THE RISE OF CONSUMERISM TOWARDS MARKETING OF ORGANIC FAST-MOVING CONSUMER GOODS

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ABSTRACT

The marketing of organic Fast-Moving Consumer Goods is concentrating on providing environmentally friendly products and services to the consumers. The purchasing power of the consumers towards organic FMCG's is influenced by changing their lifestyle behaviour. In order to meet the necessities of the consumers, new organic products are very often introduced in the market by the traders. There are so many factors that are influencing the buyers on organic FMCG namely Eco-friendly, branding, availability, quality, price and health consciousness are playing a major portion in determining the purchase intention of the buyers. Hence it is necessary to analyse the factors and their influence on the demographic profile of the consumers. While consuming the products, the problems such as non-availability, quality issues, premium prices, etc. will arise from the consumer point of view which have to be addressed. The satisfaction level of the consumers can be measured in order to know the cognizance of the consumers towards their further purchases and retention which is the essential requirement of the marketers in positioning the organic FMCG's. This paper focuses on the factors influencing, problems faced and satisfaction level of consumers on buying organic FMCG's.

KEYWORDS: FMCG (Fast Moving Consumer Goods), Organic Products, Consumerism, Purchase Intention, Customer Satisfaction & Customer Retention

INTRODUCTION

In the present scenario, consumers are converting their regular consumption to eco-friendly consumption. Consumer of today are updated themselves with market and shows greater concerned on environmental issues, features of products, conservative to society, fulfilling their desired for the product, expecting good quality of the product and care for their kith and keen. Green Consumerism leads to protect consumer life style from adopting inappropriate product, unsafe and non-eco-friendly products through protecting the nature.

Organic consumerism shall be influenced by the core responsibility of consumers and marketers at global level and their related issues to global warming such as protecting environmental degradation, sustaining biodiversity, protecting greenhouse effect etc. all these this protocol can be realized through developing knowledge on environments issues.

A study makes an attempt to bring out opinion of the consumers on organic FMCG product and their satisfaction level. Products like personal care, Health care and beauty care which come under FMCG are penetrating the present consumer more reliable on green and nature products. Those green products are Eco-friendly and

Ecological. A drastic change has found among common youth, as they started using old and natural way of living instead modernize one. Qualities of natural products are more reliable and effective due to no side effects.

The Green consumerism is highly promoting the eco-friendly and organic FMCG products. It increases the demand not only from consumer side but also from manufacturers side which would be core concerned for exploitation of consumers. It need to be brought down in terms of pricing true value for the organic goods, better quality of good, sustaining the promise and guarantee on the product and in long run social values of the consumers.

REVIEW OF LITERATURE

Ulf Aagerup and Jonas Nilsson (2016)[1] identified the view to "Green consumer behaviour: being good or seeming good? They have been divulged about the green consumer behaviour of anticipated conspicuousness, self-monitoring ability and attention to social comparison information (ATSCI). They found out that green consumer behaviour have been influenced by the positive effect on anticipation conspicuousness, the negative effect of self-monitoring ability and also suggested to the marketers and government for promoting the green consumerism.

Pradeep Kautish and Ganesh Dash (2017)[2] have been observed that "Environmentally concerned consumer behaviour: evidence from consumers in Rajasthan". They disclosed that Consumer Behaviour, Environmental Friendly, Marketing, Environment, Green Marketing directed the consumer attitudes to buy the environmental friendly products and marketers identify that appropriate marketing mix for consumers in rural markets. The authors found that the rural areas consumers have been well equipped the environmental consents in day-to-day, but unfortunately the marketers failed to discover environmental friendly products.

Richa Chaudhary (2018)[3] examined that organic buying behaviour in India. The data has been collected from 202 youth consumer in India. He revealed that green consumerism or organic buying behaviour towards environmental concern, personal norms, consumer opinion, willingness to pay premium and purchase intention. He found that the buying behaviour has been highly influenced environmental concern, personal environmental awareness and organic purchase intention. He concluded that young consumers have been interested to buy the organic products in India.

