

## MARKETING

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### ANALYSIS OF IMPACT OF DEMOGRAPHIC FACTORS ON THE CONSUMPTION OF ORGANIC FOODS IN GREEN MARKETING PERSPECTIVE: AN INTERNATIONAL SURVEY-BASED STUDY

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**Abstract.** This paper aims to identify the factors which affect the consumption of organic foods such as natural milk and olive oil on an international scale. It should be mentioned that the factors examined are gender, age, nationality, educational level, and occupation of consumers. The study was explored through an online survey between January-November 2022 among 155 respondents from 14 countries; most of them are from Turkey, Algeria, Pakistan, Georgia, and India. Then, the results were analysed through SPSS software V26. As results, the independence between the consumption of organic food and the demographics variables is confirmed. It means that all corporasants of each variable are related to the consumption of organic product. Indeed, the limit of this study is in the number of sampled population (155), besides, some countries such as Libya, France, Mali; Italy; and Ethiopia are represented by one participant for each country. Consequently, the result obtained can't be generatedd all worldwide. The same observation for some occupations (Judge, Nurse, Pharmacist and dentist), are not fully sufficient to be analysed further.

**Keywords:** consumer behaviour, green marketing, organic foods, chi square test, international survey

**JEL classification:** M30, M31

## INTRODUCTION

Green marketing is one of the most addressed matters in the business of this era (BOUKHEDIMI C.E & al, 2023). In fact, one of the most critical matters in the world is the rising death caused by cancer, high blood pressure and diabetes which are impacted by the consumption of unhealthy food. Therefore, it is important to tackle the unsafe food and moving to organic food or green food. The largest portion of environmental effect is generally attributed to one of the three consumption domains: food (ABDAL. A, et al., 2022 a). The term 'organic' was first used in the book entitled 'Look to the Land', edited by NORTHBOURNE in 1940 in study about organic farm.

In this subject, (NOURTHBOURNE, 2003) defined organic farming as ‘an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity’. The growth of organic food consumption can also be attributed to the rising levels of concern for environmental and ecological welfare surrounding the use of chemical, synthetic and genetically modified means of conventional food production (H. WILLER et al, 2020).

According to (LEA E, WORSLEY T, 2005) and (VAN DOORN J, VERHOEF PC, 2011), younger household and women consider organic food more important and include it in their purchase. Similarly, past studies have also found that women are more interested in organic food than men (WANDEL M, BUGGE A, 1997). These past studies are also supported by (KOIVISTO HU, MAGNUSSON MK, 2003) who noted that a higher proportion of women holds positive attitudes towards organic foods and consumes organic foods (STORSTAD, O et al, 2003). Besides, (JOLLY, DA, NORRIS, K, 1991) mentioned that most organic food buyers tend to be more youthful than non-buyers. Furthermore, (FOTOPOULOS, C. & KRYSTALLIS, A., 2002) reveal that young people are more environmentally aware but less willing to pay more due to their lower purchasing power. In contrast, older people are more health conscious and willing to pay an additional price for organic food. Instead, this finding can't be confirmed

Indeed, the issue of organic food does not belong to a special country without others. In this sense (LAMONACA, Emilia, et al, 2022) present a study about consumer perception of attributes of organic food in Italy among 672 respondents. Additionally, in the Asian continent, (SHALINI, TALWAR et al., 2021) investigated the reasons which compel the willingness to purchase organic food among 928 Japanese consumers.

According to the data present in (statista, 2022a), the United States holds the leadership in the global organic food sales in 2020 with a market share of 41%, followed by Germany (12%), France (11%), China (08%), Canada (4%). While the rest of the world represents 24%. In the same logic, the value of organic food worldwide market in 2021 is achieved at 227.2 million U.S.D (statista, 2022b).

