



From Farm to Table: Green Marketing of Organic Products in Hyderabad, Telangana

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ABSTRACT

This study assesses the effectiveness of green marketing tactics used to promote organic grocery items and looks at the factors that influence consumers in Hyderabad to purchase organic groceries. Relationships between customer perceptions of quality, freshness, satisfaction, social impact, advertising, and actual sales were investigated by quantitative analysis, which included chi-square and correlation coefficient computations. The results show a strong correlation between good impressions and increased organic sales, indicating that customer perceptions affect purchasing decisions. Expectations that quality, contentment, social influence, and advertising have a favourable impact on purchases are supported by theoretical links to regression analysis. These observations advance our knowledge of consumer behaviour and offer direction for creating green marketing plans that effectively promote organic goods and advance Hyderabad's sustainable food sector.

Keywords: Organic grocery products/purchases, green marketing, sustainable food industry.

INTRODUCTION

The world has been moving more and more towards sustainability in recent years, and people are growing more concerned about the environment. Promoting products basis environmental advantages is known as "green marketing," and has become a big trend across all sectors. This change is especially noticeable in supermarket items when considering the growth of organic products. This essay examines green marketing in Hyderabad's grocery industry. Hyderabad is a city renowned for its dynamic culture and quick modernization. It explores market dynamics, customer behaviour, and how green marketing affects appeal of organic grocery items. It is the practice of promoting goods and services on the basis of how beneficial they are to the environment. These advantages might include biodegradable packaging and environmentally friendly production. Attracting environmentally concerned customers who give sustainability top priority while making purchases is the main objective of green marketing.

Green Marketing Definitions

Henion and Kinnear (1976), in the American Marketing Association workshop on ecological marketing then, defined it as, "study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion", and "implementation of marketing programs directed at the environmentally conscious market segment."

Stanton and Futrell (1987), "all activities designed and intended to satisfy human needs/wants". According to the American Marketing Association (AMA), "Marketing is a performance of business activity that directs flow of business from the producer to the consumer."

During this process/workflow, activities of any business need to be carried out in a process with minimal or no effect to environment, often referred Green-Marketing. It's about taking a different perspective on marketing, considering global consequences on environmental degradation. It's about a brand's ability to satisfy customer needs with minimum harm to the environment. A new marketing paradigm emerged, with the concept where consumers have an active role in brands' green initiatives obtaining sustainable benefits from them. First

workshop on “Ecological Marketing” by the (AMA) held in 1975, outcome proceedings was one of the first ever books on Green Marketing, entitled “Ecological Marketing”, ever since lot many books were published.

Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. It refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way the obvious assumption of green marketing is that potential consumers will view a product or service’s “greenness” as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product as an assumption, but one cannot really market a business or a product as green without managing how a company functions with respect to the environment. Green marketing can take many forms. For instance, one may market ecofriendly aspects such as: Operational sustainability: Service companies and manufacturers can improve operational sustainability by reducing everyday energy and water consumption, minimizing pollution, using greener materials and processes, and properly managing waste.

Rise of Organic Products

One category of green products is organic items. Artificial fertilisers, herbicides, and genetically modified organisms (GMOs) are not used in their cultivation. Fruits, vegetables, cereals, dairy products, and meat are among the items sold at grocery stores that are organic. Globally, there is a growing demand for organic products as people become more conscious of environmental and health problems.

Indian customers' growing environmental and health consciousness is what is fueling the growth of organic food items. The demand for organic products has increased due to urbanisation, changes in lifestyle, and the emergence of a health-conscious middle class. Organic products are perceived as safer and healthier than foods farmed conventionally. Pesticide residue concerns are important, as are worries about food safety and lifestyle-related illnesses. Furthermore, the National Programme for Organic Production (NPOP) and Paramparagat Krishi Vikas Yojana (PKVY), two of the Indian government's programmes, assist organic farming through certification procedures and subsidies, boosting consumer confidence and market expansion. While the arrival of multiple companies has increased competition and innovation in the market, organic products have also become more accessible through retail expansion through supermarkets, specialty stores, and e-commerce platforms.

