



THE EFFECTS OF GREEN MARKETING ON CUSTOMER PURCHASE INTENTION AND PERCEPTION WITH RESPECT TO ORGANIC PRODUCTS IN PUNE

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Abstract:

Green marketing refers to the development and promotion of products or services that are environmentally friendly or sustainable. The goal of green marketing is to inform and persuade consumers that a product or service is environmentally safe, and that its production and disposal will not harm the environment. This study aims to examine the relationship between purchase intention and various aspects associated with organic products such as price, appearance, shelf life etc. A survey of 475 participants was conducted, and results showed a negative relationship between purchase intention and price of organic/green products and taste of the organic products. It has been observed that though the consumers are aware about the health benefits of organic green products and negative effects of their counterpart non-organic synthetic products, most of them are not aware about the availability of alternative organic products for their current non-organic choices. Also, they have negative perception with regards to price, packaging, taste, shelf life of organic/green products. Environmental concern was found to significantly moderate this relationship, with individuals who reported higher levels of environmental concern showing a stronger intention to purchase environmentally friendly products. These findings suggest that companies should consider targeting consumers with high levels of environmental concern in their green marketing efforts, as these individuals are more likely to be receptive to such messages and exhibit a higher intention to purchase green products.

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Keywords: Green Marketing, Green Awareness, Purchase Intention, Green/Organic Product

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I. INTRODUCTION

Green marketing is the marketing of products that are environmentally friendly. It is also known as "sustainable marketing," "eco-marketing," or "green branding." The goal of green marketing is to encourage consumers to buy products that are good for the environment. This can be achieved using eco-friendly materials, energy-efficient production processes, and sustainable packaging. Green marketing can also involve promoting the environmental benefits of a product or service, such as its ability to reduce carbon emissions or its use of renewable energy. By promoting environmentally friendly products, companies can appeal to consumers who are concerned about the impact of their purchasing decisions on the environment.

II. REVIEW OF LITERATURE

Study has undertaken reviews of literature of national and international repute which were directly related to the purpose, scope and objectives of the research.

1. (Kumarasamy. T Dr. Murugesan. J, January - 2017) "Consumer Perception of Green Marketing with Special Reference to Organic Food Products in Kumbakonam Town" The study has discovered a crucial component: consumers are less likely to purchase organic food goods when they are more expensive. This factor is most strongly correlated with the other two, which are difficult to locate, difficult to obtain, and unattractive physically.

2. (Monika, 2019) "Green Marketing – A Study on Perception of People Towards Green Products". The Researcher has concluded most respondents claim to be aware of Green Products. The deeper analysis clearly reveals those majority respondents, who claim to be who claim to be aware of Green Products, perceive Green Products as Environment Friendly, Energy Efficient and Good for Health.

3. (P. Anitha, Dr. C. Vijai, 2020) "Green Marketing: Benefits and Challenges" According to the researcher green products and their importance are beginning to generate the awareness and support for sustainable development that future generations need. Green marketing or green products protects the environment and educates society on how to protect the environment

4. (Mrs. P. Anitha & Dr. C. Vijai 2020) "An Empirical Study on Green Products and Green Marketing" The Researcher has concluded

Consumers are increasingly realizing the importance of protecting the environment through product choice The main finding was there no significant relationship between gender, occupation, and awareness.

5. (Mayank Bhatia and Amit Jain, 2013 "Green Marketing: A Study of Consumer Perception and Preferences in India" According to the researcher, a very small percentage of people buy only green products, and marketers can take advantage of this to build their product portfolios.

6. (Anupreet Kaur Mokha 2017) "Green Marketing: A Study of Consumer Perception on using Eco-Friendly Products" The Researcher concludes that age and education are related to environmental literacy. Socio demographic variables are not significantly associated with green purchasing intentions. Green advertising, pricing, and green packaging are also positively correlated with green purchase intent.

7. (Sudhir Sachdev, 2011) "Eco-Friendly Products and Consumer Perception" The Researcher found that, this study endeavors to explore why people do not buy environmentally friendly products by finding out which are the main constraints impeding them to translate their green intentions into actual purchase behavior.

8. (Products, Jacob Cherian & Jolly Jacob 2012) "Green Marketing: A Study of Consumers' Attitude towards Environment Friendly" From a review of the literature and conceptual models, the majority of consumers still lack "green" knowledge and have low awareness of green products, so organizations have not yet promoted the development of green products and nor working hard.

