



The Role Of Green Marketing On Organic Food Products In Coimbatore City

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ABSTRACT

In today's health-conscious and eco-friendly world, the demand for organic food products is steadily rising. The study titled "The Role of Green Marketing on Organic Food Products in Coimbatore City" focuses on understanding how green marketing strategies influence consumer awareness, preferences, and purchasing behaviour. With increasing concerns over health and environmental sustainability, consumers in Coimbatore are turning towards organic products. This study identifies customer awareness levels, the impact of green marketing tools like eco-friendly packaging and environmental messaging, and the challenges faced, such as high pricing and limited availability. It further suggests improvements in certification transparency, pricing strategies, and awareness campaigns to enhance the reach and effectiveness of organic food marketing in emerging urban markets.

Key Words: Green Marketing, Organic Food Products, Eco-Friendly, Sustainable marketing.**INTRODUCTION**

Green marketing has emerged as an essential strategy for promoting environmentally friendly and health-conscious products, particularly in the organic food sector. By emphasizing the environmental benefits of organic farming such as reduced pesticide use, soil protection, and biodiversity preservation, green marketing creates a strong connection between businesses and eco-aware consumers. In Coimbatore, where awareness of health, sustainability, and environmental issues is steadily growing, the demand for organic food products has increased noticeably. Companies are leveraging green marketing tools like eco-friendly packaging, organic certifications, and digital campaigns to stand out in a competitive market.

These efforts not only boost consumer awareness and encourage ethical consumption but also contribute to creating a healthier community and a more sustainable local food ecosystem.

REVIEW OF LITERATURE

Dr. Pooja Deshmukh and Dr. Harshal Tare (2022): Discuss the growth and significance of green marketing in shaping consumer behaviour, business strategies, and environmental sustainability. Tracing its origins from Hennion and Kinnear's early definition in 1976 to its evolution into sustainable product development, the study highlights Peattie's three-stage model: ecological, environmental, and sustainable marketing. While green marketing is still developing in countries like India, the authors stress the need for collective efforts from businesses, policymakers, and consumers to effectively promote environmental awareness and green initiatives.

Martin Mysa (2021): highlights that as demand for eco-friendly products rises, green marketing has become an essential strategy for businesses tackling environmental challenges like pollution and emissions. The study finds that factors such as income, education, and exposure to green marketing influence consumer awareness and buying behaviour. By integrating eco-friendly initiatives into their marketing strategies and understanding consumer expectations, companies can meet changing demands and gain a competitive advantage in the growing sustainable market.

Dr. M. Usharani and Dr. R. Gopinath (2020): Green marketing has gained importance as a strategy that addresses both environmental concerns and consumer well-being. Marketing elements like product creation, pricing, distribution, and promotion greatly influence consumer behaviour toward organic products. With rising health risks from non-organic foods, the study highlights the need for stricter regulations and effective marketing strategies. Coordinated efforts from businesses and the government are essential to promote sustainability and guide consumer choices toward eco-friendly alternatives.

STATEMENT OF THE PROBLEM

Coimbatore City's rising demand for organic food items emphasizes the need of comprehending how green marketing affects consumer behaviour and industry trends. Although organic food is becoming more and more popular, little is known about how well green marketing techniques work to promote these goods. The purpose of this study investigates how Coimbatore consumers' purchase decisions are influenced by green marketing strategies such as eco-friendly packaging, certifications, and awareness initiatives. The challenge is to comprehend the main factors that have contributed to the organic food industry's success with green marketing and its prospects for future expansion in the city.

SCOPE OF THE STUDY

This study's scope is to investigate how green marketing contributes to the promotion of organic food items in Coimbatore. It will examine the several green marketing tactics that companies employ, including sustainability-focused campaigns, eco-friendly packaging, and certifications. The study will examine how

green marketing initiatives affect customer attitudes, preferences, and behaviour regarding organic food items. The study will also evaluate how well these marketing techniques work to increase organic food's visibility and sales. The purpose of the study is to shed light on Coimbatore's expanding organic product sector and its prospects for growth.

OBJECTIVE OF THE STUDY

1. To evaluate the impact of green marketing strategies on consumer awareness regarding organic food products.
2. To analyse consumer purchasing behaviour toward organic food products in Coimbatore.
3. To investigate the challenges faced by consumer in implementing green marketing for organic food products.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to explore consumer attitudes, preferences, and behaviours towards organic products and the influence of green marketing strategies. The design helps in capturing a detailed understanding of how green marketing initiatives affect consumer purchasing decisions and perceptions about organic products in Coimbatore..

