



## CONSUMER PERCEPTION OF GREEN MARKETING WITH SPECIAL REFERENCE TO ORGANIC FOOD PRODUCTS IN KUMBAKONAM TOWN

### KEYWORDS

perception, green marketing, organic food, buying behaviour, kumbakonam town

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### ABSTRACT

*In the recent days increasing consumer concern for safe and healthy food as well as an increased environmental awareness, especially in larger cities has shifted the demand towards alternative health products. Different labelling programs for "safe food" were established. This paper focus on finding the consumer perception of green marketing with special reference to organic food products in semi urban areas statistical tool such as percentage analysis, multiple response, factor analysis and karl pearson correlation have been used for analyzing the data. The research concludes that consumers are very much aware of organic food products.*

### Introduction

India has seen tremendous growth in agricultural sector. More than 70% revenue comes from agricultural. The organic food market in India has grown from ` 675 crore in 2010 to ` 7,000 crore by 2015 with a CAGR of 60%. Today's Consumers are moving towards consumption of organic food in place of conventional food, to avoid adverse health effects of chemical preservatives/ residues present in non-organic food. Moreover, increasing popularity of organic products has comprehensively expanded the availability of organic food in retail stores over the last few years. With organic food becoming easily accessible, the market is expected to witness remarkable growth over the period. "Increasing awareness about the benefits of consuming organic food products coupled with rising health concerns is driving the consumption of organic food products in India. Though high prices of organic food are hindering widespread adoption, producers are increasing their focus on reducing the price differential between organic and inorganic food products.

### MEANING OF ORGANIC FOOD PRODUCTS

Simply affirmed, organic produce and other ingredients are grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation. Animals that produce meat, poultry, eggs, and dairy products that do not take or contain antibiotics or growth hormones are organic food products.

### MEANING OF GREEN MARKETING

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a sustainability different perspective.

### REVIEW OF LITERATURE

**Peeraya Somsak and Markus Blut (2012)** in their study identified factors that influence the consumer decision to buy organic vegetables. There are three main motives to purchase organic food: the first important motive is "ecological motives" with the highest influence organic food decision making, the second important motive to purchase organic food is "attitude motives", and the third motive is related to the "sociability motives".

**Parichard Sangkumchaliang and Wen-Chi Huang (2012)** indicated that the main reasons for purchasing organic food products are an expectation of a healthier and environmentally friendly means of production and organic buyers tend to be older and higher educated than those who do not buy them. In addition, consumers' trust in the authenticity of the goods and price are also issues. However, the main barrier to increase the market share of organic food products is consumer information.

**Mohamed Bilal Basha & K. Ramesh (2014)** in their study indicates that health concern is the first motivation of organic food consumers chosen for the study and also examined the impact of demographic variables on the buying intention of consumers of organic food products.

**Siti Hasnah Hassan, Loi Wai Yee et al. (2015)** in their study indicated that environmental concerns, health factors, and perceived value influence consumers' purchase intention towards organic food. Interestingly, knowledge concerning organic food is not significant in influencing the intention to purchase organic food.

### OBJECTIVE OF THE STUDY

- To know gender, age, marital status and frequency of purchase of organic food products in kumbakonam town.
- To know the perception and awareness of organic food products in kumbakonam town
- To exhibit the perception related to factors stimulating purchase of organic food products and purpose of using organic food products.
- To analyze the non awareness about organic food products in kumbakonam town.
- To understand the factors stimulating the perception and awareness on green marketing organic food products

### PREPARATION OF QUESTIONNAIRE

The primary data are those which are collected fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data in surveys and descriptive researches. In this study, the researcher has taken the effort to frame a questionnaire after discussion with few experts and marketers of green products. Finally, the questionnaire was designed which comprises of 49 questions, out of this 10 questions are based on the demographic profile and the rest are related to various other aspects of purchase & consumption and satisfaction of organic food products of consumers.

### SAMPLING AND COLLECTION OF DATA

It refers to the number of customers selected from the universe to constitute a sample. The researchers have circulated 160 questionnaires to selected sample respondents and received back 145 filled questionnaires. But 10 questionnaires were unusable due to missing of complete information. Hence the sample size is 135. Since the researcher has taken only one semi urban town called Kumbakonam which is one of the taluks of Thanjavur district, sample size is not beyond 135.

### DATA ANALYSIS

The researcher used four important tools to analyze the data after entering, coding and grouping data. Simple percentage for multiple responses, Wilcoxon test for Kar Pearson correlation and Factor analysis are used for analysis in this research work.