Objectives of the Study

- To determine the demographic characteristics of the respondent.

- To identify latent dominant dimension of Factors of Consumption of Organic FMCG Products (FCOFP).

- To determine relative importance of Customer Satisfaction on Organic FMCG products (CSOFP).

- To study significance of association between profile groups and FMCG Organic Product Satisfaction Groups.

- To suggest ways and means to enhance marketability of the FMCG organic products.

RESEARCH METHODOLOGY

Primary data has been collected with the help of well-designed questionnaire from 75 organic FMCG product users in Chennai city using simple random sampling method from the period of Aug 2019 to Sept. 2019. The reliability and consistency of the scale has been check through Cronbhach's Alpha reliability test and result for the same is 0.833 indicating more consistency and reliability of the questionnaire.

DATA ANALYSIS AND INTERPETATION

Table 1: Personal Profile

Personal Character	Groups			
Gender	Male 48[64%]		Female 27[36%]	
Educational Qualification	School Education 30[40%]	UG 42[56%]		PG 3[4%]
Occupation	Self-Employee/Business 52[69.3%]	Govt. Employee 12[16%]	Private Employee 7[9.3%]	Unemployed 4[5.3%]
Marital Status	Married 41[54.7%]		Unmarried 34[45.3%]	
Family Monthly Income	Less than Rs.10K 34[45.3%]	Rs.10 K to Rs.30K 32[42.7%]	Rs.30K to Rs.50K 9[12%]	
Money Spending on Organic product consumption	Less than 1000 29[38.7%]	1000 to 3000 30[40%]	3000 to 5000 16[21.3%]	

The table 1 shows demographic characteristics of respondent, among gender group sizeable number of respondents are male [64%], among educational qualification of respondents majority of under graduate [56%], among occupation of respondents majority of self-employed and doing business [69.3%], between marital status group of the respondent majority of them are married [54.7%], among family monthly income group maximum number of them are earning less than 10,000 per month [42.7%] and among money spending on organic product consumption sizeable number of them between 1000 to 3000 [40%].

Table 2: Factorisation of Factors of Consumption of Organic FMCG Products (FCOFP)

Factor	FCOFP	Factor Loading	Mean	Std. Deviation	Communalities	MSA	Total Variance Explained
Product Attributes factor (PAF)	Quality	0.869	3.09	1.093	0.774	0.751	**31.524%**
	Eco-Friendly Product	0.822	3.09	1.187	0.719	0.752	
	Price	0.808	3.23	1.146	0.729	0.728	
	Quantity	0.797	2.81	1.343	0.752	0.669	
	Customer service	0.702	2.84	1.305	0.519	0.766	
Market Reliability Factors (MRF)	Health Conscious	0.799	3.11	1.258	0.669	0. 622	**21.469%**
	Popularity	0.712	3.05	1.423	0.636	0.712	
	Availability	0.686	3.13	1.223	0.476	0.796	
	Brand Image	0.624	2.97	1.115	0.467	0.881	
	Features	0.466	3.16	1.295	0.697	0.773	
Packing Attribute Factor (PAF)	Packing	0.882	3.37	1.136	0.822	0.853	**10.292%**

KMO :0.691, Chi-square: 323.698, Df:55, P value: 0.000; Total Variance: 63.284%

Factor analysis has been applied in order to determine the latent dominant dimension of 11 Factors of Consumption of Organic FMCG Products (FCOFP) variables. KMO and Bartlett's Test of Sphericity value of 0.691, Chi-square value of 323.698 with df of 55 and P value of 0.000 indicates factorizing can be applied to 11 FCOFP variables. The mean value is robust measure of its standard deviation as mean value is greater than to their standard deviation values. The communalities values range between 0.467 to 0.822 and MSA range value from 0.622 to 0.881, hence factorizing can be applied on 11 FCOFP variables. Out of 11 FCOFP variables 3 factors has been extracted namely **Product Attributes Factors (PAF)** explaining 32.524% variance in those 11 FCOFP variables, second most dominant factor namely **Market Reliability Factors (MRF)** explaining 21.469% of variance in those 11 FCOFP variables and third dominant factor namely **Packing Attributes Factors (PAF)** explaining 10.292% of variance in those 11 FCOFP variables. Together these

factors are explaining 63.284% of variance in 11 FCOFP variables.