RESEARCH DESIGN

- **Sampling size:** 120 Respondents
- **Sampling Technique:** Convenience Sampling Technique
- **Statistical Tools used:** Percentage Analysis, Ranking Analysis, Likert Scale Analysis.
- **Primary data:** Collected 120 respondents.
- **Secondary data:** Journal, books and websites.

LIMITATIONS OF THE STUDY

1. The study is geographically limited to Coimbatore, and findings may not be representative of other regions in India.
2. The research focuses primarily on consumer behaviour and may not cover all aspects of green marketing practices adopted by businesses.
3. The sample size for surveys and interviews may be limited due to time and resource constraints, affecting the generalizability of results.

FINDING AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

Percentage = Number Of Respondents/ Total Number Of Respondent * 100

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
Awareness Of Green Market	Yes	88	73.3
	No	32	26.7
	Total	120	100
Environment Friendly	Yes	64	53.3
	No	35	29.2
	May Be	21	17.5
	Total	120	100
Usually Buy Organic Food Product	Supermarket	50	41.7
	Organic Stores	49	40.8
	Online Platforms	16	13.3
	Local Markets	5	4.2
	Total	120	100
Type Of Organic Food Product	Fruits And Vegetable	37	30.8
	Dairy Products	51	42.5
	Packaged Organic Food	29	24.2
	Grains And Pulses	3	2.5
	Total	120	100

Factor Influence For Eco Friendly Products	Eco-Friendly Packaging	45	37.5
	Advertisements With Environmental	48	40
	Certifications And Labels	22	18.3
	Brand Reputation	5	4.2
	Total	120	100

INTERPRETATION:

- The majority (73.3%) of respondents have awareness of green marketing, suggesting a positive level of environmental consciousness.
- Majority 53.3% (64) of the respondents are willing to purchase organic products.
- Majority 41.7% (50) of the respondents purchase organic products from supermarkets.
- Majority 42.5% (51) of the respondents purchase dairy products as organic products.
- Majority 40% (48) of the respondents consider advertisements with environmental messages as an important factor in purchasing organic products.

RANKING ANALYSIS:

TABLE SHOWING THE RANK ANALYSIS OF ORGANIC FOOD PRODUCTS

S.NO	FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	TOTAL	Rank
1	Health Benefits	12(4) 48	9(3) 27	4(2) 8	7(1) 7	90	4
2	Environmental Sustainability	56(4) 224	28(3) 84	24(2) 48	3(1) 3	389	1
3	price	22(4) 88	50(3) 150	15(2) 30	19(1) 19	287	2
4	Taste and Freshness	15(4) 60	34(3) 102	7(2) 14	23(1) 23	199	3

INTERPRETATION

From the above table, it shows that **Health Benefits** is ranked as the most important factor while purchasing organic food products, followed by **Taste and Freshness**, **Environmental Sustainability**, and lastly **Price**.

SUGGESTION

To improve the adoption and accessibility of organic food products, it is essential to expand distribution networks by ensuring their availability across supermarkets, organic stores, and online platforms. Additionally, conducting targeted awareness campaigns through television, radio, and social media can effectively educate consumers about the health and environmental benefits of organic products while strengthening trust in certification labels. To encourage wider adoption, offering subsidies, discounts, or promotional offers can help make organic products more affordable to a broader section of consumers. Furthermore, implementing stricter regulations and maintaining transparent, clear labelling practices will enhance consumer confidence in organic certifications. Companies should also focus on eco-friendly packaging solutions and emphasize sustainability messages in their advertising efforts. By integrating influencer marketing and endorsements from health and environmental advocates, brands can effectively appeal to the growing segment of eco-conscious consumers and foster lasting brand loyalty.

CONCLUSION

The data suggests that green marketing has gained considerable traction among Coimbatore's consumers, particularly those in the 21-30 age group. While awareness of green marketing is high, there is a significant gap between awareness and adoption. It could also be noted that the consumer purchase behaviour is majorly influenced by the factor such as Limited product availability and high prices hinder wider adoption of organic food products. It is also interpreted from the study that the green marketing strategies, like advertisements with environmental messages and eco-friendly packaging, are critical for influencing consumer behaviour.

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