GREEN MARKETING ELEMENTS: A STUDY ON CUSTOMER PURCHASE INTENTION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL PREFERENCE TO COIMBATORE CITY.

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ABSTRACT

This study aims to investigate the relationship between green marketing elements and customer purchase intention. To conceptualize green marketing, the researcher has researched the literature and identified the green marketing elements which include Green products, Green price, Green place, Green promotion, and Green Distribution. By using the snowball sampling technique, questionnaires from the respondents were collected as part of the study's survey methodology. According to the study's findings, there is a clear, substantial correlation between customer purchase intention and Green marketing.

Keywords: Green Marketing, Customer purchase intention, organic food.

INTRODUCTION

Generally, each buyer intends to acquire various goods or brands. However, the term "purchase intention" refers to the act of making a decision. It refers to a consumer's or buyer's behaviour, including the motivation for purchasing a certain brand. Consumer actions, insights, and attitudes all influence purchasing decisions. (A. R Tahir 2021). Green marketing is revolutionizing all aspects of the business including the organic food industry. It is usually seen as the promotion and advertisement of products that are presumed to be environmentally preferable (Jermparsert 2009). Organic food Products have become very popular and important nowadays. The awareness of the harmful effects of chemicals present in food is increasing among consumers. Many people are trying to live a healthy, natural and sustainable lifestyle by eating organic foods, which are claimed to have high quality. Organic food items that are prepared and processed without using any chemicals. Organic foods traditionally contain 50 per cent more vitamins, minerals and nutrients than similar food that is produced ordinarily. Organic food is

better in health than usual food is a type of strong, and is the main reason for the increase in its demand in its require over the past 5-6 years. The marketplace for organic food products in India has been growing at a rapid pace over the previous few years. (**P**.Sanjana Varma et al., 2016).Rising health consciousness among bourgeoisie consumers in major cities across India has been the key factor contributing to growth within the market. Organic food products include various food categories starting from fruits & vegetables, dairy products, processed foods, pulses & food grains other products like beverages, confectionaries, etc. Implementation of varied standards to enhance the standard of organic food produced within the country is estimated to improve growth in India's organic foodstuff over the subsequent five years. This study planned to contribute valuable suggestions for the growth of nature and the organic food market.

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PROBLEM STATEMENT

Consumers from all around the world are more aware of green marketing and concerned for environmental safety. By using green marketing strategies, a company can get more customers as well as get more profit. The key to success is to use them effectively and correctly. In general, environmental marketing is more beneficial for society (Sadia Cheema et al.,2015). Today the world is facing a lot of health-related issues because of eating non-organic food. To meet the increasing demand of the massive population, food nowadays is being prepared by using different pesticides and chemical sprays etc. The main cause of human diseases is eating unhygienic food. There is a rapid increase in diseases like obesity, heart attack, diabetes, cancer etc. All because of eating unhealthy food. Directly affects our health, so we need to be more careful about the food that we consume to stay healthy. The current growth in the organic market is driven by health factors and safe consumption (methyl 2022). Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the Environment. So health issues are becoming consumers' priority in purchasing products these are the main driving forces while purchasing organic products. Hence, it is necessary to study the factual situation for organic products and to contribute valuable suggestions for the growth of nature and organic food products. The researcher shows interest in the positive impact on society thus this particular study helps to investigate the following question:

1. Does a strong relationship exist between sub-factors of green marketing and customer purchase intention?

REVIEW OF LITERATURE

According to **Arslan& Zaman,(2014)**, purchase intention can be defined as "a possibility that a consumer will intend to purchase a product or service in future". A positive purchase intention drives to consumer to actual purchase action or a negative purchase intention restrains to consumer not to purchase. There is a consensus among the experts that studies can also use purchase intention as an important indicator for estimating consumer behaviour. It is also observed that the cost of retaining a recent customer is more economical than prospecting for a new customer. Purchase intention for green environment products is conceptualized as "the probability and willingness to prefer to purchase the product which has features of having eco-friendly features".

