

EVALUATING THE IMPACT OF SUSTAINABLE MARKETING PRACTICES OF PAPERBOAT BEVERAGES ON GENERATION Z IN THE KDMC REGION

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Abstract:

This research paper investigates the influence of sustainable marketing strategies employed by PaperBoat Beverages on Generation Z consumers in the Kalyan-Dombivli Municipal Corporation (KDMC) region. With increasing concerns about environmental sustainability, there is a growing demand for eco-friendly products and transparent corporate practices among younger generations. The study aims to evaluate the effectiveness of these strategies in raising awareness, driving consumer behaviour, and ultimately impacting the brand's image, and market performance. And also aims to analyse the effectiveness of PaperBoat's Sustainable marketing initiatives in attracting and retaining Gen-Z Consumers. The findings of this research will provide valuable insights for marketers, policymakers, and business leaders seeking to understand the role of sustainability in engaging and influencing Generation Z consumers, particularly in the context of emerging markets like the KDMC region. Additionally, the study will contribute to the existing literature on sustainable marketing and consumer behaviour, offering practical implications for companies seeking to align their marketing strategies with the values and preferences of environmentally-conscious consumers.

Keywords - Sustainable Marketing Practices, PaperBoat, Generation Z.

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Introduction:

PaperBoat Beverages is an Indian beverage company known for its unique and culturally inspired beverage range. Founded in 2013 by Neeraj Kakkar and Neeraj Biyani, the brand has attracted attention with its nostalgic flavours and introduced consumers to the essence of traditional Indian drinks. PaperBoat offers a diverse portfolio including drinks such as Aamras, Jaljeera, and Kokum, made using authentic recipes and natural ingredients. The company is particularly popular due to its commitment to sustainability, the use of environmentally friendly packaging, and the promotion of responsible sourcing. Focused on evoking childhood memories and cultural richness, PaperBoat has carved out a market niche that attracts consumers seeking a combination of tradition, taste,

and conscious consumption. As the industry recognizes the need to address environmental and social concerns, adopting sustainable marketing practices is becoming increasingly important. This study looks at the sustainable marketing initiatives of PaperBoat, a leading player in the beverage industry, with a special focus on its commitment to Generation Z (Gen-Z) consumers in the Kalyan-Dombivli urban region. Corporation (KDMC). The beverage industry, known for its environmental footprint and packaging challenges, is undergoing a shift toward sustainability. Known for its innovative and diverse beverage range, PaperBoat has positioned itself as a key player at the intersection of taste, culture, and sustainability. Generation Z made up of people born between the mid-90s and early 2010s, is a demographic cohort known

for their heightened environmental awareness, digitally savvy, and affinity for socially responsible brands.

The KDMC region in the Mumbai Metropolitan Region represents a diverse and dynamic consumer goods market, with Generation Z playing a crucial role in shaping market trends. This study to examine Paper Boat's diverse approach to aligning its marketing practices with sustainability goals while remaining in line with the values and preferences of Generation Z in the KDMC region. The focus will then be narrowed down to the specific case of PaperBoat and shed light on the innovative strategies and initiatives implemented by the brand to address the sustainability challenges of the beverage industry. By examining the effectiveness of Paperboat's sustainable marketing strategies, the research aims to provide valuable insights to both academic and industry professionals and shed light on the complex dynamics of sustainable marketing in the context of a specific demographic and geographic region.

Research Methodology:

Problem Statement:

India's growing beverage consumption has resulted in an alarming increase in the amount of plastic bottles being disposed of in urban areas, creating a complex issue. The enormous amount of plastic waste has environmental consequences, and the difficulties with waste management systems make a thorough investigation necessary. Additionally, the proliferation of foreign beverage vendors in India who specialize in serving contemporary drinks has led to the extinction of regional specialties like Aam Panna and Jaljeera.

The popular beverage brand Paper Boat, which is based in India and is well-known for its traditional drinks, eco-friendly packaging, and other sustainable practices, is not having a big enough influence on the Gen Z generation, which will be the leading generation in the future.

