

EFFECTS OF COVID-19 ON GREEN MARKETING IN FMCG SECTOR

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Abstract :

The Government, Companies and Consumers are familiar with the word environment and why we need to protect environment. It is now very important to identify way to save the environment .After Covid -19 consumer attitude has been changed Demand for ecofriendly product increased. In this paper we identify eight green marketing variable such as Eco labels, Eco Brand, Demographics ,Environmental Advertising, Environmental Awareness ,Green Promotion, Green Price, Green Product and how green marketing variable and consumer buying behavior are related and which variable is having much impact on green purchase behavior in post covid period .This is concluded that female customer prefer green product more than male customer and they choose product on the basis of green product features. Females mostly purchase food and beverage product. Middle aged customer mostly prefers green product among the other age group. Consumer prefers to purchase mainly from locally produced and less travelled sources in the post Covid period. Due to lack of awareness young people is not purchasing or less purchasing green product. Social media or internet can be beneficial for this. Through Locally produced ecofriendly product companies can cut down cost of production and can get competitive advantage.

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Introduction:

With increased GDP in combination with Globalization, Liberalization privatization and rapid changes in technology, human wants changes drastically. Rapid increase in production leads to increase in pollution and depletion in natural resources. People are now demanding more ecofriendly goods as they are more health and environmental conscious in the post Covid period. With the help of green marketing variable consumer's mind can be influenced to purchase green product with minimum damage to our natural resources. Green marketing strategies is associated with

- Product(lower impact on health and environment and they should be clearly mentioned in packaging)
- Place (locally produced cutting cost to get competitive advantage)
- Price(To maintain quality of the product green price is higher than non-green product.
- Promotion(to increase the awareness social media is having crucial role)

FMCG sector in India: With large customer base with diversified socioeconomic profile. Companies are adopting marketing strategy with green promotion activity by mentioning the product as chemical free eco-

friendly biodegradable packaging different FMCG companies getting competitive advantage. In this paper we trying to find out how FMCG market is changing or adopting in post covid situation.

Literature Review:

- 1) **Sharma (2016)** identifies eight green marketing variables that can influenced consumers to purchase green product .According to this research paper marketer should adopt green marketing strategy after taking into consideration different demographic variables. She gives more importance to creation of consumer awareness. Marketers should adopt green promotion activity on the basis of age income education n and literacy level and set price of the green product as per the capacity.
- 2) **Ali (2017)** studied impact of green marketing on consumer buying behavior This research identified five green marketing variable and is based on primary data collection in Lahore, Pakistan .It studied relationship between different green marketing tools like consumer’s environmental concern, Green consumption behavior, environmental advertisement Green product and price awareness, Awareness of economic brand image and their impact on consumer buying behavior.
- 3) **Singh 98 (2017)** said due to increased environment consciousness among the the now wants to have eco-friendly products. So company’s need to accept this changing consumer attitude and to provide that product which is safer for both people and earth. Companies have to be more concern in the method of Processing, Packaging, and Distribution which does not have harmful effect on the environment. According to this research paper consumer awareness about the green product is most important and this can be done by through environmental advertising.
- 4) **Helene (2018)** tried to find out impact of green marketing practices on consumer buying behavior in developing country like Pakistan. This research is based on primary data which is collected from urban area of Pakistan. This paper identified three variable such as green advertisement, Green Branding and Eco labeling .The result shows that consumer buying behavior strongly influenced by green advertisement and green branding but does not depend much on eco labelling. He gave more importance on building consumer awareness about green product and that is possible through green advertising that can influence a consumer in a more positive way.
- 5) **Garcia (2022)** gives more importance on different green marketing strategies that can satisfy consumer and can develop competitive advantage. He argued with increased environmental awareness consumer is now much sensitive in buying the eco-friendly product. Consumer’s purchase decision depends on ecofriendly attributes after evaluating the product on the basis of brand image and reputation and at the same time company can develop competitive advantage over the another company who are selling non green products. In this research paper he divided the green practice sin five categories namely:
 1. green products and services
 2. green business image
 3. green advertising
 4. green purchasing experience
 5. green marketing mix and identified green marketing variable like environmental awareness ,green satisfaction , green trust, green loyalty
- 6) **Sunaina(2023)** Showed green marketing practices adopted by Wipro in producing green laptop, green desktop. Wipro is taking initiative to save environment by producing

green product in a energy efficient and water efficient way which is less harmful to the people and humans. According to him due to green product are less purchased by the consumer due to high price of that product. He argued that consumer purchase decision depends on income packaging branding quality quantity and more. Wipro adopted green marketing practices through use of energy efficient data center, sustainable IT product, paperless operation, green supply chain, sustainable infrastructure.

