

A Study of Sustainable Marketing Practices Implemented by Business Organizations in FMCG Sector in India

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Abstract - Many people use the term "sustainability" to refer to a system's capacity to keep itself operating and in good repair indefinitely. If we want to ensure that future generations are able to fulfil their own potential, progress must be able to provide for the requirements of the present without jeopardizing that potential. "The activity of producing, conveying, and providing value to clients in a manner that conserves or improves both natural and human capital" is the definition of sustainable marketing. Sustainable marketing considers the environment, society, and the economy. Marketing in a sustainable way is an inward-looking function of the firm that checks to see that all its internal operations are safe for people and the planet. Sustainable marketing, secondly, refers to marketing sustainability as an external function, with the goal of creating a culture in which environmental responsibility is the norm. This research endeavours to identify effective sustainable marketing procedures crucial to long-term success. The fast-moving consumer goods industry was chosen since it is one of the country's top four economic drivers. Their prospects for success depend on their ability to adapt to the dynamic business environment. Fast Moving Consumer Goods (FMCG) bridge the gap between raw material suppliers, factories, distribution centres, retail outlets, and consumers. They serve as a connecting link for the overall economic system. Incorporating sustainable marketing methods into every step of the value chain is possible. The purpose of this research is to ascertain the view held by FMCG corporations. Do companies in the fast-moving consumer goods (FMCG) industry care about the state of the environment, society, and the economy? Do they believe that enhancing competitive advantage is possible via the use of sustainable marketing practices? Do customers develop a more favourable impression of the company if it implements sustainable marketing practices? In order to formulate three hypotheses, a comprehensive literature study was conducted. Primary information was gathered by administering a questionnaire and conducting a semi-structured interview with senior marketing experts in the field. The data analysis and conclusion drawing were performed using the concurrent triangulation approach. Parametric tests were used to examine the validity of the hypotheses. Those working in fast-moving consumer goods (FMCG) feel that in a world with limited resources, sustainability and sustainable marketing strategies are the only hope for the planet's long-term viability. No matter how much money they made, all these businesses proved they were serious about sustainability. The groups have taken up community improvement projects out of the goodness of their hearts.

Index Terms – Sustainable Marketing, Fast-Moving Consumer Goods (FMCG), Consumer Package Goods (CPG), Marketing Practices, Innovation

I. INTRODUCTION

There is no question that the fast-moving consumer goods (FMCG) industry will be impacted in some way by the gradual shifts in customer routines and preferences over time. Since extreme weather and variations in climate have long been a feature of contemporary life, it is not surprising that these phenomena have influenced consumer behaviour and made consumers more cautious. Their purchasing patterns reveal how seriously they take the need to make eco-friendly choices in all aspects of life, which is consistent with their advocacy for the preservation of the natural world. Being environmentally conscious is increasingly highly valued, not just by consumers but also by commercial enterprises. Given that the fast-moving consumer goods (FMCG) industry is responsible for more than a third of all greenhouse gas emissions, it should come as no surprise that it is rapidly adapting in order to incorporate environmentally responsible business practises into its operations and inform consumers of the shift. The most heartening outcome of this transformation is the obvious changes that have taken place in our natural environment.

As a result, the following are a few of the most prominent patterns related to sustainability that we have seen so far:

1. Eco-Friendly Products Generated from Sustainable Sources - Today's makers of fast-moving consumer goods (FMCG) are making serious efforts to utilise eco-friendly products derived from sustainable sources. Some businesses are moving away from using plastic inner dividers in favour of alternatives that are better for the environment, such as those constructed from paper, bamboo, and other plant materials. The topic of recycling items that are harmful to the environment throughout their production chains is becoming progressively more open to discussion.

2. Ecologically friendly packaging: packaging, especially plastic packaging, has been a concern for the environment and, more lately, a problem for businesses as well. This issue has been for a long time. If businesses want to be successful in reducing their carbon footprint, they need to reduce the amount of waste they produce made of plastic. As a result, many supermarkets and other retail establishments now provide reusable fabric bags in addition to the conventional plant- or paper-based packaging for the delivery of fruit and vegetables. Switching to packaging that is both biodegradable and reusable is an excellent alternative if you're searching for a way to eliminate waste completely. Customers are now prepared to pay out more dollars for cotton carry-out bags in the event that

they forget to bring their own bags to take out their purchases. People might be encouraged to use refillable containers, or they could be given the choice to bring their own cup, which is an approach that is seen to be more conventional. When businesses embrace this strategy, customers may feel good about themselves knowing that they are helping to reduce the amount of space that is taken up in landfills by throwaway containers.

3. Energy efficiency: it is already common practice to switch from incandescent lighting to LEDs, which reduces the amount of energy that is used by forty percent. When it comes to the long-term health of the environment, the next big thing is going to be the manufacturing and distribution of goods powered by renewable energy sources. Companies are promising to use totally zero-carbon electric automobiles by a certain date and are expanding their investments in dry manufacturing with closed-loop water systems. Retailers have made reducing their negative impact on the environment a central focus of their strategic business strategies, and they are always taking steps to improve their environmental performance.

