CHAPTER II: LITERATURE REVIEW

Review of literature is a process of seeking the information about the context of the study through different sources like books, web sites and research papers etc. It throws light on different dimensions and issues related to the topic of the study.

With the above objectives, the researcher has reviewed the literature which has assisted in deciding the objectives of the study and formulation of hypotheses as well as to decide the scope of the study and method of research of the study. Thus literature study has immensely helped the researcher to determine the context of the study.

The researcher has made the literature review not only critically and also creatively. The practice of tabling the review is followed by the researcher and for the reader in order to understand the progressive furtherance of clarity of concepts and contents a specimen of tabling is given as Annexure A3.

Following paragraphs are the discussions about what the researcher has received from the different pieces of literature and how it assisted him to progress in the course of the study.

2.1 Books:


The book answers the issues regarding what is Green Marketing? The author writes about Green Marketing certain facts as under:

1. According to author the words Green Marketing, Environmental Marketing and Ecological Marketing is used interchangeably and is synonymous in its nature for making activities.

2. Environmental Marketing came into prominence in late 1980 s and early 1990s.

3. American Marketing Association – Ecological Marketing is defined as the study of, the positive and negative aspects of Marketing Activities on pollution, energy depletion and non energy resource depletion.

(The output of Workshop conducted by American Marketing Association in 1975 was a book published and entitled Ecological Marketing from the proceedings of The workshop was related to Green Marketing)
4. Polonsky (1994) Green or Environmental Marketing consist of all the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment. Thus human consumption by its very nature is destructive to the natural environment. Green Products should be less harmful to the Environment rather than environment Friendly. Thus Green Products cannot fully eliminate the harm but keep them to be at minimum level. Thus the perception about the green products is that they should be less harmful are included in the question related to preferences and factors Influencing the purchase of the product 2) Jacquelyn A, Ottman, [2] The new rules of Green Marketing: Strategies, tools and inspiration for sustainable branding, published January, 2011 who is a reputed consultant in the areas of marketing and new products, which her forth book on Green Marketing.

This book is renders comprehensive information and includes a long range of concepts about many dimensions of Green Marketing.

The researcher received the different relevant points from this book which are given in brief:

(a) Manufacturer and Retailers reputation count more than ever
(b) Today’s Consumers buy green brands to protect their health, save money because they simply work better. This has resulted into products such as organic, natural, personal care and pet care and energy efficient products are leading the way in sales. [The researcher considered the fact and included Personal and Dental Care Products and being energy saving covered bulbs category including CFL in the primary data Collection.]
(c) Sustainability represents an important consumer need and is now an integral aspect of product quality.
(d) The brands consumer buy and trust today educate and engage them in meaningful conversation through a variety of media especially via web sites and social media.
(e) Green consumers are strongly influenced by the recommendation of friends and families and trusted third parties.
Literature Review

(The last point induced the coverage in questionnaire to verify the situation in Semi Urban Area by inclusion in Q. No. 5 (19) and question no 12)

Different Authors talk about the definition of Green Marketing and there is no universally accepted definition each one may have coverage of different aspects and these aspects appear in the book according to the context of the book But following two definitions are placed here as they are more relevant in the context of the study.

(a) The earliest definition of Green Marketing was given by Henion [2]

(b) American Marketing Association divides the definition of green marketing into

Three aspects as “The marketing of products that are presumed to be environmentally safe” (Retail Definition), as “the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.” (Social Marketing Definition)

And finally as “the efforts by organization to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concern” (Environment Definition).

The former definition is very comprehensive and offers three dimensions which are all inclusive. Some other definitions are reviewed are having the similar contents which cover partially the same points.

This definition having three aspects as retail, social and environmental are considered throughout the study and used as sprit of study including the suggestions.

The activities of marketing may vary according to product and geographical area and such other factors but the nature may not differ at conceptual level covered by the above definitions. The variation is the in the matter of details of activities their forms may vary.

