



# A STUDY ON ROLE OF MEDIA IN PURCHASE OF ORGANIC PRODUCT OF CONSUMERS IN ERODE DISTRICT

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## ABSTRACT

Media is “catalyst nerve centre” of movement on every citizen. Today media become a part of everyone’s life. Media plays a major role in today’s society, now media become food to strengthen or weaken society. The purpose of a media is to give information about current news, entertainments, Fashion, and the latest gadgets in the marketplace of the people. The role of a media has to be one way trading and marketing of products, and prejudices. It gives geographical knowledge about how people divided. The media claimed to be governed by righteousness and equity for the common man to the rich man. Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also form opinions and make a judgment regarding various issues. Thus, media which keep people updated and informed about what is happening around them and the world that everyone draws something from it.

## INTRODUCTION

Greener marketing is a holistic and responsible strategic management process that identified, anticipates, satisfies and fulfill stakeholder needs, for reasonable reward, that does not adversely affect human or natural environmental well being’. "Green Marketing" refers to holistic marketing concept where in the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. There is a dire need for the marketers and consumers to move to the eco friendly products and services. It was in late 1980s that the concept of green marketing became prominent. The green marketing has evolved over a period of time. (Charter (1992))

This marketing approach concerning Ottman, Stafford and Hartman (2006) perspective, has a huge impact both on society and companies as green products promote health and safety, cost effectiveness and efficiency, and also performance, symbolism and reputation and convenience. According to what was mentioned, many green products have energy saving potential. For instance, there's been an increase in the demand for electric cars not only due to government incentives but also because of long-term savings. Nowadays, we've been consuming everyday products which contain countless chemicals, hormones or other drugs. However, the consuming patterns have been changing and the importance given to health and safety products as become more relevant with the increase of sales of organic foods, for instance, as people tend to be concerned with their own well-being and with the future generations. In terms of performance, people still think green products do not perform as good and as efficiently as other products. Nevertheless, in many cases green products are design to perform better than other products. We can take the example of clothing washer, which cleans better and are gentler to clothes than the older washers. Many organizations are trying to establish a "green chic" appeal to their products, so using celebrities to publicize them in order to determine trends and reach and expand targets. Green products are not only efficient, they can provide other benefits. LED lightening, is an example, which is the most power saving alternative when compared to the traditional bulbs and also have no toxic chemicals in the composition, and last longer.

This concept brought new concerns for businesses and customers which consider social responsibility the main key for reducing the impact that certain activities might have in the environment. However, organizations should be aware of some obstacles they might have to overcome as, once they become green they will turn into the focal point of many critics, so they have to assure that their practices are not being misleading whatsoever to customers or to the industry.

### **Role of media in green marketing:**

Media has had a bad effect on a generation, mainly because youth is strongly influenced by media teenagers and children are intended to follow their people, who are recognized and follow what they do to get noticed. Sometimes they focus bad part of a media, and influence to do it. Whoever controls the media controls the mind. The media affects people's perspective. Too much intervention of media in everything is a matter of concern. Media can be considered as "watchdog" of political democracy.

### **Present Scenario:**

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India. Therefore, this is the right time to paradigm shift on consumer's choice to prefer "Green Product" nationwide by means of media's intervention. They are

intuition, create awareness, motivation, advertising strategy, medical related factors, and avoid harmful and injurious things, Eco Friendly users. Besides, it will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view, a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. These are the functions and activities are carried out by print media, or Television, FM Radio, Radio and Social media.

There is a need for an hour for growing interest among the consumers across the nation, regarding protection of environment. People have more concerned about the environment and are changing the behavior. As a result of this, green marketing has emerged for market for sustainable development and socially responsible products and services. In order to know the outreach by media and intervention and role of media which makes influences and determinants on practices of green marketing, purchase attitude and satisfaction of consumers in Coimbatore District, this study is carried out.