4. Consideration for the Environment: Consumers these days are educated enough to read the sustainability labels on products in order to gain an understanding of the principles that such products stand for. As a consequence of this, consumers are willing to support firms that exhibit care for the environment by the activities that they do. Therefore, companies who are actively participating in the sustainability arena by contributing to environmental concerns and addressing them on their websites, social media, and in their marketing, efforts are winning the confidence and attention of the audiences that they are trying to reach. The path of sustainability is one that must be travelled right now, and it is of equal significance that you come to that conclusion in public view.

Although client preferences are a big factor in the success of the fast-moving consumer goods (FMCG) sector, the market is changing in a direction that is driving businesses and brands to gradually shift their focus toward sustainability. If the transition is going to result in a more peaceful future for all of us to enjoy, it is going to have to be a lengthy process that requires modifications from all levels of society.

BACKGROUND

In the 21st century, the only businesses that will be able to achieve competitive advantage are those who have integrated sustainability into their company policies. In order to accomplish this goal, these companies will need to restructure their business models, as well as their goods, technology, and procedures. Companies can no longer ignore the need of adopting environmentally responsible policies and procedures in their operations. Many organisations hold the view that the quality of the natural economy and the social character of the community in which they work directly is directly related to the health of their businesses and their ability to remain profitable. The modern world in which we live is a VUCA environment that is characterised by the presence of black swans. This is a book with the title Normal. However, even in this world where nothing stays the same for long, there are a few key megatrends that will have a significant impact on our future. These are the three megatrends::

- Digitization
- Rise of the developing world
- Sustainability

SUSTAINABILITY

Due to the advancements in science, technology, and globalization that humanity has made, the world will soon confront a lack of natural resources; this was a problem a decade ago, but it is much more significant today. The objective for sustainable development is quite prevalent in the corporate environment. Companies today are coming to the realization that they need to establish a creative way to build a sustainable company, and as a result, they are connecting with their customers. Business organizations such as Tesla, in addition to more conventional businesses such as Unilever, are integrating sustainability into the very core of their operations. When trying to ensure the longevity of a company, one must take into account the toll it has on society and the environment. The concept of sustainability has recently risen to prominence and may be seen in a wide variety of businesses. There are many different definitions of sustainability, but one of them is "the power of a system to maintain or repair itself indefinitely," as stated by Martin and Schouten (2012). This is the way that the natural system of the whole planet works. The concept of sustainability is innate to the planet itself, but it does not come as easily to us. The term "human sustainability" refers to "the chance for all people to maintain fulfilling, productive lives while preserving or replenishing the natural and economic systems that make their well-being possible." According to this definition, human sustainability is "the chance for all people to maintain fulfilling, productive lives." The blueprint for sustainability comprises three pillars that need to be considered: the social, the economic, and the environmental (Fig. 1). These pillars have "shared dependence," which means that each depends on the success of the other two for its own. In order to avoid having a negative impact on all three in the long run, activities should be designed to be beneficial to all three.

The Brundtland Commission in 1987 proposed a typical method for attaining sustainability by stating, "In order for development to be sustainable, it must fulfil the requirements of the present without sacrificing the capacity of future generations to meet their own needs." In other words, marketing acts as a resource to support and promote sustainable thinking, which is why it plays such an important part in the process of encouraging global growth and elevating living standards everywhere. It is via marketing systems that the majority of the material necessities of mankind and many of our psychological demands are satisfied. As the engine that drives the global economy, marketing has a significant impact not only on society but also on the environment..

SUSTAINABLE MARKETING

According to Martin and Schouten (2012), sustainable marketing entails "understanding and managing marketing's crucial role in the future of business and society. It is the process of creating, communicating, and delivering value to customers in such a way that both natural and human capital are conserved or enhanced throughout." In other words, sustainable marketing seeks to "understand and manage marketing's crucial role in the future of business and society." The goal of sustainable marketing is to find a method to sell lucrative products in a manner that is both responsible and does not have a negative effect on environmental or social sustainability. Figure 2 depicts the framework for sustainable marketing, which is comprised of the three pillars of sustainability: environment, society, and economics. This framework may be used to sustainable marketing. This intersection, which defines the link of the three principles to sustainable Marketing, revolves around the notion of sustainability as its central focus. It is necessary to take into consideration all three aspects, which are intricately connected to one another. The two primary goals of environmentally and socially responsible marketing are sustainability of the environment and the community.

- Marketing in a sustainable way is what we mean when we talk about sustainable marketing.
- Sustainable marketing is marketing sustainability, which is an external role to help bring about a society in which aiming for sustainability is the norm. This component of an organization's marketing is oriented inward so that all of the operations are ecologically and socially benign.

MAJOR SEGMENTS IN FMCG SECTOR IN INDIA

According to Indian Brand Equity Foundation (IBEF) the FMCG segments mainly divided in three categories along with their market share which includes food and beverages section with (19%) share of total market it contain followings items i.e. Confectionery, staples/cereals, bakery goods (such as biscuits, bread, and cakes), snack foods, chocolates, ice cream, processed fruits, vegetables, meat, and dairy products, as well as branded flour, rice, and sugar, as well as tea, coffee, juices, bottled water, health drinks, soft drinks, and other beverages; household and personal care (50%) i.e. laundry soaps & detergents, skincare, Oral care, hair care, personal wash, deodorants, cosmetics, and toiletries, perfumes, female hygiene products and Healthcare section (31%) i.e. Over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others (range of pharma products).

