

STUDY OF THE ENVIRONMENTAL EFFECTS AND INITIATIVES MADE BY BUSINESSES IN INDIA AMONG REFERENCE TO GREEN FAST MOVING CONSUMER GOOD (FMCG) ITEMS

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ABSTRACT

The improvement of inexperienced marketing by way of corporations as one among their methods to make money and guard the environment has been sparked through the rising challenge over environmental issues. Governments and societies in nearly each country at the moment are more aware of the problem, which has sparked a trend in green advertising amongst agencies. The primary aim of the contemporary observe is to research and examine the environmental effects and tasks made via groups in India almost about inexperienced FMCG items. The modern study only used published substances as its foundation. A literature examine, periodicals, web sites, and different assets have been amongst them. Product packaging, product labeling, and advertising in news guides, on television, and online are all used to acquire information approximately an business enterprise's inexperienced tasks and effects on FMCG items. Moreover, the yearly reviews of the enterprise will be examined to study extra about the projects and the ecological implications that the selected companies' inexperienced FMCG products would revel in in the gift and the future. The studies observed that distinct FMCG organizations have implemented severa green initiatives and made enhancements to their products to lead them to greater environmentally and hygienically aware. These initiatives consist of the use of renewable resources in production, which includes the set up of sun strength and biogas plant life, the usage of rainwater series strategies, and so forth; prolonged producer duty projects for multilayer and plastic packaging waste collection and recycling of waste throughout production; recyclable, reusable, or biodegradable packaging; numerous academic and promotional campaigns; low paper consumption; and environmental pollution prevention. businesses today are very environmentally involved, and they have made numerous modifications to their merchandise to enhance and save you environmental safety thru the advent of inexperienced FMCG objects. These changes encompass adding more herbal and Ayurvedic elements to their items, consisting of laung, pudina, and tomar, in addition to almond, melon, Alma, neem, mint, and arnica. They also modified the packaging to be recyclable and reusable. Moreover, a whole lot of agencies awareness on creating chemical-unfastened merchandise and up the amount of minerals and nutrients in their offerings.

Keywords: Green Marketing; Eco-Friendly Initiatives

INTRODUCTION

Due of the environment's fast alternate, people all over the international are becoming increasingly more worried with it. It's far essential to apply the idea of "green marketing" to spread as lots statistics as possible on how to build sustainable, pollution-free surroundings. Environmental marketing is a marketing idea that emphasizes the environment. it is now and again known as ecological advertising and marketing and inexperienced

advertising and marketing. Within the overdue Nineteen Eighties and early Nineties, the word "inexperienced advertising and marketing" first have become famous. Whilst certain commodities were determined to be harmful to the environment, it first appeared in Europe. The concept of "inexperienced" products, which can be much less harmful to the surroundings, became consequently delivered. the primary workshop on "Ecological advertising and marketing" was held in 1975 at the American advertising association (AMA). The consequence became the guide of "Ecological advertising," the first e book on green marketing. Around the flip of the millennium, environmental advertising was first popularized in India. Manufacturers and the authorities are an increasing number of acknowledging the value of environmental advertising and marketing. Both of them created rules to protect the surroundings at the same time as earning a competitive advantage over the long term thru ecological marketing. The Eco-mark programme turned into launched by the Indian government in 1991 to inspire consumers to shop for environmentally pleasant items.