*Table 1*

*Retail sales share of organic food worldwide in 2020, by country*

<b>Country</b>	<b>USA</b>	<b>Germany</b>	<b>France</b>	<b>China</b>	<b>Canada</b>	<b>Other</b>
<i>Share %</i>	41	12	11	08	04	24

(G. MIGLIOREi, et al, 2020) Highlight that attitudes towards healthy food and the environment are totally associated with a higher willingness to pay for organic products, the latter being also influenced by consumers' socio-demographic aspects. In fact, we can say that the last idea confirms that organic food is more expensive than ordinary eating because the raw materials are rare compared to the population which is accumulated around the globe as the table (2) indicates:

*Table 2*

*Evolution of population in worldwide between 1955-2022*

<b>Years</b>	<b>1955</b>	<b>2010</b>	<b>2020</b>	<b>2022</b>
<i>Population in Billion</i>	2.77	6.96	7.79	8

In this perceptive, the pertinence of the present study is generated from a questionnaire which is conducted with an online survey about the consumption of organic products among 155 respondents in 14 countries, during 2022. Then, the results were analysed through SPSS software version 26. Thus, the question which needs to be answered through this study is as follows:

What are the demographic factors which drive consumers to purchase organic food in the globe?

## **HYPOTHESIS**

To make our research easier, we suggest testing further the following hypothesis which represent the demographics variables:

**H<sub>1</sub>:** The consumption of organic food is impacted by the type of gender.

**H<sub>2</sub>:** The consumption of organic food is impacted by the type of generation.

**H<sub>3</sub>:** The consumption of organic food is impacted by the type of occupation.

**H<sub>4</sub>:** The consumption of organic food is impacted by the educational level of respondents.

**H<sub>5</sub>:** The consumption of organic food is impacted by the nationality of respondents.

## **LITERATURE REVIEW:**

**1. Green Marketing:** The literature contains various definitions of Green Marketing. The American Marketing Association (AMA) was the first one to present obviously the ecological marketing in the earliest 1970s as the study of positive and negative aspects of marketing activities on pollution, energy depletion, and non-energy resources depletion (HENION, Karl. KINNEAR, T, 1976, p. 1).

It should be stated that the term of green marketing describes attempts by marketers to develop strategies that target environmental consumers (McDaniel, S. W., & Rylander, D. H., 1993, p. 4). Additionally, this concept is a holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing (CHARTER, 1992, p. 394)

Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.(Pride and Ferrell, 1993) Green marketing is identified also as any marketing activity, related to a certain organization, aims at creating negative influence or removing negative influence for a certain product on environment (Stanton, William et al, 1997, p. 612).

In addition, both (CHARTER, Martin & POLONSKY, Michael Jay, 1999) Suggested the following definition: The marketing or promotion of a product based on its environmental performance or an improvement thereof. Moreover, Green Marketing was identified as the movement which is directed towards organizations production of products responsible environmentally (KOTLER, Phillipe & Armstrong, Gary, 1999, p. 716).

Green marketing, also called **environmental marketing** and responsible marketing, is the integration of value-creating change into the natural environment as well as consumers and society (Polonsky, 2011, p. 1311). Then, (BOUKHEDIMI, 2021 , p. 2) proposed that Green Marketing is the promotion of health and safety products obtained by the honest practices of factories in order to protect both ecological environment and well-being of citizens (consumers, employers of factories and the rest of the society). Basically, Green Marketing is about the incitation to use safe products which aren't harmful for the environment and well-being of humans in order to achieve sustainable development.

Ultimately,"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption disposal of products and services happen in a manner that is less harmful to the environment or not at all harmful (Abdal, Ahmed et al, 2023, p. 19).

## **2. Green product:**

The green product is one of the most important elements of the green marketing mix. It is called too eco-friendly product and an environmental product. In business, the term green product is generally used to describe those efforts to protect or enhance the natural environment by conserving energy and/or resources and by reducing or eliminating the use of harmful agents, pollution and waste (PARSOYA, 2021). A green product can be defined as a product that will not pollute the environment or waste natural resources in excess and can be recycled or conserved, in other words, a green product is a product that incorporates recycling strategies or contains some recycled content, packaging that use natural or less toxic materials to reduce the impact on the environment,

in general a green product can be characterized as an ecological or environmentally friendly product (SANTANA, 2021). To specify this kind of product, OTTMAN (1994) stated that an environmentally or green product should have the following characteristics:

- Must be manufactured with a minimum amount of raw materials and with recyclable raw material;
- Must be manufactured with the utmost energy efficiency and with the least use of water;
- Must be packed in lighter packaging;
- Must provide higher durability and serve multiple purposes;
- Is reusable;
- Is biodegradable. So here green products refer to those which are eco-friendly and usage of green products does not harm the environment.

According to (BOUKHEDIMI C. E., 2022) the research among the green marketing will be more interesting in the future. While, green products are more costly than ordinary products; the growth of green consumers will contribute to the decrease of safe product prices.