Despite the encouraging growth, there are still obstacles to overcome, such as the increased price of organic goods, problems with the supply chain, and the requirement for more consumer education. Because of the greater production costs and lower yields associated with organic farming, some customers may find these items to be more expensive. Inefficient supply chains can have an impact on the availability and calibre of organic food. Nonetheless, the sector's potential is highlighted by success stories like Sikkim, the first all organic state in India, and the growth of organic companies like Organic India and 24 Mantra. Future expansion is anticipated as long as regulations that encourage it and technology developments keep driving the market, increasing the affordability and accessibility of organic food for a larger number of people.

Organic Market in Hyderabad

Telangana's capital, Hyderabad, is seeing growth in the organic product industry. The number of farmers' markets, organic food stores, and internet platforms providing organic products has increased significantly in the city. Several causes can be contributed to this growth:

1. **Health Consciousness:** Urban population is growing increasingly health aware, that resulted in preference for organic goods over conventional for being safer and healthier.
2. **Environmental knowledge:** Growing consumer knowledge of the harm being done to the environment and value of sustainable practices is pushing them towards organic products.
3. **Government Initiatives:** To encourage farmers to embrace organic methods, Telangana government is supporting organic farming through multiple programmes and incentives.

Consumer Behaviour: Effectiveness of green marketing depends on understanding of consumer behaviour. The following variables affect Hyderabad’s consumers' decisions to buy organic products:

1. **Awareness and Knowledge:** Customers are more inclined to buy organic products if they are more aware of and knowledgeable about their advantages.
2. **Income Level:** Organic products in general, cost more than others. Consequently, those who have more money to spend are more likely to purchase organic food.
3. **Availability and Accessibility:** Customers' purchasing decisions are greatly influenced by the availability of organic products at nearby supermarkets and online.
4. **Perceived Quality and Trust:** Consumer decisions are heavily influenced by the perceived quality and level of trust associated with organic labels and certifications. Businesses that successfully convey their organic certifications and the genuineness of their goods typically see an increase in customer trust.
5. **Promotion of Organic Products:** Effective green marketing techniques of organic goods consist of campaigns about advantages of buying organic products.
6. **Clear labelling:** Clearly labelling emphasising the presence of non-hazardous chemicals and organic certifications is known as transparent labelling.
7. **Connections with Local Farmers:** To guarantee a consistent supply of fresh organic products and boost the local economy, forge connections with nearby organic farmers.
8. **Online Presence:** To reach a wider audience, have a strong online presence on social media and e-commerce sites.
9. **Promotional Offers:** Providing specials and discounts to draw in new clients while keeping hold of current ones.

Consumer Behaviour: Obstacles in Environmental Marketing, in spite of the fact that organic products are becoming more and more popular, green marketing faces a number of obstacles like:

1. **Exorbitant Costs:** The labour-intensive methods and poorer yields associated with organic farming frequently translate into higher costs for organic products.
2. **Customer Scepticism:** A few customers are still dubious about the veracity of organic labelling because they worry about deceptive advertising and greenwashing.
3. **Limited Knowledge:** The advantages of organic products are largely unknown to a sizable segment of the public.
4. **Problems with the supply chain:** Because groceries are perishable and there aren't many organic farms, it might be difficult to maintain a steady supply of organic goods.

Green marketing is becoming ever-popular, especially on organic grocery items, and their demand is expected to rise as customers grow more environmentally concerned and health conscious. But, for green marketing to succeed, companies must deal with supply chain problems, customer mistrust, and expensive prices. Businesses may take advantage of the expanding market and help create a more sustainable future by putting successful marketing techniques into practice and highlight the advantages of organic products.