Relative Importance of Customer Satisfaction on Organic FMCG products (CSOFP)

Table 3: Mean Based Ranking of CSOFP

S. No	CSOFP Variables	Mean	Std. Deviation	Rank
1.	Fulfilment the promise of product Features	3.24	1.125	1
2.	Regular buying on particular brand products	3.08	1.073	3
3.	Quality of Brand Product	3.11	1.169	2
4.	Ensure the climate protection	2.80	1.325	5
5.	Offered reliable products	2.85	1.291	4

Table 3 shows relative importance of CSOFP variables, based on the mean values CSOFP variables has been ranked from highest to lowest. The mean values are higher than to their respective standard deviation. Fulfilment of the promise of product features is the most important CSOFP (Rank 1) followed by Quality of Brand Product (Rank 2), Regular buying on particular brand products (Rank 3), Offered reliable products (Rank 4) and Ensure the climate protection is the least important aspect in CSOFP (Rank 5).

Table 4: Difference between Gender group in FCOFP and CSOFP

	Gender	Mean	Std. Deviation	t- value
FCOFP	Male	33.437	6.863	4.719**
	Female	34.629	6.951	
CSOFP	Male	15.166	4.943	0.144
	Female	15.000	4.599	
FCOFP	Married	33.6829	6.61982	2.880*
	Unmarried	34.0882	7.25872	
CSOFP	Married	15.4390	4.91451	2.031*
	Unmarried	14.7059	4.68091	

Table 4 shows difference between gender groups in both FCOFP and CSOFP, there is significance of difference between gender groups in FCOFP as null hypothesis has been rejected at 5% level of significance. Female shows higher satisfaction level in FCOFP compare to male. There is no significance of difference between gender groups in CSOFP as null hypothesis has been accepted at 5% level of significance. There is equal perception of both gender groups in CSOFP in satisfaction level with respect to CSOFP. There is significance of difference between marital status group in both FCOFP and CSOFP as null hypothesis has been rejected at 5% level of significance. Unmarried respondent have higher satisfaction in FCOFP compare to married respondent while married respondent have higher satisfaction in CSOFP compare to unmarried respondent.

Table 5: Association between Gender group and FMCG Organic Product Satisfaction Groups

		Satisfaction Group			
		Lower Satisfaction Group	Moderate Satisfaction Group	Higher Satisfaction Group	Total
Educational Qualification	School Education	10	4	14	26
	UG	11	8	15	34
	PG	10	7	8	21
Total		25	19	35	75

Chi-Square: 7.637, df: 2, P value: 0.031

Table 5 shows association between gender group and FMCG Organic product satisfaction group. The chi-square value of 7.637 with df value of 2 and P value of 0031 indicates there is significance of association between Gender group and FMCG Organic Product Satisfaction Group. Respondent with School education are more associated with Highest

Satisfaction Group while respondent with UG qualification are more associated with moderate Satisfaction group and respondent with PG qualification are more associates with lower satisfaction group.

Table 6: Association between Occupation Group and FMCG Organic Product Satisfaction Groups

		Satisfaction Group			Total
		Lower Satisfaction Group	Moderate Satisfaction Group	Higher Satisfaction Group	
Occupation	Self-Employee/ Business	11	12	24	52
	Govt. Employee	5	10	7	12
	Private Employee	6	7	3	7
	Unemployed	3	9	1	4
Total		25	15	35	75

Chi-square: 7.750 with df: 6 and P value of 0.027

Table 6 shows association between Occupation Group and FMCG Organic Product Satisfaction group. The Chi-Square value of 7.750 with df: 6 and P value of 0.027 indicated significance of association between occupation group and FMCG organic product satisfaction group as null hypothesis has been rejected at 5% level of significance.

