



A STUDY ON CONSUMER AWARENESS TOWARDS GREEN MARKETING WITH REFERENCE TO ORGANIC PRODUCTS

G.Vanitha

Ph.D Research Scholar, Bharathidasan University, Trichy, Tamilnadu, India

Dr.P.Kavitha

Ph.D Research Guide, Assistant Professor, Department of Commerce,
Cauvery College for women, (Affiliated to Bharathidasan University),
Trichy, Tamilnadu, India

ABSTRACT

In the present scenario, the concept of environmentally friendly products is getting attention to protect our environment as well as human beings. Green marketing promotes environmentally friendly products and a safe environment. Nowadays consumers are focusing on Green Marketing and a variety of Research on Green Marketing which has been conducted across the world. Consumers concern towards safe environment is increase frequently. This research studies about the Environment friendly product like organic foods and the factors influencing the customers to buy organic products.

Keywords: Consumer Awareness, Green Marketing Organic Products

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INTRODUCTION

Green marketing is a way to employ the environmental benefits of a product or service to encourage sales. Nowadays many consumers prefer products that do not affect the environment (Usharani & Gopinath, 2020a). Green marketing is becoming more popular because many consumers become concerned with environmental issues. Green marketing is more expensive than traditional marketing even though people prefer green products because of environmentally friendly (Usharani & Gopinath, 2020b). For the marketer it is important to use the resources efficiently without waste because available resources are limited and the human wants are unlimited. Green marketing helps the marketer to use the resources efficiently without waste as well as it helps to achieve the organisational goals (Unnamalai & Gopinath, 2020).

Green Marketing activities consist of all activities planned to generate and smooth the progress of any exchange intended to satisfy human needs and wants (Bhawiya Roopaa & Gopinath, 2020b). Efforts are made to alleviate this phenomenon so that our future generations can succeed on. Organic products are produced by using natural substances. Organic food is grown without using any chemicals, by using man made pesticides and fertilizers (Bhawiya Roopaa & Gopinath, 2020a)

REVIEW OF LITERATURE

Bhavani gupta (2019) “Impact of green marketing on consumer behaviour”, from the study the author talks about the issues and how to deal about the environmental problems like global warming to make awareness towards marketers and their products towards global problem. Krishanakumare.B and Niranjana.S (2016), the study is focused on consumer attitude towards organic food product. From the study it was found that majority of respondents main reason for buying organic food product was health. The respondents had a positive attitude towards organic food products. S.Priya, M.Parameswari (2016), the study is to find the factors influencing consumer to buy organic products and to know the awareness of consumer about the organic products. From the study it was found that awareness among the consumer about organic food products is increasing. Wong Fui yeng (2015), “Green Marketing: A study of consumers buying behaviour in relation to green products”, the author study about the tools and marketing mix in green marketing, branding is been discussed for the benefit of green marketing strategy and the empirical study was focused towards the green marketing tools. Ameet Sao (2014), “Research paper on Green Marketing” the author has discussed about re-marketing and packaging for the development of Green Marketing. The paper identifies the challenges opportunities of business towards green marketing and also says that green marketing will continuously grow in both practice and demand. Mohamed Bilal Basha, K.Ramesh (2014), the study is about the consumer attitude towards purchasing organic food products based on health consciousness, environmental factor and safety consideration. From the study it was found that health concern is the main motivation of organic food for the consumers. Mayank Bhatia, Amit Jain (2013), “Green marketing: A study of consumer perception and preference in India” in this article the author focused on consumers perception and preferences towards green marketing practices and products. From the study it was found that over all green values and awareness about green product had positive impact on consumer attitude to buy green products.

OBJECTIVES

- To study the awareness of consumers towards Green Marketing.
- To study the factors influencing the customer to buy the organic products.
- To study the consumer attitude towards organic products.

SCOPE OF THE STUDY

Now a day consumes are aware about the harmful effects of food products on their health. Organic products provide healthy life style to consumer because organic products are chemical free products. The study is to focus on awareness of consumers towards green marketing and organic products.

SIGNIFICANCE OF THE STUDY

In today world Green Marketing plays an important role has green marketing promotes eco-friendly products and it raises the voice against production, consumption and disposal of such products that are risky for the society and environment.

