

A Study on the Impact of Green Marketing on Consumer Preference towards Sustainable Food Products in Madurai City

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Abstract- Green marketing is an important approach for promoting sustainable business practices and responsible buying behaviour. The study aims to examine the impact of green marketing on consumer preference towards sustainable food products in Madurai city. The study is based on primary data collected from 100 respondents. The findings indicate that consumers show a positive perception towards green marketing, with affordable pricing and awareness of green marketing practices act as an important aspect. The study suggests that transparent, affordable and effective green marketing practices to improve consumer trust and acceptance towards the purchase of sustainable food products.

Keywords- Green marketing, sustainable food products, consumer trust, transparency

I. Introduction

Growing environmental concerns and increasing awareness about sustainable consumption have encouraged business to adopt responsible production and marketing practices. Green Marketing refers to the development, promotion, pricing and distribution of products in ways that minimize their adverse effect on the environment. The food sector has significant potential for adopting green marketing practices through sustainable sourcing, eco-friendly packaging, responsible production and marketing the goods in a sustainable way. Hence, understanding consumer awareness and perception towards green marketing is important for food companies to strengthen their green marketing practices to promote sustainable products.

Objectives:

1. To study the demographic profile of the respondents.
2. To assess consumer awareness and perception towards Green Marketing of sustainable food products.

II. Review of Literature

1. According to "A study on consumer behaviour on green marketing with reference to organic food products in Tiruchirappalli District" by Muthukaruppan Usharani, R Gopinath (2020) In recent decades the concept of marketing environmental friendly products, in the aspects ranging from production to packing is getting attention to protect our environment as well as the life of human beings. Specifically the focus and awareness about organic products is increased day by day. Hence the researcher made an attempt find out the consumer behavior towards marketing of organic products and impact of green marketing on the purchasing behavior of organic products Tiruchirappalli district.

To resolve the objective the researcher has collected 175 primary data with the support of structured questionnaire. And the collected data were analyzed with support descriptive analysis, simple regression and of chi square test. The outcome of analysis shows that awareness on green products market has gained momentum and people are very much aware on the impact of inorganic products. The green marketing has notable impact on the purchasing behavior of organic products. Specifically the focus of female respondent and graduate respondents were giving more preference to organic products.

2. According to the study "The influence mechanism of green advertising on consumers' purchase intention for organic foods: the mediating roles of green perceived value and green trust" by Youyou Li, Baoshun Shan (2025). In the context of increasingly prominent global environmental issues, green consumption has gradually become an important component of sustainable development strategies. However, the mechanism through which green advertising, as a key medium for conveying environmental protection concepts, influences organic food purchase intention has not been systematically explored. This study focuses on how green advertising influences organic food purchase intention through the psychological and behavioral processes of consumers.

Based on the Stimulus-Organism-Response (SOR) theory, this study constructs a relationship model between green advertising receptivity, green perceived value, green trust, and organic food purchase intention. Empirical data were collected through a questionnaire survey of Chinese consumers, and SPSS and AMOS software were used for data analysis to validate the applicability of the research model and test the hypotheses. A total of 447 valid samples were collected, and the measurement tools were found to be reliable and valid. The model fit indices indicated a good fit, adequately explaining the relationships between the variables. All research hypotheses received significant support, showing that green advertising receptivity has a significant direct effect on organic food purchase intention, as well as a significant indirect effect through green perceived value and green trust.

Green advertising receptivity influences consumers' purchase intention for organic food through the dual mediation mechanisms of green perceived value and green trust. This study provides theoretical support for the field of green advertising and consumer behavior and offers practical references for businesses to optimize green marketing strategies, enhance consumer trust, and foster value recognition.

III. Research Methodology

● Research design

The research design serves as a blueprint that contains research methods and techniques adopted by the researcher to conduct a study.

● Method of data collection

Primary and Secondary data have been used in this study. Primary data is collected through questionnaire and secondary data using journals, research articles, websites.

● Sampling method

Simple random sampling method was used to collect data and information from the respondents.

● Sample size

A sample size of 100 has been taken.

● Statistical Tools

1. Percentage Analysis
2. Weighted Average

- Limitations of the study
- The sample size was limited to 100 respondents.
- The study is restricted to the general public in Madurai City.
- The results of the study relate to the present condition and may not be suitable in other periods of time.

IV. Data Analysis and Interpretation

S. No	Variable	Number of Respondents	Percentage
Demographic Information			
1.	Gender		
	Male	42	42
	Female	58	58
2.	Age		
	Below 20 years	21	21
	21-30 years	40	40
	31-40 years	18	18
	41-50 years	11	11
	Above 50 years	10	10
3.	Educational Qualification		
	School level	15	15
	Undergraduate	43	43
	Postgraduate	36	36
	Diploma/IT	6	6
4.	Occupation		
	Student	18	18
	Government Employee	27	27
	Private Employee	43	43
	Self-employed	4	4
	Home-maker	8	8
5.	Family Monthly Income		
	Below Rs.20,000	10	10
	Rs.20,001 – Rs.30,000	27	27
	Rs.30,001 - Rs.40,000	35	35
	Rs.40,001 - Rs.50,000	17	17
	Above Rs.50,000	11	11

6.	Monthly Expenditure on food products		
	Below Rs.5,000	7	7
	Rs.5,001 - Rs.10,000	33	33
	Rs.10,001 - Rs.15,000	28	28
	Rs.15,001 – Rs.20,000	20	20
	Above Rs.20,000	12	12

Source: Primary Data

Table 1 indicates that out 100 respondents, 58% of them are female, 40% of them are in the age group of 21-30 years, 43% of them are undergraduates, 43% of them are working in private sectors, 35% of the respondent's families have a monthly income of Rs. 30,001 – Rs.40,000, and 33% of them spends Rs.5,001 - Rs.10,000 on food products monthly.