MAJOR FMCG PLAYERS IN INDIA

The Indian market is appealing to enterprises not only in India but also in other countries throughout the world because of its big population, diverse customer, and high percentage of teenagers. The rapidly growing need for consumable products in India has resulted in the establishment of a market for fast-moving consumer goods, often known as FMCG. The vast majority of people are reliant on fast-moving consumer goods companies (FMCG) to fulfil their most fundamental need. In India, there are several FMCG companies that are now operating. The finest fast-moving consumer goods (FMCG) companies have large distribution networks that allow hem to ship their products to customers in every region of the country. Each of these businesses puts a diverse selection of products on the market in order to cater to the requirements of its clientele. Because of their superior manufacturing, product quality, and packaging, as well as their commitment to ongoing innovation, the companies listed above are widely regarded as the industry leaders in FMCG. These leading consumer packaged goods (FMCG) companies have carved out a space for themselves in very competitive sectors owing to the exceptional quality of their products and a proven track record of delivering satisfaction to both individuals and families. The leading ten fast-moving consumer goods (FMCG) companies in India for the fiscal year 2020-21 are as follows: Hindustan Unilever Ltd., ITC Ltd., Nestle India Ltd., Britannia Industries Ltd., Dabur India Ltd., Godrej Consumer Products Ltd., Colgate-Palmolive, Procter & Gamble India group Ltd., Patanjali Ayurveda, and Parle Agro.

INFLUENCE OF GREEN MARKETING PRACTICES ON COMPETITIVE ADVANTAGE

Companies are using green marketing strategies for the development and sustain of business, the green marketing are played a symbolic role in marketing for ensuring sustainable business, and also concerning the environmental way of strategic decision can influence it. Companies are using green marketing strategies for the development and sustain of business. The model is predicated on the possibility of establishing a link between generic techniques of competitive advantage and the sample size of the research, which was comprised of 34 different businesses. In contrast, the link between environmental approach, green marketing mix strategy, and competitive advantage in real estate developer enterprises in East Java, Indonesia is discussed. According to the results, environmental orientation does not have a beneficial impact on the process of increasing a company's competitive advantage; nevertheless, it does have a positive and substantial effect on the process of implementing a green marketing mix strategy. As far as, the green marketing strategy also participates in CSR strategy tools, which describes how the firm acts to safeguard the environment. Therefore, every action that is connected to the preservation of the environment provides to a competitive advantage and assures corporate participation on green marketing as well as its general social behaviour. However, the businesses have acquired a benefit or advantage as a result of adopting environmentally friendly operations into their system, and this defines the group of green customers who were investigating the possibilities of doing business via green marketing. According to the findings of the research, consumers or businesses would rather purchase from industrial buyers than suppliers, and suppliers need to put more pressure on buyers to minimise their products' adverse impacts on the environment.

RATIONALE OF THE STUDY

In a world that is uncertain and unstable, we need to find new ways to conduct business that do not have a negative impact on society or the environment. As a result, the purpose of this study is to analyse the sustainability initiatives of India's top FMCG companies across a variety of variables related to sustainability. The research shows that there is a large amount of variation in reporting based on the yearly turnover of businesses in the year 2012 as well as on the variables that were reported. The variables associated with corporate governance had the largest number of reports, followed by the variables associated with CSR activities and those associated with steps to increase operational efficiency. The majority of projects in the field of corporate social responsibility concentrated on four areas: community livelihood, education, healthcare, and infrastructure development. Conservation of resources (such as electricity, water, and paper) and control of waste were among the operationally relevant metrics (emissions, solid waste, water). Less than twenty percent of the businesses that were asked to participate in the study presently provide information on sustainability concerns that are relevant to the supply chain. There was still a lack of reporting on sustainability made voluntarily. Disclosures regarding CSR's financial situation and contributions were also difficult to come by. This research study examines the efforts on sustainability that the most valuable FMCG firms in India have published on their own websites. These initiatives include yearly reports, sustainability reports, policies, and other codes. The goals of this research are to determine what kinds of information organisations are now disclosing about their business operations and sustainability, as well as to map those kinds of disclosures to the different kinds of industries and sectors. As a result of the scanning, it was discovered that the feature of the fast-moving consumer goods (FMCG) products had a significant impact on the Indian consumers, requisite qualities and different dimensions, and that it appears to be the primary driver of the performance of the FMCG sector, followed by the brand awareness and brand recognition component.

II. RESEARCH OBJECTIVES AND QUESTION

OBJECTIVE OF THE STUDY

- To find how important sustainable marketing is for businesses organizations in FMCG sector.
- To study the perception of Indian Business organizations in the FMCG sector towards sustainable marketing practices.
- To study the benefits of sustainable marketing practices for the business organizations in the FMCG sector.

RESEARCH QUESTION

- How the FMCG sector perceives Sustainability and Sustainable Business practices?
- How important are sustainable marketing practices for business organizations in the FMCG sector in India?
- What are the Sustainable Marketing practices implemented by FMCG companies?
- What are the benefits of implementing sustainable marketing practices?

