

Potential Marketing Strategy for Organic Products towards Consumer Consumption

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Abstract: In Trending Marketing environment people survive various health issues and anonymity of product selection of conventional product, Similarly people wants to consume non preservative and energetic natural source of products, therefore which Product may give assurance for health and non – pesticide of natural resource of product , as the name of “Organic Products”. But the organic product may not reach to target consumer, consequently the organic marketer need to extend marketing product in to huge consumer with proper market strategies. In this Study indicate which type of consumer brought the organic product and what type of the product consumption highly recommend. And Create buying habitation of organic products using potential marketing strategy for organic products towards consumer consumption.

Keywords: Organic Product, Marketing Strategy, Conventional Product, Consumer Consumption

Introduction

Organic Marketing Strategy leads to generate organic product of Consumer consumption and held to sustain best platform of marketing strength. In order to occupy consumer heart and mind. Simultaneously, organic marketers face impact risk factor to standardize the product in market and can prove care about consumer health and taste. It tends to great success in Organic marketing. Potential Marketing Strategy for Organic Products contributes valuable marketing system of Small level people to Top level people in marketing sectors. As the marketer work as SMART view of Strategy in organic marketing such as Specific-What the Consumer need, Measure-Consumer Satisfaction, Achieve –reaching marketing target, Relevant- Getting feedback to improve business, Time- Achieve goals within time. “Chief executives and marketing officers today understand the importance of improved repurchase intentions due to their financial implications” (Mittal &Frennea, 2010)

In this study , Organic product strategy has been identified various types of consumer purchasing preferences, five categories of organic product like, Fruits &vegetables, Wheat Maize, Food items, Cosmetic items, and Organic Clothes. In this research understanding of marketing strategy towards the Consumer consumption of Organic Products. This study analyzed as primary data sources from various organic shops in Thanjavur District in Tamil Nadu, recurring organic product buying customers.

Organic Marketing Policy in India

In India the Organic Product was established in 2000 and the product of organic farming certified by Agricultural and Processed food products Export Development Authority (APEDA). Hygienic Product of marketing methods performed as customer nutrition consumption in order to create salutary environment. National Programme for Organic Production (NPOP), executes the Organic marketing and Certified the Organic Products. Largest Organic Producer State in India was Madhya Pradesh, they produced organic cotton fiber, food products etc. In Tamil Nadu the organic product established on 2007. And the products

certified by Tamil Nadu organic certification department with NPOP. Organic Industry of products in India has 1.93 million of licensed.

Types of Organic Consumers

In organic marketing organized various types of consumers:

Potential Consumer- In this type of customer personalizes the product as well as customer well known about Organic product features.

Brand buying Consumer- In this type of customer preferred to purchase specific organic brand, Specific brand names they differed for variety of quality of brand.

Clever Customer-In this type of customer, perceive the product performance and clever to buy the products whenever necessary of organic product.

Prudence Customer- they buy the organic product on behalf of their health fact and concentrate hygienic information of the products.

Local Consumer- they buy the organic product at eco support of local marketer

Organic Marketing Strategy Needs



Marketer Perceptual Measure

Organic Product Marketer measure customer purchasing habit is defined as the product originality of supporting customers. While the services of organic product create direct attention of organic users. Organic Producer concentrate involvement of organic retailer mean while the retailer keep up best and direct relation with the customer as well as they increase the volume of sales. Organic Product logo and brand name involves identity of organic product, particularly differ from the conventional products. Consumer claim should noticed by the marketer. It generates uplift the organic product marketing success. Consequently the customers understand about product and services, Advertisement influence, create great effort of consumer acceptance of organic product. Particular needs will fulfilled as a product of buying, with affordable price. Average shopper visit more patronizing shops in nature whether compared to Conventional shops, this aspect of customer needs are satisfied by organic branding shops.

