



<https://doi.org/10.58419/gbs.v10i2.1022417>

EVALUATE THE URBAN CONSUMERS' PERCEPTION TOWARDS GREEN PRODUCTS IN UTTARAKHAND STATE

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ABSTRACT

Purpose: The main objective of the study was to find out the Urban consumers' perception towards Green products in Kumaun division of Uttarakhand.

Methodology/Approach: The purpose of this paper was to understand the perception towards Green products of consumers. We collected primary data from 515 respondents from all 6 districts from Kumaun division. The target population for the study was the urban consumers of Kumaun district covering Almora municipal council, Bageshwar municipal council, Haldwani Municipal Corporation, Rudrapur Municipal Corporation, Tanakpur municipal council and Pithoragarh municipal council through simple random sampling.

Findings: The study's revelations paint a picture of a green-conscious consumer base in Kumaun division. It appears that a significant number of consumers are opting for eco-friendly products, hinting at a high level of environmental awareness. More fascinatingly, this trend isn't just limited to potential buyers; it's nudging them to step into the realm of actual shoppers.

Interestingly, a majority of customers, who predominantly are men over 21 years old with a family income of less than 5 lakh rupees, feel misled by green marketers. They believe they've fallen prey to false claims, adding a layer of complexity to the green consumer journey.

Future Implications and limitations: The study will be helpful for marketers who targeting the consumers of Uttarakhand about Green products and investigating the behaviors of consumers. This study is confined to only one division of Uttarakhand. This study may be extended in Garhwal division or any other area.

Keywords: Green Products, Demographic Factors, Consumer Perception, Uttarakhand, etc.

1. INTRODUCTION

Governments, producers, and consumers all share responsibility for sustainability. Consumers may incorporate sustainability practices into their daily lives by favoring environmentally friendly products. Consumers' complicated and chaotic behavior makes it difficult for governments and manufacturers to address their concerns and provide their requirements.

1.1 CONCEPT OF GREEN PRODUCTS



Green products have gained increasing attention in recent years due to the growing concern for environmental sustainability (Bhardwaj et al., 2020). Consumers who are environmentally conscious have shown a strong inclination towards these products, as they offer potential benefits to the environment and human health. This has led to a shift in focus for This interest in green products has led to a significant growth in research within the field. The field of green products has experienced significant growth since 1964, particularly in the last 14 years. Consumer preferences, environmental activism, and stringent regulations have played a role in driving sustainability-oriented firms to prioritize the production of green products.

Numerous studies and literature reviews have been conducted to explore various aspects of green products. These studies cover a wide range of topics, including sustainable design, green marketing, sustainable development, and sustainability. Some studies have focused on consumer perception and understanding of green products. Other studies have examined the factors influencing consumer trust and purchase intentions of green products, as well as the role of branding and loyalty in promoting their adoption. Overall, the literature suggests that while there is a growing interest in green products, there are still challenges to be addressed. These challenges include a lack of understanding among consumers about green products and environmental sustainability, as well as low customer-perceived value of green products. One major challenge is the lack of understanding and awareness among consumers about green products and environmental sustainability. This lack of understanding can be attributed to a variety of factors, including limited education and awareness campaigns, misconceptions about the effectiveness and cost of green products, and a lack of information and transparency about the environmental impact of different products. Additionally, the literature highlights the importance of addressing these challenges in order to enhance consumer acceptance and adoption of green products. Furthermore, research in the field of green products has also focused on the role of government policies and regulations in promoting sustainable consumption. For example, several studies have examined the impact of eco-labeling and green certification programs on consumer behavior and purchasing decisions. Overall, the literature on green products highlights the potential benefits they offer to the environment and human health, as well as the increasing interest and demand from environmentally conscious consumers. In conclusion, research on green products has provided valuable insights into consumer behavior, the effectiveness of marketing strategies, and the role of regulations in promoting sustainability. It also points out the challenges and barriers that need to be addressed in order to promote wider adoption of green products. The literature on green products provides valuable insights into consumer behavior, marketing strategies, and the role



of regulations in promoting sustainability. It emphasizes the need for education and awareness campaigns to enhance consumer understanding and perceived value of green products. Additionally, the literature suggests that green marketing strategies and initiatives play a crucial role in promoting and encouraging the adoption of green products. Overall, the literature review reveals that there is a lack of understanding among consumers about green products and environmental sustainability.

Thus, any product which has minor environmental impacts as compared to the other conventional product with similar function or application is considered as **‘Green product’**

Thus, the products those are manufactured through Green technology which caused minimal environmental hazards are called Green products. Promotion of Green technology and Green products is vital for conservation of natural resources and sustainable development. Green products are,

- a. *Low emitting (low on hazardous emission).*
- b. *Healthy and safe products.*
- c. *Recyclable and/or with recycled content.*
- d. *Biodegradable products.*
- e. *Energy efficient.*
- f. *Renewable.*
- g. *Reused products.*
- h. *Water efficient.*

1.2 GREEN CONSUMER

Green consumer is an eco-friendly consumer, who is buying only eco-friendly products and using only Green services. He is a buyer who is very concerned about the environment and he purchases products only environmentally-friendly or eco-friendly products.