Table 2

S. No	Variable	Number of Respondents	Percentage
1.	Purchased Sustainable food products		
	Yes	88	88
	No	12	12
2.	Frequency of purchasing sustainable food products		
	Frequently	45	45
	Occasionally	34	34
	Rarely	16	16
	Never	5	5
3.	Place of purchase of sustainable food products		
	Supermarket	28	28
	Local Shops	12	12
	Organic food stores	34	34
	Online platforms	16	16
	Directly from producers/farmers	10	10
4.	Frequently purchases sustainable food product category		
	Organic fruits and vegetables	42	42
	Organic grains and pulses	32	32
	Natural/chemical-free food products	10	10
	Eco-friendly packaged food products	16	16
5.	Preferred mode of purchasing sustainable food products		
	Offline	58	58
	Online	13	13
	Both online and offline	29	29
6.	Monthly expenditure on sustainable food products		
	Below Rs. 500	9	9
	Rs. 501 - Rs.1,000	10	10

	Rs. 1,001 - Rs.2,000	21	21
	Rs.2,001 - Rs.3000	38	38
	Above Rs.3,000	22	22
7.	Preferred mode of packaging		
	Plastic packaging	18	18
	Paper packaging	22	22
	Glass packaging	7	7
	Metal packaging	15	15
	Biodegradable packaging	38	38

Source: Primary Data

Table 2 reveals that out of 100 respondents, 88% of them are buying sustainable food products, 45% of them buy sustainable food products frequently, 34% of them purchase sustainable food products from Organic food stores, 42% of them frequently purchases organic fruits and vegetables, 58% of them prefer to buy sustainable food products in offline mode, 38% of them spend Rs.2,001 - Rs.3000 on sustainable food products monthly, 38% of them prefer biodegradable packaging.

Table 3

Particulars	5	4	3	2	1	Weighted Score	Weighted Average Score	Rank
Awareness about green marketing practices	325	20	45	20	5	415	27.67	II
Sustainable food products reflect environmental responsibility	210	120	30	24	6	390	26	VI
Eco-friendly packaging is an important aspect of green marketing	250	100	15	30	5	400	26.67	V
Green labels help identify sustainable food products	300	40	45	20	5	410	27.33	III
Reasonable pricing encourages the purchase of green products	350	20	30	20	5	425	28.33	I
Green advertising creates awareness of sustainable products	170	144	57	14	4	389	25.93	VII
Credible environmental claims build trust	140	144	88	30	5	347	23.13	IX
Green production practices enhance brand image	135	156	44	22	5	372	24.8	VIII
Green promotion encourages sustainable food choices	200	140	51	22	2	405	27	IV
Transparency strengthens green marketing capabilities	120	92	90	34	6	342	22.8	X

Source: Primary Data

Table 3 shows the consumer awareness and perception towards Green Marketing. Using weighted average method, it was found that “Reasonable pricing encourages the purchase of green products” attains first rank with the weighted score of 425.

Findings:

- 58% of the respondents are female
- 40% of the respondents are in the age group of 21-30 years
- 43% of the respondents are undergraduates
- 43% of the respondents are working in private sectors
- 35% of the respondent’s families have a monthly income of Rs. 30,001 – Rs.40,000
- 33% of the respondent’s families spend Rs.5,001 - Rs.10,000 on food products monthly.
- 88% of respondent’s families are buying sustainable food products
- 45% of the respondents buy sustainable food products frequently
- 34% of the respondents purchase sustainable food products from Organic food stores
- 42% the respondents frequently purchase organic fruits and vegetables
- 58% of the respondents prefer to buy sustainable food products in offline mode
- 38% of the respondents spend Rs.2,001 - Rs.3000 on sustainable food products monthly
- 38% of the respondents prefer biodegradable packaging.
- “Reasonable pricing encourages the purchase of green products” ranks the top regarding the consumer awareness and perception towards green marketing.

Suggestions:

- Food companies must ensure that they provide sustainable food products at reasonable prices.
- Companies can provide simple and clear information about their green initiatives. Significant efforts can be taken to improve consumer trust through transparent and verifiable green marketing claims.

V. Conclusion

This study highlights the importance of transparent, affordable and effective green marketing practices to enhance consumer trust and acceptance towards the purchase of sustainable food products. Green marketing is not only about promoting eco-friendly products but plays a vital role in building consumer trust, enhancing brand value and encouraging the preference towards sustainable food products. Hence, responsible green marketing promotes the growth of business and environmental sustainability.

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