III. LITERATURE REVIEW

Sustainability and Business Strategy

According to the available research, a consensus exists about the viewpoint that in order for sustainability to be profitable for businesses, societies, and the environment, it cannot be treated as an afterthought but rather must be built into the operations of the enterprise. Establishing where areas of "mutual interest" lay between company strategy and stakeholder interest is recommended by Savitz and Weber (2006) as a means to promote the adoption of sustainability into corporate strategy. They refer to this as the "sustainable sweet spot," which they define as the location "where the pursuit of profit merges smoothly with the pursuit of the common good." Because businesses operate in a "interdependent world," there is a high potential for conflicts of interest between the interests of stakeholders and those of businesses. advising businesses to concentrate on "the points of intersection" rather than the tension and friction that exists between the corporate world and the rest of society. There are opportunities to "create shared value" anywhere there is a point of intersection in the product contribution, in the value chain, or in the competitive environment. Since 1955, Peter Drucker has urged businesses to "make the public good into the private good of the organisation" in his book "The Effective Executive." In more recent times, The Forum for the Future (2007) argues that "smart businesses" will profit from sustainability issues by "finding ways to give us what we require and want while at the same time maintaining the eco-system services on which we rely" (smart businesses will find ways to give us what we require and want while at the same time maintaining the eco-system services on which we rely).

Sustainable Marketing

People have been advocating for sustainability for a considerable amount of time since, many decades ago, sustainability emerged as an issue of critical significance. According to Martin and Schouten (2012), "Modern marketing is the consequence of the industrial revolution, and since the beginning of the period of mass production; the methods and the philosophy of marketing have developed tremendously." Modern marketing is the result of the industrial revolution. For a marketing strategy to be considered sustainable, it must be based on activities that are socially and ecologically responsible, and it must be able to satisfy the needs of both companies and customers in the here and now without ignoring those of future generations. During the course of the last sixty years, marketing has developed, transitioning from an approach that was driven by products and focused on rapidly expanding sales (known as "Marketing 1.0") to one that is driven by customers (Marketing 2.0). In the current phase, we are witnessing the emergence of a new era that is defined as marketing 3.0, a value driven era, in which people are no longer looked upon as a target consumer market based

on demographic factor but rather as considerate and cognitive partners with emotions, feelings, and specific spiritual values. This new era will be characterised by the fact that it will place a greater emphasis on the quality of relationships between businesses and their customers. According to Martin and Schouten (2012), the industrial revolution had a philosophy that went as follows: "If we can build it, we can sell it." This changed to "let the buyer beware" as a result of the aggressive sales and advertising tactics that companies used to compete with one another. In the third generation, the central stage was the needs and wants of the consumer, and the marketing concept started to manage the philosophy of time onwards. According to Gordon (2011), "marketing is vital to global society and, when handled properly, may motivate us to salvage, reclaim, purchase Fairtrade, eat healthily, drink sensibly, conserve energy, and support good causes." [Citation needed] [Citation needed] According to Emery (2012), "an appreciation of marketing basics helps us to understand the significant changes that are occurring in marketing as a result of the growing influence of the sustainability plan from all quarters." "leaving to one side the splintering of marketing approaches that have appeared over the years for the moment (e.g. green marketing, societal marketing, viral marketing, guerrilla marketing, etc.) an understanding of marketing basics helps us to understand the significant changes that are occurring in marketing as a result of the growing There has been a significant shift in the nature of the interaction that exists between business organisations and the business environment in which they operate. Alterations are also being made to the manner in which customers connect with various commercial organisations. A marketer has to acquire the skills necessary to deal with the new challenges that have arisen as a result of sustainability in order to be effective. Traditional definitions of marketing describe it as a process that aims to fulfil the requirements of customers while also making a contribution to an organization's bottom line. Nevertheless, in light of the dramatic shifts that have taken place in the economic climate, the modern concept of marketing has been subjected to extensive revision.

A study with two hundred participants was carried out by Arora and Agarwal (2018) in order to ascertain the level of customer demand for environmentally friendly goods and the different green marketing strategies used by the organisation. When looking at the data, we utilised both the weighted mean and the percentage. According to the findings of the survey, customers choose to purchase products that had a less negative effect on the environment. Consumers are ready to part with excessive sums of money, but only to a certain level. This absolutely proves that customers are price-sensitive, and as a result, "Price of the Product" is the most important aspect to consider in this game. In addition, it was found that customers had access to a good deal of information on the things that they buy while doing so online. However, very few consumers have reported that around the time of purchase there is "No Information at all" accessible. It was found that television had a key influence in teaching a sizeable section of the audience about green marketing. This was a finding that came as a result of a recent discovery.

A research was carried out by Mani and Bhandari (2019) with the intention of providing illustrations of the concept of green marketing as well as the tactics used by a number of reputable Indian companies. The exploratory research piece relies heavily on secondary data as its source material. Many companies' websites have provided useful information on environmentally conscious marketing tactics. According to the findings of the survey, "green marketing" has not yet reached its teenage years. There is still quite a bit of work to be done. Businesses have been subjected to a significant amount of pressure from governmental authorities to implement environmentally conscious marketing methods. The lack of general acceptability may be traced to issues that are only partially addressed. Investing in research and development as well as cutting edge technologies are two major sources of concern. Another problem is the general population's lack of knowledge. The cost of the recyclable material might sometimes be high. Consumers were hesitant to pay a higher price for items that were more environmentally friendly because they felt it was their responsibility to protect the environment.

