



## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO ORGANIC FOOD PRODUCTS IN TIRUCHIRAPPALLI DISTRICT**

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### **ABSTRACT**

This article finds out the consumer behavior towards green marketing with special reference to organic food products in Tiruchirappalli district. Nowadays green marketing is hastily entering in our marketing process. Today we are in the need to adopt the green marketing to protect our environment as well as the life of human beings. The objectives of this article are to find out introduction status of the green marketing and to identify the importance and need of the organic food products towards consumers in Tiruchirappalli district. A well structured methodology has been adopted to collect primary and secondary data for this article. Suitable statistical tools have been followed for analysis and the study that reveals that there is an increasing trend in customer's awareness and in turn the green product market has gained momentum. It also highlighted the impact of non-organic product on society and suggestions were given based on the study. This study also creates an opportunity for future research programme in the same field.

**Key Words:** Consumer , Green Marketing, Consumer Behaviour, and Organic food Products

### **INTRODUCTION**

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioural

change on a short-term or permanent basis. The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behaviour. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

In the case of non-profit organization marketing, the aim is to increase the deliver an ethos message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message to citizens. The management through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

- Identification, selection and development of a product,
- Determination of its price,
- Selection of a distribution channel to reach the customer's place, and
- Development and implementation of a promotional strategy.

### **Types of Marketing:**

**1. Internet Marketing:** Internet marketing is any marketing strategy that takes place online. Also referred to as online marketing, it encompasses a variety of marketing forms like video advertisements, search engine marketing and e-mail marketing. It is the opposite of offline marketing, and can also fall under digital marketing. Internet marketing needs a good approach in areas of design, development and advertising. A company with a total web site marketing plan will have more success online than one that has just designed a web site without thinking of how to market their company through it.

**2. B2B Marketing:** Any type of business, whether an organization, individual, government or other institution that markets to other businesses is involved in business to business marketing. Since B2B marketing involves companies trying to sell mass quantities of product to one another, there is a more personal relationship that needs to be established between businesses. If your company sells to other businesses, your marketing efforts will most likely be more direct.

**3. B2C Marketing:** Businesses to consumer marketing campaigns try to reach a category of people that will be likely to purchase their product or service. The marketing efforts the company takes should be broader than B2B, which focuses on specific companies. B2C marketing can involve different marketing techniques such as door to door marketing, promotion marketing, newspaper marketing, television marketing and radio marketing. In today's marketing world, B2C Internet marketing is becoming more important to reach consumers.

**4. Mobile Marketing:** Along with Internet marketing, mobile marketing is part of the newest groups of marketing activities. Companies have been experimenting with the certain ways to reach consumers through their phones, especially with the rise of Apple's iPhone. Some ways to marketing a product or service through a mobile phone include SMS marketing, in-game marketing, banner marketing on different web pages and location based marketing.

**5. Telemarketing:** A form of direct marketing, telemarketing focus is on reaching consumers by phone. Most of what we think of as telemarketing is cold call marketing, which is unpopular and has lead to laws being created against it. However, telemarketing can be effective if the right person is reached on the phone at the right time.

**GREEN MARKETING:** Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

**First of all, environment and environmental** problems, one of the reason why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Yes, green marketing is a golden goose. As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become new mantra for marketers to satisfy the needs of consumers and earn better profits.

### **CHARACTERISTICS OF GREEN PRODUCTS**

- We can define green products by following measures:
- Products those are originally grown
- Products those are recyclable, reusable and biodegradable.
- Products with natural ingredients
- Products containing recycled contents and non toxic chemical.
- Products contents under approved chemicals.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have Eco-friendly packaging i.e. reusable, refillable containers etc.

### **OBJECTIVES OF THE STUDY**

- To know the concepts of green marketing
- To identify the importance and need of green marketing..
- To study the challenges and prospects of green marketing.
- To measure the influence factors involved in the green marketing.

## **SCOPE OF THE STUDY**

The study is conducted to know the green marketing concept adopted by the consumers. Society today has become more concerned with natural environment, people are now more conscious about Eco- friendly products or green products and about their own safety & welfare which lead to emergence of organic product consuming practices and it is developed the concept of organic marketing.

## **STATEMENT OF THE PROBLEM**

The study is conducted to know the problem faced by using non-organic product which has chemical fertilizers, pesticides input to get more yield of the products. Today the world requires new decisions and innovations which are leads to green marketing environment and also to create a new marketing condition to the potential buyers. Usage of pesticide causes harmful to the consumers. Now a day the consumers have got awareness on organic products and started buying and utilizing for their regular consumption. The researcher shows interest on the positive impact of green marketing concept to the society. Thus, this particular study has been carried out.

