A STUDY OF GREEN MARKETING OF FMCG PRODUCTS IN RELATION TO SEMI URBAN CONSUMERS

A THESIS SUBMITTED TO

BHARATI VIDYAPEETH UNIVERSITY, PUNE

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UNDER THE FACULTY OF MANAGEMENT STUDIES

Submitted by

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(March, 2016)

CERTIFICATE

This is to certify that the work incorporated in the thesis entitled **“A Study of Green Marketing of FMCG Products in Relation to Semi Urban Consumers”** for the degree of ‘Doctor of Philosophy’ in the subject of Management Studies under the faculty of Management Studies has been carried out by **Mr. Vijay Sampatrao Phalke** in the Department of Management Studies at Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development , Pune during the period from November 2012 to February 2016 under the guidance of Dr. Ashok Ranade.

Place: Pune

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CERTIFICATION OF GUIDE

This is to certify that the work incorporated in the thesis entitled **"A Study of Green Marketing of FMCG Products in Relation to Semi Urban Consumers"** Submitted by Mr. Vijay Sampatrao Phalke for the degree of 'Doctor of Philosophy' in the subject of Management Studies under the faculty of Management Studies has been carried out in the Department of Management Studies, Bharati Vidyapeeth's Institute of Management and Entrepreneurship Development, Pune during the period from November 2012 to February 2016, under my direct supervision/ guidance.

Place: Pune

Date: (Dr. Ashok Ranade)

DECLARATION BY THE CANDIDATE

I hereby declare that the thesis entitled **"A Study of Green Marketing of FMCG Products in Relation to Semi Urban Consumers"** submitted by me to the Bharati Vidyapeeth University, Pune for the degree of **Doctor of Philosophy (Ph.D.)** in subject of Management Studies under the **Faculty of Management Studies** is original piece of work carried out by me under the supervision of Dr. Ashok Ranade. I further declare that it has not been submitted to this or any other university or Institution for the award of any degree or Diploma.

I also confirm that all the material which I have borrowed from other sources and incorporated in this thesis is duly acknowledged. If any material is not duly acknowledged and found incorporated in this thesis, it is entirely my responsibility. I am fully aware of the implications of any such act which might have been committed by me advertently or inadvertently.

Place : Mr. Vijay Sampatrao Phalke

Date : (Research Student)

Acknowledgement

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Mr. Vijay S. Phalke.

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List of Abbreviations:

Abbreviations	Full Forms
FMCG	Fast Moving Consumer Goods
AMA	American Marketing Association
RBI	Reserve Bank of India
PoP	Point of Purchase
CF	Consumer Forum
CB	Consumer Behaviour
4P’s	Product, Price, Promotion, Place
MM	Marketing Mix
GM	Green Marketing
GP	Green Product
GCB	Green Consumer Behaviour
GFMCG	Green Fast Moving Consumer Goods
ITC	Indian Tobacco Company
HUL	Hindustan Uniliver Limited
SUA	Semi Urban Area
NCP	National Commission on Population
Ob	Objective
H	Hypothesis
OTC	Over The Counter
IBEF	Indian Brand Equity Foundation
GCB	Green Consumer Behaviour
GW	Global Warming
CSR	Corporate Social Responsibility

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ABSTRACT

"A Study of Green Marketing of FMCG Products in Relation to Semi Urban Consumers."

The study relates to the aspects of Green Marketing, FMCG Products and Semi Urban Area which are three sides of a triangle of the context.

Geographical Area of the study is from Western Maharashtra in Sangli District.

Semi Urban Areas is based on population and the guidelines given by Reserve Bank of India clearly mentions that Semi Urban Area is one which has the population between 10,000 to 99,999. Accordingly the areas are defined for the purpose of the study which in detail described in Method of Research under population of the study. There are 10 Tahasil or Taluka in Sangli District. Out of this only 8 Tahasil have Semi Urban Areas or Semi Urban Villages.

Chapter I is Introduction.

This chapter mainly provides the background of the study and contents talk about

1.1 Green Marketing :

There are many definitions of Green Marketing which are analyzed and the activities which are included in green marketing mainly are:

1. Product modification
2. Change in production process
3. Packaging changes
4. Modifying the advertisements
5. and finally,

Adoptions of all the strategies for sustainability of business unit are known as Green marketing.

1.1.1 Green Consumers :

The discussions render the description of Green Consumer and the Survey Results as under:

Table No. 1.1: Consumer Survey Results

(Source: Marketing Management 14th edition, Philip Kotler, Kevin Keller and Abraham Koshey, Mithileswar Jha)

Sr. No	**Market Research Group/Company**	**Year**	**Research Finding**
1	Media mark research & Intelligence study	2008	Two third (66%) of US men and women stated that, Preserving environment as a guiding principle in your life was ‘very important’.
2	Washington post/ ABC News/ Stanford University	2007	94% of respondents were ‘willing’ to personally change some of the things to improve the environment while 50% were ‘very willing’.
3	TNS Survey (Taylor Nelson Safes)	2008	26% of Americans actively seeking environment friendly products.
4	Gallup	2008	28% of respondents claimed to have made major changes in their own shopping and living habits

1.1.2 The discussions are about eco friendly products and its characteristics and Green Product Examples and also some definitions of Green Marketing are discussed with dimensions of green marketing. The dimensions understood are as under :

(a) Journey of Green marketing took place in three phases from Ecological to Sustainable.

(b) Globally the people are becoming more and more concerned about eco friendliness.

(c) There is a green gap means consumers do not purchase green products with the same degree of concern as much as they have for environmental protection.

(d) Short term costs for green production shall be recovered in the long run and this fact should provide incentive to firms.

(e) The companies should show the shift from traditional marketing to new rules of green marketing.

(f) The green marketing has many challenges to face to establish.

(g) The industry needs the support from Government, needs partnering as it is a herculean task to make the people truly put into action.

(h) The standards needed to evolve about all the factors influencing green including marketing efforts of the firms.

The second pillar i.e. Fast Moving Consumer Goods are studied and characteristics of them are as under:

a) FMCG characteristics with consumer perspective:

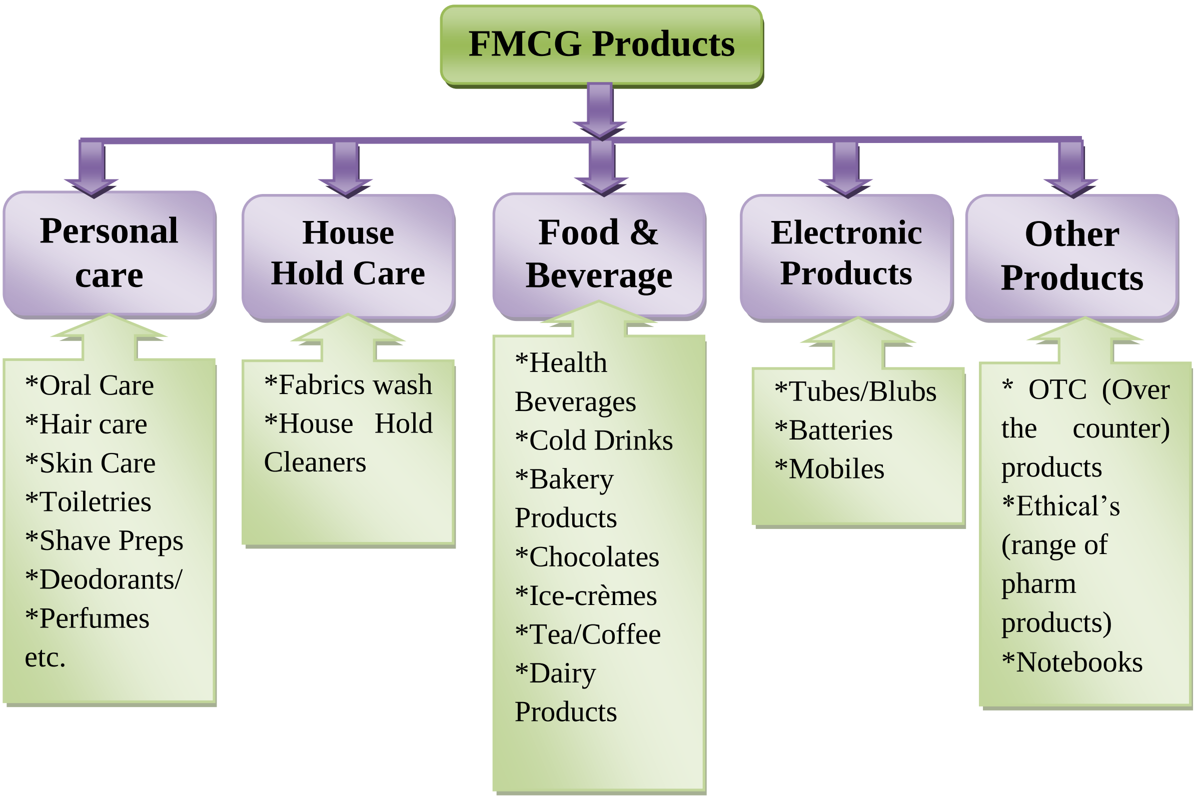
- Frequent Purchase/ High Sales
- Low Price/ Cost
- Low Involvement/ Sold quickly
- Easily substitutable

b) FMCG characteristics with Marketer perspective:

- High Volume
- Low contribution margin
- Extensive Distribution Network
- High Stock Turnover

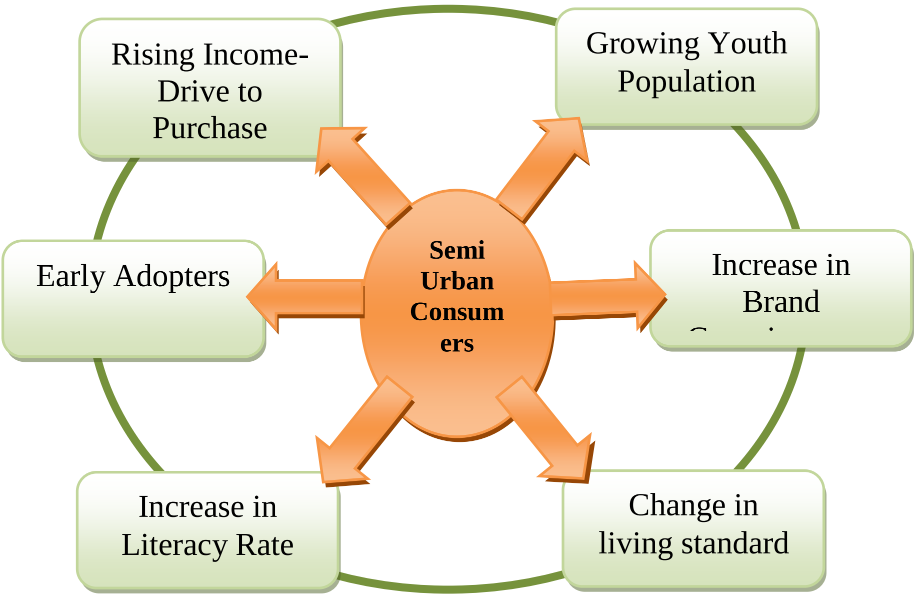
The following diagram shows the Product Categories

Figure 1.2: FMCG Product Categories.



Next paragraph deals with the characteristics of Semi Urban Consumers.

Figure 1.3: **Characteristics of Semi Urban Market consumers:**



These factors are responsible for wider and wider markets in Semi Urban area

The detail of RBI Circular is given here:

A circular issued by Reserve Bank of India dated December 01, 2009 under the caption Relaxation in Bank Authorization Policy and Guidelines to identify Census Centers *(Copy annexed as Annexure A1 and Annexure A2)*

Both the guidelines clearly mention about the areas as follows:

Population	Area type
Less up to 9,999	Rural
From 10,000 to 99,999	Semi Urban
From 1,00,000 to 9,99.999	Urban
From 10,00,000 and Above	Metro Politian

(Source: RBI circular RBI/2009-10/243 dated 1/12 /2009)

At the end of the chapter the rationale of the study is explained followed by the research problems and the chapter has 17 references

The Rationale of the Study: The study is undertaken on account of following:

1. **Why Green Marketing?**

The Green marketing is the demand of the today and tomorrow. Every company needs to take cognizance from the societal point of view.

Thus, it is essential for marketers to have strong bond through the green marketing with its consumers. This is the way to obtain the edge over others and compete (as these days almost all products are same in attributes of the products) by green differentiation has large scope. Innovative green strategies only can show them survival and growth. They would provide sustainable benefits to all the stake holders at the same time by following green marketing practices.

Green marketing area is selected on its merits of continuity in future for further scope of research and most importantly the relevance in Marketing Study Field.

2. **Why Semi Urban Area?**

The facts mentioned above in above sufficiently show the significant density of population and FMCG consumption is the function of Population.

A separate band of segment which is not studied as with separate attention, although Rural and Urban consumer studies are abundantly available.

Sangli District is one which is economically and socially advanced against the villages and districts in Vidharbh and Kokan. The consumers in these villages have good purchasing power as Sugar and allied products like Milk and Poultry make the District moderately rich and the land is not Famine Prone now and even in the past

3. **Why FMCG?**

The growth of FMCG is evident from the report of Mckinsey. The products are increasing day by day. If we look at the range of Personal Care Products then one can understand how many and how fast the products are being added into FMCG sector.

Considering the above facts it is essential to have a research in these combined factors. The outcome of the research would throw light on developing marketing efforts and strategies which are full of green initiatives. How they can affect the consumer behavior by educating them and promoting the products. The green product shall render benefits to a society at large.

Thus, FMCG is selected on the merits of their volume which would be increasing proportion with more vulnerable to degrading of environment particularly because of its packing as well product ingredients.

Research Problem:

FMCG is a volume driven business area. The FMCG products are in perfect competition market from economics point of view. There are many seller and many buyers. Green marketing would help to collect wafer thin profits by capturing large share from the bottom of pyramid. The Semi Urban Consumers behavior is necessary to be converted into favorable disposition to green products and green initiatives. The research is necessary to find out the factors influencing green buying and evolving the green efforts for the same. This will help in Semi Urban Consumers to buy more and more green products and services. This would offer them to possess good quality of life in respect of consumption which is ultimate of every buyer.

Chapter II is about the Literature Review:

Critical and Creative Literature Review is made for the thorough understanding and about three dimensions and each piece of literature is being indicated in brackets about its relation to a particular are of the study e.g. GM means Green Marketing

The literature reviewed is:

Books -15

Websites -18

Research Papers – 40 and

Theses – 02

The presentation of each piece of literature is made in such a way the discussions and details are given under that piece of literature and comments about what has been received from the literature review. Initially, it has been tabled in a systematic way where the details of source then concept and contents are listed in a gist form.

Examples of citing and discussion are given indicatively as follows:

Literature review has assisted the researcher in formulation of objectives and hypothetical statement.

GM: 1) Fayza Z. [7], Impact of Green Marketing on Jammu Consumers, International Journal of Management Research and Review, (IJMRR), January, 2013,

The paper talks about strategies for inducing the purchase of Green Products and Patterns of purchase. The author explained the perception of consumers as positive 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]

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

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

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.

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**

Demographic Factor	**Influencing Factor**
Age Group	
16 – 35	Green Promotion affect green purchase with preference
36 -- 45	Affected by Green Price and Green Promotion more than youngsters
46 or more	Only Green Promotion affects green purchasing
Unmarried Consumers	Green Promotion affects more
Married	Green Price affects more
Married and having Children	Green Product Features

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.

CB: 19) Heena Upadhyay, Rajani Pathania [25], 2013.

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.

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.

Sr. No	Company	Green Marketing Initiatives
01	**Philips India**	Energy Saving Lights , (CFL) Medical Equipments, House hold Appliances
02	**Mahindra Reva**	Electric Vehicle , e2o , Earth friendly small tractor
03	**Go Green BOV**	Battery Operated Vehicles (BOV)
04	**Hewlett Packard Company**	Energy Efficient Products and Services and institute energy – efficient operating practices in its facilities world wide
05	**Wipro Technologies**	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
06	**CISCO Systems**	Eco Pilot Map for carbon emission information by ZIP Code
07	**Infosys**	Car Pool management, green buildings, bio diversity campus, water harvesting ,green engineering
08	**Accenture**	Focus on Green Building and Data Centers Globally.
09	**HCL**	Manufactures Environ Friendly and Hazard Free Product
10	**Mc Donald**	Napkin and Bags of Recycled Paper
11	**Panasonic**	Plasma CD LCD , Quick iron, batteries and bulbs

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 mentions 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.

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.

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.

Third Chapter deals with Method of Research:

In the beginning product categories are given and select categories taken for the study are:

Table No 3.1: Select FMCG Products under study

Sr. No	Type of Category	Particular of Products
01	**Personal Care Products**	
(a)	Skin Care (Soaps) [3]	i. Medimix, ii Lifebuoy iii. Lux
(b)	Hair Care (Shampoo) [3]	i. Neem ii Clinic Plus 3.All Clear
(c)	Oral Care (Tooth Paste) [4]	i. Colgate ii. Vicco Vajradanti iii. Pepsodent iv. Meswak
02	**Food Beverages**	
	Tea Powder [2]	i. Brooke Bond ii GS
03	**Electrical Products**	
	Bulbs	i. Philips ii CFL iii Bajaj iv Lead
04	**Stationary**	
	Notebooks	i. Express ii Navneet

The type of Research is Descriptive and Diagnostic and Survey Method is used

Research Design:

It speaks about the population and sample. The nature of sampling is Geographic, Stratified and Convenience Random.

Population:

Table No. 3.4: Tahasil wise Consumer Population of Semi Urban Villages

Sr. No	Tahasil	Village Name	Population	Total
01	Atpadi	Atpadi	18,629	18,629
02	Jat	Jat	29,275	29,275
03	Kadegaon	Kadegaon	10.452	10,452
04	Kavathe Mahankal	Kavathe Mahankal	15,027	15,207
05	Miraj	Kavalapur	14,563	
		Bedag	14,439	
		Arag	13,940	
		Mahaisal	13,809	
		Kasbe Digraj	12,163	
		Sub total		68,914
06	Palus	Palus	18,296	
		Kundal	17,135	
		Burli	12,892	
		Ankalkhop	10,724	
		Yelavi	10,145	
		Sub total		69,192
07	Tasgaon	Manerajuri	12,962	12,962
08	walwa	Kasegaon	12,401	
		Borgaon	11,094	
		Kameri	10,280	
		Sub total		33,775
			Grand Total	**2,58,226**

The following table explains about the sample and consumer respondents.

Table 3.5: Net Sample of Consumer Respondents:

Tahasil	Population	Gross Respondents 1 % of Population	27 % between 0 -14	Net Figure of Respondents	35 % Males Between Age Group 18 -35	35 % Females Between Age Group 18 -35	30% Above 35 age	Total Net Figure of Respondents
Atpadi	18,629	186	50	136	48	48	40	136
Jat	29,275	292	78	214	75	75	64	214
Kadegaon	10,452	104	28	76	27	27	22	76
Kavathe Mahankal	15,027	150	40	110	39	39	32	110
Miraj								
Kavalapur	14,563	145	39	106	38	38	30	106
Mahaisal	13,809	138	37	101	35	35	31	101
Kasbe Digraj	12,163	121	32	89	31	31	27	89
Palus								
Palus	18,296	182	50	132	46	46	40	132
Burli	12,892	128	34	94	33	33	28	94
Yelavi	10,145	101	27	74	26	26	22	74
Tasgaon								
Manerajuri	12,962	129	34	95	33	33	29	95
Walwa								
Kasegaon	12,401	124	34	90	31	31	28	90
Total								1317

The net respondents of 1317 are covered wholesome representation of the population

Sample of Retailers:

It is pertinent according to the context of the study to understand the view of the retailers as well. The retailer’s questionnaire for the retailers is prepared .It is placed at the later part of the chapter. These retailers are for the products under the study.

(a) Population of Retailers: There are 310 retailers’ not in aggregate areas of Tahasil but in the area which is falling under Semi Urban Areas as shown above are 310.

(b) Sample of Retailers: From each Tahasil three retailers are taken on the same lines having highest turnover, mid turnover and the lowest turnover of green FMCG products

Sample of Yuva Mandals:

Every village under the area of the study have different forum of youngsters. They are from forum like Ganesh Mandal , Durga Mandal , Sports Clubs and so on .The size of activities differ from Mandal to Mandal , Some are formal and some are informal as far as designations and constitution is concerned. The researcher decided to take interview of one girl from youth and one male from the youth from one of the largest number of active youngsters in the mandal in the village. In all there are two representatives of youth for each village works out to the number 12 villages x 2 = 24 young members are interviewed.

3.4 Sources of Data:

The data is sourced from both secondary sources and primary sources a by the researcher in sumptuous manner. However, the selection of the source is made with reference to the context of the study.

3.4.1 Secondary Data:

The researcher has used following web sites for the purpose of determination of population falling under Semi Urban Area as updated to the date. http://censusindia.gov.in/PopulationFinder/Population_Finder.aspx

The other sources which do not have any quantitative details but related to conceptual understanding are duly discussed in the chapter on Literature Review.

3.4.2 Primary Data:

The primary data collection sources are

(a) Questionnaire for the consumers

(b) Questionnaire for retailers and Interaction

(c) Interaction with Opinion Leaders from Youth

Development of Questionnaire:

A pilot study is conducted before the finalization of questionnaire in Taluka Palus. The respondents' number is 50.

Reliability and Validity Test is carried out by using Cronbach Alfa and all the reading received are above 0.9.

The following table shows the linkage of questions and objectives and hypotheses.

Consumer Questionnaire and Linkages to objectives:

References to objectives	Corresponding points covered in Questionnaire
1.To find out the factors responsible for the gap in awareness about Green FMCG in semi urban consumers.	• Characteristics of Green FMCG.(Q2) • Factors considered during purchase of Green FMCG.(Q.5)
2. To study the factors influencing in buying behavior of semi urban consumers in relation to FMCG products in general and Green FMCG products.	• Preferences of Factors Considered during purchase.(Q.5)
3. To study the perception of Semi Urban Consumers about Marketing Mix of Green FMCG Products to find out the gap regarding adoption and expectation to adopt them.	• Awareness about Green FMCG.(Q.1) • Arguments about Green FMCG.(Q.6) • Recommendation.(Q.12)
4. To suggest the measures, which would meet semi urban consumers' expectations and improve adoptability of Green FMCG products. The suggestions shall be for all the stakeholders.	• Advertisement efforts. • Effective ways of Advertisement. • Promotional efforts. • Factors to increase the sales of Green FMCG. • Availability of Green FMCG.

Consumer Questionnaire and Linkages to Hypotheses.

References to Hypothesis	Corresponding points covered in Questionnaire
1. Semi Urban Green FMCG market in Sangli district is growing in its size considerably.	• Rate of consumption Green FMCG. (Q.3) • Percentage of Household Expenditure on Green FMCG.(Q.4)
2. Awareness about Green Marketing and Green FMCG Products is above average of Semi Urban Consumers in Sangli district.	• Awareness about Green FMCG. • Characteristics of Green FMCG.(Q.1) • Factors considered during purchase of Green FMCG.(Q.4)
3. Demographic factors of semi urban consumers have positive relation on purchase of Green FMCG products.	• Preferences of Factors influenced by Age, Gender, Qualification, Income, Marital status, Social status etc.(Q.5)
4. Green Marketing mix of Green FMCG products have positive influence on adoptability and buying of Green FMCG products.	• Questions related to elements of marketing mix, present status about product feathers, promotional efforts, price and value, availability etc. • Perspective opinion about expectations for increasing effectiveness of Marketing Mix. (Q.5,6,7,8,9,10,11)

The summary of contents of Questionnaire for consumers and retailers are presented here which would put light on the nature of questions and the information intended to be sought.

Summary of Consumer Questionnaire:

Que. No.	Particulars
I	Personal Information (Age, Gender, Occupation etc.)
01	Awareness (Product Recognition)
02	Awareness Statements True and False
03	Increase in rate of buying of Green FMCG
04	Expenditure on Green FMCG (in last 4 years)
05	Preference (Mix of 4P's and other factors, 24)
06	Sufficiency of Promotional efforts
07	5 point agreement scale of 23 statements about Green FMCG
08	Media Ranking
09	Sufficiency of Advertisements efforts of Green FMCG
10	Importance rating 5 point scale- sales promotion efforts
11	Sufficiency of physical distribution
12	Recommendations of Green FMCG products.
13	Open ended for Suggestions to increase Green FMCG sales

Summary of Retailer Questionnaire:

Que. No.	Particulars
01	Awareness of Retailers
02	Agreement to importance level in buying of products.
03	Reasons for buying or non buying of Green products.
04	Expansion of Retail outlet.(Market Growth)
05	Demographic factors and purchase of Green FMCG
06	Ranking of PoP material.
07	Sufficiency of Promotional efforts for Green FMCG
08, 09, 10	Information regarding 4P's and Suggestions.
11	Back pulling factors for Green FMCG

3.4.9: Interaction with Opinion Leaders in Youth:

It is mentioned in Sampling Scheme that 24 youth members are selected for the purpose of interaction. There is no separate questionnaire prepared but very informal and constructive interaction is carried about the study. The interaction is based on similar questions which are having similar subject matter.

3.5 Statistical Tools:

The analysis of primary data is done with suitable statistical tools. For the purpose of analysis according to suitability to responses the following tools are used by using SPSS version 16.0

(a) Descriptive Statistics which covers percentile distribution and bar chats and pie charts for its presentation

(b) Inferences are drawn from above such output and hence can be considered as inferential statistics

(c) For some questions correlation and regression technique is used

(d) In case of open ended questions the listing and descriptions are summarized and inferences are drawn

(e) In case of scaled question on different point scales the necessary agreement levels are measured

(f) In case of dichotomous questions percentile distribution is considered

(g) In case of relationship Karl Pearson’s Coefficient is computed and subsequently Chi Square Test is applied at 5 %s significance level to obtain P Value .

Therefore, according to the nature of the question, the researcher has made at sincere efforts to select the appropriate tool or a technique for the purpose of sound inferences and analysis leading to throwing light on objectives and hypotheses of the study

The next chapter contains the discussion about the analysis

Limitations of the Study:

Every study has some limitations and the reason is that all the dimensions cannot be embraced in one stroke.

The limitations of the study can be enumerated as follows:

1. The study pertains to a particular class of product i.e. FMCG and does not take into consideration Industrial products which also have sizable impact on environment

2. The study does not examine perception of consumers regarding Marketing Strategies of the companies vis a vis green products.
3. The study is not a comparative study with Urban and Rural parts of Sangli District
4. Role of NGO and is not covered by the study.

Chapter IV is of 52 pages which present data analysis and findings in the manner

(a) Question wise analysis of Consumer Questionnaire

(b) Question wise analysis of Retailers Questionnaire

(c) Summary of Interaction with retailers

(d) Summary of Interaction with youth active members of Yuva Manch.

This chapter contains 36 Tables, 26 Bar Charts and 06 line chart which indicate the width and depth of analysis and inferences made there from.

After the analysis , in this chapter when seen with hypothetical statements where percentile distribution, mean values and Karl Pearson's Coefficient of Correlation and Chi square Test is used for their testing , a table summarizing the testing in statistical and other supporting inference is made which is as under :

Table No. 4.30 Summary of Hypotheses Testing

No	Statement of Hypothesis	Test and Inferences of Interaction	Acceptance / Rejection
Hypothesis No. I			
Ho	Semi Urban Green FMCG Market in Sangli District is not growing in its size considerably.	**1)**Percentile Distribution Q,3 and 4 **2)** Inference of Retailers Interaction Q.4	Rejected
H1	Semi Urban Green FMCG Market in Sangli District is growing in its size considerably.		Accepted
Hypothesis No. II			
Ho	Awareness about green FMCG products is not 'above average.' of Semi Urban Consumers in Sangli District	Threshold 70 % **1.)**Percentile Distribution of Question No 1 and 02 and 07 of Consumer Questionnaire	Rejected
H2	Awareness about green FMCG products is 'above average' of Semi Urban Consumers in Sangli District.	**2).**Percentile Distribution for Retailers Questionnaire Q.3 (a) **3).**Inference form Interaction with youth	Accepted

No	Statement of Hypothesis	Test and Inferences of Interaction	Acceptance / Rejection
Hypothesis No. III			
Ho	Demographic Factors of Semi Urban have not positive relation with purchase of green FMCG products	1).Karl Pearson's Coefficient of Correlation Relationship between Demographic Factors (Source: Personal Information classification) and Purchase (Source: Q.4 Customer Questionnaire) The values of coefficient correlation range from 0.566 to 0.766 **2) Mean values** Analysis of Question 05 of retailers Questionnaire **3)** Interaction with Youth Inferences from(i) to (v)	Rejected
H3	Demographic Factors of Semi Urban Consumers have positive relation with purchase of green FMCG products.		Accepted
Hypothesis No. IV			
Ho	Green Marketing Mix of Green FMCG products have not positive relationship on buying of Green FMCG products	**1) Chi Square Test** At 5 % significance level the values received (in respect of relationship of Green Marketing Mix and Purchase of Green FMCG products) are 0 . and indicates positive relationship **2.)** Consumer Q. No.05 , Analysis **3**) Retailer Interaction point no (s) **4)** Youth Interaction point no (b)	Rejected
H4	Green Marketing Mix of Green FMCG products have positive relationship on buying of Green FMCG products		Accepted

At the end of the chapter there are summary of findings and conclusions

4.7 Summary of findings:

The findings from the consumers point of view are given in nut shell here and followed from retailers point of view

1. Education level is at base level and higher education level is at smaller proportion
2. In case of females the employment pattern is equal in service or job and other than job.
3. Females are more in house wife status

4. Early age marriages are resulting into more married consumers as compared to urban area
5. The composition of consumer is in terms of gender is almost equal as male to female ratio and therefore there is impact on consumption of green products cannot be ascertained.
6. The awareness about green FMCG products is above average in all three categories except the category of electrical product i.e. Bulbs
7. By and large the consumers do not get in to details about the process of the product as they are more critical about the benefits of the product and not the process.
8. Consumers have agreed that the average consumption on green product is increasing and shall increase with more proportion in future
9. The demand for green FMCG products has increased in last three years i.e. from 2012 to 2014 by 3 %, 8 % and 12% for respective years at the average increase of 8 % per year.
10. The ranking of attributes of green FMCG according to the agreement of consumers is as under:

Table No.4.31: Importance wise Agreement to Product Attributes

RANK	**I**	**II**	**III**	**IV**	**V**	**VI**	**VII**	**VIII**
Product Attribute	Good For Health	Less Polluting	No Side Effects	Product Contents	Eco Friendly Ingredients	Herbal Content	After Sales Services	Recyclable Packaging

11. In case of price, consumers know the importance of products from the view point of personal and societal benefit but are not very prompt in action. It is partially because of price sensitivity and partially because of psychological factors.
12. In case of promotion they are more interested in free gifts and free samples for the experience. Consumers rate advertising as the most important factor in promotion.
13. Availability of the products is essential and hence most important according to consumers.
14. Following is the ranking of the factors other than 4 Ps covered above

Table No: 4.32: Importance wise Agreement to Other Factors:

RANK	I	II	III	IV	V	VI
Factors	Family Pattern	Decision by Head of family	Marital Status	Good for Society	Brand Name	Social Responsibility
RANK	VII	VIII	IX	X	XI	XII
Factor	Social Status	New Trend	Fashion	Influence of Opinion Leaders	Recomm endations	Social Compulsion

15. The reach of Green Product manufacturing companies is low in this region
16. Bonding with Youngsters who are the buyers of today and also of tomorrow is at a low level
17. Sensitivity about green product in terms of modernity, social status and social responsibility is low in this region
18. From effectively reaching the consumer in this region the ranking of media is as under:

Table 4.33 Media Ranking:

Rank	**I**	**II**	**III**	**IV**	**V**	**VI**
Media	Television	News Paper	Radio	Local Cable	Banners	Pamphlets

19. The present advertisement efforts and promotional efforts and availability is not sufficient

20. **Table 4.34: Rank Order Sales Promotion Efforts:**

Quantity Discount	I	More Retailers	II	Door to Door Sales	III
Exclusive Retail Outlet	IV	Free Samples	V	Awareness Camps with Social Issues	VI
Variety of Quantity Packages	VII	Increasing Hoardings	VIII	Local Cable Adds	IX
Local Event Sponsorship	X	Free Promotion Calendars	XI	Mobile Messages	XII
Cross Selling	XIII	Loyalty Discount	XIV	Display of Video Clips at Retail Shops	XV

21. The retailers have ranked the influencing factors as under:

Table 4.35: Rank Order Influencing Factors by Retailers:

Rank	Factors	Rank	Factors
I	Income of Buyers, Product Attributes Price of Product, Discount and Gifts, Easy Availability, After Sales Service, Gender of Buyer.	**XI**	Social Compulsion
II	Age of Buyer	**XII**	Less Polluting
III	Decision is taken by Head of Family, Quantity Advantages	**XIII**	Liked to be first to buy
IV	Recyclable Packaging	**XIV**	Influence of Opinion Leaders
V	Advertisement	**XV**	You feel it is a right choice
VI	Family Pattern	**XVI**	Buying is a part of Social Responsibility
VII	Brand Name	**XVII**	Fashion , Status , Others like it you because you use it
VIII	Herbal Contents, Marital Status	**XVIII**	Others use it
IX	Good for Society, Good for Society	**XIX**	No other better option
X	Environment Friendly Ingredients		

22. Demographic factor like age, income, gender, education, occupation have high impact of purchase of green FMCG products and Marital Status and Social Status have moderate impact

23. Richly experienced Retailers confirmed about the following

(a) Green FMCG products are well recognized one by the consumers as they are having above average awareness about green products

(b) Market for Green FMCG is increasing in Sangli District Semi Urban Area

(c) Strong Bond with youngsters is not created by Green Product Manufacturers

(d) Present Promotional efforts are sufficient to create demand for untapped and available in this area.

(e) Availability is not very satisfactory.

Interaction with Youth rendered following points in terms of suggestions

(a) Social Media promotion

(b) Theme based events sponsorship like Ganapati Festival, Eco friendly Holi

(c) Paper Bag making, Best from Waste kind of competition sponsorship

(d) Competitions sponsorship like street play and local half pitch plastic ball cricket tournaments.

(e) Beauty Parlors and Hair Dressing Saloons should be involved in promotion of green personal products.

Thus above summarized findings give an overall scenario about Green FMCG and Semi Urban Area and influencing factors and other related points.

(23) Amway is following MLM. Therefore the consumers were asked about MLM with a view that they would find it as an earning opportunity. But by and large there was a strong negative disposition is found about MLM.

(24) Typology of Consumers:

Accordingly, the composition in Sangli District Semi Urban Area the following composition is concluded on the basis of overall analysis**.**

Table: 4.36 Typology of Consumers in Sangli District Semi Urban Area

Consumer Type	Characteristics	% of Consumers
I) Premium Greens	Higher Income and willing to pay Green Premium	11 %
2) Red and White and Greens	Lower willingness to pay green premium	21%
3) No cost ecologist	Believing in Recycling but do not practice	12 %
4) Convenient Greens	Lower Income Group Some will pay for Green Solutions	42 %
5) Unconcerned	Lower Income Group , Least Informed about environment	14 %
	Total	100%

[From segmentation point of view the findings can be summarized as Greenback Greens are 32 % and Grousers 54 %, Basic Browns – 14 %]

4.8 Conclusions:

The summary of findings has lead to the following conclusions:

Rural Areas are rapidly getting transformed to Semi Urban Areas very rapidly

1. The level of awareness about green marketing and green FMCG products is considerably high of consumers in Semi Urban Area of Sangli District
2. The demand for FMCG products is considerably increasing and therefore the size of market for green FMCG products in Semi Urban Areas in increase in its size by an average of 8 %.
3. The companies have low level of reach to consumers in Semi Urban Area of District Sangli
4. Present efforts in respect of Promotion and Physical Distribution is not satisfactory as compared to the expectations of Consumers and Retailers in Semi Urban Areas in Sangli District
5. There is a need to create Bondage with Youth in this area as they are the consumers of Today and of the future
6. Companies should look at this market as a niche segment market and focus on marketing of Green FMCG market by a separate and special treatment in terms of 4 Ps and work out strategies different than those which are followed for Rural and Urban Markets as this market is growing very fast since the Rural areas are transforming into Semi Urban Areas by population size and characteristics also
7. There is untapped potential to increase Public Relations which would facilitate more demand for the Green FMCG Products
8. Massive Retailing is essential to reach the consumers and availability imbalance is necessary to be reduced
9. There is positive relationship of demographic factors and 04 Ps and other factors which should be considered while designing the marketing plan which should be exclusively for Semi Urban Areas.
10. The class of consumers typed as Convenience Consumers is 42 % . Companies should make all round marketing efforts to convert them in phase wise manner into a class of consumers typed as Premium Green
11. The positioning of Green FMCG products need to be revisited and suitable to Semi Urban Area positioning design should be evolved

12. Semi Urban Consumers and their preferences have not been objectively considered despite growing market potential. The companies should consider the preferences before chalking out the Marketing Plan for Semi Urban Area

Last Chapter is of Suggestions: The researcher has made the suggestion on the basis of backward linkage to the analysis is shown in [ ] and also on the basis of literature review which is given in a similar manner before the text of suggestion begins

The suggestions made are very prescriptive in nature and speaks about what exactly to be done and the researcher has not left any chance for ambiguity or vagueness .Similarly, those suggestion are included which are pragmatic .

They are made to companies who are manufacturing Green FMCG, Retailers, Government and Consumers.

Being they are the outcome of this research study they are given in full lengths which are as under:

5.2 (B) Contextual Suggestions:

1. [Q.2 St. No 01] **Erasing the Equation Herbal Means Green**

There is a perception that herbal contents mean green products. In fact green products do have herbal ingredients but they have something more to offer than mere herbal ingredients and therefore this equation needs to be changed. This perception is deceptive and competitors can take undue benefit for their sales

Thus the suggestion is to canvas deliberately about the product ingredients and benefits by its usage

(a) Personal Selling with six monthly intervals

(b) Advertising messages need to include not only herbal but green type punch lines

1. [Q.02 St. No. 06] **Education for Green Ingredients**

Awareness about green ingredients is essential and the consumers responded that they do not go into details. Educative programmes through seminars and other social events be conducted for awareness about ingredients.

2. [Q.2] **Bridging Language Gap**

It is also suggested to bridge the language gap according to the region. Most of the products are using Hindi or English as official communication language but for this region it is not so effective and for a better reach to consumers in this region the communication is possible through strong personal selling with high frequency

3. [Q.2.] **Awareness about Process of Production and Recycling:**

Recycled Products are also not much known by the consumers. Thus visits to processing plants be organized for school and college going children under industry visit programmes on the lines of Parle and Mother's Recipe who encourage such visits. Green Ply talks about the process in advertisement for making aware about the process. It is pertinent to speak about green product process which makes it green and it can build strong and appealing positioning.

4. Similarly, they can use kiosk and recycling display at the retailer shops

(c) The packaging needs to thrust upon above appeals.

5. [Q.5 and 7.7]**Family Oriented Pack Offer**

With this analysis it is found that for family packs there is a demand and the companies should make offers in Family Pack Varieties.

Family pack offer matches with family composition of Semi Urban Area which has average of 05 members in a family. .

6. [Q.7 St. No 02] **Recycling Symbol**

Earlier cold drink bottles were with the instruction. ' Crush the bottle' and now it comes with the symbol of recycling of bottles as SYMBOL Thus , such symbol be printed on packaging for increasing awareness and sufficient publicity be given through promotion efforts .

7. **Bondage with Youth**

[Q.7.9] and Interaction with youngsters show that there is very little rapport with youth.

The gap can fill by taking following steps

(a) Massive use of Social Media

(b) Green Theme based Sponsorship for events like Ganpati Festival , Competitions held during Yatra , Plastic Ball Half Pitch.

(c) Paper Bag making and Best from Waste kind of competitions sponsorship.

8. **Involvement of Personal Care Service Providers**

Hair Dressers for men and Beauty Parlors for females attract the youth in this region which is evolving as a trend .They use the products for their services , They can be converted in to retailers who would promote the personal care green products.

9. **Product Identification Differentiation**

[7.19] There is no differentiation for easy identification and therefore it is suggested to make the product more tangible by ***ECO LABELLING***

In addition, the following points are of significance for the purpose

(a) Unique Shape

(b) Unique type of packaging

(c) Non Standard Size packaging in weight and quantity

(d) Unique type of color

(e) Unique Symbols

(f) Certification Labels

10. **At par Quantity Advantage**

[Q.7.16] indicates that the consumers are not receiving the quantity benefits which non green product offer. Therefore, it is necessary to offer at par with non green products, at least and if possible above par with variety of packaging.

11. **Product Information Gap**

Retailers suggested very strongly about communication of product information in local language which would increase the sales considerably. It is suggested to put the information in the packaging in local language .Apparently, it seems complex. Logistics department is aware in advance about the destination of the products. Therefore it is possible for the company to put the information leaflet of the local language according to the destination.

12. **Price and Value Proposition** :

A notable point in case of green note books the price gets justified because of the message given on the note book which is very appealing.

The company needs to use strong appeals of personal and social benefits (as TATA is using for salt and other products ,an appeal of Patriotism successfully) be used in promotion efforts which would justify the price .

(a) The benefits be converted into in quantitative terms of social benefits like if you consume say 10 packs of this product it would save so much of money by avoiding cost of side effects.

(b) Saving on particular social or personal aspects can render a better value proposition and price shall get justified.

(c) Use of Quantity discount is supported by 84 % and therefore it is suggested to offer highest possible quantity discount which facilitates price justification for this area

(d) Retailers expect that the range of price is important as in their opinion the consumers do not take the price in absolute terms (purely on the comparison of benefits of the product) but take in relative terms by comparing the substitute products. Thus the band width of price be comparable with other green and non green products.

13. **Change in Retailers Mind Set**

Retailers mentioned that they are ready to part with the commission by sharing with the consumers if the quality of the product is high. Thus quality matters not only for consumers but for retailer also. The company needs to adhere to quality standards

Thus the product needs to have maximum possible certifications of standard for the products like ISI. The change in mind set be appropriately responded.

14. **Ad Appeals**

[Table 5.8] suggest by its ranking that add messages should have thrust on

(a) Good for Health

(b) Less Polluting

(c) No Side Effects

15. **Change in Gift Mix (Family Head and Youth)**

[Q5.C] and interaction with Youth suggest that the gifts should be changed which are moreover in terms of water bottle and similar articles

Thus it is suggested that the items be revisited and they should be such that they satisfy the likes of youth like Recharge Cards , Bonus Points for purchase , low priced goggles, Scratch Cards Gifts , Free Tattoo Designs and making , Gold Coins in the products, Free Cine Tickets.

The survey showed that the decision maker is head of family. Family Head likes are necessary to be considered for designing, Mix of Gifts for this Semi Urban Area.

The guiding principle is that Youth should get satisfied about their likes and gifts should be changed according to changes in likes of Youth

16. **Change in Discounts :**

Interaction with youth showed that they would like to receive the discounts not so much on quantities but more on loyalty.

Loyalty Discounts, Club Member Discount are expected and even Green FMCG items are of routine purchase nature the forms of discount be changed to satisfy the likes of Youth (Both in case of Gifts and Discounts very regular surveys are necessary with good frequency for a wider reach , particularly Youth as they shall be buyers for at next 40 years .

17. **Bottom of Pyramid Promotion Approach**

For green product as a separate niche segment Semi Urban Area Consumers are at the bottom of pyramid in a market having very large potential. Thus promotion mix be designed according to treating then at the base level of consumers and turnover in that market.

18. **PoP Material for awareness**

In order to make more aware about green contents, processing , recycling and other attributes of green products , danglers and other PoP material should be effectively used.

19. **Need for Pull Strategy**

The market is increasing with a good pace as well as awareness is also satisfactory as it is above average therefore the Pull Strategy is suggested to grab the market share

Thus, consumers are aware and understand the product but not so strong in action of purchase. For bridging the gap the Pull Strategy be followed in all kind of marketing efforts.

The strategy can be implemented by following means:

(a) Reward and recognition for highest quantity buyers

(b) Giving Social Recognition for purchase of Green Products

(c) Good Citizenship Appeal in Advertisements and other promotion

(d) Direct Comparison between Green and Non Green Product

(e) Badges and frills for users of Green Products or Stickers on Vehicles with the matter similar to I follow traffic rules ‘I am green product Buyer.’

(f) Sponsorship of columns about Green Theme in Local News Papers and other popular publications.

(g) Sponsorship of Programmes of Consumer Forum

(h) Sponsorship of Programmes like Ozone Day and similar events

(i) Green Walk event Sponsorship

20. **Need for Push Strategy :**

(a) The study revealed that retailers are convinced about the growth and potential of the demand and market size and are very positive about selling of Green Products and look at them as products of tomorrow. Their conviction is mainly shaped from the contact with Youth.

They have some expectation from companies which form the basis for Push Strategy The strategy can be implemented by following the practices like,

(a) Seminars and Conferences for Retailers

(b) Awards and Recognition for Top Seller (for highest sales for a particular period) in the District.

(c) Training Programmes for Show casing and Display

(d) Commission in proportion of sales with step up incentives

(e) Joint Sales efforts by retailer and the company (More visits, Co selling)

(f) Revision of Gifts and Discounts

(g) More Vibrant Sales Promotion Inducement Designs

(h) More Public Relation Efforts for wider reach

(i) Sufficient Availability of Products

(j) Target Oriented Overriding Discounts

(k) Creation of superseding promotion efforts over non green products

(b) Participation of Intermediaries

The companies should include intermediaries and channel partners while chalking out the programmes and seek the suggestions from them while deciding about.

(a) Forms of Discounts

(b) Forms of Gifts

(c) Quantity Offers

(d) Information on Packaging

(e) Public Relations Efforts

This would make the promotion effective as they know the pulse of consumers in Semi Urban Area.

21. **Clues for identification**

Through advertisements and sales promotion the clues are needed to be given about attributes of the green product. At present many advertisements show the difference between two products which give comparison and clues .This would not only increase the awareness but also shall provide inducement to buyers. Pictorial communication is understood even by the illiterate person.

22. **Plane or Cartoon Symbols and Signs of Green**

Green Concept is the collective offer of a) Ingredients b) Process of Manufacturing c) Packaging d) Recycling e) Reuse purpose which makes the product eco friendly . Thus all these elements which are available with the product should be manifested on the product packaging or at other PoP materials very conspicuously in terms of symbols and signs which would make the product felt as green and shall be stamped as green in the minds of the consumers

23. **Media Mix**

The study revealed that consumers supported at top rank for T.V advertisements and Newspaper.

Therefore, it is suggested that 80 % of the budget for Semi Urban Areas be allocated to these media.

Cable ads, hoardings, free promotion calendars are having secondary ranking by the consumer and therefore it should be considered while deciding the media mix as of secondary importance. Short Ads and Video Clips before movies is suggested by the Youth and due allocation be made for this media also

24. **Focused Social Media Usage**

Youngsters suggested and welcomed the idea to receive messages via social media.

In order to entertain the likes of Youth and also comparatively it is cheaper and therefore use of social media be considered where these messages shall reach specifically to Youth members. This is possible as the company from its own database or purchased database can segregate the contacts of Youth members and send cell messages. Messages just sending on social media shall not be effective. Proper filtration is necessary for this kind of communication.

(This is supported by Jacqueline Ottman, has also prescribed for meaningful conversation and engagement.)

25. **Incremental Advertising Budget**

[Q.4 and Q.5] 75 % consumers and even retailers have the say that present advertising efforts are not sufficient. Thus advertising budget is necessary to be increased.