Other books are available on the following web sites

[4] http://books.google.co.in
2.2 Web Sites: The web sites are quoted at the individual source at the discussions about the contents or research papers.

http://books.google.co.in/books?id=d6vZmjG11IC&pg=PA12&lpg=PA12&dq=management+thought+in+antiquity&source=bl&ots=ztWKgNwel5&sig=41mFsqDV9u2pbMGpPo3C4xkGdsI&hl=en&sa=X&ei=BNARUencGsHTrQeK14HwBQ&ved=0CDkQ6AEwAg#v=onepage&q=management%20thought%20in%20antiquity&f=false
http://en.wikipedia.org/wiki/Cosmetics
http://www.ijbmi.org/v2i1(version1).html
http://www.ijbmi.org/v2i5(version2).html
http://www.openj-gate.com/Search/QuickSearch.aspx
http://www.scienpress.com/journal_focus.asp?main_id=72&Sub_id=IV
https://sites.google.com/a/cksvim.edu.in/library-resources-knowledge-centre-cksvim/online-free-open-access-e-journals
http://www.thedailygreen.com/archive/living-green/natural-beauty-cosmetics/
http://www.universalteacherpublications.com/mba/unsolved/ms06/paper1.htm

2.3 Research Papers:

The following discussions are related to the contents of different research papers and what the points received from them for furthermore of the study.

These research papers extended the different concepts and contents and dimensions of the study.

Literature Review

about green products in Jammu. There is a gradual change in behavior of consumers regarding the adoption, consumption and preference for green products. Thus the point received from this paper is that if strategies of companies producing green products formulated and implemented in compatible manner can convert more and more consumers to consumers of the green product. Thus the predisposition about green product is found positive by the author and he finds good scope for marketing of green products (Increasing Scope of Marketing Green Products)

[The paper induced the student to think about market increase in Sangli District]

GM: 2) Dr. L.A. Anitha, [8] (December, 2012)

The findings of the paper presented by the author are as follows:
(a) Awareness about green products is less and also the purchase
(b) Consumer purchasing behavior about eco friendly products are positive
(c) Efforts of marketers in bringing Green Brand Awareness is not up to the mark
(d) More efforts required to make consumers aware about the green products
(e) Green Marketing Strategies should be implemented more effectively.
(f) Consumers purchasing is influenced by eco friendly products

(Considering the above facts the researcher decided to formulate hypothesis no 02 which is related to average awareness and with positive attitude of Consumers the researcher decided to probe whether the market is increasing or not about Green FMCG.)

CB: 3) Francoise L Simoni, (1995) [9], the author looks at the Green Marketing from more than the exchange and need satisfaction and insists on ultimate or eternal effect of the consumption. The consumption is not a physical activity like animals but links in delivering quality of life to the human beings.

In his opinion the goal of marketing system should be to maximize life quality which means not only quality and quantity of products and services but also quality of environment.

He has presented the typology of US consumers with the following composition:
**Table: 2.1 Typology of US Consumers**

<table>
<thead>
<tr>
<th>Consumer Type</th>
<th>Characteristics</th>
<th>% of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ) Premium Greens</td>
<td>Higher Income and willing to pay Green Premium</td>
<td>22 %</td>
</tr>
<tr>
<td>2 ) Red and White and Greens</td>
<td>Lower willingness to pay green premium</td>
<td>20 %</td>
</tr>
<tr>
<td>3 ) No cost ecologist</td>
<td>Believing in Recycling but do not practice</td>
<td>28 %</td>
</tr>
<tr>
<td>4 ) Convenient Greens</td>
<td>Lower Income Group</td>
<td>11 %</td>
</tr>
<tr>
<td></td>
<td>Some will pay for Green Solutions</td>
<td></td>
</tr>
<tr>
<td>5 ) Unconcerned</td>
<td>Lower Income Group , Least Informed about environment</td>
<td>19 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

Thus, from above typology, the distinct characteristics are describing the type in very right manner. Semi Urban Consumers and what is their composition is to be seen for which some question are placed in the questionnaire for consumers.


The author claims that consumer awareness about Green Marketing and Green Branding is high. The results may be received as Bangalore socio economic environment is of more sophisticated nature and the feature is that it is a planed city and residents are from high income group.

