

A STUDY ON IMPACT OF GREEN MARKETING STRATEGIES ADOPTED BY DAIRY INDUSTRIES IN SANGLI AND KOLHAPUR DISTRICTS

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Abstract:

Green marketing has emerged as a crucial strategy for businesses striving for sustainability while meeting consumer demands for eco-friendly products. The dairy industry, a significant contributor to the economy of Sangli and Kolhapur districts, is increasingly adopting green marketing strategies to enhance environmental sustainability, improve brand reputation, and comply with regulatory requirements. This study explores the impact of green marketing strategies implemented by dairy industries in these districts, focusing on key initiatives such as eco-friendly packaging, organic dairy production, energy-efficient processes, waste management, and sustainable sourcing.

The research employs a mixed-method approach, incorporating surveys and interviews with dairy industry stakeholders, including producers, consumers, and policymakers. The findings highlight the effectiveness of green marketing in enhancing consumer trust, driving competitive advantage, and fostering environmental responsibility. However, challenges such as high implementation costs, lack of consumer awareness, and infrastructural limitations are also identified.

The study concludes that while green marketing presents significant benefits for the dairy sector, a strategic approach involving government support, technological advancements, and consumer education is necessary for its successful adoption. The insights gained can help dairy businesses in Sangli and Kolhapur develop more effective and sustainable marketing strategies to align with global environmental trends.

Keywords: Green Marketing, Dairy Industry, Sustainability, Consumer Awareness, Eco-Friendly Practices

1. INTRODUCTION

Most of the customers are transforming their purchasing willingness for green products, which are eco-friendly, and healthy for society, human being and family members. Green Marketing is the marketing of products that are presumed to be environmentally safe, that means it refers to the process of selling products and services based on their environmental benefits. Now a day's purchase behavior also depends upon the sales promotion strategies. Customers are attracted by various companies by glamorous advertisements, policies provided by seller, discount policies etc.

India has been leading producer and consumer of dairy products across the globe with consistent growth in the production of dairy products. Activities related to Dairy productions are one of the important bases of Indian Rural Economy, which is delivering as an important source of income and employment. On the other hand, India is the largest country in the world, the demand of the dairy produce is also high. As compared to other dairy producers in the world, the milk production per animal is considerably low. Furthermore, almost every dairy produce in India is domestically consumed and out of which fluid milk is sold majorly. As the country is accounting for more than 13% of the world's total milk production, it is world's largest consumers of milk and milk products which is consuming almost 100% of its own milk production, have many challenges and opportunities in India as well as global Dairy Industry.

2. RESEARCH PURPOSE

There are needs of Green Products consumption especially in fast-moving consumer goods, like vegetables, grocery, milk etc. The present study will focus on analyzing existing green marketing strategies & impact on purchase behavior of new and existing customers. The study will be beneficial to the milk industry and society because it helps to create awareness about the concept of green milk products and green marketing.

3. STATEMENT OF THE RESEARCH PROBLEM

The dairy industry is one of the most rapidly expanding sub sectors in India. Due to this rapid expansion of the dairy sector, all the dairy firms in the industry need to develop and implement sound and competitive green marketing strategies in order to guarantee acceptable performance in the competitive environment. To consolidate its operations and strength in the market, green marketing strategies are adopted by this industry. The expansion of current green marketing practices requires the involvement of microfinance to these industries. The performance of green marketing is largely dependent on strategic practices. Minimal information exists on how market forces affect performance of dairy

Industries in India. In addition, previous studies have focused on description only while this study was analytical to look at relationships between variables. It is in this view that this study aimed to assess the influence of green marketing strategies on performance of dairy industries in Sangli and Kolhapur Districts of Maharashtra State. Considering this researcher has selected the topic entitled “A Study on Impact of Green Marketing Strategies Adopted by Dairy Industries in Sangli and Kolhapur Districts”

4. OBJECTIVES OF THE STUDY

1. To study the current scenario of green marketing strategies adopted by Dairy Industries in Sangli and Kolhapur districts.
2. To study the problems faced by dairy industries in the adoption of green marketing strategies.
3. To find out the commonly adopted green marketing strategies and analyzing impact on dairy industries in Sangli and Kolhapur districts.
4. To study the Factors influencing to purchase green milk products

5. RESEARCH METHODOLOGY

Research Design

The research design is descriptive. The major purpose of descriptive research is a description of the state of affairs as it exists at present. The study involved describing the current practice which is adopted by milk processing units, green marketing strategies and to identify consumer attributes, factors of buying decision making, consumers' market awareness of milk processing units.

