
A STUDY ON CONSUMER BEHAVIOUR ON GREEN MARKETING WITH REFERENCE TO ORGANIC FOOD PRODUCTS

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ABSTRACT

In the recent days, environment protection has become popular and the consumers are start preferring organic foods as they like organic food because they consider it as healthier and eco friendly. Green marketing is widely increased. Factors like Health consciousness, Environmental Friendly concerns, and willingness to pay are considered to be the major reason behind buying or consuming organic products. Consumers are willing to pay more for green product because of quality of life, environmental protection responsibility, getting high level of satisfaction and potential increase of the product value. The study is mainly focus on consumer behaviour towards organic products as many consumers are aware on organic food and they are ready to pay more for organic food because of their health consciousness.

Keywords: Consumer Behaviour, Green Marketing, Organic Food

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INTRODUCTION

Green marketing is the marketing of environmentally friendly products and services. It becoming more popular, it relates with environmental issues and decide that they want to spend their money in a way that it kinder to the globe (Gopinath, 2019a). In green marketing the consumers are interest in organic food, resulting in a generally positive attitude towards these organic food products (Jaya & Gopinath, 2020). While the process of globalization is taking place at a rapid speed around the world, the process has few problems with it. One of the issues is an environmental problem that influences all living things (Gopinath, 2019b).

The abovementioned environmental issues have begun to rise into programs and are increasing over the years and people are beginning to speak out of this slackness. Nowadays Organic is a growing market throughout the world (Usharani& Gopinath, 2020a). Many consumers are aware of organic products and they understand the importance of consuming organic products. Consumers buy organic food because of their safety, human health and environmental concern (Gopinath & Kalpana, 2019). Consumers consumption pattern will be changing nowadays especially in food consumption because consumers believe that organic food is good for health and it grows with the use of natural resource, quality and safety in food attract consumer interest in organic good (Karthick et al., 2020a). Consumers are currently under pressure to look to the future of the world and the consequences of this increasingly favourable environment. As a result of these consumer perceptions, organizations have begun to avoid their promotional processes to provide a growing awareness of this ethical situation (Usharani& Gopinath, 2020b). These exhibition programs, green advertising, have enabled organizations to find greenways in their awareness, promotion, promotional points, and body distribution.

REVIEW OF LITERATURE

Aman diglel&Dr.Rashadyazdanifard (2014), the study focused on consumer behaviour and their perception towards green products and also it study about the reason for adoption of green marketing by the marketers and how the marketers implement the green marketing mix. From the study it was found that consumers are becoming more and more concern about the environment, organizations are begun to adopt new marketing strategy. Dr.D.Divya Prabha (2018), the study is to find the level of consumer awareness regarding green products and practices and consumer perception regarding green products. From the study it was found that the increased concern of the consumers towards the environment and the different types of environment friendly products purchased by them. Ms.R.Vijayalakshmi&Dr.Anita Raman (2021), focused on factors influence purchasing intention of green products. The study reveals that green product attributes quality, durability and variety strongly influence the consumer towards the green products. Allen Ch Manongko, Joseph Kambuy (2018), the research attempts to analyse the influence of green marketing on the customers decisions to buy organic product. The study reveals that green marketing does not have direct and significant influence on customers purchase decision. Sathyendra Kumar AD, Dr.H.M.Chandrashekar (2015), the study is about the consumer perception about organic product and marketing in mysore city. From the study it was found that most of the people are prepare organic food product. Krishanakumare. B and Niranjana.S (2016), in this study the author study about the consumer attitude towards organic food product. The study reveals that majority of respondents main reason for buying organic food product was health. The respondents had a positive attitude towards organic food products.

OBJECTIVES

- To study the consumer awareness of green products
- To study the factors, associate with Organic food
- To assess the impact of green marketing tools on consumer purchase intention towards food products.

SCOPE OF THE STUDY

This study was conducted to find whether the consumers are aware of green products and to analyse the green products buying decision by the customers. Scope of the study was limited among Chennai people only.

IMPORTANCE OF THE STUDY

Green marketing concerns with the protection of environment. Growth in marketing activities with the use of advanced technology marketers use unhealthy marketing tactics and techniques to attract the customers (Kavitha & Gopinath, 2020). Green marketing emphasizes on protection of long-term welfare of consumers and society by giving quality products without have an effect on the environment. Consumers should aware about the green product.