**TABLE - 1**  
**DEMOGRAPHIC PROFILE OF CONSUMERS IN KUMBAKONAM TOWN**

S.No	Gender	No. of respondents	Percent
1	Male	56	41.5
2	Female	79	58.5
	Total	135	100.0
S.No	Age	No. of respondents	Percent
1	20-30	69	51.1
2	31 and above	66	48.9
	Total	135	100.0
S.No	Marital status	No. of respondents	Percent
1	Married	82	60.7
2	Unmarried	53	39.3
	Total	135	100.0

**Source: primary data**

The above table shows that 58.5% of the consumers are female and 41.5% of the consumers are male. Majority comparisons 51.1% consumers are under the age group of 20-30 years, 48.9% of the consumers belong to 31 and above. 60.7% of the consumers are married and 39.3% of the consumers are unmarried

**TABLE - 2**  
**FREQUENCY LEVEL OF PURCHASING ORGANIC FOOD PRODUCTS IN KUMBAKONAM TOWN**

S.No	Food category	Always	Mostly	Some Times	Rarely	Very Rarely
1	Organic vegetables	52(38.5%)	56(41.5%)	9(6.7%)	9(6.7%)	9(6.7%)
2	Organic fruits	51(37.8%)	56(41.5%)	6(4.4%)	9(6.7%)	13(9.6%)
3	Organic Pluses / cereals	4(3%)	58(43%)	63(46.7%)	6(4.4%)	4(3%)
4	Organic masala	16(11.9%)	72(53.3%)	35(25.9%)	8(5.9%)	4(3%)
5	Tea / Coffee	31(23%)	71(52.6%)	14(10.4%)	15(11.1%)	4(3%)

**Source: primary data**

The above table inferred that majority of 41.5% consumers buy organic vegetables mostly and 38.5% consumers always buy organic vegetables. 41.5% consumers mostly buy organic fruits and 37.8% consumers always buy organic fruit. 46.7% consumers sometimes buy organic pluses & cereals and 43% consumers mostly do so. 53.3% consumers mostly buy organic masala and 25.9% consumers sometimes do so. 52.6% consumers mostly buy organic tea & coffee and rest 23% respondents always do so.

**TABLE - 3**  
**MULTIPLE RESPONSES OF CONSUMERS ON STIMULATING FACTORS TOWARDS THE PURCHASE OF ORGANIC FOOD PRODUCTS**

Stimulating Factors	Responses		% of Cases	Rank
	N	Percent		
Better taste	109	11.6%	80.7%	IV
Fresh of food	130	13.8%	96.3%	II
Good for my health	135	14.4%	100.0%	I
Good for my children	94	10.0%	69.6%	V
Do not contain pesticides / Lower residues	25	2.7%	18.5%	VII
It's something new just try them	19	2.0%	14.1%	VIII
Good for the environment	118	12.6%	87.4%	III

It's trendy / Fashionable to buy	66	7.0%	48.9%	VI
Family preference	109	11.6%	80.7%	IV
Live long	135	14.4%	100.0%	I
<b>Total</b>	<b>940</b>	<b>100.0%</b>	<b>696.3%</b>	

**Source: Primary data**

**Sample size: 135.**

**Cumulative responses size: 940**

The above table explains the composition of multiple responses of the consumers in kumbakonam town with regard to the various stimulating factors which induce consumers to purchase organic products. Based on the cumulative score of all the ten factors, two factors namely good for health and live long stand first in the ranking and hence these factors seems to be the most important in stimulating consumers for the purchase of organic products. Stimulating consumer's purchase factor namely fresh of food ranks second and good for the environment ranked third, better taste and family preference ranked fourth, and good for my children, it's trendy & fashionable to buy, do not contain pesticides & lower residues and it's something new just to try them are ranked fifth, sixth, seventh and eighth respectively. It can be concluded that certain non organic products are getting established in the market which attract the people and create awareness of organic products among the consumers. The researcher concludes that the good for health and live long organic products is comparatively higher than the non organic products, which naturally instigate the consumers to believe in the neutrality and nutritional aspect of the products. Moreover it also motivates them towards both purchase and usage of these products in the study area.

**TABLE - 4**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.338	
Bartlett's Test of Sphericity	Approx. Chi-Square	514.761
	Df	66
	Sig.	.000

**TABLE - 5**

**FACTOR ANALYSIS - TOTAL SATISFACTION VARIANCE EXPLAINED**

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.257	18.811	18.811	2.257	18.811	18.811	1.866	15.552	15.552
2	2.105	17.538	36.349	2.105	17.538	36.349	1.754	14.619	30.170
3	1.659	13.826	50.174	1.659	13.826	50.174	1.696	14.135	44.305
4	1.325	11.038	61.212	1.325	11.038	61.212	1.635	13.629	57.934
5	1.102	9.183	70.394	1.102	9.183	70.394	1.495	12.460	70.394

**Extraction Method: Principal Component Analysis.**

The above two tables explain the result of factor analysis by employing principal components analysis with Varimax rotation method. The KMO and Bartlett's test showed the Kaiser Mayer Olkin measure of sampling adequacy value as 0.338 and the significance value is less than 0.001 which shows that the variables are statistically significant and the data reduction technique can be exercised to reduce into factors.

From the above given table No, 5, the researcher infer that 12 variables emerged as five groups based on the Eigen value more than 1 which all together contribute nearly 71% to the awareness of organic products among the people in kumbakonam.