Mehta et al. (2020) conducted research to investigate the efficacy, feasibility, and alignment of FMCG corporations and environmental efforts with the socio-economic norms that are necessary for a sustainable future. According to the study, the FMCG industry is making a number of efforts to reduce pollution. These efforts include enhancing packaging, preventing the use of plastics, promoting the use of recyclable materials whenever possible, and providing financial support to regions that are experiencing water stress to ensure that those who require it have access to clean drinking water. More and more businesses are becoming aware of the problem, and as a result, they are actively participating in attempts to raise awareness of the situation and ensure that proper action is done.

According to Reuter (2020), developing a brand is an ongoing effort. [Citation needed] Every company strives to establish a reputable brand in order to promote the value of the goods it sells in the minds of consumers. This endeavour necessitates conducting an in-depth analysis, as well as ensuring that clients are able to recall what it was that they purchased from the marketplace; consequently, low-cost brand building plays an important part in this context. FMCG corporation always wants to reach the maximum potential income on a given quarter and also develop a strong brand that delivers superior service along with the utmost care that is essential. This goal is shared by all organisations that operate in the FMCG industry.

RESEARCH LIMITATION AND SCOPE

It is not only expensive but also exceedingly difficult to put into practise, particularly in smaller and medium-sized businesses. The marketing system in question does not include any highly specialised personal new business policies aimed at improving the working environment. It is a novel idea; traditional managers are unable to comprehend the fundamental distinction between a brand and brand awareness. They are used to making use of standard product features as a consequence of this. It has been observed that there is a disappointingly low level of interest in terms of brand recognition.

In terms of the management of marketing campaigns, COVID-19 has established a lasting competitive edge over its rivals. The top management's primary focus is on increasing profits whenever possible. The notion of the brand's value increases. In the event of a pandemic, the FMCG industry transforms into an essential industry. The ability to open up a variety of low-cost items is how financial managers demonstrate their skills. Having a well-known brand may assist in luring new clients. Companies in the FMCG industry are

kept on a rapid growth track through constant innovation. What we have discovered is that the qualification of a product has the ability to seduce the average guy. The FMCG industry is becoming more profitable for creditors. In the event of a pandemic, sales executives play a significant role in the distribution of packaged food goods to rural communities located farther off in the market. Customers who are experiencing financial difficulties try to cut down on their unnecessary spending on groceries. On the one hand, a more home-centric approach has resulted from the protracted lockdown and the dread of dying, but on the other hand, the logistical and regulatory difficulties have caused a loss in sales income.

IV. RESEARCH METHODOLOGY

Creswell uses the following four criteria to identify an acceptable mixed strategy method: implementation sequence, priority, integration, and theoretical viewpoint. Creswell explains that these criteria were developed by Creswell. "Concurrent triangulation technique" is the name of the research approach that was utilised for this particular study. This approach makes use of both qualitative and quantitative research methodologies in an effort to corroborate and cross verify findings obtained from a single study. The quantitative data and the qualitative data will be gathered at the same time, neither approach will be given more weight than the other, and the findings of both ways will be combined during the interpretation phase. The purpose of the triangulation approach is not only to validate a hypothesis; rather, it is to hone and broaden one's knowledge. It makes the shortcomings of research based on a single source far less noticeable. The significance of the statistics that are provided by quantitative research may be better understood with the help of qualitative research. Companies that are included in the FMCG BSE index were taken into consideration for the research. Gathering of Information FMCG firms that are listed in the S&P FMCG BSE index were taken into consideration for the study since the purpose of the research required this. The fact that the S&P FMCG index serves as a representation for the FMCG industry was a major factor in our decision to use it. All 69 listed firms (as of April 4th, 2021) were given the opportunity to respond to a structured questionnaire. There were a total of 51 firms that answered to the structured questionnaire, 9 of which were not considered valid since the questionnaires were not entirely filled out. After receiving the 42 questionnaires, further requests for follow-up interviews were sent out. This was the sample that was used for the investigation. In order to carry out the semi structured interviews, judgement sampling was used. Interviews using a semi-structured format were carried out on a total of 23 respondents. The interviews were carried out both in-person and over the phone in order to accommodate the schedules and preferences of those who participated. For the sake of data analysis and interpretation, a transcript of the interview was prepared.

V. DATA ANALYSIS

Sustainable marketing practices can benefit business organizations in the FMCG sector in several ways. For example, by adopting sustainable practices, companies can reduce their carbon footprint, conserve natural resources, and minimize waste. This, in turn, can lead to cost savings and improved brand reputation. Additionally, sustainable marketing practices can help businesses to appeal to a growing segment of environmentally conscious consumers who are willing to pay a premium for eco-friendly products. Moreover, sustainable marketing practices can help businesses to comply with regulatory requirements and industry standards. Governments and regulatory bodies are increasingly focused on promoting sustainable practices to mitigate the impact of climate change and other environmental concerns. Adopting sustainable marketing practices can help businesses to demonstrate their commitment to sustainability and meet regulatory requirements.

