managers and advertising professionals need to master environmental information communication and presentation of environmental information in the ads.

- **Green Packaging:** Packaging that cannot biodegrade takes up tremendous amounts of space in landfills. A commercial enterprise that manufactures and packages products can convert to eco-friendly packaging. Changing over to biodegradable packaging provides customers with a visible symbol of the company's dedication to "living green." The job can also leverage the eco-friendly packaging as part of its advertising program to help draw in new environmentally conscious clients.

### **Green marketing of FMCG companies in India**

On that point are numerous examples of houses who have striven to become more environmentally responsible serving to better satisfy their consumer needs. Moreover, their activities also help them to improve their revenues and profits in various ways.

- New Surf Exel (Do Bucket Paani... Ab Rozana Hai Bachana) that produces lesser froth, but is every bit effective as before, thus reducing water usage.
- ITC has introduced Paper Kraft, a premium range of eco-friendly business paper.
- ITC's Bhadrachalam paper unit has invested in a Rs. 500 crore on technology that makes the unit chlorine free. All Environment, Health and Safety Management Systems in ITC conform to the best international standards. ITC's Watershed Development Initiative brings precious water to nearly 35,000 hectares of drylands and moisture-stressed areas.
- Lifeboy (a trade name of soap from Unilever in India) had an ad campaign encouraging kids to hold on their streets clean and not concern about germs as Lifeboy protects them.
- McDonald's restaurant's napkins, bags are made of reused newspaper.
- Coca-Cola pumped syrup directly from the tank instead of plastic which saved 68 million pounds/yr.
- The U. K. -base Body Shop manufactures and sells natural ingredient-based cosmetics in recyclable packing.
- Proctor and Gamble have introduced refills for its cleaners and detergents in Europe that comes in throwaway packs.
- HUL's one of the biggest brands, Lifebuoy aims to change hand washing behavior of masses by educating them about their health and cleanliness. In the event of Mahakumbh Mela, Lifebuoy partnered with over 100 restaurants to raise awareness

about hand hygiene. Over 2.5 million routes (carried the stamp “Lifebuoy se haath they kya? And reminded people to rinse their hands before consuming.

- HUL’s Kissan strengthened its ‘natural’ advantage by re– setting itself on “Goodness of 100% real”. The approximation was to pay consumers a “real” experience – in the products they buy and through participation in activities that help them relate to nature. This prompted the launch of ‘Kissanpur’.
- Marico entered a new category by launching Saffola oats in various flavors. It has also launched new products in the category of hair care and skin maintenance. The takeover of Paras Healthcare last year helped it move into the male personal care section where it covered a good grocery store and gained profit.
- For Godrej, the major percentage of growth came in from new launch, product introduction, and diversification across regions and development of the distribution network. New products such as cream–based hair color and extension of Cinthol into new categories such as face wash and moisturizers gave an added advantage to the overall concern. HUL also went in for product extensions in brands such as Lux, Pepsodent and Pureit.
- Dabur undertook a mega initiative to substantially extend its distribution footprint and drive cost– effective growth. This expansion was needed to increase the direct distribution coverage in rural markets, customizing promotional activity and providing exclusive servicing through a dedicated sales team in these marketplaces.
- P&G India introduced compact detergents in India for Ariel and Tide using fewer raw materials and publicity material, while ensuring superior consumer value. P& G India also redesigned the pump package of their beauty product, Olay, which reduces plastic consumption and is 25% lighter than the earlier publicity. Redesigning the pump package has delivered over 400 tonnes of packaging a year (the weight of a Boeing 747) (P&G, 2013).

## CONCLUSION

Green marketing is however in its growth phase and a lot of research is to be served on green marketing to fully explore its potential. It is promoting awareness amongst consumers and businesses about minimizing the adverse impact on the environment. Environmental issues give more importance these days. This paper helps us to experience the various practices made by societies for promoting green environment. Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment.

Many Indian FMCG companies in diverse jobs are now successfully implementing green marketing practices. Several studies by environmentalists indicate that people are worried about the surroundings and are shifting their behavior pattern. Product design innovations, responsible sourcing, recycling practices, price setting behavior, ethical standards, responsible advertising, green communication practices, building green product credibility and consumer engagement practices were identified as core green marketing practices. The work contributes to the green marketing literature by exploring companies’ green marketing practices FMCG companies recognize that a paradigm shift to sustainable production and consumption is needed to tackle the imposing environmental issues. Some companies have done greening not for the good of the environment, but for financial

incentives. Nowadays, companies follow different green production and marketing practices to make themselves more environmentally friendly and to convince the stakeholders, especially customers, about the claims of green companies in the corporate sectors. In short creating and implementing a green marketing strategy is not only complex, but also a relative concept that varies over time. Green Marketing is implementing environmental friendly business practices like using alternate energy sources, saving paper, controlling pollution, carbon foot– print etc. Organizations implementing green practices will sustain in the competitive business world. The stake holders are interested in the green practices of organization. The green practice enhances the corporate image. Green practices can be used as a tool for maintaining effective public relations. The ultimate aim of organizations in implementing green practices is to save the earth from global warming. Green marketing campaigns highlight the superior environmental protection characteristics of a company's wares and services. The forms of characteristics usually highlighted include such things as reduced waste in packaging, increased energy efficiency of the ware in use, reduced use of chemicals in farming, or decreased release of toxic emissions and other pollutants in production.

### **Suggestions**

To shift their focus from conventional marketing techniques to green ones through green marketing components such product eco–design, eco–labelling, eco–packaging, and green logos, FMCG firms in India must make significant investments in technology and R & D. It has a favorable effect on the environment and is a very competitive green world. In today's context, Marketers have responded to rising consumer demand for environment–friendly products in various ways, like boosting the environmental properties of products; introducing new products specifically for those concerned with energy efficiency, waste reduction, sustainability, and climate control, and through redesigning existing products with an eye towards these same consumers. Marketing campaigns touting the environmental ethics of societies and the environmental advantages of their products are on the climb. But however the consumer are facing challenges like lack of knowledge about green products. Indian FMCG organizations need to change their mindset from traditional marketing strategies to green strategies with a huge investment in technology, R and D and through green marketing elements such as eco–design of the product, eco–labelling, eco–packaging, green logo in order to survive in the green competitive world and to have a positive impact on the environment. Government bodies should be keen and strict in implementing policies on FMCG segment. Policies on packaging materials to be used, waste disposal methods, consumer education by FMCG on their product features via labeling to enable consumers make informed decisions when purchasing etc. All this is to prevent direct pollution of the environment, human and animal health issues.' FMCG segment should take steps to create green awareness among consumers in India. It is advisable to promote green products via innovative ads through social websites like face book, whatsapp create awareness among consumers that boost the respondents of FMCG consumers in India.

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