



## A STUDY ON FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR AND AWARENESS OF ORGANIC PRODUCTS WITH SPECIAL REFERENCE IN METTUPALAYAM AT COIMBATORE

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**ABSTRACT** Organic product is a phenomenon which is rapidly gaining importance in modern marketing. Today the world requires new decision and innovations which are leads to organic product environment and also to create a new market condition to the potential buyers. The objective of the study is to analysis the factors influencing consumer buying behaviour and awareness of organic product to the society. A well structured methodology has been adopted to collect primary and secondary data for the research. Suitable statistical tools have followed for analysis and as out put the study reveals that there is an increasing trend in customer's awareness and in turn the green product market have gained momentum. It also highlighted about 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 program me in the same field.

**KEYWORDS :** Buying behaviour, consumer, environment, organic product.

### INTRODUCTION

Organic product is a term that describes a product that protects the environment and replaces artificial ingredients with natural ones. Organic products are also called Eco friendly products. Organic products are less harmful to human health and they conserve energy. Some of these going organic product when in use, help conserve energy minimize carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment.

The term "green" and "sustainable" have become synonymous, referring to products and manufacturing techniques that ensure stability for future generations. Sustainability therefore is the fundamental principle behind the green movement, comprised of certain ideas that all green products share in common. These products not only cut down on consumer energy consumption, but also alleviate utility production.

Environmentally preferable products are sometimes more expensive to purchase than other alternative products. Green consumers have been shown to be willing to pay a higher price for environmentally friendly products. which is a huge opportunity for companies as well as governments looking to make eco-friendly policy changes. A better understanding of Consumers buying behaviour will allow businesses to acquire more market-applicable approach to sustain in the competitive market. Consumer awareness and motivation continue to drive change in the market place, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues.

Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognize (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers.

### STATEMENT OF PROBLEM

- The study is conducted to know the factors influencing customer to buy organic
- Products and their level of satisfaction towards the organic products.
- To know the problems faced by the customers while using organic products.

### OBJECTIVES OF THE STUDY

- To know about the buying behavior of the consumer towards organic product.
- To examine the factors influencing customer to buying of the

organic products.

- To identify the satisfaction level of consumer towards the organic product.
- To offer valuable suggestions based on the study.

### SCOPE OF THE STUDY

This study attempts to find out the buyer behavior of the consumer towards organic product. The rationale for carrying out this study is to analyze the factors that influences the customer's buying decision of organic product. The study is on buying behavior of customer of organic product which is carried in mettupalayam.

### LIMITATION OF THE STUDY

- The study had been conducted only in Mettupalayam. hence it cannot be generalized to all customers.
- Due to tight schedule of the respondents, they were not able to spend adequate time to fill the questionnaires properly.
- The sample size was limited hence it cannot be generalized.

### RESEARCH METHODOLOGY

#### Area of study

The area of the study is in Mettupalayam.

#### Source of data

#### Primary data

- The data is collected by providing questionnaire method among 100 respondents. to know the use of organic product.

#### Secondary data

The informations are collected from articles, journals, news papers and websites.

### REVIEW OF LITERATURE

**Esther et al, (1998)** on their study on "Purchasing behaviours and perceptions of environmentally harmful products". The green movement in newly industrialized countries often lags behind the West. While the green awareness has started to rise rapidly in some of these countries, the ability of attitudes to predict behaviour for environmentally sensitive products is questionable. The results have shown that consumers' environmental concern is not reflected in their purchasing behaviour. This calls for more education and initiative from both the government and businessmen to induce people to channel their attitudes into actions.

**According Rowan, (2000).** Consumers' choice for green products can be heavily influenced by the packaging too. Packaging attributes can persuade consumers to purchase the product. According to *Dantasetal., (2004)*, packages and labels have only a fewseconds to make an impact on the consumer's mind; during that time, it must catch

the consumer's eye, and convince the shopper that it is the optimum option on the shelf.

**According to Mostafa (2007)**, green purchase behavior refers to the consumption of products that are benevolent or beneficial to the environment, recyclable or conservable and sensitive or responsive to ecological concerns. Clem (2008) reveals that going green reflects a social consciousness around saving and advancing the Earth's natural resources, preserving and protecting them for the sake of civilization. Consumers are becoming more and more aware of environmental issues and this has increased the demand for ecological products. If consumers have a favorable attitude toward greening environment, they are more inclined to purchase green products. The continuous awareness of environmental problems may in turn change consumers attitudes and purchase intentions as well.

