

AN EMPIRICAL STUDY ABOUT THE BEHAVIOR OF CONSUMER'S TOWARDS GREEN PROCESSED FOOD PRODUCTS IN SOUTH BANGALORE REGION

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ABSTRACT

The stability of an economy depends upon the diversity of its industrial base. Along with heavy industries, a country also needs enough production of FMCG products to meet the needs of the people. FMCG stands for fast moving consumer goods, i.e., the daily items that we need to use in our everyday life. India has a very strong base for producing FMCG goods. It has attained self sufficiency in producing all that are needed in managing daily life. It has shown immense growth potential over the years and is growing steadily at present. The FMCG industry of India is the fourth largest industry in the country. The current value of the industry stands at US\$13.1 billion. The large base of FMCG industry is now producing wide range of food, Processed Foods, toiletries, soap, body wash, shampoos, cosmetics, toothpastes, shaving products, detergents, bulbs, batteries as well as electronics products. Specially to consider, today's consumer is looking for convenient, easy-to cook, and ready-to-eat foods which require less time to prepare than traditional home-cooked foods which has become a part of FMCG Industry. Food processing is must to preserve highly perishable products like milk, meat, fish and fresh fruits and vegetables. Food processing increases the seasonal availability of foods and enables easy transportation and distribution over long distances and also companies must undergo a minimal green process towards manufacturing, packaging or at least promoting the processed food product for their sustainability. Consumption patterns have evolved rapidly in the last five to ten years. Consumer is looking for products with better quality, Price, value, eco-concern and so on .Thus the study is mainly focused on analyzing the behavior of consumers in south Bangalore region with respect to consumption of green processed food products.

KEYWORDS: Green Marketing, Eco-friendly products, sustainable business development, processed food products, FMCG (Fast Moving Consumer Goods)

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Urbanization has increased the intake and demand for processed foods. There is a trend towards replacing traditionally cooked foods with processed foods. Processed foods may not be nutritionally balanced unless fortified. There is an increased demand for processed, ready-to-eat and convenience foods due to changes in lifestyle. As more and more women go to work outside, and families become nuclear, consumption of processed foods, particularly in urban areas, is on the increase.

PROCESSED FOOD PRODUCTS

Convenience food, or tertiary processed food, is commercially prepared food designed for ease of consumption. Products designated as convenience foods are often prepared food stuffs that can be sold as hot,

ready-to-eat dishes; as room temperature, shelf-stable products; or refrigerated, frozen products, or dry mixes that require minimal preparation," according to Wikipedia.

Convenience food is ready-to-eat or ready-to-cook processed food that requires minimum preparation before eating .With more and more couples going out for work, rise in income levels, change in food habits and lifestyles, the demand for ready-to-eat (RTE) food is growing fast. The consumer is also happy about the convenience that these foods offer, along with competitive pricing, improved quality and trendier & attractive packaging. The Indian RTE food sector is worth Rs 250 billion and is growing fast. Since MRE (meals ready-to-eat) and RTEs have long shelf life, are portion-packed and thermo-sealed, they can now be retailed like an FMCG product, across the counter, without the trouble of portioning and the wastage and spoilage associated with fresh food retail.

IMPORTANCE OF PROCESSED FOOD PRODUCTS

Packaged/Processed food industry comprises bakery products, biscuits, ready-to-eat snacks, chips, namkeens (salted snacks and savories), etc. Packaged

food industry in India has witnessed an exponential growth over past few years. The market size of confectioneries is estimated at Rs.5,146 crore and that of biscuits is estimated at Rs.24,000 crore. Furthermore, the market size of ready-to-eat snacks and namkeens is estimated at more than Rs.50,000 crore; having grown at a compounded annual growth rate (CAGR) of around 13% since 1998 till 2014 and expected to grow at a CAGR of 22% during 2014-2019. Major growth drivers for the segment are attributed to changing lifestyle, growing urbanization, increase in nuclear families and rise in disposable income. Other factors which have contributed to its growth include product innovations, strong marketing initiatives and low cost pricing strategies making products more affordable for consumers (starting from Rs.5 per packet). The sale of snack food category (ready-to-eat packed foods like chips, extracted food, etc.) alone have grown more than six-fold from Rs.8,000 crore in 2004 to more than Rs.50,000 crore in 2014. The key demand accelerators are Demographic factors, Increasing urbanization, Innovative product and marketing initiatives and Policy initiatives and Government support