Data Collection: - Appropriate Date was collected at two different levels. 1) Domestic Milk processing units 2) Customers

Secondary data was collected from the publications, articles, previous study done by the researcher, internet search, and concerned research institutions of Milk processing Industry. Various books on marketing strategies were referred for studying the contents of the subjects. Government rules regarding waste management and recycling norms for sustainable development from the website were referred to understand green management.

Research Area: - The study is related to milk processing units in Sangli and Kolhapur districts in Maharashtra state. Sangli and Kolhapur districts were selected as they are the biggest districts geographical area wise having most of the milk processing units in operations in Maharashtra state.

Sample Size			
Sangli District	Talukas	Milk Processing Units	Customers
	10	30	300
Kolhapur District	Talukas	Milk Processing Units	Customers
	12	30	300

Sample Size: 600 Customers has selected based on Tarrows Formula as well as 60 Milk Processing Unit has selected based on Statistical Calculator.

Sampling method: - Non-Probability convenience sampling opted for the survey. This method attempts to obtain a sample of the convenient end-user of milk products, Manufacture of milk products who are ready to give information.

Statistical tools

The simple statistical tools like frequencies, tabulation, percentages, averages etc. were used as per the requirement of the data for analyzing the data. Suitable statistical tools have been used to draw inferences using Statistical Package for Social Sciences (SPSS). The statistical test used for testing hypothesis

6. SCOPE OF THE STUDY

The researcher has restricted the scope of the study as per following:-

- Geographical Scope:** Sangli and Kolhapur Districts.
- Temporal Scope:** For the purpose of data collection and study, mainly the duration of 2021-2025 (i.e. 4 years) will be considered.
- Topical Scope:** A Study on Impact of Green Marketing Strategies Adopted by Dairy Industries in Sangli and Kolhapur Districts
- Analytical scope:** Fulfillment of objectives.
- Functional scope:** Meaningful suggestions for improvement in Green Marketing Strategies of dairy industry in the sample area.

7. HYPOTHESIS OF THE STUDY

Hypothesis 1: The growth of dairy industries in the Sangli and Kolhapur districts is influenced by adopting green marketing strategies.

Ho: The growth of dairy industries in the Sangli and Kolhapur districts is not influenced by adopting green marketing strategies.

H1: The growth of dairy industries in the Sangli and Kolhapur districts is influenced by adopting green marketing strategies.

State Factors influencing Dairy Industry Unit to adopt green marketing on the scale of following points (Please √)

Strongly Agree (SA), Agree (A), Not Agree (NA), Disagree (D), Strongly Disagree (SD)

Sr. No	Statement	SA	A	N	D	SD
1	Protecting environment is our responsibility	22	20	10	5	3
2	Environmental laws, rules and regulations have lead Companies to develop eco-friendly products.	20	22	12	4	2
3	Majority of our competitors are involved in green marketing	18	16	14	8	4
4	Green marketing gives competitive advantage	16	18	12	10	4
5	To satisfy our customers green marketing is important	20	20	14	4	2
6	Good demand for green product is noticed in recent past	16	18	12	10	4
7	Consumers are satisfied after purchasing green products	20	22	12	4	2
8	Green products and services reduce cost in long run	18	16	14	8	4
9	Eco-friendly products are beneficial for consumers.	16	18	12	10	4
10	Governmental pressure has led to development of sustainable products	20	22	12	4	2

H₀: Proportion of Factors influenced is equal to population proportion.

H₁: Proportion of Factors influenced is greater than population proportion.

For calculation of P[^]

$P^{\wedge} = \frac{MI + I}{\text{Number of Responses}}$

$P^{\wedge} = \frac{186 + 192}{600(10 \times 60)}$

$P^{\wedge} = 0.63$

Here, Proportion of influenced consumers (P[^]) = 0.63

Population proportion (P) = 0.5

H₀: P[^] = 0.5

V/s

H₁: P[^] > 0.5

Then, above hypothesis can be tested by using 'Single sample test' for proportion based on normal distribution

Test Statistic:

$$Z = \frac{\hat{P} - P}{\sqrt{\frac{P \cdot Q}{N}}}$$

$$= \frac{0.63 - 0.5}{\sqrt{\frac{0.5 * 0.5}{600}}}$$

$$= \frac{0.13}{\sqrt{\frac{0.25}{600}}}$$

$$= \frac{0.13}{0.020}$$

$$Z = 6.5$$

As H_1 is right-sided in the given hypothesis, applying right tailed test for determining the rejection region at 5 Percentage level which comes to as under, using normal curve area table;

$$R: |z| > 1.645$$

The observed value of z is 6.5 which come in the rejection region since $R: |z| > 1.645$ and thus, H_0 is rejected in favor of H_1 . Accordingly, Researcher narrated that the given figures confirm the hypothesis $\hat{P} > P$.