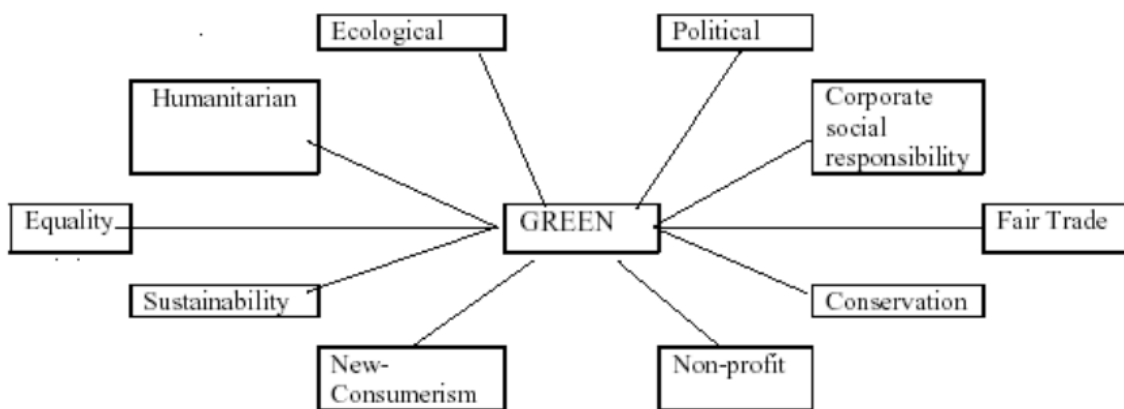


Figure 1: The many meanings of green

As a result, it could be claimed that ecological marketing is concerned with products that may be environmentally sound or that can have been produced and packaged with care. in step with the yank advertising affiliation (AMA), "Environmental marketing is the advertising of merchandise which might be assumed to be ecologically friendly." It includes growing and advertising and marketing items and services that fulfill purchasers' needs for satisfactory, overall performance, affordability, and comforts whilst minimizing environmental impact. Globally, organizations are making efforts to reduce the harm that their goods and offerings cause to the environment and other issues. They're taking measures to lessen the usage and production of dangerous chemical substances, extra substances, and waste byproducts within the shipping of their goods and offerings. The businesses produce green products that have considered environmental effects as a part of their socially accountable commercial enterprise practices. Today, the environment is a issue for governments, companies, and most of the people, and each is performing consequently. To defend the environment, some countries have exceeded environmental legislation and furnished subsidies for eco-friendly and green products. Corporations are embracing green efforts and results for both environmental considerations and regulatory compliance with environmental manage frameworks.

FAST MOVING CONSUMER GOODS/ CONSUMER PACKAGE GOODS

Over the past two decades, India's FMCG business has undergone a spectacular transition. Rising Digitization and Multiple Channels of Trade, an increase in government initiatives, changes in traditional culture and lifestyle, policy and regulation changes, rising advertising costs by FMCG companies, rising income levels, urbanization, and shifting consumer behavior have all contributed to this. Consumer package Goods (CPG) is

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another name for FMCG. These goods are distinguished by their brief shelf life and are offered for sale right away at quite low costs. Due to rising consumer demand and extensive product use, FMCG has an extremely short spam lifecycle. Perishables, consumer products, and FMCG are all included. The overall green initiatives of several organizations are considered in this study. Nowadays, businesses make a point of becoming environmentally friendly in every aspect of their operations. The green industry typically ignores the detrimental effects on the environment in the FMCG sector in favor of maximizing profits. Sustainability becomes a crucial component of decision-making for executives inside a firm. The green color is a popular and effective marketing strategy. Companies interested in utilizing environmental tactics can learn fresh ideas from these organizations' green initiatives. The findings of this study can be used by future firms wanting to enter the FMCG sector to design their strategy as FMCG is an evergreen industry.

MAJOR SEGMENTS IN FMCG SECTOR IN INDIA

According to Indian Brand Equity Foundation (IBEF) the FMCG segments mainly divided in 3 categories over-the-counter over-the-counter marketplace proportion which includes meals and drinks segment with (19%) share of general promote it include followings gadgets i.e. Confectionery, staples/cereals, bakery items (which includes biscuits, bread, and cakes), snack foods, sweets, ice cream, processed end result, greens, meat, and dairy products, in addition to branded flour, rice, and sugar, in addition to tea, espresso, juices, bottled water, fitness liquids, tender beverages, and different liquids; household and private care (50%) i.e. laundry soaps & detergents, skincare, Oral care, hair care, private wash, deodorants, cosmetics, and toiletries, perfumes, woman hygiene merchandise and Healthcare segment (31%) Over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others (range of pharma products).

MAJOR FMCG PLAYERS IN INDIA

Because of its significant populace, numerous purchasers, and high percentage of kids, the Indian market is appealing to each home and international groups. the quick-growing need for day by day necessities in India has led to the development of rapid-transferring consumer items, or FMCG. The fantastic majority of people rely upon FMCG agencies to provide for his or her primary desires. numerous FMCG businesses are lively in India. The first-rate FMCG businesses can supply their items all around the kingdom thanks to their big distribution networks. to meet the desires in their clients, every of these organizations offers more than a few objects on the market. The organizations above are the best FMCGs inside the market because of their first-rate manufacturing, product first-rate, packaging, and chronic innovation. these top FMCGs have carved out a spot in very aggressive markets way to their first rate products and song document of gratifying customers and households. based on emblem popularity and marketplace capitalization, the top 10 FMCG firms in India for 2023-24 includes Hindustan Unilever Ltd, ITC Ltd, Nestle India Ltd, Britannia Industries Ltd, Dabur India Ltd, Godrej patron products Ltd, Colgate-Palmolive, Procter & Gamble India group ltd, Parle Agro and Patanjali Ayurved

REVIEW OF LITERATURE

Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." (Polonsky, 1994)

The term „green businesses“ is defined by Smith (2003) and Friend (2009) as businesses and practices that are viewed as environmentally sound, including the use of organic and natural products to build factories, tighter protection against emissions and environmentally friendly sourcing of materials.