While Green consumerism is considered as a solution to ecological problems, it is also seen as a good source of income and competitive advantage for commercial enterprises. It is extremely difficult for producers and marketers to design and position their Green marketing efforts because Green consumerism is not only a tendency towards products, but also a multi-faceted approach that varies from political struggle to ethical orientation.

Demographics: Information regarding to the demographics of human populations leads to better understand the consumer behavior, attitudes, characteristics, consumption tendencies, and lifestyle activities. Marketers and researchers are easily matching the consumer needs and wants with product and service they will offer. Additionally, demographic analysis can be



used in trend analysis, developing descriptors for segments and policy making regarding to the macro marketing (**Blackwell et al., 2006**).

1.3 CONSUMER PERCEPTION

The way a consumer perceives the firm is referred to as consumer perception. This covers their feelings, emotions, and thoughts on firms' brand. Customer perception might be positive or negative.

Customers' perceptions matter since they are more likely to do business with organizations they believe in. Developing a positive relationship with consumers can result in more leads and sales, which is beneficial to the company's performance and long-term viability.

2. REVIEW OF LITRETURE

Makhdoomi, Ursil & Nazir, Ulfat. (2016) studied that the demographic factors don't influence the purchasing behavior of Green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product and purchasing behavior and customer satisfaction is mostly influenced by the attributes of the Green products.

Alwitt, L.F. & Berger, I.E. (1993) examined the structure of attitude strength and its relationship with purchase intentions. This study also found that a consumer's overall attitude about the environment has an impact on his buying behavior.

Syeda Shazia Bukhari (2011) found that those customers, who are concerned about ecological problems, are also willing to pay more to be eco-responsible but companies need to enhance the performance of their products and make them more environment friendly, even if they need to increase the price of their products.

Oliver (1999) researcher studied that customer's satisfaction towards the particular product will influence the future buying decisions of consumers and form customer's loyalty but also spread a positive word of mouth about the product.

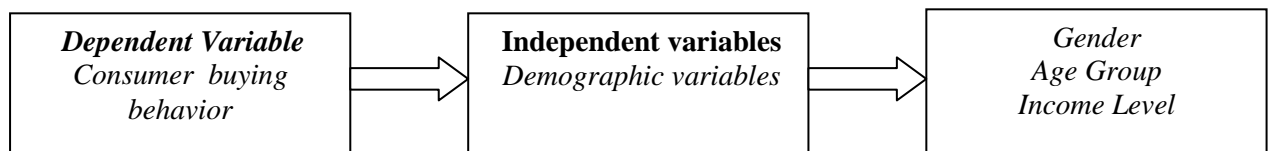
Mahapatra (2013) The present paper made an attempt to understand the factor that influences environment conscious behaviour for Green products. The finding of the study would help government to better understand consumers' environment conscious behaviour, for developing effective environmental policies required to reinforce Green purchase. Moreover, companies will have insight about how to profile Green consumers in India, to develop effective messages that will functionally and emotionally appeal to their target customers.

Ramli, Norimah & Hashim, Emilda (2019) studied the relationship between green lifestyle among lower income group households and their spending pattern on green products and finds that Consumers will buy more green products from the market as their income rises. Furthermore, the findings show that customer views and level of practice have a substantial impact on total monthly spending on green products.

3. **OBJECTIVE OF THE STUDY**

1. To study about the demographic profile of the respondents.
2. To study the consumers' perception regarding Green products.

4. **VARIABLES OF THE STUDY**



5. **NEED FOR THE STUDY**

An examination of prior research shows that marketing strategies for environmental-friendly consumer durables is a novel area of research. These studies delve into the influence of customers' price consciousness, quality consciousness, and environmental consciousness. Skepticism regarding companies' environmental claims causes customers to doubt the veracity of eco-friendly product benefits, leading them to perceive such items as more expensive compared to conventional alternatives. Consequently, price remains the primary consideration for consumers when purchasing products from Green companies. Current strategies deployed by these eco-friendly businesses and their impact on consumers are still largely unexplored.

Hence, this study aims to offer a comprehensive overview of issues related to Green marketing, specifically targeting durable consumer goods. It seeks to determine consumers' preferences and awareness levels pertaining to selected durable items. By examining contemporary consumers' purchasing behavior in regard to Green products within chosen consumer durables markets—particularly in the Kumaun region of Uttarakhand—this study strives to fill the gaps in earlier research.

