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Green Marketing in Food Industry and Impact on Health Issues

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Abstract

The main aim of this study is analyse the green marketing in food industry and its impact on health issues of consumers. The researcher used one way anova to find the result. There is a negative relationship between green foods and health issues. The consumers used green foods the feel there is no health issues and vice-versa. Finally, it concludes that most of the consumers are using organic/green foods for avoid the health issues.

Keywords: Health issues, Organic foods, Food Industry.

Introduction

Green marketing refers to an organization's effort at designing, distributing, pricing, and promoting the final products that do not harm the consumer, production resources and the environment. Green products should be compatible to the Indian consumers in terms of price, promotion and delivery system. Green marketing is as one of the major trends in modern business as revealed in a number of studies (Kassaye, 2001; Pujari and Wright, 1996). Getting environment conscious not only responds to the social, legal and political pressures, it also ensures business sustainability on the market front. Greener market strategies may exert leverage in taking full advantage of consumer preferences and to some extent cost efficiencies.

The food processing industry, which is globally referred to as the sunrise sector, has gained importance in India in the recent years. It contributes immensely to economic development of the country, provides employment opportunities and assists in income generation. This sector has the capacity to provide jobs to our rural poor and thus reduce the burden on Indian agriculture for their livelihood (Rais M et al., 2013). India is counted among the world's largest consumer of processed food products. India is only next to China in Food production and has the potential to be the biggest with food and agriculture (ASA & A, 2013).

Marketers these days are trying to capitalize on the fact that, now people are more concerned for a safe and healthier environment and prefer environment-friendly

products for consumption. Consumers are offered a wide range of competitively priced products. As a result, quality control is getting essential in the food industry, and efficient quality assurance has become increasingly important to this industry. One of the major concerns is the ability to trace and authenticate each and every ingredient of a food product. As the consumer awareness increases for organic foods and sustainable products, the trade and industry is bound to meet their expectations. Increased marketing efforts and publicity are needed to communicate the advantages of a 'green' image to consumers (Ottman, 1993).

The catalysts and pressure groups world over have made the leading firms in the corporate sector conscious of the need of becoming eco-friendly. But the business and the industry as a whole in India will acknowledge its significance only on the popular demand of consumers and marketing intermediaries. In the Western world green movement has reached to majority of consumers and their huge percentage shows a strong interest in eco-products (Ghose, 2008).

Review of Literature: Joyce I. Boye (2013) Current Trends in Green Technologies in Food Production and Processing. This review summarizes key highlights from the recently published book entitled Green Technologies in Food Production and Processing which provides a comprehensive summary of the current status of the agriculture and agri-food sectors in regard to environmental sustainability and material and energy stewardship and further provides strategies that can be used by industries to enhance the

use of environmentally friendly technologies for food production and processing⁴.

Chinkala (2013) Green marketing in food industry, Commerce and Management. This study was conducted in Coimbatore city. Most the people preferring green products often read the nutritional and ingredients section of food labels before buying the new food products. Most of the Respondents agreed that the green foods are safe for human consumption. They also opined that by implementing green marketing strategy the companies are able to gain competitive advantage over others. It was observed that more than half of the respondents surveyed were willing to buy green foods even if they were costly².

Khan and S Ahmad (2014) The initiatives are needed by the government to upgrade the standards and enforce them through designated agencies. The standards should save the wastages of material and energy and hence not add extra costs to the food for the consumers. Green products should be compatible to the Indian consumers in terms of price, promotion and delivery system. Green claims must also be supported by authentication and certification to differentiate them from products with false claims. Comparative advantages should be publicised to convince the customers. Retail chains should also obtain and guarantee certification by the designated 126 F M Khan and S Ahmad authority, compliance of safety laws and procedures and should be under scrutiny by them. This paper aims at designing the marketing mix strategies and outlining the managerial initiatives necessary for achieving green marketing in the food processing industry⁶.

Heiyantuduge Lakmal (2015) Green Marketing Practices and Customer Satisfaction: A Study of Hotels Industry in Wennappuwa Divisional Secretariat. In the last decade, consumers have become more open-minded on ecological issues. Green marketing is rising quickly and consumers are willing to pay a lot for green product. There has been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, Companies that are green stewards stand a chance of gaining many satisfied and loyal customers. Hotel company managers increasingly have to take environmental issues into account⁵.

Farheen Khan (2015) A Study of Green Marketing Practices in the Food Processing Industry of India. This article analyses the green marketing process and

practices prevalent in the food industry of India. With the conscious-consumer at the helm, green marketing is increasingly viewed as a relevant marketing strategy in India towards sustainable development of the food industry. A questionnaire-based survey method was used for the data collection from food companies in India. In the long-term, both the consumers and the food processing industry stand to benefit greatly from such green marketing initiatives and awareness but the policies and strategies need to be formulated and implemented accordingly. This article recommends that the Government of India and various business organizations work together to adjust and promote the marketing elements to Indian consumers so as to increase the acceptance, accessibility and affordability of the green products³.

CesareZanasi (2017) An Assessment of the Food Companies Sustainability Policies through a Greenwashing Indicator. The goal of this paper is to provide a monitoring tool able to support the food companies definition of effective green marketing strategies, avoiding the risk of greenwashing; moreover supporting the other food system stakeholders' critical analysis of the sustainability communication coming from the food companies. The results showed that the sustainability actions related to possible greenwashing represent a relatively low share of the total action implemented by Barilla. Most interesting is the capacity of this analytical tool to encompass a broad range of dimensions related to the companies green marketing strategies evaluation; this allows also other stakeholders to more clearly analyse the capacity of a company to provide a clear honest and complete report on their sustainability activities¹.