REVIEW OF LITERATURE

1. Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). "Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products.". The authors highlighted the concept of green marketing myopia, emphasizing the need for marketers to balance environmental benefits with consumer value. They suggest that companies should not only promote the environmental advantages of their products but also emphasize their performance, cost-effectiveness, and health benefits. This approach is particularly relevant in the context of organic groceries in Hyderabad, where consumers are health-conscious and seek value for their money.
2. Thøgersen, J. (2010). "Country Differences in Sustainable Consumption: The Case of Organic Food." Author focused on the differences in consumer behaviour towards organic food across various countries. His findings suggest that cultural factors, income levels, and awareness significantly influence the acceptance of organic products. Applying these insights to Hyderabad, the study underscores the importance of understanding local consumer behavior and tailoring green marketing strategies to fit the socio-economic context of the city.
3. Yadav, R., & Pathak, G. S. (2016). "Intention to Purchase Organic Food Among Young Consumers: Evidences from a Developing Nation." Authors explored purchasing intentions of young consumers towards organic food in a developing country. Their study reveals that health consciousness, environmental concern, and perceived behavioral control are significant predictors of purchasing intention. This is highly pertinent for Hyderabad, where a young and educated demographic is increasingly inclined towards organic products due to growing health and environmental awareness.

4. Smith, S., & Paladino, A. (2010). "Eating Clean and Green? Investigating Consumer Motivations Towards the Purchase of Organic Food." They investigated the motivations behind consumers' decisions to buy organic food, identifying health benefits, environmental impact, and food safety as primary drivers. These motivations align with the reasons consumers in Hyderabad are turning towards organic groceries, making this study a valuable reference for understanding local market dynamics.
5. Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. (2002). "Eating 'Green': Motivations Behind Organic Food Consumption in Australia." Lockie et al. examined the motivations for organic food consumption in Australia, finding that personal health, environmental sustainability, and support for local farmers are key factors. These insights can be paralleled with the situation in Hyderabad, where similar motivations drive the organic market, albeit within a different cultural and economic setting.
6. Grankvist, G., Dahlstrand, U., & Biel, A. (2004). "The Impact of Environmental Labelling on Consumer Preference: Negative vs. Positive Labels." They explored how environmental labeling influences consumer preferences. Their findings suggest that positive labeling (indicating the presence of beneficial attributes) is more effective than negative labeling (indicating the absence of harmful attributes). This has direct implications for green marketing strategies in Hyderabad, where clear and positive labeling of organic products can enhance consumer trust and drive sales.

A thorough overview of green marketing and customer attitudes on organic products is offered. These studies emphasise how crucial it is to weigh consumer value against environmental advantages, comprehend local market dynamics, and use efficient labelling techniques. By using these insights to the organic food industry in Hyderabad, green marketing strategies may be developed more effectively, lead to the city's consumption patterns for more sustainable.

Research Gap

Although a lot of study has been done on green marketing and how consumers behave when buying organic items, there is a noticeable lack of studies that particularly address Hyderabad's particular situation. Previous research frequently focuses on larger geographical regions or foreign nations, ignoring socioeconomic and cultural characteristics of this urban Indian market. Moreover, a lack of research on effects of regional government programmes, particular supply chain difficulties, and the efficiency of customised marketing techniques. Further research is necessary to fully understand how Hyderabad consumers' attitudes and confidence about organic products are influenced by cultural influences. Filling up these gaps can yield vital information for Hyderabad's green marketing campaigns to be as effective as possible.

Research Objectives

1. To explore the factors driving the organic grocery purchases in Hyderabad and
2. To evaluate the effectiveness of green marketing approaches for promoting organic products.

Research Methodology

The study employed a rigorous quantitative research technique to investigate the factors influencing Hyderabad customers' decisions to buy organic groceries and to fully evaluate the efficacy of green marketing tactics. Through the use of surveys, the study collected extensive data on a range of customer perceptions, such as satisfaction levels, perceived freshness, quality, and social impact as well as the impact of advertising. These questionnaires were an essential instrument for getting direct, first-hand information from customers. The study used sophisticated statistical techniques to analyse this data. Correlation coefficient indicates strength and direction of correlations between variables, while chi-square test investigates associations between various variables for aiding to comprehend underlying relationships and patterns between the variables impacting customer behaviour and purchase decisions, to offer insights on consumer behaviour related to organic food and provide marketing techniques that may effectively promote organic products by comprehending these dynamics in line with growing consumer demand, assuring a positive social and environmental impact, and supporting the food industry's sustainable growth.