The increase should have some rule to follow. Therefore as a thumb rule it is suggested that there should be at least 3 % increase in advertising budget as it would be at par with increase in market is by 8 %.. Thus, this would render the advantage of having higher incremental selling. The companies should conduct camps in Semi Urban Area, particularly where the presence of the consumers in this area is large. Thus Companies can follow this proven path and reach the consumers more effectively. Thus discussions about social issues by experts can blended with demonstration and exhibition of green products which is commonly followed by Agri Product Companies.

26. **Consortium Approach**

Green Product producing companies can come together and make joint promotion efforts in the area of sponsorship of events and programmes which are having highest social touch in the particular area in Semi Urban Region.

27. **Variable Selling**

Cross Selling is welcomed by the respondents. It is having wide scope as the items of personal care, dental care and other FMCG green products are of regular purchases. They go hand in hand ., Soap and Shampoo are purchased at the same time and also a tooth paste and tooth brush .

The benefits of cross selling should be taken where horizontal or vertical combination is possible.

This would strengthen the sales and minimize the cost and most importantly will change the forms of discount and gifts where variation is expected by the consumers

28. **Clove Type Retail Network**

Consumers and Retailers have the grievance about availability and the dissatisfaction is more about not taking this issue very seriously by the companies. Thus, more systematic and scientific management in this particular area is necessary. The researcher found the point valid as the retailers spread should be CLOVE TYPE which does not exist.

29. **Balanced Supply and Forecast**

The other suggestion about satisfying the availability, Bottom to Top Approach which is practiced by Hindustan Unilever for a long time is necessary . The consumers and Retailers express this problem as not availability .But the nature of the problem is erratic availability. The companies are suggested to make a trend analysis and make a sound forecast which would make the supply almost balanced barring certain exception.

[B.G. Chiatle forecast demand for milk during Ramzan Fasting and also for Chakka and Shrikhand for Dasara and Gudipadva very well in advance.]

30. **Exclusive Green Retail Outlet run by NGO**

This suggestion has come from the youth and now mall culture is becoming the like of youth which represents by this suggestion. It is to be verified with its feasibility if it is to be implemented but it can be implemented on a small scale as the size of population is between 10000 to 99,999. This suggestion has a validity but needs a different design of the retailing. Thus it is suggested to have TINY EXCLUSIVE MALL which can receive the support from Weekly Bazars.

The classic example of such an exclusive retail shop for handicraft items is Samruddhi in Tamilnadu at Kasipalayam and T,N, Palyayam near Erode . It showcases 18 products

made in rural area which are made from waste.(Ref : Kartik Madhavan , " Marketing Innovate Products and Providing Employment –" Samriddhi does it all" The Hindu , November 04,2007 , www.hindu.com / 2007/11/04/stories /2007110454960500.htm

31. **Weekly Bazar and PoP**

Weekly Bazar is the cardinal feature of these villages which have a very long tradition of commerce and trade in this region. Thus, this is more marketing approach as the seller goes to consumer which is called as outside in approach . It provides the opportunities to meet the consumers at their convenient place and exhibit PoP which they cannot miss.

(a) Mobile Van Sales

(b) Advertising by showing puppet shows

(c) Announcements

(d) Moving Advertisement

(e) Consumer Survey

(f) Database creation

(g) Distribution of free samples and gifts.

32. **Social Awards for ecological balance cause**

Under CSR programmes, Social Award like Jeevan Guarav be instutionalized for those organizations and persons who have worked for the ecological balance and ecological issues. This would improve the Public Relation and the image of the company.

33. **Connecting eco health to Individual Health**

Patanjali Products are well connected through promotion as Health Caring Products.

On similar line the companies have opportunity to connect the products through strong promotion with eco health which is in turn takes care of personal health. Connecting **eco heath the prerequisite for personal health** is a strong appeal and be projected.

34. **Regular Add Recall Survey**

Retailers suggested that a recall of ads and promotion survey can influence the buyers and also the results of the survey would provide guidelines for designing the promotion programmes.

35. **Participation of Intermediaries**

The companies should include intermediaries and channel partners while chalking out the programmes and seek the suggestion from them while deciding about

(a) Forms of Gifts and Discount

(b) Quantity Packages

(c) Supply Variations

(d) Advertisement Appeals

(e) Modes and methods of Sales Promotion Programes

(f) Suggestions for Public Relations Activities

36. **Green Consumers and Sustainable Brands**

Source: Literature Review; Jacquelyn Ottman,

“The new rules of Green Marketing” Strategies, Tools and Inspiration for Sustainable Brands

This book has given number of prescriptions about the marketing which are many and can be followed by the companies.

Three important points are

(a) Efforts to convert the consumers into Green Consumer

(b) Green Product Life Cycle

(c) Personal Health and Eco Sustainability

The company should follow the strategies and new rules and create a Sustainable Brand.

37. **Youth and Online Shopping :**

Amazon.com other portals are becoming rapidly popular amongst the Youth. Purses, Shoes and Dress to Lap Tops and Pen Drives are purchased on line. Considering the cost effectiveness and likes of youth and complexity of time management and life style the offers be developed for green products where quantity and group buying would be the key factors. The companies have the opportunity to create symbiotic selling strategy with other green products and bulk buying can be introduced for the residents of one society or a group of 100 members with specials discounts with other product which would cut the cost of delivery also. Similarly the Consumer Co operative Societies can be given the benefit of online shopping. However, for actualizing the suggestion the companied need high degree of coordination for Symbiotic and Integrated Selling.

38. **Redefining Marketing Mix**

From the literature review it is noticed that Green Marketing is yet in Childhood or Infancy Stage. The companies need to innovate more and more and evolve redefined marketing mix**.**

It is said that Need is the mother of Invention,

Thus, the companies should assume redefined role for sustainability responsibility and feel it is a need for survival and growth.

Thus, change in above saying shall not be an exaggeration.

Need (for green marketing***) is the mother of Innovation (for redefining marketing mix)***

The innovation has to follow 3 Rs of Green Marketing

REDUCE

REUSE

RECYCLE

Thus the companies should feel that they are deprived of Green Marketing as need is defined in marketing terms as something deprived of .

39. **Alliance or Partnership with Green Champions**

The firm can choose to have the alliance with Department of Government and NGOs for enhancing the green orientation of the human resource of the firm as well as stakeholders and supply chain management partners and consumers.

The classic example of such alliance can be cited of

Cisco Systems : Initiative of partnering with San Francisco 's Department of Energy to announce World's First Urban Eco Map Pilot , This tool provides information of carbon emissions which are caused by transportation, energy waste etc. organized by ZIP codes

42. Niche Market Treatment:

As an ultimate outcome of the study, it is suggested that Semi Urban Area should be considered as a separate segment of the market and in marketing efforts and 04 Ps or marketing mix there should be separated design with different but with special focus

5.3: Suggestions to relate to Retailers:

Sales of any product of any company are the result of joint efforts of producer as well as the intermediaries. In order to boost the sales the role of retailers is significant. Thus their initiative is seen in furtherance of marketing approach as an extended arm of the company. The following suggestions are made where they can build up marketing approach and earn more with ***increased initiative***

01. Training of Product Display :

The retailers should demand the training from the companies to make attractive, displays and learn about it. Initiative from retailers end , as a part of joint efforts is necessary..

02. Consumer Surveys

The retailers need to show the initiative from their end to conduct the consumer survey and render feed back to the companies. The retailers can submit the proposal of survey to companies and get the expenses reimbursed as well some mark up for the assignment which would cut down the cost of the company and shall give opportunity to retailers to earn extra. This would prove more effective route in case of consumers' surveys which is done by companies alone.

03. Events and Competitions

Retailers can themselves organise the events for their territory along with Wholesalers. The competitions like best out waste or paper bag making etc . This would support the sales and also attract the youth which would increase the sales of other commodities as well as increasing overall sales.

04. Support for Sales Promotion

Companies plan different sales promotion programmes which should be well supported by the retailers positively. The benefits under the schemer be diligently passed to the consumers. It is a common practice to reduce the price for gifts and sell the products.

Such practices deprive the company from getting the benefits planned in such efforts. Therefore, the retailers should avoid such practices.

5.4 Suggestion to Government

1) Green Standardization / Green level

At present the companies claim that our product is a green product. However, there is no scope for the consumers to understand about what is the level or magnitude of greenness of

(a) Ingredients

(b) Processing

(c) Packaging

(d) Biodegradable and Recyclable Ingredient or packaging

(e) Reuse of Containers

Thus the Government should evolve the standards of green and the product can bear the level of Green attributes of the product in terms of Standards.

E.g. In plywood sheets there are a green ply as a product but the buyer does not know how much it is green.

Green Standardization by Government Authorities and the endorsement shall provide

(a) Status to the product

(b) Reduce the chances of falls claims and deceiving the buyers

(c) Induce the companies to compete by mentioning about greenness of components as against non green products .

(d) Improve the eco balance

The Government may use the gradation as **Light Green, Mid Green and Deep Green** as categories of Standard as yet green marketing is just little above infancy stage and would take a long route to reach by companies towards deep green .

2) Green Marks and Symbols

There are five factors (and may evolve some more in future) stated above and the government is suggested to evolve and grant some marks or symbols as an official indicator of those factors . The example is of recycling which is indicated by the symbol.

Figure 5.1: Recycling Symbol

This would facilitate the consumers' understanding in utmost easy way and also it would be least expensive for the companies.

For each factor there can be a symbol like\a circle and the suggestion is to use smile symbols . If two factors are fulfilled by the company there would be smile symbols as (☺☺)

3) Inclusion in curriculum

The Government should include this part in curriculum at Primary Level School Education. The issues to be included with reference to personal health care and sustainability, emphasizing on how it is useful for the society and how the green products and their consumption can contribute for personal health .

4.) Incentives to Companies

The government can induce more and more production and process of green products by offering concessions to the companies who are engaged in the manufacture of such products. The example can be cited of Start Up where the patent fees are reduced to 80 % and the income tax concession. On similar lines even in Start Up projects also there can be some more concessions for Green Products. Particularly, the startup projects which shall go for manufacture of recycling plants should be offered more incentives.

5) Awards and Recognition (Green Product Research and Development)

Dabur India received the rank in Three Business Leaders from Financial Express EVI Green Business Survey 2011-12. This award is given for Green FMCG Sector.

It is in practice to give award for safety for industrial units by chambers of commerce and also in case of sugar industries Federation conforms the award on sugar factories for safety, processing and output etc. On similar lines the award be institutionalized for green part of Products for research and development

6) Connecting Green Products and Swachh Bharat Movement

Green Products are well connected to Sustainability by Jacqueline Ottoman. Swachh Bharat is a movement which ultimately having the objectivity of Sustainability. The government should promote the movement by aligning the movement with Green Biodegradable and Recyclable Products as one of the means towards Clean India .

The insistence on consumption of Biodegradable and Recyclable Product is necessary to seek the marginal but positive contribution to the movement.

It is relevant to mention about the advertisement on TV of product, where the add starts with ye bhi bharat hai and few snap shots are shown and finally the link between the product and Swachh Bharat is established.

On similar lines the connection can be shown between government sponsored ads and Clean India movement

7) College Level Programmes and awareness

Recently, it is made compulsory for college students for participation in Swachha Bharat programmes . They are required to collect plastic bags and clean the area assigned to them. Pune Municipal Corporation provides hand gloves and containers and caps for the same.

Thus, some programmes related to Green Product, Personal Health as a human element of sustainability be organized in terms of debates, essay competitions, poster making competitions etc. Under CSR programmes Government can make the companies to year mark some % of funds form CSR funds for the purpose

5.4: Suggestions to Consumers:

1. Disposal Habits; The consumers need to develop such habits which are suitable to call them a caring citizen and should not throw the packaging and residual in such a way as road side waste which would degrade the environment.

2. Lobbying for Environ Friendly / Green Products.

The organized consumers (in terms of consumer forum) can play a role of a pressure group and create the demand for more environ friendly product or green products.

This can result in fair government intervention and also companies would consider the green product development more intensively.

This forum can train the individuals about making the paper bags for daily use

Awareness programmes can be organized by Consumer Forum which would lead to purchase more eco friendly and green products.

3. Use of Cloth and Paper Bags

As a responsible citizen the consumer should use non plastic bags and containers.. Similarly, separating wet and dry disposals should be religiously made by them . They need to persuade to those who are not doing so .

Distinctive Advantages

If above suggestions are implemented in a planned and systematic manner by all stakeholders the India would receive many benefits regarding

(a) Ecological Balance

(b) Prevention of Environmental Degradation

(c) Healthy Growth of Businesses

(d) Clean and Healthy Consumption leading to QUALITY of LIFE

Further Scope of Research:

This study has been carried out for FMCG products and there is very large scope in Green Marketing for further research.

Indicatively, the areas of further research can be enumerated as under:

1. Comparative Study between Rural, Semi Urban and Urban Consumers of Green Products
2. Study of Green Durable Products and Marketing Strategies
3. Practices regarding the education programmes of the Consumers with reference to specific areas in India
4. Role of NGOs in Green Marketing
5. Role of Environmentalists in Green Marketing
6. Role of Government in Green Marketing
7. Green Marketing and perception of Rural Consumers
8. Green Marketing and Sustainability Issues

CHAPTER I: INTRODUCTION

The rapid increase in population, the planet is pressurized with heavy consumption of goods and services; this is leading to degradation of Environment of the Planet. Imbalance is causing due to heavy depletion of natural resources which leading to problems of Climate Change, Global Warming, Disasters like Tsunami and Earthquakes etc, Thus there are many issues and problems which are posing problems to all the countries on the earth.

Today we are facing effects of the global warming on ecological and sociological life and human activities are primary driver for it. Global warming (GW) caused by many things but manmade cause probably do the most damages like, Pollution by burning fossil fuel (oil, coal, gas etc.) they given off CO_2. And another major man made cause of GW is population, more population means more food requirements means more transportation and more transportation causes again more CO_2. Since CO_2 contributes for global warming, increased population makes the problem worse because we breathe out CO_2. Also the trees can convert CO_2 to oxygen but for land utilization. we cut down the trees for our homes, buildings, roads and transportation purpose sometimes also to fulfill our basic need. So we are constantly taking maximum advantage of our natural resources but nothing back in return. [1]

According to environmentalist, What happened in Uttarakhand and Pune before few months back; may be considered as these are effects of Global Warming i.e. change in frequency of extreme weather events, change in rainfall patterns and also increase in surface temperature.

This has created the stung reactions from active group of environmentalists. Government intervention has become essential. Thus pressure from public cry of active environmentalists, government policies and other stake holders are putting pressure on companies to produce the products which are in tune with the environment means they should not be detrimental to environment and further the companied packaging has to be eco friendly and even marketing efforts of all types need to be of environment friendly nature.

With this impetus the Word Green Marketing emerged:

This chapter discusses the

(a) Issues in involved in Green Marketing and its characteristics

(b) FMCG Products and its characteristics

(c) Semi Urban Areas Characteristics

At the end it explains the Rationale of the Study.

1.1Green Marketing :

American Marketing Association held the first workshop on ‘Ecological marketing’ in 1975. The proceedings of this workshop resulted in one of the first book on green marketing entitled ‘Ecological marketing’. [2]

Now, today both buyers and sellers have developed the concern about the future of the world and as its effects on customers buying attitude for preferring environment friendly or eco-friendly products. By considering this change in preferences of customers the production companies have changed their production process and are tending to produce more eco-friendly products. This Green policy caused to adopt broad range of activities like:

1. Product modification
2. Change in production process
3. Packaging changes
4. Modifying the advertisements
5. and finally,

Adoptions of all these strategies for sustainability of business unit are known as Green marketing.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and or may package in an environmentally friendly way. [3]

“Green marketing Pride and Ferrell (1993) [4], also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.”

1.1.1 Green Consumer :

Increase in awareness about Green Products and their beneficial characteristics given rise to Green Consumers, “Green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.” Elkington (1993: 94). [5]

The green consumer is generally defined as one who adopts environmentally friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection.

Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products & ideas. Their open-mindedness helps them to accept green products and behaviors, more readily. But it is become necessary to know more about Green Products and their characteristics**.**

Some leading research groups/companies and their research findings about consumer perceptions about green products are tabulated as below:

Table No. 1.1: Consumer Survey Results

(Source: Marketing Management 14th edition, Philip Kotler, Kevin Keller and Abraham Koshey, Mithileswar Jha)

Sr. No.	**Market Research Group/Company**	**Year**	**Research Finding**
1	Media mark research & Intelligence study	2008	Two third (66%) of US men and women stated that, Preserving environment as a guiding principle in your life was 'very important'.
2	Washington post/ ABC News/ Stanford University	2007	94% of respondents were 'willing' to personally change some of the things to improve the environment while 50% were 'very willing'.
3	TNS Survey (Taylor Nelson Safes)	2008	26% of Americans actively seeking environment friendly products.
4	Gallup	2008	28% of respondents claimed to have made major changes in their own shopping and living habits

1.1.2 Eco-friendly Green Products

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

Thus at broad level the characteristics of green product can be enumerated as below:

- Products those are originally grown.
- Products those are recyclable, reusable and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents, non-toxic chemical.
- Products contents under approved chemicals.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

1.1.3 Green Product Examples

1. Lead Free Paints from Kansai Nerolac Kansai

Nerolac Paints Ltd. has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

2. Wipro Green IT.

Wipro change their strategy for a sustainable tomorrow - reduce costs, reduce your carbon footprints and become more efficient - all while saving the environment. Wipro’s Green Machines (In India Only) Wipro InfoTech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Green ware.

3. Samsung galaxy W

In this environmentally friendly are credentials are boosted by Samsung excellent recycling and manufacturing policies like Long life battery that is incredibly efficient 18hrs, regular use without charging, saving time, money and environment and recycling programmes.

4. McDonald replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production & ozone depletion.

5. Asian paint reduces the use of chemicals and toxic elements in their paints.

1.1.4 Definitions of Green Marketing :

The following paragraphs explain the backdrop of definitions,

Jacquelyn Ottman [6] in his book entitled 'The New Rules of Green Marketing' stated that, from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing new product development & communication & all points in between, environmental issues should be balanced with the primary customer need.

Joel Makeover [7] (a writer, speaker and strategist on clean technology and green marketing), quotes green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time.

Some definitions are brought at one place to have a broader perspective of the concept of Green Marketing:

1. The earliest definition of green marketing was given by Henion [8] as "the implementation of marketing programs directed at the environmentally conscious market segment."

(Sudhir Sachdeva) [9] Polonsky (1994) defines "Green or environment marketing consists of all 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 natural environment."

2. American Marketing Association (AMA) divides the definition of green marketing in three aspects (marketingpower.com): as "the marketing of products that are presumed to be environmentally safe" (retailing 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 organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns" (environments definition).

3. Paul Hawken [10] an environmentalist, entrepreneur and author quotes on Green Marketing as, "Business is the only mechanism on the planet today powerful enough to produce changes necessary to reserve the environmental and social degradation."

1.1.5. Dimensions of Green Marketing:

Green Marketing has different dimensions which are unfolded by many authors in their research papers which are extracted here.

1. According to Peattie (2001), [11] the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

2. According to Mckinsey survey (2007), [12] 87% of people from various nations like Brazil, Canada, China, France, Germany, India, UK and the US have shown an interest in reducing their impact on environment.

3. Young et al. (2010) [13] note that there is an attitude-behavior gap (Blake, 1999) so that, although 30% of consumers claim to be very concerned about the environment, this does not translate into green purchase behavior. There is considerable empirical evidence of an attitude-behavior or “green gap” (Black 2010).

4. The authors Dr. Sachin Vernekar, and Preeti Wadhwa, [14] suggest business organizations to follow strategies in order to get benefits from the environmentally friendly approach as green marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term.

5. Green marketing is still in its infancy and a lot of reformation is to be done with a view to explore its full potential. The effective green marketing requires applying good marketing principles to make green products desirable for consumers, was stated by Yogita Sharma (2011). [15]

6. Jacquelyn Ottman in her book entitled ‘The New Rules of Green Marketing’(Jan 2013) [16] stated that, from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing new product development & communication & all points in between, environmental issues should be balanced with the primary customer need.

7. In a study by Ashwin Gupta and S M Shariq Abbs [17] (2013) they suggest that, much work and efforts are required on a part of government and industry for proper planning and implementation of green marketing.

8. Joel makeover [18] (a writer, speaker and strategist on clean technology and green marketing), quotes green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time.

From above descriptions the researcher understood following dimensions:

(a) Journey of Green marketing took place in three phases from Ecological to Sustainable.

(b) Globally the people are becoming more and more concerned about eco friendliness.

(c) There is a green gap means consumers do not purchase green products with the same degree of concern as much as they have for environmental protection.

(d) Short term costs for green production shall be recovered in the long run and this fact should provide incentive to firms.

(e) The companies should show the shift from traditional marketing to new rules of green marketing.

(f) The green marketing has many challenges to face to establish.

(g) The industry needs the support from Government, needs partnering as it is a herculean task to make the people truly put into action.

(h) The standards needed to evolve about all the factors influencing green including marketing efforts of the firms.

The figure on next page shows the pillars of Green Marketing:

Figure 1.1: Key Pillars of Green Marketing:

1.1.5 Green Marketing Practices

It is fascinating to look at the responses of different companies with their initiative as regards products and processes. The following tables render a cursory look about them.

Table No 1.2: Green Marketing Practices

Sr. No.	Name of Company	Green Marketing Practices
1	Nerolac Paints Ltd	Removal of hazardous products like Lead, Chromium, Arsenic, Antimony etc.
2	Wipro InfoTech	Development of environment friendly peripherals Desktops, Laptops- Wipro Green Ware.
3	Samsung	Samsung Galaxy W- Long life Battery and Excellent Recycling and Manufacturing Policies.
4	ITC	Collecting three times more Rainwater Harvesting potential than ITCs net consumption
5	NOKIA	Minimize use of toxic components and wide ranging recycling programme
6	HCL	ECOSAFE is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety.
7	Reva	Battery vehicle no emission of CO_2.
8	Omni (Maruti-Suzuki)	Petrol to CNG

Green Marketing Practices in FMCG products

Table no 1.3: FMCG Products Green Initiative.

Sr. No.	Product	Company	Green Initiative
1	Galaxy W	Samsung	Recycled mobile and long run battery
2	Chocolate	Cadbury	Introducing recyclable cardboard packaging for its Roses and Heroes chocolates.
3	Fast Food/ Readymade Foods	KFC	Earth-Friendly Packaging – KFC switching from cardboard to recyclable and biodegradable paper wrapping
4	Mobiles	Samsung	Samsung launched an eco-phone made with corn-based bio plastics.
5	Electric Bulbs-CFL	Philips	Up to 80% Energy Efficient Bulbs
6	X-temptation		No Chlorofluorocarbon, which affects on Ozone Layer
7	Tea	Natalia Ponomareva a company of Russia	Green Berry Tea Natural Tea
8	Note Books	ITC	Recycled paper used for new notebooks

1.2 Fast Moving Consumer Products (FMCG)

With increase in population and increasing consumption quantitatively, with the market started absorbing various products. Similarly, there is a change in consumption pattern also. This resulted in rapid demand for the products which made it fast moving goods. Youth and even middle age persons are also using these products with higher and higher frequency. The products also show change in rapid ways by adding new features in a very short period of time.

FMCG products and having very high volume in purchasing and therefore constitutes a major portion of consumption.

Similarly, this consumption needs a long supply chain and the number of consumers also forms a very wide web of consumers.

It’s packing and their disposal is of extreme importance from the viewpoint of environmental degradation.

If we take the example of McDonald food items, the company is blamed for their residual material becomes road side waste.

Similarly, milk bags have no limits for its spread as a single consumer and his consumption is voluminous.

In case of Personal care products the fact is glaring. Thus, degradation depends directly in proportion to the consumption and hence FMCG products rate vey high from Green Marketing point of view.

Indian Brand Equity Foundation(IBEF) states in their reports, FMCG is the fourth largest sector in the Indian economy, this sector grown with annually average 11% over the last decade. And the rising incomes and growing youth population have been key growth drivers of the sector.

Therefore, in future also FMCG products are going to larger and larger in quantity of consumption.

The conclusion is even price wise FMCG are small but volume wise form environ friendliness this class of great significance.

1.2.1 Characteristics of FMCG and Products:

From the above the characteristics common to different FMCGs are:

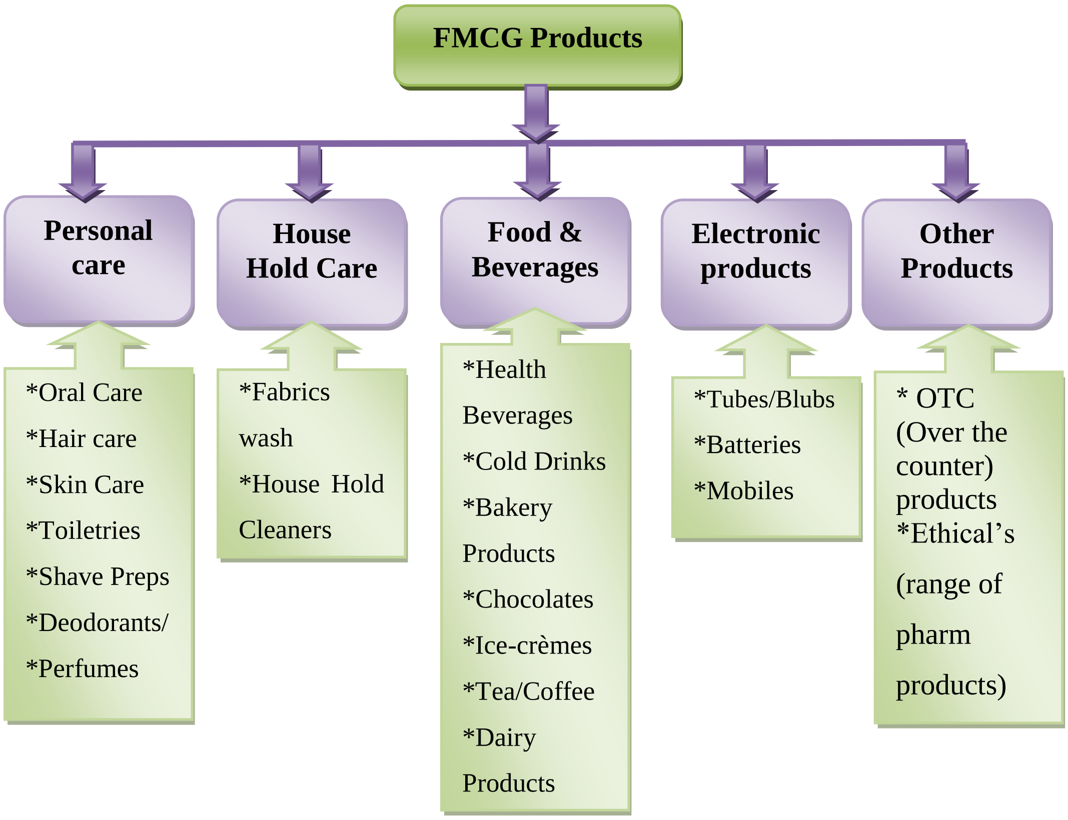
a) FMCG characteristics with consumer perspective:

- Frequent Purchase/ High Sales
- Low Price/ Cost
- Low Involvement/ Sold quickly
- Easily substitutable

b) FMCG characteristics with Marketer perspective:

- High Volume
- Low contribution margin
- Extensive Distribution Network
- High Stock Turnover

Figure 1.2: FMCG Product Categories.

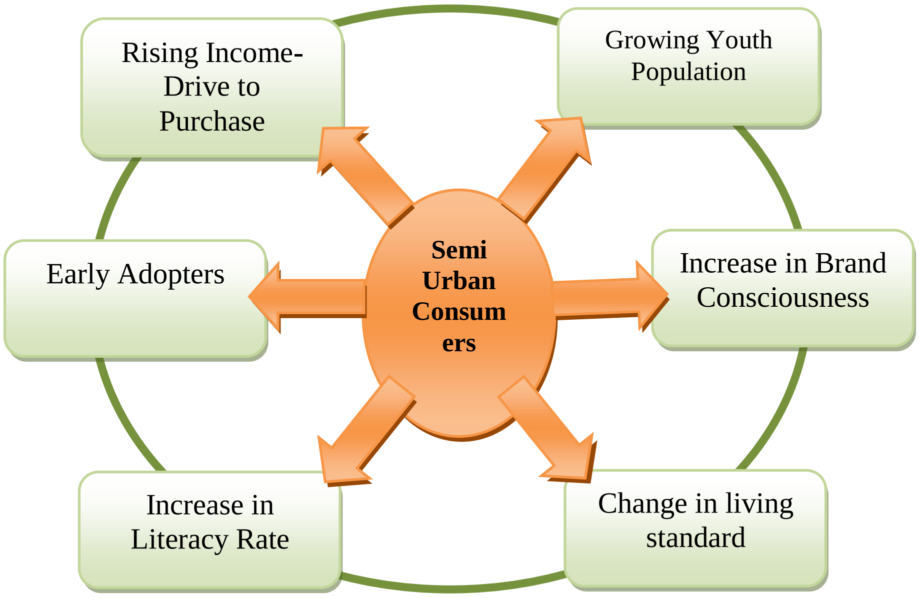


Source :- (Indian Brand Equity Foundation (IBEF) www.ibef.org

1.3 Semi Urban Consumers:

India is showing very fast change of urbanization and therefore, earlier town places like Sangli in Western Maharashtra or Indore in Madhya Pradesh are turning in to smaller towns and areas or villages in the last decades are tuning in to Semi Urban Areas. The consumer dwelling in these areas has show following characteristics from consumer's behavior point of view. The key characteristic of such emerging Semi Urban Consumer is that they are becoming early adopters and also desire to consume more and more as well as what is available to Urban Consumers. This has made the products more rapid in their demand and shots up both movement (From frequency of consumption point of view) and quantity also.

Figure 1.3: Characteristics of Semi Urban Market Consumers:



These factors are responsible for wider and wider markets in Semi Urban area.

Semi Urban Area

A circular issued by Reserve Bank of India dated December 01, 2009 under the caption Relaxation in Bank Authorization Policy and Guidelines to identify Census Centers *(Copy annexed as Annexure A1 and Annexure A2)*

Both the guidelines clearly mention about the areas as follows:

Population	Area type
Less up to 9,999	Rural
From 10,000 to 99,999	Semi Urban
From 1,00,000 to 9,99.999	Urban
From 10,00,000 and Above	Metro Politian

(Source: RBI circular RBI/2009-10/243 dated 1/12 /2009)

Villages in India are growing in population very rapidly; rather they are becoming bottom of pyramid as the population above 9999 is found in many villages which are apparently considered ad rural one.

Literacy increase, Advent of Information Technology, Access to Internet the consumers in this area are changing their life style very fast.

They are also developing awareness about environmental issues as the facilities of education are reaching them due to efforts of the government.

The market size is increasing with a good rate for FMCG products. Tooth cleaning sticks or rough dust (Rakhundi) was very commonly in villages two decades before and now hardly there would be very few families are using it. This generation and also earlier generation have shifted tooth paste or tooth powder. The shift from stones for rubbing the skin is replaced by Soaps.

Thus habits and uses of new FMCG personal and Dental Care are of signs of change in life style.

Youth is very eager to change to more sophisticated urbanized kind of goods, products and commodities as they are available as well as awareness exists.

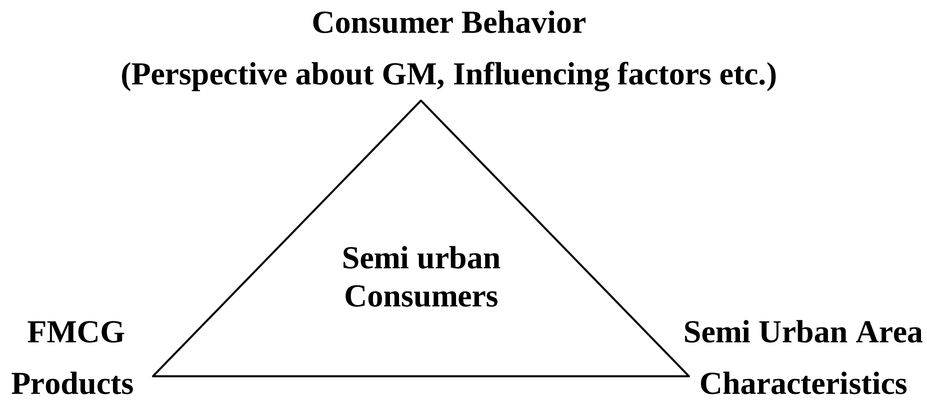
Thus from marketing point of view the real growth of market is in Semi Urban Areas

Thus new market are at Pockets of Semi Urban Areas which shall in next five to six years will become Urban and rural village today shall grow to Semi Urban Areas.

Thus for FMCG products have the growing markets available in these pockets.

Figure: 1.4: Triangle of Context

A frame or context of the study contains three aspects to be seen together.



The Rationale of the Study:

The study is undertaken on account of following:

1. **Why Green Marketing?**

The Green marketing is the demand of the today and tomorrow. Every company needs to take cognizance from the societal point of view

Thus, it is essential for marketers to have strong bond through the green marketing with its consumers. This is the way to obtain the edge over others and compete (as these days almost all products are same in attributes of the products) by green differentiation has large scope. Innovative green strategies only can show them survival and growth. They would provide sustainable benefits to all the stake holders at the same time by following green marketing practices.

Green marketing area is selected on its merits of continuity in future for further scope of research and most importantly the relevance in Marketing Study Field.

2. **Why Semi Urban Area?**

The facts mentioned above in above sufficiently show the significant density of population and FMCG consumption is the function of Population.

A separate band of segment which is not studied as with separate attention although rural and urban consumer studies are abundantly available.

Sangli District is one which is economically and socially advanced against the villages and districts in Vidharbh and Kokan. The consumers in these villages have good purchasing power as Sugar and allied products like Milk and Poultry make the District moderately rich and the land is not Famine Prone now and even in the past.

3. **Why FMCG?**

The growth of FMCG is evident from the report of Mckinsey. The products are increasing day by day. If we look at the range of Personal Care Products then one can understand how many and how fast the products are being added into FMCG sector.

Considering the above facts it is essential to have a research in these combined factors. The outcome of the research would throw light on developing marketing efforts and strategies which are full of green initiatives. How they can affect the consumer behavior by educating them and promoting the products. The green product shall render benefits to a society at large.

Thus, FMCG is selected on the merits of their volume which would be increasing proportion with more vulnerable to degrading of environment particularly because of its packing as well product ingredients.

Research Problem:

FMCG is a volume driven business area. The FMCG products are in perfect competition market from economics point of view. There are many seller and many buyers. Green marketing would help to collect wafer thin profits by capturing large share from the bottom of pyramid. The Semi Urban Consumers behavior is necessary to be converted into favorable disposition to green products and green initiatives. The research is necessary to find out the factors influencing green buying and evolving the green efforts for the same. This will help in Semi Urban Consumers to buy more and more green products and services. This would offer them to possess good quality of life in respect of consumption which is ultimate of every buyer.

The next chapter is regarding Literature Scrutiny received from different sources.

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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:

Tapan K Panda, [1], Marketing Management Text and Cases, Second Edition, Excel Books, 2009.

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.

(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]

The implementation of marketing programmes directed at the environmentally conscious market segment.

(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

[3] www.openj-gate.com

[4] http://books.goggle.co.in

[5] www.sciencepress.com

[6] www.thedailygreen,com

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=d6vZmjGI-1IC&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.maxwellsci.com/jp/issue.php?jid=AJBM&no=96

http://www.cosmos-standard.org/docs/COSMOS-standard-final-jan-10.pdf

http://www.thedailygreen.com/archive/living-green/natural-beauty-cosmetics/

http://www.researchandmarkets.com/reports/575260/cosmetics_market_in_asia_favorable_demographics.pdf

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 furtherance of the study.

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

GM: 1) Fayza Z. [7], Impact of Green Marketing on Jammu Consumers, International Journal of Management Research and Review, (IJMRR), January, 2013, The paper talks about strategies for inducing the purchase of Green Products and Patterns of purchase. The author explained the perception of consumers as positive 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

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

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.

CB: 4) Hemantha Y., [10] Green Marketing an Exploratory Research on Consumers in Bangalore City, Abhinav National (monthly refereed) Journal of Research in Commerce and Management.

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.

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.

GM: 7) Jacqueline Ottoman [13] June, 2011

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 reason like Competition in Urban Market, Changing consumption pattern, improved life style and huge population base.

GFMCG: 10) Vernekar Sachin and Preeti Vadhava [16] December, 2011

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**

Demographic Factor	Influencing Factor
Age Group	
16 – 35	Green Promotion affect green purchase with preference
36 – 45	Affected by Green Price and Green Promotion more than youngsters
46 or more	Only Green Promotion affects green purchasing
Unmarried Consumers	Green Promotion affects more
Married	Green Price affects more
Married and having Children	Green Product Features

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.

GM: 16) Surendra Verru, [22] January 2013

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.

GM: 17) Vidushi Bhatnagar and Himani Grewal [23] December, 2012.

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.

GCB: 18) Ranjeetkumar Siringi [24] November /December, 2012.

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.

CB: 19) Heena Upadhyay, Rajani Pathania [25], 2013.

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.

(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

GM: 30) Aditya Maheshwari and Gujan Malhotra [36] July – December, 2011

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.

GM: 32) M.N. Welling and Anupama S Chavan [38] November, 2010.

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.

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.

Sr. No.	Company	Green Marketing Initiatives
01	Philips India	Energy Saving Lights , (CFL) Medical Equipments, House hold Appliances
02	Mahindra Reva	Electric Vehicle , e2o , Earth friendly small tractor
03	Go GreenBOV	Battery Operated Vehicles (BOV)
04	Hewlett Packard Company	Energy Efficient Products and Services and institute energy – efficient operating practices in its facilities world wide
05	Wipro Technologies	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
06	CISCO Systems	Eco Pilot Map for carbon emission information by ZIP Code
07	Infosys	Car Pool management, green buildings, bio diversity campus, water harvesting ,green engineering
08	Accenture	Focus on Green Building and Data Centers Globally.
09	HCL	Manufactures Enviro Friendly and Hazard Free Product
10	Mc Donald	Napkin and Bags of Recycled Paper
11	Panasonic	Plasma CD LCD , Quick iron, batteries and bulbs

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.

GM: 36) Manju [42] February 2013.

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.

GM: 38) J.Joseph Cronin, Jeffrry Smiih, Mark R. Gleim, Edward Ramirez, Jennifer Dawn Martinez [44] October, 2010

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.

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CHAPTER III: METHOD OF RESEARCH

The method of research title is synonymous to conventional title Research Methodology. The chapter contains the similar discussions but specific to three elements of the context:

(a) Green Marketing

(b) Fast Moving Consumer Goods (FMCG) Products

(c) Semi Urban Area

Green Marketing and its features are discussed thoroughly in Introduction and Literature Review Chapters.

Similarly, FMCG products are also stated in details in above chapters. There are numerous products which belong to under the category of consumer goods. These are routinely purchased goods which are more over become the commodities but green element again reshape as goods.

3.1 Product Categories and Products:

The spirit of the study tends to make an inquiry with a thrust on youth and therefore the products which are selected for the study from the vast domain are from the following categories.

1. Personal Care Products
2. Food Beverages
3. Electrical Products
4. Stationary Products

It is very evident that all above products need good packaging. The material used for such products is something which needs to be disposed off very frequently being they are Fast Moving and used with very high consumption.

For example suppose a family consisting five members are using 02 soaps per week then for 52 weeks the number comes to 104. Therefore the disposal of 104 covers can pose damage to ecological environment if it is not degradable like plastic bags. Therefore while choosing from these categories this view point is taken into consideration and it has a backdrop of survey which makes the selection sufficiently representative of green FMCG products. The ingredient part is discussed before.

Above categories do include again many products. But the products selected for the study are presented in the following table.

Table No 3.1: Select FMCG Products under study

Sr. No	Type of Category	Particular of Products
01	**Personal Care Products**	
(a)	Skin Care (Soaps) [3]	i) Medimix, ii) Lifebuoy iii) Lux
(b)	Hair Care (Shampoo) [3]	i) Neem ii) Clinic Plus iii) All Clear
(c)	Oral Care (Tooth Paste) [4]	i) Colgate ii) Vicco Vajradanti iii) Pepsodent iv) Meswak
02	**Food Beverages**	
	Tea Powder [2]	i) Brooke Bond ii) GS
03	**Electrical Products**	
	Bulbs	i) Philips ii) CFL iii) Bajaj iv) Lead
04	**Stationary**	
	Notebooks	i) Express ii) Navneet

All the above products are used by the youth heavily Girls and even Boys are critical while buying the personal care products. Tea Powder is the choice of households. Hair care products and notebooks are bought selectively by the youth.

3.2 Semi Urban Area:

The intentions behind selection of Semi Urban are discussed already in Introduction Chapter. However, for ready reference the definition of Semi Urban Area as per Government norms is reproduced here.

Reserve Bank of India, Banking Regulation Act, 1949, Section 23 – states it as the area having population from 10,000 to 99,999.

3.3 Research Design:

Type of Research is of Descriptive and Diagnostic nature and the method selected for the study is corresponding to the type. Survey Method is used for the purpose of the study in collection of primary data for consumer respondents and retailers.

3.3.1 Population:

The population is considered as Consumers as practically all the elements of the population consume the products under the study.

Geographical Area: Sangli District from Western Maharashtra State.

There are in all 10 Talukas or Tahasils

These 10 Tahasils consist of 777 villages.

The population of villages of each Tahasil is depicted by the following table.

In order to carve out the exact area of Semi Urban Category initially population of Tahasils falling in Sangli District is seen.

(Source: Census Survey 2011 by Central Government)

http://censusindia.gov.in/PopulationFinder/Population_Finder.aspx

Table No. 3.2: Consumer Population of Tahasils in Sangli District

Sr. No	Tahasil	Population
01	Atpadi	1,25,263
02	Jat	2,91,440
03	Kadegaon	1,38,995
04	Khanapur	2,16,427
05	Kavathe Mahankal	1,28,906
06	Miraj	2,41,673
07	Palus	2,16,556
08	Shirala	1,30,623
09	Tasgaon	1,79,048
10	Walwa	3,07,819

Please See Annexure **A4** which shows Tahasil wise and Village wise Population. This would give the correct perception about Semi Urban portion of Sangli District. There are two Tahasil viz. Khanapur and Shirala although having 107 and 94 villages respectively, any village is not having population more than 10,000, fall under rural category and do not form the part of Semi Urban Area. Therefore, they are excluded from the field survey made for collection of primary data.

The following table shows Tahasil wise number of villages qualified to be taken as a part of Semi Urban Area.

Table No: 3.3: Tahasil wise number of Villages qualified as Semi Urban Area:

Sr. No.	Tahasil	No of Villages
01	Atpadi	01
02	Jat	01
03	Kadegaon	01
04	Kavathe Mahankal	01
05	Miraj	05
06	Palus	05
07	Tasgaon	01
08	Walwa	03

At third step, in order to define the population in terms of total number of each village the aggregation of population of each village is necessary which is depicted by the following table:

Table No. 3.4: Tahasil wise Consumer Population of Semi Urban Villages

Sr. No	Tahasil	Village Name	Population	Total
01	Atpadi	Atpadi	18,629	18,629
02	Jat	Jat	29,275	29,275
03	Kadegaon	Kadegaon	10.452	10,452
04	Kavathe Mahankal	Kavathe Mahankal	15,027	15,207
05	Miraj	Kavlapur	14,563	
		Bedag	14,439	
		Arag	13,940	
		Mahaisal	13,809	
		Kasbe Digraj	12,163	
		Sub total		68,914
06	Palus	Palus	18,296	
		Kundal	17,135	
		Burli	12,892	
		Ankalkhop	10,724	
		Yelavi	10,145	
		Sub total		69,192
07	Tasgaon	Manerajuri	12,962	12,962
08	walwa	Kasegaon	12,401	
		Borgaon	11,094	
		Kameri	10,280	
		Sub total		33,775
			Grand Total	**2,58,226**

See Annexure: A5 Represents Geographical Area of Semi Urban Population in a map form.

Further, the actual population of each Tahasil boils down to the total of each Tahasil shown in above table.

Thus the total population qualified for the survey is 2, 58,226 as a grand total.

3.3.2: Nature of Sampling:

The nature of sampling is

Geographical based (Since related to 12 villages covering semi urban areas), Cluster (as clusters of youth and non youth are selected)

Stratified (as male or females with age groups of (18-35) yr and male and females together above 35yr) convenience random (as selection of elements is made not in specific way but and according to convenience of selection and at random. (As and where came across the consumers)

3.3.3 Sampling Method:

The method of sampling depends on the type of the study. The most suitable method from the view point of nature of the study and being the method of survey is applied the method can be described as Purposive Convenient Simple Random Method.

The purposive part is to only include Semi Urban Villages and taken villages in ascending of population as it is not a census survey.

Secondly the respondents are taken in the age group of 18 to 35 i.e. youth as 70 % of the population and the rest are above the age of 35.

After this purposive element the selection of respondents is at random and taken conveniently.

3.3.4 Sampling Plan:

Further, as a part of sampling plan two steps are followed.

3.3.4 (a) Selection of Villages

Step 1

The population of Tahasil Palus is having the composition of five villages which are Palus-18296, Kundal-17135, Burli-12892, Ankalkhop-10724 and Yelavi-10,145.

Out of these villages, the Highest (Palus) Lowest (Yelavi) and the middle (Burli) are included in the final sample of villages are taken.

In case of Miraj the similar method is followed and selected Kaulapur (Highest), Kasbe Digraj (Lowest) and Mahisal are selected.

In case of Walwa Tahasil there are 03 villages and out of them Kasegaon is selected

In all other Tahasils as there is only one village and therefore they all are selected.

This resulted to 12 villages are selected as the part of sample of villages.

3.3.4 (b) Selection of Consumer Respondents.

i.) 1 % of population is considered for the purpose of gross figure of respondents.

ii) ***Ref: Appendix III, N- 11011/97/2001-NCP, Government of India, 10/10/2001 National Commission on Population, Order – subject – Constitution of a Technical Group on Population Projection***

Census of India 2001 Population Projections for India and States mentions about the projections (from 2001 as a base year) 2006, 2011 up to 2026.

It mentions that the population by 2011 of the age group between 0 to 14 years would be of 26.6 % of the total population. (Refer Page No 247, Column 3 for Maharashtra)

The researcher has considered the fact as it has a significant practical importance for determining the number of respondents in a sample. The figure is rounded off to 27%.

Therefore, a researcher has further reduced the number arriving at 1% of population of each village by 27% and the net figure of respondents becomes 73% of figure of 1% which is properly shown by the **Table 3.05.**

iii) In order to bring complete representativeness to the sample from net number of respondents it is decided to select the 73% respondents from the age group of 18 to 35 and rest above the age group of 35.

These percentages are applied to the net number of respondents arrived at after duly discount the population rounded off to 27 % from the number arrived at as 1 % of the population.

From the type of the study point of view and population composition point of view the sample is having very high level of representativeness as it cover youth and above individuals in right proportion.

The result of the sample of respondents is at its gross and a net figure is in a very right manner by the following table:

Table 3.5: Net Sample of Consumer Respondents:

Tahasil	Population	Gross Respondents 1 % of Population	27 % between 0 -14	Net Figure of Respondents	35 % Males Between Age Group 18 -35	35 % Females Between Age Group 18 -35	30% Above 35 age	Total Net Figure of Respondents
Atpadi	18,629	186	50	136	48	48	40	136
Jat	29,275	292	78	214	75	75	64	214
Kadegaon	10,452	104	28	76	27	27	22	76
Kavathe Mahankal	15,027	150	40	110	39	39	32	110
Miraj								
Kaulapur	14,563	145	39	106	38	38	30	106
Mahisal	13,809	138	37	101	35	35	31	101
Kasbe Digraj	12,163	121	32	89	31	31	27	89
Palus								
Palus	18,296	182	50	132	46	46	40	132
Burli	12,892	128	34	94	33	33	28	94
Yelavi	10,145	101	27	74	26	26	22	74
Tasgaon								
Manerajuri	12,962	129	34	95	33	33	29	95
Walwa								
Kasegaon	12,401	124	34	90	31	31	28	90
Total								1317

The net respondents of 1317 are covered wholesome representation of the population.