Sainz et al. (2005) conducted a study to compare the effects of the several suggested green positioning tactics on perceived brand positioning and brand attitude. At a university in Spain's Basque Country, the participants were 160 students who were in their final year of the Business Administration programme. Exploratory factor analysis and structural equation modeling were used to test the proposed model. Results demonstrated an overall favorable influences of green brand positioning on brand sentiment. Additional research points to separate

functional and emotional elements of green brand positioning and suggests that these two dimensions interact to shape brand attitude. A green positioning strategy that blended practical qualities with emotional benefits was successful in producing the strongest perceptual effects.

Gilbert (2007) identifies a green business activity as any activity that is performed in a manner that has either limited negative ecological impact or directly benefits the natural environment in some way.

Fraj et al. (2011) studied the influences of green marketing strategy on several variables of organizational performance. 361 manufacturing companies in a European nation provided data for the current study. The technique used to analyze the data was structural equation modeling with EQS software. The results show that using a green marketing approach helped businesses increase their profitability by enhancing marketing results and cutting expenses. However, characteristics of organizational results, including process performance, are not positively associated to economic success. They also show that businesses that are environmentally conscious are more likely to benefit from environmental initiatives with better operational and marketing results.

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.

Arora and Agarwal (2018) conducted a survey with 200 respondents to determine consumer preference for green products and the various green marketing methods used by the company. Weighted Mean and Percentage were used to examine the data. The study came to the conclusion that consumers bought goods with less environmental impact. To a certain extent, consumers are willing to pay exorbitant costs. This demonstrates unequivocally that consumers are price-sensitive; hence "Price of the Product" is the key variable in the game. Additionally, it was discovered that consumers had access to a fair amount of information when they purchase the products. However, very few customers have claimed that there is "No Information at all" available at the time of purchase. It was discovered that television has played a significant role in educating a sizable portion of the population about green marketing.

Mani and Bhandari (2019) conducted a study to provide examples of the idea of green marketing and the strategies employed by some well-known Indian businesses. Secondary data are the foundation of the exploratory research article. Websites of businesses have offered helpful information on green marketing strategies. The report claims that green marketing is still in its infancy. There's still a lot to do. Government agencies have put a lot of pressure on businesses to use green marketing strategies. Half-hearted concerns are to blame for the lack of widespread acceptance. Two key causes of worry are investments in R&D and advanced technology. Lack of public awareness is another issue. The recyclable material is frequently pricey. In order to safeguard the environment, consumers were unwilling to pay a greater price for ecologically friendly products.

Mehta et al. (2020) examined the effectiveness, viability, alignment of FMCG companies and environmental actions with the socio-economic norms required for a sustainable future. The study claims that the FMCG industry is making a number of efforts to lessen pollution, including improving packaging, prohibiting the use of plastics, promoting the use of recyclable materials whenever possible, and providing financial support to water-stressed regions to ensure that those who need it have access to safe drinking water. As more companies become aware of the issue, they actively engage in efforts to spread awareness and ensure that appropriate action is taken.

RESEARCH METHODOLOGY

The cutting-edge study handiest used published materials as its basis. A literature study, periodicals, web sites, and different sources were amongst them. Product packaging, product labelling, and advertising in information

publications, on tv, and on-line are all used to acquire information about an enterprise's inexperienced tasks and results on FMCG objects. To learn more approximately the current and potential environmental impacts and actions regarding the green FMCG merchandise of the selected corporations, fabric from the business enterprise's annual reviews may also be examined.

GREEN PRODUCTS

Products classified as "green" are recyclable and reusable. Natural ingredients, recycled materials, and non-toxic chemicals are all included in green products. The environment is neither harmed nor polluted by these products. Reusable, refillable containers and other eco-friendly packaging are available for Green Products. In a nutshell, a "green product" is any item that is not only safe for the environment and the customer, but also serves as a potential future fix for a product's bad effects.