6. RESEARCH METHODOLOGY

Primary and secondary data were gathered as part of a descriptive research project to meet the study's objectives. Using a questionnaire designed for a sample of 515 respondents from each of the districts in the Kumaun division (Almora Municipal Council, Bageshwar Municipal Council, Haldwani Municipal Corporation, Rudrapur Municipal Corporation, Tanakpur Municipal Council, and Pithoragarh Municipal Council), the primary data was gathered from respondents who were urban consumers in the Kumaun division of Uttarakhand. A standardized questionnaire was developed to assess customer awareness and perception of green products. Using percentages and cross-tabulation, the data collected from the respondents is collated and examined to create logical statements. For additional clarification, in-person telephone interviews and observations were also conducted. MS Excel and SPSS were used to perform the necessary analysis of the data.

6. RESULTS AND DISCUSSION

TABLE 1: DEMOGRAPHIC INFORMATION

S.no		Frequency	Percent	
1.	Gender	Male	319	61.9
		Female	196	38.1
		Total	515	100.00
2.	Age	Below 20	252	48.9
		21-40 years	188	36.5
		41-60 years	60	11.7
		Above 60	15	2.9
		Total	515	100.00
3.	Education level	Schooling	180	35.0
		Graduation	191	37.1
		Post graduation or higher	144	28.0
		Total	515	100.00
4.	Family size	Single member	89	17.3
		2-4 members	266	51.7
		Above 4 members	160	31.1
		Total	515	100.00
5.	Occupation	Self employed	60	11.7
		Employee	148	28.7
		Student	278	54.0
		Homemaker	29	5.6
		Total	515	100.00
6.	Earnings members	Single member	249	48.3
		2-4 members	227	44.1
		Above 4 members	39	7.6
		Total	515	100.00
7.	Family earnings per annum	Below rs. 2.5 lakh	182	35.3
		Rs. 2.5 lakh- 5 lakh	223	43.3



		<i>Rs. 5 lakh-10 lakh</i>	<i>79</i>	<i>15.3</i>
		<i>Above rs. 10 lakh</i>	<i>31</i>	<i>6.0</i>
		<i>Total</i>	<i>515</i>	<i>100.00</i>
8.	<i>Who is the decision maker in your family</i>	<i>Parents</i>	<i>336</i>	<i>65.2</i>
		<i>Spouse</i>	<i>119</i>	<i>23.1</i>
		<i>Children</i>	<i>44</i>	<i>8.5</i>
		<i>Relatives</i>	<i>16</i>	<i>3.1</i>
		<i>Total</i>	<i>515</i>	<i>100.00</i>

SOURCE: Compiled from the Primary Data

The demographic classification and its respective frequency distribution are being presented in the table 1. The demographics of the respondents have been classified into categories as follows;

"In analyzing consumer demographics, it was determined that males comprise the predominant gender category at 61.9%. In terms of age distribution, the data revealed that the majority of the 515 respondents fall within the 20–30-year age bracket, accounting for 48.9% of the sample size.

With regard to educational attainment, it was observed that a considerable portion of consumers, 37.1%, have obtained a bachelor's degree. Family composition analysis indicates that a nuclear family structure (2-4 members) is most prevalent among consumers, representing 51.7% of the demographic.

Examining occupational status, it is notable that students constitute the largest category at 54%. Moreover, the income dynamics within these consumer households show that in most cases (48.3%), there is a single earning member. The annual income data suggests that a significant segment of respondents' families—43.3%—fall within an income range of 2.5 to 5 lakh per annum.

Finally, when considering purchasing decisions related to Green products, it appears that in most consumer households (65.2%), parents are identified as the primary decision-makers."

TABLE 2 SHOWS THE FREQUENCY TABLE REGARDING PURCHASING THE GREEN PRODUCTS

		FREQ.	%	VALID PERCENT	CUMULATIVE PERCENT
VALID	YES	295	57.3	57.3	57.3
	OFTEN	79	15.3	15.3	72.6
	SOMETIMES	103	20.0	20.0	92.6
	DONTKNOW	23	4.5	4.5	97.1
	NO	15	2.9	2.9	100.0
	TOTAL	515	100.0	100.0	

Source: Compiled Primary Data

This table showed varied consumer behaviors towards Green product purchases. A significant portion of the population, 57.3%, regularly purchased Green products, demonstrating a strong ongoing commitment to environmentally friendly choices. Meanwhile, 15.3% of consumers were identified as frequent purchasers, albeit not with the same regularity as the first group.

On the other hand, a fifth of the consumers (20%) were categorized as infrequent purchasers, indicating that while they do not consistently seek out Green products, they are occasionally willing to buy them. This suggests there's potential to increase the regularity of their purchases through targeted awareness campaigns or incentives.

However, obstacles in consumer behavior were also noted; 4.5% of customers acknowledged a lack of awareness regarding Green products. This is a critical insight for producers and marketers as it indicates an opportunity for educational marketing strategies to bridge this gap.

Lastly, only a small fraction (2.9%) admitted to being aware of Green products but nevertheless choosing not to purchase them. Understanding the reasons behind this reluctance could be crucial for businesses looking to convert this group into Green product consumers.