Hypothesis 2: There is a significant impact of green marketing strategies on the buying behavior of dairy product consumers.

H₀: There is no significant impact of green marketing strategies on the buying behavior of dairy product consumers.

H1: There is a significant impact of green marketing strategies on the buying behavior of dairy product consumers.

Table Showing Factors influencing to purchase green milk products

State agreement or disagreement with each of the statements on a five point scale as given below:

SA = strongly agree, A = agree, N = Neutral, D = disagree, SD = disagree

Sr. No.	Statements	SA	A	N	D	SD
1	Awareness of green durable products	232	180	110	60	18
2	Shielding environment is our responsibility	218	192	112	55	23
3	Green products are expensive	240	180	120	60	08
4	Purchasing green durables will protect our environment	232	168	108	72	10
5	Green products are available easily	238	162	108	60	12
6	The dealers persuade customers to purchase green products	230	156	120	72	08
7	Price of green product is the first thing I look into before taking decision to purchase it.	240	162	108	84	08
8	Before buying green products I compare its price with traditional products.	230	180	120	84	10
9	Dealers play important role in purchase of green products	232	180	108	78	12
10	I use green products because my friends and colleagues use the same.	222	192	108	72	10
11	Promotion of green product helps in purchasing green products	244	180	120	60	08
12	I seek the help of retail staff to explain me information regarding its contents and benefits of the green product.	240	168	108	72	06
13	I use green products because I want to protect my family members from serious ailments.	242	162	108	60	08
14	I use green products because I want to avoid my family members from harmful product.	230	180	102	84	06

H₀: Proportion of factors influenced is equal to population proportion.

H₁: Proportion of factors influenced is greater than population proportion.

For calculation of P[^]

$$P^{\wedge} = \frac{MI + I}{\text{Number of Responses}}$$

$$P^{\wedge} = \frac{3270 + 2442}{8400} \quad (14 * 600)$$

$$\hat{P}=0.68$$

Here, Proportion of influenced consumers (\hat{P}) = 0.68

Population proportion (P) = 0.5

$$H_0: \hat{P} = 0.5$$

V/s

$$H_1: \hat{P} > 0.5$$

Then, above hypothesis can be tested by using 'Single sample test' for proportion based on normal distribution

Test Statistic:

$$Z = \frac{\hat{P} - P}{\sqrt{\frac{P \cdot Q}{N}}}$$

$$= \frac{0.68 - 0.5}{\sqrt{\frac{0.5 * 0.5}{8400}}}$$

$$= \frac{0.18}{\sqrt{\frac{0.25}{8400}}}$$

$$= \frac{0.18}{0.0054}$$

$$\mathbf{Z = 33.33}$$

As H_1 is right-sided in the given hypothesis, applying right tailed test for determining the rejection region at 5 Percentage level which comes to as under, using normal curve area table;

$$R: |z| > 1.645$$

The observed value of z is 33.33 which come in the rejection region since $R: |z| > 1.645$ and thus, H_0 is rejected in favor of H_1 . Accordingly, Researcher narrated that the given figures confirm the hypothesis $P^{\wedge} > P$.

8. SUMMARY OF MAJOR FINDINGS

1. It is found that majority of competitors are involved in green marketing
2. It is found that Consumers are satisfied after purchasing green products
3. It is found that Eco-friendly products are beneficial for consumers.
4. It is found that Manufacturing green product is regarded as noble
5. It is found that Promotion of green product helps in purchasing green products
6. It is found that majority of customers are aware of green durable products
7. It is found that majority of customers want to protect family members from serious ailments.

9. SUGGESTIONS

1. It is suggested that Milk processing unit should focus on competitors green marketing strategies to develop some unique strategy.
2. It is suggested that Milk processing unit organize some camp in rural area so that customers are more aware about green product.
3. It is suggested that Milk processing unit should more focus on promotional activities of green product.

10. CONCLUSION:

It is concluded that majority of competitors are involved in green marketing, Consumers are satisfied after purchasing green products, Promotion of green product helps in purchasing green products, customers are aware of green durable products .

It is concluded that lots of factors which effect on buying capacity of customers to protect their families from hazardous activities. It is also concluded that having positive impact of green marketing strategies adopted by Milk Processing Unit.

11. LIMITATIONS OF RESEARCH

1. The present study is conducted in Sangli and Kolhapur districts parts of Maharashtra state only; result and conclusion may not be the same in other districts of the same state.

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