



Green Marketing Mix of Organic Product and Its Impact on Purchase Decision

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

The need for organic products is increasing significantly in India. Being healthy is very important for us. Organic products are grown without using chemicals like fertilizers and pesticides, in a way that is good for the environment and society. The demand for organic products has grown rapidly all around the world in the past few years. This study only looks at 4 things in marketing - Product, Price, Place, and Promotion factors. It doesn't look at the other 3 things, which are Packaging, Positioning, and People. These 4 factors affect how consumers decide to buy organic products. This research was carried out in the Varanasi district of Uttar Pradesh. A total of 332 people took part in the survey. The goal of the study is to find out the different factors and determine which variables have the biggest impact in each factor. The survey tries to understand why people buy certain things by asking about different factors that influence their choices. It also asks questions

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about how often the customer buys something and how much they are willing to pay for it. The questions cover 19 different things, with 5 related to the product, 3 related to the price, 6 related to the place, and 5 related to promotion. The study finds out what is the most important thing for customers when it comes to product, price, place, and promotion. Customers consider factors of a product like quality, brand, health & environment safety, and taste. Among these factors, product factors are especially important for customers. The factors related to where something is sold are not very important to consumers compared to factors related to the actual product. Convenience is the most significant thing in a location. We take into account the factors of high cost, reasonable price, and quality when determining prices. People are willing to sacrifice their health for the benefit of their health. Consumers want the product to be delivered to their homes. Finding out the reasons will help the store owners to adjust their marketing and manufacturing plans to benefit from these factors in a way that will make both the customers and marketers happy. They can come up with plans and assist in the growth of the store and the farmers in general. In this study, about 55% of people strongly agreed that organic products are high quality. About 34% remained neutral on the availability of different brands. Around 50% strongly agreed that organic products are expensive. Around 31% agreed that organic stores are conveniently located. About 36% agreed that free home delivery is available, and 17% strongly agreed with this statement. It was discovered that there is a strong connection between the product, price, place, and promotional actions in how consumers make their buying choices.

Keywords: Green marketing; organic products; marketing mix; buying behaviour.

1. INTRODUCTION

Agriculture is one of the foremost vital divisions of India's economy given its tremendous land resources and conducive climate the share of agriculture within the Indian economy was as high as 35 within the 1960s which has reduced over time with the advancement in manufacturing and services segment within the nation within the late 1950s and early 1960s the nation had been ridden with different issues counting serious nourishment insufficiency different endeavors have been made since independence to implement successful rural arrangements to move forward the generation level in agriculture and hence supporting both producers and consumers post-independence the center of agrarian arrangement was on guaranteeing nourishment security to fight with emergency like shortage of nourishment and low yield rates between 1960 and 1970 the far reaching selection of rice and wheat was advanced together with a cluster of steady activities around production subsidies minimum support prices public procurement storage and distribution of nourishment grains and trade protection [1,2].

1.1 Green Marketing

Green Marketing means promoting and selling things that are known to be good for the environment. It involves changing or improving products, how they're made or packaged, and promoting them. Green marketing is when a

company and its customers work together to address social and environmental issues. Green marketing is different from regular marketing. Regular marketing involves methods that push products or services to consumers. Green marketing, on the other hand, uses methods that attract consumers to come to the products or services instead. In the field of marketing, the terms "ecofriendly" or "green" have become popular and trendy. Eco-friendly products are items that do not cause any harm to the environment while being made, used, or thrown away. In simpler terms, these things help the environment by reducing the pollution they might create. Nowadays, all companies are focusing on being eco-friendly and trying to save money while still making good products. Currently, professional organizations have realized that meeting minimum requirements is not enough. They need to establish their own advantage in the market in order to survive in the future. Customers have become more conscious about society, and it is important for companies to meet all the needs and desires of individuals and provide the best service possible to their customers [3-5].

