

Impact of Green Marketing Practices on Taste, Preference and Perception of Consumers-(With Special Reference to Nainital and Haridwar Regions of Uttarakhand)

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Abstract

(a) Introduction:-Nowadays, the prime choice of every consumer is consuming such types of products which are healthier as well as friendly from environmental point of view, nothing is best than green products which anyone could be find from their nearby stores but not made for everyone's pocket due to its high cost.

(b) Agenda behind conducting this investigation:-Researcher has two motives in his mind while conducting this study is to examine and influencing green marketing practices on consumer's taste, perception and preferences and providing recommendations to overcome from barriers which arises in green marketing practices.

(c) Research Methodology:-Research is mixed in nature (Quantitative +Qualitative), random sampling technique has been used in study by researcher, Both sources of data collection is implicated in the investigation. 100 consumers (50 from Nainital and 50 from Haridwar District) has been selected by researcher.

(d) Results &Discussions:-In terms of data analysis two tables have been formulated by researcher:- Table 1 comprises of Data regarding perception of consumer regarding the utilization of green products, data in table shows that approx. 25% consumers stated that green products are so expensive, Around 34% consumers beliefs that green products are healthier as well as good from the environmental aspect, 28% think that online apps plays a vital role in purchasing green products conveniently. Table 2 encompasses of Duration of consumers in respect of purchasing green products. Data in table reveals that around 27 consumers purchases their green products daily, 30 consumers purchases products monthly, 29 consumers purchases products quarterly, 14 consumers purchases their products annually or yearly.

(e)Conclusions and recommendations:-Researcher has concluded his study by recording several facts that green products are healthy for the consumers but are not designed for the pocket of all consumers and second thing is that its certification which is mandatory for every company producing green products are also so costly and third one is that peoples are not aware regarding the utility and significance of green products, to eradicate these controversies researcher has highlighted some recommendations which are as follows:-

- Govt.& Manufacturing company should set reasonable price of green products.
- Every Company should include their customers participation to make their go green strategies effective.
- Every company must use some words like green/sustainability/eco-friendly in your websites.

Keywords:-Green Marketing, Overture, Green Washing, Deceptive, Incubation

1-Introduction

We all are enough aware that we are living in an environment which is surrounded by solid, liquid wastes, dangerous gases and artificial insecticide and pesticide. Being an aware consumer, we would like to consume such kind of products which are healthy to our health as well as friendly to environment in respect of green house effect and climate change, there are so many govt. MOU and policies like:-CoP. There are some green products and organic products designed by manufacturing company to protect and preserve our environment and hence are expensive in nature. Some of the instances of green products are as follows:- Dryer Balls, Eco-Friendly Paper Shredders, Green Power Outlets, Solar Speakers, Green GPS Units, Reusable grocery bags, Rechargeable batteries, Reusable Water bottle.etc.

2-Objectives

(a)To examine and analysing the influence of green marketing practices on the consumer's perception, taste and preferences.

(b)Furnishing useful recommendations to overcome the barriers which arise in green marketing practices.

3-Significance of Green Marketing Practices

(a)Revamp Reliability:-A sound corporate not only induce their consumers but also encourage and grasp attention of their partners who knows their reliability. Green marketing practices is one of the best practices to enhance reliability and validity.

(b)Accent fortuity to make ingress into merchandise:-Green marketing provides an opportunity to enter into a market with green products which is quite less in number.

(c)Covet-period prosperity:-Green marketing practices proves to be a long term growth and success life of corporate sector, because there is a possibility of an increase in the number of consumer who consumes green products.

(d)Overture a cutthroat fringe:-It is not possible that every company would transform their marketing practices from conventional to green or eco-friendly, hence, this will definitely offers a great advantage to your company.

(e)Spare place for innovation, Incubation and Creativity:-Once you have makes a decision of adapting your marketing practices from traditional to green, you need a latest kind of technologies, raw materials, highly skilled and trained workers, to arrange them systematically, your corporate needs a separate place or room for green raw materials, machinery, labours etc.