Table-1 : ENVIRONMENT- FRIENDLY INITIATIVES

Company	Environment- friendly initiatives
Britannia	<ul style="list-style-type: none"> Using solar energy in factories for production; Pursuing energy efficiency programs in the factories and also taken initiatives for the recycling of wastes generated during production. Extended Producers' Responsibility (EPR) initiatives across India for multilayer and plastic packaging waste collection fully Recyclable polypropylene-based or reusable or bio-degradable laminate packaging
Dabur	<ul style="list-style-type: none"> Dabur is implementing the 3R (Reduce, Reuse and Recycle) packaging To prevent plastic trash from entering our seas and oceans, Dabur is educating consumers as part of this programme on how to properly dispose of plastic garbage. Conservation of energy: - LED Lightings & Power factor at 0.99 across all units; Solar Power plant system in plants – 85 KW; Rainwater Harvesting for collecting water. Over 11,413 MT of post-consumer plastic trash have been collected, processed, and recycled by the company as part of the Plastic Waste Management effort this year.
H.U.L	<ul style="list-style-type: none"> Utilizing 100% renewable power Rainwater harvesting projects were started for maximizing direct rainwater use in processes and utilities. Sanitation and Hygiene (WASH) initiatives Swachh Aadat, Swachh Bharat (SASB) programme HUL plans to collect all plastic garbage this year and recycle more than 1 lakh tonnes of it through an EPR programme that will reach more than 100 towns in India. All plastic packaging is created with the intention of being completely reused, recyclable, or compostable. Additionally, company bottles contain a post-consumer recycled polymer.
ITC	<ul style="list-style-type: none"> Ensure 100% of the Company's packaging is reusable, recyclable, or compostable. Currently, around 41% of ITC's energy comes from renewable sources - biomass, wind, and solar.

	<ul style="list-style-type: none"> Collecting three times more Rainwater Harvesting potential than ITCs
Nestle	<ul style="list-style-type: none"> The company successfully applied a single polymer recyclable packaging solution for Noodles, Chocolates & Confectionery products In 2023, Company achieved an EPR of 20,137 MT through plastic waste management. Nestlé Healthy Kids Programme is to increase teenagers' awareness of nutrition, health, and wellness. Through this programme, more than 397,000 teenagers across 23 states will be inspired to lead healthier lives through 2022. Project Vriddhi: - The initiative aims to increase communities' access to safe drinking water, encourage water-saving irrigation techniques, raise nutrition knowledge, increase farm output, and provide a healthy learning environment in schools by upgrading hygiene and sanitation standards.
Godrej Consumer Products Ltd	<ul style="list-style-type: none"> Conservation of energy: - Reduced specific energy consumption by 28.4%; Increased renewable energy portfolio by 28.9%; At Malanpur, the company installed energy-efficient (IE3) motors and LED lighting. Water management practices:- company installed a rainwater harvesting system to conserve 120 kL of water annually. Plastic Waste Management initiatives:- Under this initiative company Reduced their specific waste to landfill by 100% (diverted 100% waste from landfill); company Reduced specific GHG emissions by 37.4% lower solar power units for our Malanpur plant
Colgate India ltd	<ul style="list-style-type: none"> As of 2023, approximately 91 percent of company packaging by weight is technically recyclable in Personal Care, Home Care categories. Colgate Use at least 25% post-consumer recycled plastic in packaging Goa manufacturing plant also launched India's first-ever recyclable tube with Colgate Active Salt toothpaste. Company global hand washing program provides educational materials and sample products to schools and communities, building awareness about proper hand washing. Water conservation initiatives across a company manufacturing plants and offices for recycling and reusing water. For this Rainwater tank, 11 KW pump has been replaced with 5.5 KW with the same flow rate.
Procter & Gamble India group ltd	<ul style="list-style-type: none"> In the last 10 years, the Goa plant has reduced its carbon emission by 90% and has reduced its energy consumption by nearly 30%. Water savings initiatives: - Company Reduce water use in manufacturing facilities by 20% per unit of production. Energy savings initiatives:- Use of energy-efficient compressors; Installation of energy-efficient pumps and fans for cooling towers;

	Installation of variable-frequency drives (VFDs) for compressors and sequencing of VFDs for energy efficiency.
Parle agro Pvt. Ltd	<ul style="list-style-type: none"> • All PET bottles produced by the company including paper-based packaging material are 100% recyclable. • In the Plastic waste management (PWM) Program Company collects and recycles 100% of PET bottle waste. • Water conservation by reducing water consumption at the plants and taking up rainwater harvesting projects. • Reverse bottle vending machines, which the company has installed, educate and urge consumers to use less plastic and start recycling plastic garbage. Mumbai, Nagpur, Bangalore, Chandigarh, Kota, Indore, and Bhopal are just a few of the cities with these reverse bottle vending machines installed.
Patanjali Ayurved limited	<ul style="list-style-type: none"> • Recycling the waste and producing the by-products such as dish wash bars. • The biogas plant was started. • The firm uses natural ingredients such as citric acid to the limit possible. • The battery-charged vehicles are used inside the premises at the Haridwar production plant. • In the production centers for efficient water usage, recycling, rainwater harvesting techniques have adopted by the firm, recyclable and reusable packaging, • Using green theme in advertisement and for marketing of their products and environment-friendly branding of their products.

