

Green Marketing and its Determinants in Food Industry

Vysagh Venugopalan¹

¹Student, Masters in Business Administration, Universal Business School, Karjat, Raigad, Maharashtra, 410201, India.

Corresponding Author: vysaghvenu8@gmail.com

Abstract: Growing effects such as cardio metabolic diseases and lifestyle diseases due to unhealthy food products and marketing without focusing on the social causes and needs have led to a sense of need for green products and Green Marketing, though these diseases were mainly prevalent in high income countries (HICs) but they are also on the rise in Low Income countries. Top brands of fortune 500 sat high at producing highly processed unhealthy foods and thus making its availability high. Concept of green marketing a whole can be considered as promotion of organic or green products that leaves minimum negative footprint on humans and the environment, sustainable marketing can also be considered as a part of this concept, this study aims at understanding the consumer perception towards green value due to the rise in the environmental issues and health issues. The alarming rise of environmental issues related to emission of greenhouse gas can be also considered widely due to consumption of processed foods and red meats. The study includes the results of determinant in the food industry for green marketed products that is generated thru analysis of secondary data from research paper. The research as a whole represents the effects of green marketing on food industry and its determinants.

Key Words: —Green Marketing, Organic Food, Sustainable, Food Industry, Environment.

I. INTRODUCTION

Pollution, non-biodegradable trash, global warming, and tainted ground water have raised consumer awareness of the importance of purchasing organic food items.

Although the government and organizations are working to raise awareness and develop green products, there are many areas of the economy where there is no such awareness. One such area is the food service sector and industries, which consists of organizations that make and deliver food outside the home, including street vendors, restaurants, catering services, and certain cloud kitchen

II. OBJECTIVE AND METHODOLOGY

The unorganized sector, which accounts for more than 60% of the food business, is one of the primary contributors to rising carbon emissions. Despite the fact that green marketing tactics are still in their infancy in this industry. The state is exacerbated by the lack of stringent environmental rules that can keep environmental hazards in this industry under control.

Research mainly consists of secondary data from previous researches and articles.

III. LITERATURE REVIEW

(Bukhari,2011) has evaluated the various ways by which green marketing has been implemented and how they are trying to reach the customers using these techniques, the study also looks at how these techniques influence behavior of the customers and their outlook to the same, the study focused of aspects of if green marketing can influence customer and consumers and how to approach the customers using these techniques effectively and also develop green marketing and sustainable strategies without compromising quality or the value of the product , environmental responsibility was given upper hand in the study and marketing mix to be followed was also discussed. (Bagheri,2014) has investigated green marketing in terms of a standalone store and shops and how consumers get attracted or perceive these marketing techniques followed has been studied, essence of retailing and retailing environment friendly products has been looked into without compromising needs of the consumer or customer, demographics were taken into consideration and social marketing by minimizing negative effects on the environment has been seen. The relationship between green pricing, green promotion, green product features has been looked into and how green pricing effects consumer behavior has also been studied.

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(Delafrooz, Taleghani and Nouri,2014) has identified the effects of green marketing in the future and the generations to come may have, eco branding eco labelling and eco advertisements has been looked into and they effect consumers and customers in a positive manner, following the techniques makes them a tool for consumers to understand and turn into eco-friendly products and this also promotes green marketing as a whole. Researches from western countries has been considered and this has been compared to research of south Asian countries and how people react differently to these products, the decision was found to be influenced up to 70% by these techniques sighting that green marketing is an effective tool.

(P.Govender and L.Govender,2016) has analysed global warming, climate change, pollution and how business have and has started changing their strategy in to green methods of marketing and how they are changing their overall conduct , study focused on how genders effect the green marketing and how each gender perceives it, the study also examined the availability and accessibility of green products and how retailers and other venders approach green marketing and products marketed using these techniques and study also paves path for further advanced researches, awareness of consumers and customers towards green marketing has also been studied.

(Perrigot, Watson and Dada, 2021) have studied how stakeholders influence green marketing and how green management practices in fast food chains can impact overall green strategy of the organization, the research also look into how franchisees can make changes in their interacting with their stake holders to make green methods of working within organizations and ensure environmental effectiveness. All the aspects of an organization from supplier to end of chain at consumer in a fast-food setup has been deeply examined in a fully-fledged manner.