**GM:** 5) Haofu Fan and Lin Zeng [11] June 2011, the paper studies the factors influencing the Chinese Consumers and finds that cultural, social and psychological factors are influencing consumer behavior. Product contents are having highest rating. Price is rated at second level. Extreme green strategy is suggested by the author. Thus marketing efforts are in gap and have good market future in China.
**Literature Review**

**FMCG:** 6) Anupama Jain and Minakshi Sharma [12] 2012
Authors findings are related to market growth and estimate on the basis of present demand of 5.3% amounting to Rs 1300 billion and by 2020 it is expected around 4000 to 6000 billion. This shows that in 08 years the growth shall be around three to four times.
Secondly they find that Semi Urban and Rural population shall give the opportunity to grow the market on a huge scale for FMCG Market.
Brand means assurance of quality is the perception of Rural and Semi Urban Consumers.
The growth figures given by the authors support the probing Semi Urban Area.

In this paper speaks about the scope for marketing the green products and the author mentions about an encouraging fact for Green Marketer is that – Till 2009, 84% have bought at least one green product and high number of them are talking about recycling.
This focused on sale of green products shall become the wave of tomorrow and environmentalists are indirectly supporting the demand creation for Green Marketing
She refers to Green Guide Concept and rules to follow which talk about to innovate new products, packages and business models which show that the gap in tuning marketing efforts to Green Marketing.

**GM:** 8) Laxminarayanan Das, [14], March 2012,
The author speaks about the gaps in terms of awareness of consumers, concern, and promotion. He prescribes social media spread, financial assistance, tax concessions, financial supports and other kind of support to manufactures.
In nutshell the author concludes about the need for motivation for bringing environmental products and environmental or green marketing in to reality.

**FMCG:** 9) Manpreet Kaur, [15], June 2013.
The author brings for the points that rural and semi urban market is demanding more products like financial services, FMCG, Health Care and Telecommunication. FMCG growth is considered as one of the products.
Secondly the author links the growth to reasons like Competition in Urban Market, Changing consumption pattern, improved life style and huge population base.

The authors speak about the scope of environmental friendly products and packaging and its significance from influencing the consumers in their buying decision.

**GM:** 11) Anirbon Sarkar [17], (September, 2012)
The paper explains the responsibility of marketers in terms of making the consumers aware about the need and benefits of green products. It is also suggested that consumers, suppliers and industrial buyers should use their ability to pressurize organizations to behave more environment friendly.

**GM:** 12) Yogita Sharma, [18], August, 2011
The paper is about consumer durables and retailing, It suggest that communication has to be stronger from corporate as according the study the claim is made that consumers are willing to pay as the basic like of the consumers is to prefer the clean environment.

**GM:** 13) Aysel Boztepe, [19] 2012
The author contributes to different dimension i.e. demographic factors in buying behavior of consumers of European Union. The following table shows the influence as regards green products.

**Table 2.2 Age and Marital Status and Effect**

<table>
<thead>
<tr>
<th>Demographic Factor</th>
<th>Influencing Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Group</td>
<td></td>
</tr>
<tr>
<td>16 – 35</td>
<td>Green Promotion affect green purchase with preference</td>
</tr>
<tr>
<td>36 – 45</td>
<td>Affected by Green Price and Green Promotion more than youngsters</td>
</tr>
<tr>
<td>46 or more</td>
<td>Only Green Promotion affects green purchasing</td>
</tr>
<tr>
<td>Unmarried Consumers</td>
<td>Green Promotion affects more</td>
</tr>
<tr>
<td>Married</td>
<td>Green Price affects more</td>
</tr>
<tr>
<td>Married and having Children</td>
<td>Green Product Features</td>
</tr>
</tbody>
</table>
This paper provided an insight to the researcher to pour in this dimension of demographic factors like age group and marital status in to enquiry. As a result the respondents are divided into age group of 18 to 35 and above 35 for Semi Urban Consumers.

**GM: 14) Shiv Deo Sing [20] 2011**

The paper covers the consumers who are elder and brings forth points related to their purchase behavior and renders following points;

(i) 85 % elders believe in Green Marketing but actually 52 % purchase green products which shows the difference of 33 % difference.

(ii) In order to fill the gap the author suggests that, Quality and Convenience of Green Product are key considerations for buying by elders.