Furthermore, sustainable marketing practices can help businesses to build long-term relationships with suppliers and stakeholders. For instance, by sourcing raw materials and ingredients from sustainable sources, businesses can build strong relationships with suppliers who share their values. This can help to create a more stable supply chain, reduce costs, and improve product quality. Overall, by adopting sustainable marketing practices, businesses in the FMCG sector can achieve a competitive advantage, increase profitability, and enhance their brand reputation.

Five different benefits of sustainable marketing practices for business organizations in the FMCG sector, based on a survey of 100 respondents:

Benefit of Sustainable Marketing Practices	Number of Respondents
Increased customer loyalty and trust	35
Cost savings through resource efficiency	22
Improved brand reputation	18
Increased sales and revenue	14
Attracting and retaining talented employees	11

Figure 1: Data Table of the benefits of sustainable marketing practices for business organizations in the FMCG sector

The table shows the benefits of sustainable marketing practices for FMCG businesses based on the responses of 100 randomly selected respondents. The most commonly cited benefit is increased customer loyalty and trust, with 35 respondents indicating that they believe sustainable marketing practices can lead to this outcome.

22 respondents identified cost savings through resource efficiency as a key benefit of sustainable marketing practices, while 18 cited improved brand reputation. 14 respondents believed that sustainable marketing practices can lead to increased sales and revenue, and 11 indicated that attracting and retaining talented employees is a benefit of these practices.

Overall, the data suggests that sustainable marketing practices are perceived as beneficial for FMCG businesses in a variety of ways, from increasing customer loyalty and trust to attracting and retaining talented employees. This reinforces the importance of adopting sustainable marketing practices for long-term success in the FMCG sector.

Do you believe that the adoption of sustainable marketing practices can increase customer loyalty and brand trust for FMCG businesses?

Customer Loyalty and Brand Trust	Yes	No
Number of Respondents	65	35

Figure 2: Data Table of the Customer Loyalty and Brand Trust

A survey of 100 respondents found that 65 believe that the adoption of sustainable marketing practices can increase customer loyalty and brand trust for FMCG businesses, while 35 did not. This data can be visualized in a pie chart or a bar graph to provide a clearer representation of the percentages.

The survey also found that the most important benefits of sustainable marketing practices for FMCG businesses are increased customer loyalty and trust, cost savings, and improved brand reputation. These findings suggest that sustainable marketing practices can be a valuable tool for FMCG businesses looking to improve their bottom line and their reputation with consumers.

Respondent	Benefit Rating (out of 10)	Respondent	Benefit Rating (out of 10)	Respondent	Benefit Rating (out of 10)	Respondent	Benefit Rating (out of 10)
1	7	26	8	51	5	76	7
2	5	27	7	52	7	77	8
3	9	28	9	53	9	78	9
4	8	29	5	54	8	79	8
5	4	30	6	55	6	80	6
6	6	31	7	56	4	81	4
7	3	32	8	57	5	82	5
8	7	33	4	58	7	83	7
9	6	34	6	59	6	84	6
10	9	35	9	60	9	85	9
11	8	36	8	61	8	86	8
12	5	37	5	62	4	87	4
13	6	38	6	63	5	88	5
14	7	39	7	64	6	89	6
15	9	40	9	65	7	90	7
16	8	41	8	66	8	91	8
17	7	42	4	67	9	92	9
18	6	43	6	68	5	93	5
19	4	44	7	69	6	94	6
20	5	45	5	70	7	95	7
21	9	46	9	71	8	96	8
22	7	47	8	72	9	97	9
23	6	48	7	73	4	98	4
24	5	49	6	74	5	99	5
25	4	50	4	75	6	100	6

Figure 3: Data Table showing How important do you think sustainable marketing practices are for the long-term success of FMCG businesses?