9. (Manjeet Sharma, Manender Singh, 2015) "Green Marketing: Challenges and Ways to Green Your Business" According to the researcher that most businesses are pursuing green marketing initiatives due to opportunities, social responsibility, governmental pressure, competitive advantage, and cost savings. The ideal time has come to choose global "Green Marketing," as doing so will present opportunities for the company in the future.

10. Skackauskiene, I., & Vilkaite-Vaitone, N. (2023). Author focused on Literature Review related to Green Marketing & Customers purchasing behavior. In order to establish a research agenda and help identify areas that have

the potential to yield fruitful results in the future, this article seeks to present a thorough and systematic analysis of green marketing and its effect on consumers' purchasing behaviour. The sample used for study include 166 articles. The study concluded that green marketing was frequently discussed as having an impact on customer behaviour during the purchase and post-buy stages. Green purchasing intention and behaviour are the customer behaviour metrics that are most regularly impacted.

11. Bommenahalli Veerabhadrapa, N. B., Fernandes, S., & Panda, R. (2023) This study focuses on the review of green purchase with reference to Individual consumers & Organizational consumers. This study is based on TCCM Approach. This paper reviewed 120 Articles. The author tried to identify the Compliance as a crucial factor in green marketing and significantly influences green buying concerning organizational consumers. The study concluded that there is a need to investigate organizational green buying by using mixed methods.

12. Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2022). This study investigated the influence of green perceived value on green trust and green satisfaction, study how both variables impact green word of mouth in turn and, at the same time, how the three variables influence green purchase intention. the study focused on analysing variables within the context of the consumption of green food products such as dairy products, oils and vinegars, snacks, and health drinks, among others.

13. Delistavrou, A., & Tilikidou, I. (2022). This study aims to check Greek consumers' intentions to purchase innovative green cosmetics and detergents. A survey was conducted through electronic interviews with 306 respondents. A researcher indicating that the influence of important persons on intentions towards green buying is stronger in those consumers who obtained a higher level of scepticism.

14. Wang, X. ;, Du, Y. ;, Liu, Y. ;, Lezcana, A. G., Nocera, F., Caponetto, R. G., Wang, X., Du, Y., Liu, Y., & Wang, S. (2022). This study is focused on the help to improve how eco-labels are used. Eco-labels are a method for producers to communicate the environmentally friendly qualities of their goods and services. Nevertheless, many eco-labels lack effective communication

from the consumer's point of view. which can enhance consumers' cognitive fluency with regard to eco-labels?

3. RESEARCH METHODOLOGY

This study is based upon mixed method of research involving qualitative as well as quantitative analysis. In this study qualitative factors such as perception, awareness and attitude related factors governing purchase intention of organic products and the quantitative variable like price is also considered. Analytical approach of research is adopted to test the hypotheses by using chi-square to test the independence of taste, price with purchase intention.

The study is based on the convenient sample of 3200 people chosen from available contacts of them 500 people responded to the questionnaire. Though the sampling is convenient sample size is large enough to make inferences about the purchase intention and buying behavior. Moreover, the hypothesis is tested at 5% level of significance, which sufficiently accounts for the error of chance.

3.1. OBJECTIVES OF THE RESEARCH

The significant objectives of the research paper are enlisted below-

- 1) To study the consumers awareness and perception towards organic products
- 2) To understand the association between organic product related factors and purchase intention of the consumers.
- 3) To study the effect of marketing of Green/Organic products on consumers buying behavior /Pattern

3.2 RESEARCH QUESTIONS

1. Whether marketing of green product changes consumers inclination towards organic products?
2. Are people ready to pay premium price for alternate organic products of their existing nonorganic products?
3. Why do people not buy organic products replacing current nonorganic purchases?
4. What are the different factors that govern the purchase of organic products?

3.3 SCOPE OF THE RESEARCH:

The current study investigates how green marketing affects consumers' willingness to buy environmentally friendly products. Indian customers are less aware of numerous environmental challenges than their counterparts in wealthy nations. The environment has had a direct

impact on consumer purchasing habits. This investigation focused on consumers' intended purchases. The study investigates how consumers choose to purchase organic products by taking these and other criteria into account. to determine whether ecofriendly behaviour is encouraged by green advertising, which serves to attract consumers' attention and market green products.