Objectives:

- To assess Generation Z's awareness of PaperBoat's eco-friendly initiatives in the KDMC region.
- To analyze PaperBoat's sustainability practices with reference to industrial standards and to identify unique strengths and areas for improvement.
- To identify and assess the most effective sustainable practices of PaperBoat in influencing Generation Z's consumer behaviour and brand perception

Hypotheses:

- H1: Generation Z consumers in the KDMC region have a high level of awareness about Paper Boat's sustainable marketing practices
- H2: Generation Z consumers in the KDMC region rate Paper Boat's sustainability practices higher in effectiveness than the average sustainability practices in the beverage industry
- H3: The level of awareness of Paper Boat's sustainable marketing practices is positively correlated with the overall brand perception among Generation Z consumers in the KDMC region

Significance:

Paperboat's sustainable marketing practices hold significance for various stakeholders, but continuous improvement and transparency are crucial to maintaining its positive impact. PaperBoat, known for its authentic Indian drinks, incorporates sustainability into its marketing strategy in several ways, which hold significance for various stakeholders:

- Brand Image: Aligns with growing consumer demand for eco-conscious brands, fostering trust and loyalty.
- Transparency: Builds trust by showcasing efforts to reduce environmental impact.
- Education: Raises awareness about sustainable practices through campaigns and packaging.
- Reduced Footprint: Promotes responsible

consumption and minimizes environmental damage.

- Conservation: Initiatives like tree planting and water conservation contribute positively.
- Resource Management: Encourages sustainable sourcing and packaging choices.
- Future-Proofing: Adapts to stricter environmental regulations and consumer preferences.
- Cost Savings: Sustainable practices can lead to long-term cost reductions.
- Competitive Advantage: Stands out in a crowded market by offering a differentiated value proposition.

Methodology:

- Primary data was collected from the GEN-Z
- Online Questionnaire (Google Forms) was circulated and answered by individuals of different “Age groups”, “Educational Qualifications”, and “Employment Status”.
- Sample Size – 116 Respondents
- Area – Kalyan Dombivli Municipal Corporation (KDMC) region.
- Purposive Sampling
- Descriptive Research
- Research Tools: -
 - Contingency Matrix (2*5) via Chi Square on VassarStats.
 - Anova Single Factor
 - Karl Pearson’s Correlation

Limitation:

- Research was limited only up to 116 respondents.
- Researchers faced difficulties in finding some of the information and data that was required due to the fact that some of the data are for official use only.
- Some of the respondents were reluctant to fill out questionnaire which was provided to them.
- Due to the time constraints, the completion of the research paper necessitates a focused and efficient

approach to ensure thorough investigation and timely submission

- The Area Was Restricted the KDMC Region it can be later extended a larger Geographical area.

Research Question:

- I am Aware that PAPERBOAT offers Indian Traditional Beverages
- I know that PAPERBOAT's products, like Aam Panna and Jaljeera, are based on traditional Indian recipes.
- Are you aware that PAPERBOAT uses eco-friendly packaging for its products.
- I have information about PAPERBOAT's sustainable sourcing practices.
- Are you familiar with the Environmental Initiatives undertaken by PAPERBOAT.
- Compared to other beverage brands, how do you find PAPERBOAT more committed to sustainability.
- Paper Boat's sustainability practices are better communicated than those of its competitors.
- I prefer PAPERBOAT over other brands because of its eco-friendly initiatives.
- PAPERBOAT's range of traditional Indian beverages is more appealing to me than the offerings of its competitors.
- PAPERBOAT'S sustainable marketing practices influence my purchasing decisions.
- I am more likely to recommend PAPERBOAT to others because of its environmental initiatives.
- Knowing about PAPERBOAT's sustainability efforts increases my loyalty to the brand.
- The sustainability practices of PAPERBOAT enhance my overall perception of the brand.

Review of Literature:

1. (Khalid, 14 September 2023) - The study revealed how crucial sustainable marketing techniques are in influencing consumer behaviour to make environmentally friendly decisions. It became clear

that marketing campaigns with an emphasis on cause-related marketing, sustainable packaging, green product development, and ethical branding have the power to encourage conscientious consumption. These tactics encourage customers to choose goods and services that support a more sustainable lifestyle by connecting with their values and fostering a deeper level of engagement with them. The study's conclusions support the idea that companies can change societal norms by using smart marketing strategies. A strong call to action for businesses, policymakers, and consumers is made in the study's conclusion. It emphasizes how important it is for companies to acknowledge their impact on the attitudes and behaviours of society. The study recommends that regulatory frameworks that provide incentives for environmentally conscious strategies should be used to support sustainable practices by policymakers. Additionally, the study gives customers the ability to use their purchasing power to support the market for eco-friendly products and hold companies responsible for their promises.

