

**Original Research Article**

**GREEN MARKETING MIX OF ORGANIC PRODUCT AND ITS IMPACT ON  
PURCHASE DECISION**

**ABSTRACT**

The study considers only 4 elements under the marketing mix- Product, Price, Place and Promotion factors instead of 7 Ps which include Product, Price, Place, Promotion, Packaging, Positioning, and People which influences the purchase decision of consumer towards organic products. Study was conducted in Varanasi district of Uttar Pradesh a total 332 respondents were participated in survey. In this study 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, around 50 percent of the respondent were strongly agree with the statement about Price of organic product were high, 31.32 percent of the respondent were agreeing with the statement organic store were conveniently located, 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. It was found that there is significant relation between product, price, place, and promotional activity in the purchasing decision of the consumer.

Keywords: Green Marketing, Organic Products, Marketing Mix, Buying Behaviour.

**INTRODUCTION**

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

## **MATERIAL AND METHODOLOGY**

### **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.

### **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

### **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

$\Sigma xi$  = Sum of all the pairs in a distribution

N = Total number of items involved.

### **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

**Chi-square Test** - A chi-square ( $\chi^2$ ) 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,

$\chi^2$  = Chi Squared

$O_i$  = Observed Value

$E_i$  = Expected Value

### 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

## RESULT AND DISCUSSION

**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

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 2 Analyzing Product factor**

PRODUCT	AM	GM	SD	CoV(%)	Value
Organic products were High in quality	<b>1.54</b>	<b>2.80</b>	<b>1.12</b>	<b>40.06</b>	$\chi^2 = 775.218$ Dof = 16 P = 0.000
Several brand were available in segment	<b>2.69</b>	<b>8.70</b>	<b>2.45</b>	<b>28.16</b>	
Good Packing & Visual appearance	<b>3.41</b>	<b>12.70</b>	<b>3.04</b>	<b>23.98</b>	
Organic product were good for health & environment	<b>1.68</b>	<b>3.48</b>	<b>1.34</b>	<b>38.54</b>	
Taste of Organic product was good	<b>2.33</b>	<b>5.93</b>	<b>1.89</b>	<b>31.98</b>	

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 Analyzing price factors**

<b>PRICE</b>	<b>AM</b>	<b>GM</b>	<b>SD</b>	<b>CoV (%)</b>	
Price of organic product were high	<b>1.63</b>	<b>3.21</b>	<b>1.25</b>	<b>39.12</b>	$\chi^2 = 53.673$ Dof = 8 P = 0.007
Healthy products within Reasonable price	<b>1.96</b>	<b>4.75</b>	<b>1.67</b>	<b>35.13</b>	
Quality of the product were related with the price	<b>1.92</b>	<b>4.47</b>	<b>1.59</b>	<b>35.70</b>	

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.

**Table .4 Analyzing Place Factor**

<b>PLACE</b>	<b>AM</b>	<b>GM</b>	<b>SD</b>	<b>CoV (%)</b>	
Organic store was Conveniently located in study area	<b>2.60</b>	<b>8.64</b>	<b>2.45</b>	<b>28.42</b>	$\chi^2 = 594.059$ Dof = 20 P = 0.000
Appealing atmosphere and Décor of store	<b>3.21</b>	<b>12.30</b>	<b>3.01</b>	<b>24.50</b>	
Several products were available in the store	<b>3.01</b>	<b>10.60</b>	<b>2.75</b>	<b>25.98</b>	
Convenience in purchase of organic product in organic store.	<b>3.17</b>	<b>11.87</b>	<b>2.94</b>	<b>24.84</b>	
Using Mobile and other communicational tools to order	<b>3.01</b>	<b>9.67</b>	<b>2.58</b>	<b>26.68</b>	
Store sale only organic products	<b>1.89</b>	<b>5.24</b>	<b>1.83</b>	<b>34.87</b>	

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 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.

**Table 5 Analyzing Promotion Factor**

PROMOTION	AM	GM	SD	CoV (%)	$\chi^2 = 335.380$ Dof = 16 P = 0.000
Using Offer to attract customers.	<b>3.06</b>	<b>10.75</b>	<b>2.77</b>	<b>25.78</b>	
Using free home delivery for promotion	<b>2.56</b>	<b>7.80</b>	<b>2.28</b>	<b>29.32</b>	
Popularity of organic store as a distinguished store in area	<b>2.74</b>	<b>9.13</b>	<b>2.52</b>	<b>27.67</b>	
Using members' ideas and proposals.	<b>2.46</b>	<b>7.07</b>	<b>2.14</b>	<b>30.33</b>	

Giving discounts to regular customers.	1.65	3.28	1.28	38.91	
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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.

## 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.

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