LEVERAGING GREEN MARKETING STRATEGY: BOOST REPEAT PURCHASE OF ORGANIC FOOD PRODUCTS AT MADURAI DISTRICT

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Abstract
Food is a basic necessity for all living beings. Basic physiological requirements are essential to human survival and are given priority over other needs in Maslow's hierarchy of needs. Organic food products are considered healthier and safer, and therefore agricultural practices should increasingly focus on organic food production. Promoting organic farming is a social responsibility of producers, particularly farmers.This study focuses on leveraging green marketing strategies to boost repeat purchases of organic food products in the Madurai district. Green marketing dimensions such as eco-labeling and packaging, strong bond, green advertising, eco-friendly certification, product design, loyalty program and ethical branding influence trust, feel safe, satisfaction, health benefits, friends recommendation, eco-friendly consciousness, perceived value and emotional connection toward organic food products, thereby stimulating repeat purchase behavior. A purposive sampling method is adopted to collect data from consumers in urban and semi-urban market areas of Madurai district. Structural Equation Modelling (SEM) is employed to examine the impact of green marketing strategies on repeat purchase intention.The factors influencing repeat purchase behavior were analyzed to identify the most significant determinants, highlighting the need for region-specific interventions to increase organic food consumption. The findings of this study provide valuable information for consumers, policymakers, organic food manufacturers and organic retailers.

Key words: Green marketing, strategy, organic food products, repeat purchase, consumption.

Introduction
Food is crucial for sustaining human health, and lately, organic food has become increasingly important because of its health advantages. Organic food is grown using farming methods that refrain from using chemical fertilizers, pesticides, and artificial additives. These eco-friendly approaches contribute to the preservation of soil health, safeguard ecosystems, and improve the nutritional quality of food items.Organic producers concentrate on creating high-quality, safe food items that support the health of their customers. However, successful consumer delivery of these goods necessitates carefully thought-out marketing initiatives. By highlighting the health advantages and environmental friendliness of organic products, green marketing strategyis essential to their promotion. These tactics promote quicker market reach, increase consumer awareness, and foster trust.

Green Marketing Strategy
Green marketing involves promoting and selling organic food products by highlighting their environmental and health benefits. A marketing strategy refers to the use of planned tactics to promote products and encourage customers to make repeat purchases. Green marketing strategies such as brand awareness campaigns, advertising, demonstration videos, push notifications, SMS reminders, and consumer ratings are commonly used to communicate the benefits of organic products and to promote an eco-friendly and healthy environment. Green marketing promotes recurring purchases by coordinating customer interests with environmental sustainability.

Organic products backed by successful green marketing techniques are becoming more and more popular as consumers grow more conscious of health and environmental issues. This study looks at how consumers' purchasing decisions about organic food items are influenced by green marketing.

Organic Food Products And Consumer Welfare
Organic food products provide high nutritional value without the use of harmful chemicals, thereby directly contributing to improved public health. These products not only protect the health of consumers but also support the well-being of future generations, particularly pregnant women and infants. By avoiding chemical residues in food, organic consumption helps prevent the transfer of harmful substances through genetic and biological pathways to subsequent generations.

Health Benefits
Organic food contributes to the development of a healthy body by boosting immunity, improving digestion, and helping to prevent diseases. It contains essential minerals such as magnesium and iron, which support bodily functions and aid in the secretion of growth hormones. Compared to conventionally produced food, organic food contains higher levels of antioxidants and vitamins. Additionally, organic food reduces exposure to fungal toxins, making it safer for consumption. Overall, the consumption of organic food promotes healthy eating habits and supports long term healthy living.

Environmental Advantages
By using fewer synthetic chemicals, organic farming methods contribute to the reduction of greenhouse gas emissions and land contamination. These methods promote ecological balance and long-term environmental sustainability while making the environment cleaner, healthier, and more enjoyable.

Repeat Purchasing
Consumers are doing repeat purchase at Madurai district. Due to their high sense of health concern, consumers are increasingly making recurring purchases of organic food products. Buying habits have been greatly impacted by the rich nutritional content and the excellent health effects encountered in daily life. Consequently, customers exhibit a greater inclination towards organic food items, resulting in a rise in recurring purchases.