In summary, this table reveals a promising trend towards the consumption of Green products with opportunities for market growth through increased consumer education and addressing specific barriers to purchase.

TABLE 3 REPRESENTS RELATIONSHIP BETWEEN PURCHASING GREEN PRODUCTS WITH GENDER

TABLE-3			DO YOU PURCHASED GREEN PRODUCTS					TOTAL
			YES	OFTEN	SOMETIMES	DONTKNOW	NO	
GENDER	MALE	COUNT	197	50	48	14	10	319
		% WITHIN GENDER	61.8%	15.7%	15.0%	4.4%	3.1%	100.0%
	FEMALE	COUNT	98	29	55	9	5	196
		% WITHIN GENDER	50.0%	14.8%	28.1%	4.6%	2.6%	100.0%
TOTAL	COUNT	295	79	103	23	15	515	
	% WITHIN GENDER	57.3%	15.3%	20.0%	4.5%	2.9%	100.0%	

Source: Compiled Primary Data

This table illustrates the correlation between age groups and the likelihood of purchasing eco-friendly products. The data indicates a notable interest among male consumers in choosing 'Green' products. Furthermore, it is encouraging to observe a minimal lack of awareness among consumers regarding eco-friendly options, which bodes well for market growth in this sector

TABLE NO. 4 SHOWS THE ASSOCIATION BETWEEN AGE GROUP AND PURCHASING GREEN PRODUCTS

TABLE-4			DO YOU PURCHASED GREEN PRODUCTS					TOTAL
			YES	OFTEN	SOME TIMES	DON'T KNOW	NO	
AGE	BELOW 20	COUNT	137	39	50	18	8	252
		% WITHIN AGE	54.4%	15.5%	19.8%	7.1%	3.2%	100.0%
	21-40	COUNT	112	27	43	2	4	188
		% WITHIN AGE	59.6%	14.4%	22.9%	1.1%	2.1%	100.0%
	41-60	COUNT	37	11	9	2	1	60
		% WITHIN AGE	61.7%	18.3%	15.0%	3.3%	1.7%	100.0%
	ABOVE 60	COUNT	9	2	1	1	2	15
		% WITHIN AGE	60.0%	13.3%	6.7%	6.7%	13.3%	100.0%
TOTAL	COUNT	295	79	103	23	15	515	
	% WITHIN AGE	57.3%	15.3%	20.0%	4.5%	2.9%	100.0%	

Source: Compiled Primary Data

This table presents data revealing a correlation between consumer age and the frequency of purchasing environmentally friendly, or 'Green', products. It indicates that there is a notable trend among consumers aged over 40 towards making more frequent choices to buy these sustainable goods. These findings suggest that as consumers reach this age threshold, their

inclination to opt for products that are perceived as less harmful to the environment significantly increases.

This cohort of older consumers evidently demonstrates a more pronounced commitment to environmental considerations in their purchasing habits. This might reflect a growing awareness and sense of responsibility amongst this demographic, or possibly greater financial flexibility to choose products that, while potentially costing more, offer the benefit of being eco-friendly.

In summation, the information captured in Table no. 4 highlights the clear propensity of individuals over the age of 40 to engage in buying behaviors that favor Green products. This pattern underscores how consumer choices can be influenced by age-related factors, potentially pointing towards a demographic segment that could be targeted by producers and marketers of Green products who aim to align with the values and capabilities of this particular customer base.

TABLE NO. 5 SHOW THE ASSOCIATION BETWEEN FAMILY INCOMES WITH PURCHASING GREEN PRODUCTS.

TABLE-5			DO YOU PURCHASED GREEN PRODUCTS					TOTAL	
			YES	OFTEN	SOME TIMES	DON'T KNOW	NO		
EARNINGS	BELOW 2.5 LAKH	COUNT	116	13	38	8	7	182	
		% WITHIN EARNINGS	63.7%	7.1%	20.9%	4.4%	3.8%	100.0%	
	2.5 LAKH-5 LAKH	COUNT	124	44	40	12	3	223	
		% WITHIN EARNINGS	55.6%	19.7%	17.9%	5.4%	1.3%	100.0%	
	5 LAKH-10 LAKH	COUNT	43	18	16	0	2	79	
		% WITHIN EARNINGS	54.4%	22.8%	20.3%	0.0%	2.5%	100.0%	
	ABOVE 10 LAKH	COUNT	12	4	9	3	3	31	
		% WITHIN EARNINGS	38.7%	12.9%	29.0%	9.7%	9.7%	100.0%	
	TOTAL		COUNT	295	79	103	23	15	515
			% WITHIN EARNINGS	57.3%	15.3%	20.0%	4.5%	2.9%	100.0%

The table presented illustrates a link between the income levels of families and their propensity to purchase environmentally friendly products, with a specific highlight on those earning above five lakhs displaying a higher frequency in acquiring such products. Across different income brackets, the commitment to buying green products seems to play a pivotal

role. Evidently, data indicate an upward trend suggesting a proportional relationship between higher income levels and the increased consumption of eco-conscious products. Essentially, it infers that as household incomes ascend, there's a tendency for consumers to incline more towards selecting sustainable products in the marketplace.