Lack of information 66 % stops elder consumers from buying the Green Products

Marketers require to take optimum efforts in communicating properly to the elders regarding uses and benefits and other information related to Green Products.

(Thus here it is noticed that reach an essential element in buying behavior about the purchase of green products. The researcher has given due consideration to this element of marketing during the collection of primary data and suggestions regarding the REACH which is the outcome of building insight from this piece of literature.)

**FMCG: 15) Surya Rashmi Rawat and Pavan Garge [21]**

The paper takes into consideration the factors which are responsible for enlarging of market for cosmetics. The author attributes the sizable growth to the reasons like Changing Economic and Demographic Environment, emerging double income group, changing household size, change in attitude and life style.

The author thrust on awareness about green FMCG and focus on readiness for buying cosmetic products and states that for double income group particularly and in general for cosmetic product the consumers are ready to pay any price provided the product is of good quality and eco friendly.

This paper has guided the researcher to include personal care (hair, skin and dental) in the scope of this study.
The finding of the author are not very different but support that awareness is low and communication by companies should be strengthened and states that unless consumers understand the benefits and uses they would not be ready to pay the premium price.
This indicates the gap for conveying the strong and convincing value proposition by the companies.

The authors made a point that green products have better performance and then it can with the loyalty of the consumers. Through the performance of the product, by delivering good quality and envir friendliness if loyalty of consumers attained then the price would get automatically justified. The author has given the reason for the loyalty and price relationship is that slowly but surely the consumers are becoming more and more eco responsible citizens.

The paper probes about the consumer section of Post Graduate Teachers. The paper prescribes to TV and Magazines are the most effective in reaching teachers and the concept of separate and exclusive shops for the sale of Environment Friendly Products.

The authors have provided the reason for buying green food products in case of food items that consumers becoming more and more health conscious about the food items and also the ingredients for which they are ready to pay premium price. The consumers prefer organic contents in the food items as ingredients.
Thus the researcher was induced to consider the drinks item in the inquiry and included tea brands.

CB: 20) Ravindra Saxena and Pradeep Khandelwal, [26], 2008
The authors very convincingly mention that their study shows that US consumers have strong positive attitude towards Green Marketing.
Literature Review

(The US situation is of 2008 and now after the lapse of 08 years, footprints of Globalization in India the same spirit has been percolating in India too.
Green Marketing is an International Standard and thus like ISO and IFRS, Green Marketing would be appear in consumer behavior as preference which is the effect of Globalization Process where the counties in all walks of life are trying to reach the Global Standards)
The companies which can establish themselves with Green Image will have distinctive advantage in the market place.

**GFMCG:** 21) Magali Morel and Francis Kwakye [27], 2012.
The author mentions that the intensions are very positive and with satisfaction the repeat purchase occurs even with high price. Thus the positive intension need to be converted effort fully by companies and only positive intension would not work.

**GM:** 22) Hindol Roy [28], January, 2013.
The author points out unless good quality and affordable price is or perceived right value proposition is offered with adequate level of communication the companies would not be successful to make GO GREEN appeal successful. This author too support for more marketing efforts for conversion of green consumers.

**GCB:** 23) Keith Ferguson [29]
The author along with other common points makes comments on experience, deliberate development of perception and gives importance to referencing and greater availability.
All these points are considered by the researcher in collection of primary data.
The author’s deals with the question that whether are the marketers expect too much.
He resolved that the marketers should be realistic about experience, expectations, relevant groups and greater availability, awareness, perceptions, trust, and pricing.

**GM:** 24) Ruth Rettie, Chris Barnham, Kevin Burchell,[30 ] , December ,2011
The author specifies that Green Marketing contribute potentially to Sustainability objectives by driving forces of Social Normalization, Green Products should be positionised as main stream rather than Niche Alternative.
The author has assessed the potential of Green Products in right way in respect of Sustainability.

(The Sustainability and Green Products are typically in the Egg and Hen Syndrome from Consumers point view. If consumers buy it on a large scale then initially they would be needed to pay premium price which would the cost of Sustainability. However, when the volume would increase and products would come in main stream then prices shall lower and automatically sustainability would come at lower social costs)

**CB:** 25) F.L. Lifu [31], 2012.

The author has spoken about the strength of the packaging. In his study finding he supports that attractive packaging can induce even impulse buying and wind the customer’s confidence and loyalty. Packaging has strength to engage the buyer as good as the product.