3.4 HYPOTHESIS OF THE RESEARCH

Ho: There is no association between organic products purchase intention and price level

H1: There is a association between organic products purchase intention and price level

Ho: There is no association between organic products purchase intention and Taste factor

H1: There is a association between organic products purchase intention and Taste factor

3.5 RESEARCH DESIGN:

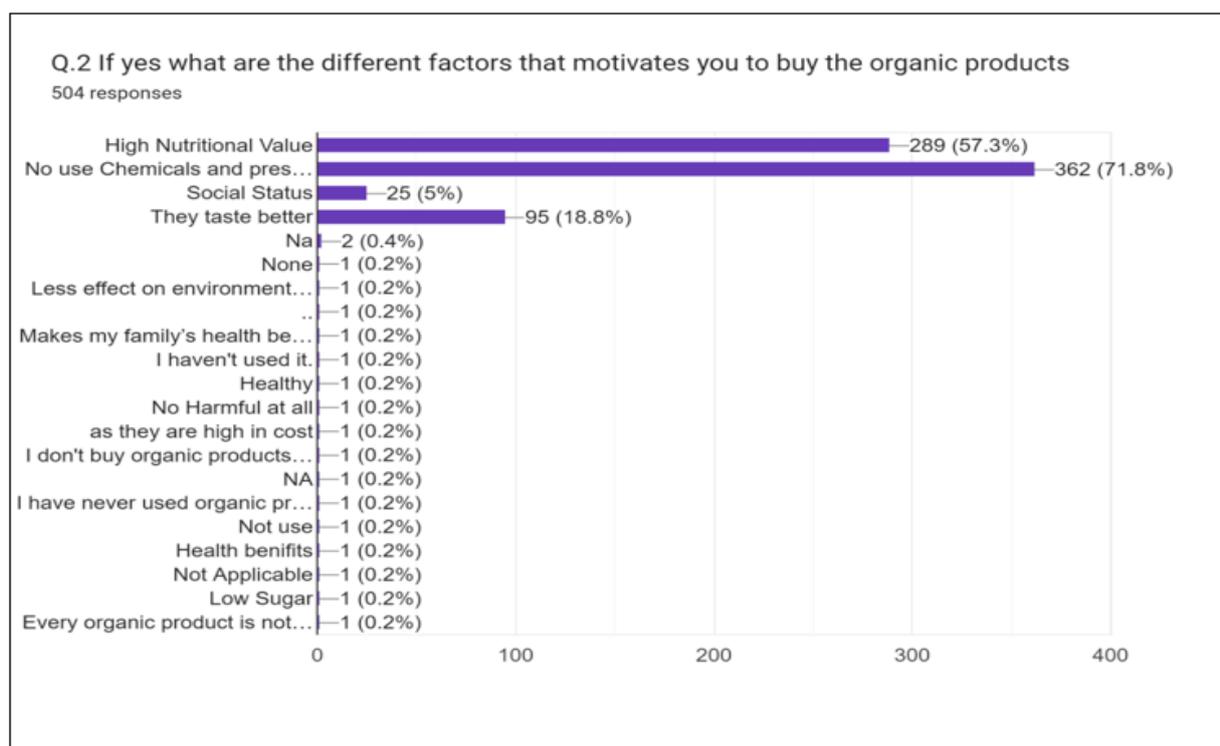
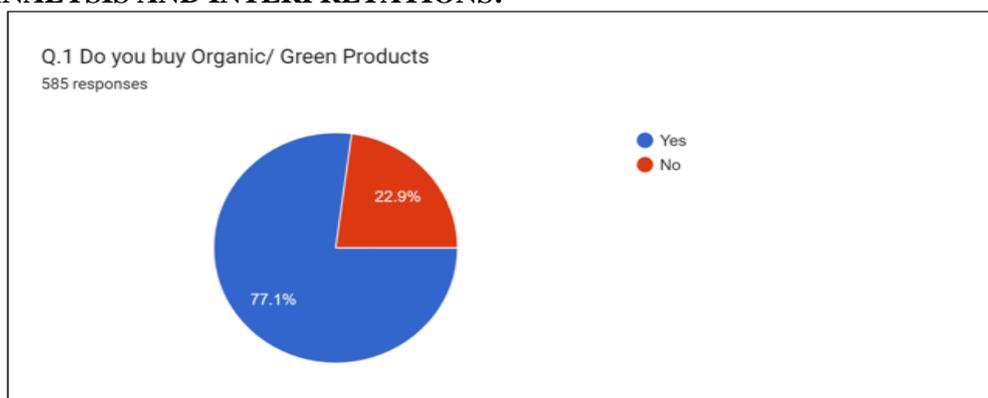
A. Types of the Data: The research is based on primary mapping consumers perception awareness and attitude towards organic products. Respondents were also asked about various product related factors such as price, taste appearance etc. they consider while deciding whether to buy organic or nonorganic products.

