

A Study on Strategy And Challenges In Green Marketing In FMGC Firm's With Special Reference To Thanjavur District

Mrs. R. Varalakshmi¹, Dr. V. Suresh Kumar²

¹Dept of Business Administration

²Asst. Professor, Dept of Business Administration

^{1,2}Rajah Serfoji Govt. College (Auto), Thanjavur – 613 005

Abstract- *Simply saying environmental friendly practices taken in the business units is known as "Green Marketing". In a business practice that takes into account protecting the consumer by means of promoting preservation and conservation of the natural environment. Green marketing campaigns concentrated on the superior environmental protection in a company's products and services. In sorts usually highlighted include such things as reduced waste in packaging, increased energy efficiency of the product in use, reduced use of chemicals in farming, or decreased release of toxic emissions, other pollutants in production, etc.,*

Most analysts agree that the "life" of the product and its parts is one of the most important components in determining whether a product is "green" or not. Most people think only of the process of creating a product when gauging whether a product is green, but in reality, products impact on the environment at several additional stages of their useful lives. This study mainly focuses on the basis of business strategy and challenges in go-green marketing concentrate on FMGC's Products .Because these products are mingle with our day to day activities and never separated from the consumer to avoid those products, consumer use all these things without knowing the harmful and how to use the eco-friendly product which helps both the consumer and environment such as track resource use, energy requirements, and waste generation in order to provide comparative benchmarks, both manufacturers and consumers can select products that have the least impact upon the natural environment.

Keywords- Eco-friendly, go-green, CSR, FMGC's, recycle.

I. INTRODUCTION

In current senior firms has to keep in mind to maintain the ecological balance by means of environmentally friendly processes and practice, mainly marketing the product in consideration to the ecological issues popularly known as "GREEN MARKETING". In simple terms is known as new

emerged as a societal marketing concept mainly balance around the interest of firm, customers and society. The concept call for business firm and consumer to exposes the environmental consciousness by altering some of business and consumption behaviour by modifying in to go green products and practices.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

According to Peattee (2001), the evolution of green marketing can be divided into three phases; first phase was termed as "Ecological" green marketing, to help solve the environment problems through remedies. Second phase was 'Environmental" Green Marketing with focus on clean technology that involved designing of innovative new products, when take care of pollution and waste issues. Third phase was "Sustainable" where it becomes essential for companies to produce environment friendly products as the awareness for such products in on the rise as customers are demanding Eco-friendly products and technologies.

Asceem Prakash (2002) has tried to co-relate the phenomenon of 'Green –Marketing' with public policy and managerial strategy to get some of desired results of 'Ecological Viability 'at the 'cost-effective' rates of 'Eco-friendly' products. He discusses the 'Green-Marketing' as 'Supreme greening products' as well as 'greening firms. 'In addition to manipulating the 4Ps (Product, price, place and promotion) of the traditional marketing mix, it requires careful understanding of public policy processes.

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness

about the implication of global warming, non-biodegradable solid waste, harmful pollutants etc.

Main reason for Green Marketing is to create the opportunities available and competitive advantage among all firms, induce the corporate social responsibility one of the part of companies, new government regulations to avoid the global warming, non-biodegradable solid waste, harmful pollutants etc..., competition with other responsible companies and maintain the goodwill of the company along with environment conscious consumers mainly for conserving scarce natural resources. Thus green marketing incorporates a broad range of activities, which cover Product modification change to the production processes, packaging changes as well as modifying advertising. Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigour as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad. Most observers agree that some businesses engage in green marketing solely because such an emphasis will enable them to make a profit. Other businesses, however, conduct their operations in an environmentally-sensitive fashion because their owners and managers feel a responsibility to preserve the integrity of the natural environment even as they satisfy consumer needs and desires.