- 7) **Rai (2022)** wants to find out effect of Covid-19 on green marketing strategy with special reference to FMCG market. He said people are more conscious after covid and they prefer ecofriendly product and plastic packaging. People prefer eco-friendly product from local market or they prefer online shopping.
- 8) **Singh (2020)** said with increase in awareness people wants to purchase ecofriendly goods. Female consumer prefer more green product than male consumer. Middle aged consumer purchase green product than the other age group. Marketer need to take more promotion activity to influence young consumers. And best possible way to create awareness among young consumer is through social media. Salaried and unemployed customer are conservative customer and their purchase capability is less than other form of employment.
- 9) **Mangesh (2017)**, shows the relationship between green marketing strategies and consumer buying decision. He discussed about four green marketing variables. His study states that people are more health conscious when they are buying the product like food beauty soap and detergent product. They prefer that product what is chemical free and not having negative impact on their health. Promotion activity and ecofriendly packaging strongly influenced buying decision. Consumer prefers ecofriendly and biodegradable packaging and wants goods and services from non-polluted store. According to him, male customer are giving preference to eco-friendly packaging where female customers are more concern about green product features.
- 10) **Nagaraju(2016)**, wants to show relationship between consumer awareness and consumer attitude in buying green product he said that products label and green promotion activity are giving more impact on consumer minds to purchase green products. According to this research paper lack of awareness is the biggest barrier in green product purchase intention. Middle aged group are more likely to purchase green products Health and beauty product are given more preference in green product purchase activity.
- 11) **Saradhi (2023)**, said that population with age group 18-25 are more aware of green products and wants to purchase ecofriendly product. According to him green promotion activity is most important to influence purchase decision. Producer can take green marketing initiatives by reducing energy consumption through recycling the old products. Consumer can pay high price for ecofriendly products and packaging .consumer prefer online or local store when they purchase green products.
- 12) **Marisakhi (2022)**, focuses on changing consumer attitude towards green products in FMCG sectors. With the growing demand for FMCG products and environmental awareness consumer prefers more eco friendly goods .He wants to find out socio economic profile and level of awareness of the green FMCG products by collecting data from 384 responses from different age group from Tiripur district. He used both primary and secondary data and concluded that there are significant and positive relationship between consumer attitude and awareness about the green FMCG products of ITC NESTLE, HUL, P&G DABUR.

13) Mohd Amir (2018) argued that green marketing is the important aspect in current business situation to get competitive awareness. He wants to find out impact of green marketing strategy on competitive advantage by green marketing strategy as independent variable and competitive advantage as dependent variable. He concluded that promotion activity having more impact on competitive advantage beside product, place and price component of green marketing. Hence food and beverage sector should give more preference on promotion activity to gain competitive advantage.

14) Sharma (2021) argued that FMCG companies should produce goods in a environment friendly hygienic way .They should give preference to recycling and biodegradable packaging and promotion activity and low paper consumption promote their green product and to increase green product purchase intention.To create greenFMCG product he is giving more preference to ayurvedic and natural ingerdients free from chemical and preservatives and should promote yheir product with eco labelling ,eco packaging and green logos. Innovative techniques and customer awareness program and promoting green product on social media can make significant impact on consumer buying intention.

Objective:

- To determine green marketing strategies which the marketer should consider post covid period.
- To find out effect of packaging on the green product post covid period
- To find out change in promotion activity post co-vid period
- To find out change in consumer perception post covid period

Hypothesis:

H0: Covid 19 has no positive impact on green products

H0: Covid 19 has no impact on purchasing power of consumer on green product

H0: Covid 19 has no impact on packaging of green product

Research Methodology:

In this paper the study is based on secondary data which is collected from various websites, online journals and research papers.

Findings :

- Intead of plastic packaging consumer demanding biodegradable packaging
- Demand for Online shopping/locally produced good increase after covid
- Post covid people are more sensitive to health and hygiene
- With increased environmental awareness company should be very innovative in production of green products.
- With innovation through research and development, ecofriendly product price can be reduced.
- Green marketing strategy is strongly related with different demographic variable like age, income, education etc.
- Green marketing strategy depends on different green marketing variables like green advertisement, eco labels, eco brand, environmental awareness green trust, green loyalty.

- Environmental advertisement will have positive impact on consumer buying behavior.
- Out of four green marketing variables products price place promotion product and promotion having positive impact on green purchase intention.

Conclusion:

- Creation of Consumer’s awareness about green product is very much important to influence consumer buying behavior.
- Awareness of green product can be created among targeted market by conducting seminar in school college and work place
- Eco-club can be powerful tools to build up awareness about green product and positive effect of green product.
- Different green marketing strategy should be adopted on the basis of different demographic variables.
- Consumers should aware about eco labels and eco –brands to differentiate between green product and non-green products
- Marketers should have set the price of green product so that low income people can purchase green product.
- Consumer will be more concern about the green product and harmful effect of non-green product and at the same time build up company reputation those are producing green product.
- Green promotion activity will create company’s reputation and strong brand image thereby increase company’s profitability
- Research and development will help in building cost efficient way to produce green product.

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