Indian Perspective of Organic Food Products
In comparison to previous years, the Indian organic food sector has been expanding quickly in recent years. Due to growing environmental and health consciousness, organic food items are becoming more and more popular worldwide. By offering organic certification, which increases consumer confidence and market credibility, the Indian government helps organic producers and marketers. Among India's top producers of organic food are states like Madhya Pradesh, Tamil Nadu and Maharashtra.

Statement of The Problems
The use of organic products plays a significant role in promoting health consciousness among consumers. In recent years, increasing concerns about environmental degradation and health-related issues have drawn attention to sustainable consumption practices. As a result, green marketing has emerged as an important strategy for encouraging environmentally responsible behavior while safeguarding consumer health.

Despite growing familiarity with organic products, repeat purchases remain relatively low. This is primarily due to insufficient green marketing initiatives and a lack of consumer trust. Additional

challenges include limited availability in nearby areas, high prices, low awareness levels, inadequate market expansion by farmers and organic food manufacturers, poor marketing visibility, consumer scepticism, inefficient supply chain management, and minimal use of social media advertising. This research focuses on the implementation of effective green marketing strategies to encourage repeat purchases of organic food products among consumers in Madurai. The study aims to identify key factors that can enhance marketing strategies and increase the purchase and continued use of organic food products in the region.

Review of Literature

Chandran,J.,&Suganya.R.(2024) Understanding the advantages of organic products depends heavily on consumer perception. Customers are moving to internet shopping sites, where information about organic and green items is readily available, as a result of growing digital literacy.

Ruthra,M.,&devendran,D.(2023). Customers are better able to understand the benefits of eco-friendly products and make wise purchases thanks to this awareness. Additionally, increased accessibility to organic products via physical and online channels reinforces and promotes consumer purchasing patterns.

Nguyen.C,,&Hoang.T.(2023) Consumer interest in buying eco-friendly items is increased by transparency. Marketers are actively working to increase consumer confidence and foster trust in green claims by offering accurate and transparent information about product source, certification, and environmental advantages.

Jeffery, S.,&. Smith,D.(2022) Customers are encouraged to use eco-friendly items when they are accessible through suitable distribution channels. Marketers can favorably impact purchasing decisions by increasing the accessibility of eco-friendly solutions. Additionally, smart pricing encourages consumers to select eco-friendly items over traditional ones.

Nandhitha,D.,&Kumaran,M(2022) By directing customers toward ecologically friendly items, eco-labeling contributes to environmental protection. As part of successful green marketing tactics, sustainable packaging increases the attractiveness of products and promotes repeat business. Additionally, encouraging local marketing and sourcing boosts consumer confidence and community involvement while supporting sustainability.

Harsha,T.,&Gangadharbatla,S(2021) When consumers are exposed to organic and environmentally friendly marketing, their perception levels rise. In order to effectively reach consumers and raise their awareness of the advantages of eco-friendly products, advertising is crucial.

Namkyung,K.,&Kihwan.L.(2020) Environmental consciousness and the buying of eco-friendly products are strongly correlated with social pressure and respondents' educational attainment.Customers are also encouraged to select eco-friendly solutions by peer pressure and common beliefs about green items.

Vigneshram,J.(2020) Policies and programs that boost the production of organic food items are encouraging farmers more and more. The government is actively working to raise awareness of ethical principles that support sustainability. Positive consumer behavior and attitudes toward ecologically friendly actions are shaped by these initiatives. Sustainable growth is further supported by encouraging trash reduction and product reuse through recycling procedures.

Magali.A.,& Vanessa C.(2019) By recognizing and addressing the increasing demand for sustainable consumption, marketers play a critical role in generating commercial prospects for eco-friendly products. They create a powerful brand image through successful branding techniques, which aids businesses in maintaining their competitiveness. Investors are drawn to the growing markets for organic products, which promotes more organic product production. This expansion aids in the creation of jobs and advances the green economy as a whole.

Rooban,E.,&rajan.K.(2019) According to their studies, consumers are giving sustainability and health more weight when making purchases. Customers in India frequently adhere to customary eating practices, which are in line with the ideas of natural and organic consumption. Additionally, consumers are increasingly favoring companies that exhibit high social responsibility and encourage health literacy since these attributes build trust and have an impact on long-term purchasing decisions.