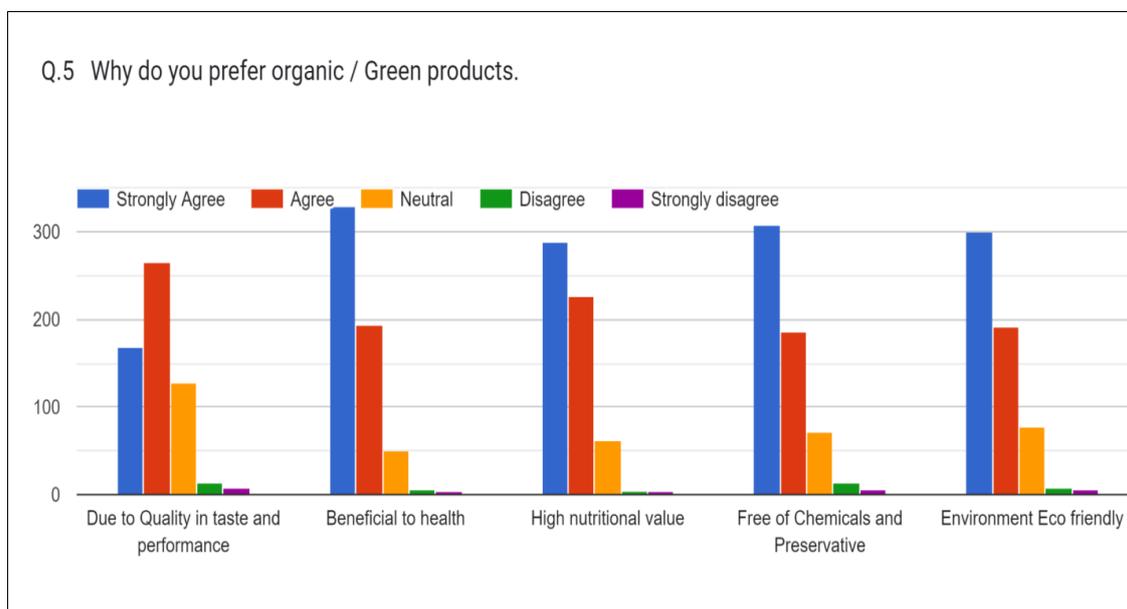
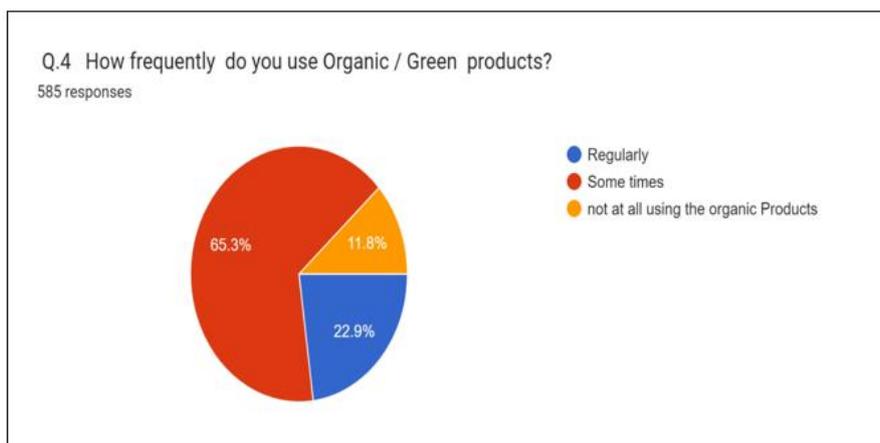
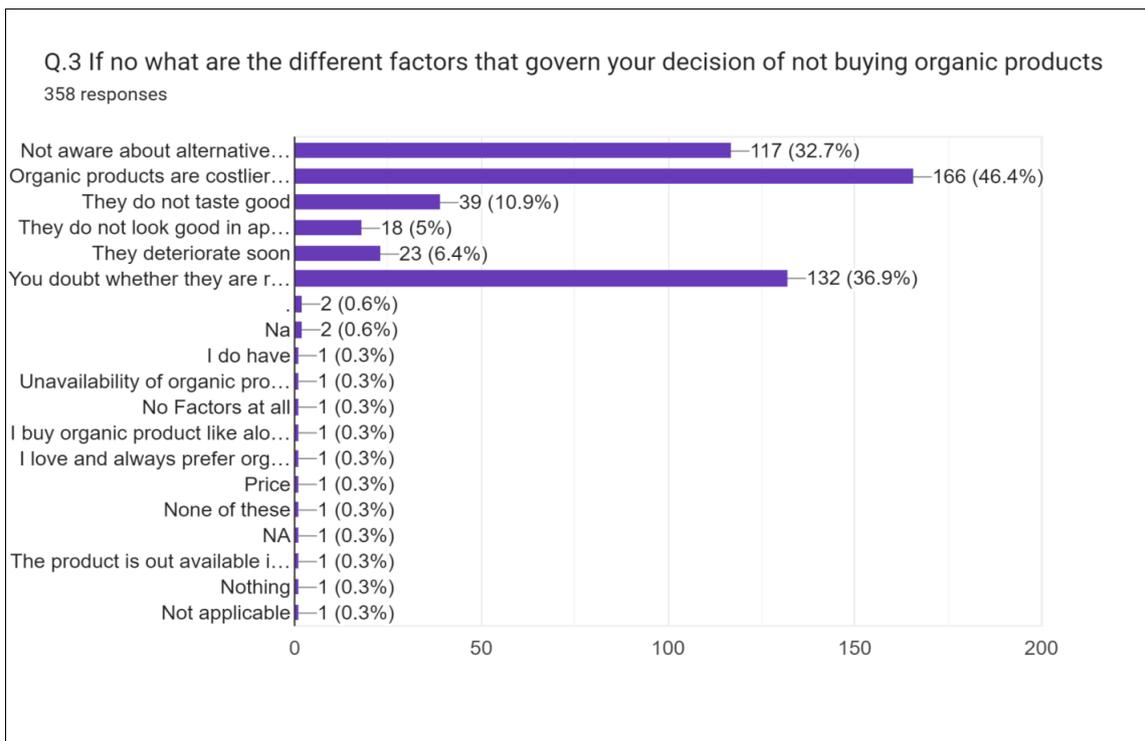
B. Sources of the Data: The source of data is primary, firsthand data collected from 475 individuals.