(Phookan, Sarmah and Devi, 2019) aims to study the determinants of green marketing in India and sensitivity of consumers to purchase green products internal policies of restaurants and their awareness has been seen to affect the green marketing methods of food industries as a whole and also attitude restaurant owners to the methods can also influence the shift to green marketing, unorganized food sector has also been studied to create and understand a wider understanding of green marketing in India, practicality also plays an important factor as he cost of green marketing can also come into picture if the customers are not ready to accept or react to green marketing techniques.

Nguyen, Ninh Nguyen, Khoa Nguen, Lobo and Anh Vu, 2019) Study has been focused on customers and consumers approach to organic meet and products and sustainable food practices, they also studied how green practices by food stores and units influence the buying power of consumers and their perception to food safety and healthy eating. The study aims to bridge gap between green marketing and lack of knowledge among consumers for green food products as the weakest link in green marketing is lack of awareness.

(Rahman, Barua, Hoque & Zahir, 2017) has investigated on the influence of green marketing on the consumer behavior: Realistic study on Bangladesh the study aims at the consumer perception on the green value created by the green marketing promoters and how is its impact on the consumer buying behavior for eco-friendly product, where in the paper they found out that overpricing is one of the major issues of the green marketed products. The companies have to come up with more promotional activities, create an awareness among the customers about the social responsibility to save the planet and there should be eco labelling and international standards of labelling has to maintained so the customers will not be in a double mind.

(Boztepe, 2012) in the paper focusses on the green marketing strategy and the impact on the consumer behavior. The environment and environmental issues that led o the rise of green marketing. The results of the analysis the combination of green product feature, green promotional activities and green pricing affect the green purchasing behavior of the consumers in a positive way. It also says that the impact of Demographic characteristics has a moderate effect on the model.

(Ansar, 2013) has identified in the paper the impact of green marketing on the consumer purchasing intentions the inclusion criteria for the respondents were 14 years of education and minimum age of 19 years which on analysis found out that age and the education of the consumer has a positive impact on Eco- Literacy. Socio demographic variables have no much impact on the consumer behavior.

Environmental advertising, green pricing and ecological packing have also got a positive relationship with the green purchasing intensions of the consumers.

IV. FOOD PROCESSING INDUSTRY

In recent years, the food processing business, sometimes known as the sunrise sector, has grown in importance in India.

It makes a significant contribution to the country's economic development, creates job opportunities, and aids in income production. This sector has the potential to create jobs; India is one of the world's top consumers of processed foods; the market for food and food products is valued at 181 billion dollars and is within the largest consumption category. Food processing accounts for 21% of GDP. The rising rate of consumption of processed foods is concerning.

V. GREEN MARKETING

Green marketing refers to an organization's efforts to create, distribute, price, and promote end products that are not harmful to consumers, producers, or the environment. Green marketing in the workplace will necessitate a more creative and imaginative redesign, processing, packing, and distribution of products, but it has the potential to increase market share, consumer satisfaction, and retention. As a result, it may have a substantial impact on job creation, income generation, and social upliftment. Green marketing can include the use of environmentally friendly products, procedures, packaging, distribution, and advertising. Each phase should include reducing the use of valuable resources, precious energy, and harmful effluents, as well as assuring material recycling, renewability, and product durability.

It involves agreements to satisfy supply chain intermediates, end users, regulatory authorities, and society as a whole. Green marketing is widely recognized by businesses around the world since it expands opportunities and gives adopting businesses a competitive advantage. The push to make the corporate environment green and to behave in a more responsible manner comes mostly from government regulation, as well as shifting customer perceptions. Green marketing refers to items using biodegradable, reusable, and recyclable packaging and raw materials, as well as those that are grown without the use of harmful pesticides and kept without the use of chemicals.

5.1 Issues involved in marketing of finished green products

Environmental issues: However, for global acceptance of the goods, the certifiers' quality certification provides a set of norms that may be desired to the sector's global participants. Traceability is also quickly becoming the norm in this area, as it connects producers and customers, resulting in safer food products. Traceability systems have progressed as excellent agricultural practises and ISO standards have become more widely accepted in food manufacturing facilities. Another

way to ensure a safe and environmentally friendly product is to have it certified as a green product by the Ministry of Environment and Forests. However, many people are unaware of this, thus greater education on certifications is needed.

5.2 Safety and health issues

Consumers are offered a wide selection of competitively priced items as marketers aim to capitalize on the fact that people are increasingly more concerned about safety and a healthier environment, and prefer environment friendly products for consumption. As a result, quality control is becoming increasingly vital in the food business, as is efficient quality assurance. The relevance of instrumentation and food safety practices cannot be overstated. The ability to trace and identify each and every ingredient in a food product is a big concern. To safeguard the health and safety of our products, we used to have several laws and regulations with varying norms and standards in our country.