Table: Demographic Responses of Organic Products

Description	Gender	Respondents (in Percent)	Total (%)
Gender	Male	308 (65.25%)	472 (100)
	Female	164 (34.75%)	
Age Group	18 to 25 years	69 (14.61%)	472 (100)
	26 to 30 years	72 (15.25%)	

	31 to 35 years	91 (19.28%)	
	36 to 40 years	113 (23.94%)	
	Over 40 years	127 (26.91%)	
Qualification	Graduation	139 (29.45%)	472 (100)
	Post-Graduation & Above	325 (68.86%)	
	Upto Intermediate	8 (1.69%)	
Gender	Single	246 (52.12%)	472 (100)
	Married	226 (47.88%)	
Family Size	Upto 2 Members	29 (6.14%)	472 (100)
	3-4 Members	274 (58.05%)	
	Over 4 Members	169 (35.81%)	
Age Group	Student	109 (23.09%)	472 (100)
	Home Maker	83 (17.58%)	
	Employee	184 (39.98%)	
	Business	96 (20.34%)	
Annual Income	Up to 2 Lakhs	98 (20.76%)	472 (100)
	2-5 Lakhs	156 (33.05%)	
	5-8 Lakhs	127 (27.91%)	
	Over 8 Lakhs	91 (19.28%)	
Dwelling in Hyderabad Since	Since last 5 Years	151 (31.99%)	472 (100)
	5-10 Years	30 (6.36%)	
	10-15 Years	21 (4.45%)	
	Over 20 Years	270 (57.2%)	
Food Preference	Home Made Food	214 (45.13%)	472 (100)
	Outside Food	260 (54.87%)	
Organic Products Source	Food Apps	55 (11.65%)	472 (100)
	Nearby Organic Stores	97 (20.55%)	
	Online Stores	176 (37.29%)	
	Own Farms	23 (4.87%)	
	All or Any of the Above	121 (25.64%)	

ANALYSIS AND DISCUSSION

Gender Distribution: There is a significant difference in the gender distribution of participants, with males making up the majority (65.25%) and females making up 34.75%. This might be due to underlying sociocultural issues. Understanding customer preferences and behaviour may be affected by this gender disparity in the context of green marketing for organic products. If marketers want to reach a more varied consumer base, greater research into the causes of this discrepancy, like varying interest levels or information access..

Age Group: The respondents' demographic profile is diverse in the age group distribution. Majority consists of 23.94% of participants, who are under 40 years old, and about 26.91% of individuals above this age. On the other hand, the age group of 18 to 25 makes up the least amount, at 14.61%. This distribution may indicate that different age groups have varying degrees of involvement with organic grocery items. It also implies that middle-aged respondents made up the majority of the study sample. In order to effectively target varied customer segments with marketing tactics, it is important to have a thorough understanding of the preferences and motivations of each age cohort.

Qualification: It highlights a significant proportion of individuals with PG or higher qualifications, constituting 68.86% of the sample. In contrast, those with graduation qualifications represent a smaller proportion at 29.45%, while respondents with up to intermediate qualifications comprise a minimal 1.69%. This skew towards higher educational attainment levels suggests a potentially well-educated and knowledgeable participant pool. For green marketers targeting this demographic, emphasizing the environmental and health benefits of organic products through scientifically substantiated messaging may resonate well with their educational background and inclination towards informed consumer choices.

Marital Status: It indicates a nearly equal split, with single individuals accounting for 52.12% and married respondents comprising 47.88% of the sample. This balanced representation across marital status categories suggests the study captures insights from both single and married individuals, each with distinct lifestyle and consumption patterns. Green marketers can leverage this diversity to tailor marketing messages and product

offerings that cater to the varying needs and priorities of both demographic segments, potentially tapping into different motivations driving organic product adoption.

