

A Study of Customer Behaviour towards E-Marketing of Organic Food Products in Hyderabad

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Abstract— The ongoing development of internet business and the buyer's expanding enthusiasm for acquiring over the net have fundamentally changed the scene of the Indian retail showcase. Today clients are slanted to acknowledge the progressions and keep their eyes on the advantages they can get from online retailers. The ongoing case of changing customer buy design is the flipkart's 'Large Multi day' Sale. The development in online deals can be mostly ascribed to the Internet's favorable circumstances of giving a lot of data rapidly and economically what's more, its developing availability. However, to arrive at its maximum capacity, business proprietors who use web based business as a circulation channel need a clearer comprehension of who purchases on the web, what they purchase on the web, why they purchase on the web, and how the non-Internet purchaser can be changed into an online purchaser so as to increment online deal. This investigation presents factors influencing purchasers to purchase natural nourishment items in Hyderabad, India. The information acquired from the review was investigated with rate strategy, weighted average mean square test, and factor examination. The outcomes uncovered that ten factors, for example, marks, wellbeing, concern, conditions concern, brand publicizing, Locally made products, Not harmful to the health of the human being, Waste minimization, Energy conservation, Water conservation, Refillable, Phosphate free, Biodegradable, Less damage to the environment, Save money in the long run, Quality, Security, Openness, Moderateness, Freshness and store area that are impacting clients to purchase behavior of natural food nourishment. Out of these, wellbeing, Applications, condition and security are key factors that are found as essential influence. Noteworthy connection is found between purchasing conduct and condition concern. Henceforth, a study made end that wellbeing, security and condition are key reasons why individuals purchase natural nourishment items.

Keywords: Weather Change, Green Plants, Biodegradable, Waste Minimization, Energy Conservation

I. INTRODUCTION

Natural agribusiness is the exceptionally old idea of India and occupant to this land. A scientist can't make start with natural cultivating without alluding India and China. 40 centuries back Indian and Chinese rancher were continued by natural cultivating¹. Planet earth is confronting a significant test of an unnatural weather change. The Green advertising idea is especially indistinguishable the green plants that give oxygen, which is the essential need of living. So on the off chance that each individual on this planet lean towards a green item, at that point the day won't be far when we can really spare our "mother earth"; the "maker" of people, so right now is an ideal opportunity to consider the Mother Nature². Online shopping is the procedure customers

experience when they choose to shop on the web. The web has created into another circulation channel. The Web is changing the manner in which customers shop and purchase products furthermore, administrations. Numerous organizations have begun utilizing the Web with a point of cutting advertising costs, and along these lines diminishing the cost of their items and administrations so as to remain high in aggressive markets. The vast majority of the organizations use the Internet to pass on and impart data, to sell the item, to take criticism and furthermore to lead fulfillment studies with clients³. The National Agriculture Market is a web based exchanging stage for rural products in India. The market encourages ranchers, dealers and purchasers with web based exchanging wares. The market is helping in better value disclosure and gives offices to the smooth showcasing of their deliver⁴. Agriculture services are provided in different forms through mobile. Agriculture has been yet to pull in the consideration of India's CSR. Nations that had generally high Agriculture development saw a considerable decrease in neediness⁵.

India has a tremendous purchaser and in this manner appealing spot for exchanging of its free outside exchanging approach. Use countries for carrying innovation and stable framework with culture in India, yet control ought to be in our grasp⁶. The term organic then, in the original sense describes the holistic approach in the farming festering diversity and maintaining optimal animal and plant health. There are two main features of Organic farming that lead to potentially different environmental impacts. Organic farming generally results in lowering the pesticides than used in the conventional agriculture⁷. Green client insinuates customers who are stressed over the earth in their purchase lead; practices related to the business focus and usage penchants and consider the effect of their directly with the indigenous natural surroundings around them⁸. An awareness of various environmental problems and the consequences happening in various parts of the world has enabled consumers to access data from various sources. Consumers' awareness in green products has led consumers' behavior to being concerned with green products, educate on green concepts, teach about environmentally sustainable products to others formally and informally and to make personal behaviour more environmentally friendly⁹. Bottle green advertising equally involves promoting the material of a trade. Sales promotion, direct marketing, community relations, and promotion are some of the means of transmission for the customers the core message of greenness; the latter two approaches are the most extensively used platforms for projecting the green outlook of agriculture¹⁰. E-marketing style for particular basic occupation in the correspondence with the market. All the common estate was opening the site, email, appliance programming at the farm so reliably stream the expense of things, gauge, stamp name, wealth direction and offer expense and nuances are reporting the regular. Client reliably

watch for the common things develop relevance will purchase the measure of things and organizations. Disposition is that they camouflage the costs of agriculture and offers various diverse preferences related to affluence, condition and natural enhancement. One of the various limits that block promotes enhancement of regular sustenance things is the availability of respectably low on market¹⁰.