1.2 Relationship between Green Marketing and Organic Farming

The concept of organic agriculture is not alien to India. In fact, the first scientific approach to organic farming dates back to the Vedas of the later Vedic period, the essence of which is to live

in harmony with, rather than exploit, Mother Nature. There is brief mention of several organic inputs in our ancient literatures like Rigveda, Ramayana, Mahabharata, Kautilya Arthasashthra etc. In fact, organic agriculture has its roots in traditional agricultural practices that evolved in countless village's and farming communities over the millennium [6-8].

Sustainable progress means using new ways to make and use things in business that take care of the environment and improve people's lives. The growth of organic farming relies on how many people want to buy organic products and how many people actually buy them. Businesses need to offer healthier and eco-friendly food options, while consumers should make smart choices and reduce food waste. Consumers now understand the importance of protecting the environment and have started buying organic products. They have also changed their views and attitudes towards these products. In farming, green promoting means using less harmful and expensive energy from organic fuel. It also means using more renewable resources and preserving natural resources without using harmful chemicals. The goal is to encourage recycling and reusing waste materials [9].

Organic farming is very important for keeping the environment healthy and sustainable. It helps to maintain a green economy and has a big impact on the natural world. Organic farming helps ensure that there is enough food for everyone and also keeps people and the environment healthy. This is because organic farmers do not use genetically modified organisms, chemicals like fertilizers and pesticides, hormones, or antibiotics during the growing process. They also don't use additives or chemicals when processing organic food. India is helping organic farming by making more organic products and finding more people to buy them. Sustainable agriculture helps rural areas grow and protects the environment from harm. Simple rural practices include activities that aim to restore degraded farmland and grow organic crops [10-11].

To build a stable economy, it is extremely important to focus on developing environmentally friendly methods of production and encouraging individuals to choose eco-friendly products and services. Green consumption means using natural products and not wasting things. It also means recycling and reusing items, and using less energy. The farming sector is very important for the long-term growth of any economy. It helps

improve other parts and helps make the economy more modern, which also increases our country's income. We can expand organic farming by using renewable energy, which also helps the green economy to advance.

Green marketing in agriculture means incorporating natural considerations into choices made about farming and protecting the environment. Green marketing promotes the growth of sustainable organic farming, which helps to enhance the well-being of people today and also for the next generations. Organic farming is a method of growing food without using chemicals or synthetic materials. It helps to provide natural products and also supports the growth of rural areas while protecting the environment.

2. MATERIALS AND METHODOLOGY

2.1 Frequency

This measure was used to know the distribution pattern of respondent's variable wise and to categorize the problems perceived by respondents in order of importance.

2.2 Percentage Analysis Method

Simple percentage analysis method refers to special kind of ratio. With the help of absolute figures, it was difficult to interpret any meaning from the collected data, but when percentages are found out, and then it becomes easy to find the relative difference between two or more attributes.

Formula: -

$$P = \frac{X}{N} * 100$$

Where;

P= Percentage

X= Frequencies

N= Total number of respondent

2.3 Mean

The arithmetic mean is the sum of the scores divided by their number. This measure was used to categorize the dependent and independent variables into low, medium and high categories.

$$X = \sum_{i=1}^n Xi / N$$

Where,

- X = Mean
- Σxi = Sum of all the pairs in a distribution
- N = Total number of items involved.

2.4 Standard Deviation

This measure was used to categorize the dependent and independent variables into low, medium and high categories.

$$s = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

Where,

- S = Standard Deviation
- x = deviation of the score from mean
- n = number of observation

2.5 Chi-square Test

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample.

The Formula for Chi-square test-

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where,

- χ^2 = Chi Squared
- O_i = Observed Value
- E_i = Expected Value

2.6 Likert Scale

A Likert scale assumes that the strength/intensity of an attitude is linear, i.e., on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured. Likert Scales have the advantage that they do not expect a simple yes / no answer from the respondent but rather allow for degrees of opinion and even no opinion at all. Therefore, quantitative data is obtained, which means that the data can be analyzed relatively easily. Offering anonymity on self-administered questionnaires should further reduce social pressure and thus may likewise reduce social desirability bias.