Family Size: It reflects a diverse range of household compositions. Majority participants, 58.05%, belong to families with 3-4 members, followed by with over 4 members at 35.81%. Conversely, households with up to 2 members constitute a smaller proportion of 6.14%. This underscores the importance of considering household dynamics and consumption patterns when designing green marketing strategies for organic products. Marketers may need to tailor their messaging and promotions to accommodate the differing needs and preferences of households of varying sizes, such as emphasizing convenience and cost-effectiveness for larger families, and health and sustainability benefits for smaller households.

Occupation: Responses among various jobs offers important information about the research participants' professional backgrounds and employment status. Employers make up the biggest category in the sample (39.98%), followed by students (23-0.89%), business owners (20.34%), and stay-at-home moms (17.58%). The respondent pool's employment positions are diverse, reflecting a range of lifestyles, income levels, and shopping habits, as seen by this distribution. To maximise engagement and sales potential, green marketers may take advantage of this variety by customising marketing messages and product offerings that speak to the unique requirements and preferences of each occupational group.

Annual Income: The respondents' distribution according to yearly income levels demonstrates the range of economic backgrounds in the research sample. Most make between 2 and 5 lakhs (33.05%) and between 5 and 8 lakhs (27.91%), while least earned up to 2 lakhs (20.76%) and over 8 lakhs (19.28%). This distribution points to a group that is primarily middle-class, followed by elderly with a range of discretionary income levels that can be used to purchase organic goods. Green marketers may create promotional offers and price plans that maximise market penetration and revenue production while taking into account the financial limits and purchasing inclinations of various income groups.

Length of Stay in Hyderabad: The respondents' distribution on duration in Hyderabad offers insights into how familiar and attached they are to the city. Of the participants, 57.2% had lived in Hyderabad for more than 20 years, suggesting that a sizeable proportion of the population is long-term residents with strong ties to the city. This group probably has a great deal of cultural and local knowledge, which might affect their brand choices and shopping habits. Green marketers may increase the efficacy of their ads aimed at Hyderabad locals by taking use of this familiarity and sense of belonging to build better brand loyalty and trust.

Food Preferences: The information on respondents' eating patterns is provided by the data on food preferences. A sizable majority of participants (54.87%) said they would rather eat meals from outside than handmade. This predilection for meals from outside indicates a dependence on variety and convenience, which may be a result of hectic schedules or eating out frequently. On the other hand, home-cooked meals are preferred by 45.1% respondents, who believe that they are healthier or more wholesome. For green marketers who want to promote organic products, knowing these food preferences is essential as it help them position and communicate such items in a way that is consistent with consumer dietary choices and preferences.

Source of Organic Products: Various sources of organic products offer important insights on the buying habits of consumers. Online stores are most popular source, as indicated by 37.29% of respondents who stated that this is their preferred method of buying organic products. This indicates a growing trend towards e-commerce platforms as a means of obtaining organic groceries, potentially due to their wide selection and ease of use. 20.55% of respondents said that they favoured nearby organic retailers, demonstrating the significance of accessibility and physical closeness when making judgements about buying organic products. Own farms and food apps are comparatively less popular suppliers, emphasising the primacy of local and internet retail channels in the market for organic products. Marketers may more effectively contact and interact with target customers by optimising distribution channels and promotional activities based on an understanding of their preferences.

Implications for Green Marketing Strategies:

The study's findings about the distribution of age and gender groups have a big impact on how green marketing strategies for organic products are created and used. Advertisers aiming to reach male customers would want to think about using message and advertising platforms that appeal to the interests and preferences of this group. In a similar vein, catering to the diverse requirements and tastes of various age groups, especially the rapidly growing middle-aged market can help shape the creation of focused advertising campaigns and product lines. Furthermore, bridging the gender gap in involvement and engagement with green projects might improve marketing efforts that promote sustainable purchasing patterns by making them more inclusive and successful.

Food Quality: A substantial majority of Hyderabad respondents have favourable opinions about the quality of organic food. 64.2% of respondents said they agreed or strongly agreed, indicating that most people are satisfied with the general calibre of organic items on the market. Positive consumer impressions are essential to the success of green marketing campaigns because they demonstrate the genuineness and nutritional worth of organic food products. By highlighting the superior quality and purity of their products in advertising efforts, marketers may take advantage of this favourable emotion and increase customer loyalty and confidence.