Second point is if the firm wants to stay in market then it should spend with preference on packing to make it more attractive and consumer friendly and for that reason from effectiveness point view it can compensate it by spending less on advertising.

Thus here the product and packaging have been taken of equal influencing factors.

**FMCG:** 26) Geeta Sonkusare [32]

TV advertising plays a vital role which addresses the social and personal factors and very effective for women buyers. Thus women get impacted by TV ads as they touch the feminine appeals and for FMCG products. Thus for women consumers the TV adds should be given due weight age.

(The researcher has given due consideration for ranking of different media.)

**FMCG:** 27) Nikita Gutam and Vijaykumar Gangal [33], Year

Rural and Semi Urban Market attract MNCs due to reasons like increasing purchasing power as well as saturated urban market, The author have given preference to 4 As by consumers i.e. Awareness, Affordability, Adoptability and Availability.

Second finding is that cultural likes if reflected in advertisements would make the promotion more effective as these consumers have superstring bondage with their culture.
**FMCG: 28) Mitul Deliy [34]**
The author relates packaging to marketing communication in terms of attraction of attention to particular brand, enhances perception, imparting unique value of products. This is more seen of dairy products. Thus like product the packaging has the power to acquire and retain the consumers. Similar finding have been seen (Sr. No 25) and support about significance of role of packaging.

**FMCG: 29) Kavita .T.C. [35]**
The paper focuses on the growth, challenges and opportunities of FMCG market in India. It presents following facts in that relation
i) FMCG sector in India has registered compound annual growth rate of 11.2 % from 2000 to 2010 with an annual average growth 8.5 %.
ii) A study of McKinsey Global Institute (MGI), incomes in India are likely to grow three times over the next two decades and India will become world’s largest consumer market by 2025.
iii) FMCG Sector in rural and Semi Urban India is estimated to cross $ 20 billion by 2018 and $ 100 billion by 2025
iv) Growth in FMCG sector in rural India is increased by 3.5 times from 2000 to 2010. As compared to 3.2 times in Urban Market.
The above fact shade light on the huge market emerging in rural and semi urban areas of India are sufficiently speak about the relevance of attention to the potential market and Green FMCG is a part of such market growth. Thus. Green Marketing has huge scope to grab this market

The authors consider environmental stress in terms of its deterioration as an impetus to production of more and more green products. The youth feel that they are overpaying for the green products and companies are leveraging on them. Second finding is that the youth over rely on remedies for deterioration of environment on industry and government and are not ready to commit themselves for the purpose.
The authors stress on need for educating the youth for harmful effects and ecological imbalance which shall be serious issue for them in future and convert them to green product buyers by communicating about the benefits of green product
(The researcher has taken the note of the findings and given due consideration to interact with youth in the scheme of Study.)

**GM Mix: 31**) Divesh Kumar, Ishwar Kumar, Zillur Rehaman, Sresha Yadav, Praveen Goyal [37], June 2011
The authors (a group of research scholars from IIT Ruraki) conclude that Green Marketing is essential to survive from the threat to the planet in imbalance in sustainable environment and balanced ecological conditions
The group infers that the Green Marketing is in its Childhood stage and ITC and HUL communicate in terms of Sustainability reporting
The researchers assume more responsible Marketing Mix and demand the marketing mix to be redefined in a way that it should be clearly visible to consumers as regards Product, Price, Promotion and Place.
Thus the paper talks about taking Marketing Mix towards Green Marketing and guard the planet.

The authors in this paper too think that Green Marketing is in Infancy Stage. They conclude that Green Marketing needs to be evolved by Medium and Small industries by putting efforts in to Research and Development, Eco labeling is yet not feasible for Medium and Small Industries even for units in Mumbai City.
The stage is rightly recognized and thus evolving the green marketing mix is a challenge for companies like HUL and ITC. However, Medium and Small companies in this decade would follow the path as it is said the need is the mother of Invention.