Yaty Sulaiman (2017) A study of consumption patterns on green food among students in University Utara Malaysia. Journal of advances research in social and behavioural sciences. Volume 7. Issue 1. This aim of this study is to identify the green food consumption pattern on under graduate students. It finds to environmental consciousness, perceived consumer effectiveness and health consciousness is related to use the green foods by under graduate students in Malaysia⁷.

Objectives of the Study:

1. To find the factors causing usage of green marketing foods
2. To know the relationship between green marketing foods and health issues of customers

Hypotheses of the Study:

1. There is no significant difference among the factors causing usage of green marketing foods
2. There is no significant relationship between green marketing foods and health issues

Influence of Age on the Customer Perceptions Towards Green Marketing Food Products and Customer Satisfaction: The perceptual difference between age of the customers towards Green Marketing food products and customer satisfaction is presented in the following anova table.

Table 1: Anova Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
No side effects	25-35	30	34.63	3.538	.646	33.31	35.95	30	40
	35-45	50	22.48	6.052	.856	20.76	24.20	11	30
	45-60	20	8.60	1.142	.255	8.07	9.13	8	11
	Total	100	23.35	10.245	1.024	21.32	25.38	8	40
Long live	25-35	30	34.43	3.234	.591	33.23	35.64	32	40
	35-45	50	25.16	5.366	.759	23.64	26.68	14	32
	45-60	20	9.15	1.268	.284	8.56	9.74	8	12
	Total	100	24.74	9.761	.976	22.80	26.68	8	40
Stay healthy	25-35	30	46.13	3.617	.660	44.78	47.48	42	50
	35-45	50	32.84	6.122	.866	31.10	34.58	21	40
	45-60	20	12.45	3.517	.786	10.80	14.10	10	20
	Total	100	32.75	12.739	1.274	30.22	35.28	10	50
No Pesticides	25-35	30	43.93	4.315	.788	42.32	45.54	40	50
	35-45	50	31.20	6.534	.924	29.34	33.06	18	40
	45-60	20	11.60	2.010	.450	10.66	12.54	10	17
	Total	100	31.10	12.413	1.241	28.64	33.56	10	50
No Artificial flavours	25-35	30	59.20	5.068	.925	57.31	61.09	53	65
	35-45	50	44.08	8.288	1.172	41.72	46.44	27	53
	45-60	20	18.35	4.308	.963	16.33	20.37	13	27
	Total	100	43.47	15.739	1.574	40.35	46.59	13	65
Customer satisfaction	25-35	30	32.57	2.046	.373	31.80	33.33	29	35
	35-45	50	25.22	3.241	.458	24.30	26.14	19	29
	45-60	20	10.00	3.277	.733	8.47	11.53	7	17
	Total	100	24.38	8.422	.842	22.71	26.05	7	35

Source: Computed data

Table 2: Anova

		Sum of Squares	df	Mean Square	F	Sig.
No side effects	Between Groups	8208.503	2	4104.252	182.432	.000
	Within Groups	2182.247	97	22.497		
	Total	10390.750	99			
Long live	Between Groups	7688.603	2	3844.302	213.739	.000
	Within Groups	1744.637	97	17.986		
	Total	9433.240	99			
Stay healthy	Between Groups	13615.613	2	6807.807	269.409	.000
	Within Groups	2451.137	97	25.269		
	Total	16066.750	99			

		Sum of Squares	df	Mean Square	F	Sig.
No Pesticides	Between Groups	12546.333	2	6273.167	224.648	.000
	Within Groups	2708.667	97	27.924		
	Total	15255.000	99			
No Artificial flavours	Between Groups	20061.880	2	10030.940	218.014	.000
	Within Groups	4463.030	97	46.011		
	Total	24524.910	99			
Customer satisfaction	Between Groups	6181.613	2	3090.807	356.937	.000
	Within Groups	839.947	97	8.659		
	Total	7021.560	99			

Source: Computed data

It was observed in the above table No side effects (F=182.432, P=.000) Long live (F=213.739 P=.000), Stay healthy (F=269.409, P=.000), No Pesticides (F=224.648, P=.000), No Artificial flavours (F=218.014, P=.000), Customer satisfaction (F=356.937, P=.000) are statistically significant at 5% level. This established to the mean comparison of age Below 22 -35 years, 35 -45 years and 45 - 60 years of customer perception. It is found that Below 25 – 35 years of customers strongly agree for the existence of No side effects (Mean=33.31) Long live (Mean=33.23) Stay healthy (Mean=44.78) No Pesticides (Mean=42.32) No Artificial flavours (Mean=57.31) Customer Satisfaction (Mean=31.80) in the Green Marketing food products.

It illustrates that below 25-35 years of age customers are impressed by feel happy while using green products, feel healthy and confident. It admires many customers for the reason of no health issues.

Findings and Conclusions

Green Marketing in food Industry attracts many customers. In the heavy competitive markets the companies are using many artificial ingredients to attract and admire the customer and stay back in the marketing field long. So the customers are preferring Green Marketing foods to avoid many health issues.

Green Marketing foods and health issues are negatively correlated. Customers are using Green marketing they have no health issues. They prefer the products for the reason of avoid artificial colouring and flavours in the food products, pesticides using in the food products, stay healthy and no side effects by the green marketing foods.

To maintain the customer’s long and getting long lasting customer relationship the companies are preferred

the Green products in the marketing. This will give good profit and high equity to the firm.

Conflict of Interest: Nil

Ethical Clearance: Taken from UGC Committee.

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