3. RESULTS AND DISCUSSION

Around 19 sub-variables are identified under the 4 factors: 5 sub-variables under product factor 3 sub-variables under Price factor, 6 sub-variables under place factor, and 5 sub-variables under promotion factor. The study attempts to identify the most influential factor under each head and the relative importance given to each factors by the customers who wants to purchase organic product Table 1.

The Table 2 revealed that around 54.81 percent of the respondent were strongly agree with the statement that organic products are high in quality 36.14 respondent were agree with the statement and 27.36 percent respondent remains neutral however no respondent were disagree and strongly disagree with the statement. The overall SD of the statement was 1.12 which lies in the range of Strongly agree in Likert scale. Around 33.73 percent of the respondent were remain neutral on availability of several brand, around 23.49 percent respondent were agree with the statement and 19.87 were strongly agree however there was 13.25 percent and 9.63 percent respondent belong to categories of disagree and strongly disagree option respectively. The overall SD for the statement was 2.45 which belong to agree categories in the Likert scale. Only 3.01 percent respondent were strongly Agree with Good Packing and Visual appearance and 10.84 percent of respondent were Agree with the statement however nearly 50 percent of respondent remain neutral with the statement around 18.67 and 19.87 were disagree and strongly with the statement respectively. The overall SD for the statement was 3.04 which belong to neutral categories of the Likert scale. There was no respondent who were strongly disagree with the statement Organic product are good for health and environment, however there was 3.61 percent of respondent were disagree with the statement, majority of the respondent over 50 percent were strongly agree with the statement followed by 34.33 percent were Agree with the statement however 11.44 percent of respondent remain neutral for the statement. The overall SD score for the statement was 1.34 which stood in Strongly agree categories in Likert scale. Around 46.98 percent remain neutral for the statement Taste of the Organic product is good around 39.15 percent of respondent agree with the statement and 13.85 percent were strongly agree with the statement however there was no respondent belong to disagree and strongly disagree categories the overall SD score

was 1.89 which belong to Agree categories in Likert scale. P value was found less than .05 so H0 is rejected. This means that Product factors impact the purchase decision. The overall chi square was 775.218.

Table 3 revealed that around 50 percent of the respondent were strongly agree with the statement about Price of organic product were high and around 36.74 percent of respondent agree with the statement however around 12.04 percent respondent were remain neutral in this statement around 0.6 percent respondent found strongly disagree with the statement. The overall SD score was 1.25 which lie in the range of strongly Agree in the Likert scale. Around 40.96 percent respondent were strongly agree with reasonable price of healthy product and 27.71 percent were Agree with the statement however around 25.30 percent of respondent were remain neutral for this statement, 6.02 percent respondent were disagreeing with the statement and no respondent were strongly disagreeing with the statement the overall SD was 1.67 which lies in the category of strongly agree in Likert scale. 40.36 percent of the respondent were strongly Agree with the statement quality of product is related with price and around 30.12 percent respondent were agree with the statement, 26.50 percent respondent were remaining neutral and only 3.01 percent of respondent were disagreeing with the statement however no respondent were highly disagreeing category. The overall SD was 1.59 which belong to strongly agree categories in the Likert scale P value was found less than 0.05 so H0 is rejected. This means that price factor impacts the purchase decision even though the prices were high, people were ready to purchase the organic product due to their health and quality preference. The overall chi square was 53.673 and Degree of freedom was 8.