3.3.5 Sample of Retailers of FMCG

It is pertinent according to the context of the study to understand the view of the retailers as well. The retailer’s questionnaire for the retailers is prepared .It is placed at the later part of the chapter. These retailers are for the products under the study.

(a) Population of Retailers: There are 310 retailers' not in aggregate areas of Tahasil but in the area which is falling under Semi Urban Areas as shown above are 310.
(b) Sample of Retailers: From each Tahasil three retailers are taken on the same lines having highest turnover, mid turnover and the lowest turnover of green FMCG products. **(See Annexure A12 for details of Retailers)**

3.3.6: Sample of Yuva Mandal's: (Opinion Leaders from Youth)

Every village under the area of the study have different forum of youngsters. They are from forum like Ganesh Mandal , Durga Mandal, Sports Clubs and so on .The size of activities differ from Mandal to Mandal, Some are formal and some are informal as far as designations and constitution is concerned. The researcher decided to take interview of one girl from youth and one male from the youth from one of the largest number of active youngsters in the mandal in the village. In all there are two representatives of youth for each village works out to the number 12 villages x 2 = 24 young members are interviewed and their findings are presented in next chapter.

(See Annexure A6 for details of youths interviewed)

3.4 Sources of Data:

The data is sourced from both secondary sources and primary sources a by the researcher in sumptuous manner. However, the selection of the source is made with reference to the context of the study.

3.4.1 Secondary Data:

The researcher has used following web sites for the purpose of determination of population falling under Semi Urban Area as updated to the date.
http://censusindia.gov.in/PopulationFinder/Population_Finder.aspx
The other sources which do not have any quantitative details but related to conceptual understanding are duly discussed in the chapter on Literature Review.

3.4.2 Primary Data:

The primary data collection sources are
(a) Questionnaire for the consumers
(b) Questionnaire for retailers and Interaction
(c) Interaction with Opinion Leaders from Youth

3.4.3 Development of the Questionnaire:

In order to develop and perfect the questionnaire as a first step the ***Pilot Survey*** is conducted in the related area.

The details of Pilot Survey are as under:

The numbers of respondents are 50 taken randomly from Semi Urban Area

The selection of members was at random.

The products taken are from the category of green cosmetics.

[Refer Annexure A7 – Pilot Study Questionnaire]

With a view to examine in a small way the attitude of Youth in Semi Urban Area a survey was undertaken and results of the same are presented.

Survey of Youth and their Predisposition about Green marketing and Green Products:

Geographical Area: Taluka Palus, District Sangli.

Population of Palus 32800 as on Dec. 2011.

Table No PS 01: Composition of Palus Population

Age Group	**0-15**	**16-35**	**35 above**	**Total**
Population	9840	11808	11152	32800
Percentage	30	36	34	100

3.4.4 Objectives of the Pilot Survey

For this survey, researcher focused on the youth, their regular purchasing patterns, money spent on cosmetics purchase, awareness and consumption about the Eco-friendly or Green cosmetics, place of purchase, influencing factors on selection of cosmetics. Samples taken for pilot study are 50 youths between 16 to 24 age group patterns.

By considering the percentage of youth growing day by day, high consumption rate, high rate of demand from this segment and also to know more about their future market trends about cosmetic products.

Primary data collected from the respondents through questionnaire method where youth's age group divided into three categories G1, G2, G3.

Categories	G1	G2	G3
Age groups	16-18	19-21	22-24

In this pilot research study, 54% girls and 46% boy's respondent's views are considered and analysis is done.

3.4.5 Pilot Survey Data Analysis and Findings:

The responses are analysis are presented in the different tables which show the status of Youth Attitude towards green cosmetics products

Table No PS 02: Composition of Regular Buying Practices:

Description	G1		G2		G3		Total		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Two Weeks	0	4	0	10	10	4	10	18	28
One Month	2	14	14	6	20	14	36	34	70
Two Month	0	0	0	2	0	0	0	2	2
Total	2	18	14	18	30	18	46	54	100

It is observed that 70% of youth monthly buying the cosmetics while 28% twice in the month.

Table No PS 03: Composition of Awareness and Purchase of Eco-friendly Cosmetics

Description	G1		G2		G3		Total		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Aware	0	4	2	16	16	10	18	30	48
Unaware	2	14	12	2	14	8	28	24	52
Total	2	18	14	18	30	18	46	54	100

The researcher observed, 48% of youth are aware and consumed eco-friendly cosmetics but they are not clear about Eco-friendly Cosmetics.

Table PS 04: Composition of References for Cosmetics Purchase

Description	G1		G2		G3		Total		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Television	0	8	8	16	14	16	22	40	62
Friend & Family	2	8	4	2	14	2	20	12	32
Newspaper	0	2	2	0	2	0	4	2	6
Total	2	18	14	18	30	18	46	54	100

It is observed that 62% of respondents got information from television while 32% from friends & family members and 6% from newspaper.

Table PS 05: Preference for Purchasing Place.

Description	G1		G2		G3		Total		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Cosmetic Store	0	0	0	4	2	4	2	8	10
Glossary Shop	0	10	6	8	8	2	14	20	34
Medical Store	0	6	2	6	14	2	16	14	30
L. Mini Market	2	2	6	0	2	10	10	12	22
Beauty Salon	0	0	0	0	4	0	4	0	4
Total	2	18	14	18	30	18	46	54	100

It is observed, Glossary shop, Medical store and Local mini market preferred 34%, 30%, 22% respectively by the respondent for the purchase of Cosmetic products.

Table PS 06: Factors Influencing Buying of Cosmetics.

Description	G1		G2		G3		Total		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Al. Con. Consumer	0	16	4	0	6	4	10	20	30
Spe. Offers	0	0	2	0	0	0	2	0	2
New Trend	2	2	8	8	16	12	26	22	48
Doc./ Skin Spe.	0	0	0	6	4	2	4	8	12
Env. Changes	0	0	0	4	4	0	4	4	8
Total	2	18	14	18	30	18	46	54	100

Here researcher observed, new trend in market influences 48%, already consumed consumer's influences 30% respondents buying decision.

From the analysis presented in above tables have given certain observations stated under each table.

A summary of them are presented below

1) Purchasing behavior of consumer is not affecting because of green marketing as compared to price and quality.

2) Green Consumers are ready to pay some extra money but it become difficult recognizes green products easily.

3) In many cases, the products are more expensive, which can discourage some shoppers from purchasing them. The extra price is due to the additional time or energy needed to bring these products to market, e.g., organically grown fruits and vegetables.

4) Glossary shops, medical store preferred by semi urban consumer as compared to special beauty shop.

5) Electronic media: television have a maximum reach to inform and aware the youth about green cosmetics

6) New trends in market and already consumed consumers are affects more on youths cosmetic purchase decision as compared to doctors/skin specialist, special offers.

7) Maximum Consumers who are aware about green cosmetics they thought green cosmetics means Herbal product, so marketers require to more focus on to washing out misconception: Green products means herbal products by way of awareness Campaigns and Advertising.

The above survey rendered many insights for the preparation of the final questionnaire and further the discussions about the question is by taking each question and the purpose behind the same to reveal the significant factors of the inquiry. The questionnaire is subjected to Validity and Reliability Test.

3.4.6: Reliability and Validity:

[Refer Annexure A8- Questionnaire for Consumers in English

Refer Annexure A9 - Questionnaire for Consumers Marathi Version]

The reliability and validity test is essential for the questionnaire and the researcher has followed the process of the same With reference to following table and its sources are given here.

A commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows: [Ref: 1 Dunn, T. J., Baguley, T. and Brunsden, V. (2013), Ref: 2 George, D., & Mallery, P. (2003).

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

For the purpose of the test 25 consumers are selected randomly. However, only 20 questionnaires qualified for the test which is a sufficient number even it is a small number for the purpose of testing of reliability and validity.

The rules given above are considered and found that all the values of Cronbach's Alfa are above 0.900.

Refer Annexure: A10 for the details of counts for each question.

This has resulted in, there is no change required for any question in case of consumers. The result could be obtained because of insights developed during the Pilot Survey.

The retailers were only 36 in number and there was a plan to interview them and therefore the tests is not applied in case of retailers of FMCG.

3.4.7 Linkage of Questions

The questions are linked to the Objectives of the study as well as hypotheses to throw light on the context and to receive very specific and relevant information from the respondents. There are total 13 questions with sub questions.

The first part is about the general information.

[For ready reference the spirit of objectives of the study in its sequence is reproduced here with reference to green and FMCG of Semi Urban Consumers.]

1. Factors for Gap in Awareness
2. Buying influencing factors
3. Marketing Mix Perception and Adoption and Expectations.

A hypothesis in its spirit was related to:

1. Green FMCG marketing growth
2. Level of awareness about Green FMCG Products
3. Demographic factors and relationship with green FMCG products
4. Relationship between green FMCG products and adoptability and purchase

Now for each question the discussions are presented about the ingredients of each question.

In order to provide the linkage before each question the indication is given as Ob1 (i.e. Objective No 1) given in brief above and followed by hypothesis number as H1 to H4.

This would facilitate the comprehension of the reader about linkages.

The reader should consider this arrangement and appreciate the questions on the backdrop of above indicators.

[Ob3, H2] Question 1 is consists of 18 products with green and non green category and they need to identify them .This would focus on awareness about green products

[Ob1] Question 2 consists of 09 statements and the respondent has to mark whether true or false which focuses on the characteristics of green FMCG products.

[H1] Question No 03 and 04 is having the intension to map the increase in consumption of green FMCG products and therefore dichotomous question and about expenditure on the said product for last four years at gross level.

[Ob1, Ob2, H3 and H4] Question no. 05 deals with preference factors while purchasing the said products. Lickert Scale is used to understand the degree of preference for each factor. In all 24 factors have been included in these questions which speak about the related issues with sufficient magnitude of the inquiry.

[Ob3, H4] Question 6 talks about promotional efforts and the respondents are tested for sufficiency of promotional efforts as green which is one of its exclusive and relevant features.

[Ob3, H4] Question 07 consists of 23 statements and respondents have to state his agreement to statements which in 05 point scale from Strongly Disagree – to – Strongly Agree. These statements cover marketing mix i.e. all 04 Ps and related attributes.

[H4] Question 08 is regarding Advertising Efforts and promotion of the said products .The respondents has three options as Yes , No or Do not know . This is with an intention to understand the strength of Advertising as one of major element of Promotion Mix.

[H4] Question 9, deals with ranking of different media of advertising which they feel has better impact in promoting the said products. This would again the test of efficacy of the media which reaches them effective which is the third P of marketing mix and media selection denotes its power in reach out the consumers there are 09 medium are given 06 and also asked for any other option.

[H 4] Question 10 deals with promotion part. 21 Sales Promotion items were included in the question along with five point scale. This would facilitate the use of item and its effectiveness of the sale promotion efforts.

[Ob3, H4] Question 11 considers 4th P i.e. Place. It asks about the availability of the product which indirectly throws light of adoptability also.

[Ob3] Question 12 is related to recommendation and throws light about adoptability.

The last question is related to the suggestion of respondents related to Product, Price. Promotion and Place for improving the consumption of Green FMCG products.

The above questions have become relevant, relate to objectives and hypotheses and also comprehensively cover all the dimensions of Green FMCG products and therefore have become sufficient for the purpose of the study.

3.4.8: Development of Questionnaire for Retailers:

[Refer Annexure A11 for the Retailers Questionnaire]

This questionnaire has 11 questions and following is the presentation about how they are linked with the objectives and hypotheses.

The first part for general information and details

[Ob1, Ob3] Question is 1 is having statements regarding reasons for calling a product whether green or not and the retailer needs to make a choice as True or False. There are 09 characteristics mentioned which may or may not be the attribute of green product.

These statements throw light on their awareness. They are also asked to fill up the products which they retails with 04 product categories (mentioned in the beginning of the chapter) with brand names.

[Ob1, Ob2, H2 and H3] Second question asks to tick the factors with their relative importance from retailer's point of view. The scale of % in four level is given as option for mentioning the strength of the factor The total factors given are 31.The range is decided around 4 Ps of Marketing.

[Ob 1, H2 and H3] Question No 03, the retailers have good knowledge of reasons for buying or not buying green products. Therefore, In question no 03 the 20 reasons are given and they were supposed to respond on five point scale on % basis.

[H1 Question 04 probes the years of experience as a retailer. Further, the details are asked about (a) The number of brands added in the range of 02 years to 12 years with an interval of two years (b) In order to understand the growth of customers in percentage the retailer need to respond at a scale of in last 10 years with an interval of 2 years at general level. (c) The expansion for the purpose of FMCG product frequency is probed. (d) The opening of a new branch for selling FMCG products is asked to understand about increase in market in concerned area (e) Increase in frequency of a representative of a company or a wholesaler is asked. (f) Last sub question is related to understand the consumption increase which is with 06 point scale in percentage with an interval of 02 years.

[H3] Question No 05 is related to Demographic factors and retailers are supposed to answer about the composition through 06 sub questions in terms of percentage regarding.

(a) Age and Gender

(b) Income Level

(c) Education

(d) Family Size

(e) Occupation

(f) Social Position

The information is relevant with the third statement which speaks about relationship demographic factors of consumers and purchase of green FMCG products.

[Ob 4, H4] Q. No 06 to Q.10 are related to Objective No 04 and Hypothesis 04

They are discussed below:

Question no 06 is of 06 options and to be measured on 05 point scale agreement about the impact or influence related to promotional items.

Question 07 about agreement to present level of efforts regarding promotion and asked for the suggestions for additional efforts.

Q.08 is about sufficiency of packaging exhibition level about greenness of the product and suggestions are solicited.

Q.09 is related about the price grievances and suggestions regarding value proposition

Q.10 is related about availability and suggestion for the availability.

At the end retailers have been asked about other factors which are distancing buyers from buying green FMCG products.

The replies to these questions are significant and sufficient to satisfy the dimensions of the study.

3.4.9: Interaction with Opinion Leaders in Youth:

It is mentioned in Sampling Scheme that 24 youth members are selected for the purpose of interaction. There is no separate questionnaire prepared but very informal and constructive interaction is carried about the study. The interaction is based on similar questions which are having similar subject matter.

3.5 Statistical Tools:

The analysis of primary data was done with suitable statistical tools. For the purpose of analysis according to suitability to responses the following tools are used by using SPSS version 16.0.

(a) Descriptive Statistics which covers percentile distribution and bar chats and pie charts for its presentation.

(b) Inferences are drawn from above such output and hence can be considered as inferential statistics.

(c) For some questions correlation and regression technique is used.

(d) In case of open ended questions the listing and descriptions are summarized and inferences are drawn.

(e) In case of scaled question on different point scales the necessary agreement levels are measured.

(f) In case of dichotomous questions percentile distribution is considered.

(g) In case of relationship Karl Pearson's Coefficient is computed and subsequently Chi Square Test is applied at 5 %s significance level to obtain P Value.

Therefore, according to the nature of the question, the researcher has made at sincere efforts to select the appropriate tool or a technique for the purpose of sound inferences and analysis leading to throwing light on objectives and hypotheses of the study.

The next chapter contains the discussion about the analysis.

Limitations of the Study:

Every study has some limitations and the reason is that all the dimensions cannot be embraced in one stroke.

The limitations of the study can be enumerated as follows:

1. The study pertains to a particular class of product i.e. FMCG and does not take into consideration Industrial products which also have sizable impact on environment.
2. The study does not examine perception of consumers regarding Marketing Strategies of the companies vis a vis green products.
3. The study is not a comparative study with Urban and Rural parts of Sangli District
4. Role of NGO and is not covered by the study.

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CHPATER IV: DATA ANALYSIS AND FINDINGS

This chapter consists of analysis of primary data with due inferences and findings. The analysis is presented for each question supported with the graphs and tables etc.
At the end the status of hypotheses is shown.
The analysis presented is as described in the previous chapter i.e. Method of Research and wherever applicable the necessary statistical tools are used and percentile distribution is taken as a base. The analysis is made for all 12 villages and then master summary is presented as per the context.
The analysis has three wings in its presentation:

(I) Consumers Profile Composition

(II) Analysis of Questionnaire for Consumers

(III) Analysis of Questionnaire for Retailers

(IV) Summary of Interaction with Retailers

(V) Summary of Interaction with Opinion Leaders from Youth

(VI) Status of Hypotheses

Table: 4.1: Post Survey Composition of Consumer Respondents

It is a common experience that during the field study the change occurs in targeted number of respondents and actual no of respondents which can be considered for the purpose of data analysis.

Total Number of questionnaires distributed	1525
Less : Not received	133
	1392
Less : Eliminated being respondents belonging to age group below 18 years	65
	1327
Less : Eliminated being incomplete in information	96
Final Figure of Consumer Respondents taken for Analysis	1231

It is a common experience that during the field study some questionnaires need to be eliminated due to some or the other reason. Due consideration has been given to this fact.
As per the sampling plan in all with 1 % target 1317 questionnaires were supposed to be administered. The researcher provided for above fact and actual distribution made is 1525 questionnaires as additional 208 questionnaires were distributed.

The final figure of questionnaires which qualified for the purpose of analysis boiled down to 1231 which is less by 86 than 1317. Thus the respondents' percentage is reduced to 93 %. Thus the reduction has very marginally affected the sampling plan in case of consumer respondents.

The following table shows the account on above reasons with reference to villages and Tahasils.

Table No 4. 2: Composition of Eliminated Questionnaires:

Tahasils	Semi Urban Villages	Sample 1%	Total Received	Not Received Quet.	In complate Quet.	Que. Rec. Bet. Age group 15-17yrs	Questionnaires Distributed	Total Received
Palus	Palus	134	128	9	13	0	150	0.96
	Burali	94	87	20	10	8	125	0.93
	Yelavi	74	70	9	15	6	100	0.95
Miraj	Kaulapur	106	97	11	4	13	125	0.92
	Mahisal	101	97	17	8	3	125	0.96
	Kasbe Digraj	89	82	12	2	4	100	0.92
Jat	Jat	214	183	23	11	8	225	0.86
Walwa	Kasegaon	91	89	3	6	2	100	0.98
Kadegaon	Kadegaon	76	72	13	7	8	100	0.95
Atpadi	Atpadi	136	130	4	7	9	150	0.96
Tasgaon	Manerajuri	95	91	5	4	0	100	0.96
Kavathe Mahankal	Kavathe Mahankal	110	105	7	9	4	125	0.95
	Total	1317	1231	133	96	65	1525	0.93

Considering the vast geographical area of the study and the spread of consumer respondents in 12 villages the reduction is much less than expected and thus very suitable and adequate primary data has been collected.

Thus for all practical purposes hereafter the total number of consumer respondents taken for the analysis as well as for discussion is 1231.

It is very relevant to present the village and Tahasil wise consumer respondents which are depicted by the following table:

Table No 4.3: Composition of Post Filed Work Consumer Respondents

Tahasil	Semi Urban Villages	Sample 1%	35% Male Age group (18-35)	35% Female Age group (18-35)	30% population above Age group35yr	Total Received	Total Received
			Received	Received	Received		
Palus	Palus	134	45	45	38	128	0.96
	Burali	94	32	32	23	87	0.93
	Yelavi	74	25	25	20	70	0.95
Miraj	Kaulapur	106	35	32	30	97	0.92
	Mahisal	101	32	34	31	97	0.96
	Kasbe Digraj	89	29	28	25	82	0.92
Jat	Jat	214	68	65	50	183	0.86
Walwa	Kasegaon	91	30	31	28	89	0.98
Kadegaon	Kadegaon	76	25	25	22	72	0.95
Atpadi	Atpadi	136	45	45	40	130	0.96
Tasgaon	Manerajuri	95	33	33	25	91	0.96
Kavathe Mahankal	Kavathe Mahankal	110	37	36	32	105	0.95
	Total	1317	436	431	364	1231	0.93

Further by taking each question the analysis is presented.

[Refer Annexure A8 and A9 for questionnaire for consumers]

It is worth to note that approximately 83 % consumer respondents have filled up the Questionnaire which is in Marathi Language (A9) which was as per the expectations of the researcher and the profile of respondents do match with the expectations.

Present study consist of 08 Tahasils and 12 villages which is of quietly wide spread nature. Out of 08 Tahasils only 02 have number of 03 villages under them and similarly the sample size is a large one the analysis tends to be complex apparently. The systematic presentation makes is quite comprehensible and there is a need to systematically code them which assisted the researcher to deal with the data more efficiently and effectively. SPSS 16.0 version makes the job lighter and helps the researchers of this generation with good amount of ease and convenience.

Table 4.4: Codification of Villages and Tahasils

Tahasil Code	Atpadi **01**	Jat **02**	Kadegaon **03**	Kavathe Mahankal **04**	Miraj **05**	Palus **06**	Tasgaon **07**	Walwa **08**
Village Code	Atpadi A	Jat J	Kadegaon K	Kavathe Mahankal KM	1.Kaulapur MKP 2.Mhaisal MM 3.Kasbe Digraj MKD	1.Palus PP 2.Burali PB 3.Yelavi PY	1.Mane Rajuri TM	Kasegaon WK

4.1 Consumer Profile Composition:

The initial part of the questionnaire is about the personal details and they are presented here in table for each factor of personal details with a view to develop the perspective of the reader about consumer respondents at macro level as they belong to semi urban part of the geographical area who are residing in smaller population but equally competent to respond which is noted during the interaction with them. The researcher found them quite enthusiastic while responding to the questions.

Table 4.5: Composition of Educational Qualifications:

Educational Qualifications	Below Higher Secondary	%	Under Graduate	%	Post Graduate	%	Total
Males	317	45	298	42	92	13	707
Females	274	52	194	37	56	11	524
Total	591	48	492	40	148	12	1231

Inference: The composition shows here the base level of education and with increasing urbanization it shall go up which is a favorable factor of increase in market size of the products with more education and more awareness.

Table 4.6: Composition of Occupation:

Occupation	Service	%	Self and Farming	%	Others	%	Total
Males	375	54	166	23	166	23	707
Females	89	17	42	08	393	75	524
Total	464	38	208	17	559	45	1231

The distribution is consistent to eco social pattern as:
(i) Around 55 % males are in service as the employment is not as much as urban area
(ii) Females are more over as housekeepers i.e. 52 % (17% + 45 %)
Thus the composition shows that there is no significant unfavorable impact of sales of green products. However, the with increasing urbanization rate the consumption of green products shall increase as the present composition is the base level of such products and shows that the base level would scale up and indicates the future scope as from market point of view.

Table 4.7: Composition of Marital Status:

1 Marital Status	Married	%	Unmarried	%	Total and %
Males	504	71	203	29	707
Females	361	69	163	31	524
Total	865	70	366	30	1231

Inference:

Semi urban area represents early age marriage as compared to Urban Area. The marketing scope is more because of marital status as this status needs more personal and food category products.

Table 4.8: Composition of Family:

Family Members	01 to 05	%	05 to 10	%	10 Above	%	Total
Males	511	72	178	25	18	03	707
Females	371	71	141	27	12	02	524
Total	882	72	319	26	30	02	1231

Inference:

1. The composition of consumer is in terms of gender is almost equal as male to female ratio and therefore there is no significant impact on consumption of green products due to gender difference in its ration. Had the ration of females would have been higher then it would have impacted the consumption as personal care products are purchased more by females. However, the with increasing urbanization rate the consumption of green products shall increase as the present composition is the base level of such products and shows that the base level would scale up and indicates the future scope as from market point of view.

4.2 Analysis of Consumer Questionnaire

Question number 01 was with reference to recognition of a product whether green or not the respondent is expected to recognize green product as a green one. Similarly Non Green be ticked as not green and if he is not sure then should tick don't know column. The following table shows the summarized (Village wise the tables are annexed in annexure of data analysis table showing under each question) the following table shows the analysis of 1321 respondents.

Table No.: 4.9 Summary of Recognition of Green Products:

Sr. No.	Product	Category	Correct Recognition	%	Incorrect Recognition	%	Don't Know	%	Total %
01	Medimix	Green	1152	93	78	06	01	01	1231 [100]
02	Life Boy	Non Green	969	78	119	09	143	12	1231 [100]
03	Lux	Non Green	997	81	102	08	132	11	1231 [100]
04	Neem Shampoo	Green	958	78	103	08	170	14	1231 [100]
05	Clinic +	Non Green	809	66	85	07	337	27	1231 [100]
06	All Clear	Non Green	982	80	44	04	205	16	1231 [100]
07	Express Note Book	Non Green	986	80	112	09	133	11	1231 [100]
08	Navneet Note books	Green	925	75	111	09	195	16	1231 [100]
09	Brooke Bond Tea	Green	959	78	114	09	158	13	1231 [100]
10	Colgate	Non Green	973	79	112	09	146	12	1231 [100]
11	Vicco Vajradanti	Green	975	79	92	07	164	14	1231 [100]
12	Pepsodent	Non Green	948	77	110	08	173	15	1231 [100]
13	Meswak	Green	944	77	113	08	174	15	1231 [100]
14	Philips Bulbs	Green	341	28	67	05	823	67	1231 [100]
15	CFL Bulbs	Green	955	78	102	08	274	14	1231 [100]
16	Bajaj Bulbs	Non Green	618	50	115	09	518	41	1231 [100]
17	LED Bulbs	Green	399	32	102	08	730	60	1231 [100]
18	G S Tea	Green	879	71	112	08	240	21	1231 [100]

These responses are to be seen from the view point of awareness and for inferring the level of awareness some threshold has to be decided. Green Products and their awareness by companies have been started in last 05 to 06 years.

As a general thumb rule in all kind of research studies, researchers prefer to take the threshold of 50 % to determine the level as average level.

However, the researcher on the backdrop of last 05 to 06 years of different advertisement campaigns, product information and promotion practiced by companies thought it fit to scale up to 70 % as level of average awareness to satisfy the condition which is more realistic and more reliable.

From the above table the following observations are made and inferences are drawn:

a) Sr. No. 1 to 6 are the products which belong to the skin and hair care. These products are of more concern to youth. The percentage of correct recognition of these products ranges from 66% to 93% and mean percentage is 79.33 %.

i) The range of correct recognition is from 4% to 9% and the mean comes to 7%.

ii) Unaware response ranges from 1% to 27%.

Inference: As the mean awareness is around 80%, it is inferred that in respect of skin and hair care products, awareness is above average i.e. 10% higher than 70%.

b) In respect of notebooks there were two items which are properly recognized as non green and green at Sr. No.7 & 8.The range is between 75 to 80% and mean for this group of stationary is 77.5%.

i) However, the percentage of don’t know for Navneet notebook is 16%.

ii) Incorrect recognition count is 9% for the both.

Inference: For this category, the awareness is about as the mean is 77.5%. Therefore for this category the awareness is above average.

c) Under Food Category, consumption of tea is very common with high frequency. Here both the brands are taken at Sr. No. 9 & 18 to avoid immediate comparison and both are of green category.

i) The range of recognition is 71% to 78% and mean is 74.55%

ii) The respondents are unsure in recognition and in respect of GS Tea it is very high that is to the tune of 21%.

Inference: For Tea category being above 70%, it is inferred that, at the count of mean 74.5%, the awareness is above average.

d) Under the personal care products, Sr. No. 10 to 13 dental care products Vicco-Vajradanti, Pepsodent, Meswak and Colgate are placed.

i) The range of recognition from 77% to 79%, and the mean is 78%.

ii) Unsure category is around 15%.

Inference: Same as above c.

e) Under Electrical Category, Three brands of bulbs are placed at Sr. No. 15 to 17 and two are green and one is non green.

i) The range of recognition for LED bulbs is only 32% and for CFL 78%.

ii) In case of LED, Unsure category percentage is very high i.e. 60% and also for Bajaj bulbs which is 41%.

Inference: Incase of bulbs, the respondents are having awareness below average.

Conclusion: Out of five groups, four categories(83% of the products) are having awareness at the grand mean level[a)79.33% + b)77.5% + c)74.5% +d)78% =77.33%] of 77.33%. It is concluded that the awareness about green product is above average.

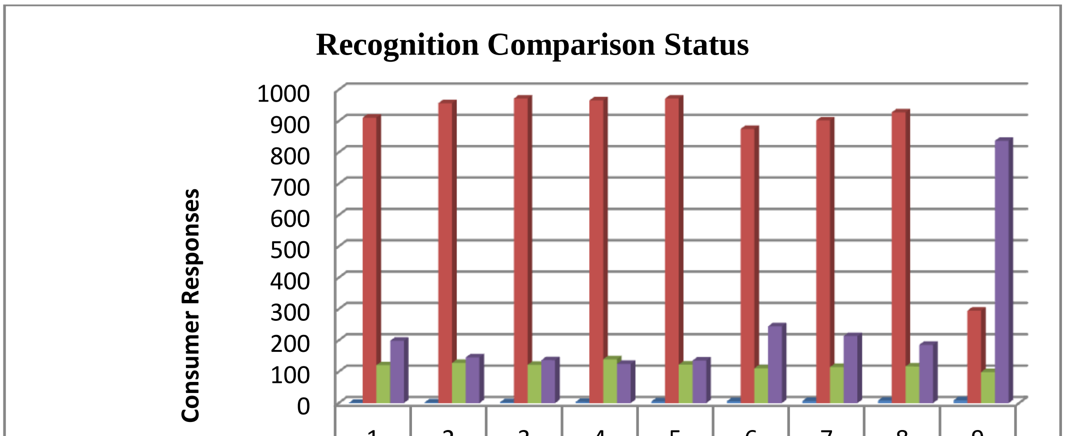
Question No 02: The question consists of 09 statements. The respondents have to tick true or false or don't know. Statement no 04, 06, 07 and 08 are true. All others are false. The counts of correct and incorrect recognition of the statements along with don't know count is considered for the purpose of analysis. (Statements are reproduced below)

Table No.: 4.10 Summary of Recognition of statements

Sr. No.	Statement No	Correct Recognition	%	Incorrect Recognition	%	Don't Know	%	Total %
01	01	911	74	121	10	199	16	1231 [100]
02	02	957	78	128	10	146	12	1231 [100]
03	03	972	79	122	10	137	11	1231 [100]
04	04	966	78	140	11	125	11	1231 [100]
05	05	972	79	123	10	136	11	1231 [100]
06	06	875	71	111	09	245	20	1231 [100]
07	07	902	73	115	09	214	18	1231 [100]
08	08	928	75	117	09	186	16	1231 [100]
09	09	295	24	99	08	837	68	1231 [100]

For a better comparative comprehension the Bar chart is given below:

Bar Chart No: 4.1 Recognition Comparison Status:



	1	2	3	4	5	6	7	8	9
Statem ent No	1	2	3	4	5	6	7	8	9
Correct Recognition	911	957	972	966	972	875	902	928	295
Incorrect Recognition	121	128	122	140	123	111	115	117	99
Don't Know	199	146	137	125	136	245	214	186	837

Statement No 1: A product is a green product because it is an herbal product.

This question has in built perception which is found in pilot survey that consumers take herbal as synonymous to green. But here the consumers have shown by 74 % consumers with a choice of falls which shows high awareness.

Statement No 2: Green products always have a green mark on its packaging.

78 % have identified the statement as false as green mark is for vegetarian product and not for green product.

Statement No 03: Production Centers are in green forest areas.

79 % have recognized the statement correctly which is apparently oblivious

Statement No 4: Non Green products are harmful to ecological environment

78% have rightly recognized.

Statement No 5: Green Products have green colour packaging.

79 % have made the right choice as a true statement. The statement is apparently quite believable and some products do have this type of packaging which may be wrongly perceived.

Statement No. 6: Green products depend on ingredients to call them as Green.

Regarding ingredients, the consumers may not be so much keen knowing exact ingredients. Despite this 71 % have recognized them as true which is a correct choice.

Statement No 07: Packaging makes the product Green.

This statement is with an assumption that ingredients or raw material used for packaging are of eco friendly nature which is implied because it is followed by the question of ingredients of the product. However, 75 % of consumers have identified with right implied meaning.

Statement No 08: Recycling of the Packaging **can make the product Green.**

The statement is true in nature as the ingredients need to be of such a nature that they can be recycled easily and thus makes it green. Here also 75 % of the respondents have called it as true.

Statement No 09: The process of manufacturing of the product does not have anything to do with the product.

By and large the consumers do not get in to details about the process of the product as they are more critical about the benefits of the product and not the process. In order to understand their sensitivity about the process leading to a green product this statement was included. The similar behavior noticed here and only 24 % have answered in right manner and they do not know category count is around 68 %.

Conclusion:

1. The range of correct recognition of a statement is in the range of 71% to 79%. (Except statement no 09)
2. Mean of correct recognition is 76%.
3. Non correct recognition has a range of 08% to 10% and mean is 10.75%.
4. Don't know category is having the range of 11% to 20% (where statement no 09 is not included and treated as an abnormal factor and its mean is 13%.

[Refer comment about threshold given below the table no 4.9]

On the basis of similar contention about threshold limit it is concluded that awareness about the green products is above average in consumer of from Semi Urban Area.

Question No 03: This question is related to increase in buying and is of dichotomous nature. The results of frequencies found are as under:

Table No: 4.11: Agreement of Increase in Purchase of Green FMCG

Option	Affirmative Yes	%	Negative No	%	Don't Know	%	Total
Males	477	67	118	17	112	16	707
Females	379	72	80	15	65	13	524
Total	856	70	198	16	177	14	1231

The percentage of confirming the increase is 70 %. Whereas, the non confirmation is by 16% and Don't Know is 14%. (For village wise break up see annexure D1 to Data Analysis Annexure Part)

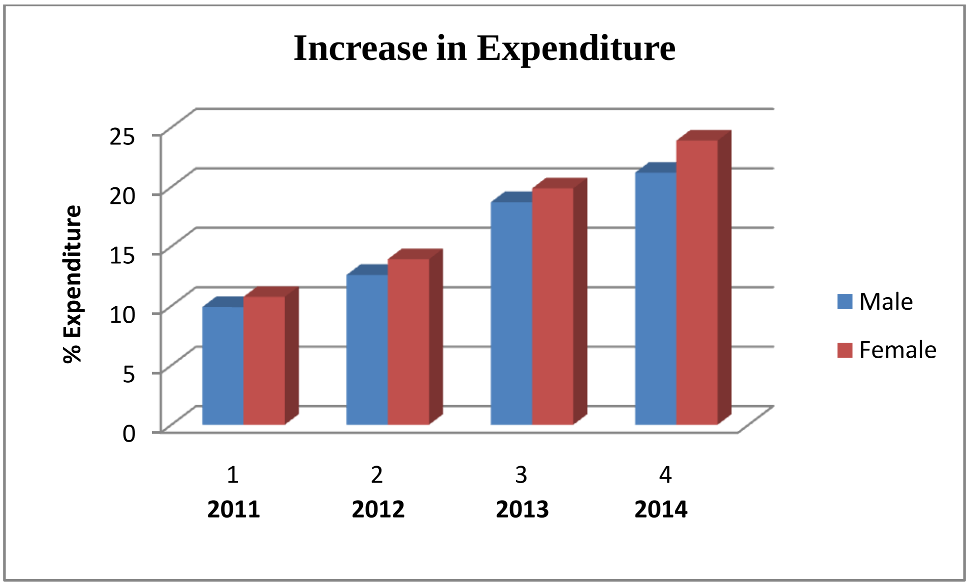
Q.4. Quantitative Dimension for confirmation is essential. The respondents need to answer this question in terms of round about expenditure in last four years in percentage.

The results show the following state of expenditure as per year. The consumption per family bound to vary from family to family. The expenditure on Green FMCG products is the function of consumption. Therefore the average percentage of expenditure is given below:

Table 4.12: Average Expenditure Percentage

Year	2011	2012	2013	2014
Average Percentage of Consumption				
Males	09.90	12.60	18.72	21.20
Females	10.76	13.92	19.88	23.90
Grand Average	10.33	13.26	19.29	22.55
Increase with 2011 as a base year	10.33	02.96	08.96	12.22

Bar Chart No: 4.2: Increase in Expenditure



Inference: With a base line of the year 2011, there is an increase by 03 % in the year 2012.

The increase in year 2013 is by 09 % and in the year 2014 it is by 12 %.

Conclusion: The affirmative response of 70 % and the expenditure growth is in higher that arithmetic proportion of 3 % to 5 % and then 12 % indicates the growth there is an increase in market size in these villages.

The probable reasons for such results are (a) Increase in Population (b) Increase in availability of offering of products and (c) there is an increase in no of retails stores.

Question No 05: The question relates to the points of Product, Price, Promotion and Place and other than these 04 Ps (Marketing Mix) and the consumers need to give their agreement about importance of the factor for the purchase of FMCG products. The scale used is 05 points.

The Green Marketing Mix means Marketing Mix of Green FMCG Products:

The following table exhibits the factors associated with green marketing mix. These items are poured at different places in the question which would render the correct agreement to importance.

Thus the present purchase is on account of importance which is the indicator of influence of the factors resulting in to buying of Green FMCG products. Similarly there are 12 factors which are not directly related to Marketing Mix but have been included in the questionnaire in order to accomplish the objective no 02 of the study.

Table 4.13: Elements of Green Marketing and other factors

Marketing Mix Element of Green Marketing Mix	Characteristics related to the element
P1. PRODUCT	1. Good for Health 2. Product Content 3.No side effects 4. Herbal Contents 5.Recyclable Packaging 6.Less Polluting 7. Eco Friendly Ingredients 8. After Sale Service (Not leading to Non Green Product Effects)
P2. PRICE	1 Price of the product as value for the product in lump sum sense is taken
P3. PROMOTION	1. Discount 2. Gifts 3. Advertisements
P4. PLACE	1.Easy Availability
Others	1.Brand Name 2.Fashion 3.Good for Society 4.Socail Compulsion 5.Socail Status 6.Social Responsibility 7.Recommendations 8. New Trend 9.Decsion by head of family 10. Influence of Opinion Leaders 11. Family Pattern 12.Marital Status

Above factors in above groups have been subjected to Pearson Correlation Test separately. However, the researcher has a gross look at the replies and observed the following facts.

(a) The following table is on the basis of taking total of strongly agree and agree which presents the importance wise ranking of the factors :

Table 4.14: Ranking of Product Factors

Attribute of the product	Agreement to Importance	Rank
1.Good for Health	1223	I
2.Product Contents	953	IV
3.No Side Effects	1059	III
4.Herbal Contents	948	VI
5.Recyclable Packaging	610	VIII
6.Less Polluting	1132	II
7. Eco Friendly ingredients	951	V
8. After Sales Service	875	VII

(b) 936 consumers have attached importance to price. 233 i.e. 19 % have not attached the importance to price. Thus the consumers are sensitive about price which is 77 %. The probable reason from the results and the interaction revealed that, the consumers are of the opinion that they understand the importance in buying the green FMCG products from the view point of personal interest as well as societal concern. However, they do not get in to action of purchase with strong conviction. The probable reason is the value proposition is not reaching them in most justifiable way.

(c) In case of promotion includes discount, gift and advertisement as influencing factors.

The discount and gift have almost equal count for agreement and disagreement. This they are not very powerful factors of influence.

Advertisement is important factor is agreed as important by 74 % which is a considerable proportion.

(d) In case of availability, 1090 consumers have attached importance to this which comes to 89 %. Thus availability of the product can impact its sales considerably even in this category of the products.

(e) Other factors are of mixed nature and it is interesting to know the ranking of the same.

Table 4.15: Ranking of Other Factors

Attribute of the product	Agreement to Importance	Rank
1. Barnd Name	719	V
2. Fashion	477	IX
3. Good for Society	887	IV
4. Socail Compulsion	461	XII
5. Socail Status	532	VII
6. Socail Responsibility	599	VI
7. Recommendations	471	XI
8. New Trend	497	VIII
9. Decision by Head of Family	929	II
10. Influence of Opinion Leaders	474	X
11. Family Pattern	963	I
12. Marital Status	922	III

The order of ranks clearly shows that the Opinion Leaders or recommendations are strong influences. The choice mainly depends on the head of the family and size of the family. Brand name also has been ranked as fifth. Marital status makes a good influence and Good for society is another strong influencing factor.

Statistical Testing:

Correlation is seen between purchases (information received from the responses to **Question no 04** and demographic factors like education, age, gender, occupation, marital status (Information received from first part of the consumer questionnaire) which is suitably grouped and classified.

Statistical Test: Results of Test of **Karl Pearson's Coefficient of Correlation**

The facts received from analysis are:

All the values of correlation are more that 0.5 and ranging between 0.566 to 0.766, it is concluded that there is positive relationship between demographic factors and purchase of green FMCG Products. (Refer Table of values as an output of SPSS annexed as Annexure D-2)

Question 06 takes the stock of present promotion efforts of FMCG products. 793 have opined that the present promotion efforts are not very strong and the count exceeds normal threshold of 50 % by 65 %. The reasons for having such a feel can be attributed to following reasons which have come to the surface during the interactions.

(a) They lack in pushing the products by linking product advantages to individual

(b) The promotion efforts are focused more on gifts and discounts

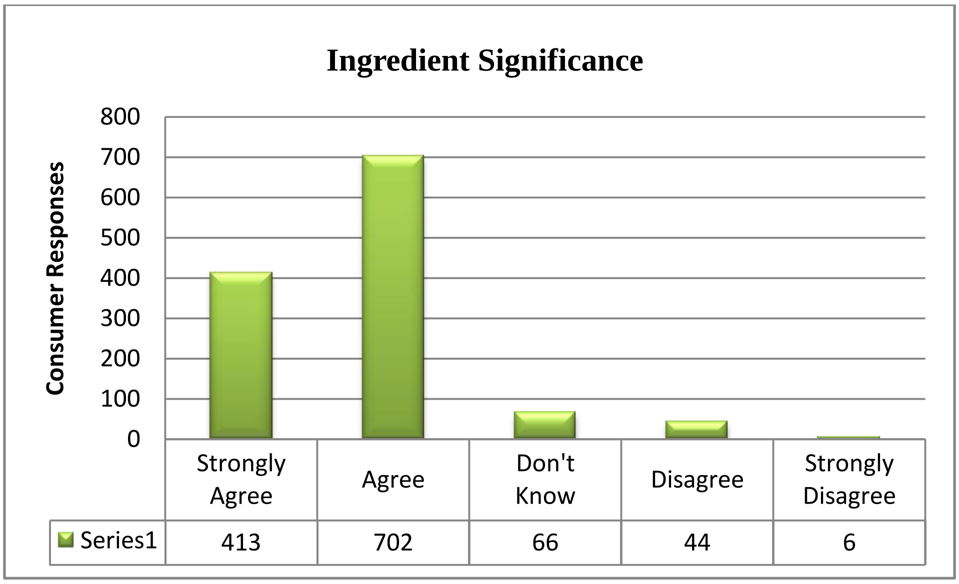
(c) Particularly, there is a need for education of the consumers

(d) Advertisements are focused on either rural or urban category

Question No 07 This question has a mix of different points related to Green and Green FMCG products, the statements confirm the agreement of five point scales. They have different direction right from awareness to marketing mix which have come here as a part of the core part of the study. The analysis of all the questions is presented in the form of a bar diagrams and the researcher thinks if fit from ease in comprehension of comparison as each question is not having the same focus.

Statement No 01: I understand the significance of green product ingredients.

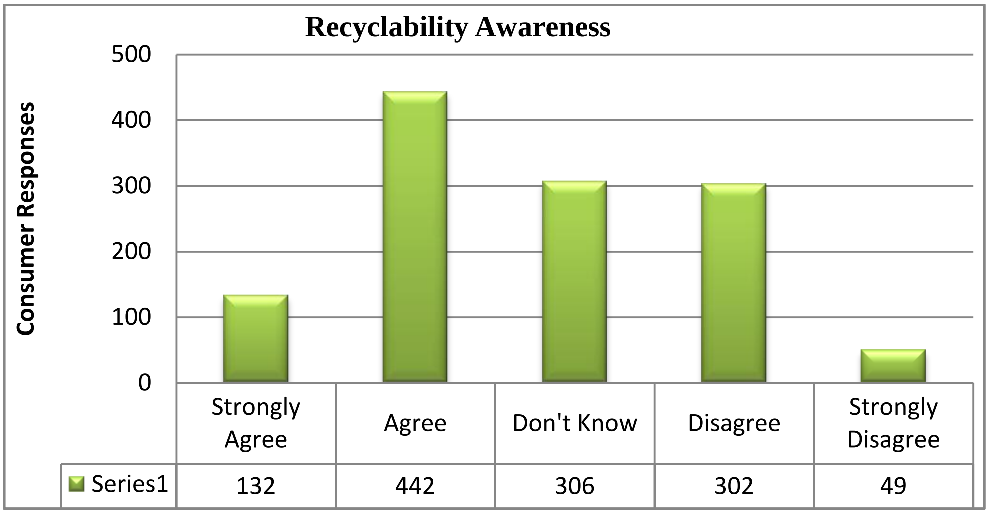
Bar Chart No 4.3: Ingredient Significance



From the bar chart it is observed that 1115 (Strongly Agree 413 + Agree 702) are aware about the significance of ingredients.

Statement No 02: I know about what is recyclability

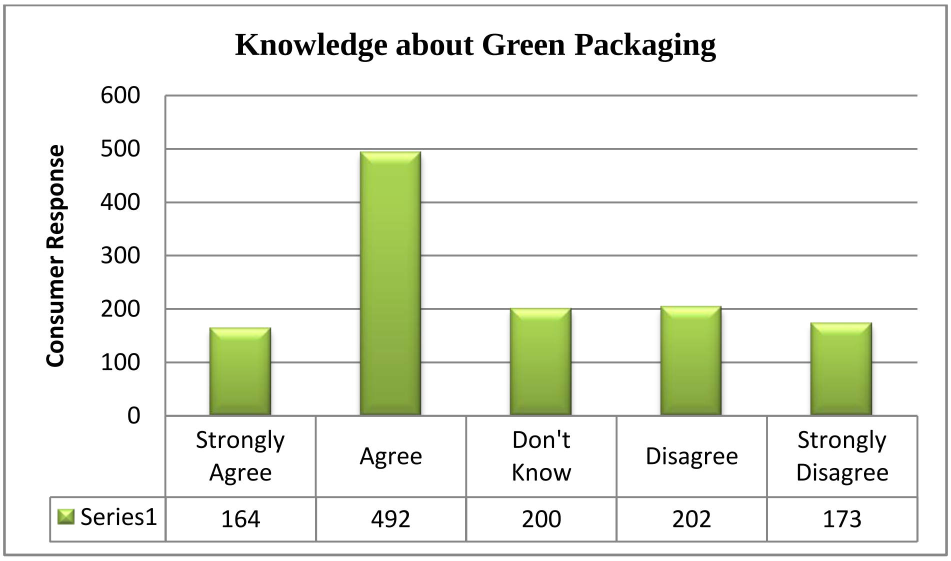
Bar Chart No 4.4: Recyclability Awareness.



The bar chart shows that there are in all (132 + 442) 574 shows 47 % which is not a satisfactory count and nearly 25 % state that they do not know about it. This result is consistent with the statement no 09 of question no 02 where the manufacturing process sensitivity is shown as very low as 68 % consumers where they have not attached any significance of relation between process and green attribute of the product.

