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## A STUDY ON CREDIBILITY OF GREEN MARKETING IN FMCG

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### INTRODUCTION

Green marketing is a holistic marketing. The main goal of this marketing is to manufacture the products with the usage of natural ingredients. Green products expect healthier alternatives, higher quality and protect the environment. Green products fulfill the above criteria.

Green Products Deliver access to the details of products. Due to environmental pollution and health consciousness there has been a progressive increase in consumer awareness about the Green Marketing.

To understand the connection between and credibility and green marketing, it is important to determine the factors that influence customers' perception of credibility towards FMCG.

### CREDIBILITY

A brand's credibility also influences consumers' perceptions of the brand, which means that the credibility of a company's environmental standards is influenced by whether the new green branding-based knowledge fits into the existing consumer.

Environmentally friendly products they were eager to exploit opportunities within this market, causing some of them to deliberately mislead consumers about their environmental performance or the environmental benefits of their products.

Credibility means it can be seen, in general, as an entire set of perceptions that receivers hold toward a source (Newell & Goldsmith, 2001). Technology has made it possible for green products to become more present and slowly replace ordinary products. For the good listening marketer, this sounds like an area of opportunity. There is an increasingly popular notion that environmentally-based product positioning should be an important consideration in consumer marketing.

### REVIEW OF LITERATURE

**Kavitha M, (Jan/2019)** In this research paper main emphasis significance of Green Marketing in developing countries, factor comparison with the actual trend and sustainable impact on the marketing procedure of the dynamic society. Customer satisfaction level and the industrial presence to make a move towards the dynamic changes is measured. It explores how to market the green marketing strategy in depth. The paper describes the current scenario highlight the Green Marketing challenges in Indian Market.

**Kavitha M, (Jan/2019)** The main aim of this study is to analyze the green marketing in food industry and its impact on health issues of consumers. The researcher used one way ANOVA to find the result. There is a negative relationship between green foods and health issues. The consumers used green foods feel there are no health issues and vice-versa. Finally, it concludes that most of the consumers are using organic/green foods to avoid health issues.

**Adriana Beadriz(2019)** The study described in this article sought to identify and highlight the elements that should be considered when defining strategically each variable within the green retail marketing mix. The case analysis revealed that despite defining themselves as "green," when their retail marketing mix was analyzed, the companies presented differing degrees of sustainability. Furthermore, expanding the theoretical framework for the green retail marketing mix is a crucial issue in the services sector, and it has significant, practical repercussions.

**Agnieszka Leszczyńska(2020)** Willingness to Pay for Green Products vs Ecological Value System. International Journal of Synergy and Research. The article presents research results concerning the willingness to pay (WTP) for selected green products, defined by the auction method. Moreover, the paper presents the interrelations between the perceived benefits, individual value system and the WTP. Environmental concern has been an important issue for a few decades and the extent of consumer demand for eco-friendly consumption has increased.

**HongweHi (2020)**In this article, we offer some initial examination on how Covid-19 pandemic can influence fundamental essences and developments of CSR and marketing. We argue that Covid-19 pandemic offers a great opportunity for businesses to shift towards more genuine and authentic CSR and contribute to address urgent global social and environmental challenges. We also discuss some potential directions of how consumer ethical decision making will be shifted to due to the pandemic. In our discussion of marketing, we outline how we believe marketing is being effected and by this pandemic and how we think this will change, not only the context of marketing, but how organizations approach their strategic marketing efforts. We end the paper with a identifying a number of potentially fruitful research themes and directions.

**Tanjenarume et al(2020)**This study intends to explore the positive and negative environmental impacts of the COVID-19 pandemic, by reviewing the available scientific literatures. This study indicates that, the pandemic situation significantly improves air quality in different cities across the world, reduces GHGs emission, lessens water pollution and noise, and reduces the pressure on the tourist destinations, which may assist with the restoration of the ecological system. Hence, this study also outlines possible ways to achieve long-term environmental benefits. It is expected that the proper implementation of the proposed strategies might be helpful for the global environmental sustainability.