**GM: 33**) Prananm Dear and Soumyajit Das [39]
The paper has taken the practices of company’s viz. McDonald, NTPC, ITC and state that the gap is in implementation of Green Practices. This causes the expectation gap amongst the consumers and they feel that they are overly paying for products and services. Thus like Natural Justice the Green Practices not seemed to be done but actually done. Companies if honestly practice Green Marketing then the benefits of sustainability shall be experienced by the consumers and they would win the confidence and the trust of consumer which would do away the perception of over paying.
**Literature Review**

**GM: 34) Manjunath G.and Gundu Pagi Manjunath** [40], 2013

The authors have researched about the practices of top five IT companies in Bangalore.

The paper concludes that there should be a shift from traditional marketing to green marketing such as eco design of the product, eco packaging, eco labeling and green logo and such other changes.

The following table indicated green marketing initiatives of companies which gives idea about green marketing elements.

**Table 2.3: Green Marketing Initiatives of Companies.**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Company</th>
<th>Green Marketing Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Philips India</td>
<td>Energy Saving Lights, (CFL) Medical Equipments, House hold Appliances</td>
</tr>
<tr>
<td>02</td>
<td>Mahindra Reva</td>
<td>Electric Vehicle, e2o, Earth friendly small tractor</td>
</tr>
<tr>
<td>03</td>
<td>Go GreenBOV</td>
<td>Battery Operated Vehicles (BOV)</td>
</tr>
<tr>
<td>04</td>
<td>Hewlett Packard</td>
<td>Energy Efficient Products and Services and institute energy – efficient operating practices in its facilities world wide</td>
</tr>
<tr>
<td>05</td>
<td>Wipro Technologies</td>
<td>Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the life cycle, Recycled Plastic, Launch Green Ware Ranges of Desk Tops are not only 100% recyclable but also toxin free</td>
</tr>
<tr>
<td>06</td>
<td>CISCO Systems</td>
<td>Eco Pilot Map for carbon emission information by ZIP Code</td>
</tr>
<tr>
<td>07</td>
<td>Infosys</td>
<td>Car Pool management, green buildings, bio diversity campus, water harvesting, green engineering</td>
</tr>
<tr>
<td>08</td>
<td>Accenture</td>
<td>Focus on Green Building and Data Centers Globally.</td>
</tr>
<tr>
<td>09</td>
<td>HCL</td>
<td>Manufactures Enviro Friendly and Hazard Free Product</td>
</tr>
<tr>
<td>10</td>
<td>Mc Donald</td>
<td>Napkin and Bags of Recycled Paper</td>
</tr>
<tr>
<td>11</td>
<td>Panasonic</td>
<td>Plasma CD LCD, Quick iron, batteries and bulbs</td>
</tr>
</tbody>
</table>
Literature Review

**GM 35)** Ramian Rakhsha and M. Majidazar. [41], 2011
This paper is cited to show the extent of Green Marketing Acceptance in county like Iran. The researcher made a survey by taking 4500 families as consumers of dairy products of East Azerbaijan Pageh Dairy Company, located in East Azarnaijan Province in Tabriz, Iran.
They conclude after testing of hypothesis that green marketing mix has a significant effect on consumer satisfaction. Secondly, consumer satisfaction has significant effect on their loyalty.
Thus green marketing awareness in country like Iran which supposed to be very conservative, the families support green marketing which proves that it is becoming a global trend and shall set as international benchmark.

The paper is cited for the fact mentioned by the author “Most studies have focused on the general environmental behavior instead of specifically on consumers purchasing behavior towards green products therefore, gaps exist in the literature with regards to understanding consumers purchasing behavior towards green product. (The researcher supports the statement with reference to Green FMCG and experiences the existence of such gap)

**GM: 37)** Thanika Devi Juwaheer and Sharmila Pudaruth [43]
The paper is related to customers in Mauritius. The authors show that there is keen interest about environmental degradation but are not so much keenness is seen in purchase of green products. The authors are optimistic about creation of such keenness provided companies in Mauritius go green in strategies can create good loyalty and business. They stress on need for educating customers by business executives.
The factors tested by them are worth of mention which are follows;
(a) Effectiveness of eco labeling and green product identification
(b) Intensity of Green Packaging and Branding to for ecological customers
(c) Environmental Advertisements and Green Consumption Pattern
(d) Importance of Green Products and Premium Green Pricing
(e) Embedding and Eco Image in Marketing of Green Products
The authors have distilled the information about these green marketing.