Statement No 03: I know about the green packaging

Bar Chart No 4.5: Knowledge about Green Packaging



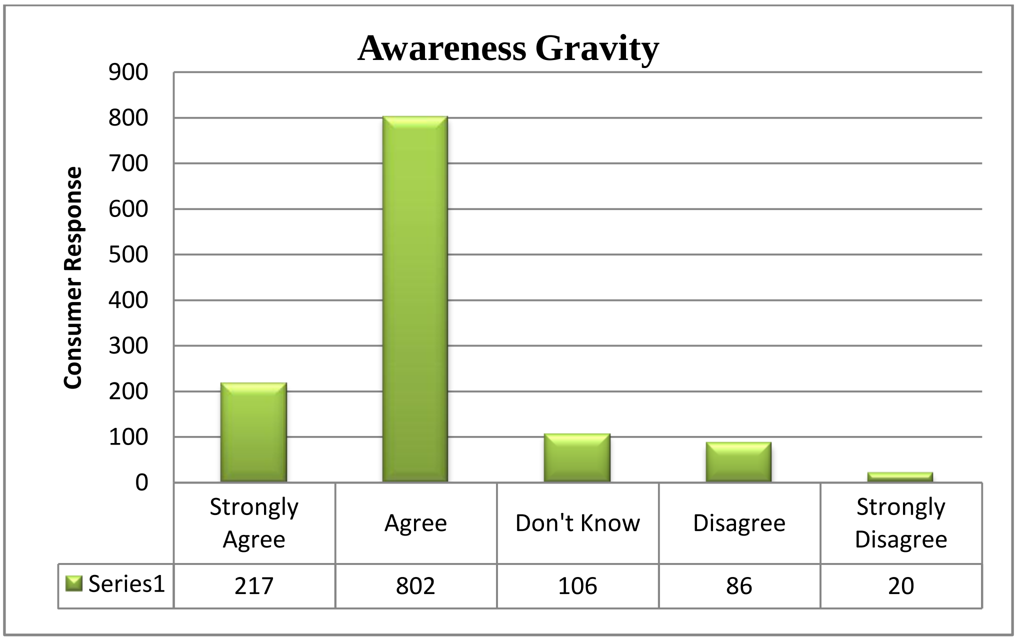
The chart shows that 53 % in aggregate of strong and only kind of agreement which is also not very high score as it is little bit above the average.

Statement No 04: Being in semi urban area I understand the gravity of green product. [The backdrop of this question is that due to rapid urbanization in this area, the harmful effects of polluting the environment which is can be preserved from further deterioration is understood by the residents of this area.

They have become more aware therefore the resistance is experience in cases like Jaitpur Atomic Energy Plant or Kachara Depot at Urali Kanchan in Pune. In Sangli District the Public Cry is experienced about contamination of water both drinking and for other use particularly against Sugar Factories which let out the slurry directly in to rivers or other types of water reserves.

This sensitivity is extended to products also. Farmers in this area have the resistance to buy the fertilizers which are packaged in Plastic Bags.]

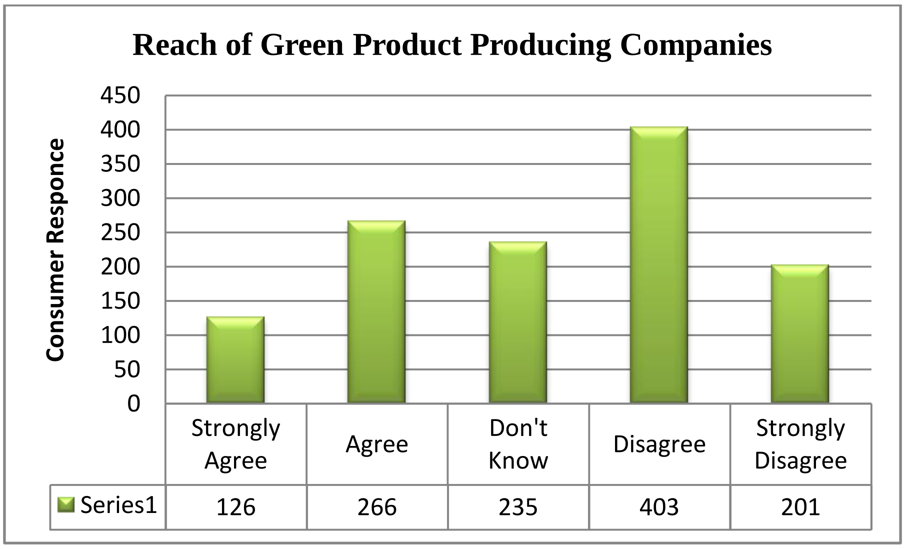
Bar Chart No 4.6: Awareness Gravity



The total of strongly agree (217) and Agree (802) as a total makes the count of 1019 which is 83 % of the respondents.

Statement No 05: Companies producing green products have reached Semi Urban Consumers effectively.

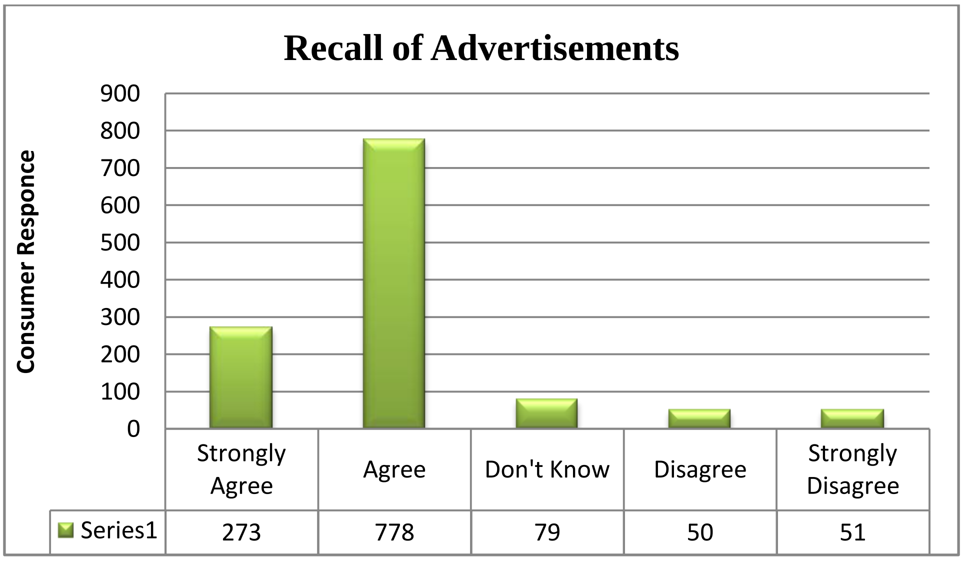
Bar Chart No 4.7: Reach of Green Product Producing Companies.



From the above bars the disagreement and don’t know count comes to 68 % which is alarming in the light of competition.

Statement No 06: Should the companies stress on green part of the product while advertising.

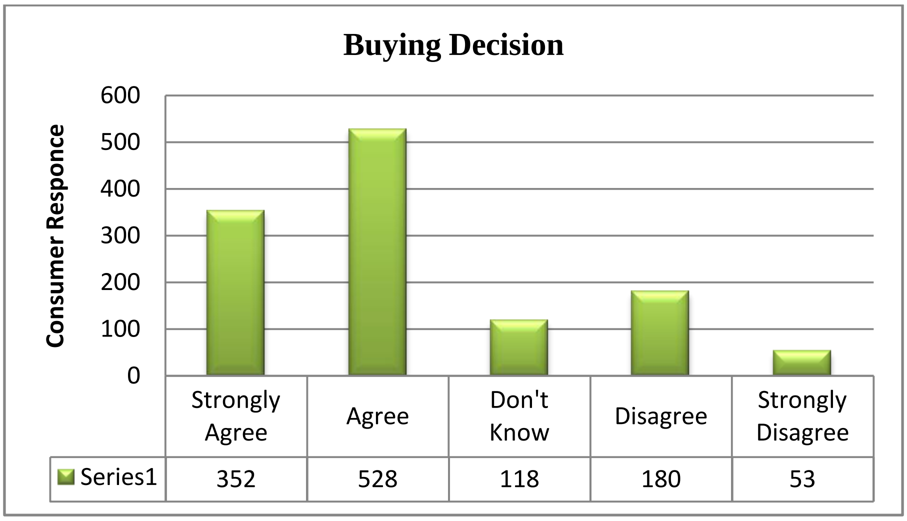
Bar Chart No 4.8: Recall of Advertisements



The chart indicates that there is a positive demand for emphasizing on green section of the product while advertising as it is supported by 85 %.

Statement No 07: Most of the Buying Decisions are made by Senior Family Member.

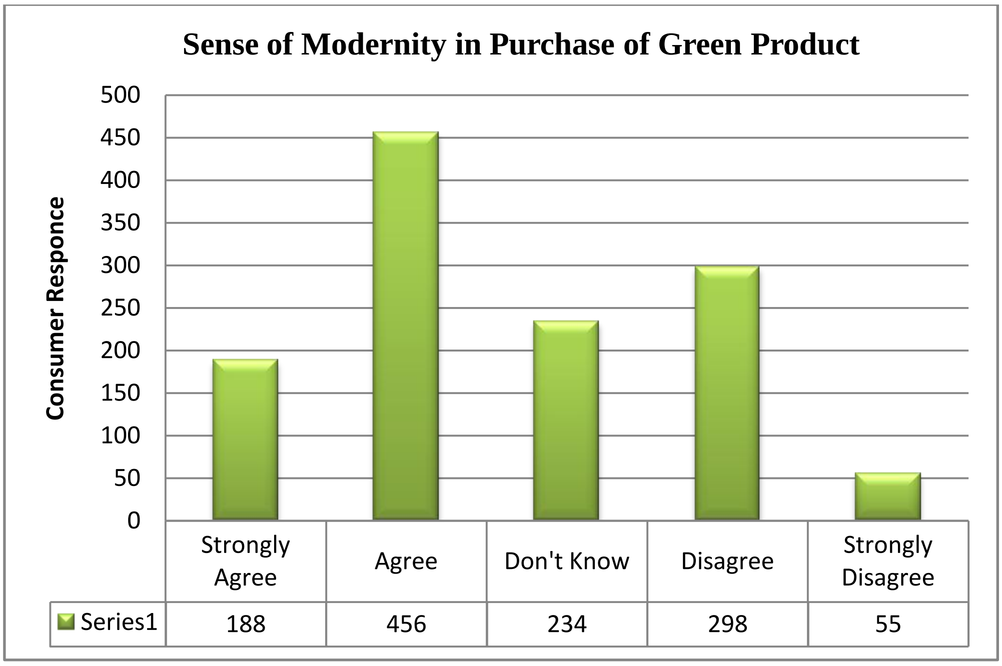
Bar Chart No 4.9: Buying Decision



The chart represents that agreement of 71 % which is consistent with the analysis of item no 09 in table no 5.10 where rank is II.

Statement No 08: Green product means a feel of Modernity.

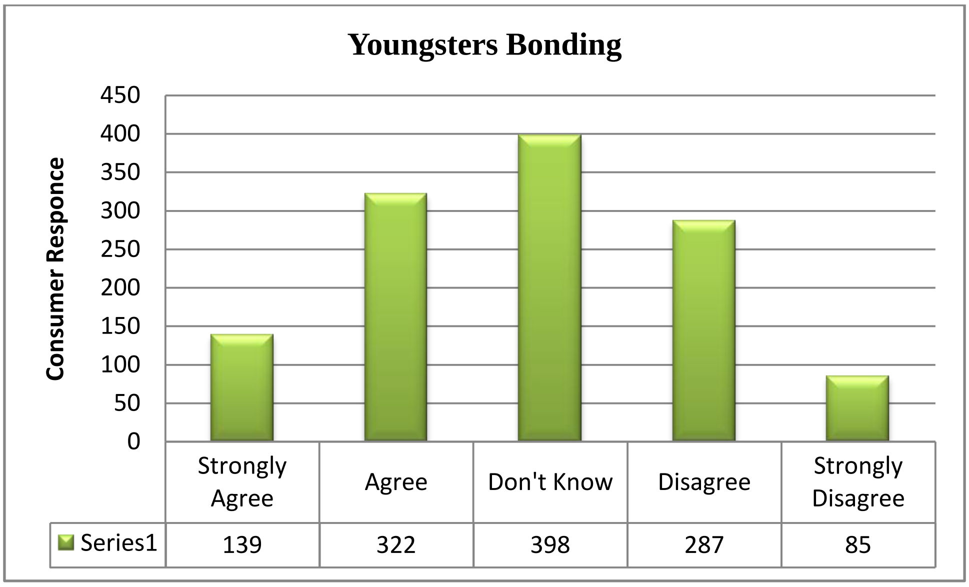
Bar Chart No 4.10: Sense of Modernity in Purchase of Green Product



The agreement is 52 % which is consistent with reference to table no 5.10 fashion and new trend have ranked as VIII and IX.

Statement No 09: Youngsters easily understand what a green product is.

Bar Chart No 4.11: Youngsters Bonding

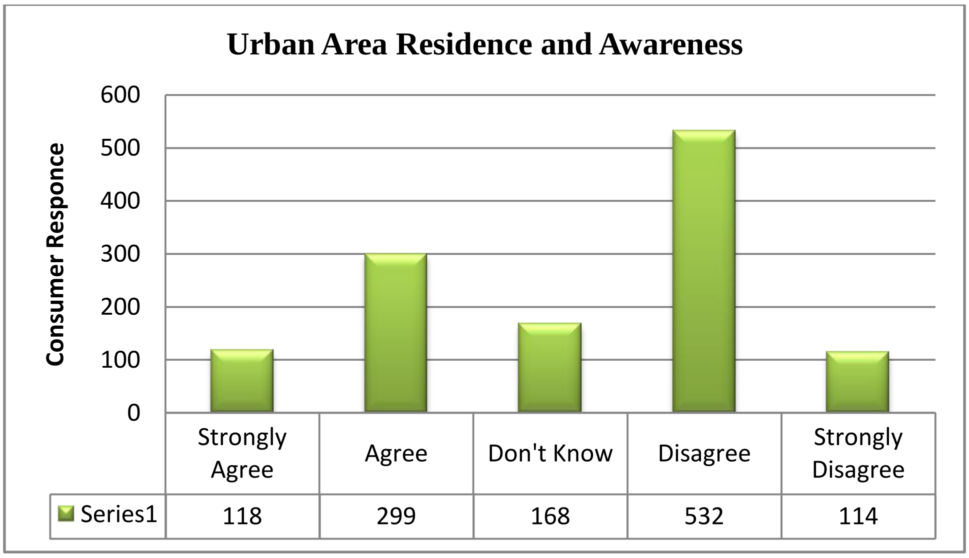


The count of agreement and disagreement and neutrality are almost equal .Thus youngsters being young in age does not have any strong relationship with green products.

Statement No.10: Presence in Urban Area educates me about the choice of product

The word presence is related to sometimes being resided in Urban Area

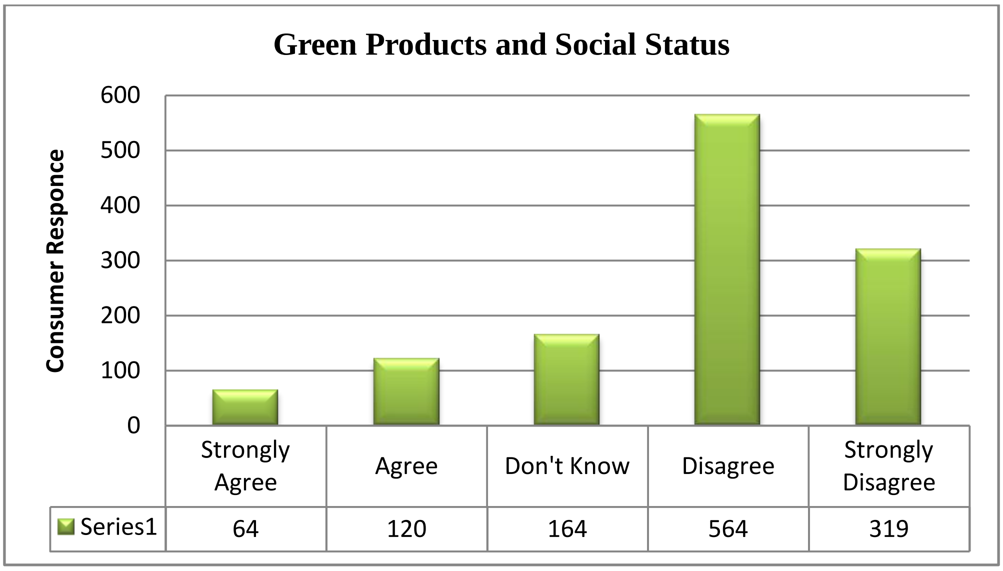
Bar Chart No 4.12: Urban Area Residence and Awareness



There are only 34 % who attribute the awareness to be in urban area residing. Thus staying in urban area has very marginal impact on awareness about green products. Thus stay in a particular area does not influence the awareness.

Statement No 11: Green Products means Hi-Fi products.

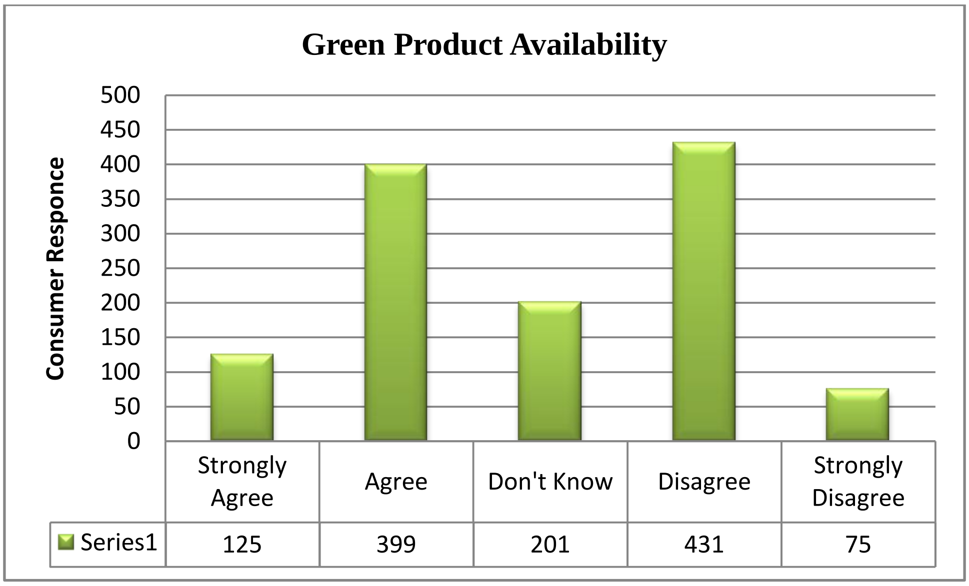
Bar Chart No 4.13: Green Products and Social Status



Hi Fi products words denote that it is meant for rich persons only. 883 consumers disagreed which are to the tune of 72 % .Thus the green products are not misperceived as rich men products.

Statement No 12: Green Products are regularly available

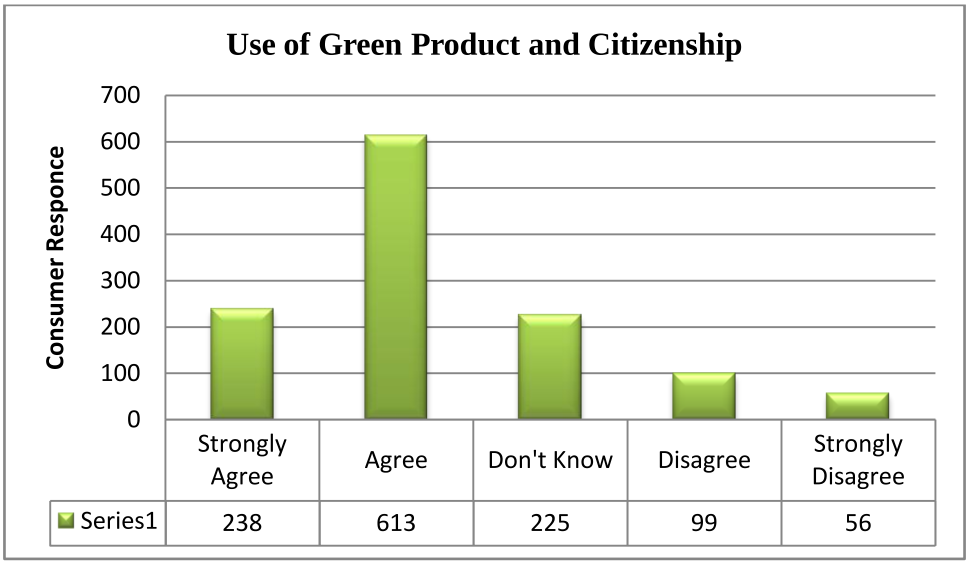
Bar Chart No 4.14: Green Product Availability



It is inferred from the chart that has equal count and is supported very strongly about availability.

Statement No 13: Use of green products mean good citizen spirit

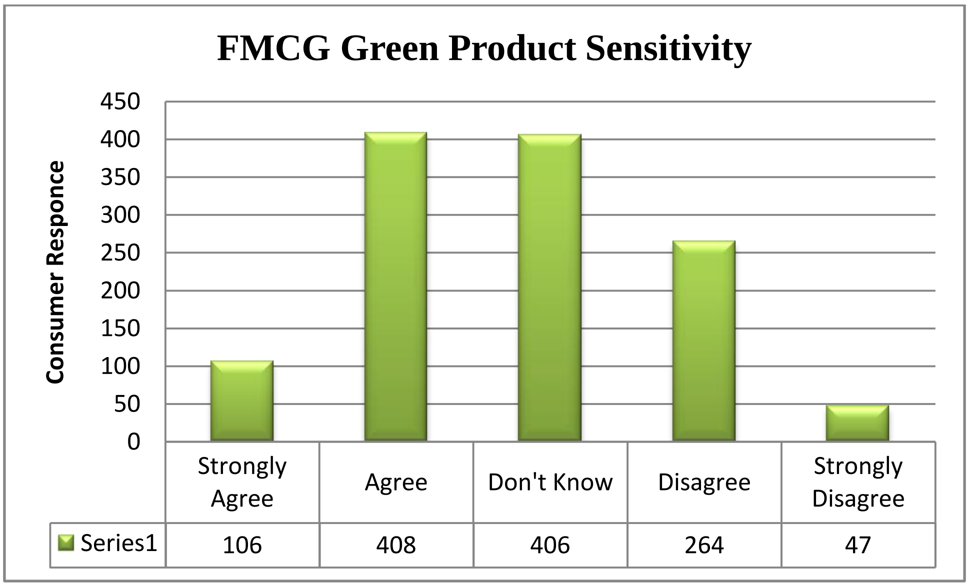
Bar Chart No 4.15: Use of Green Product and Citizenship



The bars show that 851 in total support the statement which is a favorable sign for increase in market.

Statement No 14: May the product is Green FMCG product but sensitivity is as it is . This statement denotes in other words that there is no much difference between Non Green and Green Products.

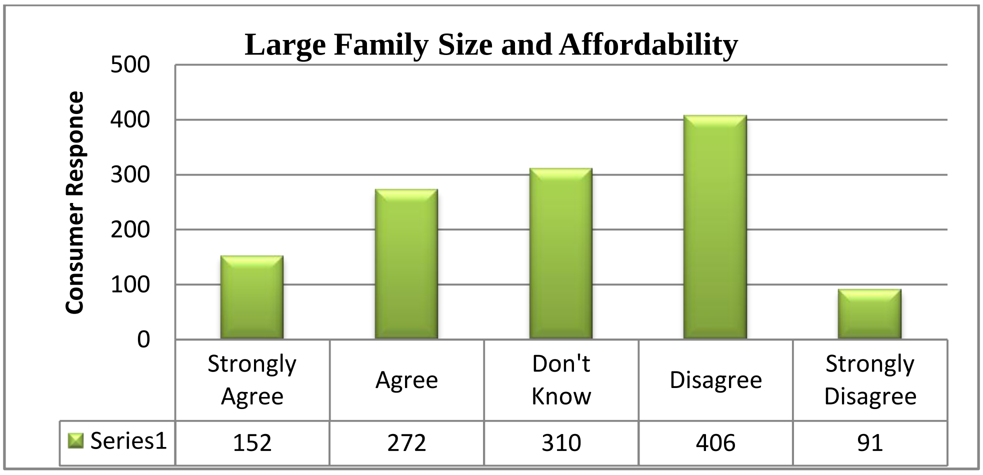
Bar Chart No 4.16: FMCG Green Product Sensitivity



Agreement is at 42 %. 33 % are neutral and remaining 25 % disagree. Thus sensitivity is low but more than disagreement.

Statement No 15: Green products are affordable for large and joint families

Bar Chart No 4.17: Large Family Size and Affordability



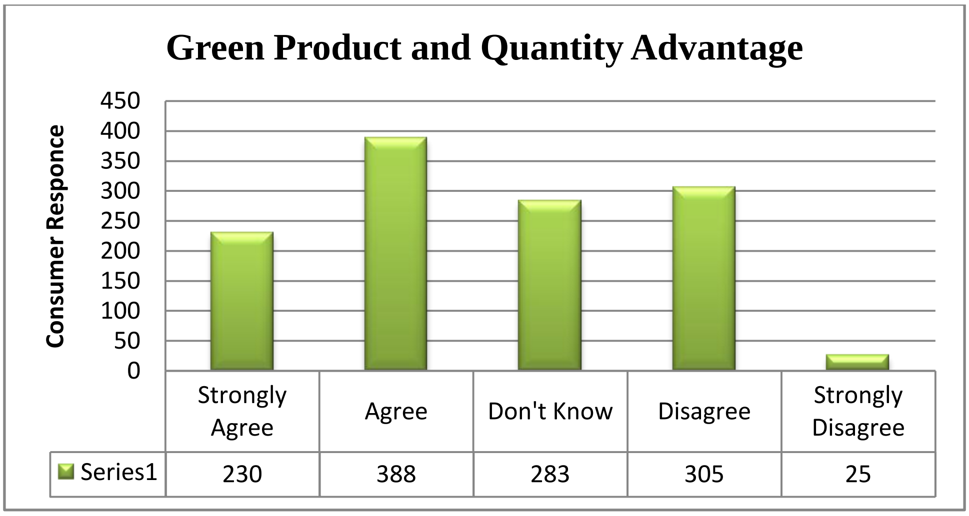
Agreement and Disagreement is on equal level. The replies do not show any correlation about large families would buy more and hence the quantity would justify the price.

However, the affordability has no either or positive or negative association with the size of the family. This is contradictory to result shown in Table 5.10 as pattern of family has ranked first amongst other factors thus family pattern as an influencing factor is of highest importance but it does not mean that it has any link with the affordability.

Thus by and large affordability is an independent factor.

Statement No. 16: Green Product gives Quantity Advantage

Bar Chart No. 4.18: Green Product and Quantity Advantage

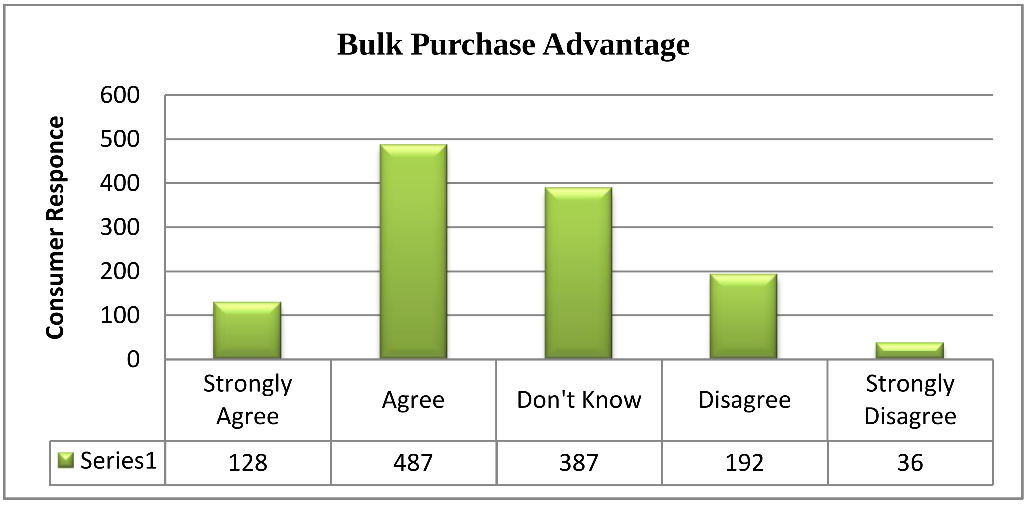


The statement is supported by 50 %. However, the consumers do not get any extra benefit of quantity .There is a scope for conversion for green product sellers

Statement No. 17: Green Products give bulk purchase advantage.

Apparently the statements look similar but here the bulk purchase has active meaning and bulk quantity advantage is different and more than ordinary quantity advantage which is received with ordinary volume of purchase.

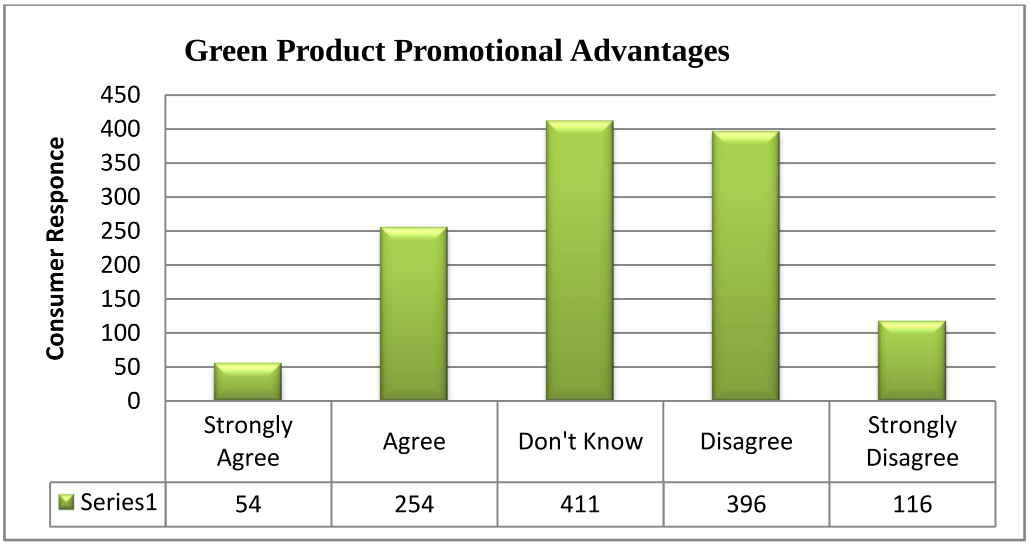
Bar Chart No 4.19: Bulk Purchase Advantage



The analysis is same as per the preceding statement

Statement No. 18: Number of Promotional Advantages are available on Green FMCG Products. The promotional advantages mean the advantages from sales promotion activities.

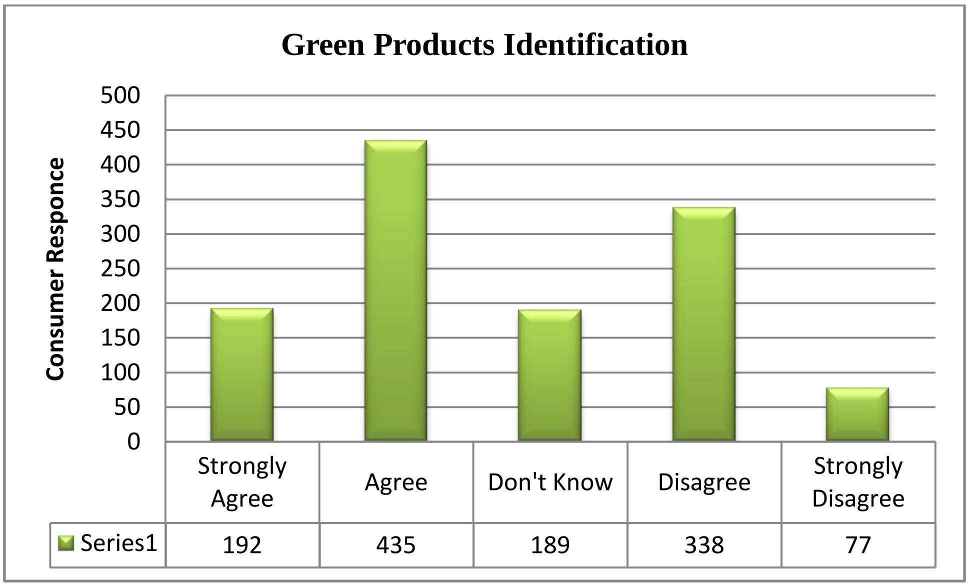
Bar Chart No 4.20: Green Product Promotional Advantages



Only 25 % support the statement. Therefore the sale promotional advantages are not available with green products.

Statement No. 19: Green Products are easily identified in variety of products

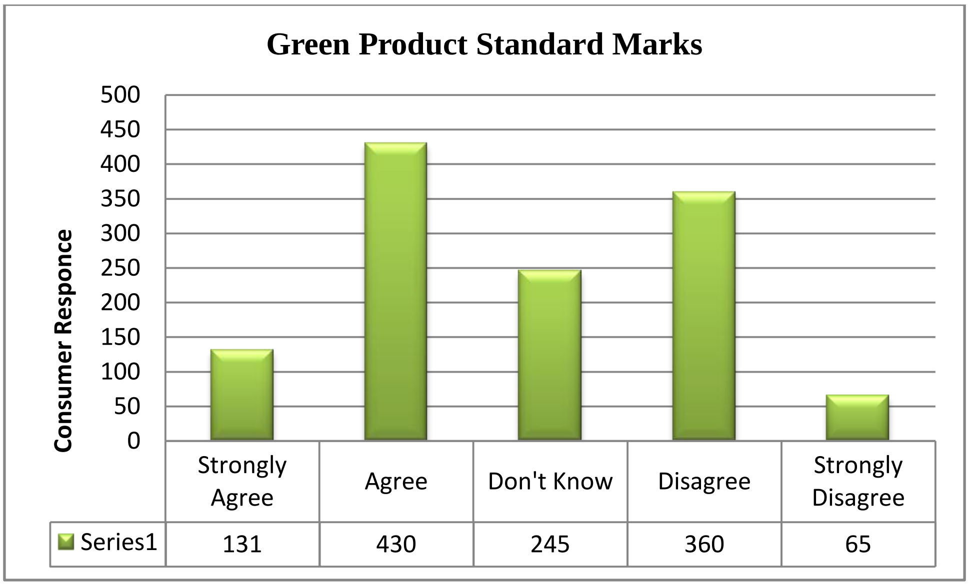
Bar Chart No 4.21: Green Products Identification



Only 50 % can easily identify. Identification is possible through differentiation.

Statement No. 20: Standard Marks are available to identify green FMCG products

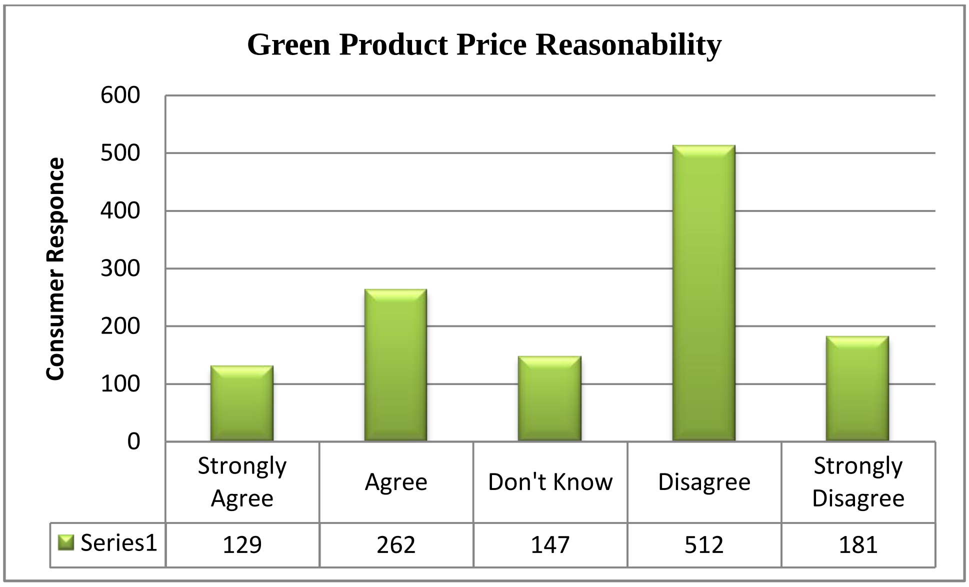
Bar Chart No 4.22: Green Product Standard Marks



More than 50 % do not support the statement and this shows the need for the same.

Statement No. 21: Green FMCG is available in reasonable price rates

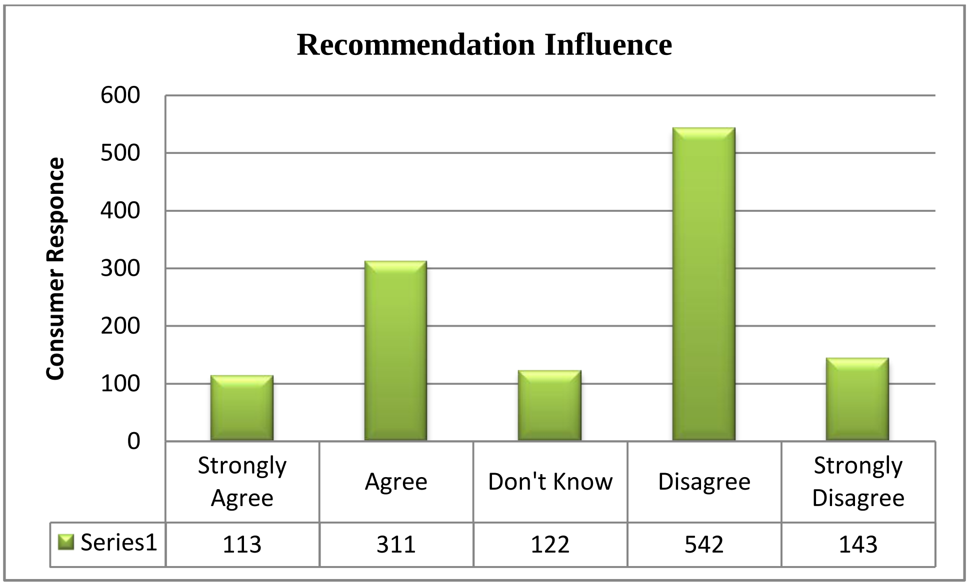
Bar Chart No 4.23: Green Product Price Reasonability



56 % are not in favor of the statement .Thus price justification is necessary

Statement No. 22: On only recommendation of others I buy green product

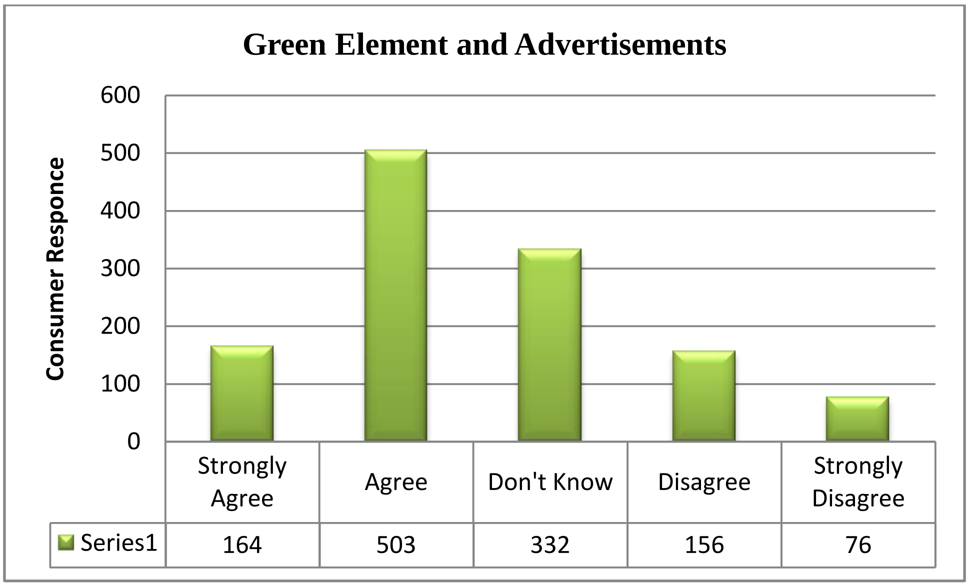
Bar Chart No 4.24: Recommendation Influence



56 % do not support and the same is reflected in Table no 5.10 item no. 07 which has ranked at XI .Thus the respondents show consistency in reply which makes the replies more reliable.

Statement No. 23: FMCG adds do not talk about green element

Bar Chart No 4.25: Green Element and Advertisements



Supporting is by 54 % and disagreement is by 19 %. Thus more talk about green attributes is expected by the respondents.

Question No 08: The respondents need to rank the media and the question is posed to understand the perception about the effectiveness of media from reach out point of view.

The results are presented below.

Table No. 4.16: Ranking of Media:

Medium of Promotion	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Total
Newspaper	406	351	229	123	73	49	1231
Television	595	391	88	78	54	25	1231
Radio	65	205	482	218	137	124	1231
Cable Adds	71	145	238	394	227	156	1231
Banners	51	96	111	258	513	202	1231
Pamphlets	43	43	83	160	227	675	1231
Total	1231	1231	1231	1231	1231	1231	

Inference: Television is having the highest Rank and second is newspaper .Other media is in the same order of the options .Thus most effective media for consumers are Television and Newspapers.

Question No.09: The question is to probe whether the present advertisements efforts are sufficient in respect of FMCG products.

The results shown are as follows:

Table No: 4.17: Advertisement Efforts Sufficiency:

Level of Sufficiency	Sufficient	Not Sufficient	Don't Know	Total
Males	112	486	109	707
Females	124	298	102	524
Total	236	784	211	1231

Inference: Only 21 % respondents are of the opinion that present advertisement efforts are sufficient. This clearly indicates the shortness in advertising of FMCG products.

Question No.10: Sales Promotion is a short lived efforts and the purpose of such short and continuous programmes is to induce the buyer to purchase more and more quantity.

Several attractions are poured in these efforts such as free gifts, buy one and get one free.

In case of any consumer goods this part has considerable influence on increasing the sales of the product.

Green FMCG is not exception to this rule and fact of marketing. Rather Sales Promotion efforts are a strong tool used by companies for competition.

There are 21 items of such sales promotion factors poured into this question and the consumer have to respond about what place they mark from the importance point of view to this.

These efforts are more direct in nature and are exhibited and communicated at Point of Purchase (PoP).

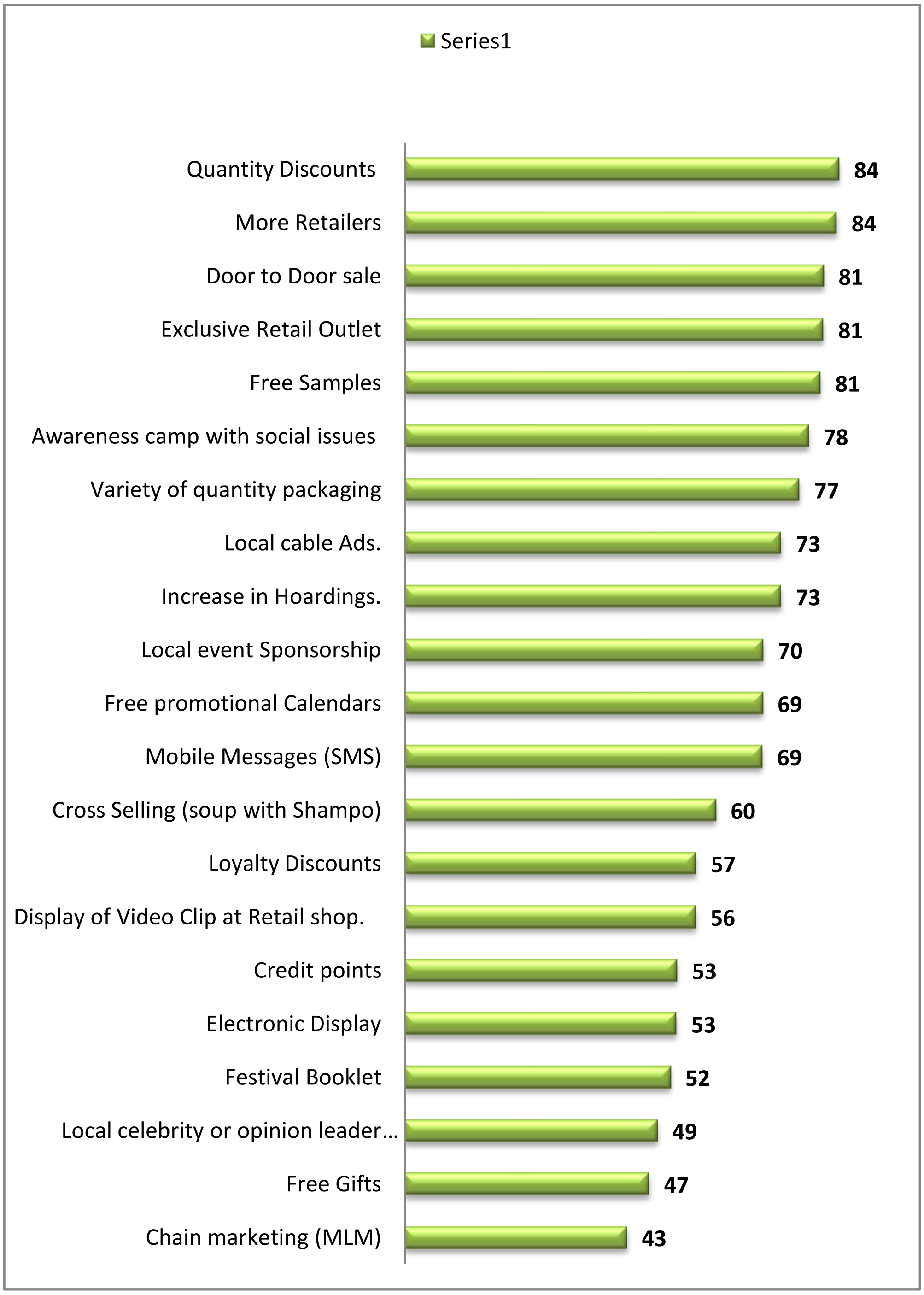
The results of responses are given in the following table and the inferences are followed.

(See Table on next page)

Table 4.18: Sales Promotion Factors and Increase in Sales:

Sr. No	Factors	Very Important	Important	Can't Say	Not Important	Not at all Important
1	Free Gifts	268	316	42	360	245
2	More Retailers	273	759	152	47	0
3	Door to Door sale	231	770	128	47	55
4	Display of Video Clip at Retail shop.	172	523	231	300	5
5	Exclusive Retail Outlet	406	594	113	92	26
6	Local event Sponsorship	126	730	211	98	66
7	Local celebrity or opinion leader or Brand endorser.	157	447	172	294	161
8	Increase in Hoardings.	348	551	168	138	26
9	Local cable Ads.	221	678	124	152	56
10	Awareness camp with social issues	276	689	204	52	10
11	Cross Selling (soup with Shampoo)	284	459	172	266	50
12	Free Samples	571	422	101	77	60
13	Quantity Discounts	408	630	92	65	36
14	Credit points	238	413	282	237	61
15	Festival Booklet	167	468	282	262	52
16	Mobile Messages (SMS)	408	446	93	266	18
17	Loyalty Discounts	205	491	302	208	25
18	Electronic Display	164	485	268	236	78
19	Free promotional Calendars	280	575	203	101	72
20	Chain marketing (MLM)	154	377	307	289	104
21	Variety of quantity packaging	565	378	136	74	78

Bar Chart No. 4.26: Sales Promotion Factors Ranking



The frequencies of Strongly and Agree are more important from the view point of effectiveness of Sales Promotion and other efforts which would increase the sales of Green FMCG products.