(f)Extra Gain:-Despite of having high costs as compared to normal branded products, some consumers are so strict and rule following type, they do not want any type of compromise from their health, hence they are ready to pay high price , from their price company’s revenue generated and helps them in earning extra profit out of selling green products.

(g)In favour of environment:-Green products are environment friendly, and it is a great advice for a company to adopt green marketing practices from traditional one in order to preserve and conserve our environment.

4-Companies producing green products

- (a) Himorganic.
- (b) Shree Herbal
- (c) Green Life
- (d) Fresh Organic Uttarakhand Shoppe
- (e) Amayra Naturals
- (f) Turbo Ventilator India.
- (g) RaghukulAryawart
- (h) Bija Vidyapeeth.
- (i) Human India Herbals.

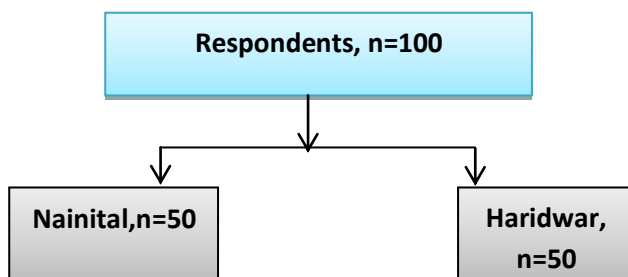
5-Strategies implicated in Green Marketing Practices

- (a) Include the contribution and participation in your company’s green marketing practices and campaigns.
- (b) Disseminate your company’s information and progress report to your consumers.
- (c) Recycling your marketing strategies, tools and tactics.
- (d) Utilize renewable fuel.
- (e) Assortment.
- (f) Always sign a MOU with another companies whether they are established in India or outside it.

6-Research Methodology

This study is mixed in nature (Quantitative +Qualitative), Researcher has used random sampling method for investigation and primary and secondary sources of data are implicated in the study.

Sample Size:-



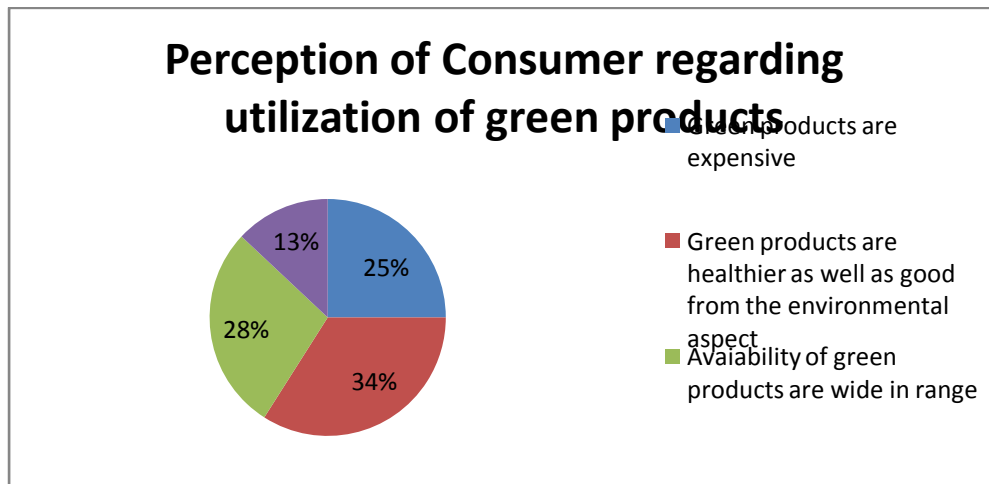
7-Results and Discussions

Table1:-Data regarding perception of consumer regarding the utilization of green products

Perception of consumers regarding green products	Percentage
1. Green products are expensive.	25
2.Green products are healthier as well as good from the environmental aspect	34
3. Availability of Green products are wide in range.	28
4. Online apps like:-amazon, flipcart, homeshop18 plays a vital role in purchasing green products.	13