Drastic changes in the whole world about the deteriorating environment due to air and water leads to rise the given pernicious effects on people, crops and wildlife in the developed as well as developing countries of the world. It reflects mainly because of resources are limited and human wants are unlimited, that is why; it's an imperative to make a judicious use of resources available, as well as to achieve the desired objectives of organization. So green marketing is quite inevitable, simply to make the best use of available natural and man-made resources. That is why green marketing has been widely adopted by the firms world wide and the following are the reason for widely adoption of this conception. There are basically five reasons for which a marketer should go for adoption of green marketing

1. Opportunities or Competitive advantage
2. Corporate social responsibility (CSR)
3. Government pressure
4. Competitive pressure
5. Cost or Profit issues

II. REVIEW OF LITERATURE

1. How to Boost Your Brand's Eco-Friendly Image by Jeriann Watkins October 5, 2016

Jeriann Watkins said that ,”Becoming known as an eco-friendly brand isn't easy. Especially when so many brands present themselves as environmentally minded, and make so much noise on social and traditional media, even if their practices don't follow suit. The best, and most ethical, way to successfully promote yourself as an environmentally conscious brand is to actually become one. Here are some actionable tips for reducing your company's carbon footprint and getting the world to see your eco-friendly efforts. The first step toward becoming an environmentally friendly business is to analyze the energy impact of your company—starting with the products and services you offer—as well as the suppliers you work with, the packaging you use, the efficiency of your office space, and the commute of your workers. Using sustainable materials is a vital first step toward establishing your brand as an eco-friendly entity, so ask yourself the following questions to help you determine the steps you need to take to reduce your company's negative environmental impact.”

2. Marketing With Print Is Greener Than You Think by Vladimir Gendelman February 19, 2014

Vladimir Gendelman said that,” When companies start making changes towards a more eco-friendly business environment, paper is often one of the first things to go. When you think about printing on paper products, your mind might conjure up images of a devastated, clear cut forest. But the print industry is much greener than you think—and it is helping to prevent deforestation. As I've said before, print marketing is far from dead. And while it's still an effective way to attract a wider range of customers, it also helps preserve the environment. Print marketing collateral is sustainable, recyclable, low on carbon emissions, and high on impressions. Here's a look at the benefits of print marketing. Print grows trees. More than half of the forests in the United States—or 55 million acres—are owned by private landowners, most of whom make a living off the land that they own. When private forestland is used in the production of paper, the landowner has an incentive to keep growing more trees and replenishing whatever was cut down. In fact, in many cases, more trees are planted than are harvested, often in areas where there were no trees before. Without the print industry, many private forest owners could not turn a profit on their land as is and they would be forced to sell it to outside developers or to clear it away for other agricultural purposes. Moreover, planting trees reduces storm water runoff, improves water quality, and helps lower carbon emissions—but the same can't be said for livestock and cash crops. Think of it this way: Print marketing is more eco-friendly than eating a hamburger”.

3. Responsible Consumption: The Next Frontier in Green Marketing by Jacquelyn Ottman March 30, 2011

Jacquelyn Ottman said that, "The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding (Berrett-Koehler, February 2011). Is Tom's of Maine toothpaste really green if consumers leave the water running while they brush their teeth? Is an ENERGY STAR-rated light bulb really green if it remains on after everyone leaves the room? It is one thing to design a product to be greener, but the negative environmental impact made throughout a product's life-cycle cannot be minimized unless the consumer uses (and disposes of it) responsibly. "Responsible consumption"—what I consider the next frontier of green marketing—is about conserving resources associated with using products. That includes encouraging consumers to use only what is needed and consciously reduce waste. Sustainability leaders are striving for the ideal goals of zero waste and zero energy, but we will never get to zero until people learn to responsibly consume and properly dispose of the products they buy".

4. Profiling Green Moms: What Marketers Need to Know by Andrea Learned March 2, 2010

Whenever there's a significant change in society's needs, brands must evolve their products or services to best meet them. That is nothing new, and we are now in the midst of such change—a perfect storm brought on by the economic downturn, emerging consumer interest in sustainability, and the power of social media. But marketers seem to be having trouble figuring out how to meet the resulting societal needs. That's in part why The Social Studies Group and I partnered to study what we call the "Green Mom". Whether for reasons of cost savings or family health, women who are moms, write blogs, and self-identify as "green" have exactly the motivation and conviction marketers need to understand right now. The influence those women wield in the emerging environmental side of brands and product is powerful. The well-being of their children and safety of their homes are crucial to how and why they buy. Thanks to the blogosphere and the information available online in general, those women have become very educated about what may be harmful to their families and the environment in which they live. Finally, once they gain that knowledge, they are driven to share what they learn with the large, likeminded communities they have built.