TABLE 6- CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS

In today's world, eco-conscious products have become a crucial element in consumer markets, reflecting an evolving awareness and concern for the environment. This shift denotes a significant change in customer behavior, with individuals increasingly seeking out sustainable options that minimize environmental impact. As a consequence, many consumers scrutinize product labels for evidence of ecological responsibility—a trend that underscores the growing importance of green credentials in contemporary purchasing decisions. This environmentally attuned shopper outlook has considerable implications for businesses; companies are compelled to adopt greener practices and transparently communicate their eco-friendly initiatives. Thus, understanding customer perceptions towards green products is not only essential for aligning with market trends but also for contributing positively to environmental sustainability.

<i>S.No.</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>
<i>1</i>	<i>Green products are eco-friendly in nature.</i>	<i>1.5806</i>	<i>1.01870</i>
<i>2</i>	<i>Using Green durable products is status symbol.</i>	<i>2.0951</i>	<i>1.08611</i>
<i>3</i>	<i>Green durable products are protecting environment.</i>	<i>1.9146</i>	<i>1.10380</i>
<i>4</i>	<i>'Eco-friendly labels' attract consumers for purchasing.</i>	<i>2.0641</i>	<i>1.17603</i>
<i>5</i>	<i>Higher price of Green product discourages purchase.</i>	<i>2.1534</i>	<i>1.26220</i>
<i>6</i>	<i>Green products are economical in long-run.</i>	<i>2.0757</i>	<i>1.17864</i>
<i>7</i>	<i>Attractiveness of Marketing Strategy persuades buying.</i>	<i>2.1165</i>	<i>1.22634</i>
<i>8</i>	<i>Green products are misleading consumers with false claims.</i>	<i>2.4563</i>	<i>1.38767</i>
<i>9</i>	<i>Green products are easily available in the market/online platforms.</i>	<i>2.0388</i>	<i>1.21375</i>
<i>10</i>	<i>Government Initiatives encourages the buying.</i>	<i>2.0641</i>	<i>1.20544</i>
<i>11</i>	<i>Electronic waste is a serious environmental concern</i>	<i>1.9301</i>	<i>1.23146</i>
<i>12</i>	<i>I want to be a part of the Green movement by using Green product.</i>	<i>1.8796</i>	<i>1.19217</i>

Source: Compiled Primary Data

Table 6 presents an insightful analysis of customer attitudes regarding environmentally friendly, or 'Green', products. Every factor contributing to customer perception has been assessed using a quintuple Likert scale that ranges from 'strongly agree' at one end to 'strongly



disagree' at the other. Analyzing the data, it is apparent that the average scores for all the parameters hover around a mean value of 2, which suggests a general consensus of agreement among consumers about the points raised, thus offering us a comprehensive understanding of their viewpoint on Green products.

Delving deeper into the specifics, the data reveals illuminating trends about consumer beliefs and the effectiveness of marketing strategies in influencing their purchasing decisions. From the figures provided, we can discern that consumers predominantly feel beguiled by misleading claims pertaining to Green products, which is exemplified by its highest mean score of 2.4563. This underlines a critical issue within the domain of Green marketing: customer skepticism triggered by the dissonance between advertised claims and actual product attributes or benefits.

Moreover, economic considerations play a significant role in shaping consumer behavior towards these products. The data points to price sensitivity as a significant barrier; with the elevated cost of Green products often deterring potential purchases, this is illustrated by its respective mean score of 2.1534, making it the second-most influential factor in our study.

A third notable element impacts consumer decision-making: how attractive they perceive marketing strategies to be. Scoring slightly lower at an average mean score of 2.1165, this particular aspect speaks volumes about the crucial connection between product appeal and consumer willingness to engage with eco-friendly options. Herein lies an undeniable strategic implication for marketers: cultivating an appealing image for Green products may serve to elevate public inclination toward sustainable purchasing habits.

The implications drawn from Table 6 extend beyond mere numerical values; they weave together a tapestry of insights into collective consumer psychology and its interplay with market forces in relation to Green products. These findings not only illuminate prevalent inclinations but also highlight potential obstacles that need strategic addressing if we aim to bolster consumer engagement with environmentally sustainable goods.

Drawing upon this rich source of data and interpretation, companies involved in producing and promoting Green commodities are provided with actionable guidance on where they need to focus their efforts. Reducing mistrust through verified and transparent product information could mitigate concerns about false advertising, while pricing strategies should be revisited to find a balance between cost-effectiveness and perceived value among eco-conscious buyers. Concurrently, marketing strategies must be crafted in ways that resonate with consumers emotionally and intellectually; enhancing perceived attractiveness can act as a catalyst for change in buying behaviors towards greener choices.



