

GREEN MARKETING AND ORGANIC PRODUCTS

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ABSTRACT

This study investigates consumer satisfaction and buying behavior regarding green marketing and organic products within Coimbatore City. As environmental degradation becomes a global concern, green marketing has emerged as a holistic approach to manufacturing and promoting products that are environmentally safe. The research primarily aims to measure consumer awareness levels and identify the factors influencing the purchase of organic food products. Utilizing a sample of 124 respondents selected randomly, the study employs simple percentage analysis to interpret primary data collected via structured questionnaires. The findings reveal that while health consciousness and environmental protection are significant drivers for organic consumption, challenges such as high pricing and limited availability persist in the Indian market. The study concludes that effective use of the green marketing mix (4Ps) can significantly transform consumer buying patterns toward sustainable options.

Keywords: Green Marketing, Organic Products, Consumer Satisfaction, Consumer Behavior, Coimbatore City, Sustainable Development.

INTRODUCTION

Green marketing is a modern concept that involves the holistic identification and satisfaction of consumer needs through environmentally friendly processes. Unlike traditional marketing, it focuses on eliminating detrimental processes and utilizing sustainable packaging and production methods. The concept has evolved through three distinct phases: "Ecological" green marketing, "Environmental" green marketing focused on clean technology, and the current "Sustainable" green marketing phase. In India, the rise of green consumption is driven by a growing awareness of environmental protection and a shift away from chemical-intensive farming.

OBJECTIVES OF THE STUDY

The core objectives of this research include:

- ✓ To measure the level of awareness and knowledge consumers possess regarding green marketing.
- ✓ To analyze how demographic profiles influence the frequency and motives behind organic product purchases.
- ✓ To evaluate the impact of green marketing strategies on consumer buying behavior specifically toward organic food products.

STATEMENT OF THE PROBLEM

Despite the benefits of organic foods, modern consumers are often accustomed to junk foods that are tasty but pose long-term health risks. The survival of future generations depends on educating the public about these dangers and revolutionizing food behavior. This study addresses the need to

transform buying decisions by using green marketing tools—Product, Price, Place, and Promotion—to reorient consumers toward healthier, organic alternatives.

SCOPE OF THE STUDY

The scope of this research is centered on the formative stage of green marketing in India. It specifically examines individual and institutional initiatives related to the production, pricing, and distribution of organic food products. The study focuses on the behavioral transformation of mass consumers in Coimbatore City.

RESEARCH METHODOLOGY

The study adopts a systematic approach to find and present data:

- ✧ **Data Sources:** Both primary and secondary data were utilized. Primary data was collected through Google Forms questionnaires, while secondary data was sourced from websites, books, and existing literature.
- ✧ **Sample Design:** A sample of 124 respondents from Coimbatore City was selected using a random sampling method.
- ✧ **Analytical Tools:** Simple percentage analysis was used to compare data series and determine relationships between variables.

REVIEW OF LITERATURE

.Previous research highlights various facets of green consumerism:

- ✧ **Demographics:** Studies indicate that women and younger households often place a higher importance on organic foods
- ✧ **Motivations:** Food safety and health benefits are primary motives for buying organic products.
- ✧ **Market Growth:** The organic sector is growing rapidly in India, particularly in Tier 1 and Tier 2 cities, due to increased health consciousness

DATA ANALYSIS & INTERPRETATION

Key findings from the analysis of 124 respondents include:

- **Gender:** 57.3% of respondents were female, and 42.7% were male.
- **Age:** The majority of respondents (41.9%) fall within the 21–30 years age group.
- **Education:** A significant portion of the sample consists of Undergraduate (61.3%) and Postgraduate (25%) students.
- **Marital Status:** 65.3% of the respondents were unmarried.

SUGGESTIONS

To enhance the adoption of organic products, the study suggests:

- Marketers should focus on the "4Cs" (Consumer Solution, Cost, Convenience, and Communication) to meet buyer needs economically.
- Increasing public awareness regarding the specific nutritional benefits of organic foods, such as their role in boosting the immune system and preventing malnutrition

- Government support is necessary to incentivize farmers to transition from chemical to organic farming until yields stabilize.

CONCLUSION

Green marketing is essential for sustainable development and environmental protection. While awareness in India is currently restricted to larger towns, there is a clear trend toward green consumption. By aligning marketing mixes with consumer values—specifically health and environmental safety—firms can achieve long-term growth and foster a healthier society.

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