2. (Bhatia Mayank, 2013) - Though consumers are very well-informed about environmentally friendly products, there is still a need for more work to be done by organizations in this area because consumers are unaware of the green initiatives that are being carried out by various government and non-government organizations. Although consumers have a high degree of awareness regarding green products, there is a need for more effort from organizations in this area because consumers are unaware of the green initiatives that are being carried out by various government and non-government agencies. While consumers have a positive attitude toward green products, they are also concerned about their availability and cost. This suggests that since consumers have indicated a

willingness to purchase green products if they are available, marketers should make green products available for consumption.

3. (Yuliya Strizhakova, 4 January 2024) - The report "The Sustainable Development Goals Report 2023: Special Edition, towards a Rescue Plan for People and Planet" shows that we are far from meeting the established sustainable development goals around environmental and social responsibility by 2030, which is the context in which we have framed this commentary about consumer cultural identity and branding within a global-local marketplace. Apart from providing meaningful inquiries to guide forthcoming research endeavours concerning the intricacies of corporate sustainability, regional and worldwide company/brand operations, and consumer cultural identity, in addition, we examine how consumers view greenwashing and blue washing, company strategies and messaging approaches, and consumer disposal and consumption patterns. Our research questions also demand an integrated approach to sustainability, with local and international businesses and brands working with one another, industry associations, non-governmental organizations, governments, and the UN, in order to advance these vital agendas related to the environment and social issues.
4. (Barış Armutcu, 2 October 2023) - Despite the fact that most consumers view recycled products favourably, the amount of goods sold globally still pales in comparison to the sales of these products. The goal of this study is to contribute to the small body of research on consumer attitudes and intentions regarding the purchase of recyclable goods. We specifically concentrate on The Theory of Planned Behaviour elements that influence Generation Z consumers' purchasing decisions for recyclable products in the Turkish province. This study also looks at "receptivity to green

advertising," another possible antecedent for purchase intentions of recyclable products. Our research showed that while the effect of subjective norms was not statistically significant, two theories of planned behaviour antecedents—attitudes and

perceived behavioural control positively predicted Generation Z's intentions to purchase recyclable products. Additionally, there was a positive correlation found between "receptivity to green advertising" and higher purchase intentions.

Data Analysis & Discussion:

1. Objective:

To assess Generation Z's awareness of PaperBoat's eco-friendly initiatives in the KDMC region.

H0: Generation Z consumers in the KDMC region have no awareness of PaperBoat's sustainable marketing practices.

H1: Generation Z consumers in the KDMC region have a high level of awareness about Paper Boat's sustainable marketing practices.

Data Entry

	B ₁	B ₂	B ₃	B ₄	B ₅	Totals
A ₁	12	19	11	7	2	51
A ₂	22	18	8	4	13	65
A ₃	-----	-----	-----	-----	-----	-----
A ₄	-----	-----	-----	-----	-----	-----
A ₅	-----	-----	-----	-----	-----	-----
Totals	34	37	19	11	15	116

Chi-Square	df	p
10.79	4	0.029
Cramer's V =	0.305	

Note that one of your expected cell frequencies is smaller than 5. For a rows by columns chi-square test, at least 80% of the cells must have an expected frequency of 5 or greater, and no cell may have an expected frequency smaller than 1.0. For a 2x2 table, the chi-square test is valid only if all expected cell frequencies are equal to or greater than 5. If this requirement is not met for a 2x2 table, use instead the Fisher Exact Probability Test. The Fisher Exact Test is also available for 2x3, 2x4, and 3x3.

After performing The Contingency Test of 2x5 Matrix on VassarStats, the p-value is 0.029, which is less than 0.05. The Chi-Square Value is 10.79, and also Cramer's V= 0.305 validates the H1.

Therefore, we accept the Alternate Hypothesis(H1): Generation Z consumers in the KDMC region have a high level of awareness about Paper Boat's sustainable marketing practices.

Thus, we can conclude that there is a positive awareness of Eco-friendly practices performed by PaperBoat the KDMC Region.

2. Objective:

To analyse PaperBoat's sustainability practices with reference to industrial standards and to identify unique strengths and areas for improvement.