Thomas.P.,& John W.(2018) looked at corporate social responsibility programs, concentrating on the health effects of organic food items. The study demonstrated how teaching customers about eco-friendly items and providing organic alternatives can both favorably impact environmental protection and improve health results.

Elizabeth,T.,&Matthew,.C.(2018) According to the literature, the high cost of producing organic items presents difficulties for manufacturers. Market expansion is further restricted by minimal consumer knowledge of organic products. The expansion of the organic food industry is further limited by the challenges manufacturers and marketers face when navigating environmental rules and compliance requirements in India.

Amanda,Y.,&Bruce.A.(2016) According to their research, organic products promote environmental sustainability and better health effects. Building trust through favorable consumer views of eco-friendly products is crucial for influencing long-term adoption and purchase decisions.

Akshaya,N.,&Ganesh,J.(2016) By clearly conveying the advantages of products for the environment and human health, green marketing plays a critical role in fostering customer loyalty. According to studies, marketers use a variety of tactics to connect with customers, improve customer happiness, and promote favorable word-of-mouth referrals from friends and neighbors.

Singh,J.,&Surabhi.S.(2015) Employees' opinions are positively impacted by eco-friendly procedures, which also increase their sense of pride at work. Workers who work for companies that value environmental responsibility are more driven to develop high-quality products. Adopting green HR practices helps manufacturing businesses develop a sustainable culture.

Research Objectives
1. To understand the demographic profile of the respondents and their buying behavior.
2. To analysis the factors of green marketing strategy influencing repeat purchase of organic food.
3. To examinethe impact of green marketing strategy on repeat purchase behaviour towards organic food products
4. To offer suggestions to business community, society and future researchers.

Research Methodology

Research entails a methodical set of techniques intended to accomplish particular goals. The goal of the current study is to increase regular consumption of organic food items by utilizing green marketing strategies. Standard statistical methods are applied for data analysis, and a variety of research instruments are utilized to satisfy the study's requirements. To gather pertinent and sufficient data, a systematic questionnaire based on a five-point rating scale was created in cooperation with business professionals.

Research Design

This research adopts a descriptive research design to examine key factors such as strategic elements of green marketing, consumer trust, brand influence, perceived benefits of organic food, and repeat purchase behavior. The questionnaire method is employed to collect primary data from respondents. In line with the research objectives, both null and alternative hypotheses are formulated for empirical testing.

Sample Design

The research employs a probability sampling technique, specifically random sampling, for sample selection. The study focuses on consumers who consume organic food products in the Madurai district. Respondents are selected from the northern, southern, eastern, and western regions of the Madurai district to ensure adequate representation.

Sample Frame And Size

Primary data are collected from 408 respondents across the selected regions of Madurai, Tamil Nadu. First-hand information is obtained from consumers who regularly use organic food products. The respondents are selected using a simple random sampling method. Five point Likert scale is used and structures questionnaire issued to the respondents.

Table No. 1.1 Regionswise Respondents

Madurai District	No.of Respondents	Percentage
Northernregion	102	25%
Southern region	102	25%
Eastern region	102	25%
Western region	102	25%
Total	**408**	**100%**

Source: Primary Data

The above table depicts that respondents are selected from four regions of the Madurai district. A total of 102 respondents are chosen from each region, resulting in an overall sample size of 408 respondents for this research.

Reliability

Table No. 1.2 Reliability

Construct	Number of Items	Cronbach Alpha
Green Marketing strategy	6	0.762
Consumer Trust	6	0.774
Repeat purchase on Organic food Products	14	0.856

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The measuring scale exhibits good internal consistency, meaning that the items consistently assess the same underlying construct, as indicated by its Cronbach's alpha testvalue of0.823. This outcome demonstrates that the scale is a trustworthy tool for evaluation.