**3. Green consumers:** (ELKINGTON, 1994, p. 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

Green consumerism, often known as green consumerism is, a form of environmentally responsible consumption that has emerged as a result of increased environmental preservation awareness (MOISANDR, 2007). Consumer environmentalism is growing in popularity around the world as a result of consumers; increased attention to the expansion of environmental protection initiatives and the effects of pollution (MCINTOSH, 1991). Customers are more inclined to buy environmentally friendly, organic items as a result (ABDAL, A, et al., 2022b). More consumers are looking for greener products as they become more popular on the market (NIMSE P, VIJAYAN A, KUMAR A, VARADARAJAN C, 2007).

Additionally, (GINSBERG, Jill Meredith. & BLOOM, Paul N. , 2004) Showed that there exist 5 classes as Roper Starch worldwide identifies in their survey. However, (BOUKHEDIMI, 2021 , p. 4) (BOUKHEDIMI & SEDIKI, 2021) were added another class per a recent survey concerning inexperienced clients in Algeria.

**3.1 True Blue-Green:** This status is perfect, particularly with their high interest in environmental and healthcare matters. They still donate to a wide range of pro-environmental movements, like following environmental conferences, providing a contribution to keep the ecological environment, similarly, they hold high socio-economic levels (Education: "Masters & Ph.D.", Economic: High-income level and professional level). Then, most of them are managers, doctors, engineers. They avoid shopping for products that aren't made by environmentally friendly enterprises.

**3.2 Greenback Greens:** They share the same qualities of True blue Greens (high-income level, attention about green products) but they are less conscious of environmental causes compared to the first class, it signifies they do not donate directly to the awareness of others. While, they sponsor associations and organizations that care of healthcare and ecological problems.

**3.3 Sprouts:** They are less conscious than the Greenback Greens and True Blue Greens and they do not like to purchase green products despite their high-income group, so the instruction level is the main aspect for this type. For example, they just have some awareness such as support on environmental meetings or buy occasionally green products.

**3.4 Grouzers:** These persons are not interested in pro-environmental behaviours and events in general, because they believe that they are not involved by the ecological matters, and it is the responsibility of enterprises and governments, especially, their income class is down (most of them are workers and retirees). They participate only in the recycling function by participating in the collection of emptied bottles, only to evade the penalties set by the authorities.

**3.5 Basic Browns:** This group avoids categorically being interested in environmental concerns, and they do not condemn other individuals for environmental problems as pollution, briefly, they do anything to protect their environment. It is true that they have a low-income level, but they haven't skipped that environmental effect momentarily or later in their well-being.

**3.6 Anti- Green Customer:** It must be noted that a new class of green consumers was added which contain a high-income status, but they don't prefer to buy these safe products. More, they do not care about ecological and healthcare topics at all, that's why (BOUKHEDIMI & SEDIKI, 2021) choose to call them an anti-green customer.

Table 3.

*Attributes of consumers in green marketing approach*

Green Customer Segment	Income level		Ability to purchase of a green product			Awareness of ecological and healthcare issues			
			Levels: From 0 to 2			Levels: From 0 to 3			
			0	1	2	0	1	2	3
	Low	High	0%	Less than 50%	More than 50%	0%	Less than 33%	Less than 66%	More than 66%
<i>True blue-greens</i>		✓			✓				✓
<i>Green back greens</i>		✓		✓					✓
<i>Sprout</i>		✓	✓					✓	
<i>Grouzers</i>	✓		✓				✓		
<i>Basic browns</i>	✓		✓			✓			
<i>Anti-green consumers</i>		✓	✓			✓			

Source: (BOUKHEDIMI C. E., 2021 )

## PAPER OBJECTIVE:

1. To emphasize the relationship between the Organic Food and Green Marketing;
2. To assess the intention of customers to purchase Organic Food in 14 different Countries;
3. To measure the impact of demographic factors on the consumption of organic foods among 14 countries;
4. To know the awareness level toward Organic Food in different Countries;
5. To generate the data related to the consumption level of consumers of Organic Food in 14 countries.

## METHODOLOGY:

We precede two types' methods. The first one is based on qualitative data which aims to shed light on several conceptual terms such as green marketing, green consumer, and organic food. Furthermore, the second method is deeply quantitative, through it, the results issued from the questionnaire are analysed in a statistically descriptive view followed by a specific statistical test



which is the Chi Square test. It should be noted that a questionnaire about the consumption of organic food was addressed to 155 persons, during 2022 at an international level illustrated by 14 countries.