In summing up this invaluable collection of data on consumer perception towards Green products, it is crucial for stakeholders within this market sector to heed these nuanced cues offered by their target audiences.

TABLE 7- CROSS TABULATION BETWEEN GREEN PRODUCTS ARE MISLEADING CONSUMERS WITH FALSE CLAIMS WITH GENDER

		<i>GREEN PRODUCTS ARE MISLEADING CONSUMERS WITH FALSE CLAIMS.</i>					<i>TOTAL</i>	
		<i>STRONGLY AGREE</i>	<i>AGREE</i>	<i>NEUTRAL</i>	<i>DISAGREE</i>	<i>STRONGLY DISAGREE</i>		
<i>GENDER</i>	<i>MALE</i>	<i>COUNT</i>	140	69	36	31	43	319
		<i>% WITHIN GENDER</i>	43.9%	21.6%	11.3%	9.7%	13.5%	100.0%
	<i>FEMALE</i>	<i>COUNT</i>	38	48	51	42	17	196
		<i>% WITHIN GENDER</i>	19.4%	24.5%	26.0%	21.4%	8.7%	100.0%
<i>TOTAL</i>		<i>COUNT</i>	178	117	87	73	60	515
		<i>% WITHIN GENDER</i>	34.6%	22.7%	16.9%	14.2%	11.7%	100.0%

Source: Compiled Primary Data

Table 7 illustrates the perceived correlation between gender demographics and their attitudes towards eco-friendly products. These sustainable goods, however, encounter skepticism as they are often accused of falsifying their ecological benefits to consumers. Delving into the specifics, the data reveals a striking perspective; a significant proportion, over fifty percent, of the male population harbors a belief that green products fall short of their claims. They suspect these items of misleading consumers with exaggerated or unverified environmental assertions. This skepticism sheds light on a larger issue of trust within the green market, where transparency and authenticity in marketing eco-friendly products are critical in shaping consumer opinions and behaviors. As businesses strive to align with sustainability goals and environmental ethics, this data underscores the importance of ensuring that green products live up to their promises, thus fostering a more trustful relationship with environmentally conscious consumers.



TABLE 8- CROSSTABULATION BETWEEN GREEN PRODUCTS ARE MISLEADING CONSUMERS WITH FALSE CLAIMS WITH AGE

		GREEN PRODUCTS ARE MISLEADING CONSUMERS WITH FALSE CLAIMS					TOTAL	
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE		
AGE	BELOW 20	COUNT	71	67	44	37	33	252
		% WITHIN AGE	28.2%	26.6%	17.5%	14.7%	13.1%	100.0%
	21-40	COUNT	66	42	33	28	19	188
		% WITHIN AGE	35.1%	22.3%	17.6%	14.9%	10.1%	100.0%
	41-60	COUNT	35	6	7	8	4	60
		% WITHIN AGE	58.3%	10.0%	11.7%	13.3%	6.7%	100.0%
	ABOVE 60	COUNT	6	2	3	0	4	15
		% WITHIN AGE	40.0%	13.3%	20.0%	0.0%	26.7%	100.0%
	TOTAL	COUNT	178	117	87	73	60	515
		% WITHIN AGE	34.6%	22.7%	16.9%	14.2%	11.7%	100.0%

Source: Compiled Primary Data

Table 8 vividly illustrates the correlation between gender demographics and the purchasing of environmentally-friendly products. It goes on to discuss that there is a prevalent issue within the green product industry, where marketers often resort to misleading practices. These tactics involve making claims that may not be entirely honest, in an attempt to promote their products as more eco-friendly than they actually are. The data indicates a noteworthy trend; consumers who are above the age of forty-one tend to have a heightened sense of skepticism towards these green marketing strategies. They are more inclined to believe that these environmental claims are fallacious, based on the insights presented in the table. This suggests a level of mistrust among older consumer groups when it comes to accepting at face value the eco-friendly assertions made by green product marketers. It’s imperative for companies within this sector to recognize this consumer wariness and strive for greater transparency in their environmental claims if they wish to build trust and maintain credibility with a discerning customer base.

TABLE 9- CROSSTABULATION BETWEEN GREEN PRODUCTS ARE MISLEADING CONSUMERS WITH FALSE CLAIMS WITH FAMILY EARNINGS

		GREEN PRODUCTS ARE MISLEADING CONSUMERS					TOTAL	
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE		
EARNINGS	BELOW 2.5 LAKH	COUNT	51	52	30	28	21	182
		% WITHIN EARNINGS	28.0%	28.6%	16.5%	15.4%	11.5%	100.0%
	2.5 LAKH-5 LAKH	COUNT	93	46	34	25	25	223
		% WITHIN EARNINGS	41.7%	20.6%	15.2%	11.2%	11.2%	100.0%
	5 LAKH-10 LAKH	COUNT	27	14	12	18	8	79
		% WITHIN EARNINGS	34.2%	17.7%	15.2%	22.8%	10.1%	100.0%
	ABOVE 10 LAKH	COUNT	7	5	11	2	6	31
		% WITHIN EARNINGS	22.6%	16.1%	35.5%	6.5%	19.4%	100.0%
TOTAL		COUNT	178	117	87	73	60	515
		% WITHIN EARNINGS	34.6%	22.7%	16.9%	14.2%	11.7%	100.0%