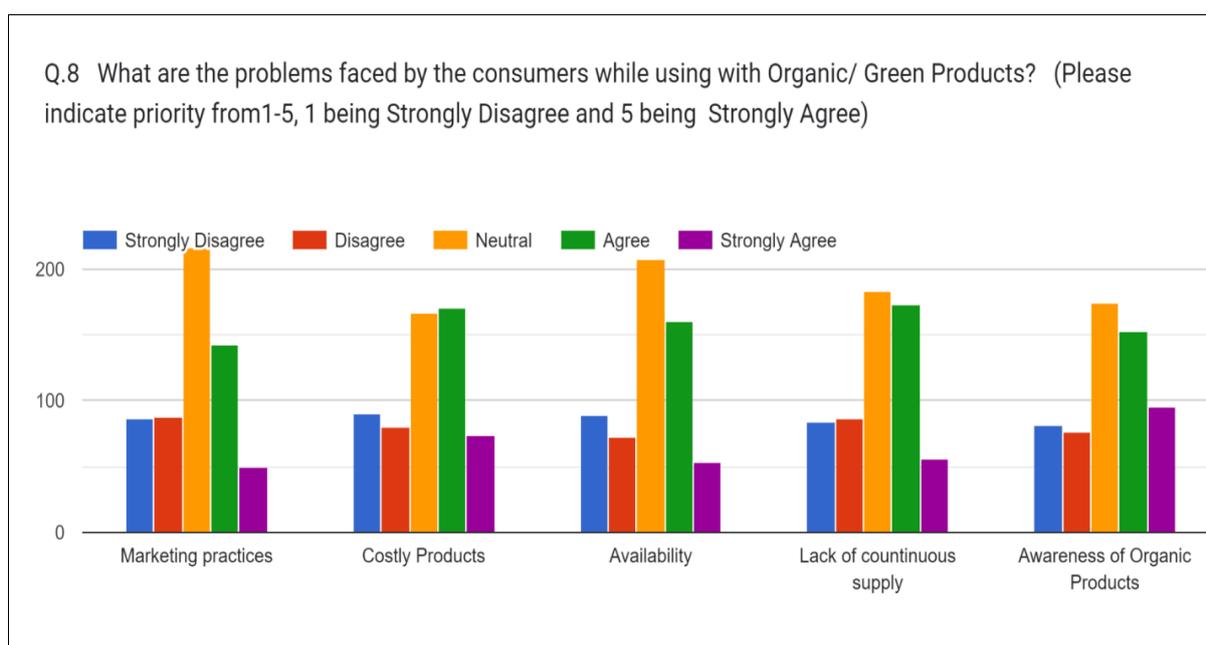
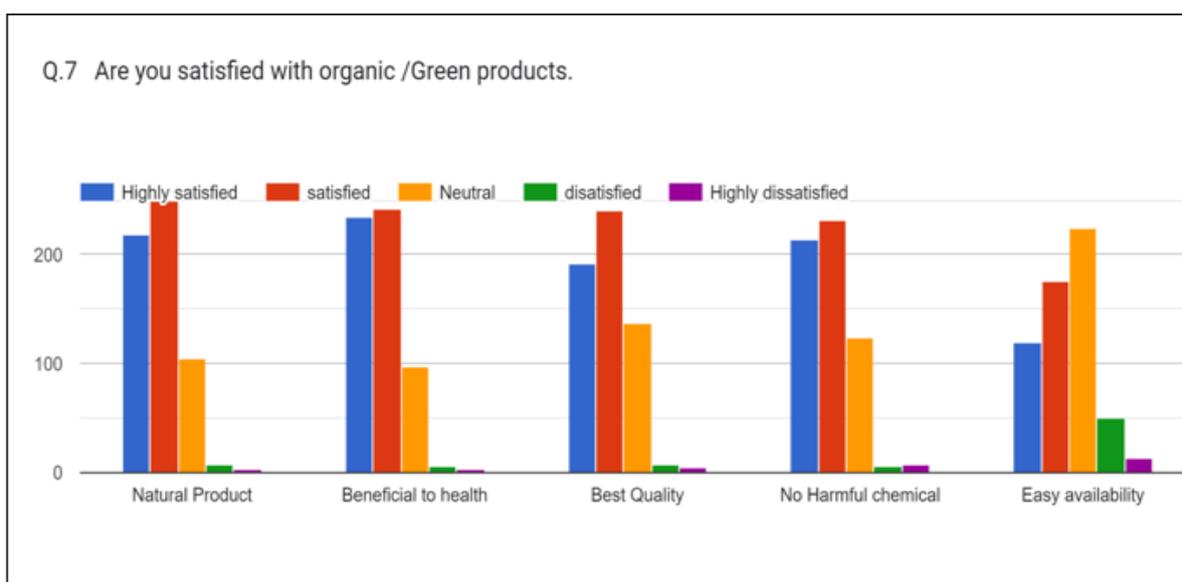
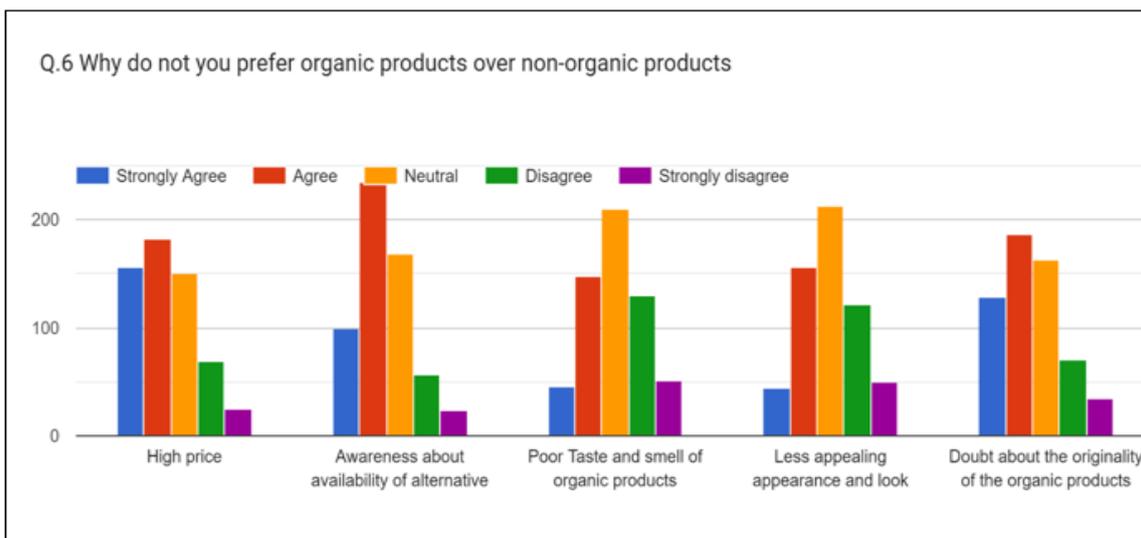
C. Data Presentation Tools: Bar charts, pie charts, graphs are used to present the data in pictorial form as per the need.