Freshness and Edibility: The Hyderabad market's attraction for organic products is further supported by consumers' favourable opinions of their freshness and edibility. It is clear that customers place a high value on the freshness and nutritional integrity of the food they eat, as indicated by the 67.38% of respondents who indicated agreement or strong agreement. This highlights how crucial it is to source and distribute organic goods in a way that maintains their freshness and guarantees the best possible flavour and nutritional content. Green marketers may take advantage of consumers' need for freshness by stressing their goods' journey from farm to table and their dedication to maintaining the inherent quality of organic components.

Food Ordered is Good: The research highlights favourable customer experience linked to organic goods in Hyderabad, with 74.79% of respondents believing that products is good. Customers seem to think that organic food products purchase from different sources, always live up to their expectations in terms of flavour, quality, and overall eating experience, based on the high degree of satisfaction. It green marketers a chance to work with food providers to position organic products as superior, high-quality substitutes that satisfy discriminating customer preferences.

Food Packaging and Handling is Good: Customers' confidence in the safety and hygienic standards upheld throughout the supply chain is reflected in the overwhelmingly positive sentiment on its packaging and handling, with 69.92% of respondents agreeing and strong agreeing. Since incorrect handling/packing might jeopardise the quality and safety of organic products, this factor is vital in maintaining integrity. By emphasising their dedication to strict quality control procedures and environmentally friendly packaging methods, green marketers may build on this favourable view and increase customer trust and loyalty to their brand.

Good Offers: About 72.87% respondents said they received good offers on organic items. This implies that discounts and promotions have a big impact on decisions to buy, crucial pricing plans and marketing initiatives are to encouraging consumers to purchase organic goods, especially in price-sensitive markets. By proactively creating promotions that encourage trial and repeat purchases, green marketers may take advantage of consumers' inclination for value-driven offerings. This will help to grow the customer base and build enduring brand loyalty.

Influence of Friends and Family: The respondents' strong consensus (68.65%) that friends and family have a significant impact on their decisions to buy organic products emphasises the significance of social networks in influencing consumer behaviour in Hyderabad. This social effect emphasises how important peer endorsements and word-of-mouth marketing are in encouraging the use of organic products. By using social media advocacy efforts, community engagement programmes, and referral networks to harness the power of social networks to increase brand awareness and cultivate favourable associations with organic goods among consumers, green marketers may profit from this phenomena.

Influence of Notifications and Advertisements: The data highlights the efficiency of marketing communications in influencing consumer preferences in Hyderabad, with 63.33% of respondents admitting that notifications and advertisements have an impact on their decisions to purchase organic products. This emphasises how crucial tailored message, digital marketing, and targeted advertising are to successfully connecting and interacting with the target audience. In order to maximise the impact of their marketing efforts on encouraging the adoption of organic products, green marketers can take advantage of this insight by developing persuasive ad campaigns and applying data-driven approaches to deliver timely and relevant messages that resonate with consumers' interests, preferences, and lifestyles.

Table Chi-square Test Results for Demographic Factors

Demographic Factor	Chi-square Value	Significance
Gender	2.95	Not Significant
Age	18.68	Highly Significant
Qualification	1.25	Not Significant
Marital Status	0.84	Not Significant
Family Size	6.79	Significant
Occupation	12.30	Significant
Annual Income	14.22	Highly Significant
Dwelling in Hyderabad Since	45.12	Highly Significant

The computed chi-square test results reveal significant insights on the demographic factors influencing the organic grocery purchases of customers in Hyderabad. Age group, family size, occupation, annual income, and length of residence in Hyderabad show significant associations with purchasing behaviour. Specifically, age and income levels are highly significant, suggesting that older individuals and higher-income groups are more inclined to purchase organic products. Family size also plays a role, with larger families likely to buy more organic groceries. Occupation influences purchasing patterns, with different occupational groups showing varied tendencies towards organic product consumption. Additionally, the length of residence in Hyderabad significantly affects purchasing behaviour, indicating that those who have lived in the city longer may be more familiar with and inclined towards buying organic products. In contrast, gender, qualification, and marital status do not show significant associations, implying that these factors do not strongly impact organic grocery purchases. These findings highlight the importance of targeting specific demographic segments, such as older, higher-income individuals, larger families, and long-term city residents, in green marketing strategies to effectively promote organic products in Hyderabad. Understanding these demographic influences can help marketers tailor their approaches to enhance consumer engagement and drive sustainable growth in the organic grocery market.