Source: Compiled Primary Data

As depicted in Table 9, a predominant segment of consumers earning an annual income between 2.5 lack to 5 lakh harbors the perception that green products do not consistently hold up to their eco-friendly promises. These individuals believe that such merchandise is frequently marketed with exaggerated claims, misleading customers regarding their actual environmental benefits. The skepticism from these consumers stems from a disconnect between the purported and actual value of the products in question. They express concerns that the branding of these commodities often overstates their green credentials, which could misguide unsuspecting shoppers who seek sustainable options. This sentiment has been observed across a broad spectrum of consumer goods ranging from household cleaning products to personal care items. The data illustrate a palpable level of distrust among this income bracket towards the marketing tactics used by companies to promote green products, reflecting the need for greater transparency and authenticity in environmental claims. The issue highlights the importance of providing clear and accurate information to consumers to build trust and support for genuinely sustainable products, thus aiding in the global effort towards environmental conservation.



7. FINDINGS

In the heart of the Kumaun division in Uttarakhand, a fascinating study has revealed some intriguing insights about green products. The research, conducted by a dedicated team of researchers, discovered that the awareness level in this region is notably high. But what's more interesting is that this heightened awareness is not just theoretical, it's translating into real-world action, specifically in the form of purchases.

The study found that a mere 4.5% of the population in the Kumaun division lacks awareness about green products. This is a testament to the region's commitment to sustainability and eco-friendly practices. Furthermore, it was observed that green products are predominantly purchased by men.

Interestingly, the age group that is most active in buying green products is 41 to 60 years. These individuals, likely seasoned consumers, are making conscious decisions to go green in their purchases. Additionally, consumers with an income exceeding 5 lakh are showing a keen interest in green products. This suggests that higher income individuals are more likely to make environmentally conscious choices.

However, the study also revealed a concerning trend. A significant number of consumers, specifically men over 21 years old with a family income of less than 5 lakh rupees, felt deceived by green marketers. They believed that the claims made by these marketers about their products were false.

This research not only illuminates the positive aspects of green consumption in the Kumaun division but also highlights the need for transparency and honesty in green marketing.

8. SUGGESTIONS FOR IMPROVING GREEN MARKET IN UTTARAKHAND STATE

At present, there are only a limited number of e-waste recyclers operating in the Kumaun division. A major challenge faced has been that these recyclers mainly focus their efforts on the Tarai and Bhabar regions within the Kumaun division. This issue emphasizes the need for an increase in e-waste recycling coverage, whether it comes through government action or the involvement of other organizations.

The consequences of improper e-waste disposal are of growing concern, making efficient recycling and effective waste management crucial to ensuring environmental protection and sustainability. To address this problem, governments and relevant organizations should analyze the current landscape of e-waste recycling in the region to identify gaps and target



areas requiring improvement. They must cooperate to devise comprehensive strategies that promote increased recycling efforts across all areas within the Kumaun division.

One potential solution is to expand government investment in e-waste recycling, allocating resources to train and hire additional personnel dedicated to providing coverage in underserved regions. Collaborating with both private entities and non-governmental organizations may also aid in delivering support to rural areas that are currently lacking appropriate recycling infrastructure.

In order to stimulate the buying of eco-friendly products, it is crucial that they are priced reasonably. In the Kumaun division, the implementation of tax incentives for both revenue and capital expenditures pertaining to research and development activities can significantly contribute to the manufacturing sector's growth. By directing efforts towards the creation of energy-efficient products, manufacturers will be able to access more cost-effective solutions. These tax benefits serve as a motivating factor for businesses to invest in research and development programs, resulting in the constant improvement and enhancement of energy-efficient products.

Moreover, these tax advantages will stimulate innovation in the manufacturing industry, encouraging companies to explore new ways of reducing production costs while maintaining high-quality standards. The continuous development and refinement of energy-saving products not only benefit manufacturers but also consumers who are becoming increasingly environmentally conscious. With more accessible and affordable energy-efficient options on the market, there is potential for a cultural shift towards sustainable practices in both production and consumption. Furthermore, this helps companies solidify their position within the competitive landscape.

The region's economic growth and environmental sustainability greatly depend on such incentives that nurture innovation and support responsible manufacturing practices. Adopting eco-friendly initiatives like these reflects a progressive society that values long-term improvements over short-term gains.

