

A Study on Consumer Buying Behavior on Green Marketing With Reference to Organic Food Products in Coimbatore District

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Abstract

First of all environmental problem are one of the reason for green marketing come out as a new method for organic products. The study predicts that purchase intension of consumer based on the influence of factor like environmental concern, health concern, lifestyle and product quality. Here the sample size is 120. Development of efficient marketing system is the need of the hour for strengthening the organic production in India. Greenmarketing causes are increasingly popular with public marketing. Green marketing is good for public relation and sales. Organic food are perceived more nutrition, healthy and nature-friendly then conventional food.

Key words: Green Products, Organic Food, Nutrients.

Introduction

Marketing satisfied human wants, such that the satisfaction of this needs and want occurs which minimal detrimental impact on the nature environment. The aim of green marketing is to encourage the customers to purchase the products which have less harmful environmental impact. The term green marketing came in to the prominence in the late 1980s. The American marketing association (AMA) held the first workshop on "ecological marketing" in 1975.

Green Marketing

Green marketing is the marketing of environmentally friendly products and service. In green marketing the active focus is on recycle and reuse of material. Green marketing has positive influence on people's health and state of the environment. It ensures long term growth and implement innovation. It is more popular as more people became concerned with environmental issue and decide that they want to spend their money in way that kinder to the planet statistical human made.

Organic Food

The most commonly purchased organic food, are fruits, vegetables, grains, Dairy products and meats. The organic food may

contains more nutrients. It is healthy for as to consume and organically grown crops have more antioxidants and vitamins.

Benefits:-

- Save money over the life of a product our service.
- Reduce the impact on the environment.
- Address social issues and improve the live hood of individual and community.

Statement of The Problem:-

Two major of going green recycling environmentally friendly product may pose a challenge to some people. One of the main problem is that firms using green marketing must ensure that their activities are not misleading to the consumer or the industry and do not breach any of the registration or laws dealing with environmental marketing attitude of consumers towards eco-friendly products is different from one consumer to another. Now a day the consumer have got awareness on organic products and started buying and utility for their regular consumption. The present study is an attempt to study on consumer behavior on green marketing with reference to organic food products in Coimbatore district.

Objectives of The Study:-

- To study about the demographic profile of the respondents.
- To know the awareness among the respondents towards green marketing
- To study the buying behavior of respondents about green product.
- To identify the factors that influence the customers to buy the green product.
- To know satisfaction level of respondents towards usage of organic food products

Hypothesis:-

- H1-There is significant relationship between gender and aware about green product.
- H0 – There is no significant relationship between age and what make you to buy green product.

Limitation of The Study:-

- The duration of the study was finished for a short span of time.
- Limited sample size was 120.
- The responses were collected only from the customers who use green products.

Review of Literature

Elemeen (2015) the subject of green marketing is huge, it have important implication for business strategy and public policy. Clearly, it defines green marketing is part and parcel of the overall Corporate Strategy.

Rao et Al (2011) suggests that if business offer environmentally product to consumers at reasonable prices and high quality, consumers will develop positive intentions to purchase them.

Chang and Fong (2010) made a survey of the consumer who purchase and environmentally friendly products in Taiwan and he found that green product quality and green corporate image could bring greater customer satisfaction and loyally.

Parra and Joshi(2009) revealed that the majority of respondents wanted independence in the society to be social responsible and take appropriate option to protect the environment.

Banerjee,(2003)Hay 2000 in their study have identified that the overwhelming increase in the over all environmental consciousness among different classes of consumer save encouraged the companies to “Go Green” by presenting the concept of corporate environmentalism.

RESEARCH METHODOLOGY

Research methodology is defined as tools our instruments used to accomplish the goals and attributes of study.

Method of data collection

The data collected for this study is

Primary data: The primary data are those which are collected as fresh for the primary time.

Secondary data:Secondary data is collected from journals, magazines and books, newspaper and internet.

Area of study:This study was conducted in Coimbatore city.

Tools used for analysis:Data analyzing tools are simple percentage and chi-square test

Simple percentage:Percentage base to find analysis helps to find which factors is significant among a number of factors.

Chi-Square:A measure of differences between the observed and expected frequencies is supplied by the statistic chi square.