II. REVIEW OF LITERATURE

Abdul Razaque Chhachhar, Md Salleh Hassan (2013)¹¹, in the paper entitled “The Use of Mobile Phone Among Farmers for Agriculture Development” inferred that cell phone is expanding among ranchers yet there is hole close among business, clients and ranchers. There is need of development varied responsibility about cell phone innovations where ranchers could get simple right to use, to converse with individuals to sell their products in the market. The management and other related separation have to the similar plan to reach your destination at these ranchers and give most recent data about seed, weather and marketplace at the time and give great cost of their item. Xiaolan Fu & Shaheen Akter (2016)¹² in the article entitled “The Impact of Mobile Phone Technology on Agricultural Extension Services Delivery: Evidence from India”, Seen that knowledge of utilizing cell phone improvement helped horticultural expansion administrations may have equally opened up the consciousness about present modernism and changes in the outside world and their significance to their humanizing and life by and large. Cell phone innovation to connect ranchers with agricultural specialists. It expects to take care of the issues of every single chosen rancher with suitable and proper administrations. Ranchers surveyed the nature of the administrations to be better to pre-mediation administrations. The understanding of utilizing the administrations has whole ranchers feel quieter with new innovation and adjusting to new things in life later on. Madan Mohan Reddy (2017)¹³, in their paper entitled “Perception and Usefulness of Mobile Phone Based Agro-Advisories” indirect that for the most part, in the current situation, attractive much every personality is starting to be capable because of the mindfulness carry by the association on the significance of instruction and the endeavors of the administration and non – parliamentary offices. Clearly purchased out the utilization of cell phone systems for circulation of horticultural learning as one of the forceful assets of increasing access to quality data to ranchers who may not be come to by the growth programs. Cell phones based Agro-warnings were helpful, make mindfulness and make information obtainable to ranchers. Susanto, Ulani Yunus, (2019)¹⁴ in the paper entitled “The Role of Food Bloggers in Branding Activities for Traditional Food Benny” presented that mingling, residents start utilizing Instagram as a Social media to move forward items that the clients are selling. There are various implies that the clients do to advance their items, for example, transferring an image by means of Instagram story. Individuals will in general advance their items through different clients that have an incredible number of adherents. The Big names that have an Instagram record are generally focused to advance the items

III. OBJECTIVES

- 1) To identify the customer profile customer behavior towards e-marketing of organic food products in Hyderabad.
- 2) To identify the reasons for using organic food products purchased commencing e-marketing in Hyderabad.
- 3) To study the characteristics of organic food products through online shopping in Hyderabad.

IV. METHODOLOGY OF THE STUDY

This study is undertaken on the basis of both the primary and secondary data. The primary data were collected from customers of Hyderabad with the help of the interview schedule. The secondary data were gathered from various data releases by agricultural ministry, newspapers, magazines, journals and brochures.

V. CUSTOMER PROFILE CUSTOMER BEHAVIOUR TOWARDS E-MARKETING IN ORGANIC FOOD PRODUCTS

S.No	Variables	Factors	Respondents
	Gender	Male	82
		Female	38
	Marital Status	Married	79
		Unmarried	41
	Age	Below 20	33
		21-30	29
		31-40	32
		Above 40	26
	Area	Urban	64
		Semi-Urban	37
		Rural	19
	Education	School Level	39
		College level	81
	Employment	Private	77
		Government	27
		Others	16
	Income (Monthly)	Below 50000	48
		50000-100000	31
		100000-200000	32
		Above 200000	09
	Online Marketer	Bigbasket	75
		Grofers	45

Source: Primary Data

A. Result

- 1) The Majority (82) of the respondents belong to the category of male.
- 2) The Majority (79) of the respondents belong to the category of married.
- 3) The Majority (32) of the respondents belong to the category of 31 to 40 years.
- 4) The Majority (32) of the respondents belong to the category of Urban area.
- 5) The Majority (81) of the respondents belong to the category of College level.
- 6) The Majority (77) of the respondents belong to the category of Private employees.

- 7) The Majority (48) of the respondents belong to the category of below Rs 50000 earning the month.
- 8) The Majority (75) of the respondents belong to the category of using online marketing in Bigbasket.

VI. REASONS FOR USING ORGANIC FOOD PRODUCTS PURCHASED COMMENCING E-MARKETING

The consumer behavior differs from person to person, place to place and time to time. There are various reasons for using organic food products. The reasons are studied under nine heads, namely, (i) Competitive price, (ii) Reputation/brand, (iii) Value, (iv) Quality, (v) Sales promotion, (vi) Better tastes, (vii) Environmental consciousness, (viii) Health's purpose and (ix) Trial purpose. The analysis of collected data disclosed that out of 120 respondents, a notable portion of 35 respondents representing 29.17 per cent used the organic food products for health purpose, followed by 28 respondents (23.33 percent) used for quality, 19 respondents (15.83 percent) used for environmental consciousness, 9 respondents (7.5 percent) used for value, 8 respondents (6.67 percent) used for a competitive price, 7 respondents (5.83 percent) used for sales promotion. 6 respondents (5 percent) used for reputation/brand, 5 respondents (4.17 percent) used for better taste and the remaining 3 respondents (2.5 percent) used for trail purpose. The reasons for using organic products by the sample respondents in Hyderabad Taluk are presented in Table 2.