5.3 Managerial issues

Should corporations actually go green, and if so, do they have adequate incentives to do so? We can answer the question by delving into the managerial aspects of green marketing. Green marketing practices assist businesses in increasing profitability as well as market share. Environmental protection, reduced trade barriers, standardization, fewer health and safety hazards, increased employee and community relations, and so on are all advantages of green marketing. Top management's support and commitment are critical to a company's green initiatives, and a sustainable company produces sustainable products.

5.4 Compulsion and pressure for business

The firm's decision to embrace a green marketing strategy is mostly a reaction to rising societal pressures on the company. Green marketing orientation could give your company a strategic competitive advantage in both the domestic and international markets. This factor alone can inspire them, and forward-thinking companies will gladly implement it. Additionally, the government may play a role in the effective and comprehensive implementation of green marketing strategies. The concept of green marketing cannot be systematically implemented in a big and diverse country like India unless the government creates explicit and rigorous laws and uses authority to implement the most important of standards. The Indian food regulation system is made up of many food regulations and standards that have been adopted over time.

The ministries of agriculture, environment, and food processing are in charge of enforcing these laws and policies, but testing facilities and labs are woefully under-equipped in terms of technology and experienced staff. Poor test results and a decline in worldwide standards have resulted as a result of these issues.

As a result, for certifications and testing, exporters must rely on expensive international labs and testing units. India has to modernize its infrastructure in this area quickly in order to fulfil global trade demands.

VI. CONSUMER AWARENESS

Catalysts and pressure organizations all over the globe have made the world's biggest corporations aware of the need to become more environmentally sensitive. However, business and industry in India as a whole would only accept its importance if it is popular. Consumer demand and marketing middlemen Green is a popular color in Western culture. The majority of customers have joined the movement, and their large number reflects a positive trend. Eco-products have sparked a lot of attention (Ghose, 2008). The problem relevant to the success of green products in the marketing process is the 'Green' is a notion that consumers are drawn to. Green is defined by Peattie (1995). 'Marketing' is defined as the management activity of recognizing, predicting, and responding to market opportunities. Customers' and society's expectations are met. As a result, knowing customers is the first logical step in green marketing. Ottman et al. (2006) stated that in order for a product to be considered green, it must meet at least two key objectives: 'enhanced environmental quality and 'consumer satisfaction.' Green marketing myopia is defined as an inability to accurately appraise both aspects or an overemphasis on quality at the price of consumer pleasure 130 F M Khan and S Ahmad. When the environmental benefits of green products are not clearly defined, product performance, along with other attributes, remain the main determinants of product preference and choice, according to Wong et al. (1996) empirical analysis of firms' marketing strategies and their influence on consumer demand for green products. The penetration of green products against traditional products varies by product category. It has become widespread in the auto and energy sectors (Gupta, 2008). As consumer knowledge of organic foods and sustainable goods grows, trade and industry will be forced to accommodate these demands. To communicate the benefits of a "green" image to customers, increased marketing activities

and exposure are required (Ottman, 1993). The assumption that buyers are aware of environmental challenges and impacts is incorrect since green marketing is a relatively new idea in developing nations. As a result, raising environmental awareness and delivering environmental education to consumers and stakeholders is critical (Nair and Menon, 2008). Because they are exposed to a healthy living lifestyle that includes natural food consumption and workouts, Indian customers understand the value of utilizing natural products. Because of our rich history and culture, the consumer is already familiar with us and will choose natural and unadulterated items. Customers must be educated and informed about the benefits of utilizing a green product or service. This approach allows customers to reconsider their choice to quit using environmentally damaging items. This may be accomplished by informing customers about the benefits of purchasing environmentally friendly items. One method is to build awareness among peer groups by posting profiles linked to green marketing on social media. As a result, the first guideline of green marketing is to concentrate on the benefits that clean and natural products may provide to customers. If done effectively, buyers will pay a premium for greener options if they are driven to switch brands. It won't help if a product is produced that is completely green in every way but fails to meet consumer satisfaction standards. Green myopia will result as a result of this. Once again, if the green product is overpriced, it will lose market acceptance. Green products must be made appealing to consumers. Customers must be taught and warned about environmental dangers because the notion is still new to them (Mishra and Sharma, 2010).