Profile Of The Respondents

Table No. 1.3 Demographical Profiles Of The Respondents

Gender of The Respondents		
	Frequency	**Percent**
Male	234	58.21
Female	168	41.79
Total	**402**	**100**
Age of The Respondents		
Below 20	77	19.2
21-30	96	23.9
31-40	63	15.7
41-50	83	20.6
Above 50	83	20.6
Total	**402**	**100**
Qualification of The Respondents		
Under Graduate	191	47.5
Post Graduate	145	36.1
others	66	16.4
Total	**402**	**100**
Income of The Respondents		
Below Rs. 25000	49	12.2
Rs.25001 -Rs.50000k	134	33.3
Rs.50001-Rs.75000	53	13.2
Rs.75001-Rs.100000	61	15.2
Above Rs. 100000	105	26.1
Total	**402**	**100**

Source: Primary Data

The table proclaims that 58.21 per cent of respondents are male and 41.79 per cent are female. It is observed that 20.6 per cent of the respondents belong to the age group of 41-50 years and above 50 years respectively. 19.2 per cent respondents belong to below 20 years of age. 23.9 per cent of the respondents belong to 21-30 years of age. It is further observed that 15.7 per cent of respondents are aged 31-40 years.47.5 percent of the respondents completed under graduation whereas 36.1 per cent of the respondents completed post graduates. 16.4 percent of the respondents belong to other category. 12.2 per cent of the respondents received below Rs.25,000 salary.13.2 per cent of the respondents received

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Rs.50,001-Rs.75,000. 15.2 per cent of the respondents received Rs.75,001-Rs.1,00,000. More than 33.3% of the respondents receive monthly salary above Rs.25,001-Rs.50,000.

Data Analysis And Results
6.1 Factor Analysis

The researcher often uses factor analysis, a data reduction approach, to find a small number of factors that account for a significant portion of the variance seen in a large number of variables.

Table No. 1.4 Kmo And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.752
Bartlett's Test of Sphericity	Approx. Chi-Square	528.806
	df	91
	Sig.	.000

Source: Primary Data

A statistic called the Kaiser-Meyer-OlkMeasure of Sampling Adequacy evaluates the percentage of variance in variables that can be linked to underlying causes. The results show that factor analysis is appropriate and helpful for the current study, with a KMO value of 0.752, which is higher than 0.5.

Table No. 1.5 Factors of Repeat Purchase On Organic Products

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.034	14.532	14.532	2.034	14.532	14.532
2	1.597	11.406	25.938	1.597	11.406	25.938
3	1.336	9.543	35.481	1.336	9.543	35.481
4	1.265	9.039	44.520	1.265	9.039	44.520
5	1.124	8.027	52.547			
6	1.105	7.890	60.437			
7	.991	7.079	67.517			
8	.897	6.409	73.926			
9	.824	5.889	79.815			
10	.744	5.317	85.131			
11	.634	4.525	89.657			
12	.534	3.817	93.474			
13	.472	3.373	96.847			
14	.441	3.153	100.000			

Source: Primary Data

Table No. 1.6 Factor Loading

Rotated template				
	Component			
	I	**II**	**III**	**IV**
E5: Health Benefits	0.799			
E11:Trust in Quality	0.781			
E2: Nutrient Rich	0.685			
E6:Taste		0.672		
E1:Freshness		0.679		
E9:Emotional Connection		0.533		
E12:Feel safe		0.461		
E4:Environmental concern			0.699	
E14: Eco Consciousness			0.553	
E3:Perceived values			0.469	
E7: friends & Family recommendation				0.789
E13:Consumer satisfaction				0.680
E8:Availability & Convenience				0.642
E10:Price				0.639

Source: Primary Data

Clear interpretation and proper factor labeling are made easier by the significant influence between variables and their related factors, as seen in the above table. The influence between the variables is successfully determined using the rotated factor matrix.

Factor 1: The loadings of variables E5, E11, and E2 are 0.799, 0.781, and 0.685, respectively. This factor, known as "Perceived and Benefit Factors," consists of three original variables. It has a significant impact on the recurring purchasing of organic food items.

Factor 2: The loadings for variables E6, E1, E9, and E12 are 0.672, 0.679, 0.533, and 0.461, respectively. This category, known as "Sensory and Emotional Factors," has four more original variables.

Factor 3: With loadings of 0.699, 0.533, and 0.469, respectively, variables E4, E14, and E3 are grouped under this factor. "Environmental value factors" is the name given to this component.

