A Study on Green Marketing: With Special Reference to Organic Product in Coimbatore City

N. Gnanapandithan & Major Dr. R. Rajasekaran

Department of Commerce, PSG College of Arts and Science, Bharathiar University, Coimbatore

Abstract

Green marketing is a phenomenon which is rapidly gaining importance in modern marketing. Today the world requires new decision and innovations which are leads to green marketing environment and also to create a new market condition to the potential buyers. The objective of the study is to create awareness about green product or organic product and it’s important 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 output 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 programme in the same field.

Keywords: Green marketing, organic product, phenomenon, environment, innovation.

INTRODUCTION

The world environmental issues have gained importance in business as well as in public life throughout the world. Green products are those that have less of an impact on the environment or are less detrimental to human health that traditional equivalents. 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 substantially different perspective. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. India has been an attractive destination for marketers because of its growth potential as an emerging market. The average Gross Domestic Production (GDP) growth rate of India is 8.37% which indicates that future consumption will increase the research findings of McKinsey Global Institute indicate that the Indian consumer market is expected to quadruple by 2025, making it the fifth largest consumer market in world.

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.

Objectives of the study

- To study the consumers awareness towards organic products principles.
- To know the occupational status of the organic product consumers.
- To study the satisfaction level of organic products price.
- To understand the satisfaction of the consumers towards their preferred organic products
- To offer suggestions based on the result of the study.

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.

Methodology

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

b) **Population and sample size**
   Population is infinite and hence, the sample has selected as 100 by applying random sampling techniques.

c) **Area of study**
   The study has been carried out in the Coimbatore city only.

d) **Period of the study**
   This study is conducted in the financial year 2013 - 2014

e) **Statistical tools**
   Descriptive analysis has been used to describe the collected data.
   - Percentage analysis
   - Average score analysis

Limitation of the study

- The study deals with organic product and consumers only.
- The study is restricted to 100 respondents only.
- The data is based on primary and secondary source it has its own limitation
- The survey restricted to Coimbatore city only for organic product.

REVIEW OF LITERATURE

- **G. PREETHA**, (2012) Vol.1 No. 6, June 2012, ISSN 2277 3630,Online Available at indianresearchjournals.com
- **GEETIKA SINGH**, (2013) ASCI Journal of Management 42 (2): 52–72 Copyright © 2013 Administrative Staff College of India

ORGANIC PRODUCT AND ITS PRINCIPLES

Organic product has longer served being the dominant from the agriculture since ages past. It was only recently in the first In India, organic farming has grown many folds and number of initiatives at Government and Non-Government level has given it a firm direction. By 2011 India had brought more than 9.2 million ha of land under
certification. Growing awareness, increasing market demand, increasing inclination of farmers to go organic and growing institutional support has resulted into phenomenal growth in total certified area during the last five years. As on March 2012, total area under organic certification process stood at 12.01 lakh ha and the overall market potential is estimated to be around Rs.1452 crore. As per Food and Agriculture Organization organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. The overall definition is further specified in four guiding principles, Health, Ecology, Fairness and Care.

**Principle of Health**
Organic Agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible. This principle points out that the health of individuals and communities cannot be separated from the health of ecosystems - healthy soils produce healthy crops that foster the health of animals and people.

**Principle of Ecology**
Organic Agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them. This principle roots organic agriculture within living ecological systems. It states that production is to be based on ecological processes, and recycling. Nourishment and well-being are achieved through the ecology of the specific production environment. For example, in the case of crops this is the living soil; for animals it is the farm ecosystem; for fish and marine organisms, the aquatic environment.

**Principle of Fairness**
Fairness is characterized by equity, respect, justice and stewardship of the shared world, both among people and in their relations to other living beings. This principle emphasizes that those involved in organic agriculture should conduct human relationships in a manner that ensures fairness at all levels and to all parties - farmers, workers, processors, distributors, traders and consumers. Organic agriculture should provide everyone involved with a good quality of life, and contribute to food sovereignty and reduction of poverty. It aims to produce a sufficient supply of good quality food and other products.

**Principle of Care**
This principle states that precaution and responsibility are the key concerns in management, development and technology choices in organic agriculture. Science is necessary to ensure that organic agriculture is healthy, safe and ecologically sound. However, scientific knowledge alone is not sufficient. Practical experience, accumulated wisdom and traditional and indigenous knowledge offer valid solutions, tested by time. Organic agriculture should prevent significant risks by adopting appropriate technologies and rejecting unpredictable ones, such as genetic engineering. Decisions should reflect the values and needs of all who might be affected, through transparent and participatory processes.