VII. COST CONSIDERATION

In the green marketing mix, price is an essential issue. Most people are willing to spend a higher price if they believe the product is of higher value, thus the product's pricing should fulfil their expectations. Because marketers are responsible for informing consumers about the advantages of green products over non-green products, consumers' willingness to pay more to maintain a cleaner and greener environment will be proportional to the value they perceive in such offers, both for themselves and for society. Many food-management difficulties for green marketing in India's food processing industry; 131 producers have moved to organic farming methods; Organic items are offered at a higher price on the market, and consumers are willing to pay the higher price. This is an obvious illustration of customer readiness.

According to Ottman (1998), green marketing is anticipated to achieve two goals:

- Balancing product environmental compatibility: Product environmental compatibility must be balanced against the customer's desire for performance, quality, and a fair price.
- Projecting an image of environmental sensitivity: High environmental quality must be clearly highlighted in terms of both product qualities and the manufacturer's track record.

The Indian customer, it has been discovered, is motivated more by price than by environmental concerns. Rather than 'purchase green,' most consumers choose to 'buy inexpensive.' However, as seen by the growing adoption of organic products in India among the educated, Indians are warming to the notion of green marketing (Das, 2002). As a result, green marketing causes and inspires consumers to want a better and cleaner environment to the point that they are prepared to 'pay' for it, whether through increased prices, altered individual lives, or government involvement. As a result, marketing should be a holistic approach that involves several stakeholders at different phases of the product life cycle. Some greening initiatives, such as avoiding or eliminating material and energy waste, are cost-cutting in and of themselves, while many others may appear to be burdensome in terms of investment in technology, people, procedures, monitoring, and accreditation. However, with competent management and a long-term view, this problem may be mitigated to a large amount. Environmental regulation, according to research, can lead to a win-win situation in which environmental benefits and greater competitiveness are both realized (Bernauer et al. 2006). 'Properly conceived environmental norms can drive innovation that may partially or more than cover the expenses of complying with them,' according to Porter and Linde (1995). The message conveyed by the foregoing studies is unmistakable. The overall impact of greening the firm will be cost-effective and sustainable in the long run. Only the expense of new and creative activities will have to be regulated in the short term. This expense will be recouped in the long term by giving the company a competitive advantage.

VIII. PROMOTION AND DELIVERY OPTIONS

Customers acquire food safety information from a variety of sources, but the mainstream media, particularly newspapers, magazines, radio, and television, is their primary source of

information. They also get general food safety information from the media.

It is essential for businesses to spread this information, particularly the benefits of green products, to the general public through the media. Firms are linked to the social and economic environment through communication initiatives. It has been shown that not all companies that profess to be environmentally sensitive are truly green (Polonsky et al, 2001). As a result, the phrase "greenwashing" was adopted by the media to describe the 132 F M Khan and S Ahmad instances, in which the companies marketed themselves as environmentally friendly. As a result, the public is wary of green promises, and if the claims are proven to be untrue, it may substantially harm a company's reputation. The following are examples of green advertising:

I Commercials that promote the connection between a product and the environment.

- Advertisements that define a green product and target green living.
- Commercials that portray a company as environmentally conscious.

Green marketing entails customizing marketing tools while also emphasizing the value of people, the environment, and profit. Retail establishments with names like 'Reliance Fresh,' 'Fresh @Namdhari,' and 'Fresh and Desi' convey an instinctive sense of green marketing as well as the goal of selling fresh vegetables and fruits. One study found that those who were more proactive about environmental issues had a more positive attitude toward green initiatives (Kiran, 2012).

As a result, environmentally conscious groups push or promote environmental issues to consumers, who, once informed, demand green products. This is the draw effect, which is also good for the company's reputation. Because relatively few consumers go out of their way to acquire a green product, the placement of the green product will have a big influence on customers. A suitable location also aids the company in minimizing transportation emissions and hence its carbon impact. As a result, it's all about logistics management. Producing local/domestic mango juice, for example, eliminates the shipping costs and carbon emissions associated with various means of transportation as compared to importing the same juice from foreign markets.

IX. CONCLUSION

In this theoretical research, a conceptual framework has been

developed to illustrate how the determinants derived from previous studies, ideas for restaurant internal regulations, and awareness of green practices can positively impact the food business. Marketing strategists can devise a variety of strategies for different levels of restaurants, based on their structure and size, thereby contributing to environmental sustainability.

The study has limitations as well; the variables of green marketing studied were based on previous literature from other industries. As a result, there may be instances where specific factors that are primarily important to the food service industry are left out. There is no evidence of studies connected to GMP in the unorganized food sector in India. As a result, our research will add to the existing literature on green marketing in the food industry and assist businesses in making better use of their resources.

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