5. What Green Consumer Polls Should Really Be Asking by Jacquelyn Ottman Huffington May 3, 2012

Ever since the resurgence of environmentalism in 1990, consumer polls have attempted to measure awareness,

attitudes and behavior towards environmental issues and products. Poll after poll has found that consumers claim to be concerned about the issues. They report high levels of green product purchase, and even claim willingness to pay a premium for greener products and packages. But empirical evidence doesn't seem to jibe with the research. In some markets, green products barely eke out 3% share, in contrast to the near majorities of consumers who express to pollsters interest in all things green. And despite consumer pronouncements otherwise, premium-priced green brands often gather dust on shelves.

III. OBJECTIVE OF THE STUDY

1. To know the opportunities and competitive advantage
2. To control the cost and profit issues
3. The company will stand under the government norms to follow the go-green situation
4. The company has itself Corporate Social Responsibilities regards to green marketing
5. The business and consumption how to be modifying into go-green products and practices
6. The company bringing out product modification and changing in production processes
7. The consumer behaviour move towards go-green products and their perception.

IV. NEED OF THE STUDY

This analysis on FMGC's company is an attempt to know the go green products and practices of the firm, investor and so as to know their preference with respect to their the announcement of government norms regarding the go green products and practices. Marketers need to understand the implications of green marketing. The study also tries to unravel the company factors like CSR, Government norms, cost issues which influence on the demographic factors like age, prestige, risk, eco-friendly, etc.,

V. STATEMENT OF THE PROBLEM

The challenges faced by the firm's to implement go-green in the product which mainly focus on the production technology, renewable, recyclable material, cost issues, change in advertisement to reach the mass population, require huge investment in R&D, many consumers are not willing to pay a premium for green products and to educate the customer about the advantages of green marketing. simply stated that business firm and consumer to exposes the environmental consciousness by altering some of business and modifying in to go green products and practices. These factors are mainly taken in to this study and how to overcome out-of these

situation in a proper way of implementing challenges in go-green marketing.

VI. SOURCE OF DATA COLLECTION

Data collection is in many ways more of an art than a science. Sometimes the data are available readily in one form or the other and sometimes they are to be collected a fresh.

The two important external source of data collection method for research are,

- ✓ **Primary source of data**
- ✓ **Secondary source of data**

The primary data is collected through the questionnaire. The initial contacts with the Marketing peoples then move through committee members who frame the strategies about go-green products ,eco-friendly in process of production done by doing direct data collection to their respective company branches, regional offices located various area in Thanjavur District.

VII. RESEARCH DESIGN

Research design is a master plan specifying the methods and procedures guiding researcher to collect their data and analysis for their research. The most common research designs that the researchers always uses is exploratory, descriptive and causal. In the present study, exploratory and descriptive study is used as a purpose of the study to obtain and analyze the data.

In this article a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses are also tested based on the findings of the study, interpretations and conclusions are drawn. In this article the following statistical techniques for the analysis of the data gathered for the present study viz., Descriptive analysis and Inferential statistics etc.

PRIMARY SOURCE:

Data collect from the FMGC firm's through a questionnaire in Thanjavur district.

SECONDARY SOURC:

- ✓ Government announcement on amendment and laws.
- ✓ News papers views
- ✓ Media views
- ✓ Through internet source

SAMPLING DESIGN AND METHOD:

Sample size = 200 employees from 50 FMGC Firm's,
Sample area = Thanjavur district

Sample design = simple random samplings adopted in this study. The entire population in Thanjavur allotted random numbers and through lottery method 200 samples were drawn from the entire population to whomever the random numbers are allocated they were selected for this study.

SIMPLE RANDOM SAMPLING:

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. In this study simple random sample would be the names of entire population in Thanjavur being chosen out of allotted random numbers and through lottery method 200 samples were drawn.

ANALYTICAL TOOLS USED:

The data has been mainly analyzed by using the following methods and tests. The Statistical tools SPSS.20 have used to find the significant of the given data.

RESEARCH DETERMINANTS:

The determinants are production technology, renewable, recyclable material, cost issues, change in advertisement, educating customers go-green, eco-friendly , etc.

LIMITATIONS:

1. Research was carried in Thanjavur district only.
2. The analysis has been limited to only 50firm's and 500sampling is taken for this study.
3. Respondents are only from FMGC's companies who answer to the questions.
4. The study was conducted in short span of time.
5. The some of the respondents are illiterate.