ANALYSIS AND INTERPRETATION

Table - 1

<table>
<thead>
<tr>
<th>S.No</th>
<th>Source</th>
<th>No of respondents</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Advertisement</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>b.</td>
<td>Friends and Relatives</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>c.</td>
<td>Internet</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>d.</td>
<td>Others</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table it is clearly shows that out of the total respondents taken from the study, 52% of them were aware of organic products through friends and relatives, 36% of them were aware of organic products through internet, and 12% of them were aware of organic product through advertisements.

Chart-1

Sources of awareness by customers towards organic products

Table-2

<p>| S.No | Occupation | No of respondents | Percentage of |
|------|------------|-------------------|---------------|---------------|
|      | Occupation | No of respondents | Percentage of |
|      |            |                   |               |               |</p>
<table>
<thead>
<tr>
<th>Occupation</th>
<th>No of respondents</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Agriculture</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>b. Business</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>c. Employment</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>d. Profession</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>e. Students</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>f. Housewife</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From the above table it is clear that out of total respondents taken for the study, 41% of them were housewife’s, 25% of them were employees, 12% of them were occupied in business, 10% of them were occupied in agriculture, 9% of them were students, and 3% of them were professionals.

**Chart - 2**

Occupation status of the respondents

**Table-3**

**RESPONDENTS OPINION ABOUT THE PRICE ON ORGANIC PRODUCT**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Price of the organic product</th>
<th>No of respondents</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Very high</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>b.</td>
<td>High</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>c.</td>
<td>Normal</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>d.</td>
<td>Low</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From the above table it is clearly shows that out of the total respondents taken for the study, 56% of the respondents consider that the price of organic products is high, 37% of the respondents consider that the price of organic products is very high, and 7% of the respondents consider that the price of organic products is normal.

**Chart - 3**
Respondent’s opinion about the price on organic product

Table-4

RESPONDENTS LEVEL OF SATISFACTION ON ORGANIC PRODUCT

<table>
<thead>
<tr>
<th>Level of Factor</th>
<th>HS</th>
<th>S</th>
<th>M</th>
<th>LS</th>
<th>Total</th>
<th>Average score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hygienic</td>
<td>36</td>
<td>33</td>
<td>31</td>
<td>-</td>
<td>100</td>
<td>3.05</td>
</tr>
<tr>
<td>Availability</td>
<td>9</td>
<td>14</td>
<td>46</td>
<td>31</td>
<td>100</td>
<td>2.01</td>
</tr>
<tr>
<td>Taste</td>
<td>20</td>
<td>23</td>
<td>37</td>
<td>20</td>
<td>100</td>
<td>2.43</td>
</tr>
<tr>
<td>Healthy</td>
<td>32</td>
<td>50</td>
<td>28</td>
<td>-</td>
<td>100</td>
<td>3.34</td>
</tr>
<tr>
<td>Package</td>
<td>3</td>
<td>10</td>
<td>48</td>
<td>39</td>
<td>100</td>
<td>1.77</td>
</tr>
<tr>
<td>Quality</td>
<td>30</td>
<td>26</td>
<td>26</td>
<td>2</td>
<td>100</td>
<td>3</td>
</tr>
</tbody>
</table>

The above table clearly shows that the respondents are satisfied regarding healthy (3.34), hygienic (3.05), and quality (3). They are moderately satisfied with regards of taste (2.43), availability (2.01) and package (1.77).

CONCLUSION

Now a day’s awareness on organic products concept has been increased and hence the opportunity for green marketing 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 green product have got awareness mostly from friends and relatives. The occupation statues of respondents are mostly from educated employees. Though the price level of organic product is high, the level of satisfaction of customers on organic product is encouraged. 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 green marketing strategies. This particular study has highlighted not only the importance of organic product or green product. It also shows the impact on the society in positive ways. This study also creates an opportunities to go in deep with different dimensions and find out information’s related to green marketing.

BIBLIOGRAPHY:
Books
2) C.V.JayamaniR.Vasanthagopal, Environmental Management, New Central Publication New Delhi
3) ErachBharucha, Environmental Studies, Published by University of India private limited

Journals and Articals:
- Rajeev Kumar, Green Marketing : An Indian initiatives, Indian journal of marketing, Volume:XXXIII, Number:8, August, 2003, pp 19-20

Website
- www.greenmarketing
- www.epa.qld.gov.au/sustainable_industry
- www.greenpeace.org
- www.sbieco-friendly.org
- https://www.hdfcbank.com/htdocs/aboutus/csr/
- http://daily.bhaskar.com/article
- https://www.tatasteeleco-friendly.in
- https://www.ongceco-friendly.in
- https://www.eco-friendly.in