**SeemaMehta et al. (2020)**The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient?Journal of Health management.Volume 22.Issue 7. This article looks at the consumer behaviour during COVID-19 crisis and in the subsequent lockdown period when the world stood still for more than a quarter of a year. It would also be interesting to explore the correlates of this forced consumer behaviour with other variables such as learning from crisis, changing needs, personality, nationality, culture, new market segment and age to develop new models of consumer behaviour.

**Pooja Jain(2021)**This study aims to study the perception of consumers about green marketing. The firms are using Corporate Social Responsibility as green marketing strategy. Fast Moving Consumer Goods (FMCG) sector is a considerably large sector in the economy. This paper attempts to give an in depth insight into demography of customers in order to get the newer ideas that could be turned into effective marketing strategies.

#### OBJECTIVES OF THE STUDY

1. To find the factors determining credibility of Green Marketing in FMCG
2. To analyse the impact of credibility on Green Marketing in FMCG

#### HYPOTHESES OF THE STUDY

1. There is no significant difference among the factors determining credibility of Green Marketing in FMCG
2. There is no significant impact of credibility on Green Marketing in FMCG

#### ANALYSIS AND DISCUSSION

##### INFLUENCE OF CREDIBILITY ON CUSTOMER SATISFACTION

The Credibility consist of eight variables and it subsequent influence over customer satisfaction is measured through linear multiple regression analysis. The results are presented below

**Table – 1Model Summary for Credibility**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 <sup>a</sup>	.983	.983	1.72913
a. Predictors: (Constant), CR8, CR7, CR2, CR1, CR5, CR4, CR6, CR3				

Source – Computed data

From the above table it examined that R=.992 R square = .983 and adjusted R square .983. This implies the Credibility variable create 98% variance over the customer satisfaction. The cumulative influence of eight variables of Credibility over customer satisfaction is ascertained through the following one way analysis of variance.

**Table 2ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89618.012	8	11202.252	3746.712	.000 <sup>b</sup>
	Residual	1506.904	504	2.990		
	Total	91124.916	512			
a. Dependent Variable: Impact on customer satisfaction						
b. Predictors: (Constant), CR8, CR7, CR2, CR1, CR5, CR4, CR6, CR3						

Source –Computed data

From the above table analyses that  $f=3746.712$   $p=.000$  are statistically significant at 5% level. This indicates all the eight variables cumulatively responsible for customer satisfaction. The individual influence of all this eight variables is clearly presented in the following co-efficient table.

**Table 3 Coefficients(a)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.881	.272		10.594	.000
	Trustworthy	.955	.238	.091	4.018	.000
	long-term growth	-.537	.201	-.057	-2.673	.008
	saves money	2.199	.354	.200	6.215	.000
	environment aspects	2.167	.271	.207	8.000	.000
	pure/quality products	.097	.250	.009	.386	.700
	Fair and just dealing	1.352	.294	.132	4.605	.000
	processed foods	2.259	.241	.216	9.366	.000
	safe foods	2.058	.197	.234	10.461	.000

a. Dependent Variable: Impact on customer satisfaction

Source – Computed data

From the above table it elaborated that trustworthy (Beta=-.091,  $t=-4.018$ ,  $p=.000$ ), saves money (Beta=.200,  $t=6.215$ ,  $p=.000$ ), environment aspects (Beta=.207,  $t=8.000$ ,  $p=.000$ ), and Fair and just dealing (Beta=-.132,  $t=4.605$ ,  $p=.000$ ) processed foods (Beta=.216,  $t=9.366$ ,  $p=.001$ ) safe foods (Beta=.234,  $t=10.461$ ,  $p=.000$ ) are statistically significant at 5% level. pure/quality products (Beta=-.009,  $t=-.386$ ,  $p=.700$ ) are not statistically significant at 5% level. This indicates that customer feels safe food about Green FMCG and they measure them during the realization of satisfaction of Green FMCG.

### FINDINGS AND CONCLUSIONS

The credibility factor consist of eight variables. There are Trustworthy, long term growth, saves money, environment aspects, saves money, pure quality, fair and just dealing, processed foods and safe foods. Among the all variables safe foods is considered very important by the customers and this will leads to customer satisfaction in Green Marketing. Finally it concludes that green marketers are considered the credibility variables to attract more customers and sustain in the competitive markets.

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