Encapsulating Green Knowledge GAP among Millennial with Reference to Organic Food Category

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Abstract

All over the globe, every country is talking about green; green fuel, green economy, green education, green industry etc. India is considered as the youngest country in the world. India has **more than 50%** of its population **below the age of 25** and **more than 65% below the age of 35**. People who born between 1980 to 2000 considered being millennial. Study tries to indentify the gap of green knowledge among these millennial with special reference to organic food category. Green knowledge deals with all such aspect which directly or indirectly affects our ecosystem. It starts journey from human body to their surroundings. These surroundings could be their home, their work place.

This paper restricts itself for organic food only and tried to understand the awareness gap among millennial. For this purpose 110 millennial taken as sample size. That further divided into younger & older millennial. Supermarket's customer were taken as sample Unit and sampling method opted was convenience. Chi square was used for hypothesis testing. And ANOVA has been used to identify relation between the awareness availability medium and millennial opinion. Major finding says that millennial are having very high awareness level but in depth knowledge was very low. Because of less advertisement and promotion by these organic firms, millennial found the less availability in market. All organic FMCG companies should try to canvas these whitespace in such a way that they can catch and hold these groups.

Keywords: Green Knowledge, Millennial, organic Food

Introduction

India has more than 50% of its population below the age of 25 and more than 65% below the age of 35 that is the reason why India being pronounced as young country in the world. Millennials (also known as the Millennial Generation or Generation Y) are the demographic cohort following Generation X. There are no precise dates when the generation starts and ends; most researchers and commentators use birth years ranging from the early 1980s to the early 2000s.These group directly contribute to the economy of nation.

A Fractured Group

Additionally, millennial are not one big, sustainable, homogenous group. We see some big differences between younger millennial (ages 18 to 24) and older millennial (ages 25 to 33)

Study tries to understand the knowledge gap among these millennial for organic food. **Organic foods** are foods produced by organic farming. While the standards differ worldwide, organic farming in general features cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity.

Early consumers interested in organic food would look for non-chemically treated, non-use of unapproved pesticides, fresh or minimally processed food. They mostly had to buy directly from growers.

To be **certified organic**, products must be grown and manufactured in a manner that adheres to standards set by the country they are sold in. In India NPOP, (National Program for Organic Production) gives such certification.

There is widespread public belief that organic food is safer, more nutritious, and tastes better than conventional food. These beliefs are promoted by the organic food industry

Psychological effects such as the "halo" effect, which are related to the choice and consumption of organic food, are also important motivating factors in the purchase of organic food. The perception that organic food is low-calorie food or health food appears to be common

Now it is very important to understand that millennial orientation for organic food as well their overall knowledge gap.

Objectives:

1. To know the awareness level for organic food among millennial

2. To understand their level of inclination toward organic food

Literature Review

The results indicate that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. Hee Yeon Kim, Jae-Eun Chung, (2011). That much of what has been commonly referred to as "green marketing" has been underpinned by neither a marketing, nor an environmental, philosophy. Five types of misconceived green marketing are identified and analyzed: green spinning, green selling, green harvesting, enviropreneur marketing and compliance marketing. Ken Peattie, Andrew Crane, (2005). It indicate that label users tend to be female, highly concerned about climate change and air pollution, currently engage in environmental practices, involved in environmental issues, and are more likely to be informed through traditional media outlets. Nancy Engelhardt Furlow, Cynthia Knott, 2002. Organic food is understood as opposed to conventional food, itself seen as overly processed, un-pure and ultimately unnatural. This, for some, grants organic food with naturalness and purity. The main reason for consumers to choose organic food is a profound dissatisfaction with conventional agricultural practices and the impacts these eventually have on food products most respondents expressed the fact that they regarded organic food as significantly healthier than non-organic food. However, a striking fact was the emphasis put by some on the health benefits for their children that resulted from organic food consumption while being totally oblivious to the impact on their own health. Mmedo Médéric Duffort, August 2006. Previously, people with higher-level incomes were found to be more environmentally concerned and people with higher levels of education also reportedly demonstrate more environmentally conscious behavior (Roberts, 1996). Journal of Applied Business and Economics. The main environmental concerns for college-age students are health issues followed by wildlife and waste. On the other hand, working adults are concerned about health issues, waste and energy conservation (Stafford, Stafford & Chowdury, 1996). A consumer's environmental knowledge is positively related to their intention to purchase the product advertising to be green (Manrai, Manrai, Lascu, & Ryans, 1997). A study by Pickett, Kangun, and Grove (1994) indicated that it is not demographics that determine a consumer's conservation habits, but rather psychological and social variables are considerably more powerful.

It has been seen in several research papers that there is a difference between knowledge and practice of organic food. Specifically knowledge gap for organic food under FMCG categories found nil in India, and under millennial category, very less has been found. So, based on such gap following hypothesis has been made.

Hypothesis:

H_0: Awareness level is low for organic food under FMCG category in millennials.

H_a: Awareness level is high for organic food under FMCG category in millennials.

Research Methodology:

Method of Data Collection:

Primary data were collected by the survey method in which the structured questionnaire distributed and recollected from the respondents.

Questionnaire Design:

The questionnaire had questions on demographic details of the respondents including gender, age. The other questions were included to know the respondents "overall knowledge and inclination towards organic food categories. To know the major factors behind the knowledge gap, rank method and simple dichotomous method were used.