VIII. DATA ANAYLSIS AND INTERPERTATION

Reliability Statistics

Cronbach's Alpha	N of Items
.798	16

1. TREE STRUCTURED ANALYSIS FOR STRATEGY AND CHALLENGES IN GREEN MARKETING IN FMGC FIRM'S

Graphical tree model displays are among the most useful, because they allow navigation through the entire tree as well as drill-down to individual nodes. Classification and regression trees are becoming increasingly popular for partitioning data and identifying local structure in small and large datasets. Classification trees include those models in which the dependent variable (the predicted variable) is categorical. Regression trees include those in which it is continuous. Trees can be used to model functions though each end point will result in the same predicted value, a constant for that end point. Thus regression trees are like classification trees except that the end pint will be a predicted function value rather than a predicted classification. Instead of using the Gini Index the impurity criterion is the sum of squares, so splits which cause the biggest reduction in the sum of squares will be selected. In pruning the tree the measure used is the mean square error on the predictions made by the tree. Tree analysis model summary, gain node summary and Risk of the model are presented in the below table. Tree Diagram for Strategy and challenges in green marketing in FMGC firm's is shown in the below figure.1

Table – 1 Model summary of Strategy and challenges in green marketing in FMGC firm's

Specifications	Growing Method	CHAID
	Dependent Variable	Overall satisfaction of the employee
	Independent Variables	processes adopted by the workers, Technological changes, Cost issues, Government norms, Competitors, Manufacturing Eco Friendly Product, Educating customers to use products in environmental friendly manner, Manufacturing products through eco-friendly process, Modifying product packaging to suit environment, Branding product associating with green marketing practices, CSR, Eliminating the waste, Control over the process, Reduce the cost, Business ethics , Changes in turnover
	Validation	None
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	50
Results	Independent Variables Included	Changes in turnover
	Number of Nodes	3
	Number of Terminal Nodes	2
	Depth	1

Source: Output generated from SPSS 20

Table – 2 Risk of the model for Strategy and challenges in green marketing in FMGC firm's

Estimate	Std. Error
.552	.086
Growing Method: CHAID	
Dependent Variable: Overall satisfaction of the employee	

Source: Output generated from SPSS 20

Figure – 1 Tree Diagram for the Strategy and challenges in green marketing in FMGC firm's

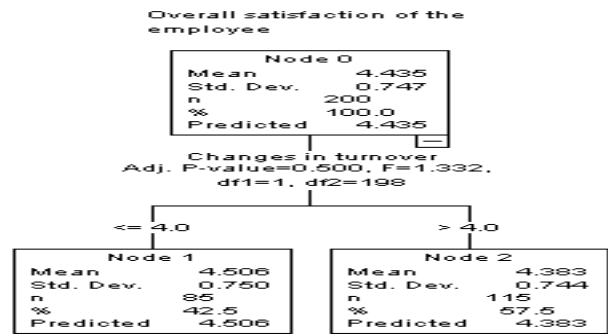


Table – 4 Gain summary for nodes for Strategy and challenges in green marketing in FMGC firm's

Node	N	Percent	Mean
1	85	42.5%	4.51
2	115	57.5%	4.38

Growing Method: CHAID
 Dependent Variable: Overall satisfaction of the employee

Source: Output generated from SPSS 20

From tree analysis model summary “Changes in turnover” are important independent variables. These variables are contributing more towards Strategy and challenges in green marketing in FMGC firms. The result determines the fact that out of the 16 factors related to the Strategy and challenges in green marketing in FMGC firm's factors with respect to Strategy and challenges aspects, the most influencing factor are identified as ‘Changes in turnover’ of the respondents. This may be due to the reason that these variables affect the challenges perceived by the employee. Hence among all other Strategy and challenges attributes, the above said factors are the most influencing variables.

IX. FUTHER SCOPE OF THE STUDY

This study mainly focuses on highlighting the hazards of global warming, environmental pollution and other ill-effects of environment abuse. But, increasingly companies are doing their bit to support the 'Go Green' campaign. Concentrate only in FMGC's products beyond other products perishable and non-perishable goods also like using organic fruits and vegetables, electrical and electronic products, cloths, infrastructure of the firm, production cycle, etc,...They may also focuses on elimination of waste, reduce the heat and power, etc,... which give more information to step ahead helping in go-green marketing.

X. SUGGESTION

Mainly having the knowledge of upgrading areas like

- ✓ To concentrate on eliminate the concept of waste by using decomposing material to be packed that products;
- ✓ To focuses on reinvent the concept of product with the help of R&D ;
- ✓ Make environmentalism profitable in cost issue both firm and consumer;
- ✓ Specially innovative on comes out of product modification, easily ;
- ✓ Changing in production processes, technology, recycle ;
- ✓ Packaging changes;
- ✓ Modifying advertising;
- ✓ Make the people who are not aware of green products and their uses.
- ✓ Educating customers about the advantages of green marketing.