## **RESULTS AND DISCUSSION:**

### **1. Reliability test**

The first part of the study result belongs to its reliability. In this sense (WAHYUDI, 2016) stated that when the value of Cronbach alpha is between 0.6 and 0.8, it is considered reliable. However, a value which is superior to 0.5 is also acceptable (ZAIGHAM, 2021). The Cronbach alpha value obtained in this study is 0.658 for 11 items, which confirm the reliability of the survey.

### **2. Descriptive Statistic**

In this part, the practical research of this study covers the statistics descriptive which aims to reveal the demographic characteristics of the sampled population.

#### **2.1 Gender**

Table 4 below illustrates the first demographic variable which is the gender of respondents, which is dominated by 94 women (60.4 %) and 61 men (39.4 %). This result confirms that women are more interested to appear in our study and affirms the dispersion of the sample (See Standard deviation = 0.49).

It should be noted that in economic research, it is appropriate to use the term (Man/Women) to replace the term (Male/Female) because the last one is appropriate to biological and physical aspects (BOUKHEDIMI C. E., 2022).

*Table.4*

*Gender of respondents*

		Frequency	Percentage	Mean	SD
Gender	Man	61	39.4	1.61	0.49
	Woman	94	60.6		
<b>Total</b>		<b>155</b>	<b>100</b>	<b>-</b>	<b>-</b>

#### **2.2 Ages' category**

As it is shown in table 5, it has been found 134 respondents from generation Y which illustrate 86.5% of the total. However, 17 persons from generation X (11%) and 4 from generation Z (2.6%) present the rest of the sample study. Therefore the small value of standard deviation (0.36) is impacted by the number of generation Y participants.

*Table 5*

*Age of respondents*

		Frequency	Percentage	Mean	SD
Age	Generation X	17	11	3.92	0.36
	Generation Y	134	86.5		
	Generation Z	4	2.6		
<b>Total</b>		<b>155</b>	<b>100</b>	<b>-</b>	<b>-</b>

## 2.3 Occupation

Table 6

*Occupational level of respondents*

		<i>Frequency</i>	<i>Percentage</i>	<i>Mean</i>	<i>SD</i>
<i>Occupation</i>	Lecturer	18	11.6	5.3	4.461
	Teacher	20	12.9		
	Unemployed	52	33.5		
	Accountant	4	2.6		
	Employee	16	10.3		
	Manager	9	5.8		
	Engineer	5	3.2		
	Business owner	5	3.2		
	Designer	2	1.3		
	Judge	1	0.6		
	Lawyer	2	1.3		
	Consultant	11	7.1		
	Nurse	1	0.6		
	Doctor	2	1.3		
	Psychologies	3	1.9		
	Dentist	1	0.6		
	Pharmacist	1	0.6		
	Translator	2	1.3		
<i>Total</i>	-	<b>155</b>	<b>100</b>	-	-

Table 6 indicates the occupational status of participants; most of them are unemployed (33.5%), teachers (12.9%), lecturers (11.6%), and employees (10.3%). Nevertheless, the rest are divided between consultants (7.1%), managers (5.8%), engineers, and business owners (3.2%). Besides, the other status such as accountant, dentist, lawyer, psychologist, pharmacist, nurse, judge, designer, doctor, dentist, and translator are less appeared in the survey.

## 2.4 Educational level

In table 7, below, 66.5 % of participants are ungraduated, which is why the value of the standard deviation is small (0.474).

Table 7

*Educational level of respondents*

		<i>Frequency</i>	<i>Percentage</i>	<i>Mean</i>	<i>SD</i>
<i>Educational level</i>	Undergraduate	103	66.5	1.34	0.474
	Postgraduate	52	33.5		
<i>Total</i>	-	<b>155</b>	<b>100</b>	-	-

As is noted in the table.8 below, 45 respondents are from Turkey, followed by 36 Algerians, 24 Pakistani, 22 Georgians, and 14 Indians. However, few participants are from other countries such as Iraq (4), and Egypt (3), and only 1 participant from France, the same statement for Libya, Mali, Czech, Nepal, Italy, and Ethiopia.