Thus in the following table total of agreements are taken and shown the ranking along with percentage of the support to the particular item from the above list.

Table 4.19: Sales Promotion Factors Ranking:

Sr. No.	Factors	Very Important	Important	Total	%	Rank
1	Free Gifts	268	316	584	47	XX
2	More Retailers	273	759	1032	84	II
3	Door to Door sale	231	770	1001	81	III
4	Display of Video Clip at Retail shop.	172	523	695	86	XV
5	Exclusive Retail Outlet	406	594	1000	81	IV
6	Local event Sponsorship	126	730	856	70	X
7	Local celebrity or opinion leader or Brand endorser.	157	447	604	49	XIX
8	Increase in Hoardings.	348	551	899	73	VIII
9	Local cable Ads.	221	678	899	73	IX
10	Awareness camp with social issues	276	689	965	78	VI
11	Cross Selling (soup with Shampoo)	284	459	743	60	XIII
12	Free Samples	571	422	993	81	V
13	Quantity Discounts	408	630	1038	84	I
14	Credit points	238	413	651	53	XVI
15	Festival Booklet	167	468	635	52	XVIII
16	Mobile Messages (SMS)	408	446	854	69	XII
17	Loyalty Discounts	205	491	696	57	XIV
18	Electronic Display	164	485	649	53	XVII
19	Free promotional Calendars	280	575	855	69	XI
20	Chain marketing (MLM)	154	377	531	43	XXI
21	Variety of quantity packaging	565	378	943	77	VII

The following table is an extraction with rank order sequence as a summary of above table for better understanding which is tail end part of the above table, the items are arranged according to rank and this would render ease in reading inferences. This table is made as the numbers of items are large but comprehensive

Table 4.20: Rank Order Sales Promotion Efforts:

Factors	Rank	Factors	Rank	Factors	Rank
Quantity Discount	I	More Retailers	II	Door to Door Sales	III
Exclusive Retail Outlet	IV	Free Samples	V	Awareness Camps with Social Issues	VI
Variety of Quantity Packages	VII	Increasing Hoardings	VIII	Local Cable Adds	IX
Local Event Sponsorship	X	Free Promotion Calendars	XI	Mobile Messages	XII
Cross Selling	XIII	Loyalty Discount	XIV	Display of Video Clips at Retail Shops	XV
Credit Points	XVI	Electronic Display	XVII	Festival Booklet	XVIII
Local Celebrities or Opinion Leader as Brand Endorser	XIX	Free Gifts	XX	Chain Marketing	XXI

Inference: From the above ranking the expectations of consumers are reflected.

(a) Quantity Discount has the top most rank and probable reason is indirectly it justifies the price.

(b) Second in rank are more retailers and door to door selling which indirectly reflects on availability and reach and personal touch

(c) Exclusive Retail Outlets and Free Samples have been at same level of rank this show the interest of consumers about the service as well as experience

(d) Social Interest is important and therefore the consumers have given preference for awareness camps with social issues. This is perhaps many agro product companies in this region are regularly using such camps.

(e) Variety of Packaging (77 %) is important to increase the sales.

Above items are fall under the range from 84 % to 77 %.

Below is the group in the range from 73 % to 60 %.

(f) Increase in hoardings, local cable ads, local event sponsorship and free promotion calendars, mobile messages and cross selling are at par.

(g) All other items are below 60 % and therefore not substantially effective and the least chain marketing.

Question No.11: This question is regarding availability situation at present of Green FMCG products .The results talk about sufficiency of availability

Table No: 4.21: Availability Position

Level of Sufficiency	Sufficiently Available	Not Sufficiently Available	Don't Know	Total
Males	130	462	115	707
Females	122	314	88	524
Total	252	776	203	1231

Inference: Only 20 % respondents indicate positive view about the availability.

Thus this count is not at all satisfactory form the companies' point of view.

Question No. 12: This is regarding the recommendation of the products and the results revealed as under.

Table No: 4.22: Recommendation Position

Level of Sufficiency	Recommend	Not Recommend	Don't Know	Total
Males	608	98	01	707
Females	448	74	02	524
Total	1056	172	03	1231

Inference: The products have a very strong support from the consumers as the respondents who are in favor of recommendations are 86 %. Thus the products are well accepted and have crossed the Introduction Stage of a Product Life Cycle and has at mid way of second stage of Product Life Cycle which is called as Growth Stage , This is also supported by incremental average sales is 4 %.

Question No. 13: This is an open ended portion and suggestions are sought from the consumers related to 4 Ps. The suggestion made is summarized below;

Specific Expression by consumers:

(a) The packaging should not of plastic and biodegradable nature.

(b) From packaging the product should be attractive and easily identifiable.

(c) Break up of ingredients is given on packaging.

(d) Organic Ingredients are preferred.

(e) Cross selling is acceptable to the consumers which is a valid point.

(f) Massive Marketing efforts are needed.

(g) Packaging should manifest the benefits of green products which would be more inducing for the purchase.

(h) Stickers would be more effective

(i) Davandi is a system in rural area which likes an announcement about some gathering etc which is a traditional way and very primitive method of advertising. The consumers suggested in place of that the use of mobile van for canvassing of green product would be more effective.

4.3 Analysis of Retailer Questionnaire

The second part of this chapter deals with the analysis of responses given by the Retailer who are in direct contact with the buyers and have considerable influence in promoting the product. Retailers know the pulse of the buyers as they have frequent experiences while dealing with consumers. Transacting with all type of consumers is a daily part of their life. (Refer Annexure A11)

All respondents are (per village the top three) thirty six in number. The interaction is also made with them over and above seeking replies from them.

All the retailers are in the range of 25 years to 30 years of experience which makes their replies more reliable and authentic in nature.

Question No. 01: In this part the test of awareness is purposely taken as many retailers have experience but do not so much keen to know about the product.

The analysis is very satisfactory as all the statements are recounted well by all the retailers.

The products stated by the retailers are (which are green which were specifically asked with reason) in addition to listed in the questionnaire are

1. Garner Shampoo (Natural Ingredients) 2. Green Tea (Medicinal Value) 3. Lucky Note Book (Environ Friendly), White Board Markers (Zylene Free and Odder Free).

Inference: The coverage of products in consumer questionnaire is sufficient.

Question No. 02: In all 31 factors are included in this question, which belong to the factors which influence the purchase of green product.

Table 4.23: Ranking by Retailers of Green FMCG purchase influencing factors:

Sr. No	Factors influencing Purchase	Below 25%	Between 25 % to 50%	50 % to 75 %	Above 75 %	Total	Total Of Col 03 and 04	%	Rank
1	Age of Buyer	01	01	06	28	36	34	94	II
2	Income of Buyer			04	32	36	36	100	I
3	Good for Society	02	04	08	12	36	20	56	XI
4	Product Attributes				36	36	36	100	I
5	Social Compulsions	02	20	08	06	36	14	39	XI
6	Recommendation	01	15	12	08	36	20	56	IX
7	Herbal Contents		14	07	15	36	22	61	VIII
8	Price of product				36	36	36	100	I
9	Recyclable Packaging		05	20	11	36	31	86	IV
10	Discount and Gifts			20	16	36	36	100	I
11	Easy Availability				36	36	36	100	I
12	Fashion	24	06	04	02	36	6	17	XVII
13	Status	25	05	03	03	36	6	17	XVII
14	After sales Service			26	10	36	36	100	I
15	Advertisements	03	03	27	03	36	30	83	V
16	Others use it	29	03	03	01	36	4	11	XVIII
17	Brand Name	04	08	18	06	36	24	67	VII
18	Less Polluting	12	12	08	04	36	12	33	XII
19	Gender of Buyer			24	12	36	36	100	I
20	Others like you because you use it	28	02	04	02	36	6	17	XVII
21	You feel it is a right choice	25	02	09	00	36	9	25	XV
22	Buying it is a part of Social Responsibility	24	04	06	02	36	8	22	XVI
23	No other better product is available	36	00	00	00	36	00	00	XIX
24	Decision is taken by Head of Fami	00	04	24	08		32	89	III
25	Influence of Opinion Leaders	20	06	08	02	36	10	28	XIV
26	Environ friendly ingredients	08	10	14	04	36	18	50	X
27	Like to be first to buy	22	04	03	08	36	11	31	XIII
28	Quantity Advantages	01	03	26	06	36	32	89	III
29	Education	04	08	14	10	36	24	57	XVII
30	Marital Status	06	08	10	12	36	22	61	XVIII
31	Family Pattern	02	06	18	10	36	28	78	VI

As the numbers of factors are large in number for easy understanding the above results are arranged in their order of ranks in the following table:

Table 4.24: Rank Order Influencing Factors by Retailers:

Rank	Factors	Rank	Factors
I	Income of Buyers, Product Attributes Price of Product , Discount and Gifts Easy Availability, After Sales Service, Gender of Buyer	XI	Social Compulsion
II	Age of Buyer ,	XII	Less Polluting
III	Decision is taken by Head of Family, Quantity Advantages	XIII	Liked to be first to buy
IV	Recyclable Packaging	XIV	Influence of Opinion Leaders
V	Advertisement	XV	You feel it is a right choice
VI	Family Pattern	XVI	Buying is a part of Social Responsibility
VII	Brand Name	XVII	Fashion , Status , Others like it you because you use it
VIII	Herbal Contents, Marital Status	XVIII	Others use it
IX	Good for Society, Good for Society	XIX	No other better option
X	Environment Friendly Ingredients		

Inference:

(a) First rank factors are very common irrespective of green or non green products.

(b) The following factors are ranging between 70 % to 94 %:

Age of Buyer, Family Head Decision, Quantity Advantage, Recycling of Packages and Advertisement, Family Pattern.

(c) 60 % to 70 % range covers following factors:

Brand Name, Education, Herbal Contents and Marital Status.

(d) In the range of 50 % to 60 % the products are:

Good for Society, Environ Friendly Ingredients, Recommendations.

(e) Below is the list of factors below 40%:

Social Compulsion, Liked to be first to buy, Influence of opinion leaders, You feel it is a right choice; Buying is a part of social responsibility, Fashion, Status, others like it because you use it, others use it.

(f) 0 frequency is for No other better products available.

From the above responses it is observed that Environ friendliness, and keenness in buying are not yet strongly established in the buying process but shall get a place as the retailers opine during the interaction that the products are liked and preferred also but yet more push is needed from the companies regarding benefits of green products and general awareness about healthy environment is the responsibility of the individuals is not well anchored but these products have future market as the sale is increasing day by day .

Question No. 03: Retailers are supposed to reply with their rich experience about the agreement on 05 point % scale about the reasons regarding buying and non buying of green FMCG products. The experience is a valuable factor for reliability of replies here.

This part of the questions is having statements on different aspects but they are not put in a very straight way to increase the chances of receiving correct and reliable answers.

The issues are related to:

(a) Awareness about green products: Q.1 to 4, 9 and 10

(b) Consumer Behaviour Related : Q. 07,08,12,15 to 17

(c) Promotion : Q.5, 6, and 20

(d) Place (Physical Distribution) : Q.13, 14, 18, 19

(e) Price Related : Q.11

4 Ps of Marketing Mix are duly covered in them.

Now the analysis is presented for each group and converted the same to three point scale for the convenience.

(a) **Table 4.25: Awareness Related Reasons:**

St. No.	Statement	Agreement Below 60 %	Agreement Above 60 %	Total
01	Do not understand the significance of green product ingredients.	35	01	36
02	Do not know about green packaging.	35	01	36
03	Being in Semi Urban Area they do not understand the gravity of green products.	34	02	36
04	They do not know about what is recyclability	33	03	36
09	Youngsters understand what is green.	04	32	36
10	Presence in Urban area educate them about the choice of product.	33	03	36

Inference: From the above analysis it is crystal clear that lack of awareness is not the reason for not buying the green products.

(b) **Table 4.26: Consumer Behavior Related Reasons:**

St. No.	Statement	Agreement Below 60 %	Agreement Above 60 %	Total
07	Most of the buying decisions are by senior members of family who are very conservative	30	06	36
08	They feel a sense of modernity	32	04	36
12	Green products is meant for Hi Fi society members	04	32	36
15	Let others first use it then we shall buy it	31	05	36
16	Good Citizenship Spirit	34	02	36
17	No sensitivity about greenness being the product FMCG in nature	30	06	36

Inference : The green products are supposed to be higher class is a negative disposition and this misconception can be done away .Family Head Decision making has marginal place about buying influence all other factors are not responsible for buying or non buying .

(c) **Table 4.27: Promotion Related Reasons**

St. No.	Statement	Agreement Below 60 %	Agreement Above 60 %	Total
05	Companies producing green products have not reached Semi Urban Consumers effectively	04	32	36
06	They can recall the ads of green products	31	05	36
20	Attracted more by free gifts available with not green products	33	03	36

Inference: Lack of reach, lack of recall and gift attractions are the reason for non buying.

(d) **Table 4.28: Place (Physical Distribution) Related Reasons**

St. No.	Statement	Agreement Below 60 %	Agreement Above 60 %	Total
13	Such products have a problem of irregular availability	03	33	36
14	Retailers do not promote them because of less commission	34	02	36
18	Large family so large volume so not affordable	35	01	36
19	There are quantity advantages than green products	34	02	36

Inference: Availability in regular form is a main reason for non buying but commission and large family or quantity advantage are do not have positive impact on non buying of green products.

Last one is price and shows that consumers feel it is high priced and that is the reason for not buying which is supported by 33 retailers out of 36.

In nutshell it is observed that Irregular availability and high price are the key reasons which pull the consumers to buy green products.

[Perhaps the reasons taking by just the results is like taking by the spirit of letter but certainly they should taken by spirit of trade and companies need to do away the constraints]

Question No. 04: is about growth in retail shops, brands added, Average Number of Customers, Expansion of retails shop, new branch and Frequency of intermediary representatives or company representatives and consumption of FMCG products

The crux of analysis is given here as the tables and figures are not very significant as such because the questions are posed with an *objective to understand the trend of the market at general and gross level.*

4.1 The addition of retailers is in the range of 5 to 15 in last 10 years, However the addition is major in last four years which account for 05 to 07 new retailers

4.1 a) Brand Addition in last 10 years is in the range –

Personal Care Products - 10 to 50 Food and Beverages – 25 to 100

Electronics and Electricals – 05 to 12 Stationary -05 to 20

Inference: There is considerable increase in brands of above categories

4.1 b) on an average 10 % to 15 % customers are added.

4.1 c) Shop expansion is in the range of twice to five.

4.1 d) Out of 36 retailers 18 retailers have opened a new branch, Out of this 18 04 have opened more than 03 branches.

4.1 e) Frequency of visits: Regular visit is fortnightly and or monthly where as in first eight years retailers needed to visit wholesalers. Thus frequency has increased.

4.1 f) Increase in consumption of FMCG products is up to 18 % and average increase is about 06 % per year.

Conclusion: From the above inferences the trend shows that FMCG product consumption is increasing and therefore the market is growing for this region and therefore being it is general expansion level it is applicable to green products also.

Retailers' interaction also confirmed that there is considerable expansion of green FMCG products market but for non green it is double of green product alone.

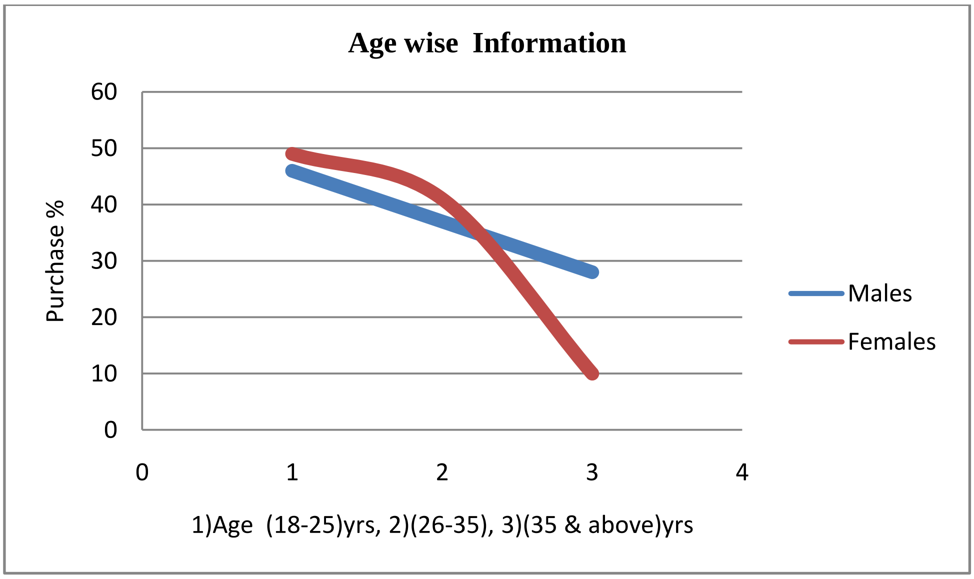
Q. No. 5 (A) to (E) taken for discussions.

Question No. 05: There are many Demographic Factors which have influence on purchase of any type of goods. Therefore, it is felt the need as the part of the study from the view point of making it all round the inquiry is made according to the factor and its impact on purchase of Green FMCG products.

The intention behind seeking information is to know the relationship at primary level in demographic factor and the percentage of purchase in present composition. The following pie chart depicts the mean percentage of purchase by a particular age group. The percentage sought for males and females separately.

(Tables of computation of mean values are placed under Data Analysis **Annexure D3** for all sub questions)

Line Chart 4.01: Age wise Purchase % of Green FMCG (Mean Values)



Inference:

(a) The means are in descending order and it is inferred that the age group of 18 to 25 buy more than age group of 26 to 35 and least is purchased by the age group 35 and above.

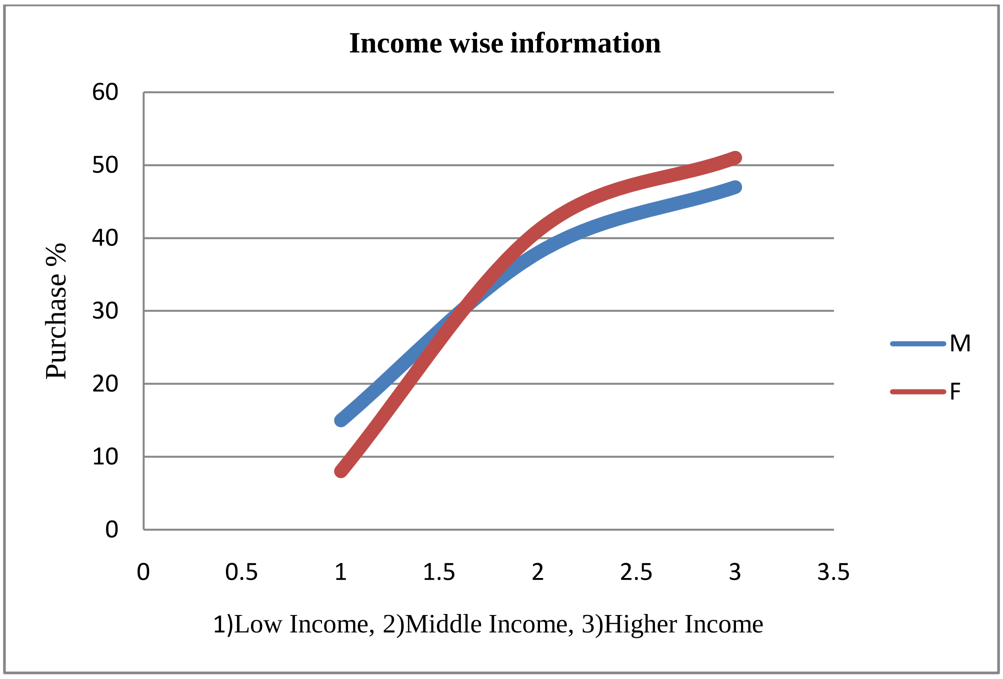
(b) Young females purchase more than males.

Thus youngsters buy more both males and females. Young age is a positive influencing factor for purchase of Green FMCG products. Therefore, age being a demographic factor which has indicated positive relationship in purchase of Green FMCG products.

During the interaction the probable reasons for such a state explained by the retailers are:

1) Youngsters are more critical about product information
2) More awareness about eco friendly products and since they are conversant with English and Hindi Languages can understand the product information better.
3) Awareness about eco friendliness issues are known to them as even in schools also these issues are given place in educational extracurricular activities
4) Due to Internet their exposure to outside world is very wide and they understand the gravity which is very important from their future life of next 60 to 70 Years
5) With Globalization impact they have become more analytical in all spheres of life.
6) They have the freedom to make their own opinion and choice and bring them in to practice.
7) The retailers brought to notice about buying behavior of youngsters and particularly girls that now days they come in groups and do shopping instead of purchasing.
8) It is a regular feature to come across various science and other exhibitions which (at places at Tahasil and District) also educate the youngsters about the products. Such exhibitions are both educative and extend a chance for youngsters for gathering and fun and thus presence for such exhibitions is always overwhelming and it leaves behind some such kind of influences.

Line Chart 4.02: Income level and Purchase % of Green FMCG (Mean Values)



Inference: It is observed from mean value in case of Income Level.

(a) High income group buys more and low income group contribute 15 %.

(b) In this case females buy more than males.

(c) Females in lower income group have marginal contribution and they do not buy more than males.

Retailers explained for such a state that:

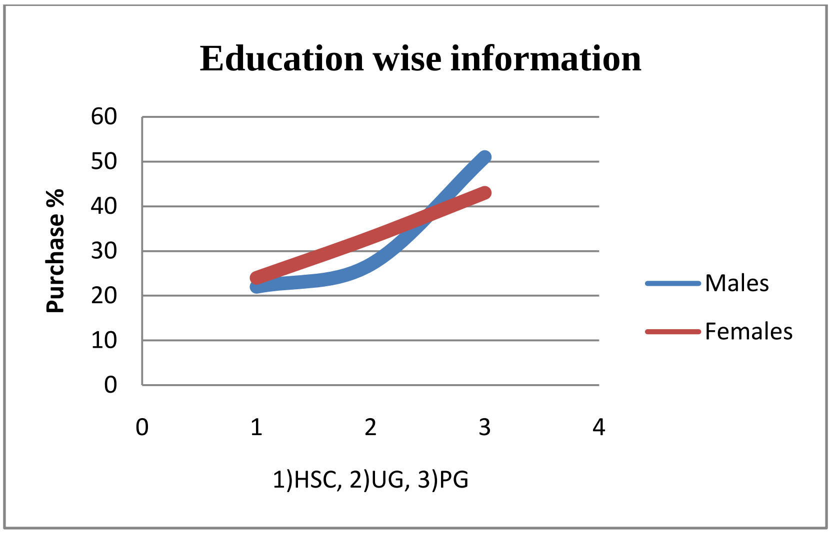
(i) High income group members have more purchasing power and tendency to buy differently.

(ii) Low income group members belong to daily earners or workers group and are very sensitive about the price.

(iii) High Income Groups are having more than one source of income and can afford to buy green products with as a choice.

Thus it is affirmed that income has influence over purchase and as it increases the purchasing probability also increases is can be derived from ascending mean values and show positive relationship.

Line Chart 4.03: Education and Purchase % of Green FMCG (Mean Values)



Inference:

(a) Here the high educated section shows higher % of purchase and thus it is directly proportional to the education level.

(b) Females buy more than men

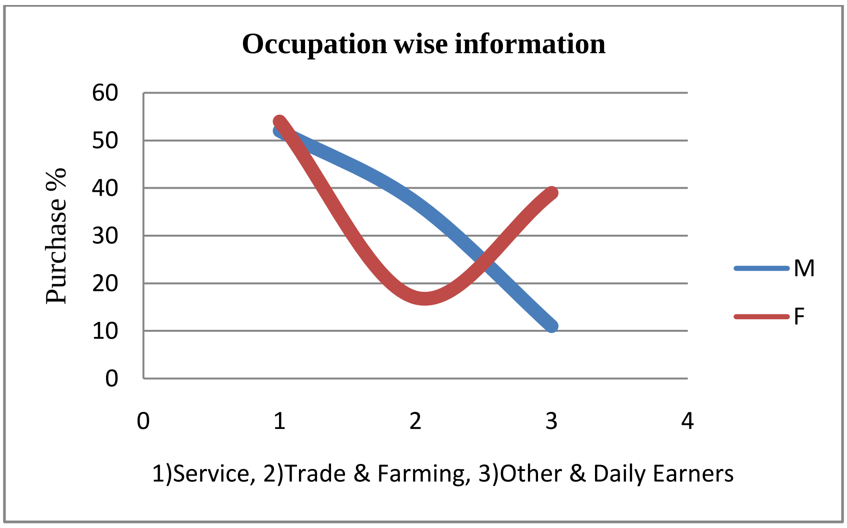
This state is attributed by retailers to following reasons

(i) Education creates awareness about green part of product information

(ii) Critical thinking is a result of education and thus they understand better about benefits of Green products and in walks of life purchase more rationally.

Thus, education influences positively the buying in general and green FMCG products also.

Line Chart 4.04: Occupation and Purchase % of Green FMCG (Mean Values)



Occupational pattern in semi urban area is a typical one. Many farmers have income from agriculture and allied activities and depend much on land holding. Service is preference for cash availability.

Inference:

(a) Those who are in service type of employment buy more and those who are daily earners buy not even marginally.

(b) Females buy less than males.

(c) House wives buy more amongst females.

For such a composition the retailers' explanation is

(i) Males are in service and receive regular income

(ii) House wives have micro saving and need more personal care products and show the tendency to buy good products and get educated about products from other females.

(iii) House wives have time available for gossiping and possess a strong sense of comparison.

Line Chart 4.05: Marital Status and Purchase % of Green FMCG (Mean Values)

Inference:

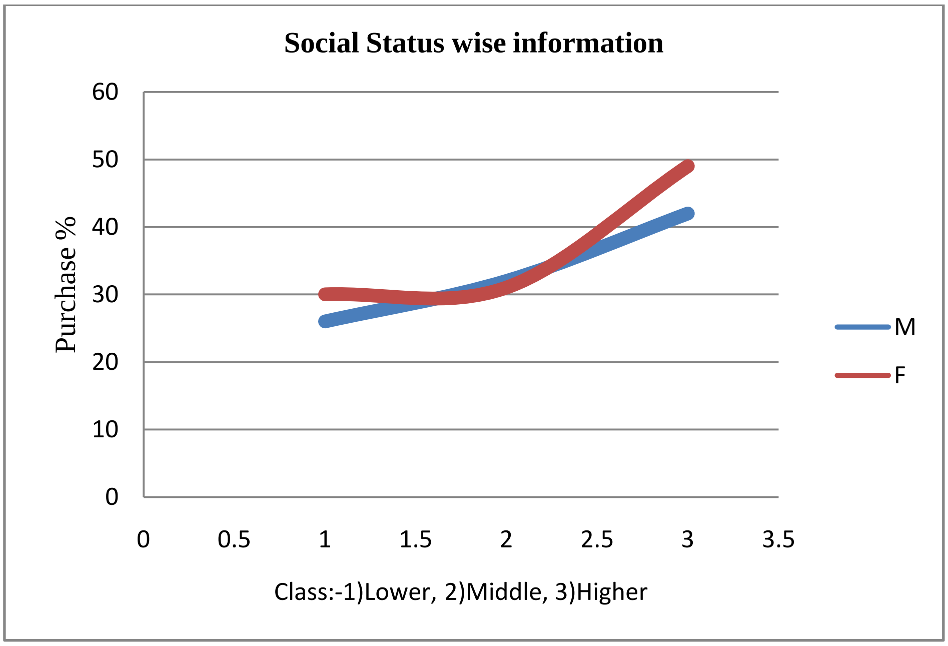
There is no much difference amongst married and unmarried as the differences in means are is very small.

[Table No. 5.10 shows third ranking by consumers which is not a moderate level of ranking and not the top one]

Thus, there does not exist any significant influencing relationship between marital status and purchase of Green FMCG products

Retailers view about is one needs bit critical thinking to compare the products and marital status does not render specific criticality and hence there is no considerable influence.

Line Chart 4.06: Social Status and Purchase % of Green FMCG (Mean Values)



Inference:

(a) From the mean values it is observed that members belonging to higher social status class buy more and but the proportion of low class do not have distinct difference as seen with other variables.

(b) Here also it is found that females buy more than males

Therefore, the purchase is impacted by social class moderately

View of retailers in this regard is similar to as in case of Marital Status.

Conclusion: From the above inferences when seen collectively it is concluded that except Marital Status all other Demographic Factors have an influence over purchase of green FMCG products and thus they have positive influence on the same.

Question No. 06: Sales at such regions are the function of the joint efforts of Manufacturer and the intermediary's .With a view under joint efforts the information regarding display items is relevant (It is a common experience that retailers do not display PoP materials due to shortage of time and expect help from the representatives of the intermediaries. Sometimes they do not have the idea and insight of best display arrangements. Thus well trained sales representatives induce the retailers to make effective displays and in turn effective sales.

The responses are on five point scale from No Impact to High Impact.

Ranking of Display material and other efforts are as under:

(a) Most effective is Prominent Product Display which is supported by 32 Retailers

(b) Danglers, Banners and Hoardings are having equal rank as Above Good

(c) Kiosk and Local Cable Advertisements are given the last rank as No Impact

Inference: Product Display has more visibility and tangibility and therefore it has received the first rank.

Q. 07: As per majority (33) do not consider that the present promotional efforts are sufficient.

Q.7.1 They expect more promotional efforts from the company side.

Q.7.2 Suggestions are:

(a) Strong Brand Ambassador (b) Advertisement and Free Samples

(c) Seminars for Retailers and Customers (d) Concurrent Promotion

(e) Awareness Campaigns after every quarter in association with Schools, Colleges, Grampanchayats and Cooperative Organizations.

(f) Before movies start the short adds in theaters

4.4 Summary of points received from Retailers Interaction:

The detailed interaction took place with top three retailers in each village, it gave many points of the trade and those which are relevant are given under the specific demographic factors. Remaining are covered hereunder which are other than demographic and all the points are supported by majority of them, They are different that what they have been given as replies to the questionnaire which are duly analyzed above.

(a) The retailers' very significant comment which throws on light of attitudinal change in youth is that they are now slowly tending towards life style kind of consumption. The rate of change is moderate but shall speed up in future.

The cited example is now the youth which was using earlier simple polythene bags have now shifted to carry bag packs of brands like Fast Track and Titan.

(a) Note books same price but less pages

(b) Sometimes the sales persons purposely use the policy of dumping. Sometimes the retailers take stock on credit for accommodating sales persons. In these situations old stock exists. The retailers suggested that such old stock is to be taken from retails and recycled.

(c) In case of stationary products they preferred to have reusable products rather than use and throw products and this is supported form consumers and expressed to them.

(d) Seminars have not taken place for education the consumers as well as intermediaries also .in which the benefits of consumption be stressed on.

(e) Free sample distribution is heavily demanded by retailers and contention behind that without experience the consumers cannot become aware about them.

(f) Eco friendly ingredient should be increased over the time.

(g) Variable quantity range needs to wide.

(h) Retailers are ready to take the stock direct from the company but for that the companies need to widen their net work.

(i) Standard Green Mark on products.

(j) Educate children through toys by giving messages about green products. Green product companies can offer such toys in place of promotional gifts.

(k) Green color packaging forwards that if the color of packing is green then the product is of green category which can provide non green products an advantage.

(l) Students of English Medium Schools are demanding and asking the parents to buy green products.

(m) Message on notebooks regarding eco friendliness is experience as more effective among the students.

(n) Curriculum Inclusion at school level about green products and benefits.

(o) Retailers are ready to share their margin with customers.

(p) Local language separate green product information is given.

(q) There is much grumbling about green product prices provided it provides outstanding quality.

(r) 18 – 35 demand quality and 35 above tend to save and therefore demand quantity.

(s) The retailers are aware of Green FMCG Marketing Mix; there is high degree affirmation for relationship between Green Marketing Mix (4Ps and other factors) is positive in buying Green FMCG products.

4.5 Interaction with Youth

The following points are received from opinion leaders from Youth who are volunteers for many social activities and were very satisfied when they were contacted in group as the researcher considered them as an important stake holder.

(a) When they were asked about the green product they explained the characteristics of green FMCG products comprehensively. In their opinion due to media power and social activities the awareness is improving and has already at very high level.

They cited the example that particularly girls talked about packaging of shampoo where symbol of a leaf and pictures of Awala or lemon and such other Ayurvedic products. Medimix soap denotes it by green color and even the soap is also of green color. Even soap Hamam is also of green color but they do not take it par with Medimix.

Second example is of notebooks and they are using them with preference.

Third example is of CFL bulbs.

Eco friendliness issues are taken for their debates and essay completion and with they receive awareness from NSS activities.

Thus there are many instances by which they grasp a good amount of awareness about green products.

They explained how they shifted more to green products particularly skin care soaps where at that age they have high sensitivity about the skin care.

This shows that while buying FMCG there is underlying motive to go for green FMCG and which is the outcome of awareness

(b) Youth understands the significance of purchasing of Green FMCG shall be made very positively and their urge for reaching by companies to them as it is not adequate

(c) They were asked about the consumption of Green FMCG products where they informed that now they are consuming more personal care products and in general they cited the example of cell phone handsets. In their opinion the market is growing very fast and in future it would be more than 25 % volume as they think that with increasing consumption the prices would get balanced which they supported with the example of 2G and Cellular Services and also referred to the increase in retail shop and competition amongst them.

Present consumption they judge is increasing by 7 % to 10 % as those who do not come by definition as youth , means exactly above 18 but there are below 18 many individuals who are following the youth members elder than them and they would be soon coming to the level of youth by definition in next two years.

The Youth suggested the following measures the companies should take initiative:

(a) Social Media promotion.

(b) Theme based events sponsorship like Ganesh Festival, Eco friendly Holi.

(c) Paper Bag making, best from Waste kind of competition sponsorship.

(d) Competitions sponsorship like street play and local half pitch plastic ball cricket tournaments.

(e) Beauty Parlors and Hair Dressing Saloons should be involved in promotion of green personal products.

4.6 Status of Hypotheses:

The hypothetical statements are seen in terms of what has been rendered by the analysis as a result. The results are in terms of percentile distribution, statistical test results and the summary of interactions with reference to Consumer Replies as well as Retailers replies.

Thus the collective and comprehensive consideration from the results of analysis is taken to conclude whether each hypothetical statement is being accepted or rejected.

Hypothesis 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.

The following facts have been revealed by the analysis:

In order to understand the connotation of the word considerably the following condition are needed to be fulfilled.

(a) The consumers have to confirm the increase at the gross level with their agreement about the increase which is seen from the analysis (Q.3 Table no 5.6) clearly shows that the percentage of increase is supported by 70 % of consumers.

(b) The magnitude in terms of average expenditure (which is function of consumption of various green FMCG products) to be shown increase and that too with higher proportion than the arithmetic proportion.

Accordingly, both the conditions are satisfied as the analysis of question 03 shows 70 % affirmation (which is much above common thumb rule threshold of 50 ^%) and the increase in of 03 % then 08 % and 12 % .

(c) With reference to the crux of analysis of Question no 4 in Retailers Questionnaire, the increase in terms of expansion of shops and new branches in considerable which supports the statement. From the interaction with retailers it is gathered that the market is not increasing merely because of increase in population but the consumer with good awareness are demanding Green FMCG products.

(d) Interaction with youth [Ref point no. (b)] indicated that they are aware and increasingly buy Green FMCG and in their opinion the awareness increasing with an average rate of 15 % and thus market for this product category shall increase by an average 15 % to 20 % in future and at present by 7 % to 10 %.

Conclusion: ***From the above state of satisfaction of both the conditions, and when collectively seen the points stated in (a) to (d) above it is concluded that the first statement of null hypothesis is rejected and alternative hypothetical statement is accepted on the basis of good support to the conditions and results evidencing the same.***

Hypothesis 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

(a) Analysis from Consumer Questionnaire

i) Conclusion of Analysis of Question No 01 is Out of five groups, four categories (83% of the products) are having awareness at the grand mean level [a)79.33% +

b)77.5% + c)74.5% +d)78% =77.33%] of 77.33%. It is concluded that the awareness about green product is above average.

ii) Conclusion of analysis of Question No 02 is: On the basis of similar contention about threshold limit. It is concluded that awareness about the green products is above average in consumer of from Semi Urban Area.

iii) Q.7 statement no 1 gives a count of 1115 (91 %) which in favor of above average awareness.

iv) Statement no 04 of question no 07 has a count about awareness about green product is 83 %.

v) Q.7 11 83 % do not consider them as products of higher income level persons.

(b) Analysis of Retailers Questioner

Conclusion of Question from Retailers Replies is as follows:

i) Retailers Question 03 (a) clearly indicate that awareness is more than average

(c) Summary of interactions with youth

They have good access to media and internet and both are very powerful and thus the level of overall awareness is very high. As a matter of fact it supports that the awareness is much above average in youth which is more that 60 % portion of the population now.

As the percentile distribution is the best fit there is no need to use any test for the purpose.

Conclusion: ***Considering all above (a) to (c), results together it is concluded that Null Hypotheses is rejected and Alternative Hypothesis is accepted on the basis of merits of the analysis and inferences.***

Hypothesis 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.

The connotation of positive relation is to taken as influence.

Consumer Questionnaire

1) Statistical Test: Results of Test of Karl Pearson's Coefficient of Correlation the facts received from analysis are:

All the values of correlation are more that 0.5 and ranging between 0.566 to 0.766 , it is concluded that there is positive relationship between demographic factors and purchase of green FMCG Products.(Refer Table of values as an output of SPSS annexed as Annexure D-2)

Retailer Questionnaire

2) Mean Values

(Refer Analysis of Question No 05 of Retailers Questionnaire)

With reference to five mean values and other references there under (Pie Chart No 01 to 05) it is found that:

Age, Income level, Occupation and Education have very strong influence on purchase of green FMCG products.

3) Youth Interaction

(i) Youth as age are very critical in purchase of all types of products and also in case of green FMCG products.

(ii) Occupation of youngsters influences as consumers are now turning to slowly to a particular life style attitude.

(iii) Youth of proud of their education and expressed that education does impact the purchase of green FMCG products.

(iv) Income too has an impact in direct proportion.

(v) Interaction with youth showed that gender matters in consumption of the green products as girls are more critical about green products and do buy more.

Similarly they also referred to life style kind of thing where they feel that they should not lag behind from their impression in comparison with Urban Youth.

From 1 to 3 taken collectively, it is concluded that there is positive influence (relationship) of Demographic Factors and purchase of FMCG green products .

Conclusion: Considering the values of Coefficient being above 05 and ranging between 0.566 to 0.766 and Mean Values and inferences of item 3) (i) to (v) it is concluded that Null hypothesis is rejected and alternative hypothesis in accepted on its merits.

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 04:

Green Marketing Mix of Green FMCG products have positive relationship on buying of Green FMCG products.

Here also the relationship means the influence.

The Marketing Mix of Green FMCG products are mapped as under:

Table No. 4.29: Elements of Green Marketing and other factors

Marketing Mix Element of Green Marketing Mix	Characteristics related to the element
P1. PRODUCT	1. Good for Health 2. Product Content 3.No side effects 4. Herbal Contents 5.Recyclable Packaging 6.Less Polluting 7 Eco Friendly Ingredients 8 After Sale Service (Not leading to Non Green Product Effects)
P2: PRICE	1 Price of the product as value for the product in lump sum sense is taken
P3 PROMOTION	1. Discount 2. Gifts 3. Advertisements
P4 PLACE	1.Easy Availability
Others	1.Bramd Name 2.Fashion 3.Good for Society 4.Socail Compulsion 5.Socail Status 6.Social Responsibility 7Recommendations 8. New Trend 9.Decsion by head of family 10. Influence of Opinion Leaders 11. Family Pattern 12.Marital Status

1) Statistical Test:

Chi square test is applied at 5 % level of significance for finding the relationship between 4 Ps (Grouped as in table no 5.8) above and purchase. of green products.

P value at 5 % level of significance is 0

Therefore the relationship is positive.

2) Consumer Positive Agreement:

The results of analysis of question no 5 of Consumer Questionnaire show ranks of influencing factors and indicate that positive relationship (influence) on purchase of green FMCG products. Thus consumers have strongly supported the statements.

3) Retailers Agreement:

With reference to point no (s) at IV in data analysis chapter which shows strong affirmation through interaction about the positive relation between Green Marketing Mix and buying of Green FMCG products.

4) Youth Interaction

Youth ascertained positive support for the relationship between Marketing Mix and Green FMCG products (Refer point no (b) in summary with youth in data analysis chapter).

Conclusion: With reference to four taken together it is concluded that null hypothesis is rejected and alternative hypothesis is accepted on its merit of data analysis and inferences of interaction.

Table No. 4.30: Summary of Hypotheses Testing

No	Statement of Hypothesis	Test and Inferences of Interaction	Acceptance / Rejection
Hypothesis No. I			
Ho	Semi Urban Green FMCG Market in Sangli District is not growing in its size considerably.	**1)**Percentile Distribution Q,3 and 4 **2)**Inference of Retailers Interaction Q.4	Rejected
H1	Semi Urban Green FMCG Market in Sangli District is growing in its size considerably.		Accepted
Hypothesis No. II			
Ho	Awareness about green FMCG products is not 'above average.' of Semi Urban Consumers in Sangli District	Threshold 70 % **1)**Percentile Distribution of Question No.1, 2 and 07 of Consumer Questionnaire **2)**Percentile Distribution for Retailers Questionnaire Q.3 (a) **3)**Inference form Interaction with youth	Rejected
H2	Awareness about green FMCG products is **'**above average' of Semi Urban Consumers in Sangli District.		Accepted

No	Statement of Hypothesis	Test and Inferences of Interaction	Acceptance / Rejection
Hypothesis No. III			
Ho	Demographic Factors of Semi Urban have not positive relation with purchase of green FMCG products	1).Karl Pearson's Coefficient of Correlation Relationship between Demographic Factors (Source: Personal Information classification) and Purchase (Source: Q.4 Customer Questionnaire) The values of coefficient correlation range from 0.566 to 0.766 **2) Mean values** Analysis of Question 05 of retailers Questionnaire **3)** Interaction with Youth Inferences from(i) to (v)	Rejected
H3	Demographic Factors of Semi Urban Consumers have positive relation with purchase of green FMCG products.		Accepted
Hypothesis No. IV			
Ho	Green Marketing Mix of Green FMCG products have not positive relationship on buying of Green FMCG products	**1) Chi Square Test** At 5 % significance level the values received (in respect of relationship of Green Marketing Mix and Purchase of Green FMCG products) are 0. and indicates positive relationship **2.)** Consumer Q. No.05 , Analysis **3**) Retailer Interaction point no (s) **4)** Youth Interaction point no (b)	Rejected
H4	Green Marketing Mix of Green FMCG products have positive relationship on buying of Green FMCG products		Accepted

4.7 Summary of Findings:

The findings from the consumers' point of view are given in nut shell here and followed from retailers' point of view:

1. Education level is at base level and higher education level is at smaller proportion.

2. In case of females the employment pattern is equal in service or job and other than job.

3. Females are more in house wife status.

4. Early age marriages are resulting into more married consumers as compared to urban area.

5. The composition of consumer is in terms of gender is almost equal as male to female ratio and therefore there is impact on consumption of green products cannot be ascertained.

6. The awareness about green FMCG products is above average in all three categories except the category of electrical product i.e. Bulbs.
7. By and large the consumers do not get in to details about the process of the product as they are more critical about the benefits of the product and not the process.
8. Consumers have agreed that the average consumption on green product is increasing and shall increase with more proportion in future.
9. The demand for green FMCG products has increased in last three years i.e. from 2012 to 2014 by 3 %, 8 % and 12% for respective years at the average increase of 8 % per year.
10. The ranking of attributes of green FMCG according to the agreement of consumers is as under:

Table No.4.31: Importance wise Agreement to Product Attributes

RANK	I	II	III	IV	V	VI	VII	VIII
Product Attribute	Good For Health	Less Polluting	No Side Effects	Product Contents	Eco Friendly Ingredients	Herbal Contents	After Sales Services	Recyclable Packaging

11. In case of price, consumers know the importance of products from the view point of personal and societal benefit but are not very prompt in action. It is partially because of price sensitivity and partially because of psychological factors.
12. In case of promotion they are more interested in free gifts and free samples for the experience. Consumers rate advertising as the most important factor in promotion.
13. Availability of the products is essential and hence most important according to consumers.
14. Following is the ranking of the factors other than 4 Ps covered above

Table No: 4.32: Importance wise Agreement to Other Factors :

RANK	I	II	III	IV	V	VI
Factors	Family Pattern	Decision by Head of family	Marital Status	Good for Society	Brand Name	Social Responsibility
RANK	VII	VIII	IX	X	XI	XII
Factor	Social Status	New Trend	Fashion	Influence of Opinion Leaders	Recommendations	Social Compulsion

15. The reach of Green Product manufacturing companies is low in this region.

16. Bonding with Youngsters who are the buyers of today and also of tomorrow is at a low level.

17. Sensitivity about green product in terms of modernity, social status and social responsibility is low in this region.

18. From effectively reaching the consumer in this region the ranking of media is as under:

Table No.: 4.33 Media Ranking:

Rank	I	II	III	IV	V	VI
Media	Television	News Paper	Radio	Local Cable	Banners	Pamphlets

19. The present advertisement efforts and promotional efforts and availability is not sufficient

20. **Table 4.34: Rank Order Sales Promotion Efforts :**

Promotion Effort	Rank	Promotion Effort	Rank	Promotion Effort	Rank
Quantity Discount	I	More Retailers	II	Door to Door Sales	III
Exclusive Retail Outlet	IV	Free Samples	V	Awareness Camps with Social Issues	VI
Variety of Quantity Packages	VII	Increasing Hoardings	VIII	Local Cable Adds	IX
Local Event Sponsorship	X	Free Promotion Calendars	XI	Mobile Messages	XII
Cross Selling	XIII	Loyalty Discount	XIV	Display of Video Clips at Retail Shops	XV

21. The retailers have ranked the influencing factors as under:

Table 4.35: Rank Order Influencing Factors by Retailers:

Rank	Factors	Rank	Factors
I	Income of Buyers, Product Attributes Price of Product, Discount and Gifts, Easy Availability, After Sales Service, Gender of Buyer.	XI	Social Compulsion.
II	Age of Buyer	XII	Less Polluting.
III	Decision is taken by Head of Family, Quantity Advantages.	XIII	Liked to be first to buy.
IV	Recyclable Packaging.	XIV	Influence of Opinion Leaders
V	Advertisement.	XV	You feel it is a right choice.
VI	Family Pattern.	XVI	Buying is a part of Social Responsibility.
VII	Brand Name.	XVII	Fashion, Status, Others like it you because you use it.
VIII	Herbal Contents, Marital Status.	XVIII	Others use it.
IX	Good for Society, Good for Society.	XIX	No other better option.
X	Environment Friendly Ingredients.		

22. Demographic factor like age, income, gender, education, occupation have high impact of purchase of green FMCG products and Marital Status and Social Status have moderate impact

23. Richly experienced Retailers confirmed about the following

(a) Green FMCG products are well recognized one by the consumers as they are having above average awareness about green products

(b) Market for Green FMCG is increasing in Sangli District Semi Urban Area

(c) Strong Bond with youngsters is not created by Green Product Manufacturers

(d) Present Promotional efforts are sufficient to create demand for untapped and available in this area.

(e) Availability is not very satisfactory.

Interaction with Youth rendered following points in terms of suggestions

(a) Social Media promotion

(b) Theme based events sponsorship like Ganapati Festival, Eco friendly Holi

(c) Paper Bag making, Best from Waste kind of competition sponsorship

(d) Competitions sponsorship like street play and local half pitch plastic ball cricket tournaments.

