



SOCIALLY RESPONSIBLE MARKETING: KEY INNOVATIONS FOR FMCG SECTOR

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ABSTRACT

It's important to note that socially responsible marketing (SRM) is distinct from social marketing in several ways. "Customer-centric" marketing may be used to promote products and services by influencing the public to buy advantageous goods and discourage them from using demerit goods, while demonstrating that the company cares about society as a whole.

It is estimated that the Indian economy is one of the world's greatest developing markets because of the country's fast urbanisation and rising population. The Indian FMCG industry, on the other hand, is the country's fourth-largest sector. Everyone needs an FMCG product since it's so popular. The industry's future is bright because of a shift in customer habits and lifestyles. Indian enterprises must come out with new items based on Indian traditions and culture in order to get a foothold in the global marketplace. "Innovative marketing approaches and strategies are needed to attract customers to Indian products in this era of brand awareness and increased internet penetration." Innovative marketing tactics are needed in order to promote social and sustainable development as well as to tailor products to the unique demands of Indian customers. We want to have a better understanding of FMCG and the socially responsible marketing technique used by FMCG firms in India in this article.

Keywords: FMCG, innovative marketing, socially responsible marketing.

INTRODUCTION

Consumer packaged goods (CPGs) are items in the "fast-moving consumer goods (FMCG) industry. CPG manufacturing, distribution, and marketing are the primary functions of the FMCG sector. Companies like Sara Lee, Nestle and Reckitt-Benckiser are among the most well-known. Other notable brands are Coca-Cola, General Mills and Pepsi. Minimal unit value items, frequent purchases, and consumer behaviour that reflects less loyalty, impulsive buying, and low participation define this market's products and customer behaviour (Kotler, 2003)."



It's important to note that socially responsible marketing (SRM) is distinct from social marketing in several ways. "Customer-centric" marketing may be used to promote products and services by influencing the public to buy advantageous goods and discourage them from using demerit goods, while demonstrating that the company cares about society as a whole. As a starting point, some possibilities include requesting no smoking in public areas or prohibiting smoking, encouraging people to use condoms, and telling people to obey speed limits. Social marketing understands that trade may have both positive and negative effects on individuals and society. Half of long-term and heavy users of tobacco are killed by the habit. Tobacco companies use marketing to get people to smoke, and social marketing may do the same.

In addition to ethical corporate marketing or green marketing, socially responsible marketing (SRM) is also known as ethical marketing. Businesses that care about the influence their products and services have on society and the environment have implemented these practises.

OBJECTIVES OF THE STUDY

The objective of the paper is to understand the concept of FMCG and to study the socially responsible marketing approach in India with special reference to Patanjali.

RESEARCH METHODOLOGY

It relies on secondary data from numerous publications, research articles, newspapers, online journals, printed journals, and websites.

Recent trends in the FMCG industry

“Due to the presence of international firms, domestic companies, and the unorganised sector, the FMCG market is extremely competitive. An estimated US\$ 100 billion might be generated by retail FMCG in India by 2024-25, according to market projections.

Food and Beverages; Personal Care Products; and Household Care Products are the three key FMCG sectors.

A wide range of food and beverage options are available to consumers in the form of health beverages; soft drinks; baked goods; snacks; ice cream; tea; coffee; soft drinks; processed fruits and vegetables; dairy products; and bottled water.



Goods under Personal Care include oral care, hair and body hygiene; soaps; cosmetics and toiletries; deodorants; feminine hygiene; and paper products.”

A wide range of home cleaning products are included in this category, including “dish/utensil cleansers, floor/toilet/toilet/air fresheners, mosquito repellents, metal/furniture polishes, etc.

Urban India accounts for 66% of overall FMCG consumption, whereas rural India accounts for just 34%. But in terms of important FMCG categories like personal care, fabric care, and hot drinks, rural India accounts for more than 40% of the consumption in rural India. According to ASSOCHAM, firms like Hindustan Unilever Ltd and Dabur India generate half of their revenues from rural India, while Colgate Palmolive India and Marico comprise roughly 37% each. Fourth-largest industry in Indian economy is FMCG. Personal care and housekeeping items account for half of all sales in the fast-moving consumer goods market in India.”

Changing lifestyles, easier access, and increased knowledge are the primary drivers of this sector's rapid expansion. Around 55% of the FMCG sector's income in India comes from the urban population. However, when comparing urban and rural FMCG market growth rates over the past few years, the rural segment has risen more quickly than the urban segment. Rural and semi-urban populations are expanding at a rapid pace. FMCG items account for half of all rural expenditure in the United States. Rural consumption has grown as a result of rising earnings and growing ambition levels in rural India, and demand for branded items has also increased in this category. “The rural FMCG market in India is predicted to expand from US\$ 23.6 billion in FY18 to US\$ 220 billion by 2025.”

SOCIALLY RESPONSIBLE PATANJALI: GAME CHANGER FOR FMCG SECTOR

Consumers between the ages of 15 and 24 are more likely to buy a product if it promises immediate results, according to a “*Data Monitor's Consumer Survey 2013.*” However, this was not the case for those in their sixties. This new need for speed must be addressed by the corporations. Consumption habits are always changing. Companies are making adjustments to their products to better fit the needs of the customers they are trying to attract.

As part of their commitment to social responsibility, “FMCG companies are going to invest in energy-efficient operations that will save money in the long run. There are a number of food parks in Uttar Pradesh, Assam, Maharashtra, Andhra Pradesh, and Madhya Pradesh where



Patanjali plans to invest Rs 5,197.85 crore (US\$ 743.72 million). To increase production in FY19, Dabur plans to spend Rs 250-300 crore (US\$38.79-46.55 million).” Acquisitions in the domestic market are also a priority for Dabur. Personal care and home care goods will also be expanded by the Tata Group in the future. In FY19, ITC launched more than 60 FMCG items in India, demonstrating its presence in the market.

In implementing SRM, companies show consumers that they care about the welfare of their customers and are committed to minimising the negative effects of their operations. In the context of corporate social responsibility (CSR), SRM activities can be viewed as the ethical component of CSR, but they can easily be blended with opposing tactics that are known as greenwashing. Greenwashing is the business practise of using misleading ad campaigns to promote their socially and ecologically responsible behavior/commitment while concealing their true social and environmental records. Specific of the limits in marketing that were focused at minors and notably some items like cigarettes, booze, and so on were incorporated in SRM earlier. Consumer activists have recently included "junk food" to this list due of the rise in obesity and other health issues.

Consumers are purchasing things that fit their lifestyle, class, and cultural norms. Consumers are willing to fork out more money for the sake of their health and attractiveness. In the past several decades, middle-class women have become increasingly concerned with their appearance and are ready to spend more money on their lifestyles in order to achieve it.

SRM advocates a clear and transparent communication between company and consumers, so it can be said that SRM is a significant element of ethical market place. On the other hand, the ability of consumers to effectively influence companies through their purchasing behaviour is affected inadvertently, due to non-recognition of responsible companies.

CONCLUSION

The FMCG sector is growing day by day with innovations and customized products. Patanjali has proved that through socially responsible marketing and related strategies, any company can make itself a king of the FMCG sector. In order to have a full picture of these patterns, it is necessary to examine the long-term ramifications for various industries, stakeholders and the environment.



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