## 2.5 Nationality of respondents

Table 8

*Nationality of respondents*

		Frequency	Percentage	Mean	SD
	<b>Algerian</b>	<b>36</b>	<b>23.2</b>	<b>3.26</b>	<b>2.46</b>
	<b>Turkish</b>	<b>45</b>	<b>29</b>		
	<b>Indian</b>	<b>14</b>	<b>9</b>		
	<b>Pakistani</b>	<b>24</b>	<b>15.5</b>		
	<b>Georgian</b>	<b>22</b>	<b>14.2</b>		
	<b>French</b>	<b>1</b>	<b>0.6</b>		
	<b>Egyptian</b>	<b>3</b>	<b>1.9</b>		
	<b>Libyan</b>	<b>1</b>	<b>0.6</b>		
	<b>Iraqi</b>	<b>4</b>	<b>2.6</b>		
	<b>Malian</b>	<b>1</b>	<b>0.6</b>		
	<b>Czech</b>	<b>1</b>	<b>0.6</b>		
	<b>Nepali</b>	<b>1</b>	<b>0.6</b>		
	<b>Italian</b>	<b>1</b>	<b>0.6</b>		
	<b>Ethiopian</b>	<b>1</b>	<b>0.6</b>		
<b>Total</b>	<b>-</b>	<b>155</b>	<b>100</b>	<b>-</b>	<b>-</b>

**3. Chi square tests:**

In order to know the relationship between the demographic factors and if the respondents consume organic food, it was important to explore the Chi square test. Thus, the result illustrated in the table.9 shows that the null hypothesis of each variable (Gender, age's category, educational level, occupation and nationality) is confirmed. On the other hand, the independence relation is demonstrated because all the values are superior to the significant level ( $p = 0.05$ ).

Table 9

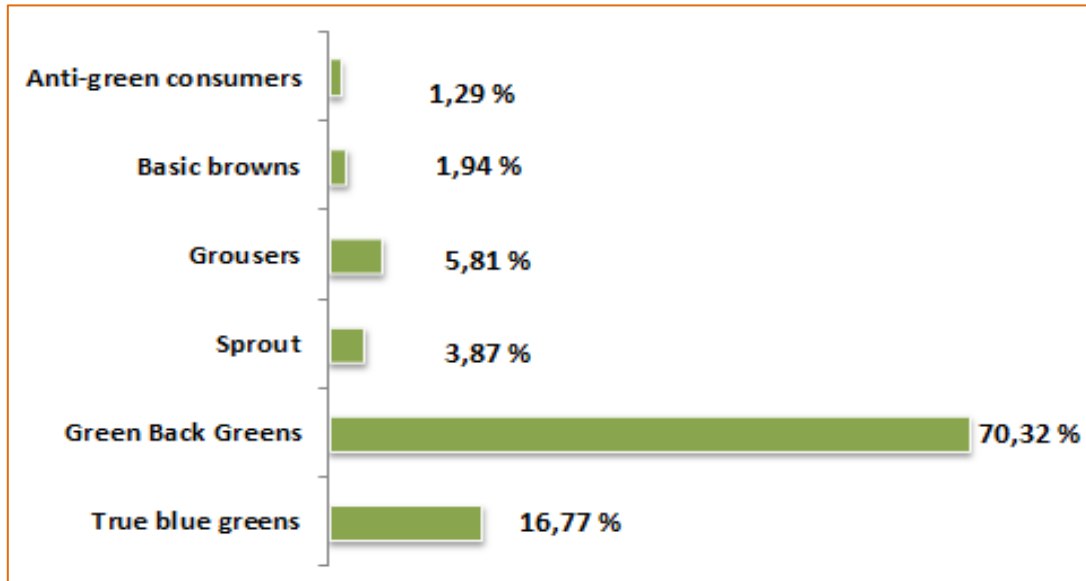
*Chi-square test & hypothesis results*

<i>Variables</i>	<i>P-value</i> $X_2$	<i>Result</i>	<i>Hypothesis</i>	
			<b>H<sub>0</sub></b>	<b>H<sub>1</sub></b>
<b>Gender</b>	0,966	Independence	Affirmed	Rejected
<b>Age</b>	0,763	Independence	Affirmed	Rejected
<b>Occupation</b>	0,877	Independence	Affirmed	Rejected
<b>Educational level</b>	0,298	Independence	Affirmed	Rejected
<b>Nationality</b>	0,235	Independence	Affirmed	Rejected

Finally, the participants in this survey were been classed according to their social and behavioural characteristics. In this sense, it has been found that the majority (87.09 %) are green consumers (70.32 % green back greens and 16.77 % true blue greens), the others are less observed (sprout 3.87 %), grouzers (5.81 %); basic browns (1.94 %) and anti-green consumers (1.29 %). The results show that 87.09 % of respondents are aware of organic food consumption.