Sl. No	Reasons	Number of Respondents	Percentage of Total
1.	Competitive price	8	6.67
2.	Reputation/ Brand	6	5.00
3.	Value	9	7.50
4.	Quality	28	23.33
5.	Sales promotion	7	5.83
6.	Better taste	5	4.17
7.	Environmental Consciousness	19	15.83
8.	Health purpose	35	29.17
9.	Trail purpose	3	2.50
	Total	120	100.00

Source: Primary Data

Table 2: Reasons for Using Organic Food Products

Sl. No	Characteristics	D (5)	P (4)	PS (3)	PN (2)	DN (1)	Total	WMS	Rank
1	Recyclable	49	32	16	18	5	120	3.85	1
2	Reusable	32	34	29	13	12	120	3.51	11
3	Locally made products	23	27	24	42	4	120	3.19	17
4	Not harmful to the health of the human being	14	23	49	20	14	120	3.03	19
5	Waste minimization	34	46	28	10	2	120	3.83	3
6	Energy conservation	41	15	44	12	8	120	3.58	8
7	Water conservation	23	34	33	18	12	120	3.32	14
8	Refillable	21	29	42	12	16	120	3.23	16
9	Phosphate free	17	19	38	39	7	120	3.00	20
10	Biodegradable	32	37	32	14	5	120	3.64	6
11	Less damage to the environment	43	38	21	13	5	120	3.84	2
12	Save money in the long run	22	43	24	18	13	120	3.36	13
13	Quality	32	26	47	14	1	120	3.62	7
14	Durability	21	27	42	20	10	120	3.24	15
15	More Utility	43	17	29	21	10	120	3.52	10

Table 2 brings forth that an important reason for using organic food products are Health purpose (29.17 per cent) and Quality (23.33 per cent).

VII. CHARACTERISTICS OF ORGANIC FOOD PRODUCTS THROUGH E-MARKETING

The respondents' believers on the characteristics of organic food products are analyzed with the help of weighted arithmetic mean. To know the belief about the characteristics of organic food products among the sample respondents, weights were assigned as 5,4, 3, 2 and 1 for the five levels of belief, namely, 'Definitely', 'Probably', 'Possibly', 'Probably not' and 'Definitely Not'.

The weighted mean score for each opinion is calculated by the following formula,

$$\bar{x} = \frac{\sum WX}{\sum W}$$

Out of 20 opinions, recyclable ranked first with the weighted mean score of 3.85, less damaged to the environment ranked second (3.84), waste minimization ranked third (3.83), safety ranked four (3.78), costly ranked five (3.68), biodegradable ranked six (3.64), Quality ranked seven (3.62), energy conservation ranked eight (3.58), advertisement ranked nine (3.55), more utility ranked ten (3.52), reusable ranked eleven (3.51), availability ranked twelve (3.42), save money in the long run ranked thirteen (3.36), water conservation fourteen (3.32), durability ranked fifteen (3.24), refillable ranked sixteen (3.23), locally made products ranked seventeen (3.19), recommendations ranked eighteen (3.10), not harmful to the health of the human being ranked nineteen (3.03) and phosphate free ranked twenty (3). Table 2 explains the respondents' belief on the characteristics of the organic food products among the respondents in Hyderabad Taluk.

16	Safety	44	23	40	9	4	120	3.78	4
17	Availability	42	19	20	25	14	120	3.42	12
18	Advertisement	46	18	20	28	8	120	3.55	9
19	Costly	27	41	41	8	3	120	3.68	5
20	Recommendations	17	24	42	28	9	120	3.10	18

Source: Primary Data. (D- Definitely, P-Probably, PS-Possibly, PN-Probably not, DF-Definitely Not)

Table 3: Characteristics of Organic Food Products

Table 3 reveals that the major beliefs about the characteristics of organic food products among the sample respondents are recyclable (3.85), less damage to the environment (3.84) and waste minimization (3.83).

VIII. CONCLUSION

There are 90% of working women who are tech savvy and are heavy online shoppers. The study states that the working women in Hyderabad are the largest consumers of Organic Food Products. Considering this fact, it is highly recommended to the marketer that working women do more online shopping as compared to non-working women. Hence the company's likes bigbasket.com, grofers.com who sells their products online etc., should aggressively concentrate on promoting their products through electronic and print media.

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