### **Statement of the problem**

Green products are providing acute health care to human being. But, the production is less, demand is more. In recent days, consumers who preferred mostly for Green product market in city region as well as urban areas. In recent years, the media have role play for Green product marketing specifically to the urban and city based consumers. Besides, the social media includes its contribution for awareness about product specification and significance and uniqueness among the consumers. Sometimes, user (consumers) itself spread the news regarding Green product marketing. Therefore, The nature and range of media is differentiate in terms of reachable to the users or consumers, attraction, Push and Pull factor for listing or reading the particulars on Green product Marketing. Is there any differentiate between social media and actual media in order to sales promotion or exposure by consumers in western part of Tamilnadu?. How for it the range and value based advertising on behalf of Green Marketing by all types of media? How did they evolve exposure among the users and suppliers? How can we examine the factor on Push and Pull factor for observe or absorb by the consumers through these media for Green marketing? What are the factors and elements are involved or interacted for Green marketing by Media and its cause and effect? Hence this study makes an attempt to solve the issues for impact of media and Green marketing with adequate empirical in nature .

## Objectives

1. To assess the nature of advertisement by media and listeners view
2. To examine the consumer's attitude and behaviour through media's contribution

## Scope

The intuition of purchase attitude which emerge and arise through visual communication and this can be more attached with the person's occupational premises. In recent days, the purchases of Green products among the consumers have increased in order to demand driven approach and health related needs. More than that, the attitude have been changed the influenced by the audio video visual medias with Internet where predominantly role played almost all segmentation of the consumers. The media's role and service is upliftment of the whole society.

## METHODOLOGY

The study is descriptive in nature. The study makes an attempt to analyze the perception of role of media and intervention on green product promotion The primary data were collected from 70 sample respondents in the mass purchase zone in Coimbatore district. The samples were chosen using simple random sampling method. Besides, secondary data were used collected from various sources. Chi –Square test was using for significant levels of selected independent and dependant variables.

## RESULTS AND DISCUSSIONS

Based on the observation from the field, we can conclude the opinion from the tender coconut growers. Besides, the results were drawn from the data had been classified and analysed with suitable statistical tool ie., Chi square.

Table-1

## Occupational status with Buying Behavior

<b>Occupational status</b> <b>Buying</b> <b>behaviour</b>	<b>Own business</b>	<b>Govt.job</b>	<b>Private Job</b>	<b>Wage earners</b>	<b>TOTAL</b>
<b>Recommended by doctors</b>	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
<b>Media impact</b>	8 29.6%	15 55.6%	0 0.0%	4 14.8%	27 100.0%
<b>social responsiveness- Eco system</b>	3 17.6%	10 58.8%	4 23.5%	0 0.0%	17 100.0%
<b>referred family members/friends</b>	0 0.0%	4 26.7%	7 46.7%	4 26.7%	15 100.0%
<b>Total</b>	<b>18</b> <b>25.7%</b>	<b>33</b> <b>47.1%</b>	<b>11</b> <b>15.7%</b>	<b>8</b> <b>11.4%</b>	<b>70</b> <b>100.0%</b>

Source: Primary Data

There is no significant associate between Occupational Status with Buying behavior of Green Products status at 0.01 percent level.chi – square value in121.022.

The preference on recommendation by doctors is 63 per cent of (7persons out of 18 ) regular salaried in private sector and 23 per cent of respondents who belonged( 10 out of 33 ) social response of environmental concern. Secondly, media impact of buying on green product in the occupation category of wage earners are 14 per cent ( 20 out of 81) and own business holders are 29 ( 8 persons out of 18) per cent. The buying behavior intuition has emerged and practiced through impact of media are 28 per cent of the respondents who belonged to wage earners 14 per cent (4 out of 8) and Government salary holders 55 per cent. ( 15 out of 33)

It is inferred that regular salaried private workers and daily wage earners who has been preferred the above said behavioral elements on purchase of green product.