H0: Generation Z consumers in the KDMC region do not find the sustainable practices followed by PaperBoat higher in effectiveness than the average sustainability practices in the beverage industry.

H1: Generation Z consumers in the KDMC region rate Paper Boat's sustainability practices higher in effectiveness than the average sustainability practices in the beverage industry.

Anova: Single Factor

SUMMARY

GROUPS	COUN		AVERAGE	VARIANC E
	T	SUM		
Compared to other beverage brands, how do you find PAPERBOAT more committed to sustainability.	116	469	4.0431034	0.7372563
Paper Boat's sustainability practices are better communicated than those of its competitors.	116	312	2.6896551	2.1463268
I prefer PAPERBOAT over other brands because of its eco-friendly initiatives.	116	435	3.75	1.3543478
PAPERBOAT's range of traditional Indian beverages is more appealing to me than the offerings of its competitors.	116	351	3.0258620	2.3036731

ANOVA

SOURCES OF VARIATION	SS	DF	MS	F	P-VALUE	F CRIT
Between Groups	136.71	3	45.571120	27.865409	0.0001	2.6242
Within Groups	752.28	460	1.6354010	96		92
Total	888.99	463				

After performing The ANOVA Test the p-value obtained is 0.001 which is less than 0.05.

Hence, we accept the Alternate Hypotheses (H1) Generation Z consumers in the KDMC region rate Paper Boat's sustainability practices higher in effectiveness than the average sustainability practices in the beverage industry.

3. Objective: To identify and assess the most effective sustainable practices of PaperBoat in influencing Generation Z's consumer behaviour and brand perception.

H0: There is no significant positive correlation between the level of awareness of Paper Boat's sustainable marketing practices and the overall brand perception among Generation Z consumers in the KDMC region.

H1: The level of awareness of Paper Boat's sustainable marketing practices is positively correlated with the overall brand perception among Generation Z consumers in the KDMC region.

KARL PEARSON'S Matrix

	<i>influence the purchasing decisions.</i>	<i>likely to recommend</i>	<i>increases loyalty to the brand</i>	<i>overall perception of the brand.</i>
<i>influence the purchasing decisions.</i>	1	0.723532186	0.679307456	0.675817345
<i>likely to recommend increases loyalty to the brand</i>	0.72353186	1	0.71470033	0.743419
<i>increases loyalty to the brand</i>	0.679307456	0.71470033	1	0.702363
<i>overall perception of the brand.</i>	0.675817345	0.74341898	0.702363	1

Correlation value:

0.5 - 0.7 Moderate Positive Correlation

0.7 - 1 High Correlation

After performing Karl Pearson's Test, we can infer that the level of awareness of PaperBoat's sustainable marketing practices is highly and moderately correlated with the overall brand perception among GEN-Z in KDMC Region.

Summary of Findings:

- Gender diversity is maintained in the study to get the data results in a more diverse way.
- After Assessing, it was discovered that GEN-Z customers are highly aware of PaperBoat's environmentally friendly marketing strategies.
- Compared to other beverage industries' sustainable practices, there was an inclination towards PaperBoat's sustainable practices.
- There was a positive correlation between brand perception and the level of awareness regarding practices for sustainable marketing of PaperBoat in GEN-Z

Suggestions:

Sustainable marketing practices are essential for businesses to adopt in order to meet the growing

demand for environmentally and socially responsible products and services.

By incorporating sustainability into their marketing strategies, companies can attract and retain customers who are increasingly conscious of their environmental footprint and social impact.

Additionally, sustainable marketing practices can lead to cost savings, improved brand reputation, and long-term business success. Overall, businesses that prioritize sustainability in their marketing efforts are better positioned to thrive in an increasingly competitive and socially conscious marketplace.

Conclusion:

In conclusion, this study provides insightful information about how sustainable marketing affects Generation Z consumers in the KDMC area regarding PaperBoat. The results show that consumers'

awareness, impact on the brand, perceptions, preferences, and purchasing behaviour are significantly shaped by sustainable marketing strategies, especially when it comes to environmentally conscious demographics. Brands are able to draw in Generation Z customers by adopting sustainability as a guiding concept and communicating their efforts clearly. They can also help to improve social and environmental outcomes. As sustainability continues to gain prominence in consumer decision- making, marketers must adapt their strategies to align with evolving values and preferences, thereby fostering a more sustainable and ethical marketplace.

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