(e) Beauty Parlors and Hair Dressing Saloons should be involved in promotion of green personal products.

Thus above summarized findings give an overall scenario about Green FMCG and Semi Urban Area and influencing factors and other related points.

(23) Amway is following MLM. Therefore the consumers were asked about MLM with a view that they would find it as an earning opportunity. But by and large there was a strong negative disposition is found about MLM.

(24) Typology of Consumers:

Accordingly, the composition in Sangli District Semi Urban Area the following composition is concluded on the basis of overall analysis.

Table No.: 4.36 Typology of Consumers in Sangli District Semi Urban Area

Consumer Type	Characteristics	% of Consumers
I) Premium Greens	Higher Income and willing to pay Green Premium	11 %
2) Red and White and Greens	Lower willingness to pay green premium	21%
3) No cost ecologist	Believing in Recycling but do not practice	12 %
4) Convenient Greens	Lower Income Group Some will pay for Green Solutions	42 %
5) Unconcerned	Lower Income Group , Least Informed about environment	14 %
	Total	100%

[From segmentation point of view the findings can be summarized as Greenback Greens are 32 % and Grousers 54 %, Basic Browns – 14 %]

4.8 Conclusion:

The summary of findings has lead to the following conclusions:

Rural Areas are rapidly getting transformed to Semi Urban Areas very rapidly.

1. The level of awareness about green marketing and green FMCG products is considerably high of consumers in Semi Urban Area of Sangli District.
2. The demand for FMCG products is considerably increasing and therefore the size of market for green FMCG products in Semi Urban Areas in increase in its size by an average of 8 %.
3. The companies have low level of reach to consumers in Semi Urban Area of District Sangli.
4. Present efforts in respect of Promotion and Physical Distribution are not satisfactory as compared to the expectations of Consumers and Retailers in Semi Urban Areas in Sangli District.
5. There is a need to create Bondage with Youth in this area as they are the consumers of Today and of the future.
6. Companies should look at this market as a niche segment market and focus on marketing of Green FMCG market by a separate and special treatment in terms of 4 Ps and work out strategies different than those which are followed for Rural and Urban Markets as this market is growing very fast since the Rural areas are transforming into Semi Urban Areas by population size and characteristics also.
7. There is untapped potential to increase Public Relations which would facilitate more demand for the Green FMCG Products.
8. Massive Retailing is essential to reach the consumers and availability imbalance is necessary to be reduced.
9. There is positive relationship of demographic factors and 04 Ps and other factors which should be considered while designing the marketing plan which should be exclusively for Semi Urban Areas.
10. The class of consumers typed as Convenience Consumers is 42 %. Companies should make all round marketing efforts to convert them in phase wise manner into a class of consumers typed as Premium Green.

11. The positioning of Green FMCG products need to be revisited and suitable to Semi Urban Area positioning design should be evolved.
12. Semi Urban Consumers and their preferences have not been objectively considered despite growing market potential. The companies should consider the preferences before chalking out the Marketing Plan for Semi Urban Area.

The next Chapter is about the suggestions which are given company and stakeholder wise.

CHAPTER V: SUGGESTIONS

(WITH REFERENCE TO SPIRIT OF GREEN MARKETING DEFINITION BY AMERICAN MARKETING ASSOCIATION VIZ, RETIALING, SOCIAL AND ENVIROMENTAL)

The researcher has found the gaps about green products are

(a) Companies producing green products have very moderately reached the consumers.

(b) Specific Positioning is necessary for Green Products.

(c) Semi Urban Consumers and their preferences have not been objectively considered despite growing market potential.

These points have come to the surface from the survey and the following suggestions are made to improve the overall situation as regards.

(a) Awareness (b) Reach (c) Promotional Efforts (d) Physical Distribution

5.1 Suggestions:

The following are suggestion to different stake holders to make the market right for growing sales. The researcher finds the scope to segment this particular section of market i.e. Semi Urban Green FMCG market as a separate segment and create a strong niche market through special type of marketing efforts as regards 04 Ps and other factors. The market has good potential and stands in between rural and urban markets. It is growing in its size by average growth of 08 percent and shall grow with higher percent in coming years.

Now the researcher has presented the suggestion which have sound backward linkage to ***Analysis as well as Literature review***.

An attempt is made to make them as prescriptive as possible and included below those suggestions which are feasible or pragmatic in nature.

The contents shown at the beginning of the text in to the bracket [--] are the reference point of the question no from which as a result of analysis the researcher has made the suggestion. In other words [--] denotes the backward linkage to analysis and the basis for making the suggestion as an outcome of this research study.

5.2 (A) Suggestion to Manufactures of Green FMCG Products

Following suggestion are made to manufacturers of Green FMCG who have presence in Semi Urban Area of Sangli District

(a) Advertising

1. [Q.1.] Navneet Note Books:

The endorsers in the advertisements can be a famous and popular child celebrity who would endorse the product with strong green app

2. [Q.1.] 3) Meswak (Dabur)

As compared to Vicco Vajradanti the advertising is falling short. The product was heavily advertised during the launch. However, like Vicco the need is for remembrance adds. Thus such adds be made with a strong celebrity like Vicco has taken Amitabh Bacchan which would reduce the percentage of unsure category from 15 %.

(b) Sales Promotion:

GS Tea.

[Q.1.] 21 % are unsure about whether this is green product or not , Thus this level of unsure is alarming and it is to be brought down to marginal percentage of 03 % to 5%. Tea is preferred on the basis of its test and flavor and free sample distribution is suggested as it gives direct experience to the consumers. More quantity of free samples need to distributed for awareness increase.

(c) Public Relations

1) [Q. 1] Navneet Notebooks

In case of Navneet Note Books the count of don’t know is 16 %. This count is not desirable and therefore the company needs to conduct survey about awareness as green product and extend its range whereby the count needs to bring down by at least 10 %. After survey the company needs to design a complementing and rewarding scheme such as:

(i) Prizes in terms a pack of notebooks (with or without other items of

Stationary items) to the students who would stand in top merit in at least 05 schools with letter of appreciation in existing schools in Semi Urban Areas.

This is affordable and publicity value is high prevailing in Semi Urban Area.

(ii) This can be applied to Sports Merit Students also.

The company has to reach out significantly by such ways.

2) [Q.1] Vicco Vajradanti (Vicco Laboratories)

The product is well projected through effective advertising but unsure 14 % is far above and thus in order to increase the awareness the need it to conduct Free Dental Check up for the segment of above 35 years of age and children which would be most effective for the purpose .

3) [Q.1] Neem Shampoo

Incorrect recognition and unsure together make 20 % which is very high. Thus the promotion for awareness is needed to increase, The company needs to more sashes of in one time use quantity (which is not very expensive if it is of 5 ml to 10 ml) well supported by personal selling (expectations revealed by young girls) and product informative material at Point of Purchase.

4) Related to Place (Physical Distribution)

5.2 (B) Contextual Suggestions:

1. [Q.2 St. No 01] **Erasing the Equation Herbal Means Green**

There is a perception that herbal contents mean green products. In fact green products do have herbal ingredients but they have something more to offer than mere herbal ingredients and therefore this equation needs to be changed. This perception is deceptive and competitors can take undue benefit for their sales.

Thus the suggestion is to canvas deliberately about the product ingredients and benefits by its usage.

(a) Personal Selling with six monthly intervals

(b) Advertising messages need to include not only herbal but green type punch lines

1. [Q.02 St. No. 06] **Education for Green Ingredients**

Awareness about green ingredients is essential and the consumers responded that they do not go into details. Educative programmes through seminars and other social events are conducted for awareness about ingredients.

2. [Q.2] **Bridging Language Gap**

It is also suggested to bridge the language gap according to the region. Most of the products are using Hindi or English as official communication language but for this region it is not so effective and for a better reach to consumers in this region the communication is possible through strong personal selling with high frequency.

3. [Q.2.] **Awareness about Process of Production and Recycling:**

Recycled Products are also not much known by the consumers. Thus visits to processing plants be organized for school and college going children under industry visit programmes on the lines of Parle and Mother's Recipe who encourage such visits.

Green Ply talks about the process in advertisement for making aware about the process.

It is pertinent to speak about green product process which makes it green and it can build strong and appealing positioning.

4. Similarly, they can use kiosk and recycling display at the retailer shops (c) The packaging needs to thrust upon above appeals.

5. [Q.5 and 7.7]**Family Oriented Pack Offer**

With this analysis it is found that for family packs there is a demand and the companies should make offers in Family Pack Varieties.

Family pack offer matches with family composition of Semi Urban Area which has average of 05 members in a family. .

6. [Q.7 St. No 02] **Recycling Symbol**

Earlier cold drink bottles were with the instruction. ' Crush the bottle' and now it comes with the symbol of recycling of bottles as SYMBOL Thus , such symbol be printed on packaging for increasing awareness and sufficient publicity be given through promotion efforts .

7. **Bondage with Youth**

[Q.7.9] and Interaction with youngsters show that there is very little rapport with youth.

The gap can fill by taking following steps

(a) Massive use of Social Media

(b) Green Theme based Sponsorship for events like Ganpati Festival, Competitions held during Yatra , Plastic Ball Half Pitch.

(c) Paper Bag making and Best from Waste kind of competitions sponsorship

8. **Involvement of Personal Care Service Providers**

Hair Dressers for men and Beauty Parlors for females attract the youth in this region which is evolving as a trend .They use the products for their services, They can be converted in to retailers who would promote the personal care green products.

9. **Product Identification Differentiation**

[Q.7.19] There is no differentiation for easy identification and therefore it is suggested to make the product more tangible by ***ECO LABELLING***

In addition, the following points are of significance for the purpose

(a) Unique Shape

(b) Unique type of packaging

(c) Non Standard Size packaging in weight and quantity

(d) Unique type of color

(e) Unique Symbols

(f) Certification Labels

10. **At par Quantity Advantage**

[Q.7.16] indicates that the consumers are not receiving the quantity benefits which non green product offer. Therefore, it is necessary to offer at par with non green products, at least and if possible above par with variety of packaging.

11. **Product Information Gap**

Retailers suggested very strongly about communication of product information in local language which would increase the sales considerably. It is suggested to put the information in the packaging in local language. Apparently, it seems complex Logistics department is aware in advance about the destination of the products. Therefore it is possible for the company to put the information leaflet of the local language according to the destination.

12. **Price and Value Proposition** :

A notable point in case of green note books the price gets justified because of the message given on the note book which is very appealing.

The company needs to use strong appeals of personal and social benefits (as TATA is using for salt and other products, an appeal of Patriotism successfully) be used in promotion efforts which would justify the price.

(a) The benefits be converted into in quantitative terms of social benefits like if you consume say 10 packs of this product it would save so much of money by avoiding cost of side effects.

(b) Saving on particular social or personal aspects can render a better value proposition and price shall get justified.

(c) Use of Quantity discount is supported by 84 % and therefore it is suggested to offer highest possible quantity discount which facilitates price justification for this area.

(d) Retailers expect that the range of price is important as in their opinion the consumers do not take the price in absolute terms (purely on the comparison of benefits of the product) but take in relative terms by comparing the substitute products. Thus the band width of price be comparable with other green and non green products.

13. **Change in Retailers Mind Set**

Retailers mentioned that they are ready to part with the commission by sharing with the consumers if the quality of the product is high. Thus quality matters not only for consumers but for retailer also. The company needs to adhere to quality standards

Thus the product needs to have maximum possible certifications of standard for the products like ISI. The change in mind set is appropriately responded.

14. **Ad Appeals**

[Table 5.8] suggest by its ranking that add messages should have thrust on

(a) Good for Health

(b) Less Polluting

(c) No Side Effects

15. **Change in Gift Mix (Family Head and Youth)**

[Q5.C] and interaction with Youth suggest that the gifts should be changed which are moreover in terms of water bottle and similar articles.

Thus it is suggested that the items be revisited and they should be such that they satisfy the likes of youth like Recharge Cards, Bonus Points for purchase, low priced goggles, Scratch Cards Gifts, Free Tattoo Designs and making, Gold Coins in the products, Free Cine Tickets.

The survey showed that the decision maker is head of family. Family Head likes are necessary to be considered for designing Mix of Gifts for this Semi Urban Area.

The guiding principle is that Youth should get satisfied about their likes and gifts should be changed according to changes in likes of Youth.

16. **Change in Discounts :**

Interaction with youth showed that they would like to receive the discounts not so much on quantities but more on loyalty.

Loyalty Discounts, Club Member Discount are expected and even Green FMCG items are of routine purchase nature the forms of discount be changed to satisfy the likes of Youth (Both in case of Gifts and Discounts very regular surveys are necessary with good frequency for a wider reach, particularly Youth as they shall be buyers for at next 40 years.

17. **Bottom of Pyramid Promotion Approach**

For green product as a separate niche segment Semi Urban Area Consumers are at the bottom of pyramid in a market having very large potential. Thus promotion mix be designed according to treating then at the base level of consumers and turnover in that market.

18. **PoP Material for awareness**

In order to make more aware about green contents, processing, recycling and other attributes of green products, danglers and other PoP material should be effectively used.

19. **Need for Pull Strategy**

The market is increasing with a good pace as well as awareness is also satisfactory as it is above average therefore the Pull Strategy is suggested to grab the market share.

Thus, consumers are aware and understand the product but not so strong in action of purchase.

For bridging the gap the Pull Strategy is followed in all kind of marketing efforts, the strategy can be implemented by following means:

(a) Reward and recognition for highest quantity buyers

(b) Giving Social Recognition for purchase of Green Products

(c) Good Citizenship Appeal in Advertisements and other promotion

(d) Direct Comparison between Green and Non Green Product

(e) Badges and frills for users of Green Products or Stickers on Vehicles with the matter similar to I follow traffic rules 'I am green product Buyer".

(f) Sponsorship of columns about Green Theme in Local News Papers and other popular publications.

(g) Sponsorship of Programmes of Consumer Forum

(h) Sponsorship of Programmes like Ozone Day and similar events

(i) Green Walk event Sponsorship

20. **Need for Push Strategy :**

(a) The study revealed that retailers are convinced about the growth and potential of the demand and market size and are very positive about selling of Green Products and look at them as products of tomorrow. Their conviction is mainly shaped from the contact with Youth.

They have some expectation from companies which form the basis for Push Strategy, the strategy can be implemented by following the practices like:

(a) Seminars and Conferences for Retailers

(b) Awards and Recognition for Top Seller (for highest sales for a particular period) in the District.

(c) Training Programmes for Show casing and Display

(d) Commission in proportion of sales with step up incentives

(e) Joint Sales efforts by retailer and the company (More visits , Co selling)

(f) Revision of Gifts and Discounts

(g) More Vibrant Sales Promotion Inducement Designs

(h) More Public Relation Efforts for wider reach

(i) Sufficient Availability of Products

(j) Target Oriented Overriding Discounts

(k) Creation of superseding promotion efforts over non green products

(b) Participation of Intermediaries

The companies should include intermediaries and channel partners while chalking out the programmes and seek the suggestions from them while deciding about.

(a) Forms of Discounts

(b) Forms of Gifts

(c) Quantity Offers

(d) Information on Packaging

(e) Public Relations Efforts

This would make the promotion effective as they know the pulse of consumers in Semi Urban Area.

21. **Clues for identification**

Through advertisements and sales promotion the clues are needed to be given about attributes of the green product. At present many advertisements show the difference between two products which give comparison and clues .This would not only increase the awareness but also shall provide inducement to buyers. Pictorial communication is understood even by the illiterate person.

22. **Plane or Cartoon Symbols and Signs of Green**

Green Concept is the collective offer of a) Ingredients b) Process of Manufacturing c) Packaging d) Recycling e) Reuse purpose which makes the product eco friendly. Thus all these elements which are available with the product should be manifested on the product packaging or at other PoP materials very conspicuously in terms of symbols and signs which would make the product felt as green and shall be stamped as green in the minds of the consumers.

23. **Media Mix**

The study revealed that consumers supported at top rank for T.V advertisements and Newspaper.

Therefore, it is suggested that 80% of the budget for Semi Urban Areas be allocated to these media.

Cable ads, hoardings, free promotion calendars are having secondary ranking by the consumer and therefore it should be considered while deciding the media mix as of secondary importance. Short Ads and Video Clips before movies is suggested by the Youth and due allocation be made for this media also.

24. **Focused Social Media Usage**

Youngsters suggested and welcomed the idea to receive messages via social media.

In order to entertain the likes of Youth and also comparatively it is cheaper and therefore use of social media be considered where these messages shall reach specifically to Youth members. This is possible as the company from its own database or purchased database can segregate the contacts of Youth members and send cell messages. Messages just sending on social media shall not be effective. Proper filtration is necessary for this kind of communication.

(This is supported by Jacqueline Ottman, has also prescribed for meaningful conversation and engagement)

25. **Incremental Advertising Budget**

[Q.4 and Q.5] 75 % consumers and even retailers have the say that present advertising efforts are not sufficient. Thus advertising budget is necessary to be increased.

The increase should have some rule to follow. Therefore as a thumb rule it is suggested that there should be at least 3% increase in advertising budget as it would be at par with increase in market is by 8%. Thus, this would render the advantage of having higher incremental selling. The companies should conduct camps in Semi Urban Area, particularly where the presence of the consumers in this area is large. Thus Companies can follow this proven path and reach the consumers more effectively. Thus discussions about social issues by experts can blended with demonstration and exhibition of green products which is commonly followed by Agri-Product Companies.

26. **Consortium Approach**

Green Product producing companies can come together and make joint promotion efforts in the area of sponsorship of events and programmes which are having highest social touch in the particular area in Semi Urban Region.

27. **Variable Selling**

Cross Selling is welcomed by the respondents. It is having wide scope as the items of personal care, dental care and other FMCG green products are of regular purchases. They go hand in hand, Soap and Shampoo are purchased at the same time and also a tooth paste and tooth brush.

The benefits of cross selling should be taken where horizontal or vertical combination is possible.

This would strengthen the sales and minimize the cost and most importantly will change the forms of discount and gifts where variation is expected by the consumers.

28. **Clove Type Retail Network**

Consumers and Retailers have the grievance about availability and the dissatisfaction is more about not taking this issue very seriously by the companies. Thus, more systematic and scientific management in this particular area is necessary. The researcher found the point valid as the retailers spread should be CLOVE TYPE which does not exist.

29. **Balanced Supply and Forecast**

The other suggestion about satisfying the availability, Bottom to Top Approach which is practiced by Hindustan Unilever for a long time is necessary. The consumers and retailers express this problem as not availability. But the nature of the problem is erratic availability. The companies are suggested to make a trend analysis and make a sound forecast which would make the supply almost balanced barring certain exception.

[B.G. Chiatle forecast demand for milk during Ramzan Fasting and also for Chakka and Shrikhand for Dasara and Gudipadva very well in advance]

30. **Exclusive Green Retail Outlet run by NGO**

This suggestion has come from the youth and now mall culture is becoming the like of youth which represents by this suggestion. It is to be verified with its feasibility if it is to be implemented but it can be implemented on a small scale as the size of population is between 10000 to 99,999. This suggestion has validity but needs a different design of the retailing. Thus it is suggested to have TINY EXCLUSIVE MALL which can receive the support from Weekly Bazars.

The classic example of such an exclusive retail shop for handicraft items is Samruddhi in Tamilnadu at Kasipalayam and T,N, Palyayam near Erode . It showcases 18 products made in rural area which are made from waste.(Ref : Kartik Madhavan , " Marketing Innovate Products and Providing Employment –" Samriddhi does it all" The Hindu , November 04,2007 , www.hindu.com / 2007/11/04/stories /2007110454960500.htm

31. **Weekly Bazar and PoP**

Weekly Bazar is the cardinal feature of these villages which have a very long tradition of commerce and trade in this region. Thus, this is more marketing approach as the seller goes to consumer which is called as outside in approach . It provides the opportunities to meet the consumers at their convenient place and exhibit PoP which they cannot miss,

(a) Mobile Van Sales

(b) Advertising by showing puppet shows

(c) Announcements

(d) Moving Advertisement

(e) Consumer Survey

(f) Database creation

(g) Distribution of free samples and gifts.

32. **Social Awards for ecological balance cause**

Under CSR programmes, Social Award like Jeevan Guarav be instutionalized for those organizations and persons who have worked for the ecological balance and ecological issues. This would improve the Public Relation and the image of the company.

33. **Connecting eco health to Individual Health**

Patanjali Products are well connected through promotion as Health Caring Products.

On similar line the companies have opportunity to connect the products through strong promotion with eco health which is in turn takes care of personal health. Connecting **eco heath the prerequisite for personal health** is a strong appeal and be projected.

34. **Regular Ads Recall Survey**

Retailers suggested that a recall of ads and promotion survey can influence the buyers and also the results of the survey would provide guidelines for designing the promotion programmes.

35. **Participation of Intermediaries**

The companies should include intermediaries and channel partners while chalking out the programmes and seek the suggestion from them while deciding about

(a) Forms of Gifts and Discount

(b) Quantity Packages

(c) Supply Variations

(d) Advertisement Appeals

(e) Modes and methods of Sales Promotion Programmes

(f) Suggestions for Public Relations Activities

36. **Green Consumers and Sustainable Brands**

Source: Literature Review; Jacquelyn Ottman,

"The new rules of Green Marketing" Strategies, Tools and Inspiration for Sustainable Brands

This book has given number of prescriptions about the marketing which are many and can be followed by the companies.

Three important points are

(a) Efforts to convert the consumers into Green Consumer

(b) Green Product Life Cycle

(c) Personal Health and Eco Sustainability

The company should follow the strategies and new rules and create a Sustainable Brand:

37. **Youth and Online Shopping :**

Amazon.com other portals are becoming rapidly popular amongst the Youth. Purses, Shoes and Dress to Lap Tops and Pen Drives are purchased on line. Considering the cost effectiveness and likes of youth and complexity of time management and life style the offers be developed for green products where quantity and group buying would be the key factors. The companies have the opportunity to create symbiotic selling strategy with other green products and bulk buying can be introduced for the residents of one society or a group of 100 members with specials discounts with other product which would cut the cost of delivery also. Similarly the Consumer Co operative Societies can be given the benefit of online shopping. However, for actualizing the suggestion the companied need high degree of coordination for Symbiotic and Integrated Selling.

38. **Redefining Marketing Mix**

From the literature review it is noticed that Green Marketing is yet in Childhood or Infancy Stage. The companies need to innovate more and more and evolve redefined marketing mix**.**

It is said that Need is the mother of Invention,

Thus, the companies should assume redefined role for sustainability responsibility and feel it is a need for survival and growth. Thus, change in above saying shall not be an exaggeration.

Need (for green marketing***) is the mother of Innovation (for redefining marketing mix)***

The innovation has to follow 3 Rs of Green Marketing

REDUCE

REUSE

RECYCLE

Thus the companies should feel that they are deprived of Green Marketing as need is defined in marketing terms as something deprived of .

39. **Alliance or Partnership with Green Champions**

The firm can choose to have the alliance with Department of Government and NGOs for enhancing the green orientation of the human resource of the firm as well as stakeholders and supply chain management partners and consumers.

The classic example of such alliance can be cited of ; Cisco Systems : Initiative of partnering with San Francisco 's Department of Energy to announce World's First Urban Eco Map Pilot , This tool provides information of carbon emissions which are caused by transportation, energy waste etc. organized by ZIP codes.

42. Niche Market Treatment:

As an ultimate outcome of the study, it is suggested that Semi Urban Area should be considered as a separate segment of the market and in marketing efforts and 04 Ps or marketing mix there should be separated design with different but with special focus

5.3: Suggestions to relate to Retailers:

Sales of any product of any company are the result of joint efforts of producer as well as the intermediaries. In order to boost the sales the role of retailers is significant. Thus their initiative is seen in furtherance of marketing approach as an extended arm of the company. The following suggestions are made where they can build up marketing approach and earn more with ***increased initiative.***

01. Training of Product Display:

The retailers should demand the training from the companies to make attractive, displays and learn about it. Initiative from retailers end, as a part of joint efforts is necessary.

02. Consumer Surveys

The retailers need to show the initiative from their end to conduct the consumer survey and render feed back to the companies . The retailers can submit the proposal of survey to companies and get the expenses reimbursed as well some mark up for the assignment which would cut down the cost of the company and shall give opportunity to retailers to earn extra. This would prove more effective route in case of consumers' surveys which is done by companies alone.

03. Events and Competitions

Retailers can themselves organize the events for their territory along with Wholesalers.

The competitions like best out waste or paper bag making etc. This would support the sales and also attract the youth which would increase the sales of other commodities as well as increasing overall sales.

04. Support for Sales Promotion

Companies plan different sales promotion programmes which should be well supported by the retailers positively. The benefits under the schemer be diligently passed to the consumers. It is a common practice to reduce the price for gifts and sell the products. Such practices deprive the company from getting the benefits planned in such efforts. Therefore, the retailers should avoid such practices.

5.4 Suggestion to Government

1) Green Standardization / Green level

At present the companies claim that our product is a green product. However, there is no scope for the consumers to understand about what is the level or magnitude of greenness of,

(a) Ingredients

(b) Processing

(c) Packaging

(d) Biodegradable and Recyclable Ingredient or packaging

(e) Reuse of Containers

Thus the Government should evolve the standards of green and the product can bear the level of Green attributes of the product in terms of Standards.

E.g. In plywood sheets there are a green ply as a product but the buyer does not know how much it is green.

Green Standardization by Government Authorities and the endorsement shall provide

(a) Status to the product

(b) Reduce the chances of falls claims and deceiving the buyers

(c) Induce the companies to compete by mentioning about greenness of components as against non green products.

(d) Improve the eco balance

The Government may use the gradation as

Light Green, Mid Green and Deep Green as categories of Standard as yet green marketing is just little above infancy stage and would take a long route to reach by companies towards deep green.

2) Green Marks and Symbols

There are five factors (and may evolve some more in future) stated above and the government is suggested to evolve and grant some marks or symbols as an official indicator of those factors. The example is of recycling which is indicated by the symbol.

Figure 5.1: Recycling Symbol

This would facilitate the consumers' understanding in utmost easy way and also it would be least expensive for the companies.

For each factor there can be a symbol like\a circle and the suggestion is to use smile symbols. If two factors are fulfilled by the company there would be smile symbols as **(**☺☺**)**

3) Inclusion in curriculum

The Government should include this part in curriculum at Primary Level School Education. The issues to be included with reference to personal health care and sustainability, emphasizing on how it is useful for the society and how the green products and their consumption can contribute for personal health.

4) Incentives to Companies

The government can induce more and more production and process of green products by offering concessions to the companies who are engaged in the manufacture of such products. The example can be cited of Start Up where the patent fees are reduced to 80 % and the income tax concession. On similar lines even in Start Up projects also there can be some more concessions for Green Products.

Particularly, the startup projects which shall go for manufacture of recycling plants should be offered more incentives.

5) Awards and Recognition (Green Product Research and Development)

Dabar India received the rank in Three Business Leaders from Financial Express EVI Green Business Survey 2011-12. This award is given for Green FMCG Sector.

It is in practice to give award for safety for industrial units by chambers of commerce and also in case of sugar industries Federation conforms the award on sugar factories for safety, processing and output etc. On similar lines the award be institutionalized for green part of Products for research and development.

6) Connecting Green Products and Swachh Bharat Movement

Green Products are well connected to Sustainability by Jacqueline Ottoman. Swachh Bharat is a movement which ultimately having the objectivity of Sustainability. The government should promote the movement by aligning the movement with Green Biodegradable and Recyclable Products as one of the means towards Clean India.

The insistence on consumption of Biodegradable and Recyclable Product is necessary to seek the marginal but positive contribution to the movement.

It is relevant to mention about the advertisement on TV of product where the add starts with ye bhi bharat hai and few snap shots are shown and finally the link between the product and Swachh Bharat is established.

On similar lines the connection can be shown between governments sponsored ads and Clean India movement.

7) College Level Programmes and awareness

Recently, it is made compulsory for college students for participation in Swachh Bharat programmes. They are required to collect plastic bags and clean the area assigned to them. Pune Municipal Corporation provides hand gloves and containers and caps for the same.

Thus, some programmes related to Green Product, Personal Health as a human element of sustainability be organized in terms of debates, essay competitions, poster making competitions etc. Under CSR programmes Government can make the companies to year mark some % of funds form CSR funds for the purpose.

5.5: Suggestions to Consumers:

1. Disposal Habits; The consumers need to develop such habits which are suitable to call them a caring citizen and should not throw the packaging and residual in such a way as road side waste which would degrade the environment.

2. Lobbying for Environ Friendly / Green Products.

The organized consumers (in terms of consumer forum) can play a role of a pressure group and create the demand for more environ friendly product or green products.

This can result in fair government intervention and also companies would consider the green product development more intensively.

This forum can train the individuals about making the paper bags for daily use. Awareness programmes can be organized by Consumer Forum which would lead to purchase more eco friendly and green products.

3. Use of Cloth and Paper Bags

As a responsible citizen the consumer should use non plastic bags and containers. Similarly, separating wet and dry disposals should be religiously made by them. They need to persuade to those who are not doing so.

Distinctive Advantages

{If above suggestions are implemented in a planned and systematic manner by all stakeholders the India would receive many benefits regarding.}

(a) Ecological Balance

(b) Prevention of Environmental Degradation

(c) Healthy Growth of Businesses

(d) Clean and Healthy Consumption leading to QUALITY of LIFE

Further Scope of Research:

This study has been carried out for FMCG products and there is very large scope in Green Marketing for further research.

Indicatively, the areas of further research can be enumerated as under:

1. Comparative Study between Rural, Semi Urban and Urban Consumers of Green Products
2. Study of Green Durable Products and Marketing Strategies
3. Practices regarding the education programmes of the Consumers with reference to specific areas in India
4. Role of NGOs in Green Marketing
5. Role of Environmentalists in Green Marketing
6. Role of Government in Green Marketing
7. Green Marketing and perception of Rural Consumers
8. Green Marketing and Sustainability Issues

Bibliography and Annexure are followed by this chapter.

A1-Reserve Bank of India-Master Circular on Branch Authorization

Notifications

RESERVE BANK OF INDIA

(1935 - 2010) प्लैटिनम जयंती PLATINUM JUBILEE

Date: Dec 01, 2009

Section 23 of the Banking Regulation Act, 1949 – Relaxations in Branch Authorisation Policy

RBI/2009-10/243
DBOD.No.BL.BC. 65 /22.01.001/2009-10

December 1, 2009

All Scheduled Commercial Banks
(excluding RRBs)

Dear Sir

Section 23 of the Banking Regulation Act, 1949 –
Relaxations in Branch Authorisation Policy

A reference is invited to paragraph 152 of the Second Quarter Review of Monetary Policy for the Year 2009-10 (extracts enclosed – Annex I) regarding the proposals to liberalise the extant Branch Authorization Policy for **domestic scheduled commercial banks (other than RRBs)** based on the recommendations of the Working Group constituted by RBI to review the extant Branch Authorisation Policy.

2. Accordingly, Reserve Bank of India hereby permits **domestic scheduled commercial banks (other than RRBs)** to open branches in Tier 3 to Tier 6 centres (with population upto 49,999 as per Census 2001 – details of classification of centres tier-wise furnished in Annex II) without having the need to take permission from Reserve Bank of India in each case, subject to reporting.

3. Reserve Bank of India also permits **domestic scheduled commercial banks (other than RRBs)** to open branches in rural, semi-urban and urban centres in North Eastern States and Sikkim without having the need to take permission from Reserve Bank of India in each case, subject to reporting.

4. Opening of branches by **domestic scheduled commercial banks (other than RRBs)** in Tier 1 and Tier 2 centres (centres with population of 50,000 and above as per 2001 Census) will continue to require prior permission of the Reserve Bank of India, except in the case of North Eastern States and Sikkim where the general permission would cover semi-urban and urban centres also. The number of branches which would be authorized by the Reserve Bank of India based on such applications would depend, inter alia, upon various aspects, including a requirement that banks may plan their annual branch expansion in such a manner, that at least one-third of total number of branches opened in a financial year in Tier 3 to Tier 6 centres are in underbanked districts of underbanked States (as per Annex III), as also upon a critical assessment of the bank's performance in financial inclusion, priority sector lending, customer service etc.

5. Banks are also free to convert their general banking branches into Specialised branches subject to the condition that the bank should continue to serve the existing customers of the general banking branches, which are being converted into specialized branches.

6. The general permissions referred to in paragraphs 2, 3 and 5 above would be subject to regulatory/supervisory comfort in respect of the bank concerned and RBI would have the option to withhold the general permissions now being granted, on a case-to-case basis, taking into account all relevant factors.

7. Details of branches opened by banks under general / specific permission and general banking branches converted to specialized branches may be reported to RBI in terms of the existing reporting system as envisaged in paragraph 19 of the

12/16/2014 Reserve Bank of India

Master Circular on Branch Authorisation dated July 1, 2009.

8. As regards foreign banks, the existing Branch Authorisation Policy as contained in the Master Circular on Branch Authorisation dated July 1, 2009 would continue to be applicable until review of the roadmap for foreign banks.

9. This circular is issued in partial modification of the instructions contained in the Master Circular on Branch Authorisation (Circular DBOD.No.BL.BC.20/22.01.001/2009-10 dated July 1, 2009).

Yours faithfully

(P.Vijaya Bhaskar)
Chief General Manager-in-charge

Encl: as stated above

Annex I

Extracts from the Second Quarter Review of Monetary Policy 2009-10

Relaxations in Branch Authorisation Policy

152. As announced in the Annual Policy Statement of April 2009, a Working Group (Chairman: Shri P. Vijaya Bhaskar) was constituted to review the extant branch authorisation policy with a view to providing greater flexibility to banks for opening branches to enhance banking penetration and promote financial inclusion. The Group has since submitted its Report. Taking into consideration the Group's recommendations, it is proposed to liberalise the extant Branch Authorisation Policy for **domestic scheduled commercial banks (other than RRBs)** as under:

- **Domestic scheduled commercial banks (other than RRBs)** will now be free to open branches in Tier 3 to Tier 6 centres as identified in the Census 2001 (with population up to 50,000) under general permission.
- Opening of branches by **domestic scheduled commercial banks (other than RRBs)** in Tier 1 and Tier 2 centres (with population over 50,000) will continue to require prior authorisation.
- Banks may plan their branch expansion in Tier 3 to Tier 6 centres in such a manner that at least one-third of such branches are in the underbanked districts of underbanked States as will be notified separately by the Reserve Bank. This would be one of the criteria in the Reserve Bank's consideration of proposals by **domestic scheduled commercial banks (other than RRBs)** to open branches in Tier 1 and Tier 2 centres. In considering such proposals, the Reserve Bank would, in addition, take into account banks' performance in financial inclusion, priority sector lending and level of customer service, among others.

Annex II

Details of tier-wise classification of centres based on population

(i) Classification of centres(tier-wise)	**Population(as per 2001 Census)**
Tier 1 -	1,00,000 and above
Tier 2-	50,000 to 99,999
Tier 3-	20,000 to 49,999
Tier 4-	10,000 to 19,999
Tier 5-	5,000 to 9,999
Tier 6-	Less than 5000
(ii) Population-group wise classification of centres	
Rural Centre	Population upto 9,999
Semi-urban centre	from 10,000 to 99,999
Urban centre	from 1,00,000 to 9,99,999
Metropolitan centre	10,00,000 and above

Annex III

List of Underbanked Districts in Underbanked States (based on 2001 Population census)

ARUNACHAL PRADESH	**BIHAR**
1. CHUNGLANG	8. DARBHANGA
2. DIBANG VALLEY	9. GAYA
3. EAST KAMENG	10. GOPALGANJ
4. LOHIT	11. JAMUI
5. LOWER SUBANSIRI	12. JEHANABAD
6. TIRAP	13. KAIMUR

http://www.rbi.org.in/scripts/NotificationUser.aspx?Mode=0&Id=5398 2/6

A2- Director, RBI Circular, guidelines to identify census centers

Department of Statistics and Information Management
Bank Branch Statistics Division-Uniform Code Section
<u>Guidelines to identify Census Centres</u>

Banks are required to furnish information on, *inter alia*, revenue centre (hereinafter centre) of the concerned branch along with its population size as per the latest Census (i.e. Census 2001) in proforma I / II. Above information are incorporated in the branch-bank statistics system (also known as Master Office File (MOF) System) maintained at RBI. Based on the size of the population, a centre is classified either into rural, semi-urban, urban, or metropolitan as under:

(i) Rural: population less than 10,000
(ii) Semi-Urban: 10,000 and above and less than 1 lakh
(iii) Urban: 1 lakh and above and less than 10 lakh
(iv) Metropolitan: 10 lakh and above

For the purpose of correct classification of a centre, the bank should mention the correct name of the centre (i.e. city/town/ village in census data) and not just the locality. For this purpose, Banks may refer to the latest Census of India data (i.e. Census 2001). Clarification can also be obtained from the Block Development Officer, Village Panchayat, Tehsildar/ Municipality or Municipal Corporation Office/ Office of the District Collector or District Census Authority in this regard.

While referring to census data, banks may also see brief guidelines as below:

(i) The lowest granularity of location for Bank Branches is Centre.
(ii) MOF follows the latest Census of India (i.e. Census 2001) and subsequent reorganizations of geographical boundaries by the Central/State Governments to identify the valid centre and its population.
(iii) MOF considers 16 digits unique code which is allocated to each census centre *viz.* State (2 digits) + District (2 digits) + Tehsil / Taluk / C.D Block (4 digits) + city/town/village code (8 digits)
(iv) Based on the census population, centers are classified as Rural/ Semi-Urban/Urban/ Metropolitan.

(v) Whenever the centre is not available in census record, the original population certificate may be obtained from the competent authority of that revenue unit *viz.* Block Development Officer, Village Panchayat, Tehsildar/ Municipality or Municipal Corporation Office/ Office of the District Collector or District Census Authority etc. as the case may be. The certificate should clearly mention that the centre is a revenue centre falling in a particular tehsil/development block along with its total population. This certificate should be obtained for revenue units only and not for localities.

Exceptional Cases of Census of India 2001

Followings are the illustrations of some exceptional cases and guidelines to decide on correct centre names in those cases:

A. A centre spanning across two or more districts within a state

Guideline: It would be treated as two or more mutually exclusive centres based on the districts in which it is located and classified according to the population of the part coming under the undivided centre in that district.

Examples:

i) Center *Hyderabad* spans over districts of *Rangareddi, Hyderabad, and Medak* in Andhra Pradesh with part population sizes[1] of 1745814, 3612427, and 96954 respectively.

Centre "Hyderabad (Ran)" in Rangareddi district, "Hyderabad (Hyd)" in Hyderabad district, and "Hyderabad (Med)" in Medak district with respective population sizes of 1745814, 3612427, and 96954 *are three separate centres in MOF.*

ii) Center *Siliguri* - spanned across districts *Jalpaiguri* and *Darjiling* in West Bengal.

Same as centre Hyderabad (A(i)).

iii) Center *Mumbai* – spanned across districts *Mumbai* and *Mumbai Surburban*.

Same as centre Hyderabad (A(i)).

B. Same centre (same 8 digit census centre code) spanning across two Tehsils

[1] as per Census 2001 for extended boundary (2006) of centre Hyderabad

Guideline: There will be only one centre in one of the two tehsils having larger population size. Population of the centre will be the total population of the part-centres in two tehsils. The tehsil which covers the major part of such centre in terms of population size will be the tehsil of the centre.

Examples:

i) Center *Chirimiri* in district *Koriya* spans over tehsils *Baikunthpur* and *Manendragarh* with respective part population sizes of 18,577 and 74,796.

There will be only one centre *Chirimiri* in *Manendragarh* tehsil as population of *Manendragarh* is more than that of *Baikunthpur* and the population of *Chirimiri* will be 93,373 (18,577+74,796 =93,373).

ii) Centre *Dibrugarh* in district *Dibrugarh* spans over tehsils *Dibrugarh West* and *Dibrugarh East* with respective part population sizes of 7,941 and 1,25,630.

Same as centre *Chirimiri* (B(i)).

iii) Center *Idukki Township* in district *Idukki* spans over tehsils *Udumbanchola* and *Thodupuzha* with respective part population sizes of 2,311 and 9,036.

Same as centre *Chirimiri* (B(i)).

C. Outgrowth (OG)

Guideline: Outgrowth is a part of a bigger centre to be considered as bigger centre only, not a separate center.

Examples:

i) Bakrol (OG), *Jitodiya* (OG), *Mogri* (OG), and *Gamdi* (OG) – all are part of bigger center Anand in district *Anand* in *Gujarat*. Therefore, the centre of the branches located at these OGs is Anand.

ii) *Rethore* (OG), *Satnai* (OG), *Jarwas* (OG), and *Muhali* (OG) - all are part of bigger center Khurai in district *Sagar* in *Madhya Pradesh*.

iii) *Vayalar* (OG), *Thanneermukkam* (OG) – all are part of bigger center *Cherthala* in district *Alappuza* in *Kerala*

Banks should report correct centre name and population group classification of centres while seeking authorisation for opening of branches/offices in the respective centre from the Department of Banking Operations and Development/Rural Planning and Credit Department/Urban Banks Department. For information on banked centres, “Branch Locator” link available on http://dbie.rbi.org.in may be referred to. The link is also accessible from www.rbi.org.in at the following path: DATABASE -> DATABASE ON INDIAN ECONOMY.

In case banks need further clarification or information they may refer the case to DSIM, CO at the following address.

The Director
Reserve Bank of India
Bank Branch Statistics Division
Department of Statistics and Information Management, Central Office
C-9, 6th Floor, Bandra-Kurla Complex
Bandra (East)
Mumbai - 400 001
Telephone: 022-26578100/8300 (Extn.7360/7361/7362/7613)
Fax: 022-2657 0847
Email:

Annexure A3:

Literature Review Table:-

Sr. No.	Author	Title	Source /Publications	Year	Content	Relevance to the topic and survey
1	Fayza Z, Dept. of Commerce, University Jammu.	Impact of Green Marketing on Jammu Consumer.	International Journal of Management Research and review (IJMRR)	Jan 2013	a) Impact of Green marketing strategies on Consumer purchasing patterns in Jammu. b) Perception of consumers towards Green Products. c) Consumer purchasing patterns towards green products.	a) Consumer behavior is changing if green marketing strategies implementing properly. b) Consumers perception is positive towards purchasing of Green products.
2	Dr. L. A. Anitha	Consumer awareness & Buying decisions of Green products in Tamilnadu, India.	The International journal's, Research Journal of Social Science and Management	Dec 2012	a) Awareness about Green Products is less and their purchase also. b) Consumers purchasing behavior about eco friendly products are positive. c) Efforts of marketers in bringing Green Brand awareness in consumers mind is not up to the mark.	a) More efforts required to aware consumers about Green Products. b) Green Marketing strategies wants to implement properly. c) Consumer purchasing decision is influenced by eco friendly products.
3	Francoise L. Simon	Marketing Green Products in the triad	Marketing Management (Book): Impact of Environmentalism on	1995	a) Environmentalists are not against of marketing. b) Environmentalist think the goal of marketing system should be to maximize life quality; which means not only	A 1991 Simmons report shows U.S. consumers following into five types; **Findings** 1. Premium Greens 22%: Higher income, willing to pay green

			marketing decision making. The Columbia Journal of world Business		quality and quantity of products and services but also quality of environment.	premium. 2. Red, white & Greens 20%: lower willingness to pay premium. 3. No cost ecologist 28%: believing in recycling but do not practice. 4. Convenient Greens 11%: Lower income group, some will pay for green solutions. 5. Unconcerned 19%: Lower income group, least informed about environment.
4	Annet Forkink	Green Market Research, an emerging field	Go Green Market Research. Visit their website at www.gogreenmarketresearch.com.	Sept 2009	a) Environmentally conscious consumers often have difficulties finding the green products they are looking for. b) The product might not be available in their favorite store, be too expensive or not offered by their favorite product line.	Research shows that demand for greener products is still increasing even in a down economy.
5	Hemantha Y	Green marketing- An exploratory	Abhinav National Monthly		a) Consumer attitude towards Green Marketing and Green Branding. b) Awareness of consumers	a) Consumer awareness towards Green Marketing is High. b) Consumers attitude towards Green Branding High.

		research on consumers in Bangalore city	Refereed Journal Of Research In Commerce & Management		towards Green Marketing	
6	Haofu Fan & Lin Zeng	Implementation of Green Marketing Strategy in China- A study of Green Food Industry	University of Gavle	June 2011	a)Factors which influence Chinese consumer behavior2.	a) The price of green food is influential factor for Chinese consumers. b) cultural, social, personal and psychological factor also influence consumers' behavior, the factor of product itself is more important than any others. c) Extreme Green Strategy is necessary for more benefits.
R1	Anupama Jain, Meenakshi Shrma		VSRD international journal of	2012	a)FMCG demand from rural India is 53% b)Present FMCG sector Rs.1300 billion and expected	a)In future there is huge market for FMCG in semi urban and rural market. b)Consumers are preferring

	Brand awareness and customer preferences for FMCG products in rural market :	An empirical study on rural of Garhwal region	business and management research		around 4000 to6000 billion by 2020. c)Most of the people preferred Branded products with in the belief that quality is assured. d)Peoples are not worried about the price of product	branded products with the belief of assured quality and they are not worried about the price of product.
R2	Jacquelyn Ottman	Moving Sustainability Forward : A Road map for Consumer Marketers	J. Ottman Consulting Green Paper	June 2011	a)Till 2009, 84% brought at least one green product and high numbers of them are taking about recycling. b) To innovate new products, packages and business models that represent significantly less environmental impacts with	better performance than current ones. c) To engage our colleagues and team members in the process of creating communications that advertise fairly and to follow the Green Guides precisely.

Annexure A4: Shows Tahasil wise and Village wise Population. This would give the correct perception about Semi Urban portion of Sangli District.