The Table 4 mentioned that around 31.32 percent of the respondent were agree with the statement organic store were conveniently located and around 25.30 percent respondent were strongly agree with the statement around

12.65 percent were remain neutral however 18.67 and 12.04 percent were belonging to disagree and strongly disagree agree categories, the overall SD score was 2.45 which belong to Agree categories in the Likert scale. 25.30 percent of the respondent were strongly disagreeing with the statement Appealing store atmosphere and Décor and 18.67 respondent were disagreeing with the statement however 24.69 percent remain neutral for the statement and around 15.06 and 16.26 percent belong to agree and strongly agree with the statement. The Overall SD Score was 3.01 which lies in neutral categories of Likert scale. Around 30.12 percent of the respondent were remain neutral for the statement that several products were available in store and 21.68 and 13.85 percent were disagreeing and strongly disagree with the availability of the several products however 20.48 and 13.85 percent respondent were lie in the agree and strongly agree categories. The overall SD for the statement was 2.94 which lie in neutral categories of Likert scale. Around 29.51 percent of the respondent were remain neutral for the statement that Convenience to purchase organic product in organic store and 20.48 and 21.08 percent were disagreeing and strongly disagree with the Convenience to purchase organic product in organic store. however, 12.65 and 16.26 percent respondent were lie in the agree and strongly agree categories. The overall SD for the statement was 2.94 which lie in neutral categories of Likert scale. Around 56.02 percent of the respondent were remain neutral for the statement that Using telephone and other communicational tools to order and 21.68 and 1.80 percent were disagreeing and strongly disagree with the statement Using telephone and other communicational tools to order. however, 16.86 and 3.61 percent respondent were lie in the agree and strongly agree categories. The overall SD for the statement was 2.58 which lie in neutral categories of Likert scale. 57.83 percent respondent were strongly Agree with the statement that store sale only organic products and 18.07 percent belong to Agree categories around 7.22 percent remain neutral for the statement and 10.24 and 6.62 percent were

Table 1. Likert scale range

Likert Score	Decision	Range
1	Strongly Agree	1-1.80
2	Agree	1.81-2.60
3	Neutral	2.61-3.40
4	Disagree	3.41-4.20
5	Strongly Disagree	4.21-5.00

Table 2. Analyzing Product factor

Product	1	2	3	4	5	AM	GM	SD	CoV(%)	$\chi^2 = 775.218$
Organic products are High in quality	182	120	30	0	0	1.54	2.80	1.12	40.06	Dof = 16
Several brand available to choose	66	78	112	44	32	2.69	8.70	2.45	28.16	P = 0.000
Good Packing and Visual appearance	10	36	158	62	66	3.41	12.70	3.04	23.98	
Organic product are good for health and environment	168	114	38	12	0	1.68	3.48	1.34	38.54	
Taste of the Organic product is good	46	130	156	0	0	2.33	5.93	1.89	31.98	

Table 3. Analyzing price factors

Price	1	2	3	4	5	AM	GM	SD	CoV (%)	$\chi^2 = 53.673$
Price of organic product is high	168	122	40	0	2	1.63	3.21	1.25	39.12	Dof = 8
Healthy product with Reasonable price	136	92	84	20	0	1.96	4.75	1.67	35.13	P = 0.007
Quality of the product is related with price	134	100	88	10	0	1.92	4.47	1.59	35.70	

Table 4. Analyzing place factor

Place	1	2	3	4	5	AM	GM	SD	CoV (%)	$\chi^2 = 594.059$
Organic store is Conveniently located	84	104	42	62	40	2.60	8.64	2.45	28.42	Dof = 20
Appealing store atmosphere and Décor	54	50	82	62	84	3.21	12.30	3.01	24.50	P = 0.000
Several product available in store	46	68	100	72	46	3.01	10.60	2.75	25.98	
Convenience to purchase organic product by organic store.	54	42	98	68	70	3.17	11.87	2.94	24.84	
Using telephone and other communicational tools to order	12	56	186	72	6	3.01	9.67	2.58	26.68	
Store sale only organic product	192	60	24	34	22	1.89	5.24	1.83	34.87	