Sample Unit: Supermarket's Customers

Sample Method:

Convenient non-probability sampling method was used to collect data from the respondents.

Sample Size: 110

Data Analysis and Interpretation:

The data was collected, edited and coded data were analyzed with the help of SPSS 22.0. The "Chi Square" test used to test the hypothesis.

Analysis and Discussion:

Overall knowledge & Inclination towards Organic Food divided among Older & Younger Millennials:

The detailed information about the respondents are summarized in the following table-

Table 1: Awareness & Inclination Summary

Variables	Older Millennials	Yes	No	Younger Millennials	Yes	No	Total
Awareness for organic food	48	48	0	62	62	0	110
Willingness to buy Organic Food	48	47	1	62	54	8	110
Willingness to buy if price is high	48	27	21	62	52	10	110
Have you seen advertisement	48	12	36	62	22	40	110

Source: Respondent Data

Overall perception about reach ability & availability of organic food: To know both groups' differentiation & homogeneity about their perception F-Test Two-Sample for Variances & ANOVA has been done.

Table 2: F-Test Two-Sample for Variances

	Older Millennials	Younger Millennials
Mean	9.6	12.4
Variance	84.3	37.3
Observations	5	5
df	4	4
F	2.260053619	
P(F<=f) one-tail	0.224550666	
F Critical one-tail	6.388232909	

F-Test Interpretation: Since F<Fcrit then automatically p>0.05.is considered. So, Sample doesn't have equal variance.

Table 3: Anova: Two-Factor without Replication

SUMMARY	Count	Sum	Average	Variance
Older Millennials	5	48	9.6	84.3
Younger Millennials	5	62	12.4	37.3
Super Market	2	43	21.5	0.5
Metros Only	2	12	6	8
Exclusive Stores	2	33	16.5	4.5
Out Of India	2	9	4.5	24.5
Not Convenient	2	13	6.5	12.5

Table 4: ANOVA Summary

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	19.6	1	19.6	2.578947368	0.183567	7.708647
Columns	456	4	114	15	0.01123	6.388233
Error	30.4	4	7.6			
Total	506	9				

ANOVA Interpretation: The table value for v1=3 and v2= 3, where v1=(c-1) v2=(c-1) (r-1) at 5% level of significance is 9.28.The calculated value is lower than table value, so there is no significant relation between awareness availability medium and millennials .

Composite Method of Ranking: Knowing rank for motivational factor for using organic food among millennials.

Table: 5 Composite Ranking Method

Rank Order	4	3	2	1
Mp	0.445	0.393	0.195	0.185
Zj	0.055	0.107	-0.305	-0.315
Rj	0	0.052	0.25	0.26
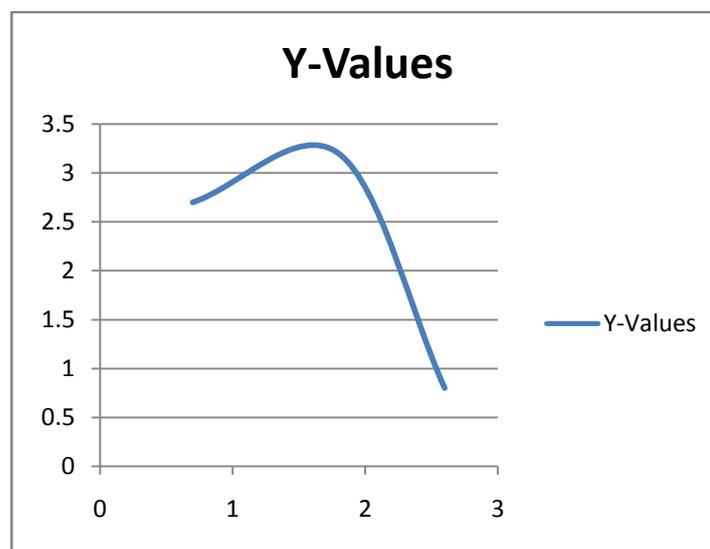
Interpretation:

Graphically it can be seen this interval scale that has been derived from the paired comparison data using composite standard method, is an area under normal curve.

Hypothesis Testing: Chi Square is used for testing the hypothesis.

H_0: Awareness level is low for organic food under FMCG category in millennials.

H_a: Awareness level is high for organic food under FMCG category in millennials.

O_i	E_i	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i) \div E_i$
27	23.1	3.9	15.21	0.658442
35	17.8	17.2	295.84	16.62022
14	38.8	-24.8	615.04	15.85155
34	30.1	3.9	15.21	0.505316
X^2				33.63553

d.f= (2-1) (2-1)

Interpretation:

Since the table value of X^2 at **1 df at 5% LOS is 3.841,** and calculated value is **33.63** which is higher than the table value of X^2(3.841**).** Hence, the null hypothesis **H₀** does not hold good. This means that alternative hypothesis **Hₐ:** "Awareness level is high for organic food under FMCG category in millennials." **Stands proved.**

Finding / Conclusion

Study reveals that there is sufficient knowledge among millennials on general level. But under the surface they don't have such information. They are very concerned about surrounding, and inclination for purchasing found also high. One interesting fact came that there is significant difference in opinion among fractured group of millennials, which is younger and older group.

Companies can canvas the organic food industry by maximum means of communication. Communication impact was very low in sample. Knowledge gap was found low among Millennials. Connotes, they know about organic food as a whole phenomenon. As companies more penetrate the market, people will be more noticed.

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