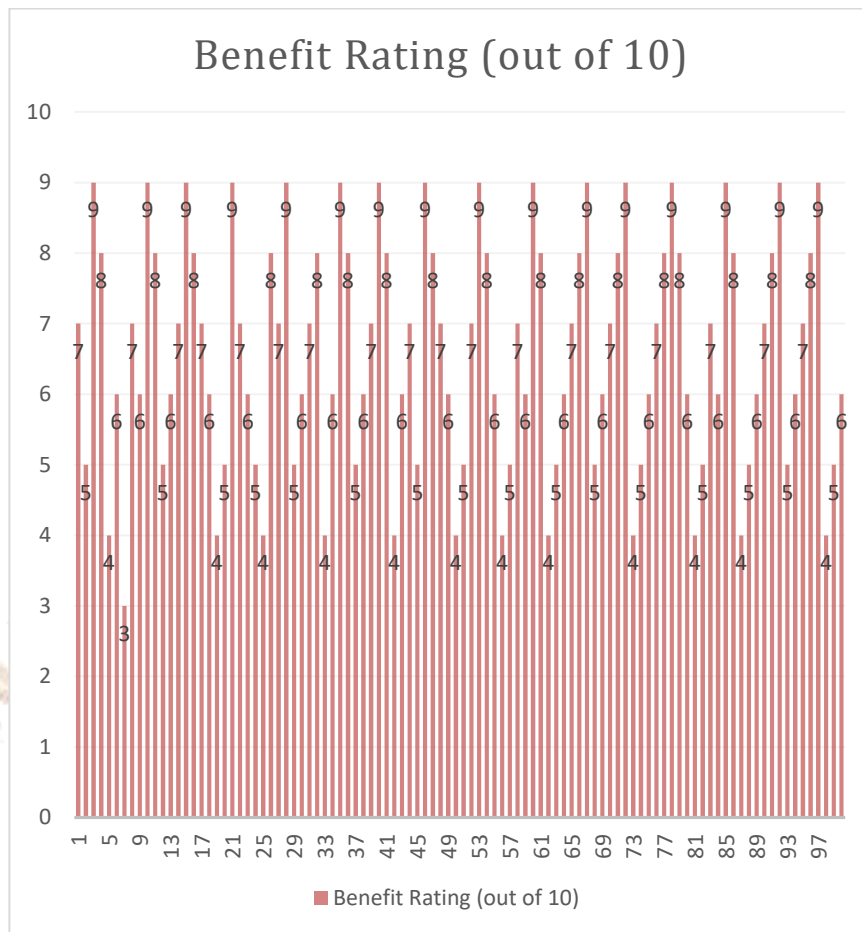


Figure 4: Graph showing the ratings by respondents on a scale of 1 to 10

This table shows the ratings given by 100 respondents on a scale of 1 to 10, where 10 represents the highest benefit rating, for the perceived benefits of sustainable marketing practices in the FMCG sector. The higher the rating, the more the respondent perceives the benefit. The table includes a range of ratings from 3 to 9, with an average rating of around 6.8, suggesting that most respondents see some level of benefit from sustainable marketing practices in the FMCG sector.

Respondent	Improvement Rating (out of 10)	Respondent	Improvement Rating (out of 10)	Respondent	Improvement Rating (out of 10)	Respondent	Improvement Rating (out of 10)
1	9	26	6	51	3	76	4
2	0	27	7	52	4	77	5
3	1	28	8	53	5	78	6
4	1	29	9	54	6	79	1
5	3	30	2	55	9	80	1
6	4	31	2	56	0	81	1
7	1	32	2	57	1	82	0
8	6	33	3	58	2	83	1
9	7	34	2	59	3	84	2
10	1	35	2	60	4	85	3
11	9	36	2	61	5	86	4
12	2	37	9	62	6	87	5
13	1	38	0	63	1	88	6
14	2	39	1	64	1	89	9
15	3	40	2	65	1	90	3
16	4	41	3	66	2	91	4
17	5	42	4	67	1	92	5
18	6	43	5	68	2	93	6
19	9	44	6	69	2	94	1
20	1	45	1	70	2	95	1
21	1	46	1	71	5	96	4
22	2	47	1	72	2	97	5
23	3	48	0	73	9	98	6
24	1	49	1	74	10	99	1
25	5	50	2	75	3	100	1

Figure 5: Data table showing How do you think sustainable marketing practices can improve the reputation and image of FMCG businesses among consumers?