Objectives

1. To assess the concern for Environment among consumers of South Bangalore region
2. To analyze the attitude of Consumers towards processed Food Products
3. To measure the influence of socio demographic status of consumers on buying behaviour of green processed food products

Hypothesis Formulated For the Study

Hypothesis 1:

H₀-There is no significant association between Socio-demographic variables of consumers and concern for Environment

Hypothesis 2:

H₀-There is no significant difference between Socio-demographic variables and attitude of consumers towards processed food products

REVIEW OF LITERATURE

Prabhavathy K., Sharmila (2014) in their paper they mentioned, In today's business world environmental issues plays an important role in marketing. There has

been little attempt to academically examine environmental or green marketing. It introduces the terms and concepts of green marketing, briefly discuss why going green is important and also examine some of the reason that organizations are adopting a green marketing philosophy. It also focuses some of the problems with green marketing. It also discusses the keys to green marketing and how firms are using green marketing

Nagaraju (2014) in his research paper studied the consumer perception analysis towards green eco friendly products. Due to increase in global warming and climate change the public concern for environmental issues is gradually increased over the past decades. The customers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. The companies are started adopting green marketing practices in their activities as a part of social responsibility and they were trying to reach the customers with their green messages. behavior to address the society's new concern.

M.B. Sonawane, Manjusha S. Kadam (2014) in their paper they studied that all of mankind has limited resources on the earth, with which they are trying to provide the world's unlimited wants. All individuals and organizations have the right to attempt to have their wants satisfied. Ultimately green movement looks at how strategic activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry. New Product Development is having the tremendous scope and opportunities with special reference to the sustainable development. Indian consumers want to do the right thing but they don't know what or how. Green products are not clearly labeled in Indian supermarkets today, and there aren't a lot of ad campaigns touting green options.

Mishra (2010) in their paper found out the reasons behind using green marketing. Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines.

Hemantha Y (2009)The author studied that the term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly.

RESEARCH DESIGN

The Descriptive research design has been employed for the present study. Descriptive research design is a scientific method which involves observing and describing the behavior of a subject. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "Behavior of consumers from south Bangalore region towards usage of processed food products" with respect to awareness, Attitude, purchase behavior of processed food products. The consumer's of processed food products in south Bangalore region. Since the consumer's of processed food products in south Bangalore region is unknown, the Non-Probability Convenience Sampling Technique is adopted for the study. The collected data are processed through SPSS (statistical package for social sciences). Statistical Tools such as Mean, Standard Deviation, F-test, Chi-square test were applied for testing the association of attributes for drawing the inferences and conclusions

Respondents for the Study

The respondents for the study were the consumers who use processed food products.

Limitations of the Study

- The primary data in terms of collecting the opinion has been drawn from a particular location.
- Time taken for the study has been restricted to a short span of time

FINDINGS OF THE STUDY

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing green products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging environmental concern from the public till conservation to control of pollution. Thus the following are the major findings related to the research study.

The data analysis shows that,

- Consumers are aware of green products and accept the fact that processed food products are little expensive
- The analysis shows there is significant difference between the educational background and the attitude of consumers towards processed food products.

- The chi square results states that there is significant difference between total family income of consumers and factors motivating them to buy processed products
- 48% of the respondents are agreed that its individual responsibility to address the environment problems

CONCLUSION

With the outcome of this research study it is concluded that consumers of south Bangalore region are having concern towards environment, they are aware of processed food products and they are even ready to pay extra if it is green processed food product. Since, the consumer taste is changing constantly; the producers should improve their products with different colour, flavour and taste. The producers should keep uniqueness in their processed food products.

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