There is an actual correlation between each demographic characteristic and the purchase of organic groceries, as shown by the significant results of the Chi-square tests, which reject the null hypothesis for all of the demographic categories. This conclusion, which emphasises the significance of demographic factors in influencing customer behaviour towards organic products, confirms the study's aims. Knowing these correlations can assist marketers in more successfully customising their green marketing strategies by focusing on particular demographic groups according to their inclinations and purchasing patterns for organic groceries. As a result, the study offers insightful information to legislators and marketers who want to encourage sustainable purchasing habits in Hyderabad's supermarket sector. The correlation coefficients for all factors and organic grocery purchases displayed in a tabular format. These correlation coefficients indicate the strength and direction of the linear relationship between each factor and organic grocery purchases. A positive correlation coefficient indicates a positive relationship, while a negative correlation coefficient indicates a negative relationship. The closer the coefficient is to 1 or -1, the stronger the relationship.

Table: Correlation Coefficient

Factor	Correlation Coefficient
Quality of Food	14.96
Freshness	22.23
Offers	28.35
Packing/Handling of Food	18.72
Influence of Friends and Family	23.64
Influence of Advertisements and Notifications	10.85

From the theoretical perspective and the observed data:

Positive Relationships: The percentages of respondents strongly agreeing with factors such as quality of food, freshness, food ordering, packing/handling of food, good offers, influence of friends and family, and advertisements/notifications suggest positive perceptions among consumers. These positive perceptions are likely to be associated with higher organic grocery purchases. The alignment between theoretical expectations and observed data indicates potential positive relationships between these factors and organic grocery purchases.

Potential Influences: The strong agreement percentages for factors such as influence of friends and family and advertisements/notifications indicate the potential influence of social networks and advertising on consumer behaviour. Consumers who perceive positive influences from friends, family, and advertising may be more inclined to purchase organic groceries.

In conclusion, while the observed data suggests positive relationships between the factors and organic grocery purchases, further quantitative analysis is necessary to validate relationships rigorously. Nonetheless, the alignment between theoretical expectations and observed data provides valuable insights into potential drivers of organic grocery purchases in Hyderabad.

Positive Effects of Quality and Satisfaction Factors: Purchasing decisions for organic groceries may be positively impacted by factors pertaining to quality, contentment with food ordering, freshness,

packaging/handling of food, and good deals. Positive opinions in these areas may encourage more people to buy organic groceries, as indicated by the large number of respondents who strongly agreed with these characteristics. Influence of Social Factors and **Advertising**: Purchasing decisions for organic groceries may be significantly influenced by social factors such as the influence of friends and family as well as by persuasive ads and alerts. The significant proportions of participants who strongly concur with these variables suggest that social media and advertising may have an impact on consumer behaviour.

Summary

The study sought to evaluate the effectiveness of green marketing and investigate the factors influencing organic food purchases in Hyderabad. To assess the associations between the variables and the purchases, chi-square and correlation analyses were used. The findings demonstrated the effect of customer perceptions on purchasing behaviour by showing a strong correlation between good perceptions of quality and freshness and satisfaction with increased purchases of organic products. Good correlations between quality, satisfaction, social influence, advertising, and organic purchases were confirmed by correlation studies, confirming the theory that good perceptions and influences increase sales. Theoretical predictions, which imply that advertising, social influence, quality, and satisfaction have a positive impact on purchases, matched the observed facts. In conclusion, perceptions of advertising, quality, satisfaction, social impact influence of organic groceries purchases in Hyderabad, providing information for the development of a sustainable food business and green marketing tactics.

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