Source:-Survey Results

Diagrammatic Presentation



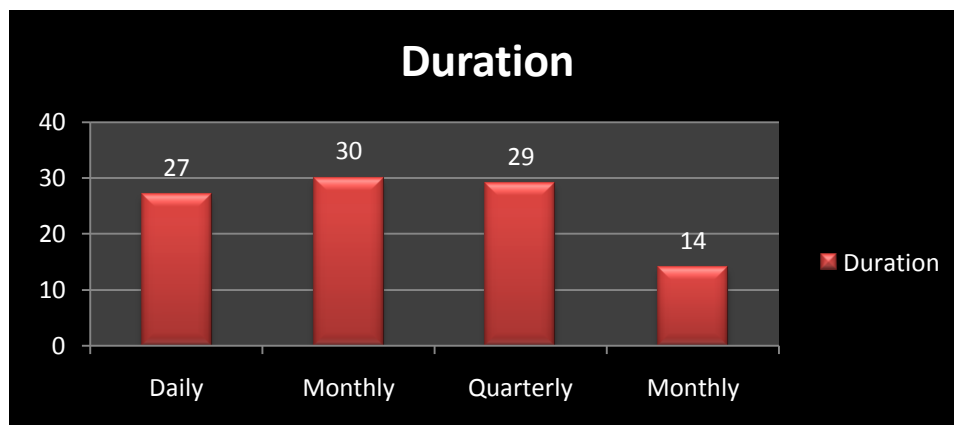
Interpretation of Data:-Data in the above mentioned presentation revealed that approx.25% consumers stated that green products are so expensive, Around 34% consumers beliefs that green products are healthier as well as good from the environmental aspect, 28% think that online apps plays a vital role in purchasing green products conveniently.

Table 2:-Duration of consumers in respect of purchasing green products

Duration	Frequency
1.Daily	27
2.Monthly	30
3.Quarterly	29
4.Yearly or Annually	14

Source:-Survey Results

Diagrammatic Presentation



Interpretation of Data:-Above mentioned presentation stated that around 27 consumers purchases their green products daily, 30 consumers purchases products monthly, 29 consumers purchases products quarterly, 14 consumers purchases their products annually or yearly.

Drawbacks involved in Green Marketing Practices

(a)Green products are too expensive as compared to branded products:-All consumers are not of the same background, some are rich some are poor hence, affordability of these kinds of products are quite expensive.

(b)Trust issues of consumers regarding their favourite product:-Many consumers personally beliefs that brand loyalty is one of the major factor which influence their buying behaviour and motivate them to purchase products they are using since long time. So to switch over from their trust worthy products to something new is still a tough task due to their truth issue and connections with that brand.

(c)Costly Green Certifications:-The cost of obtaining green certification by certifying authority is also high that is not affordable to all companies.

(d)Green washing:-Here, there are some companies who wants to show themselves as a green products producing manufacturing company with a tag line of pure products with reusable and recycling packaging, but reality is totally opposite. That's called green washing.

(e)Problems of deceptive advertising and false claims:-Some companies who produces green products posts fake information

(f)Unawareness of consumers regarding Utility and significance of green products:-Many consumers are unaware regarding uses and importance of green products in our lives.

9-Conclusions and Recommendations

After analysing the entire paper, researcher has figure out some issues related to green marketing practices like:- companies manufacturing green products, strategies involved in green marketing practices, perception of consumer regarding buying of green products, Eco friendly products are in great demand to preserve and conserve environment. Researcher has highlighted some drawbacks regarding green products, to eradicate this issue some recommendations are follows:-

- (a)** Govt.& Manufacturing company should set reasonable price of green products.
- (b)** Every Company should include their customer's participation to make their go green strategies effective.
- (c)** Every company must use some words like green/sustainability/eco-friendly in your websites.
- (d)** Every consumer should be given proper knowledge and information regarding utility and significance of green products by manufacturing corporates.

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