It should be stated that the persons who are undergraduates could be considered green consumers because they could be impacted by their family, friends, etc. Furthered, away to professions that generate high income, the other professions owner (employed, unemployed) could receive funds from their family.





*Figure1. Classes of survey respondents*

## CONCLUSION

This study has suggested the measurement of consumer awareness toward organic products under a green marketing perspective. To do that, we launched an online survey in 2022 and we received 155 responses from 14 countries, most of them women (60.6%), under-graduated (66.5%), and aged between 1986-2022 with 86.5%. Also, 29 % of the total is from Turkey, 23.2 % (Algeria), and 15.5 % from Pakistan.

After checking the nexus between the consumption of organic products and the demographics characteristics of respondents, it is ensured that these variables don't effect on our sample attitude. In the other words, all sub-characteristics are included in the consumption of green eating as the table available in the appendices indicates, so all hypothesis of this study are rejected.

It should be noted that the survey of this study doesn't cover all countries (14/195). Moreover, several countries appeared in this research, are less representative such as: France, Italy, Nepal, Mali, Iraq, Libya and Egypt. In addition, regardless to frequent occupations seen in this research (Lecturer, teacher and unemployed), the other professions are less viewed.

**APPENDICES**

*Table 10*

*Answers of respondents per variables*

	Yes	No
Men	45	7
Women	83	11
Generation X	15	2
Generation Y	118	16
Generation Z	4	-
Lecturer	17	1
Teacher	18	1
Unemployed	45	7
Accountant	4	-
Employee	12	4
Manager	8	1
Engineer	4	1
Business owner	5	-
Designer	2	-
Judge	1	-
Lawyer	2	-
Consultant	8	3
Nurse	1	-
Doctor	2	-
Psychologies	31	-
Dentist	1	-
Pharmacist	1	-
Translator	2	-
Undergraduate	93	10
Postgraduate	44	8
Algerian	32	4
Turkish	43	2
Indian	14	-
Pakistani	20	4
Georgian	15	7
French	1	-
Egyptian	2	1
Libyan	1	-
Iraqi	4	-
Malian	1	-
Czech	1	-
Nepali	1	-
Italian	1	-
Ethiopian	1	-

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## **АНАЛІЗ ВПЛИВУ ДЕМОГРАФІЧНИХ ФАКТОРІВ НА СПОЖИВАННЯ ОРГАНІЧНИХ ПРОДУКТІВ З ОГЛЯДУ ЗАГАЛЬНОЇ ПЕРСПЕКТИВИ ЗЕЛЕНОГО МАРКЕТИНГУ: МІЖНАРОДНЕ ДОСЛІДЖЕННЯ НА ОСНОВІ ОПИТУВАННЯ**

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Стаття спрямована на визначення факторів, які впливають на споживання органічних продуктів, таких як натуральне молоко та оливкова олія, у міжнародному масштабі. Слід зазначити, що досліджуваними факторами є стать, вік, національність, рівень освіти та рід діяльності споживачів. Дослідження було досліджено за допомогою онлайн-опитування в період з січня по листопад 2022 року серед 155 респондентів із 14 країн; більшість із них – з Туреччини, Алжиру, Пакистану, Грузії та Індії. Потім результати аналізували за допомогою програмного забезпечення SPSS V26. В результаті підтверджено незалежність між споживанням органічної їжі та демографічними змінними. Це означає, що всі корпосанти кожної змінної пов'язані зі споживанням органічної продукції. Дійсно, межа цього дослідження полягає в кількості відібраного населення (155), крім того, деякі країни, такі як Лівія, Франція, Малі; Італія; та Ефіопію представляють по одному учаснику від кожної країни. Отже, отриманий результат не може бути отриманий у всьому світі. Те саме спостереження для деяких професій (суддя, медсестра, фармацевт і дантист) недостатньо для подальшого аналізу.

**Ключові слова:** поведінка споживачів, зелений маркетинг, органічні продукти харчування, тест хі квадрат, міжнародне опитування.