Factor 4: The loadings of variables E7, E13, E8, and E10 are 0.789, 0.680, 0.642, and 0.839, respectively. This element, known as "Social and Market Factors," consists of five original variables.
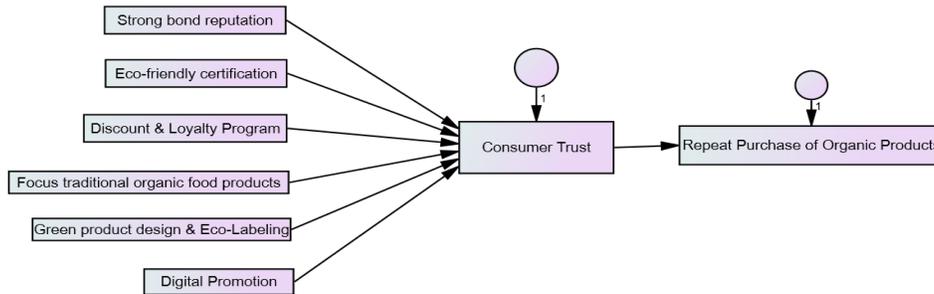
Structural Equation Modeling(Sem)
(I)Path Diagram
Ho: There is no significant impact of Green marketing strategy on repeat purchase of organic products.
H_1: There is a significant impact of Green marketing strategy on repeat purchase of organic products.

FIG:1.1 PATH DIAGRAM FOR SEM

According to the null hypothesis, consumer willingness to make repeat purchases of organic goods is not significantly impacted by green marketing tactics. The linkages between green marketing characteristics and the intention to make repeat purchases are examined and illustrated using the structural equationmodeling. The picture shows the path diagram of SEM.

Table No. 1.7computation of Degree of Freedom

Number of distinct sample moments:	36
Number of distinct parameters to be estimated:	30
Degrees of freedom (36 - 30):	6

Impact of Green Marketing Strategy On Repeat Purchase Behaviour Towards Organic Food Products
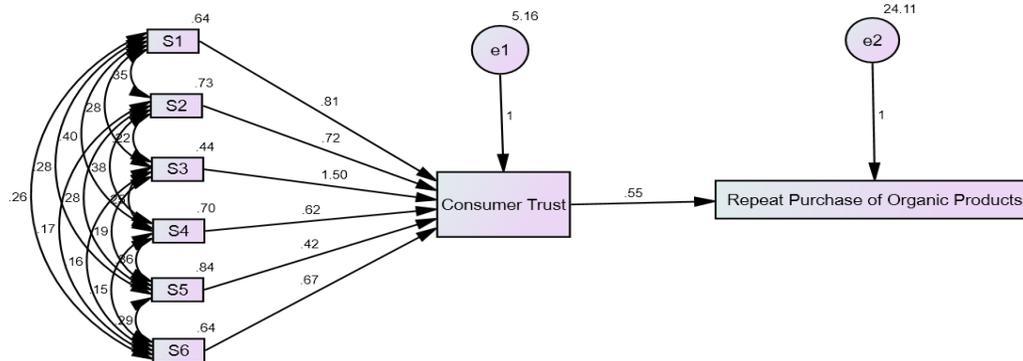**Ho:**Model is a good fit

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Table No. 1.8 Parameter summary

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	2	0	0	0	0	2
Labeled	0	0	0	0	0	0
Unlabeled	7	15	8	0	0	30
Total	9	15	8	0	0	32

Source: Primary Data

Table No. 1.9 CMIN

Model	Npar	Cmin	Df	P	Cmin/Df	Rmr	Gfi	Agfi
Default model	30	34.006	6	0.060	4.001	0.983	0.980	0.980
Saturated model	36	.000	0			.000	1.000	

Source: Primary Data

The Chi-square value is 34.006 degrees of freedom, according to the table. The permissible threshold of 5 is exceeded by the CMIN/DF ratio of 4.001. As a result, the model shows a good fit, meaning that the observed data match the proposed structure quite well.

Table No. 1.10 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.006	.074	.144	0.003
Independence model	0.318	0.302	0.334	0.000

Source: Primary Data

An appropriate degree of model fit is indicated by the RMSEA value, which falls between 0.05 and 0.08. Moreover, the model's adequacy is further supported by the root mean square residual value being less than 0.008. When taken as a whole, these goodness-of-fit indices verify that the suggested model

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accurately depicts the observed data and upholds the validity of the structural correlations the study examined at.