METHODOLOGY

The study is based on primary data and secondary data. The primary data had collected from selected consumers on Simple random sampling techniques and retail outlets of Organic product. Data was collected from 100 respondents and it was collected using structured questionnaire. Convenient sampling method has been used here. Percentage method chi square and F test was used in this research.

Table 1.1: Demographic profile of Respondents		
Particulars	No of Respondents	Percentage of Respondents
Gender of Respondent	Male	34
	Female	66
	Total	100
Age of Respondent	20-30	89
	30-40	8
	Above 50	1
	Total	100
Education Level	Post graduate	33
	Under graduate	48
	Secondary Level	19
	Total	100
Occupation	Students	49
	Working	48
	Business	3
	Total	100

From the table it was found that majority of the respondents are female. 89% of the respondents falls under the age group of 20-30, 8% of the respondents falls under the age group of 30-40 and 1% of the respondents are above 50. 48% of the respondents are under graduate, 33% f the respondents are post graduate and 19% of the respondents are secondary level.49% of the respondents are students, 48% of the respondents are working people and 3% of the respondents are business people.

Table 1.2: Awareness of Green product and consumer preference towards Organic products

Particulars		Percentage of Respondents
Consumer perception on Willing to pay for green products	Enhance the quality of life	32
	Environmental protection responsibility	45
	Getting high level of satisfaction	12
	Potential increase of the product value	11
	Total	100
Place of purchase of organic products	Retail shop	16
	Local Shops	47
	Internet	22
	Others	15
	Total	100
Source of Information on Organic Products	Friends	61
	Newspapers/Magazines	23
	Television Advertisement	16
	Total	100
Usage of Organic Products	Less than a year	45
	1-3 Years	36
	3-6 Years	5
	More than 6 Years	14
	Total	100
Consumer preference of Organic Product	Vegetables	42
	Fruits	26
	Edible Oil	10
	Grains/Pulses	7
	Others	15
	Total	100
Awareness about green products and services	Yes	81
	No	19
	Total	100

From the table it was found that 45% of the respondent consumer perception to willing to pay for green products because of Environmental protection responsibility.32% because of Enhance the quality of life and 12% because of Getting high level of satisfaction. 47% of the respondents buy Organic products from local shops. 61% of the respondents gets information about organic product through friends. Majority of the consumers use the organic product less than a year. Majority of the respondents prefer vegetable as an organic products and majority of the respondents are aware about the green products and services.

Table 1.3: Green Marketing tool influence and Factors associated with Organic Food

Particulars		Percentage of Respondents
Green marketing tool influence to buy a product	Eco Packaging	20
	Green Branding	37
	Green Advertising	13
	Green Labelling	30
	Total	100
Factors associated with Organic Food	Taste	24
	Health	37
	Price	10
	Quality	29
	Total	100

From the above table it was found that 37% of the respondents say that Green Branding is a green marketing tool influence to buy a product, 20% say Eco Packing, 30% says that Green Labelling is an marketing tool that influence to buy a product. 37% of the respondents say that Health factor that makes them to buy a product, 24% because of taste, 29% because of quality and 10% because of price.

Table 1.4: Gender Vs Awareness of Green products

	Agree	Disagree	Total
Male	20	14	34
Female	35	31	66
Total	88	12	100

Table value for 1 degree of freedom @ 5% level of significant is 3.841. Calculate value is 0.3041.

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.

Table 1.5: F Test

Factors associated with Organic Food	Male	Female
Taste	6	18
Health	15	22
Price	5	5
Quality	8	21
Total	34	66

Table value of F for (3,3) d.f is 9.2766, Calculated value is 3.032792. Calculated value < Tabulated value. Hypothesis is accepted. Hence the two samples have the same variance. There is no significant difference between the gender and the factors associated with organic food.

Null Hypothesis: There is no significant difference between gender and the factors associated with organic food.

Alternative Hypothesis: There is a significant difference between gender and the factors associated with organic food.

CONCLUSION

Green marketing is a tool for protective the environment for the future generation. It has a positive impact on environmental safety because of the emergent of environmental protection there is an emergence of a new market which is the green market they need to go green in all aspect of their business (Unnamalai& Gopinath, 2020). Green product awareness can improve the product effectiveness. Green market depends on its quality, health consciousness and environmental safety. Consumer behaviour plays an important role in Organic food products. The main reason for buying an organic food product was health consciousness.

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