1	**Atpadi Taluka**	Persons	Males	Females
1	Ambewadi	775	398	377
2	Atpadi	18,629	9,603	9,026
3	Autewadi	473	242	231
4	Awalai	1,428	723	705
5	Balewadi	1,196	605	591
6	Banpuri	3,269	1,668	1,601
7	Bhingewadi	567	275	292
8	Bombewadi	1,003	521	482
9	Chinchale	1,366	653	713
10	Deshamukhwadi	946	482	464
11	Dhavadwadi	609	284	325
12	Dighanchi	9,626	4,889	4,737
13	Galavewadi	1,762	880	882
14	Ghanand	1,751	853	898
15	Gharniki	3,304	1,667	1,637
16	Gomewadi	3,465	1,683	1,782
17	Gulewadi	233	116	117
18	Hivtad	2,874	1,507	1,367
19	Jambhulni	1,345	644	701
20	Kalewadi	1,006	508	498
21	Kamth	1,009	463	546
22	Kankatrewadi	618	290	328
23	Kargani	7,198	3,609	3,589
24	Kautholi	2,344	1,203	1,141
25	Khanjodwadi	551	272	279
26	Kharsundi	4,591	2,373	2,218
27	Kurundwadi	552	275	277
28	Lengrewadi	1,172	556	616
29	Lingivare	2,141	1,073	1,068
30	Madgule	1,818	942	876
31	Malewadi	930	465	465
32	Manewadi	772	391	381
33	Maptemala	1,358	699	659

1	**Atpadi Taluka**	Persons	Males	Females
34	Masalwadi	997	517	480
35	Mitki	582	267	315
36	Mudhewadi	600	310	290
37	Nelkaranji	3,655	1,755	1,900
38	Nimbawade	4,564	2,288	2,276
39	Padalkarwadi	659	320	339
40	Palaskhel	1,001	489	512
41	Pandharewadi	533	274	259
42	Parekarwadi	921	448	473
43	Patrewadi	803	378	425
44	Pimpari Bk.	1,444	720	724
45	Pimpari Kh	1,109	558	551
46	Pisewadi	384	188	196
47	Pujarwadi	1,674	897	777
48	Pujarwadi	1,337	687	650
49	Rajewadi	2,279	1,190	1,089
50	Sherewadi	275	143	132
51	Shetphale	4,719	2,323	2,396
52	Tadvale	1,761	858	903
53	Talewadi	2,096	1,055	1,041
54	Umbargaon	1,497	786	711
55	Vibhutwadi	1,701	830	871
56	Vithalapur	2,582	1,273	1,309
57	Wakasewadi	1,316	687	629
58	Walwan	1,916	900	1,016
59	Yamaji Patalachi Wadi	1,300	651	649
60	Zare	2,877	1,463	1,414
		125263	63067	62196

2	**Jat Taluka**	Persons	Male	Female
1	Achkanhalli	1,745	894	851
2	Akkalawadi	886	439	447
3	Ambyachiwadi (N.V.)	455	230	225
4	Amrutwadi	904	484	420
5	Ankalagi	3,523	1,828	1,695
6	Ankale	2,858	1,459	1,399

2	**Jat Taluka**	Persons	Male	Female
7	Antral	1,270	650	620
8	Asangi Jat	2,299	1,122	1,177
9	Asangi Turk	1,205	623	582
10	Avandhi	2,758	1,349	1,409
11	Bagalwadi	604	299	305
12	Bagewadi	1,466	734	732
13	Baj	4,536	2,342	2,194
14	Balgaon	2,826	1,441	1,385
15	Banali	2,871	1,487	1,384
16	Basargi	2,182	1,139	1,043
17	Belondgi	2,392	1,235	1,157
18	Belunki	2,730	1,375	1,355
19	Bevanur	2,406	1,219	1,187
20	Bhivargi	2,623	1,359	1,264
21	Bilur	8,783	4,504	4,279
22	Birnal	8,783	4,504	4,279
23	Borgi Bk	1,150	598	552
24	Borgi Kh	1,261	627	634
25	Dafalapur	7,264	3,674	3,590
26	Daribadachi	4,584	2,376	2,208
27	Darikonur	1,673	868	805
28	Devnal	1,156	588	568
29	Dhavadwadi	1,092	530	562
30	Dhulkarwadi	997	508	489
31	Dorli	2,009	997	1,012
32	Ekundi	1,993	1,047	946
33	Gholeshwar	848	422	426
34	Girgaon	2,392	1,189	1,203
35	Gondhalewadi	1,065	530	535
36	Guddapur	1,359	681	678
37	Gugwad	3,148	1,657	1,491
38	Gulgunjnal	553	294	259
39	Gulvanchi	1,344	659	685
40	Halli	2,055	1,049	1,006
41	Hivare	1,731	914	817
42	Jadraboblad	5,164	2,648	2,516

2	**Jat Taluka**	Persons	Male	Female
43	Jalyal Bk	1,807	916	891
44	Jalyal Kh	678	340	338
45	Jat	29,275	14,972	14,303
46	Jirgyal	2,083	1,085	998
47	Kaganari	1,103	566	537
48	Kanthi	1,715	899	816
49	Karajagi	3,383	1,801	1,582
50	Karajanagi	1,130	569	561
51	Karewadi	953	482	471
52	Karewadi (Ko)	716	352	364
53	Kaslingwadi	677	341	336
54	Khairao	1,739	917	822
55	Khalati	1,829	945	884
56	Khandnal	1,151	612	539
57	Khilarwadi	663	337	326
58	Khojanwadi	2,315	1,215	1,100
59	Kolgiri	1,734	901	833
60	Konbagi	362	187	175
61	Kontya Boblad	2,679	1,379	1,300
62	Kosari	3,366	1,735	1,631
63	Kudnur	1,619	855	764
64	Kulalwadi	721	361	360
65	Kumbhari	3,224	1,652	1,572
66	Kunikonur	1,310	666	644
67	Lakdewadi	1,061	548	513
68	Lamantanda	827	550	277
69	Lamantanda (N.V.)	563	359	204
70	Lavanga	361	179	182
71	Lohagaon	1,850	939	911
72	Madgyal	4,835	2,571	2,264
73	Maithal	515	260	255
74	Mallal	523	258	265
75	Manik Nal	887	463	424
76	Mendhegiri	1,562	798	764
77	Mirawad	1,128	576	552
78	Mokashawadi	442	220	222

2	**Jat Taluka**	Persons	Male	Female
79	Morbagi	1,638	824	814
80	Motewadi	762	399	363
81	Motewadi (N.V.)	292	146	146
82	Muchandi	3,641	1,823	1,818
83	Navalwadi	509	265	244
84	Nigadi Bk	1,845	930	915
85	Nigadi Kh	2,081	1,065	1,016
86	Pandharewadi	1,080	538	542
87	Pandozari	910	470	440
88	Paradhi Wasti (N.V.)	632	344	288
89	Pratapur	933	464	469
90	Rajobawadi (N.V.)	635	340	295
91	Rampur	2,011	1,073	938
92	Ravalgundwadi	2,303	1,145	1,158
93	Revnal	1,950	1,020	930
94	Salekari	1,868	983	885
95	Salmalgewadi	970	498	472
96	Sanamadi	2,126	1,102	1,024
97	Sankh	8,786	4,596	4,190
98	Shedyal	1,181	591	590
99	Shegaon	5,148	2,619	2,529
100	Shelkewadi (N.V.)	564	283	281
101	Siddhanath	2,182	1,115	1,067
102	Sindur	3,520	1,850	1,670
103	Singanhalli	2,202	1,056	1,146
104	Singnapur	1,482	773	709
105	Sonalagi	1,755	877	878
106	Sonyal	4,114	2,109	2,005
107	Sordi	2,428	1,259	1,169
108	Suslad	2,107	1,056	1,051
109	Tikondi	2,831	1,443	1,388
110	Tilyal	720	357	363
111	Tippehalli	958	483	475
112	Tonewadi	914	461	453
113	Umadi	9,986	5,269	4,717
114	Umarani	5,224	2,614	2,610
115	Untwadi	1,202	630	572

2	**Jat Taluka**	Persons	Male	Female
116	Utagi	4,935	2,524	2,411
117	Vajrawad	2,217	1,113	1,104
118	Vhaspeth	1,669	840	829
119	Vithalwadi (N.V.)	1,247	670	577
120	Waifal	2,196	1,096	1,100
121	Walekhindi	4,300	2,175	2,125
122	Walsang	2,690	1,354	1,336
123	Washan	691	360	331
124	Yelavi	2,847	1,487	1,360
125	Yeldari	1,429	750	679
		291,440	**149,617**	**141,823**

3	**Kadegaon Taluka**	Persons	Males	Females
1	Ambak	3,227	1,650	1,577
2	Ambegaon	1,743	870	873
3	Amrapur	2,659	1,294	1,365
4	Apsinge	1,214	605	609
5	Asad	2,126	1,078	1,048
6	Belavade	3,404	1,745	1,659
7	Bhikawadi Kh	1,561	767	794
8	Bombalewadi	922	427	495
9	Chikhali	3,120	1,800	1,320
10	Chinchani Wangi	5,517	2,866	2,651
11	Devrashtre	6,495	3,362	3,133
12	Dhanewadi	792	390	402
13	Hanmant Vadiye	1,661	824	837
14	Hingangaon Bk	3,488	1,744	1,744
15	Hingangaon Kh	3,088	1,590	1,498
16	Kadegaon	10,452	5,347	5,105
17	Kadepur	5,190	2,647	2,543
18	Kanharwadi	1,295	642	653
19	Karandewadi	467	234	233
20	Khambale Aundh	1,902	1,138	764
21	Kherade Vita	1,331	649	682
22	Kheradewangi	3,647	1,744	1,903
23	Kotawade	929	462	467
24	Kotij	1,040	527	513

3	**Kadegaon Taluka**	Persons	Males	Females
25	Kumbhargaon	1,504	793	711
26	Mohityache Vadgaon	2,888	1,447	1,441
27	Nerli	2,132	1,068	1,064
28	Nevari	5,393	2,683	2,710
29	Nimsod	1,303	621	682
30	Padali	1,131	562	569
31	Ramapur	2,684	1,367	1,317
32	Raygaon	1,469	723	746
33	Renusewadi	372	187	185
34	Saholi	2,508	1,212	1,296
35	Saspade	1,148	542	606
36	Shalgaon	4,124	2,088	2,036
37	Shelakbav	1,880	964	916
38	Shirasgaon	1,814	933	881
39	Shirgaon	867	444	423
40	Shivajinagar (Nahavi)	2,219	1,108	1,111
41	Shivani	2,753	1,413	1,340
42	Sonkire	2,272	1,146	1,126
43	Sonsal	1,855	980	875
44	Tadasar	4,674	2,356	2,318
45	Tondoli	3,128	1,502	1,626
46	Tupewadi	478	223	255
47	Tupewadi	327	159	168
48	Upale Mayani	2,424	1,218	1,206
49	Upalewangi	1,023	493	530
50	Vadiye-Raybag	3,520	1,746	1,774
51	Vihapur	2,464	1,229	1,235
52	Wang Rethare (N.V.)			
53	Wangi	7,706	3,954	3,752
54	Yede	1,170	561	609
55	Yetgaon	3,387	1,658	1,729
56	Yevlewadi	1,108	557	551

4	**Khanapur Taluka**	Persons	Males	Females
1	Ainwadi	1,323	621	702
2	Alsund	4,398	2,212	2,186
3	Ambegaon	1,743	870	873
4	Amrapur	2,659	1,294	1,365
5	Apsinge	1,214	605	609
6	Balvadi (Kha)	2,850	1,331	1,519
7	Balvadi Bhalvani	3,211	1,629	1,582
8	Bamani	2,146	1,069	1,077
9	Banurgad	607	315	292
10	Belavade	1,117	544	573
11	Benapur	1,587	747	840
12	Bhadakewadi	441	205	236
13	Bhakuchiwadi	1,735	828	907
14	Bhalwani	6,324	3,210	3,114
15	Bhambarde	1,370	686	684
16	Bhendvade	2,108	1,031	1,077
17	Bhikawadi Bk.	2,248	1,125	1,123
18	Bhikawadi Kh	1,561	767	794
19	Bhood	1,889	898	991
20	Bombalewadi	922	427	495
21	Chikhalhol	1,892	967	925
22	Chikhali	1,786	895	891
23	Chinchani (Tas)	1,920	939	981
24	Devikhindi	2,772	1,472	1,300
25	Devnagar	487	225	262
26	Dhanewadi	792	390	402
27	Dhawaleshwar	1,929	945	984
28	Dhondewadi	673	330	343
29	Dhondgewadi	299	143	156
30	Gardi	3,086	1,592	1,494
31	Ghanwad	2,774	1,428	1,346
32	Ghoti Bk	1,731	869	862
33	Ghoti Kh	1,244	574	670
34	Gorewadi	735	334	401
35	Hanmant Vadiye	1,661	824	837
36	Himgangade	1,710	828	882
37	Hingangaon Bk	3,488	1,744	1,744

4	**Khanapur Taluka**	Persons	Males	Females
38	Hingangaon Kh	3,088	1,590	1,498
39	Hivare	2,136	1,049	1,087
40	Jadhavnagar	495	275	220
41	Jadhavwadi	1,516	737	779
42	Jakhinwadi	645	310	335
43	Jondhalkhindi	1,025	493	532
44	Kadegaon	10,452	5,347	5,105
45	Kadepur	5,190	2,647	2,543
46	Kalambi	1,223	617	606
47	Kamlapur	1,263	624	639
48	Kanharwadi	1,295	642	653
49	Karandewadi	467	234	233
50	Karanje	3,572	1,780	1,792
51	Karve	2,267	1,128	1,139
52	Khambale Aundh	1,902	1,138	764
53	Khambale Bhalvani	1,756	891	865
54	Khanapur	5,653	2,878	2,775
55	Kherade Vita	1,331	649	682
56	Kheradewangi	3,647	1,744	1,903
57	Kotawade	929	462	467
58	Kotij	1,040	527	513
59	Kurli	2,011	988	1,023
60	Kusbavade	152	64	88
61	Lengre	6,017	2,927	3,090
62	Madhalmuthi	1,558	737	821
63	Mahuli	3,818	1,971	1,847
64	Mangrul	1,605	797	808
65	Menganwadi	464	212	252
66	Mohi	1,029	505	524
67	Mulanwadi	438	212	226
68	Nagewadi	4,204	2,065	2,139
69	Nerli	2,132	1,068	1,064
70	Nevari	5,393	2,683	2,710
71	Nimsod	1,303	621	682
72	Palashi	1,999	1,012	987
73	Panchlingnagar	640	322	318

4	**Khanapur Taluka**	Persons	Males	Females
74	Pare	3,381	1,689	1,692
75	Posewadi	1,472	694	778
76	Raygaon	1,469	723	746
77	Renavi	2,235	1,058	1,177
78	Renusewadi	372	187	185
79	Rewangaon	1,199	553	646
80	Saholi	2,508	1,212	1,296
81	Salshinge	2,102	984	1,118
82	Sangole	728	330	398
83	Saspade	1,148	542	606
84	Shalgaon	4,124	2,088	2,036
85	Shelakbav	1,880	964	916
86	Shendgewadi	716	353	363
87	Shivajinagar (Nahavi)	2,219	1,108	1,111
88	Shivani	2,753	1,413	1,340
89	Sultangade	870	436	434
90	Tadachiwadi	507	249	258
91	Tadasar	4,674	2,356	2,318
92	Tandulwadi	1,230	626	604
93	Tondoli	3,128	1,502	1,626
94	Tupewadi	478	223	255
95	Tupewadi	327	159	168
96	Upale Mayani	2,424	1,218	1,206
97	Upalewangi	1,023	493	530
98	Vadiye-Raybag	3,520	1,746	1,774
99	Vejegaon	2,566	1,227	1,339
100	Vihapur	2,464	1,229	1,235
101	Walkhad	821	370	451
102	Waluj	1,445	674	771
103	Wasumbe	1,472	734	738
104	Wazar	1,420	731	689
105	Yede	1,170	561	609
106	Yetgaon	3,387	1,658	1,729
107	Yevlewadi	1,108	557	551
		216,427	107506	108921

5	**Kavathemahankal Taluka**	Persons	Males	Females
1	Agalgaon	4,946	2,699	2,247
2	Alkud (m)	1,323	684	639
3	Alkud [s]			
4	Arewadi	3,121	1,568	1,553
5	Banewadi	1,732	908	824
6	Bassappawadi	1,437	731	706
7	Borgaon	3,131	1,591	1,540
8	Chorochi			
9	Chudekhindi	682	337	345
10	Deshing	4,698	2,439	2,259
11	Dhalewadi	1,629	855	774
12	Dhalgaon	5,297	2,697	2,600
13	Dholewadi	694	370	324
14	Dhulgaon	3,835	1,913	1,922
15	Dudhebhavi	1,792	921	871
16	Garjewadi	377	186	191
17	Ghatnandre	2,624	1,296	1,328
18	Ghorpadi	1,440	715	725
19	Haroli	1,821	909	912
20	Hingangaon	4,785	2,389	2,396
21	Irali	2,608	1,283	1,325
22	Jadhavwadi	897	456	441
23	Jakhapur	1,960	960	1,000
24	Jambhulwadi			
25	Jaygavhan	1,394	716	678
26	Kadamwadi	894	433	461
27	Karalhetti	922	473	449
28	Karoli (t)	4,099	2,081	2,018
29	Kavathe Mahankal	15,027	7,678	7,349
30	Kerewadi	929	458	471
31	Kharshing	3,008	1,522	1,486
32	Kognoli	4,173	2,132	2,041
33	Kokale	4,337	2,223	2,114
34	Kuchi	5,083	2,634	2,449
37	Landgewadi	1,891	997	894
38	Langarpeth	2,345	1,248	1,097

5	**Kavathemahankal Taluka**	Persons	Males	Females
39	Lonarwadi	1,673	834	839
40	Malangaon			
41	Mhaisal (m)	1,181	584	597
42	Moghamwadi	571	289	282
43	Morgaon	1,226	641	585
44	Nagaj	4,748	2,448	2,300
45	Nangole	2,345	1,196	1,149
46	Nimaj	864	412	452
47	Pimpalwadi	554	282	272
48	Rampurwadi	656	347	309
49	Ranjani	6,218	3,130	3,088
50	Raywadi	1,341	689	652
51	Sarati	692	363	329
52	Shelkewadi	1,031	505	526
53	Shindewadi	1,002	512	490
54	Shindewadi(h)	1,736	883	853
55	Shirdhon	2,630	1,366	1,264
56	Thabadewadi	1,709	849	860
57	Tisangi			
58	Vithurayachi Wadi	2,919	1,465	1,454
59	Wagholi			
60	Zurewadi	879	461	418
		128,906	65,758	63,148

6	**Miraj Taluka**	Persons	Male	Female
1	Ankali	3,272	1,703	1,569
2	Arag	13,940	7,101	6,839
3	Bamani	721	378	343
4	Bamnoli	3,809	2,044	1,765
5	Bedag	14,439	7,485	6,954
6	Belanki	5,035	2,595	2,440
7	Bhose	6,781	3,456	3,325
8	Bisur	8,096	4,246	3,850
9	Bolwad	2,641	1,362	1,279
10	Chabukswarwadi	1,725	858	867

6	**Miraj Taluka**	Persons	Male	Female
11	Dhavali	2,860	1,456	1,404
12	Dongarwadi	1,331	704	627
13	Dudhgaon	9,023	4,620	4,403
14	Erandoli	6,340	3,286	3,054
15	Gundewadi	2,960	1,514	1,446
16	Haripur	7,695	3,969	3,726
17	Inam Dhamani	4,867	2,461	2,406
18	Janaraowadi	1,094	568	526
19	Kadamwadi	1,392	731	661
20	Kakadwadi	832	436	396
21	Kalambi	832	436	396
22	Kanadwadi	1,320	682	638
23	Karnal	5,138	2,674	2,464
24	Karoli (m)	3,004	1,522	1,482
25	Kasabe Digraj	12,163	6,352	5,811
26	Kavaji Khotwadi	3,168	1,665	1,503
27	Kavalapur	14,563	7,553	7,010
28	Kavathe Piran	9,438	4,803	4,635
29	Khanderajuri	9,438	4,803	4,635
30	Kharkatwadi	4,743	2,437	2,306
31	Khatav	5,020	2,587	2,433
32	Laxmiwadi	1,298	665	633
36	Malwadi	1,205	614	591
37	Manmodi	821	416	405
38	Mhaisal(s)	13,809	7,109	6,700
39	Mouje Digraj	4,455	2,298	2,157
40	Nandra	6,644	3,461	3,183
42	Nilaji	781	406	375
43	Padmale	3,237	1,675	1,562
44	Patgaon	1,555	812	743
45	Payappachiwadi	1,138	575	563
46	Rasulwadi	590	294	296
47	Salgare	5,173	2,620	2,553
48	Sambarwadi	561	286	275
49	Samdoli	8,196	4,146	4,050
50	Santoshwadi	1,342	707	635

6	**Miraj Taluka**	Persons	Male	Female
51	Savali	3,447	1,844	1,603
52	Savalwadi	1,832	924	908
53	Sheri Kavathe			
54	Shindewadi	1,775	942	833
55	Shipur	2,234	1,145	1,089
56	Siddhewadi	2,817	1,489	1,328
57	Soni			
59	Tanang	3,492	1,824	1,668
60	Tung			
61	Vaddi	3,406	1,772	1,634
62	Vijay Nagar	2,823	1,453	1,370
63	Vyankuchiwadi	1,362	682	680
		241,673	**124,646**	**117,027**

7	**Palus Taluka**	Persons	Males	Females
1	Amanapur	5,553	2,853	2,700
2	Ambak	3,227	1,650	1,577
3	Andhali	3,200	1,625	1,575
4	Ankalkhop	10,724	5,587	5,137
5	Anugdewadi	545	288	257
6	Asad	2,126	1,078	1,048
7	Bambavade	6,403	3,247	3,156
8	Bhilwadi	9,622	5,024	4,598
9	Bramhanal	2,832	1,464	1,368
10	Burli	12,892	6,695	6,197
11	Burungwadi	2,853	1,495	1,358
12	Chinchani Wangi	5,517	2,866	2,651
13	Chopdewadi	1,452	727	725
14	Dahyari	1,329	707	622
15	Devrashtre	6,495	3,362	3,133
16	Dudhondi	6,663	3,392	3,271
17	Ghogaon	2,407	1,214	1,193
18	Gondilwadi	2,332	1,215	1,117
19	Hajarwadi	1,142	598	544
20	Julewadi	1,648	846	802
21	Khandobachiwadi	2,076	1,082	994

7	**Palus Taluka**	Persons	Males	Females
22	Khatav	1,872	974	898
23	Kholewadi	1,210	614	596
24	Kumbhargaon	1,504	793	711
25	Kundal	17,135	8,908	8,227
26	Malewadi	5,440	2,790	2,650
27	Mohityache Vadgaon	2,888	1,447	1,441
28	Morale (Rajapur)	1,469	755	714
29	Nagrale	2,947	1,498	1,449
30	Nagthane	6,380	3,302	3,078
31	Padali	1,131	562	569
32	Palus	18,296	9,591	8,705
33	Pundi Tarf Walava	3,705	1,892	1,813
34	Pundiwadi	538	267	271
35	Radewadi	836	421	415
36	Rajapur	3,270	1,626	1,644
37	Ramapur	2,684	1,367	1,317
38	Sandgewadi	3,451	1,776	1,675
39	Sawantpur	6,372	3,337	3,035
40	Share Dudhondi	310	167	143
41	Shirasgaon	1,814	933	881
42	Shirgaon	867	444	423
43	Sonkire	2,272	1,146	1,126
44	Sonsal	1,855	980	875
45	Sukhwadi	1,291	670	621
46	Tavdarwadi	2,394	1,227	1,167
47	Tupari	3,227	1,843	1,384
48	Turchi	6,091	3,140	2,951
49	Vithalwadi	771	409	362
50	Wangi	7,706	3,954	3,752
51	Wasgade	5,647	2,895	2,752
52	Yelavi	10,145	5,205	4,940
		216,556	**111,948**	**104,608**

8	**Shirala Taluka**			
1	Ambewadi	547	248	299
2	Antri Bk	1,597	772	825
3	Antri Kh	1,258	589	669
4	Arala	1,184	596	588
5	Asvalwadi	642	301	341
6	Aundhi	977	504	473
7	Bambavade	1,512	765	747
8	Beldarwadi	464	223	241
9	Belewadi	284	130	154
10	Beradewadi (N.V.)	473	215	258
11	Bhairewadi	733	353	380
12	Bhashtewadi (N.V.)	451	198	253
13	Bhatshirgaon	1,667	844	823
14	Bhatwadi	645	335	310
15	Bilashi	3,719	1,819	1,900
16	Biur	2,718	1,379	1,339
19	Chikhalwadi	962	501	461
20	Chinchewadi	479	237	242
22	Devwadi	2,848	1,464	1,384
23	Dhamavade	1,027	445	582
24	Dhaswadi	394	185	209
25	Dholewadi	777	398	379
26	Gavalewadi	865	404	461
27	Ghagarewadi	585	271	314
28	Girajvade	1,156	508	648
29	Gudhe	1,256	532	724
30	Hategaon	896	403	493
31	Ingrul	1,979	991	988
32	Jambhalewadi	1,145	592	553
33	Kadamwadi	480	212	268
34	Kalundre	1,557	726	831
36	Kandur	3,214	1,630	1,584
37	Kapari	1,154	593	561
38	Karamale	1,658	856	802
39	Karanguli	1,496	711	785
40	Kharale	646	296	350
42	Khirawade	1,348	625	723

8	**Shirala Taluka**			
43	Khujgaon	1,111	535	576
44	Khundalapur	381	172	209
45	Kinarewadi	1,070	483	587
46	Kokarud	4,995	2,480	2,515
47	Kondaiwadi	825	402	423
48	Kusaiwadi	850	403	447
49	Kusalewadi	600	290	310
50	Ladewadi	1,307	678	629
51	Madalawadi	614	288	326
53	Manewadi	426	184	242
54	Mangle	8,246	4,277	3,969
56	Mankarwadi (N.V.)	385	173	212
57	Marathwadi	429	183	246
59	Mohare	788	388	400
60	Morewadi	572	250	322
61	Nathavade	1,292	606	686
62	Natoli	2,455	1,252	1,203
63	Nigadi	1,563	744	819
64	Pachumbri	2,011	999	1,012
66	Padaliwadi	1,445	710	735
67	Panchagani	541	260	281
68	Panumbre Tarf Shirala	1,168	563	605
69	Panumbre Tarf Warun	3,525	1,737	1,788
70	Pavalewadi	904	450	454
71	Phakirwadi	336	170	166
72	Phuphere	1,195	588	607
73	Punavat	1,904	952	952
74	Ranjanwadi	769	370	399
76	Rile	2,071	1,021	1,050
77	Sagaon	5,743	2,914	2,829
78	Sawantwadi	613	262	351
79	Shendgewadi	659	322	337
81	Shirala	13,692	7,065	6,627
82	Shirala Kh.	1,088	562	526
83	Shirsatwadi	718	287	431

8	**Shirala Taluka**			
84	Shivarwadi	591	281	310
85	Sirasi	2,291	1,090	1,201
86	Sonavade	2,036	954	1,082
87	Tadavale	2,543	1,267	1,276
88	Takave	1,091	534	557
89	Upavale	1,036	539	497
90	Wadi Bhagai	1,140	568	572
91	Wakurde Bk	3,494	1,678	1,816
92	Wakurde Kh	1,914	907	1,007
93	Yelapur	3,043	1,458	1,585
94	Yeslewadi (N.V.)	360	140	220
		130623	**64287**	**66336**

9	**Tasgaon Taluka**	Persons	Males	Females
1	Alate	2,025	997	1,028
2	Anjani	3,157	1,588	1,569
3	Arwade	3,774	1,902	1,872
4	Balgavade	2,462	1,234	1,228
5	Bastawade	3,398	1,700	1,698
6	Bendri	980	489	491
7	Bhairvawadi	547	269	278
8	Biranwadi	1,408	713	695
9	Borgaon	4,953	2,542	2,411
10	Chikhal Gothan	1,335	622	713
11	Chinchani	8,426	4,287	4,139
12	Dahiwadi	2,239	1,130	1,109
13	Dhavali	3,171	1,618	1,553
14	Dhondewadi	480	228	252
15	Dhulgaon	2,264	1,170	1,094
16	Dongarsoni	4,358	2,202	2,156
17	Dorli	1,043	542	501
18	Gaurgaon	1,879	925	954
19	Gavhan	3,799	1,937	1,862
20	Gotewadi	1,369	701	668
21	Hatnoli	1,918	926	992
22	Hatnoor	4,728	2,375	2,353

9	**Tasgaon Taluka**	Persons	Males	Females
23	Jarandi	2,768	1,383	1,385
24	Kacharewadi	559	260	299
25	Kaulage	1,369	739	630
26	Kavathe Ekand	9,030	4,622	4,408
27	Khalsa Dhamani	1,398	670	728
28	Khujagaon	1,611	803	808
29	Kindarwadi	635	276	359
30	Kumathe	6,655	3,445	3,210
31	Limb	1,359	683	676
32	Lode	1,018	538	480
33	Lokarewadi	713	351	362
34	Manerajuri	12,962	6,698	6,264
35	Manjarde	6,680	3,352	3,328
36	Matkunki	1,316	659	657
37	Morale Ped	1,281	671	610
38	Nagaon Kavathe	2,426	1,246	1,180
39	Nagaon Nimani	2,261	1,157	1,104
40	Nagewadi	58	386	372
41	Narsewadi	1,007	478	529
42	Nehru Nagar	2,096	1,103	993
43	Nimani	2,588	1,315	1,273
44	Nimblak	1,737	857	880
45	Padali	1,155	537	618
46	Panmalewadi	733	363	370
47	Ped	5,390	2,763	2,627
48	Punadi (Tasgaon)	1,701	851	850
49	Savalaj	8,319	4,276	4,043
50	Savarde	4,931	2,534	2,397
51	Shirgaon Kavathe	1,371	694	677
52	Siddhewadi	4,332	2,196	2,136
53	Sirgaon Visapur	2,468	1,243	1,225
54	Upalavi	3,337	1,686	1,651
55	Vajrachaunde	1,067	548	519
56	Vanjarwadi	1,375	705	670
57	Vijay Nagar	963	472	491
58	Visapur	6,806	3,435	3,371

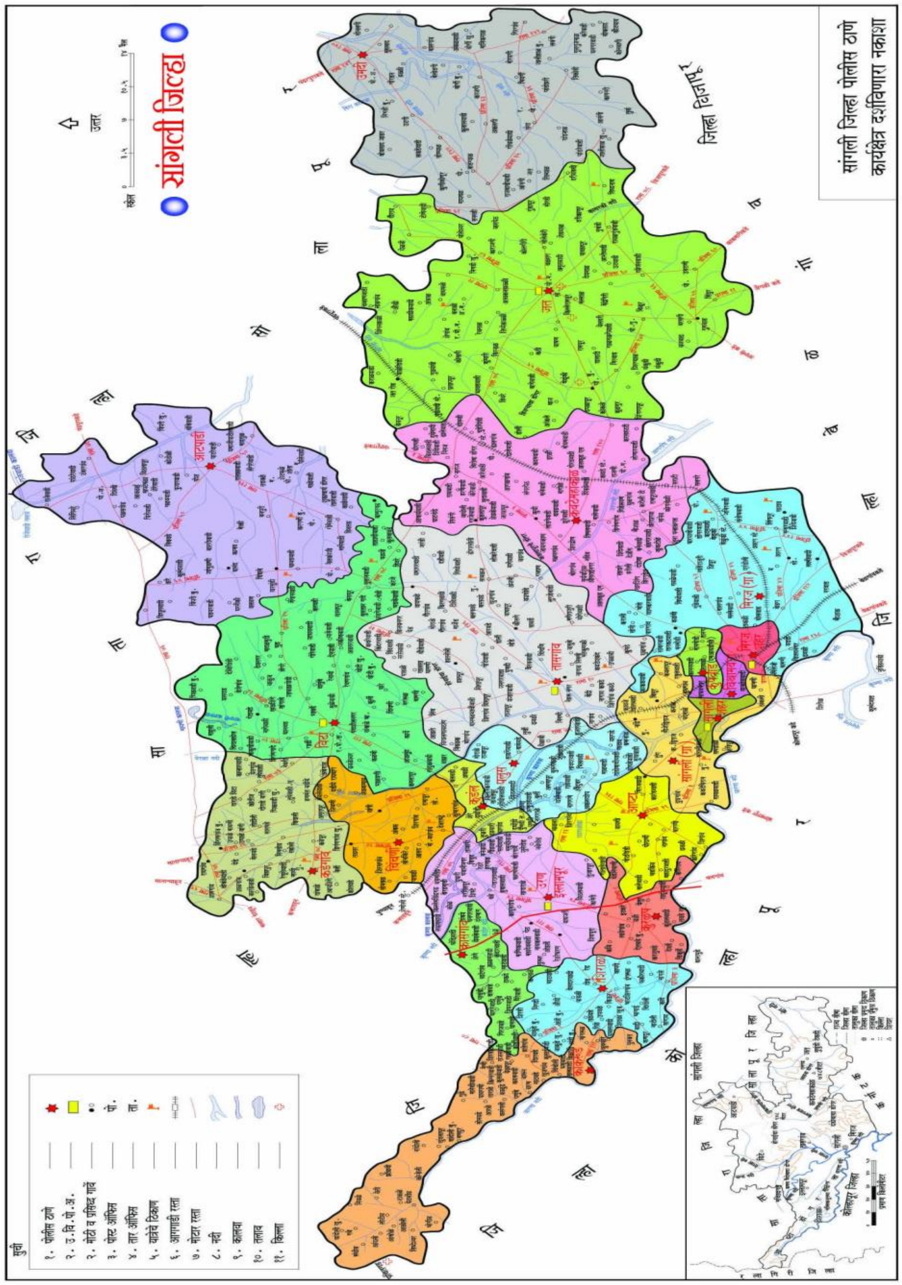
9	**Tasgaon Taluka**	Persons	Males	Females
59	Wadgaon	2,440	1,233	1,207
60	Waghapur	1,120	561	559
61	Waifale	4,890	2,433	2,457
62	Wasumbe	3,418	1,742	1,676
63	Yamgarwadi	865	406	459
64	Yogewadi	1,127	571	556
		179,048	91038	88,710

10	**Walwa Taluka**	Population	Male	Female
1	Ahirwadi	800	423	377
2	Aitavade Bk	4,514	2,314	2,200
3	Aitavade Kh	6,760	3,490	3,270
4	Bagani	8,207	4,139	4,068
7	Banewadi	780	399	381
9	Beradmachi	1,590	818	772
11	Bharatwadi	273	144	129
12	Bhatwadi	2,797	1,417	1,380
13	Bhavaninagar	3,809	1,963	1,846
14	Bichud	1,285	666	619
15	Borgaon	11,094	5,610	5,484
16	Chikurde	7,920	4,039	3,881
17	Devarde	1,063	555	508
18	Dhagewadi	885	450	435
19	Dhavali	2,378	1,206	1,172
20	Dhotrewadi	759	399	360
21	Dongarwadi	1,057	555	502
22	Dudhari	1,750	911	839
23	Farnewadi(borgaon)			
24	Gatadwadi	1,521	802	719
25	Gaundwadi	1,025	517	508
26	Ghabakwadi	706	360	346
27	Gotkhindi	6,793	3,492	3,301
28	Hubalwadi	2,246	1,180	1,066
29	Itakare	3,659	1,827	1,832
30	Jakraiwadi	619	329	290
31	Jambhulwadi	759	393	366
32	June Khed	2,468	1,291	1,177

10	**Walwa Taluka**	Population	Male	Female
33	Kakachiwadi	1,891	969	922
34	Kalamwadi	4,000	2,072	1,928
35	Kameri	10,280	5,248	5,032
36	Kanegaon	1,922	976	946
37	Kapuskhed	4,630	2,387	2,243
38	Karandwadi	3,121	1,596	1,525
39	Karanjvade	2,747	1,397	1,350
40	Karve	2,297	1,169	1,128
41	Kasegaon	12,401	6,477	5,924
42	Kedarwadi	1,144	576	568
43	Kharatwadi	1,260	674	586
44	Kille Machhindra Gad	5,749	2,947	2,802
45	Kole	691	374	317
46	Konoli (N.V.)	352	156	196
47	Koregaon	5,026	2,561	2,465
48	Krishnanagar (N.V.)	1,664	863	801
49	Kundalwadi	3,056	1,599	1,457
50	Kurlap	6,376	3,297	3,079
51	Ladegaon	1,988	1,045	943
52	Lavanmachi	1,137	575	562
53	Mahadevwadi	2,395	1,243	1,152
54	Malewadi	2,484	1,303	1,181
55	Manikwadi	1,759	898	861
56	Maralnathpur	959	488	471
57	Mardawadi	1,759	933	826
58	Masuchiwadi	2,846	1,498	1,348
59	Mirajwadi	2,439	1,242	1,197
60	Nagaon	2,253	1,176	1,077
61	Narsihapur	3,624	1,884	1,740
62	Nave Khed	3,419	1,762	1,657
63	Naykalwadi	640	345	295
64	Nerle	10,791	5,589	5,202
65	Ozarde	2,034	1,044	990
66	Padavalwadi	2,141	1,095	1,046
67	Peth	9,996	5,163	4,833
68	Phalkewadi & Chandachiwadi	1,589	806	783

10	**Walwa Taluka**	Population	Male	Female
69	Pharnewadi(shigaon)	879	449	430
70	Pokharni	1,581	818	763
71	Rethare Dharan	6,014	3,137	2,877
73	Rozawadi	1,304	665	639
74	Sakharale	8,577	4,475	4,102
75	Satapewadi	666	342	324
76	Shekharwadi	1,282	659	623
77	Shene	1,352	703	649
78	Shigaon	6,822	3,462	3,360
79	Shirate	3,088	1,628	1,460
80	Shirgaon	1,950	1,019	931
81	Shivpuri	952	476	476
82	Surul	2,515	1,312	1,203
83	Takari	3,928	2,039	1,889
84	Tambave	5,354	2,784	2,570
85	Tandulwadi	3,274	1,680	1,594
86	Thanapude	1,865	933	932
87	Tujarpur	1,911	999	912
88	Vashi	3,332	1,681	1,651
89	Vitthalwadi	1,174	608	566
90	Waghwadi	823	441	382
91	Walwa	21,029	11,051	9,978
92	Wategaon	8,838	4,540	4,298
93	Yede Machchhindra	5,030	2,601	2,429
94	Yede Nipani	6,045	3,041	3,004
95	Yelur	6,632	3,414	3,218
96	Yewalewadi	1,225	636	589
		307,819	158709	149110

A5- Geographical region of semi urban area in Sangli district



Annexure 6: Interaction with Yuvak Mandal (Opinion Leaders)

Sr. No.	Tahasil	Name of Yuvak Mandal	Members	Age	Qualification	Designation
1	**Atpadi**	Navtarun Yuvak Manndal	Vishal Pawar	26	B.A.	President
			Akshata Kanse	22	B.E.	Secretary
2	**Jat**	Zunzar Ganesh Ustav Mandal	Satish Doli	27	B.com	President
			Deepali Manguli	26	B.Sc.	Member
3	**Kadegaon**	Moreshwar Yuvak Kala Krida Mandal	Pravin Jadhav	24	MBA	President
			Shivanjali Thorat	28	B.A.(Eng)	Member
4	**Kavathe Mahankal**	Gandhrav cha Maharaja Ganesh Ustav Mandal	Krishikesh Desai	24	HSC	President
			Umadevi Desai	29	B.A.	Member
5	**Miraj**					
	Kaulapur	Vakratunda Ganesh Ustav Mandal	Navin Jadhav	23	B.com	President
			Sushma Karande	21	B.com	Member
	Mahisal	Bal Ganesh Ustav Mandal	Ram Yadav	23	B.A.	President
			Anita Yadav	30	HSC	Secretary
	Kasbe Digraj	Morya Ganesh _ Durga Ustav Mandal	Akash Salunkhe	23	B.A.(Eco)	President
			Vijaya Chavan	24	HSC	Vice-President
6	**Palus**					
	Palus	Vighnaharta Kala-Krida-Sanskritik Mandal	Shubhangi Phalke	29	B.Sc.	Vice-President
			Ganesh Ghorpade	24	I.T.I.	Secretary
	Burli	Kranti Yuvak Mandal	Vishal Dalvi	24	HSC	Vice-President
			Kiran Nikam	23	B.A.	Member
	Yelavi	Ashtavinayak Yuvak Kala,Krida ani Sanskrutik Mandal	Vikram Patil	29	B.A.	President
		Durgamata Prathishtan	Premlata Ghorpade	30	B.A.	President
7	**Tasgaon**					
	Mane Rajuri	Shambhuraje Mitramandal	Rohit Jagtap	23	B.E.(Mech.)	President
		Pratinidhi Mahila Mandal	Smita Patil	27	M.Sc. B.Ed.	President
8	**Walwa**					
	Kasegaon	Akshar Colony Ganesh Mandal	Shivraj Patil	21	B.A.II	President
		Walwa Taluka Mahila Mandal	Anita Mavalane	25	B.Sc.	President

Annexure A7: Pilot Study Consumer Questionnaire

General Information

1	Consumers name		
2	Qualification		
3	Age		
4	Gender		
5	Occupation		
6	Types Vehicles using	a)Personal vehicle Brand:	
		b)Agricultural Vehicle Brand:	
7	Email ID		
8	Address		
9	Cell No.		
10	Marital Status		
11	Number of family Members		

Q.1 Tick against Green FMCG products.

Sr. No.	Products	Tick	Sr.No.	Products	Tick
1	Medimix		10	Colgate	
2	Lifebouy		11	Vicco vajradanti	
3	Lux		12	Pepsodent	
4	Neem shampo		13	Meswak	
5	Clinic Plus		14	Philips bulbs	
6	All Clear		15	CFL Bulbs	
7	Express Notebook		16	Bajaj Bulbs	
8	Navneet Notebook		17	Lead bulbs	
9	Brook Bond Tea		18	GS Tea	

Q.2 Tick whether True (T) Or false(F)

1	The product is a Green product because it is a Herbal Product.	T	F
2	Green products always have a Green Mark on its packaging.	T	F
3	Production centers are in Green forest areas.	T	F
4	These products are harmful to the Ecological Environment.	T	F
5	Green Products have a Green colour packaging.	T	F
6	Green products depends on ingredients.	T	F
7	Packaging makes the product Green.	T	F
8	Recycling of the packaging can make the product Green.	T	F
9	The process of manufacturing of the product does not have Anything to do with product.	T	F

Q.3 Have you found any increase in rate of your buying for Green FMCG products?

Yes		No	

Q.4 Please give round about percentage of household expenditure on FMCG products in last Five years.

Year	2010	2011	2012	2013	2014
Expenditure on Green FMCG					

Q.5 Tick the preference to the factor that they are considered during purchase of Green FMCG.

Factors	Less Important (0-20)%	Somewhat Important (20-40)%	Important (40-60)%	More Important (60-80)%	Very Important above 80%
Good for Health					
Product Content					
No side effects					
Herbal Content					
Recyclable Packaging					
Brand Name					
Less Polluting					
Eco-friendly Ingredients					
Price of product					
Easily Available					
Discounts and Gifts					
New Fashion					
After sales Services					
Advertisements					
Good for Society					
Social Compulsion					
Social Status					
Social Responsibility					
Recommendations					
New Trend					
Decision by Head of family					
Influence of Opinion Leaders					
Family Patterns					
Marital Status					

Q.6 Tick your level of argument to following statements.

Sr. No	Statements	Strongly Disagree	Dis-agree	Can't Say	Agree	Strongly Agree
1	I understand the significance of Green Product ingredients.					
2	I know about the Green packaging.					
3	I know about what is recyclability.					
4	Being in semi urban area, I understand the gravity of Green product.					
5	Companies producing Green products have reached semi urban consumer effectively.					
6	Companies can recall the ads of Green part of products.					
7	Most of the buying decisions are made by senior family members.					
8	Green products means feel of modernity.					
9	Youngsters easily understand what Green product is.					
10	Presence in urban area educate me about the choice of product.					
11	Green product means Hi-Fi products in society.					
12	Green products are regularly available.					
13	Use of Green products means good citizenship spirit.					
14	May the product is Green FMCG product but the sensitivity is as it is.					
15	Green products are affordable for large or joint family.					
16	Green product gives quantity advantage.					
17	Green products gives bulk purchase advantage.					
18	Number of promotional advantages are available on purchase of Green FMCG products.					
19	Green products are easily identified in variety of products.					
20	Standard marks are available to identify the Green FMCG products.					
21	Green FMCG products are available in reasonable price rates.					
22	On only recommendations of others I buy the Green products.					
23	FMCG adds do not talk much about Green elements.					

Q.7 Do you think the present advertisement efforts are sufficient to promote Green FMCG products.

Yes		No	

Q.8 Tick, which way of advertising is more effective to increase sales of Green FMCG products.

Sr. No.	Way of Advertising	Tick	Sr. No.	Way of Advertising	Tick
1	News paper		2	Television	
3	Radio		4	Local cable Ads	
4	Banners		6	Pamphlets	

Q.9 Do you think present promotional efforts are sufficient to promote green FMCG products?

Yes		No	

Q.10 Tick the important of following factors, to increase in sales.

Factors	Less Important (0-20)%	Somewhat Important (20-40)%	Important (40-60)%	More Important (60-80)%	Very Important above 80%
Free Gifts					
More Retailers					
Door to Door sale					
Display of Video Clip at Retail shop.					
Exclusive Retail Outlet					
Local event Sponsorship					
Local celebrity or opinion leader or brand endorser.					
Increase in Hoardings.					
Local cable Ads.					
Awareness camp with social issues					
Cross Selling (soup with Shampo)					
Free Samples					
Quantity Discounts					
Credit points					
Festival Booklet					
Mobile Messages (SMS)					
Loyalty Discounts					
Electronic Display					
Free promotional Calendars					
Chain marketing (MLM)					
Variety of quantity packaging					

Q. 11 Do you think, the present availability of Green FMCG products are sufficient to full fill the demand of consumers?

Yes		No	

Q. 12 Do you recommended these products to your friends or family members?

Yes		No	

Q. 13 Please specify anything other than above, you wants to share about Green FMCG products.

____
____
____
____

*****

Annexure A8

Questionnaire for Consumers (English)

A study of Green Marketing of FMCG Products

(The replies shall be used for only academic purpose *and shall be kept strictly confidential*)
Dear Respondent!
The questionnaire is aimed at collection of information for my doctoral work on above topic. You are requested to fill up the same and extend your cooperation for furtherance of my studies.
With warm regards,
Vijay Phalke
9860844101 (email-phalke.vijay3@gmail.com)

1. Consumer Questionnaire

Personal Information

1	Name	
2	Qualification	
3	Age	
4	Gender	
5	Occupation	
6	Email ID	
7	Address	
8	Cell No.	
9	Marital Status	
10	Number of family Members	

*****

Q.1 Tick (√) against Green FMCG products.

Sr. No.	Products	Green Product	Non Green Product	Don't Know	Sr. No.	Products	Green Product	Non Green Product	Don't Know
1	Medimix				10	Colgate			
2	Lifebuoy				11	Vicco Vajradanti			
3	Lux				12	Pepsodent			
4	Neem shampo				13	Meswak			
5	Clinic Plus				14	Philips bulbs			
6	All Clear				15	CFL Bulbs			
7	Express Notebook				16	Bajaj Bulbs			
8	Navneet Notebook				17	LED bulbs			
9	Brook Bond Tea				18	GS Tea			

Q.2 Tick whether True (T), false (F) or Don't Know

Sr.	Statements	T	F	DN
1	The product is a Green product because it is a Herbal Product.			
2	Green products always have a Green Mark on its packaging.			
3	Production centers are in Green forest areas.			
4	Non Green products are harmful to the Ecological Environment.			
5	Green Products have a Green colour packaging.			
6	Green products depend on ingredients to call them as a Green.			
7	Packaging makes the product Green.			
8	Recycling of the packaging can make the product Green.			
9	The process of manufacturing of the product does not have anything to do with product.			

Q.3 Have you found any increase in rate of your buying for Green FMCG products?

Yes		No		Don't know	

Q.4 Please give round about percentage of household expenditure on FMCG products in last four years.

Year	2011	2012	2013	2014
Expenditure on Green FMCG				

Q.5 Tick (√) the preference to the factor that they are considered during purchase of Green FMCG.

Sr. No.	Factors	Very Important	Important	Can't Say	No Important	Not at all Important
1	Good for Health					
2	Product Content					
3	No side effects					
4	Herbal Content					
5	Recyclable Packaging					
6	Brand Name					
7	Less Polluting					
8	Eco-friendly Ingredients					
9	Price of product					
10	Easily Available					
11	Discounts and Gifts					
12	New Fashion					
13	After sales Services					
14	Advertisements					
15	Good for Society					
16	Social Compulsion					
17	Social Status					
18	Social Responsibility					
19	Recommendations					
20	New Trend					
21	Decision by Head of family					
22	Influence of Opinion Leaders					
23	Family Patterns					
24	Marital Status					
25	Other …………………..					

Q.6 Do you think present promotional efforts are sufficient to promote green FMCG products?

Yes		No		Don't know	

Q.7 Tick (√) your level of argument to following statements.