Company	Product	Green Impact
Britannia	<ul style="list-style-type: none"> • Tiger Glucose and Marigold biscuits 	<ul style="list-style-type: none"> • Increase natural ingredients by reducing 3% sodium and sugar
Dabur	<ul style="list-style-type: none"> • Dabur honey; Dabur red paste; Green tea • Dabur Chyawanprash • Real Juice 	<ul style="list-style-type: none"> • Ayurvedic ingredient with herbal supplements • Recyclable, reusable packaging • No added colors or preservatives
H.U.L	<ul style="list-style-type: none"> • Brooke bond red label and Lipton green tea • Pears soap • Annapurna Atta 	<ul style="list-style-type: none"> • Ayurvedic ingredients i.e. Tulsi, Ashwagandha, Mulethi, Ginger and Cardamom, and green packaging • Pure glycerin and natural oil
ITC	<ul style="list-style-type: none"> • Juice • Superia Soap, Fiama Essential oil, shower gel, and shampoo 	<ul style="list-style-type: none"> • Recycled Packing and 100% natural and contain no preservatives • Green Product Logo and Natural ingredients such as almond, melon, Alma, Neem, mint, arnica, etc.
Nestle	<ul style="list-style-type: none"> • Dairy Products • Nescafe Green coffee 	<ul style="list-style-type: none"> • Recycled

	<ul style="list-style-type: none"> Noodles, Chocolates, Kitkat, Maggi 	<ul style="list-style-type: none"> Green Product Logo and Green ingredient i.e. fresh green leaves, high polyphone content.
Godrej Consumer Products Ltd	<ul style="list-style-type: none"> Personal Care items i.e. Cinthol soap, natural baby care products 	<ul style="list-style-type: none"> Herbal Ingredients Green Product Logo
Colgate Ltd India	<ul style="list-style-type: none"> Toothpaste 	<ul style="list-style-type: none"> Ayurvedic or herbal content such as Madhunashini, Neem, Jamun, Amla.
Procter & Gamble India group ltd	<ul style="list-style-type: none"> Ariel detergent and Tide detergent Pantene Shampoo and Head & Shoulders shampoo 	<ul style="list-style-type: none"> Arial 90% packaging is recyclable Tide purclean is certified 65% bio-based with 100% recyclable packaging a recyclable refill pack with Terra Cycle, which contains 60% less plastic compared with a regular shampoo bottle and bottle made from 100% aluminium
Parle agro Pvt. Ltd	<ul style="list-style-type: none"> Frooti Appy 	<ul style="list-style-type: none"> Juice is made of real mango and apple pulp with No preservatives PET bottles produced are based on packaging material which has 100% recyclable.
Patanjali Ayurved limited	<ul style="list-style-type: none"> Food and Beverages Personal care products 	<ul style="list-style-type: none"> Herbal Products Natural Ingredients

CONCLUSION

The study finds that many FMCG companies have carried out green programmers and made upgrades to their goods to lead them to extra environmentally and hygienically friendly. These initiatives include using renewable assets in production, along with the set up of sun electricity and biogas plants, using rainwater series methods, and so forth; prolonged producer duty (EPR) tasks for multilayer and plastic packaging waste series and recycling of waste during production; recyclable, reusable, or biodegradable packaging; diverse academic and promotional campaigns; low paper intake; and environmental pollutants prevention.

Companies nowadays are very environmentally worried, and they have made severa modifications to their merchandise to enhance and prevent environmental safety thru the advent of inexperienced FMCG objects. These adjustments encompass adding extra Ayurvedic and natural ingredients to their merchandise, consisting of laung, pudina & Tomar, almond, melon, alma, neem, mint, arnica, and so forth. additionally they consist of recyclable and reusable packaging that is full of actual end result and free of additional hues and preservatives. moreover, lots of businesses focus on creating chemical-free merchandise and up the amount of minerals and vitamins in their offerings.

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