Table-2

## Credibility and Resident Area

<b>Farm size</b>	<b>Credibility intuition</b>	<b>Partial credibility</b>	<b>No familiar</b>	<b>No credibility</b>	<b>TOTAL</b>
<b>Duration of cultivation</b>					
<b>Rural</b>	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
<b>Urban</b>	0 0.0%	10 47.6%	3 14.3%	8 38.1%	21 100.0%
<b>Semi Urban</b>	4 25.0%	8 50.0%	4 25.0%	0 0.0%	16 100.0%
<b>Corporation</b>	7 31.8%	11 50.0%	4 18.2%	0 0.0%	22 100.0%
<b>Total</b>	<b>18</b> <b>25.7%</b>	<b>33</b> <b>47.1%</b>	<b>11</b> <b>15.7%</b>	<b>8</b> <b>11.4%</b>	<b>70</b> <b>100.0%</b>

Source: Primary Data

There is significant associate between Lacks of creditability on the media information with residential area status at 0.01 percent level. chi – square value in 1.828

Whatever information have provided by the media, the person's mindset and their perception towards information may valid. Trust worthy and beliefness with strong attitude for positive. The approach is differ from person's attitude where based on educational status, living background and surroundings, peer group.

The Green product's reliable in nature of with credible among the persons who residing in rural, urban, areas where identified about the sources of information provided by media. Table shows that 63% of the respondents from rural areas (7 persons out of 18) are opinion that there is credibility on media's information about green market. The credibility on media regarding green production are not that much reliable and credible among rural areas.

## FACTOR ANALYSIS–

### Monthly Income with Media's Approach

Residential area is one of determinants of purchase on organic products by the consumers in order to fulfilment of infrastructure for availability, market access and information where promptly received with purposeful. The factor analysis explains about the impact of media and approach on buyer's view and observation for purchase intention through media is monthly income. (Constant variable)

Variable code	Variables	Factor Loading
3	Residential Area	.825
13	Purchase – Organic Food items	.566
17	Purchase – Organic Textile	.589
23	Social Responsibility and Eco friendly	.495
32	Impact Approach – Journal	.409
31	Impact Approach – News Paper	.750
38	Impact Approach – Television	.601
39	Impact Approach – Internet	.811
40	Impact Approach – Trade affairs	.880
	Eigen Value	3.24
	% of variance	10.82
	Cumulative %	36.22

**Source: Primary Data**

Independent variable: Age

Constant – Monthly Income

The factors on impact of media and its approach with trade affairs and purchase mode by internet are the major portion of purchase (Factor loading .880, .811) but, the residential area shows negative aspect of exposure from News paper, journal, television and internet, trade affairs. Because of there is no variation and differentiate on awareness about resident background of the respondents. The communication mode has been advancement of public utility in recent days. Secondly, the social responsibility and eco-friendly attachment on consumers have been applicable in terms of preservation of environment by incorporate with the complete use of organic, green product. But, its weight age is below > from the indicator of factor loadings (.495) were generated. The impact of media and approach on consumers in order to exposure of green product and intuition of buying behavior by information providers and reflecting for adoption of green product instead of currently what they are using. Therefore, television, internet, news paper are the leading information provider and change of adoption for green product from the consumer's choice.

## Conclusion

The organic product purchase by the consumers can be attitude change and given choice for opportunity of their demand and mind set absorbs through pricing factor (or) the exigency which prefer (or) unavoidable for purchase if reluctant for as usual buying characteristics by the buyers. Basically the green products have three fold essential elements which pertain to the purity and credibility, health factor, eco – friendly. Based on the observation by the researcher, residential area is the major elements of purchase on organic products by the consumers in order to fulfillment of infrastructure for availability, market access and information where promptly received with purposeful. The impact of media and approach on buyer's view and observation for purchase intention through media with occupation and monthly income. The factors on impact of media and its approach with trade affairs and purchase mode by internet are the major portion of purchase. But, the residential area shows negative aspect of exposure from News paper, journal, television and internet, trade affairs. Because of there is no variation and differentiate on awareness about resident background of the respondents. The communication mode has been advancement of public utility in recent days. Subsequently, the social responsibility and eco-friendly attachment on consumers have been applicable in terms of preservation of environment by incorporate with the complete use of organic, green product. The impact of media and approach on consumers in order to exposure of green product and intuition of buying behaviour by information providers and reflecting for adoption of green product instead of currently what they are using. Therefore, television, internet, news paper are the leading information provider and change of adoption for green product from the consumer's choice.

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