Therefore, investing in tax initiatives for research and development related to revenue-expenditure strategies becomes crucial in promoting advanced techniques within the manufacturing industry. In summary, offering these tax benefits will empower manufacturers within Kumaun division to refine their production methods as they work towards creating affordable, high-quality, energy-efficient products. The overall outcome positively impacts both the environment and economic growth, leading to a more prosperous future for all stakeholders involved.



It is imperative not to overlook the significance of adopting effective distribution strategies, transportation methods, storage solutions, and inventory management (Place mix) processes in the realm of promoting Green products. Enhancing the awareness surrounding environmental- friendly items is a crucial aspect that warrants attention in today's ever-evolving consumer market. Moreover, several customers seeking such sustainable alternatives might find themselves perplexed as to the location and availability of these eco-conscious options in their vicinity.

By focusing on streamlining the various components involved, including logistics and supply chain management, businesses can better cater to the needs of those clients searching for Greener choices. Efforts directed toward creating a strong presence and visibility in the market are essential to addressing problems related to product accessibility and discoverability.

Efficient distribution channels ensure that potential buyers are exposed to a wide range of eco-friendly merchandise. As awareness about sustainable practices continues to grow, companies need to ensure that they cater not only to well-informed customers but also to those who still remain uninformed about their choices in Green products.

In conclusion, strengthening distribution strategies, optimizing transportation networks, implementing effective storage solutions, and upholding efficient inventory management principles should be at the forefront of any business endeavor aimed at raising awareness about Green products. It is critical that customers have access to these environmentally conscious options, regardless of their prior knowledge or understanding of where they might be located. By dedicating time and resources to perfecting these processes, businesses can drive growth while simultaneously promoting sustainability in the marketplace.

Embracing eco-friendly methodologies to encourage both social and economic sustainability necessitates a comprehensive understanding of the Green marketing concept. Green marketing encompasses tactics and strategies that cater to the promotion of sustainable products and services, while also ensuring minimal harm to the environment. By emphasizing environmental concerns, Green marketing aims to strike a balance between economic growth and ecological preservation.

Some more suggestions based on existing literature for improving the green market in Uttarakhand state:



- ***Developing Brand Equity:*** A study by S Mittal, G Tripathi, and D Sethi suggests that the Uttarakhand hills should be based on developing brand equity under the name of Organic Green State (source: econstor.eu).
- ***Upgrading Mountain People in Medicinal and Aromatic Plants Value Chains:*** Another study by D Choudhary, SP Kala, NP Todaria, and others highlights the importance of contributing to the debate on green economy and suggests ways to improve the value chains for medicinal and aromatic plants (source: **Taylor & Francis**).
- ***Addressing Constraints Faced by Farmers Practicing Organic Farming:*** A research conducted by R Haneef, G Sharma, and T Ahmad found that farmers in the hill region of Uttarakhand have only vague ideas about organic farming and its advantages. This suggests the need for more education and awareness about organic farming methods (source: **ResearchGate**).
- ***Renewable Energy Based Off-Grid Rural Electrification:*** A study by A Chauhan and RP Saini suggests that renewable energy-based off-grid rural electrification can improve the standard of education, health conditions, living, and empowering the youth of the nearby population. This could potentially be a green initiative that could boost the green market in Uttarakhand (source: **Elsevier**).

These suggestions can be beneficial in improving the green market in Uttarakhand state, but it's important to consider the local context, including the geographical and socio-economic conditions of the region.

9. CONCLUSION

In the contemporary business landscape, there is a heightened awareness of the environmental obligations that organizations bear. This understanding has led to the realization that acknowledging one's societal and environmental responsibilities is insufficient. A growing number of globally recognized corporations are now adopting measures to enhance the natural environment. The impact of environmental degradation on businesses has prompted the creation of innovative Green products.

The primary objective of this research paper was to delve into consumers' perceptions of Green products. It is evident that a significant portion of consumers in the Kumaun division are cognizant of Green products. This awareness extends beyond mere knowledge and has manifested in tangible purchases. For marketers, this is a positive sign. However, it is crucial



to note that consumer perceptions of Green products are often tainted by the belief that marketers employ misleading symbols, logos, or slogans.

Instances of "Greenwashing" or misrepresentation of environmental credentials have been exposed both in India and internationally, contributing to this perception, particularly among male consumers. Companies have attempted to leverage the EnergyStar seal, a government endorsement for energy-efficient products. However, it was found that certain brands, such as LG and Samsung, were overstating the energy efficiency of their refrigerators.

Volkswagen's infamous "Greenwashing" scandal is a prime example of this issue. Despite efforts by various companies to restore consumer trust in Green products, Volkswagen's actions have set the industry back by a decade, undermining any progress made in this sector.

The market also offers a variety of recyclable and reusable Green products, such as solar panels and solar water heaters. This research will contribute to future studies and encourage consumers to use Green products for a healthier and happier lifestyle. If adhered to, the guidelines for Green marketing and products will likely dominate the market in the near future.

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