MAJOR FINDINGS

- Among gender group sizable number of respondent are male [64%], among educational qualification respondent majority of under graduate [56%], among occupation of respondent majority of self-employed and doing business [69.3%], between marital status group of the respondent majority of them are married [54.7%], among family monthly income group maximum number of them are earning less than 10,000 per month [42.7%] and among money spending on organic product consumption sizable number of them between 1000 to 3000 [40%].

- Out of 11 FCOFP variables 3 factors has been extracted namely **Product Attributes Factors (PAF)** explaining 32.524% variance in those 11 FCOFP variables, second most dominant factor namely **Market Reliability Factors (MRF)** explaining 21.469% of variance in those 11 FCOFP variables and third dominant factor namely **Packing Attributes Factors (PAF)** explaining 10.292% of variance in those 11 FCOFP variables. Together these factors explaining 63.284% of variance in 11 FCOFP variables.

- Based on the mean values CSOFP variables have been ranked from highest to lowest. The mean values are higher than to their respective standard deviation. Fulfilment the promise of product features is the most important CSOFP (Rank 1) followed by Quality of Brand Product (Rank 2), Regular buying on particular brand products (Rank 3), Offered reliable products (Rank 4) and Ensure the climate protection is the least important aspect in CSOFP (Rank 5).

- There is significance of difference between gender groups in FCOFP as null hypothesis has been rejected at 5% level of significance. Female shows higher satisfaction level in FCOFP compare to male. There is no significance of difference between gender groups in CSOFP as null hypothesis has been accepted at 5% level of significance. There is significance of difference between marital status group in both FCOFP and CSOFP as null hypothesis has been rejected at 5% level of significance. Unmarried respondent have higher satisfaction in FCOFP compare to married respondent while married respondent have higher satisfaction in CSOFP compare to unmarried respondent.

- Association between gender group and FMCG Organic product satisfaction group. The chi-square value of 7.637 with df value of 2 and P value of 0031 indicates there is significance of association between Gender group and FMCG Organic Product Satisfaction Group. Respondent with School education are more associated with Highest Satisfaction Group while respondent with UG qualification are more associated with moderate Satisfaction group and respondent with PG qualification are more associates with lower satisfaction group.

- Association between Occupation Group and FMCG Organic Product Satisfaction group. The Chi-Square value of 7.750 with df: 6 and P value of 0.027 indicated significance of association between occupation group and FMCG organic product satisfaction group as null hypothesis has been rejected at 5% level of significance.

SUGGESTIONS & RECOMMENDATIONS

The data analysis limited to consumer in Chennai city only. Future research could incorporate consumer group from different metro cities. It helps to know the perception of consumer of India. It is well known fact that modern marketing based on consumer satisfaction. So, it is advisable for the marketer to have in depth study regarding buying patterns of consumer to provide better service. The consumer might react differently to products reputation. The reputation plays an important role in the purchasing behaviour of consumer. Hence, the effect of reputation on loyalty should be measured.

CONCLUSIONS

The stiff competition prevailing in the market makes FMCG companies to go for green marketing or organic products. The perception of consumer radically changed from ordinary or modernised goods to green organic goods. Supporting to health consciousness and eradicating problems faced by farmers, going organic is a suitable and sustainable factor followed by gill side effects, present trend and competitiveness make consumers to go for organic product. The present study focused on relating consumerism towards organic FMCG's products. In long run marketers of FMCG organic product need to focus on product attributes and packing attributes to attract more customers from the consumer point of view offering of reliable products and regular delivery of products is the indispensable expectation towards FMCG's organic markets.

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