Objectives of the study

- To identify the target customer and usage with marketing strategy
- To Assess the factors of acceptance of organic product in various shops
- To analyze the marketing factors and create customer satisfaction towards organic products

Research Methodology

As this study clearly defined the variables of Simple percentage analysis. The study made use of both primary and secondary data. The Primary data which was collected from Thanjavur District, Tamil Nadu of Organic Product users. Simple random sampling method used to collect data from respondents. As Primary data was collected from the respondents with the help of questionnaire by interviewing the customers visiting malls and various organic shops. The nature of questions was easily understood by the respondents and it helps as quick analysis of data collection. In this study, the survey conducted as the name of the shops in Thanjavur District are Nalam Organic Shops, India organic, Sir Avaram poo Organic shops, Kalanchiyam Organic Shops, Pasumai Thaayagam Organic Store, Patanjali Shop –Tulsi Organic Store. The data collection was conducted between the periods of March – May 2019. While the Secondary data were <http://annalsofrscb.ro>

collected from various journals, websites, Media, Advertisement, Industry reports and books.

Analysis and Interpretation

Table 1 People Preferred Organic Products

People Preferred	No of Respondents	Percentage
Age	46	23
Gender	50	25
Family	52	26
Education	32	16
Occupation	20	10
TOTAL	200	100

Source: Primary

It is Interfered from Table 1 Show the 23 Per cent of the respondents have preferred at age wise, in Gender wise preferred the organic product 25 percent, 26 percent have Family wise preference, on Education wise purchasing preference have 16 percent and 10 percent has occupation wise preferred the organic product. Therefore, majority of the respondents preferred the organic products as Family wise. Thus, the consumer of Organic Product embraces wide range in families.

Table 2 Frequent Purchase for Organic Product

Frequent Purchase	Frequency	Percentage
Food items	60	30
Fruits & Vegetables	50	25
Cosmetic items	44	22
Wheat/Pulses	30	15
Organic Cloths	16	08
Total	200	100

Source: Primary

It is inferred from the Table 2 of the respondents frequently purchase for Organic Products of Food items 30 percent, 25 Percent have fruits and Vegetables, 22 percent have Cosmetic items,15 percent have Wheat /Pulses, and 8 percent have organic cloths .It Concludes the majority of respondents purchase on food items.

Findings

The following essential findings of “Potential Marketing Strategy for Organic Product towards Consumer Consumption” are:

- Twenty Six percent of the respondent of family’s are preferred the Organic Product. It revealed better health of family members and concentrate nutrition of product.
- Thirty percent of the respondents are frequently purchase Food items of Organic Product. It revealed as hygienic and natural of Food items are highly recommended
- There is positive correlation relationship between the factors influencing to marketing potential and the level of consumption towards Organic Products
- The People referred to preferred Organic Products are two important components which have natural hygienic consumption and the frequently purchase healthy items
- Combined effect on the respondents are referring Organic product brand from their circle of friends and relatives
- Organic Product marketer identify modern trend strategy in depth of shopping behavior of consumer

Suggestions

- Organic Product marketer should concentrate market branding outlets , it should impress the customer and make frequent purchase.
- Authority of excellent services provide to the customer enchant perennial buying habit and improve loyalty of organic products.
- Health assurance plays vital role of promotional offers and the words of well wishers reveal purchase decision or selection of recurring Organic Stores.
- The purchase frequency of the customer on the services depends on retailers, organic retailer facilitate pay attention of organic buyer through offer of product.
- Organic marketer interact their target customer and motivate the customer to sharing opinion and feedback, which the result use to engage potential customer.
- In trending marketing technique create Mobile app to reach all people to persuade every customer mind and heart.
- Motivate through advertisement and educate better taste then conventional product, it should communicate right time with appropriate product.

Conclusion

Organic product encountering various change and the marketers are steadfastly applying organic marketing. Organic product customer has been gradually increased comparing the past five years in present level of technical ethics require the marketer to steroids marketing strategy. Consumers have also frequently bought the Conventional product, thus the buying attitude experience need to change in future. The marketer concentrate young generation people to induce healthy buying pattern. This study concluded that the Organic marketer and Producer create essential purchase habit and fulfill the customer needs by using potential marketing strategy and to reach targeted customer with energetic consumption in consumer mind.

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