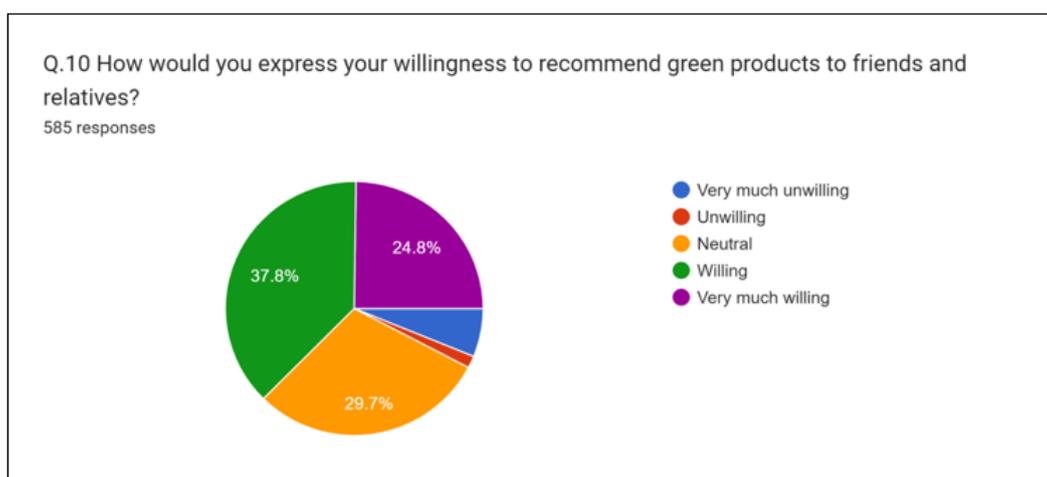
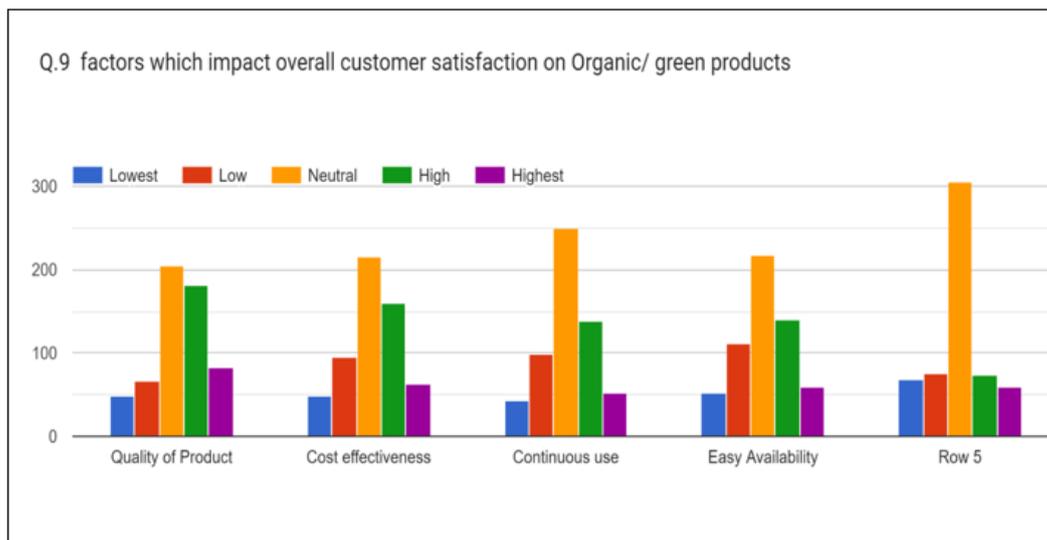
D. Hypothesis Testing: Hypotheses are tested by using the chi-square test to test the independence of association between the variables.