XI. FINDINGS

From tree analysis model summary “Changes in turnover” are important independent variables. These variables are contributing more towards Strategy and challenges in green marketing in FMGC firms. The result determines the fact that out of the 16 factors related to the Strategy and challenges in green marketing in FMGC firm’s factors with respect to Strategy and challenges aspects, the most influencing factor are identified as ‘Changes in turnover’ of the respondents. This may be due to the reason that these variables affect the challenges perceived by the employee. Hence among all other Strategy and challenges attributes, the above said factors are the most influencing variables.

XII. CONCLUSION

This study mainly focuses on highlighting the hazards of global warming, environmental pollution and other ill-effects of environment abuse. But, increasingly companies are doing their bit to support the 'Go Green' campaign.

The result determines the fact that out of the 16 factors related to the Strategy and challenges in green marketing in FMGC firm’s factors with respect to Strategy and challenges aspects, the most influencing factor are identified as ‘Changes in turnover’ of the respondents. This may be due to the reason that these variables affect the challenges perceived by the employee.

So that main challenges is to face the “changes in turnover” and also concentrate on overcoming by adding more

attractiveness ,long run by cost cutting ,slight changes on advertisement and product reach.

Simply follow the business ethics with CSR which relates to green marketing upgradation of process and technology which helps to both the firm in cost issues and environment friendly.”GREEN PRODUCT IS MAIN OBJECTIVES FOR ALL FIRMS IN THE WORLD WIDE”.

REFERENCES

- [1] Baker, Michael. The Marketing Book. Fifth Edition. Elsevier, 2002.
- [2] Federal Trade Commission. Frequently Asked Advertising Questions: A Guide for Small Business. Available from <http://www.ftc.gov/bcp/conline/pubs/buspubs/ad-faqs.htm> Retrieved on 13 March 2006.
- [3] Meiklejohn, Gregg. "The Marketing Value of Environmental Stewardship." Direct Marketing. October 2000.
- [4] Meyer, Harvey. "The Greening Corporate America." Journal of Business Strategy. January 2000.
- [5] Wagner, Marcus, and S. Schaltegger. How Does it Pay to Be Green? Tectum Verlag DE, 2003.
- [6] Webb, Tom. "Organic Farms See Soaring Demand: Supporters say more are needed in Minnesota, Wisconsin." Saint Paul Pioneer Press. 11 March 2006.

NET SOURCE:

- [7] What Green Consumer Polls Should Really Be AskingBy Jacquelyn OttmanHuffington Post — May 3, 2012<http://www.greenmarketing.com/articles/complete/what-green-consumer-polls-should-really-be-asking/>
- [8] Encyclopedia of Small Business COPYRIGHT 2007 Thomson Gale <http://www.encyclopedia.com/social-sciences-and-law/economics-business-and-labor/businesses-and-occupations/green-marketing>
- [9] Profiling Green Moms: What Marketers Need to Know by Andrea Learned | March 2, 2010 <http://www.marketingprofs.com/articles/2010/3441/profiling-green-moms-what-marketers-need-to-know>
- [10] Responsible Consumption: The Next Frontier in Green Marketing by Jacquelyn Ottman | March 30, 2011 <http://www.marketingprofs.com/articles/2011/4720/responsible-consumption-the-next-frontier-in-green-marketing>
- [11] Marketing With Print Is Greener Than You Think by Vladimir Gendelman | February 19, 2014 <http://www.marketingprofs.com/opinions/2014/24415/marketing-with-print-is-greener-than-you-think>

- [12] How to Boost Your Brand's Eco-Friendly Image by
Jerian Watkins | October 5, 2016
<http://www.marketingprofs.com/articles/2016/30784/how-to-boost-your-brands-eco-friendly-image>
- [13] Braimah, M and Tweneboah-Koduah, E. H. (2011). An Exploratory Study of the Impact of Green Brand Awareness on Consumer Purchase Decision in Ghana. *Journal of Marketing Development and Competitiveness*, Vol. 5, No. 7, pp. 11-18
- [14] Freeman, R. E. and Liedtka, J. (1991). Corporate Social Responsibility: A Critical Approach. *Business Horizons*. Vol. 34, No. 4, pp. 92-98.