The paper is cited as they have given the types of the efforts as under and more importantly the suggestion made is having partnering or alliance for going green.

(a) Green Innovation

The development of new or innovative green products is commonly utilized strategy used by the firm attempting to go green

(b) Greening the Organization

Another green strategy implemented by firms is a focus on environmental aspects within the firm itself. Greening the organization may be accomplished through Green Champions, Green Processes and Green Initiatives towards Supply Chain Management

(c) Green Alliance

A firm may also choose to utilize an alliance or partnership to enhance the green orientation of the firm

**GM: 39**) Dabar India [45]

Caring for Environment – Business Responsibility Report mentions about number of initiatives of Dabar which range from product (Green House), Packaging and other issues like women employment and massively contain interesting information about combating environmental and ecological degradation. It has several projects in and outside India which would be taken by companies as role model.

The researcher found the report for broadening the perspective about the green concept and hence it is cited here.

**2.4 Theses:**

**CB 40)** Oscar Baverstam and Maria Larsson, Bachelor Thesis, Lulea University.

Strategic Green Marketing – a comparative study of How Green Marketing affects Corporate Strategy within Business to Business, 2009. The thesis deals with number of concepts and compares them effectively. The researcher received details of
segmentation basis amongst the customers by virtue of their attitude and actions towards green products.

The basis for segmentation is provided by the customer classification which is given in brief.

(a) True Blue Greens: Hard Core and committed environmentalist and active in leading and contacting politicians, make monetary contributions to environmental issues, likely to avoid products that are not environmentally conscious companies.
(b) Greenback Greens: Similar to True Blue but few are politically active, often willing to pay premium for green product
(c) Sprouts: Does not usually purchase green products but are capable of buying
(d) Grousers: Normally not well versed in environmental issue and do not believe they are capable of effecting change
(e) Basic Browns: This group is indifferent to environmental and social issues

Thus from the information and concepts and allied thoughts received from the above pieces of literature discussed above, led the researcher to formulate the objectives of the study and hypothetical statements which are as follows,

2.5 Objectives of the Study:

FMCG products in a larger Semi Urban Consumer Market for greater adoptability and preference are essential from many fold dimensions and stake holders.

Therefore, from the research gap the following objectives are formulated.

1. To find out the factors, responsible for the gaps in awareness in semi urban consumers.

2. To study the factors influencing in buying behavior of semi urban consumers in relation to FMCG products in general and Green FMCG products.

3. To study the perception of Semi Urban Consumers about 04 P’s of FMCG Green Products to find out the gap regarding adoption and expectation to adopt them.

4. To suggest the measures that, would meet semi urban consumers’ expectations and improve adoptability of Green FMCG products. The suggestions shall be for all the stakeholders.
2.6 Hypothetical Statements:

Hypothetical Statements No.01

Null Hypothesis: (Ho)
Semi Urban Green FMCG Market in Sangli District is not growing in its size considerably.

Alternative Hypothesis: (H1)
Semi Urban Green FMCG Market in Sangli District is growing in its size considerably.

Hypothetical Statement No. 02

Null Hypothesis: (Ho)
Awareness about green FMCG products is not ‘above average’ of Semi Urban Consumers in Sangli District.

Alternative Hypothesis: (H2)
Awareness about green FMCG products is ‘above average’ of Semi Urban Consumers in Sangli District.

Hypothetical Statement No 03:

Null Hypothesis: Ho:
Demographic Factors of Semi Urban have not positive relation with purchase of green FMCG products.

Alternative Hypothesis: H3
Demographic Factors of Semi Urban Consumers have positive relation with purchase of green FMCG products.

Hypothesis No 04

Null Hypothesis: H0
Green Marketing Mix of Green FMCG products have not positive relationship on buying of Green FMCG products.

Alternative Hypothesis: H4
Green Marketing Mix of Green FMCG products have positive relationship on buying of Green FMCG product.

In the next chapter, the method of research for the study as a road map is explained.
**References:**


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Literature Review


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