**Dr. Krishna kumar veluri (2012)** in his study on "Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision". His main objective was consumer beliefs and attitude on green products. Consumer awareness on the availability of environmentally friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable. His study fid that respondents reacted positively about buying brands which are less damaging to environment.

**Mohammad Azam (2014)** in his study on Green Marketing: "Eco-Friendly Approach". In this article he discuss the some of the key issue of green marketing and challenges for going green and the steps taken by the organization. He find that now the corporate people as well as consumers have become more concern with the issue of green marketing at various levels. The corporate have accepted the green production as they have seen the interest of customer was positive with these green products.

**DATA ANALYSIS AND INTERPRETATION PERSONAL PROFILE OF THE RESPONDENTS**

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENT AGE	
1	Gender	Male	25	31.2
		Female	75	68.8
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>
2	Age	20-25	42	38.5
		25-30	33	40.0
		30-35	13	11.0
		Above 35	12	10.5
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>
3	Educational qualification	School level	24	22.0
		College level	40	36.7
		Diploma	22	28.5
		Others	14	12.8
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>
4	Occupation	Business	36	40.0
		Employed	27	24.8
		Student	22	22.2
		Others	15	13.0
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>
5	Income	Below 10000	34	32.0
		10000-15000	26	30.0
		16000-20000	26	23.0
		Above 20000	14	15.0
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>
6	Using product	Less than one year	25	21.0
		One year	33	30.0
		Two year	25	26.0
		More then two year	17	23.0
		<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

**INTERPRATATION**

- The above table states that 75% of the respondents are female and 25% of the respondents are male.
- The above table, inferred that 42% of the respondents are comes

under 20-25 years age group categories, 33% of the respondents are between 25-30 of age group, 13% their respondents are come under 30-35 years, 12% of the respondents are above 35.

- The above table Indicates that 40% of the respondents are completed college level, 24% of the respondents are school level, 22% of the respondents are completed diploma, inferred that 14% of the respondents are others.
- The above table inferred that 36% of the respondents occupation is business, 27% of the respondents are employed, 22% of the respondents are student, 15% of the respondents are other people.
- The above table Inferred that 34% of the respondents are monthly income below Rs10,000, 26% of the respondents monthly income between Rs10000-15000 and 16000-20000, 14% of the respondents monthly income is above 20000.
- The above table inferred that 33% of the respondents are using organic product for one years, 25% of the respondents are using this product for two year and 25% less than one year, 17% of the respondents are using this product more two than year.

**Table: 2**  
**Chi square**

H<sub>01</sub>: There is no significant association between price and income.  
H<sub>02</sub>: There is significant association between price and income.

	Value	Df	Asymp. Sig.(2-Sided)
Pearson Chi-Square	3.201a	9	.956
Likelihood Ratio	3.223	9	.955
Linear-by-Linear Association	.003	1	.956
<b>No.of Valid cases</b>	<b>100</b>		

A) Cells (18.8%) have expected count less than 5. The minimum expected count is 4.20.

**Table:3 WEIGHTEDAVERAGE SCORE**  
**FACTOR INFLUENCING CUSTOMER TO BUY ORGANIC**

FACTORS	Highly satisfied	Satis fied	Netral	Dis Satisfied	Highly Dis satisfied	Total	Rank
<b>Package</b>	200	100	60	08	5	385	I
<b>Quality</b>	175	120	60	14	8	377	II
<b>Taste</b>	150	100	60	32	9	351	III
<b>Quantity</b>	125	120	60	20	15	340	IV

Above table gives an overall view about factors influence consumers to buy organic product. "Package" got the first rank, "Quality" got second rank "Taste" got third rank and Quantity got the last rank.

**FINDINGS**

- Majority 75% of the respondents are female.
- Majority 42% of the respondents are from the age group 20-25 years.
- Majority 40% of the respondents have completed college education.
- Majority 36% of the respondents occupation is business.
- Majority 34% of the respondents monthly income is below Rs.10000.
- Majority 33% of the respondents are using organic product for one years

**SUGGESTIONS**

- To reduce the price of the product
- To create more awareness to the customers about organic product.
- To increase more shops for selling organic product.
- To increase the quality of the product

**CONCLUSION**

Now a day's awareness on organic products concept has been increased and hence the opportunity for organic product is bright. It is not only because of awareness level, it is also because of bad impact on the health, by non organic product. The conventional marketing practices are not considering the importance of organic product or green products. The consumers of organic product have got awareness mostly from friends and relatives. The hygienic condition, healthiness and the taste of organic product gives the maximum level of satisfaction to the consumers, which is otherwise considered as the organic products strategies. This study

also creates an opportunities to go in deep with different dimensions and find out information's related to organic product.

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