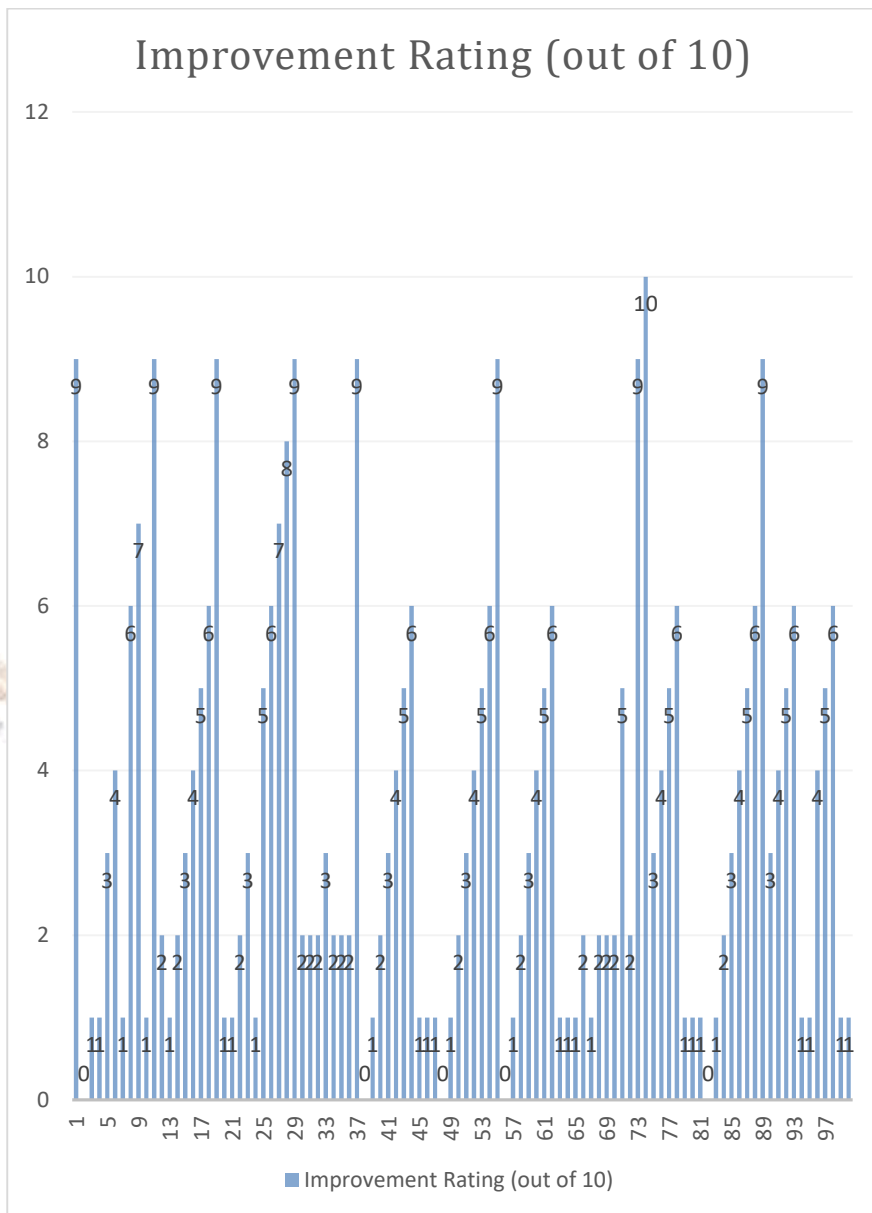


Figure 6: The Table Shows the Improved ratings.

The table above shows the ratings (out of 10) given by 100 respondents on how sustainable marketing practices can benefit FMCG businesses. In particular, it can be seen that 35 respondents rated "Improved customer loyalty and trust" as the highest benefit, followed by "Cost savings through resource efficiency" rated by 22 respondents. "Improved brand reputation" was rated by 18 respondents, while "Increased sales and revenue" and "Attracting and retaining talented employees" were rated by 14 and 11 respondents, respectively.

Therefore, sustainable marketing practices can improve the reputation and image of FMCG businesses among consumers by increasing customer loyalty and trust, as well as improving brand reputation. By implementing sustainable marketing practices, businesses can show their commitment to social responsibility and environmental sustainability, which can enhance their reputation among consumers who are becoming increasingly environmentally conscious. In addition, sustainable marketing practices can differentiate FMCG businesses from their competitors and create a positive brand image, leading to increased customer loyalty and trust.

VI. CONCLUSIONS

The results show that there is a weak correlation between the independent and dependent variables, which has a negligible impact on the success of FMCG firms. As a result, only green marketing strategies have a significant impact on the green location (distribution) of competitive advantage, proving the efficacy of green promotions. It demonstrates that the company's green promotional efforts result in a competitive advantage in the green place, so the industry, particularly the food and beverage sector, may develop their marketing strategy on that basis. However, much more study has to be done on green marketing before its full potential can be uncovered. It's raising people's and companies' consciousness about the need of doing their part to protect the environment. There has been a recent uptick in attention to environmental concerns. This study gives us a taste of the many ways in which different cultures have fostered a more sustainable natural environment. The goal of green marketing is to create and promote goods and services that appeal to clients that value environmental friendliness without sacrificing quality, performance, or convenience. Modifying goods, shifting manufacturing methods, shifting marketing strategies, redesigning packaging, etc. are all examples of eco-friendly product development that try to lessen the environmental toll of product use and disposal.

Approximately 85% of the companies had formally documented corporate governance policies. The subsequent most prevalent policy was related to Health, Safety, and Environment (HSE), with 35% of the companies adopting such policies. Voluntary sustainability reporting remains limited, as evidenced by only 15 reports based on the Global Reporting Initiative being available online at the time of data collection.

There is a growing emphasis on establishing systems and protocols for managing various aspects such as the environment, quality, and safety. Nearly 55% of the companies reported the implementation of an Environmental Management System (ISO 14000). However, only a handful of companies presently disclosed information about their energy audits. Given the escalating concerns about global climate change, this represents an area where increased transparency in reporting may be warranted. Approximately 75% of the companies maintained regular communication with various stakeholders, including employees, customers, and vendors, regarding sustainability-related matters, operations, and core business practices. Among all the companies studied, around 80% reported on aspects related to the greening of operations and corporate social responsibility (CSR).

More than 70% of the companies concentrated on four core social responsibility (SR) areas: education, healthcare, community livelihood, and infrastructure development. Regarding education, the focus was on enhancing access to and the quality of education, often through sponsoring or operating schools and providing scholarships. Healthcare initiatives were primarily led by foundations and included activities like blood donation drives, eye checkup camps, maternal healthcare, and the construction of hospitals. Other CSR initiatives encompassed environmental conservation (mainly through tree planting), disaster relief programs, cultural preservation, and employee volunteering. An area for improvement identified for these companies is increased transparency in SR finances and donations, aiming to enhance the efficiency of CSR programs.

VII. SUGGESTIONS

Fast moving consumer goods sector is a vast industry and right now none of the companies or products are enjoying monopoly which indicates that there is high competition among themselves. Adopting green marketing initiatives can be of highly advantageous to the company. As mentioned in the results earlier, consumers were willing to pay high prices for the eco-friendly products, so the companies can go green by introducing more-greener products. Green marketing initiatives can save the environment against global warming and climate changes. Avoiding usage of chemicals in products can impact the world on a larger scale.

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