Table 5. Analyzing promotion factor

Promotion	1	2	3	4	5	AM	GM	SD	CoV (%)	$\chi^2 = 335.380$
Using Offer coupon to encourage.	36	66	120	62	48	3.06	10.75	2.77	25.78	Dof = 16
Using free home delivery to encourage	56	118	92	46	20	2.56	7.80	2.28	29.32	P = 0.000
Popularity of the organic store as a distinguished shop store	68	82	88	56	38	2.74	9.13	2.52	27.67	
Using members' ideas and proposals.	72	72	156	24	8	2.46	7.07	2.14	30.33	
Giving discounts to regular buyers.	172	104	56	0	0	1.65	3.28	1.28	38.91	

strongly disagree with the statement the overall SD score was 1.83 which lies in Agree categories of the Likert scale. P value was found less than .05 so H₀ is rejected. This means that place factors impact the purchase decision that means customers preferring convenient location, and only sale organic product store. The overall chi square was found to be 594.059 and the degree of freedom was 20 [12-14].

The Table 5 revealed about promotion factor 36.14 respondent were remain neutral with the statement use of offer coupon to encourage 18.67 and 14.45 percent respondent belong to disagree and Strongly disagree categories respectively 19.87 and 10.84 percent respondent were belonging to Agree and Strongly agree categories respectively the overall SD Score was 2.77 which lies in the neutral categories in Likert Scale. Around 35.54 percent respondent were agree with the statement that free home delivery was available and 16.86 respondent were strongly agreeing with the statement around 27.10 respondent remain neutral and 13.85 and 6.02 percent belong to disagree and strongly disagree categories respectively. The overall SD score was 2.28 which belong to Agree categories in the Likert scale. Around 26.50 percent of the respondent remain neutral for the statement that organic store was distinguish shop however 24.69 and 20.48 percent of respondent were agreeing and strongly agree with the statement, 16.86 and 11.44 percent of the respondent belong to disagree and strongly disagree statement the overall SD score was 2.52 which belong to Agree categories in the Likert scale. 51.80 percent were strongly Agree and 31.32 percent of respondent were Agree with the statement that discount were offered to regular buyers at the store however 16.86 percent of the respondent remains neutral for the statement and it was found that no respondent belong to Disagree and Strongly disagree categories for the statement. The overall SD was found to be 1.28 which shows Strongly Agree categories in Likert scale. P value is less than .05 so H₀ is rejected. This means that promotion factors impact the purchase decision of organic product the overall Chi square was found to be 355.380 and the degree of freedom was 16 [14,15].

4. SUMMARY AND CONCLUSION

Around 54.81 percent of the respondent were strongly agree with the statement that organic products are high in quality, around 33.73 percent of the respondent were remain neutral

on availability of several brand, only 3.01 percent respondent were strongly Agree with Good Packing and Visual appearance and 10.84 percent of respondent were Agree with the statement There was no respondent who were strongly disagree with the statement Organic product are good for health and environment. Around 50 percent of the respondent were strongly agree with the statement about Price of organic product were high Around 40.96 percent respondent were strongly agree with reasonable price of healthy product and 27.71 percent were Agree with the statement 40.36 percent of the respondent were strongly Agree with the statement quality of product is related with price. 31.32 percent of the respondent were agree with the statement organic store were conveniently located and around 25.30 percent respondent were strongly agree with the statement 25.30 percent of the respondent were strongly disagree with the statement Appealing store atmosphere and Décor, Around 30.12 percent of the respondent were remain neutral for the statement that several products were available in store and 21.68 and 13.85 percent were disagree and strongly disagree with the availability of the several products, Around 29.51 percent of the respondent were remain neutral for the statement that Convenience to purchase organic product in organic store and 20.48 and 21.08 percent were disagree and strongly disagree with the Convenience to purchase organic product in organic store. Around 35.54 percent respondent were agree with the statement that free home delivery was available and 16.86 respondent were strongly agreeing with the statement Around 26.50 percent of the respondent remain neutral for the statement that organic store was distinguish shop however 24.69 and 20.48 percent of respondent were agreeing and strongly agree with the statement. So it was found that there is significant relation between the Product, Price, Place and Promotion with the purchase decision of Organic product in the study area.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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