From the component matrix values factor 1 comprising of 4 variables namely there is no difference between organic products and hygienic

products (0.820), organic farming is the same as natural or traditional farming (0.692), I can trust a product that carries an organic label and or organic certificate (0.693) and organic farming is good for the environment (0.445) are considered and termed as "Actuality", and factor 2 consisting 2 variables namely organic products do not carry pesticide residues (0.793) and organic products are produced without using chemical fertilizers (0.749) were put together and termed as "Nutrient". The 3rd factor comprising of 2 variables namely organic farming does not use synthetic pesticides or herbicides (0.740) and organic products is strictly controlled production and process (0.864) were put together and termed as "Social concern". The fourth factor comprising of 2 variables namely organic is just a marketing gag or promotion (0.847) and the rule for organic production is rigid than other production methods (0.720) were put together and termed as "Change" and finally the 5th factor comprising two variables namely organic farming uses synthetic pesticides, but less than other production methods (0.844) and organic products are healthy (0.643) was termed by the researcher as "Health conscious".

Therefore the researcher concluded that the first factor which includes 4 variables and termed "Actuality" is greatly contributing in explaining awareness of consumers about organic products in kumbakonam town as compared to other factors, as shown in the above table. Due to shortage of time the researcher could not go for any further multivariate analysis to know which factor is more important and so on.

**TABLE - 6**  
**CORRELATION BETWEEN VARIOUS REASONS FOR NOT BUYING ORGANIC FOOD PRODUCTS**

H0 =There is no significant relationship among the variables not buying organic food products in kumbakonam town.

REASONS FOR NOT BUYING ORGANIC FOOD PRODUCTS	V1	V2	V3	V4	V5	V6	V7	V8	V9
High expensive (V1)	1								
Hard to find and not available easily (V2)	.634*	1							
Do not trust that really organic food (V3)	.404*	.607*	1						
Buying convention food products (V4)	.524*	.114	.046	1					
Don't have attractive physical appearance (V5)	.129	.138	.204*	.400*	1				
Don't have delicious taste (V6)	.140	.030	.022	.108	.200*	1			
Anything special about them which justify the price (V7)	.093	.219*	.239*	.154	.288*	.062	1		
Don't trust the lable (V8)	.169*	.295*	.057	.194*	.554*	.242*	.031	1	
Hygienic safe is enough for me (V9)	.094	.043	.071	.013	.076	.043	.045	.048	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

The above table shows the result of karl-Pearson correlation between 9 variables which are considered to be the variables that determine the various reasons for not buying organic food products in kumbakonam town. Among the 9 factors highly expensive has correlation with hard to find and not available easily, do not trust that really organic food and buying conventional food products at 1% level and with don't trust the lable at 5% level. The not buying organic food products as it is hard to find and not available easily has

correlation with do not trust that really organic food and don't trust the lable at 1% level and with any think special about them which justify the price at 5% level. Do not trust the really organic food correlation with any think special about them which justify the price at 1% level and with do not have attractive physical appearance at 5% level. Buying conventional food products correlation with don't have attractive physical appearance at 1% level and with don't have trust the lable at 5% level. Don't have attractive physical appearance correlation with anythink special about them which justify the price and don't trust the lable at 1% level and with don't have delicious taste at 5% level. Don't have delicious taste correlation with don't trust the lable at 1% level.

**Result:**

From the above result, the researcher has identified an important aspect that high expense for the organic food products has an impact on not buying the organic product and has highest correlation with other two factors hard to find and not available easily and don't have attractive physical appearance.

**RESULT AND DISCUSSION**

This study was conducted to study the consumer perception of green marketing with special reference to organic food products in Semi – Urban towns like Kumbakonam. This researcher approached nearly 135 respondents for this survey with structured questionnaire as mentioned in the methodology. The results were given with necessary interpretation in an orderly manner. Now the researchers give their final views about the study.

- A majority of 58.5 percent consumers were female category
- A highest of 51.1 percent consumers belongs to the age category of 20-30 years.
- A majority of 60.7 percent consumers were married.
- Majority of the consumers have awareness to buy organic food products in kumbakonam town.
- People are becoming aware conscious and prefer sustainable life, so people avoid chemical based products. Therefore chance and scope for organic food products will be more leading peace to life and long life.
- Factor were framed with the help of data reduction technique and five factors were extracted and named by the researcher as "Actuality, Nutrient, Social concern, Change and Health conscious " which reveals the results that people in Kumbakonam are having the awareness, willingness to change from chemical based products to organic products and availability is also there in selected places.
- The researcher has identified an important aspect that high cost for the organic food products has an impact of not buying by the consumers and has highest correlation with other two factors hard to find and not available easily and don't have attractive physical appearance for organic food products in kumbakonam town.

**CONCLUSION**

Expense impact buying behaviour of consumer today's generation is very health conscious. But at the same time, people tend to spend a little extra given the fact that the health benefit should be substantial. The natures of kubakonam also fall under the same category.

**Reference**

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