Analysis and Interpretations

I) PERCENTAGE:-

S. No	Demographics	No of respondents	%	
1.	Gender			
	Male	54	45.00	
	Female	66	55.00	
2.	Age	15-25	86	71.67
		26-35	26	21.67
		36-45	6	5.00
		Above 45	2	1.67
3.	Educational qualification	42	22	18.33
		Graduate	72	60.00
		Post graduate	26	21.67

		e		
		Other	0	0
4.	Are you aware about green product	Yes	106	88.33
		No	14	11.67
5.	How often do you purchase the organic food product	Daily	30	25.00
		Weekly	36	30.00
		Once in a month	30	25.00
		Occasionally	24	20.00

Interpretation

Table clearly state the demographic profile of the sample respondent .Most of them are female most of them 15.25 age .Majority of the respondents are aware about green product. Majority of respondents purchasing the organic food weekly.

II) Chi Square

$$\text{Formula } \chi^2 = \sum (O_i - E_i)^2 / E_i$$

O	E	(O-E) ²	(O-E) ² / (E)
54	47.7	39.69	0.8320
6	6.3	0.09	0.0142
52	58.3	39.69	0.6807
8	7.7	0.09	0.0116
		Total	1.5385

Result: Calculate Chi-square value is (1.5385) is less than (3.841) table value. Hence the hypothesis is accept therefore, it found that there is significant relationship between respondents gender and their awareness of green product.

Chi-Square table

O	E	(O-E) ²	(O-E) ² / E _i
30	27.13	7.67	0.28
40	32.96	49.56	1.503
13	20.06	49.84	2.484
3	5.73	7.45	1.300
6	3.23	4.97	0.603

4	9.96	33.37	3.350
12	6.06	35.28	5.821
4	1.73	5.15	2.976
2	1.9	0.01	5.263
1	2.3	5.27	2.291
2	1.4	0.36	0.257
1	0.4	0.36	0.257
0	0.68	0.39	0.619
1	0.76	0.05	0.065
1	0.46	0.29	0.630
0	0.13	0.01	0.075
		Total	27.776

Significant level =0.05

Hypothesis Result:

These is significant relationship between the gender and awareness about green product. Therefore, there is no significant relationship between age and what make you to buy green product.

Findings, Suggestion and Conclusion

Findings:-

- Majority (71%) of the respondents using green products 15-25 age.
- Majority (55%) of respondents of female’s using green products.
- Majority (55%) of respondents of employed consuming the green products.
- Majority (40%) of the respondents are 10,000-20,000 as their monthly income.
- Majority (88%) of the respondents are aware about green products.
- Majority (38%) of the respondents are buying a green product for their packaging
- Majority (30%) of respondents are weekly purchasing the organic food product.
- Majority (31%) of the respondents are gathering information through TV advertisement.
- Majority (33%) of the respondents are purchasing in organic stores.
- Majority (38%) of respondents are Neutral. Majority (81%) of respondents are believed that green products helps the resources.

- Majority (43%) of respondents Apple company is participating in green marketing .
- Majority (50%) of respondents are said they want a better environment for a living
- Majority (35%) of respondents are buying nearly 2 years.
- Majority (33%) of respondents consumers aware about the green products is a headliner now a days .
- Majority (43%) of respondents are not buying the product because of the cost is too high.
- Majority (66%) of respondents are said green marketing is helping our society.
- There is significant relationship between gender and aware about green product.
- There is no significant relationship between age and makes to buy green product

<http://cmrcetmba.in/SUMEDHA-ADMIN/journal-attachment/1548134173-234920514.pdf>

Suggestion:-

- To create more awareness about organic product towards consumer with especially to male respondents.
- Sustain improvement in product features would leave to increase in consumption of organic food products.
- Majority of people are agreed that green product are over proceed so, the price should be decreased.

Conclusion:-

Organic food products market is growing rapidly in most developing countries. There is a huge scope for organic food product because of increase in consciousness above the health people are switching towards buying organic products as they benefited like they from dangerous pesticides, it taste better, giving more nutrients ,it tastes better,giving more nutrients and product they environment to get polluted.

Reference

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