Green products provide benefit to consumers as well as for the environment (Gopinath, 2019c). The purpose of the study is to focus on consumer awareness towards green marketing

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data was collected through structure questionnaire and secondary data was collected from books, internet, journals and magazines. The data was collected from 100 respondents. The data was collected using convenience sampling method. Statistical tools used in this research are percentage method, Mean and Standard Deviation.

FINDING OF THE STUDY

Table 1.1: Demographic profile of Respondents

Particulars	No of Respondents	Percentage of Respondents
Gender of Respondent	Male	62
	Female	38
	Total	100
Age of Respondent	20-30	34
	30-40	23
	40-50	28
	Above 50	15
	Total	100
Education Level	Post graduate	20
	Under graduate	28
	Diploma	18
	Secondary Level	34
	Total	100

From the study it was found that 62% are male respondents and 38% are female respondent. 34% of the respondents are under the age group of 20 – 30, 23% of the respondents are under the age group of 30 – 40, 28% of the respondents are under the age group of 40 – 50 and 15% of the respondents are under the age group of above 50 age. 34% of the respondent's secondary level, 20% of the respondents are post graduate, 28% of the respondents are under graduate, 18% of the respondents are diploma.

Table 1.2: Awareness of Green Marketing		
Particulars		Percentage of Respondents
Are you aware of green products and their usage	Yes	92
	No	8
	Total	100
What made you to become aware of green food products	Television	37
	Movies	3
	Online advertisement	37
	Newspaper	8
	Magazines	6
	Friends	9
	Total	100
Are you aware of various brands offers green marketing	Yes	86
	No	14
	Total	100
Place of purchase of organic products	Departmental stores	22
	Super market	38
	Online	30
	Retail shop	10
	Total	100
Factors influence you to buy a green product	Price	10
	Package	32
	Promotion	14
	all the above	44
	Total	100
Awareness about green products and services	Yes	84
	No	16
	Total	100

From the above table 2 we found that 92% of the respondents are aware of green products and their usage. Majority of the respondents are aware of green products through television and online advertisement. Many of them are aware of various brands offers green marketing. 38% of the respondents shop organic product in Super market, 32% of the respondents buy organic product in Departmental stores.

Most of the respondents say that package and promotion strongly influence their buying behaviour of green product. Many of the respondents are aware of green products and services (Karthick et al., 2020b).

Table 1.3 Consumer Awareness of Organic Products

Particulars	N	Mean	Standard Deviation
I have knowledge of Organic Products	100	3.18	0.7437
I like Organic food	100	3.7	0.834847
For green features I am willing to pay more	100	2.98	1.0148
Organic food products are healthy	100	3.64	1.0202
Organic products are eco-friendly product	100	3.7	0.810287
Organic product gives satisfaction	100	2.94	0.736083
I am aware of green product	100	3.5	0.9481

From the above table 1.3, it was inferred that the mean value for the statement “I have knowledge of Organic products was 3.18 and their Standard Deviation was 0.7437, “I like Organic food” the mean value was 3.7 and their Standard Deviation was 0.834, the mean value and Standard Deviation for green features I am willing to pay more was 2.98 and 1.0148, the Mean value and Standard Deviation for the statement “Organic food products are healthy” was 3.64 and 1.0202, the mean value and Standard deviation for the statement “Organic products are eco-friendly product” was 3.7 and 0.81, the mean value and standard deviation for the statement “Organic products give satisfaction” was 2.94 and 0.73 and the mean value and Standard deviation for the statement “I am aware of Green product” was 3.5 and 0.9481 (Gopinath, 2019b)

Gender Vs Awareness of Green products

	Agree	Disagree	Total
Male	54	8	62
Female	34	4	38
Total	88	12	100

Table value for 1 degree of freedom @ 5% level of significant is 3.841. Calculate value is 0.126
 Null hypothesis: There is no significant between gender and their awareness of Green products
 Alternative hypothesis: There is a significant between gender and their awareness of Green products.

Calculated value is less than table value. Hence null hypothesis is accepted there is no significant difference between gender and their awareness of Green products.

CONCLUSION

The study aims to find whether the consumers are aware of Green marketing and Organic food products. Most of the respondents are aware of green marketing and Organic products. Organic foods are healthy (Karthick et al., 2020a). Organic foods are eco friendly products. Majority of the respondents says that packaging and promotion influence consumer to buy the organic products (Gopinath, 2019). The study concluded that consumers of organic products are aware of organic products.

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