Maria Raquel Lucas (2008), determined that they possess average knowledge about the organic food products of the consumer or high and low. The respondents have a positive attitude towards organic like they believe that organic products are good for health, tastier, and better quality than conventional foods. Even the non-buyers of organic food products were approached and the major reason they felt was the price is more for organic products. The authors also analyzed the willingness to pay OFP by the respondents and they found that up to a 25% increase in price is accepted and the price is accepted and the preference order of OFP is fruits and vegetables then eggs, poultry and meat followed by milk, olive oil etc.,

De Janvry and Sadoulet (2010) made a study on World Poverty and the Role of Agricultural Technology: Direct and Indirect Effects. In this study, they have found that agricultural technology can help reduce poverty through direct and indirect effects. Conceptualizing and measuring these effects is highly complex, yet is needed for each region if technology is to be used as an effective instrument for poverty reduction. We propose a methodology for doing this in the context of computable general equilibrium modelling and apply it to archetype models for Africa, Asia, and Latin America. Results show that the dominant effect of technology on poverty is through direct effects in Africa, indirect agricultural employment effects in Asia, and linkage effects through the rest of the economy in Latin America. In each case, increasing the poverty reduction effect through the targeting of technology across crops and complementary rural development programmes is also explored.

P . Sanjana Varma et al., (2016) stated the creation of the organic farmer's web application has benefits and challenges too. Incorporating E-commerce is an important first step in organic farming. That will force the pace of the economic world, where equity of opportunities is undoubtedly a challenge.

OBJECTIVE OF THE STUDY

1. To examine the relationship between customer purchase intention and Green marketing elements

RESEARCH GAP

Numerous studies have been done to determine how customers feel about green marketing, but very few of them have gone into detail on the green marketing mix. The goal of the current study, which focuses on green marketing elements or components, is to examine both favourable as well as unfavourable consumer experiences related to purchasing organic or environmentally friendly products.

METHODOLOGY

The researcher has adopted a descriptive research design as it describes the characteristics of the respondents. The data collection methodology used in this study is a quantitative survey. The researcher used a structured questionnaire from Sadiacheema & Ahmad Bemisal Durrani et al.,(2015). The study population is the customers, who purchase organic food products. Identifying the population is difficult and not feasible. Hence the researcher used the snowball sampling method to collect data from the target respondent.

Sampling methods: The sampling method used snowball sampling.

Sample size: There were 422 respondents in the sample, distributed over several areas in Coimbatore district locations.

Data collection method: primary data was collected through an online questionnaire.

Secondary data was collected from various journals and websites.

ANALYSIS & INTERPRETATION

Table 1 shows the results of correlation analysis for the study variables

H01: There is no significant relationship between Customer Purchase Intention and Green products.

H02: There is no significant relationship between Customer Purchase Intention and Green pricing.

H03: There is no significant relationship between Customer Purchase Intention and Green distribution.

H04: There is no significant relationship between Customer Purchase Intention and Green promotion.

Particulars		**Green product**	**Green pricing**	**Green Distribution**	**Green promotion.**
Customer Purchase Intention	Pearson Correlation	.792**	.724**	.798**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	422	422	422	422

INTERPRETATION

It can be deduced from the above table that there is a significant relationship between Customer Purchase Intention and Green Products, with a correlation value of 0.792 (79.2%), Green Pricing, with a relationship of 0.724 (72.4%), Green Distribution, with a relationship of 0.798 (79.8%), and Green Promotion, with a relationship of 0.802 (80.2%). Since the significance p-value is less than 0.05, the alternative hypothesis is accepted and all of the null hypotheses (H01, H02, H03, and H04) have been rejected

DISCUSSION AND CONCLUSION

This study aims to deepen our conceptual comprehension of Customer purchase intention and green marketing elements. This study's literature reveals that existing ideas on green marketing have certain flaws. To overcome these constraints, it uses insights about Green marketing elements such as Green products, green prices, green promotion, and green distribution to identify generic categories and dimensional features of Green marketing. The results of this study state that more promotional activity concerning Organic products will have a great impact on customer purchase intention. The availability of the product regularly will lead to re-purchases by customers, which in turn result in a growing number of loyal customers. Any

manufacturer or seller of these things may see constant profitability as a result. At present people have started giving preference to more organic products due to unhealthy and adverse effects of chemical or toxic content in foods which in turn has more business development. If the green or organic product does not stand apart from the normal product will minimise re-purchase intention among consumers. As discussed, the adequate supply of organic food products with promotional activity will ensure the continued profitability and viability of such product manufacturers and merchants.

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