Table No. 1.11 Regression Weights

			Estimate	S.E.	C.R.	P	Label
Cosumer_Trust	<---	SI	.806	.203	3.979	***	
Cosumer_Trust	<---	S2	.719	.166	4.333	***	
Cosumer_Trust	<---	S3	1.503	.208	7.229	***	
Cosumer_Trust	<---	S4	.623	.188	3.316	***	
Cosumer_Trust	<---	S5	.418	.149	2.807	.005	
Cosumer_Trust	<---	S6	.668	.163	4.094	***	
Repeat_purchase_of_Organic_Products	<---	Cosumer_Trust	.554	.070	7.918	***	

Source: Primary Data

The p-values that show the degree of impact between the variables are displayed in the above table. The p-values are used to determine statistical significance, and the Critical Ratio (CR) values are not within the range of -1.96 to 1.96. The results of the regression show that green marketing tactics have a major impact on consumers' tendency to make repeat purchases of organic food items.

Discussion

Majority of the respondents are male (58.21%), while females constitute 41.79%. With respect to age, the largest proportions of respondents fall within the 41–50 years and above 50 years categories (20.6% each). Respondents below 20 years account for 19.2%, followed by those aged 21–30 years (23.9%) and 31–40 years (15.7%).In terms of educational qualification, 47.5% of the respondents have completed undergraduate studies, while 36.1% are postgraduates. The remaining 16.4% fall under other educational categories.Regarding income, 12.2% of respondents earn below Rs.25,000 per month. About 33.3% earn between Rs.25,001 and Rs.50,000, 13.2% fall within the Rs.50,001–Rs.75,000 range, and 15.2% earn between Rs.75,001 and Rs.1,00,000 per month.

The rotated factor matrix reveals a strong relationship between the observed variables and their corresponding factors, enabling clear interpretation and appropriate factor labeling..

Factor 1, labeled**Perceived Health and Benefit Factors**, includes health benefits, trust in quality, and nutrient richness. This factor shows a strong influence on consumers' repeat purchase decisions, indicating that perceived health value and product quality are key drivers.Factor 2, identified as **Sensory and Emotional Factors**, comprises taste, freshness, emotional connection, and a sense of safety. These attributes highlight the importance of sensory satisfaction and emotional assurance in shaping consumer preferences.Factor 3, termed **Environmental Value Factors**, consists of environmental concern, eco-consciousness, and perceived values. This factor reflects consumers' growing awareness of environmental sustainability and its role in influencing purchasing behavior.Factor 4, labeled**Social and Market Factors**, includes recommendations from friends and family, consumer satisfaction, availability and convenience, and price. The findings suggest that social influence and market-related elements significantly affect repeat purchases of organic food products.

The goodness-of-fit results indicate that the proposed structural model fits the observed data satisfactorily. The chi-square and CMIN/DF values fall within acceptable limits, supporting the overall

suitability of the model. The RMSEA value lies within the recommended range, and the low root mean square residual further confirms the adequacy of the model.

In addition, the regression analysis reveals statistically significant relationships among the variables. The 'P' values and Critical Ratio results demonstrate that green marketing strategies exert a significant influence on consumers' repeat purchase behaviour toward organic food products. Collectively, these findings validate the structural relationships examined in the study and confirm the effectiveness of green marketing in encouraging repeat purchases.

Conclusion

The study concludes that green marketing strategies play a significant role in influencing consumers' repeat purchase behavior toward organic food products. The demographic analysis reveals that respondents are diverse in terms of age, education, and income, indicating broad awareness and acceptance of organic foods across different consumer groups. Factor analysisidentifies four key dimensions perceived health and benefits factors, sensory and emotional factors, environmental value factors, and social and market factors which collectively shape consumers' purchasing decisions. Among these, healthrelated benefits, product quality, and trust emerge as the most influential drivers of repeat purchases.The structural equation model demonstrates an acceptable level of fit, confirming the reliability and validity of the proposed framework. Regressions results further establish that green marketing strategy significantly affect repeat buying behavior. Overall, the findings highlight the importance of effective green marketing practices in building consumer trust, enhancing satisfaction and promoting sustainable consumption of organic food products.

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