## **METHODOLOGY**

**Source of data:** This study is based on primary and secondary data.

**Population and sample size:** Population is infinite and hence, the sample has selected as 75 by applying random sampling techniques.

**Area of the Study:** The area of the study is covered the Tiruchirappalli town only.

### **Statistical tools**

- ❖ Descriptive analysis has been used to describe the collected data.
- ❖ Percentage analysis
- ❖ Chi-square test

### **Limitation of the study**

- The most of the respondents are not interest to share their views.
- The study is restricted to 75 respondents only.
- The data is mainly based on primary sources only.
- The survey restricted to Tiruchirappalli city only for organic products.

## REVIEW OF LITERATURE

**Oyewole, P. (2001)** in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers awareness of environmental justice, and their willingness to bear the costs associated with it.

**Karna, J., Hansen, E. & Juslin, H. (2003)** interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

**Charles W Lamb et al (2004)** explained that—Green Marketing □ has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

The study by **MeenakshiHanda(2006)** has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behaviour of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.

**Krishnaswamy et al(2006)** identified that Management Research has three predominant approaches : First, there is the quantitative empirical approach in which the design provides for obtaining data that can be treated by rigorous statistical analysis. Second, the mathematical modeling approaches use mainly logical thinking and operations research models in decision making situations. The third approach is the qualitative approach of organizational theorists who emphasize studying and understanding particular problems and situations based on voluminous empirical data.

**MulchandSen(2007)** explored that Green Marketing covers more than a firm's marketing claims has pointed out that Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of Green Marketing. Thus Green Marketing is a golden goose, and can be a very powerful marketing strategy though

when it is done right.

The study by **Sudhanshu Joshi et al(2008)** identified the Examples of Corporates Initiatives towards green branding in Banking. India's largest private bank ICICI asks its customers to sign up for paperless bank statements and the bank plants a tree for each complying customer. In Brazil Unilever and Wal-Mart have built sustainable houses within stores made from recycled products and showing how to make everyday living more Eco-friendly.

According to the study by **IndranilMutsuddi&RimiMutsuddi(2009)** found that there is overall consensus among the respondents about the initiatives in workplace like paperless office, use of teleconferencing to reducing travel, training and introduction of waste management practices and introduction of wellness program for healthy work life have been very effective.

The study by **Varsha Jain &Subhadip Roy (2010)** addressed the concept of Ecoism from the consumer perspective. It was found that eco-friendly products are still in a nascent stage in India (such as organic food). It is difficult for the consumers to comprehend about eco-friendly products across all categories.

**Kupuswamy&VenkatramaRaju (2011)** examined that the initiatives undertaken by the companies to improve Energy Efficiency, devising ways and means for re-use of energy, oils and materials to promote Resource Conservation. It highlights the development of sustainability at three levels, namely, Strategic Level, Relationship and Co-ordination Level and Operating Level.

The study by **Uma Gupta(2012)** pointed out that a green cold storage is one which is located near the rail/road terminal and has an eco-friendly plant layout with building design using eco-friendly and recycled materials and efficient thermal insulation.

According to **Joseph &Rupalikorlekar(2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers' perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

**Evolution of Green Marketing:** There are three phase in the evolution of green marketing:

1. Ecological green marketing.
2. Environmental green marketing.
3. Sustainable green marketing.

**Reasons for Green Marketing:**

- Opportunities available and competitive advantage.
- Corporate social responsibility on the part of companies.
- Government regulations.
- Competition with other responsible companies.
- Goodwill of the company.
- Environment conscious consumers.
- For conserving scarce natural resources

**Some of the advantages of green marketing are as follows:**

1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, although initial cost is more.
3. It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
5. It promotes corporate social responsibility.

**The marketing strategies for green marketing include the following points:**

1. Marketing audit (including internal and external situation analysis). Develop a marketing plan outlining strategies with regard to the four P's of marketing.
  2. Implementation of the marketing strategies.
  3. Proper review of results.

**Challenges of green marketing:**

1. Green products require renewable and recyclable material, which is costly.
2. Problems of deceptive advertising and false claims.
3. Requires a technology, which requires huge investments in research and development.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products.
6. Educating customers about the advantages of green marketing.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.



Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigour as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

**Table No.1: Prefer To Buy Organic Products and Age of the Respondents**

**Null Hypothesis:** There is association between age of the respondent and prefer to buy organic products.

Age	No. of Respondents (n = 78)		
	Several times a week	Once a week	Total
18-25 Years	24	7	31
26-35 Years	7	5	12
36-45 Years	10	1	11
46-55 Years	12	0	12
Above 55 Years	12	0	12
<b>Total</b>	<b>65</b>	<b>13</b>	<b>78</b>

$X^2 = 11.435^a$ , d.f = 4, p - value = .022\* (\* Not Significant at 1% level)

Source: Primary data

Since p-value (.022) is higher than 0.01, so the null hypothesis is accepted at 1 percent level of significance. The table result confines that, there is no association between age of the respondents and prefer to buy organic products.

**Table-2: Often to buy a organic products and age of the respondents**

**Null Hypothesis:** There is association between age of the respondent and often to buy organic products.

Age	No. of Respondents ( n = 78)					Total
	Several times a week	Once a week	Once a month	Few times a week	Others	
18-25 Years	5	11	11	3	1	31
26-35 Years	2	3	4	2	1	12
36-45 Years	2	4	3	2	0	11
46-55 Years	1	5	5	1	0	12
Above 55 Years	3	2	2	5	0	12
<b>Total</b>	<b>13</b>	<b>25</b>	<b>25</b>	<b>13</b>	<b>2</b>	<b>78</b>

$X^2 = 12.479^a$ , d.f = 16, p - value = .710\* (\* Not Significant at 1% level)

Source: Primary data

Since p-value (.710) is higher than 0.01, so the null hypothesis is accepted at 1 percent level of significance. The table result confines that, there is no association between age of the respondent and often to buy organic products.

## **FINDINGS**

- Majority of the respondents (60%) are female in the research study.
- More than 1/2 of the respondents (60%) are having 5-6 members in their family.
- The majority (87%) of the respondents are aware about the organic products in the research area.
- More than half of the respondents (57%) are not preferred organic food products.
- 53 % of the respondents told that modified food products occurring bother to the health.
- Majority of the respondents (88%) felt that the organic food products are good to the health.
- 67% of the respondents felt that organic food products are costly to purchase.
- 87 % of the respondents are preferred the organic products, when it falls to the lower price.
- 53 % of the respondents told that the organic products are available in the local market.
- 48 % of respondents prefer home ware products from the organic marketers.
- 43 % of the respondents are consumed the organic fruits & vegetables.
- 34% of the respondents trust organic products due to sustainable investment made by brand in the study area.
- Majority of the respondents (80%) are aware of the preparation of organic products.
- 47 % of the respondents are buying organic milk at sometimes in the study area.
- 43% buy organic ice cream for sometimes from the shop.
- 47% of the respondents are buying organic eggs regularly from the shop.
- 89% of the respondents will recommend to others to purchase the organic products.

## **Suggestions**

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. There are some suggestion that an organizations should implement for catering challenges of green marketing and successful exploitation of green marketing. These are as follows;

- ❖ It is very needed to open organic products marketing shops in every extension areas of the Tiruchirappalli.
- ❖ To create more awareness about organic products towards consumers with especially to the male respondents.
- ❖ Green marketing campaign should be arranged to make resolution in India.

- ❖ Necessary advertisement should be given by the marketers to describe the details of the organic foods products.
- ❖ Consumers must be motivated to know benefits of the organic food products
- ❖ The marketers and Government should educate the importance of the organic food products to the younger generation.
- ❖ Sustained improvement in product features would lead to increase in consumption of organic food products.
- ❖ The attitudes of “never buying” could be modified by educating consumers on the benefits of organic food products.
- ❖ The marketers should put more concentration on the price, quality and deliver of the organic products.
- ❖ The literate people should educate to the unknown person about that organic products is necessary to our healthy life and it protects our environment of the world.
- ❖ Everyone should come forward to know the differences of the organic products and non-organic products to protect ourselves.

## CONCLUSION

Now a day's our life time is gradually reduced by the occupation of non-organic food products. If it is playing its role in future the natural calamities will make lot of consequence in the world. Hence this is the right time to select “green marketing “globally. It will come with drastic change in the world of business if all nations will make strike rules because green marketing is very essential to save the world from the pollution. Green marketing is a tool for protecting the environment for future generation. It is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be succeeding in the market. Hence the marketers and government should take the necessary steps to protect our people and our environments.

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