Sr. No	Statements	Strongly Agree	Agree	Can't Say	Dis-Agree	Strongly Dis-agree
1	I understand the significance of Green Product ingredients.					
2	I know about what is recyclability.					
3	I know about the Green packaging.					
4	Being in semi urban area, I understand the gravity of Green product.					
5	Companies producing Green products have reached semi urban consumer effectively.					
6	Should the companies stress on green part of the product while advertising.					
7	Most of the buying decisions are made by senior family members.					
8	Green products means feel of modernity.					
9	Youngsters easily understand what Green product is.					
10	Presence in urban area educates me about the choice of product.					
11	Green product means Hi-Fi products in society.					
12	Green products are regularly available.					
13	Use of Green products means good citizenship spirit.					
14	May the product is Green FMCG product but the sensitivity is as it is.					

Sr. No	Statements	Strongly Agree	Agree	Can't Say	Dis-Agree	Strongly Dis-agree
15	Green products are affordable for large or joint family.					
16	Green product gives quantity advantage.					
17	Green products give bulk purchase advantage.					
18	Numbers of promotional advantages are available on purchase of Green FMCG products.					
19	Green products are easily identified in variety of products.					
20	Standard marks are available to identify the Green FMCG products.					
21	Green FMCG products are available in reasonable price rates.					
22	On only recommendations of others I buy the Green products.					
23	FMCG adds do not talk much about Green elements.					

Q.8 Give preferences, which way of advertising is more effective to increase sales of Green FMCG products. (1, 2, 3, 4, ….)

Sr. No.	Way of Advertising	Rank
1	News paper	
2	Television	
3	Radio	
4	Local cable Ads	
5	Banners	
6	Pamphlets	
7	Other……………	
8	Other……………	

Q.9 Do you think the present advertisement efforts are sufficient to promote Green FMCG products.

Yes		No		Don't know	

Q.10 Tick (√) the importance of following factors, to increase in sales of Green FMCG products.

Sr. No.	Factors	Very Important	Important	Can't Say	No Important	Not at all Important
1	Free Gifts					
2	More Retailers					
3	Door to Door sale					
4	Display of Video Clip at Retail shop.					
5	Exclusive Retail Outlet					
6	Local event Sponsorship					
7	Local celebrity or opinion leader or brand endorser.					
8	Increase in Hoardings.					
9	Local cable Ads.					
10	Awareness camp with social issues					
11	Cross Selling (soup with Shampo)					
12	Free Samples					
13	Quantity Discounts					
14	Credit points					
15	Festival Booklet					
16	Mobile Messages (SMS)					
17	Loyalty Discounts					
18	Electronic Display					
19	Free promotional Calendars					
20	Chain marketing (MLM)					
21	Variety of quantity packaging					

Q. 11 Do you think, the present availability of Green FMCG products are sufficient to full fill the demand of consumers?

Yes		No		Don't know	

Q. 12 Do you recommended these products to your friends or family members?

Yes		No	

Q. 13 Please specify anything other than above, you wants to share about Green FMCG products.

a) Product Ingredients ____

b) Product Packaging ____

c) Availability of Product ____

d) Price of Product ____

e) Product Promotion ____

*****

Annexure A9- Questionnaire for Consumer (Marathi Version)

महोदय/महोदया,

मी प्रा. विजय फाळके, भारती विद्यापीठ अभिमत विश्वविद्यालयातून Green Marketing या विषयावर संशोधन करीत आहे. या संशोधन प्रक्रियेतला एक भाग म्हणजे विविध लोकांकडून हरित उत्पादनाविषयीची त्यांची मते जाणून घेणे हा होय. त्यासाठी ही प्रश्नावली मी तयार केली आहे. सदर प्रश्नावली पुर्णपणे भरून माझ्या संशोधनास सहकार्य करावे. आपण दिलेली माहिती केवळ संशोधनासाठीच वापरली जाईल याची मी खात्री देतो. कळावे,

आपला

विजय फाळके (मो. नं.९८६०८४४१०१)

वैयक्तिक माहिती

१.	नांवः						
२.	शिक्षण		३.	वय			
४.	व्यवसाय		५.	पुरुष		स्त्री	
६.	पत्ता						
७.	मोबाईल नंबर		८.	विवाहीत			
९.	कुटुंबातील सदस्य संख्या			अविवाहीत			
१०.	ई.मेल.						

- FMCG = वारंवार खरेदी करणाऱ्या वस्तू / उत्पादने
- Eco friendly products= निसर्गास कमी हानी पोहचणारी
- GREEN PRODUCT = हरित/ग्रीन उत्पादने – आरोग्यास /निसर्गास कमीत-कमी हानी पोहचवणारी

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प्र.१. हरित/ग्रीन एफ.एम.सी.जी. उत्पादना समोर (√) टिक करा.

अ.न.	एफ.एम.सी.जी. उत्पादन	ग्रीन आहे	ग्रीन नाही	माहीत नाही	अ.न.	एफ.एम.सी.जी. उत्पादन	ग्रीन आहे	ग्रीन नाही	माहीत नाही
१.	मेडिमिक्स साबण				१०.	कोलगेट			
२.	लाईफ बॉय साबण				११.	विको – वज्रदंती			
३.	लक्स साबण				१२.	पेप्सोडेन्ट			
४.	निम शाम्पू				१३.	मेस्वाक			
५.	क्लिनीक प्लस शाम्पू				१४.	फिलीप्स बल्बस			
६.	ऑल क्लिअर				१५.	सी.एफ.एल. बल्बस्			
७.	एक्सप्रेस वही				१६.	बजाज बल्बस्			
८.	नवनीत वही				१७.	लिंड (LED) बल्बस्			
९.	ब्रुक बॉण्ड चहा				१८.	जी.एस.चहा.			

प्र.२. चुक कि बरोबर टिक करा (√)

अ.न.	सहमती ठरवा	बरोबर	चुक	माहीत नाही
१)	हरबल (Herbal) उत्पादने म्हणजेच हरित/ग्रीन उत्पादने होय.			
२)	हरित/ग्रीन उत्पादनांच्या पॅकिंग वरती नेहमी हिरवा मार्क असतो.			
३)	हरित/ग्रीन उत्पादने ही शहरापासून दूर जंगलात बनवली जातात.			
४)	हरित/ग्रीन उत्पादने इकोलॉजिकल वातावरणास हानी पोहचवतात.			
५)	हरित/ग्रीन उत्पादने ही हिरव्या कलर मध्येच पॅकींग केली जातात.			
६)	उत्पादनात असणाऱ्या घटकांमुळेच उत्पादन ग्रीन आहे का नाही हे ठरविले जाते.			
७)	निसर्गास कमी हानी पोहचणारया पॅकेजिंगमुळे उत्पादने ग्रीन होतात.			
८)	पॅकेजिंग चा पुन्हा वापर केल्यास उत्पादनास ग्रीन म्हणतात.			
९)	उत्पादन तयार करण्याच्या पद्धतीचा ग्रीन उत्पादनाशी / वस्तूशी काहीही संबध नसतो.			

प्र.३. तुमच्या हरित/ग्रीन FMCG वस्तू / उत्पादने खरेदी करण्याचे प्रमाण वाढले आहे का?

होय ☐ नाही ☐ सांगू शकत नाही ☐

प्र.४. आपला ग्रीन FMCG उत्पादन खरेदीवर अंदाजे सरासरी किती टक्के खर्च होतो?

वर्षे	२०११	२०१२	२०१३	२०१४
अंदाजे खर्च %				

प्र.५. आपण हरित/ग्रीन उत्पादने खरेदी करताना ज्या मुद्यांचा विचार करता त्याचे प्राध्यान किती असेल हे प्रत्येक मुद्यासमोरील चौकोनात (√) टिक करून सांगावे.

अ.न.	**प्राध्यान ठवा**	**अति महत्त्वाचे**	**महत्त्वाचे**	**सांगू शकत नाही**	**महत्त्वाचे नाही**	**अजिबात महत्त्वाचे नाही**
१)	आरोग्यासाठी चांगले					
२)	उत्पादन सामग्री					
३)	नो साईड ईफेक्ट					
४)	हर्बल सामग्री					
५)	रिसायकल पॅकेजिंग					
६)	ब्रॅन्ड नाव					
७)	कमी प्रदूषण					
८)	पर्यावरणास अनूकुल साहित्य / घटक					
९)	उत्पादन किंमत					
१०)	सहज उपलब्ध					
११)	किंमतीवर सवलत – भेटवस्तू					
१२)	नवीन फॅशन					
१३)	विक्री पश्चात सेवा					
१४)	जाहिरातीकरण					
१५)	समाजासाठी चांगले					
१६)	सामाजिक सक्ती बंधन					
१७)	सामाजिक स्थिती					
१८)	सामाजिक जबाबदारी					
१९)	शिफारसी					
२०)	नवीन कल					
२१)	कुटुंब प्रमुखांचे निर्णय					
२२)	नेते मंडळीचे निर्णय					
२३)	कौटुंबिक स्थिती					
२४)	वैवाहिक स्थिती					
२५)	इतर					

प्र.६. हरित/ग्रीन वस्तू / उत्पादनांच्या विक्रीसाठी आजचे प्रचारात्मक (Promotion) प्रयत्न पुरेसे आहेत का?

होय ☐ नाही ☐ सांगू शकत नाही ☐

प्र.७. खालील विधाने वाचून आपली त्यास किती सहमती आहे ते त्या चौकोनात (√) अशी टिक करून दाखवा.

अ न	सहमती पातळी	खात्रीशीर सहमती आहे.	सहमत आहे.	सांगू शकत नाही.	सहमती नाही.	अजिबात सहमत नाही.
१	मला हरित/ग्रीन उत्पादनांच्या घटकांचे महत्त्व माहीत आहे.					
२	मला हरित/ग्रीन उत्पादने रिसायकलींग बद्दल माहीत आहे.					
३	मला हरित/ग्रीन उत्पादने पॅकेजिंग बद्दल माहिती आहे.					
४	निमशहरी भागातील असून सुध्दा मला हरित/ग्रीन उत्पादनांचे महत्त्व माहित आहे.					
५	हरित/ग्रीन उत्पादन तयार करणाऱ्या कंपन्या निमशहरी ग्राहकांनपर्यंत प्रभावीपणे पोहचल्या आहेत.					
६	हरित/ग्रीन उत्पादक कंपन्यानी जाहिरातीन मधून उत्पादनांच्या ग्रीन भागावरती लक्ष्य द्यायला हवे.					
७	कुटुंब प्रमुखच घरातील खरेदी संदर्भात निर्णय घेतात.					
८	हरित/ग्रीन उत्पादने म्हणजे आधुनिकतेचा अनूभव होय.					
९	आपल्या भागातील तरुणांना हरित/ग्रीन उत्पादने म्हणजे काय हे माहित आहे.					
१०	शहरी भागातील वास्तवांमुळेच हरित/ग्रीन उत्पादनाबद्दल सुशिक्षीत झालो.					
११	हरित/ग्रीन उत्पादने म्हणजे समाजातील उच्चभ्रु /हाय-फाय लोकांन साठी असतात.					
१२	आपल्या भागात हरित/ग्रीन उत्पादने नियमीतपणे उपलब्ध असतात.					
१३	हरित/ग्रीन उत्पादनांचा वापर म्हणजे चांगले नागरिकत्व होय.					
१४	FMCG उत्पादन हरित/ग्रीन असून सुध्दा खरेदीबाबतची संवेदनशिलता विषेश प्रकारची नाही.					
१५	हरित/ग्रीन उत्पादने मोठ्या व संयुक्त कुटुंबांसाठी परवडणारी आहेत.					
१६	मोठ्या प्रमाणात हरित/ग्रीन उत्पादने वारंवार खरेदी केल्यास फायदेशीर ठरते.					
१७	हरित/ग्रीन उत्पादने एकाचवेळी जास्त खरेदीचा फायदा देतात.					
१८	ग्रीन उत्पादने खरेदीवर प्रमोशनचे फायदे उपलब्ध आहेत.					
१९	विविध प्रकारच्या वस्तू मधून हरित/ग्रीन उत्पादने सहज ओळखता येतात.					
२०	हरित/ग्रीन FMCG उत्पादने ओळखण्यासाठी स्टॅंडर्ड मार्क उत्पादनांवर आहेत.					
२१	हरित/ग्रीन उत्पादने वाजवी (परवडणाऱ्या) किंमतीत उपलब्ध आहेत.					
२२	इतरांच्या शिफारसीनंतरच मी हरित/ग्रीन वस्तू खरेदी करतो.					
२३	हरित/ग्रीन FMCG च्या जाहिराती ग्रीन घटकांन बद्दल बोलत नाहीत.					

प्र.८. हरित/ग्रीन उत्पादनांच्या विक्री वाढीसाठी कोणता जाहिरात मार्ग प्रभावी ठरु शकेल. (क्रम ठरवा.१,२,३,४.....)

➢ वार्ता पत्र (न्युज पेपर)	
➢ टेलीव्हीजन (TV)	
➢ रेडिओ	
➢ लोकल केबल जाहिरात	
➢ बॅनर्स	
➢ पॅम्पलेट (जाहिरात पत्रके)	
➢ इतर	
➢ इतर	

प्र.९. सध्या प्रचारात असलेल्या जाहिराती हरित/ग्रीन उत्पादने खरेदी प्रोत्साहनासाठी पुरेशा आहेत का?

होय ☐ नाही ☐ सांगू शकत नाही ☐

प्र.१०.हरित/ग्रीन उत्पादन विक्री प्रोत्साहनासाठी खालील घटक किती महत्त्वाचे आहेत ते त्याठिकाणी (√)टिक करून दाखवा.

अ. न.	प्राध्यान ठरवा	अति महत्त्वाचे	महत्त्वाचे	सांगू शकत नाही	महत्त्वाचे नाही	अजिबात महत्त्वाचे नाही
१)	मोफत भेटवस्तू.					
२)	जास्तीत जास्त विक्रेते.					
३)	घरोघरी जावून विक्री.					
४)	घाऊक विक्रेत्यांकडे व्हीडीओ क्लिप दाखवणे.					
५)	ग्रीन उत्पादकांनसाठी स्वतंत्र दुकाने.					
६)	उत्पादकांकडून स्थानिक कार्यक्रम प्रायोजक.					
७)	स्थानिक ख्यातनाम व्यक्ती कडून उत्पादन खरेदी करता केलेली शिफारस.					
८)	जाहिरात होर्डिंग्ज मध्ये वाढ.					
९)	स्थानिक केबल जाहिरात.					
१०)	ग्रीन उत्पादकांकडून सामाजीक समस्या जागृती शिबीरे.					
११)	इतर उत्पादनांबरोबर विक्री (उदा. कोलगेट व शाम्पू)					
१२)	ग्रीन उत्पादनांचे मोफत नमूने (Free sample)					
१३)	जास्त खरेदीवर सवलत					
१४)	क्रेडिट गुण पद्धत					
१५)	ग्रीन उत्पादन प्रचारासाठी उत्सव पुस्तिका					
१६)	मोबाईल संदेश (एस.एम.एस.)					
१७)	ग्राहक एक निष्ठता सवलत					
१८)	इलेक्ट्रानिक प्रदर्शन (Electronic Display)					
१९)	मोफत प्रचारात्मक कॅलेंडर					
२०)	चेंन मार्केटिंग पद्धत					
२१)	वेगवेगळ्या साईनमध्ये पॅकेजिंग					

प्र.११. हरित/ग्रीन उत्पादनांची उपलब्धता, ग्राहकांच्या मागणी नुसार पुरेशा प्रमाणात आहे का?

होय ☐ नाही ☐ सांगू शकत नाही ☐

प्र.१२. आपण आपल्या मित्रांना किंवा कुटुंबातील सदस्यांना हरित/ग्रीन उत्पादन खरेदी संदर्भात प्रोत्साहन देता का?

होय ☐ नाही ☐

प्र.१३. हरित/ग्रीन उत्पादने खरेदी करण्याच्या प्रोत्साहनाकरीता, आपल्या काही सुचना आहेत का?

१) उत्पादनाचे घटक

……………………………………………………………………………………

२) उत्पादनांचे पॅकजिंग

……………………………………………………………………………………

३) उत्पादनांची उपलब्धता

……………………………………………………………………………………

४) उत्पादनांची किंमत

……………………………………………………………………………………

५) उत्पादनांच खरेदी प्रोत्साहन पद्धत

………………………………………………………………………

*****

Annexure A10- Pilot Study Questions Testing for Reliability and Validity

Internal consistency

A commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows however, a greater number of items in the test can artificially inflate the value of alpha and a sample with a narrow range can deflate it, so this rule should be used with caution:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

1. Dunn, T. J., Baguley, T. and Brunsden, V. (2013), From alpha to omega: A practical solution to the pervasive problem of internal consistency estimation. British Journal of Psychology. doi: 10.1111/bjop.12046
2. George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed.). Boston: Allyn & Bacon.

The questionnaire for the consumers is the core part of the inquiry. Therefore, it is tested thoroughly. The details of which are as under:

(Please, see next page)

Questions in the questionnaire in Consumer Inquiry.

The questions are being tested and results found are as follows:

1`Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded(a)	0	.0
	Total	20	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.900	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q2.1	255.5000	899.559	-.087	.	.908
Q2.2	255.8889	884.810	.437	.	.907
Q2.4	256.3889	899.310	-.070	.	.908
Q2.5	256.3333	888.706	.496	.	.907
Q2.7	255.7778	886.536	.402	.	.907
Q2.8	255.5556	896.261	.104	.	.908
Q2.9	256.2778	894.095	.180	.	.908
Q3	255.5000	899.559	-.087	.	.908
Q5.1	251.6667	895.176	.088	.	.908
Q5.2	252.3333	876.118	.374	.	.906
Q5.3	251.8889	859.399	.588	.	.905
Q5.4	252.8333	860.147	.550	.	.905
Q5.5	253.0000	871.529	.343	.	.907
Q5.6	253.2778	860.565	.682	.	.904
Q5.7	252.4444	858.144	.615	.	.905
Q5.8	252.2222	888.654	.241	.	.907
Q5.9	252.3889	888.487	.123	.	.908
Q5.10	252.5000	885.676	.142	.	.908
Q5.11	253.9444	859.820	.400	.	.906
Q5.12	253.6111	875.428	.267	.	.907
Q5.13	253.2222	849.242	.622	.	.904
Q5.14	252.5000	856.265	.600	.	.905
Q5.15	252.8889	865.752	.547	.	.905
Q5.16	252.8889	870.105	.442	.	.906
Q5.17	253.5000	867.912	.536	.	.905
Q5.18	253.0000	847.059	.748	.	.903
Q5.19	253.3889	874.958	.321	.	.907
Q5.20	253.8889	881.163	.202	.	.908

Q5.21	253.7222	858.330	.495	.	.905
Q5.22	254.5000	848.618	.791	.	.903
Q5.23	253.6667	861.882	.643	.	.905
Q5.24	253.5000	835.088	.697	.	.903
Q6.1	252.0556	906.761	-.286	.	.909
Q6.2	252.2222	879.477	.348	.	.907
Q6.3	252.4444	881.673	.354	.	.907
Q6.4	252.3889	879.428	.428	.	.906
Q6.5	253.7778	885.595	.161	.	.908
Q6.6	252.3889	857.663	.607	.	.905
Q6.7	253.6667	848.588	.682	.	.904
Q6.8	253.7222	881.036	.199	.	.908
Q6.9	253.5556	857.556	.664	.	.904
Q6.10	253.0556	880.761	.253	.	.907
Q6.11	253.8889	877.281	.441	.	.906
Q6.12	253.3333	848.000	.631	.	.904
Q6.13	252.5000	882.382	.490	.	.906
Q6.14	253.0000	863.647	.741	.	.905
Q6.15	253.8889	901.752	-.065	.	.910
Q6.16	254.1667	884.265	.203	.	.908
Q6.17	253.7222	909.624	-.191	.	.911
Q6.18	254.3333	893.412	.064	.	.909
Q6.19	254.1667	885.676	.153	.	.908
Q6.20	254.2222	896.654	.003	.	.909
Q6.21	254.3333	878.824	.227	.	.908
Q6.22	254.6111	878.722	.372	.	.907
Q6.23	252.6111	900.016	-.043	.	.910
Q8.1	255.5000	901.441	-.220	.	.908
Q8.2	255.5000	901.441	-.220	.	.908
Q8.3	255.8889	881.046	.562	.	.906
Q8.4	256.1667	910.971	-.460	.	.910
Q8.5	256.1667	919.559	-.765	.	.911
Q8.6	256.1667	903.794	-.203	.	.909
Q9	256.3333	888.706	.496	.	.907
Q10.1	254.3333	891.647	.093	.	.908
Q10.2	252.3889	881.075	.275	.	.907
Q10.3	253.0556	887.350	.161	.	.908
Q10.4	252.6111	871.310	.399	.	.906

Q10.5	252.5000	862.029	.539	.	.905
Q10.6	253.0000	847.412	.655	.	.904
Q10.7	253.6667	858.824	.513	.	.905
Q10.8	253.0000	874.118	.376	.	.906
Q10.9	253.1111	866.693	.433	.	.906
Q10.10	251.8333	888.029	.190	.	.908
Q10.11	253.0000	860.706	.599	.	.905
Q10.12	253.2222	901.948	-.068	.	.910
Q10.13	252.9444	873.114	.484	.	.906
Q10.14	253.1667	887.676	.171	.	.908
Q10.15	253.4444	861.203	.491	.	.905
Q10.16	253.3889	874.016	.335	.	.907
Q10.17	253.2778	896.095	.022	.	.909
Q10.18	252.8889	864.105	.730	.	.905
Q10.19	253.1111	895.046	.037	.	.909
Q10.20	252.6667	880.353	.229	.	.908
Q10.21	252.4444	848.614	.669	.	.904
Q11	256.3333	888.706	.496	.	.907
Q1.1	250.1667	881.559	.155	.	.909
Q1.2	256.0000	883.647	.392	.	.907
Q1.3	246.8889	913.869	-.426	.	.910
Q1.4	254.7222	920.095	-.255	.	.913

- **Considering above results it was concluded that there is no need to change any of the questions.**

Annexure 11: (Forming part of chapter Method of Research)

Questionnaire for Retailer

A study of Green Marketing of FMCG Products in Relation toSemi Urban Consumers.

(The replies shall be used for only academic purpose *and shall be kept strictly confidential*)
Dear Respondent!
The questionnaire is aimed at collection of information for my doctoral work on above topic. You are requested to fill up the same and extend your cooperation for furtherance of my studies.
With warm regards,

Vijay Phalke
9860844101 (email-phalke.vijay3@gmail.com)

- Retailer Questionnaire:

1. Name of Outlet : --
2. Year of Establishment ----------- Email ID --------------------------------
3. Name/s of Owner/s (1) --
4. Address: --

Q.1TICK WHETHER TRUE (T) OR FALSE (F)

1.	The product is a green product because it is a herbal product	T	F
2.	Green products always have green mark on its packaging.	T	F
3.	Production centers are in green forest areas.	T	F
4.	These products are harmful to the ecological environment	T	F
5.	Green products have green color packaging	T	F
6.	Green Products depend on ingredient	T	F
7.	Packaging makes the product green	T	F
8.	Recycling of the packaging can make the product green	T	F
9.	The process of manufacturing of the product does not have	T	F

10. State any two products and brands which you recognize as green products and the reason for the same from following category.

Sr. No	Category	Product /s	Brand I	Brand II
I	Personal Care			
		Reasons		
II	House Hold Care			
		Reasons		
III	Food and Beverages			
		Reasons		
IV	Electronic Products			
		Reasons		
V	Stationary Products			

Q.2: Tick the factors in buying of products you retail according to the importance Level Factors responsible from retailer's point of view:

Sr. No.	Factor	Not important Below 25%	Somewhat important Between 25 % to 50%	Definitely Important 50 % to 75 %	Very Important Above 75 %
1	Age of Buyer				
2	Income of Buyer				
3	Good for Society				
4	Product Attributes				
5	Social Compulsions				
6	Recommendation				
7	Herbal Contents				
8	Price of product				
9	Recyclable Packaging				
10	Discount and Gifts				
11	Easy Availability				
12	Fashion				
13	Status				
14	After sales Service				
15	Advertisements				
16	Others use it				
17	Brand Name				
18	Less Polluting				
19	Gender of Buyer				
20	Others like you because you use it				
21	You feel it is a right choice				
22	Buying it is a part of Social Responsibility				
23	No other better product is available				
24	Decision is taken by Head of Family				
25	Influence of Opinion Leaders				
26	Environ friendly ingredients				
27	Like to be first to buy				
28	Quantity Advantages				
29	Education				
30	Marital Status				
31	Family Pattern				

Q.3 State with your experience the percentage of your buyers who either buy or do not buy the FMCG products you retail.

Reasons for buying or non buying	Up to20%	20% to 40%	40% to 60%	60% to 80%	Above 80%
1) Do not understand the significance of Green Product Ingredients					
2) Do not know about Green Packaging					
3) Being in Semi Urban Area they do not understand the gravity of green product					
4) They do not know about what is recyclability?					
5) Companies producing green products have not reached semi urban consumers effectively					
6) They can recall the ads of green part of the products					
7) Most of the buying decisions are by senior member of family who are very conservative					
8) They feel a sense of modernity					
9) Youngsters understand the what is Green					
10) Presence in Urban Areas educate them about the choice of the product					
11) They postpone buying because they feel it is very high priced					
12) Green Product is meant for Hi-Fi Society members					
13) Such products have a problem of irregular availability					
14) Retailers do not promote them because of less commission					
15) Let others first use it and then we shall buy it					
16) Good citizenship Spirit					
17) No sensitivity about greenness being the product is FMCG in nature.					
18) Large family so large volume so not affordable					
19) There are quantity advantages than Green Products					
20) Attracted more by Free Gifts available with non green products					

Q.4 With your experience answers the following:

4.1After the year of opening of business how many other retailers added in your area?

Year of Establishment	1 to 2Years	3 to 4Years	5 to 6Years	6 to 8Years	8 to 10Years	10 to 12Years

a. How many brands you were product categories you added every year in FMCG products? Write the number in column e.g 01, 02, 03 and more every two years.

Product Category	1 to 2Years	3 to 4Years	5 to 6Years	6 to 8Years	8 to 10Years	10 to 12Years
Personal Care						
Food Beverages						
Electronic						
Stationary						

b. On and average how many customers are added every year in %

Year of Establishment	1 to 2Years	3 to 4Years	5 to 6Years	6 to 8Years	8 to 10Years	10 to 12Years
% increase						

c. How many times you expanded your shop to sell FMCG Products?

Once ☐ Twice ☐ Thrice ☐ More than three times ☐

d. Did you open any new branch for expanding your business where you sell FMCG products more?

Once ☐ Twice ☐ Thrice ☐ More than three times ☐

e. How much frequency of Wholesaler/ Company sales person increased from the year of establishment of your shop ?

Name of Company	1 to 2Years	3 to 4Years	5 to 6Years	6 to 8Years	8 to 10Years	10 to 12Years
No of Visits						

f. How much increase do you observe in consumption of FMCG products?

Year of Establishment	1 to 2Years	3 to 4Years	5 to 6Years	6 to 8Years	8 to 10Years	10 to 12Years
% increase						

Q.5 With your rich experience gives the percentage of purchase of Green FMCG products by different consumers with their profile and demographic factors.

A) Gender wise Information:

Age	18-25 Purchase %	26-35 Purchase %	35 above Purchase %	Total
Males				100 %
Females				100 %

B) Income wise information

Income Level	Low Purchase %	Middle Purchase %	High Purchase %	Total
Males				100 %
Females				100 %

C) Education wise information:

Education Level	Below HSC Purchase %	Under Graduate Purchase %	Post Graduate Purchase %	Total
Males				100 %
Females				100 %

D) Occupation wise information

Type of Occupation	Service Purchase %	Trade and Farming and SEP Purchase %	Others and Daily Earners Purchase %	Total
Males				100%
Females				100%

E) Marital Status wise information :

Marital Statius	Married Purchase %	Un Married Purchase %	Total
Males			100 %
Females			100 %

F) Social Status wise information

Status Class	Low Purchase %	Middle Purchase %	High Purchase %	Total
Males				100 %
Females				100 %

Q.6 State about the level of influence on buying because of your and joint efforts of company.

01 =No impact 02 = Very moderate impact 03 = Good Impact 04 = Above Good 05 = High impact (Tick against appropriate scales in the bracket)

Sr. No	Type of Promotion effort	01	02	03	04	05
A	Danglers					
B	Prominent Product Display					
C	Kiosks					
D	Banners					
E	Hoardings					
F	Local Cable Advertisements					
G	Any Other : Specify					

Q.7 Do you think the present promotion efforts are sufficient to promote FMCG Green Products?

Yes ☐ No ☐

Q.7.1 what are your suggestions? Bar charts

Q.7.2 What additional promotion efforts do you think be done to promote them as Green and advantageous products?

Q.8 Does Packaging of products exhibit sufficiently FMCG products as Green Products?

Yes ☐ No ☐

Q.8.1 what are your suggestions? Bar charts

Q.9 Do you come across any grievances about the price?

Yes ☐ No ☐

What your suggestions for removing misconceived value proposition?

Q.10 Are Green FMCG product sufficiently available in your locality?

Yes ☐ No ☐

What are your suggestions about availability?

Q.11 Which other factors you think keep buyers away from buying Green FMCG Products? (Other than Above Kindly Specify)

1. -- 2. -------------------------------------

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Annexure 12: Interaction with Retailers.

Sr. No	Tahasil	Name of Retail Outlet	Owners/Propriters
1	Atpadi	Lakade Group of Agencies	Shri. Amol Balkrishna Lakade
		Mangal Murti Kirana Stores	
		Balvant Kirana and General Stores	Shri.Balvant Kharade
2	Jat	Koharudi Kirana Stores	Shri. Satish Koharudi
		Manguli Kirana Stores	Shri.Deepak Manguli
		Kulkarni Kirana Stores	Shri. Ajinkya Kulkarni
3	Kadegaon	Sadguru Kirana Stores	Shri. Zunzar Krishnrao Salunkhe
		Maniklal Kirana Stores	Shri. Sikandar Badhashah Tamboli
		Kantilal Kirana Stores	Shri. Kantilal Digambar Jogad
4	Kavathe Mahankal	Navratna Distributers	Samrudhi Group
		Rajesh Agencies	Shri. Rajendra Dake & Brothers
		B.G.Phutane Kirana Shop	Phutane Brothers
5	Miraj		
	Kaulapur	Aditya Traders	Shri. Namdev Yesugade
		Shradha Bazar	Shri.Vijay Sathe
		Torvi Kirana Shop	Shri Sujay Torvi
	Mahisal	Veerbhadra Kirana Stores	Shri. Shantaram Patel
		Chaugale (Shahu) Kirana Shop	Shri. Arjun Salunkhe
		Nandagave Kirana Stores	Shri.Sham Patel
	Kasbe Digraj	Swami Kirana Stores	
		Shah Agencies and General Stores	Shri.Pradeep Shah
		Dhondiraj Kirana Stores	Shri. Kumar Sawanta Mali.
6	Palus	Trimurti Kirana Stores	Shri.Dilip Baban Yesugade
		Deepali General Stores	Shri.Subhash Anant Kasar
		Ganesh Traders	Shri.Vijay Patil
	Burli	Mahavir Kirana Stores	Shri.Dhiraj Shah
		Swami Samarth Kirana Stores	Shri.Pandurang Pudale
		Suryawanshi Kirana and General Stores	Shri. Shivaji Suryawanshi
	Yelavi	Shah Trading Company	Shri.Vipul Shah
		Sadanand Kirana Stores	Shri.Ashok Kadam
		Arihant Stores	Mrs. Santaben Patel
7	Tasgaon	Ambika Novelties	Shri.Harish Panjawani
		Ratna Prabha Stationary	Chhabra Group
		Moti Enterprise, Sangli	Chhajed Brothers
8	Walwa	Shri. Datta	Shri.Dattatray Chander Patil
		Pratik Kirana Stores	Shri. Pritam Jadhav
		Shri.Sai	Shri.Dhanaji Jadhav

Annexure D1

Question No 03: This question is related to increase in buying and is of dichotomous nature. The results of frequencies found are as under

For village wise break up see the following table:-

Respondent ID * Consumption of green Product Crosstabulation

Count

		Consumption of green Product			Total
		Yes	No	Cant say	
Respondent ID	Jat	109	53	21	183
	Tasgoan	84	3	4	91
	Atpadi	88	26	16	130
	Kadegaon	38	17	17	72
	walva	67	10	12	89
	KasbeDigraj	72	10	0	82
	Mahshal	66	12	19	97
	Kavalapur	68	4	25	97
	Yelavi	45	15	10	70
	Burali	58	23	6	87
	Palus	97	7	24	128
	Kavate Mahankal	64	18	23	105
Total		856	198	177	1231

Annexure D2:

Table: Karl Pearson's Coefficient of Correlation Values at 5 % level of significance.

(Relationship between Demographic Factors and Purchase of Green FMCG products.)

		Education of Responded	Age of Respondent	Occupation of Respondent	Total number of Family Members	Marital Status	Gender of respondent
Expenses Incurred on Green product Purchasing 2011	Pearson Correlation	0.556	0.558	0.562	0.594	0.766	0.588
Expenses Incurred on Green product Purchasing 2012	Pearson Correlation	0.065	0.622	0.579	0.624	0.545	0.613
Expenses Incurred on Green product Purchasing 2013	Pearson Correlation	0.643	0.602	0.588	0.672	0.542	0.543
Expenses Incurred on Green product Purchasing 2014	Pearson Correlation	0.587	0.612	0.564	0.595	0.573	0.723

Annexure D3: Tables of computation of mean values are placed for all sub questions.
Q.5 With your rich experience gives the percentage of purchase of FMCG products by different consumers with their profile and demographic factors.
Retailers Response:

Table No : AN -1 : Age wise Green FMCG Purchase Composition :

Age	18-25 Purchase %	26-35 Purchase %	35 and above Purchase %	Total	Age	18-25 Purchase %	26-35 Purchase %	35 and above Purchase %	Total
Males R1	45	35	20	100 %	Females R1	45	45	10	100 %
R2	50	30	20	100 %	R2	55	40	5	100 %
R3	40	40	20	100 %	R3	50	40	10	100 %
R4	35	45	20	100 %	R4	40	50	10	100 %
R5	45	45	10	100 %	R5	50	45	5	100 %
R6	40	40	20	100 %	R6	45	45	10	100 %
R7	55	30	15	100 %	R7	55	40	5	100 %
R8	50	35	15	100 %	R8	50	45	5	100 %
R9	53	30	17	100 %	R9	50	40	10	100 %
R10	40	40	20	100 %	R10	45	40	15	100 %
R11	50	35	15	100 %	R11	45	40	15	100 %
R12	45	35	20	100 %	R12	45	45	10	100 %
R13	35	40	25	100 %	R13	55	40	5	100 %
R14	45	35	20	100 %	R14	50	35	15	100 %
R15	30	45	25	100 %	R15	50	45	5	100 %
R16	60	30	10	100 %	R16	60	35	5	100 %
R17	55	35	10	100 %	R17	55	35	10	100 %
R18	50	35	15	100 %	R18	55	35	10	100 %
R19	25	50	25	100 %	R19	45	45	10	100 %
R20	35	50	15	100 %	R20	40	50	10	100 %
R21	55	25	20	100 %	R21	45	45	10	100 %
R22	60	30	10	100 %	R22	55	40	5	100 %
R23	65	25	10	100 %	R23	55	40	5	100 %
R24	55	35	10	100 %	R24	50	35	15	100 %
R25	45	35	20	100 %	R25	45	35	20	100 %
R26	50	40	10	100 %	R26	50	40	10	100 %
R27	45	40	15	100 %	R27	45	40	15	100 %
R28	50	30	20	100 %	R28	50	35	15	100 %
R29	50	35	15	100 %	R29	55	35	10	100 %
R30	45	40	15	100 %	R30	55	40	5	100 %
R31	35	45	20	100 %	R31	45	45	10	100 %
R32	40	40	20	100 %	R32	40	45	15	100 %
R33	40	40	20	100 %	R33	45	45	10	100 %
R34	35	40	25	100 %	R34	40	45	15	100 %
R35	55	35	10	100 %	R35	55	35	10	100 %
R36	50	40	10	100 %	R36	50	40	10	100 %
Mean	46	37	17		Mean	49	41	10	

Table No : AN -2 :Income wise Green FMCG Purchase **Composition**:

Income Level	Low Purchase %	Middle Purchase %	High Purchase %	Total	Income Level	Low Purchase %	Middle Purchase %	High Purchase %	Total
Males R1	10	35	55	100%	Females R1	10	45	45	100%
R2	20	30	50	100%	R2	5	40	55	100%
R3	15	40	45	100%	R3	10	40	50	100%
R4	20	45	35	100%	R4	10	50	40	100%
R5	15	45	40	100%	R5	5	45	50	100%
R6	10	40	50	100%	R6	10	45	45	100%
R7	20	30	50	100%	R7	5	40	55	100%
R8	15	35	50	100%	R8	5	45	50	100%
R9	10	45	45	100%	R9	10	40	50	100%
R10	15	40	45	100%	R10	15	40	45	100%
R11	20	35	45	100%	R11	15	40	45	100%
R12	15	35	50	100%	R12	10	45	45	100%
R13	20	40	40	100%	R13	5	40	55	100%
R14	15	35	50	100%	R14	15	35	50	100%
R15	20	45	35	100%	R15	5	45	50	100%
R16	15	30	55	100%	R16	5	35	60	100%
R17	10	35	55	100%	R17	10	35	55	100%
R18	10	35	55	100%	R18	10	35	55	100%
R19	15	50	35	100%	R19	10	45	45	100%
R20	15	50	35	100%	R20	10	35	60	100%
R21	15	25	60	100%	R21	10	40	50	100%
R22	15	30	55	100%	R22	5	40	55	100%
R23	10	30	60	100%	R23	5	40	55	100%
R24	10	35	55	100%	R24	15	35	50	100%
R25	10	35	55	100%	R25	10	35	55	100%
R26	15	45	40	100%	R26	10	30	60	100%
R27	10	50	40	100%	R27	10	40	50	100%
R28	15	35	50	100%	R28	15	35	50	100%
R29	20	35	45	100%	R29	10	35	55	100%
R30	15	40	45	100%	R30	5	40	55	100%
R31	15	45	40	100%	R31	10	45	45	100%
R32	20	40	40	100%	R32	10	45	45	100%
R33	20	40	40	100%	R33	5	45	50	100%
R34	20	40	40	100%	R34	10	45	45	100%
R35	20	35	45	100%	R35	10	35	55	100%
R36	10	40	50	100%	R36	10	40	50	100%
Mean	15	38	47		Mean	08	41	51	

Table No: AN -3: Education wise Green FMCG Purchase Composition

Education Level	Below HSC Purchase %	Under Graduate Purchase %	Post Grduate %	Total	Income Level	Below HSC Purchase %	Under Graduate Purchase %	Post Grduate %	Total
Males R1	25	25	50	100%	Females R1	25	35	40	100%
R2	30	30	40	100%	R2	25	30	45	100%
R3	20	20	60	100%	R3	25	35	40	100%
R4	20	30	50	100%	R4	20	40	40	100%
R5	20	25	55	100%	R5	25	35	40	100%
R6	25	30	45	100%	R6	20	30	50	100%
R7	25	30	45	100%	R7	20	30	50	100%
R8	20	35	45	100%	R8	25	35	40	100%
R9	30	30	40	100%	R9	25	30	45	100%
R10	25	35	40	100%	R10	20	40	40	100%
R11	25	25	50	100%	R11	20	35	45	100%
R12	20	30	50	100%	R12	25	35	40	100%
R13	15	25	60	100%	R13	25	40	35	100%
R14	15	25	60	100%	R14	20	35	45	100%
R15	20	30	50	100%	R15	20	40	40	100%
R16	20	25	55	100%	R16	25	30	45	100%
R17	15	20	65	100%	R17	20	30	50	100%
R18	20	20	60	100%	R18	25	30	45	100%
R19	15	20	65	100%	R19	20	35	45	100%
R20	35	30	35	100%	R20	35	30	35	100%
R21	30	30	40	100%	R21	30	35	35	100%
R22	25	30	45	100%	R22	30	35	35	100%
R23	20	20	60	100%	R23	20	35	45	100%
R24	25	25	50	100%	R24	25	30	45	100%
R25	15	25	60	100%	R25	20	30	50	100%
R26	15	25	60	100%	R26	20	35	45	100%
R27	15	25	60	100%	R27	25	30	45	100%
R28	25	30	45	100%	R28	25	35	40	100%
R29	30	30	40	100%	R29	25	35	40	100%
R30	15	20	65	100%	R30	20	30	50	100%
R31	10	25	65	100%	R31	20	30	50	100%
R32	35	35	30	100%	R32	30	30	40	100%
R33	25	25	50	100%	R33	25	30	45	100%
R34	25	25	50	100%	R34	25	35	40	100%
R35	35	35	30	100%	R35	30	35	35	100%
R36	20	20	60	100%	R36	30	30	40	100%
Mean	22	27	51		Mean	24	33	43	

Table No: AN -4: Occupation wise Green FMCG Purchase Composition

Type of Occup ation	Service %	Trade and Farming SEP %	Others Daily Earners %	Total	Type of Occup ation	Service %	Farming SEP	House Wives %	Total
Males R1	50	35	15	100%	Femal es R1	50	20	30	100%
R2	60	30	10	100%	R2	55	20	35	100%
R3	55	40	5	100%	R3	50	20	30	100%
R4	50	45	5	100%	R4	45	20	35	100%
R5	50	45	5	100%	R5	55	10	35	100%
R6	50	40	10	100%	R6	50	20	30	100%
R7	55	30	15	100%	R7	55	15	30	100%
R8	55	35	10	100%	R8	50	15	35	100%
R9	50	30	20	100%	R9	45	15	40	100%
R10	55	40	5	100%	R10	60	20	20	100%
R11	50	35	15	100%	R11	50	15	35	100%
R12	55	35	10	100%	R12	55	20	25	100%
R13	50	40	10	100%	R13	65	25	10	100%
R14	45	35	20	100%	R14	50	20	30	100%
R15	50	45	5	100%	R15	55	25	20	100%
R16	45	30	25	100%	R16	50	10	40	100%
R17	55	35	10	100%	R17	60	10	30	100%
R18	50	35	15	100%	R18	55	15	30	100%
R19	50	45	5	100%	R19	70	25	5	100%
R20	45	50	5	100%	R20	60	15	25	100%
R21	50	25	25	100%	R21	50	20	30	100%
R22	55	30	15	100%	R22	55	10	35	100%
R23	50	25	25	100%	R23	55	10	35	100%
R24	45	35	20	100%	R24	60	10	30	100%
R25	55	35	10	100%	R25	55	20	25	100%
R26	50	40	10	100%	R26	60	10	30	100%
R27	55	40	5	100%	R27	55	15	30	100%
R28	55	30	15	100%	R28	50	20	30	100%
R29	50	35	15	100%	R29	55	15	30	100%
R30	55	40	5	100%	R30	50	15	30	100%
R31	50	45	5	100%	R31	55	20	25	100%
R32	50	40	10	100%	R32	50	20	30	100%
R33	50	40	10	100%	R33	55	20	25	100%
R34	55	40	5	100%	R34	60	25	15	100%
R35	50	35	15	100%	R35	55	10	35	100%
R36	55	40	5	100%	R36	55	10	35	100%
Mean	52	37	11		Mean	54	17	39	

Table No: AN-5: Marital Status wise Green FMCG Purchase Composition

Marital Status	Married Purchase %	Not Married Purchase %	Total	Marital Status	Married Purchase %	Not Married Purchase %	Total
Males R1	55	45	100%	Females R1	40	60	100%
R2	50	50	100%	R2	45	55	100%
R3	45	55	100%	R3	40	60	100%
R4	45	55	100%	R4	50	50	100%
R5	50	50	100%	R5	55	45	100%
R6	50	50	100%	R6	55	45	100%
R7	55	45	100%	R7	50	50	100%
R8	50	50	100%	R8	50	50	100%
R9	45	55	100%	R9	50	50	100%
R10	55	45	100%	R10	45	55	100%
R11	50	50	100%	R11	50	50	100%
R12	55	45	100%	R12	55	45	100%
R13	55	45	100%	R13	60	40	100%
R14	50	50	100%	R14	65	35	100%
R15	55	45	100%	R15	70	30	100%
R16	50	50	100%	R16	50	50	100%
R17	60	40	100%	R17	45	55	100%
R18	55	45	100%	R18	50	50	100%
R19	50	50	100%	R19	55	45	100%
R20	55	45	100%	R20	60	40	100%
R21	50	45	100%	R21	50	50	100%
R22	45	55	100%	R22	55	45	100%
R23	55	45	100%	R23	50	50	100%
R24	50	50	100%	R24	45	55	100%
R25	55	45	100%	R25	55	45	100%
R26	60	40	100%	R26	50	50	100%
R27	55	45	100%	R27	80	20	100%
R28	50	50	100%	R28	60	40	100%
R29	55	45	100%	R29	70	30	100%
R30	50	50	100%	R30	50	50	100%
R31	55	45	100%	R31	55	45	100%
R32	50	50	100%	R32	50	50	100%
R33	55	45	100%	R33	50	50	100%
R34	60	40	100%	R34	40	60	100%
R35	60	40	100%	R35	45	55	100%
R36	60	40	100%	R36	35	65	100%
Mean	53	47		Mean	52	48	

Table No: AN -6: Social Status wise Green FMCG Purchase Composition

Status Class	Low Purchase %	Middle Purchase %	High %	Total	Status Class	Low Purchase %	Middle Purchase %	High %	Total
Males R1	20	35	45	100%	Femal es R1	15	25	60	100%
R2	20	35	45	100%	R2	15	30	55	100%
R3	30	30	40	100%	R3	15	25	60	100%
R4	15	35	50	100%	R4	20	30	50	100%
R5	15	40	45	100%	R5	25	30	45	100%
R6	20	35	45	100%	R6	20	35	45	100%
R7	30	30	40	100%	R7	15	35	50	100%
R8	25	30	45	100%	R8	15	35	50	100%
R9	30	30	40	100%	R9	20	30	50	100%
R10	30	25	45	100%	R10	20	25	55	100%
R11	35	25	40	100%	R11	25	25	50	100%
R12	25	30	45	100%	R12	25	30	45	100%
R13	25	35	40	100%	R13	35	25	40	100%
R14	35	30	35	100%	R14	35	30	35	100%
R15	25	30	45	100%	R15	40	30	30	100%
R16	25	40	35	100%	R16	15	35	50	100%
R17	20	45	35	100%	R17	10	35	55	100%
R18	25	40	35	100%	R18	20	30	50	100%
R19	15	30	55	100%	R19	25	30	45	100%
R20	20	30	50	100%	R20	30	30	40	100%
R21	15	35	50	100%	R21	25	25	50	100%
R22	25	35	40	100%	R22	30	25	45	100%
R23	30	30	40	100%	R23	20	30	50	100%
R24	40	25	35	100%	R24	10	35	55	100%
R25	30	30	40	100%	R25	25	30	45	100%
R26	25	35	40	100%	R26	20	30	50	100%
R27	30	30	40	100%	R27	30	50	20	100%
R28	30	35	35	100%	R28	20	40	40	100%
R29	30	35	35	100%	R29	35	35	30	100%
R30	30	30	40	100%	R30	25	25	50	100%
R31	20	35	45	100%	R31	25	30	45	100%
R32	25	30	45	100%	R32	15	35	50	100%
R33	25	30	45	100%	R33	15	35	50	100%
R34	20	35	45	100%	R34	10	30	60	100%
R35	20	30	50	100%	R35	20	25	55	100%
R36	25	35	40	100%	R36	5	30	65	100%
Mean	26	32	42		Mean	30	31	49	

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