4. DATA ANALYSIS AND INTERPRETATIONS:









5. HYPOTHESIS TESTING

Table No.1 Observed Frequencies				
		Price level		
		High	Low	Total
Purchase Intention	High	94	138	232
	Low	349	15	364
	Total	443	153	596
Table No.2 Expected Frequencies				
		Price level		
		High	Low	Total
Purchase Intention	High	172.443	59.55705	232
	Low	270.557	93.44295	364
	Total	443	153	596
Table No.3 (O-E) ² /E Chi-Square value Price Vs. PI				
		Price level		
		High	Low	Total
Purchase Intention	High	35.68309	103.3177	
	Low	22.74307	65.85084	
	Total			227.5947

Based on the observed and expected frequencies of two variables price and purchase intention chi-square value is found to be 227.595 and the critical value of chi-square at 5% level of significance and 1 degrees of freedom is 3.841. As Chi-square value is greater than critical value the null hypothesis that the variables Price and purchase intention are independent is rejected and hence alternative hypothesis is proved which states that purchase intention of green product of people is dependent upon the price level of the green product.

Table No.4 Observed Frequencies Taste Vs PI				
		Quality		
		High	Low	Total
Purchase Intention	High	299	22	321
	Low	82	193	275
	Total	381	215	596
Table No.5 Expected Frequencies Taste Vs PI				
		Quality		
		High	Low	Total
Purchase Intention	High	205.203	115.797	321
	Low	175.797	99.20302	275
	Total	381	215	596
Table No.6 (O-E)²/E Chi-Square value Taste Vs. PI				
		High	Low	Total
Purchase Intention	High	42.874	75.97671	
	Low	50.04565	88.68554	
	Total			257.5819
Based on the observed and expected frequencies of two variables Taste and purchase intention chi-square value is found to be 257.582 and the critical value of chi-square at 5% level of significance and 1 degrees of freedom is 3.841. As Chi-square value is greater than critical value the null hypothesis that the variables taste, and purchase intention are independent is rejected and hence alternative hypothesis is proved which states that purchase intention of green product of people is dependent upon the taste of the green product.				

6. RESEARCH FINDINGS:

- 77.1 % consumers buy organic/ green products.
- 65.3 % consumers regularly use organic Products while 22.3 % consumers sometimes use these products. 11.8 % consumers only use synthetic products.
- Most of the consumers use organic products due to quality, health benefits, high nutrition value and at the same time these products are eco-friendly & chemical free content.
- 46.4 % consumers are thinking that the organic products are costlier than the other products.
- 36.9 % customers are doubtful about whether the organic products are original / not.
- 32.7 % consumers are not at all aware about organic products.
- 62.6 % consumers are willing to purchase organic products on a regular basis & others are either neutral or not at all willing to buy the organic products.
- After hypothesis testing it has been observed that the purchase intention of green products of people dependant on price level of green product. Higher is the price lower is the purchase Intention.
- Purchase Intention is inversely proportioned to the price level.

6. Conclusion:

The Analysis shows that There is association between organic products purchase intention and price level & taste of the Products. It seems that the effect of green marketing has a direct impact on customer purchase intention & perception with respect to organic products. Organic Product prices remain stifled by high prices. Organic food supported health advantages are frequently not measurable. As a result, consumer feel organic food is better for health than conventional food. Study found that respondents purchase intention of green products of people depend upon the prices of the products. Higher is the price lower is the purchase Intention of customers. Now in days green products are more costly than other products. However, Qualitative attributes such as health & nutritional value, better taste, chemical free content influence the consumer preferences for organic products.

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