

# THE IMPACT OF SOURCES OF AWARENESS ABOUT GREEN PRODUCTS ON URBAN CONSUMERS

## Abstract

**Purpose:** Sustainable development is referred to as the idea that human beings should sustain by meeting their basic needs, while also making sure that the future generations are able to meet their basic needs. For sustainable development, factors such as preserving the environment and natural resources along with maintaining social and economic equality need to be followed. The main objective of the study was to find out the consumer purchasing towards Green products and impact of sources of awareness about green products in Kumaun division of Uttarakhand.

**Methodology/Approach:** The purpose of this paper was to understand the perception towards Green products of Urban consumers. We collected primary data from 250 respondents from all 6 districts from Kumaun division of Uttarakhand. The target population for the study was the people of Kumaun district covering Almora municipal council, Bageshwar municipal council, Haldwani Municipal Corporation, Rudrapur Municipal Corporation, Tanakpur municipal council and Pithoragarh municipal council.

**Findings:** The research findings indicate that a significant number of consumers in the Kumaun division are inclined towards purchasing environmentally friendly products. This demonstrates an elevated sense of environmental consciousness among the population and, crucially, translates into potential buyers becoming actual customers. Furthermore, it emphasizes the fundamental role that advertising plays in spreading green product awareness and fostering eco-friendly purchasing habits.

## Authors

**Prof. (Dr.) Mohan Chandra Pande**  
Research Supervisor/Principal  
P.N.G. Government P.G College  
Ramnagar, Nainital, Uttarakhand.  
pandemc2000@yahoo.co.in

**Mr. Gautam Rawat**  
Research Scholar  
P.N.G. Government P.G College  
Ramnagar, Nainital, Uttarakhand.  
rawatgautam75@gmail.com

In terms of demographics, the majority of these green consumers belong to the male category with an annual income ranging between 2.5 lakh and 5 lakh. A particularly notable trend is the frequent purchase of green products by males under the age of 20 – marking a significant social shift where younger generations are recognizing and embracing the importance of sustainable consumption. This demographic's affinity for eco-friendly items can be linked to a heightened environmental awareness fueled by various advertising channels effectively targeting their interests.

**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

## I. 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. **Concept of Green Products:** 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,

- Low emitting (low on hazardous emission).
- Healthy and safe products.
- Recyclable and/or with recycled content.
- Biodegradable products.
- Energy efficient.
- Renewable.
- Reused products.
- Water efficient.

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**).

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.

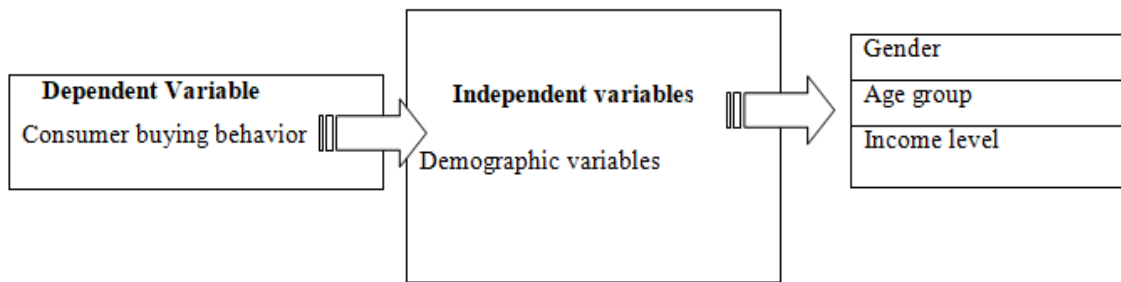
## II. REVIEW OF LITRETURE

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.

### III. OBJECTIVE OF THE STUDY

- To study about the demographic profile of the respondents.
- To explore the impact of Sources of awareness about green products on select consumer durables in Kumaun division of Uttarakhand.

### IV. VARIABLES OF THE STUDY



### V. RESEARCH METHODOLOGY

In order to achieve the objectives of the research study, a comprehensive descriptive investigation was carried out, which entailed gathering both primary and secondary data. The primary data was obtained from urban consumers in the Kumaun division of Uttarakhand, specifically focusing on respondents from various districts within the division. These districts included Almora Municipal Council, Bageshwar Municipal Council, Haldwani Municipal Corporation, Rudrapur Municipal Corporation, Tanakpur Municipal Council, and Pithoragarh Municipal Council. A systematically prepared questionnaire was developed for a sample size of 250 respondents in order to test their awareness and perception of Green products.

The data collection process involved administering the questionnaire to the selected sample population and ensuring their responses were duly recorded. Additionally, personal telephonic interviews were conducted, and observations made for further clarification and better understanding of the respondents' views. The acquired information from these respondents was meticulously compiled and subjected to thorough analysis using percentage comparisons and cross-tabulation techniques as useful tools in drawing relevant conclusions.

The entire process of data analysis was facilitated by utilizing sophisticated software applications such as MS Excel and SPSS, which provided accurate results while maintaining efficiency throughout the study. Ultimately, this comprehensive approach to gathering both primary and secondary information enabled a deep understanding of urban consumer awareness and perception towards Green products within the Kumaun division of Uttarakhand.

## VI. RESULTS AND DISCUSSION

**Table 1: Demographic Information**

Sr. No	Respondent Profile		Frequency	Percent
1.	Gender	Male	160	64
		Female	90	36
		Total	250	100.00
2.	Age	Below 20	159	63.6
		21-40 Years	50	20.0
		41-60 Years	28	11.2
		Above 60	13	5.2
		Total	250	100.00
3.	Education Level	Schooling	140	56.0
		Graduation	58	23.2
		Post Graduation Or Higher	52	20.8
		Total	250	100.00
4.	Family Size	Single Member	62	24.8
		2-4 Members	118	47.2
		Above 4 Members	70	28.0
		Total	250	100.00
5.	Occupation	Self Employed	35	14.0
		Employee	66	26.4
		Student	128	51.2
		Homemaker	21	8.4
		Total	250	100.00
6.	Earnings Members	Single Member	121	48.4
		2-4 Members	104	41.6
		Above 4 Members	25	10.0
		Total	250	100.00
7.	Family Earnings Per Annum	Below Rs. 2.5 Lakh	93	37.2
		Rs. 2.5 Lakh- 5 Lakh	95	38.0
		Rs. 5 Lakh-10 Lakh	39	15.6
		Above Rs. 10 Lakh	23	9.2
		Total	250	100.00
8.	Who Is The Decision Maker In Your Family	Parents	168	67.2
		Spouse	51	20.4
		Children	20	8.0
		Relatives	11	4.4
		TOTAL	250	100.00

(Source: 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 an insightful analysis of various consumer demographics, several significant observations were made. Firstly, when examining gender, it was discovered that a staggering 64% of the predominant category falls within the male demographic. This is an important statistic to consider in the context of understanding consumer behaviors and preferences.
- When evaluating age, a key finding emerged from the data – out of 250 respondents studied, a sizeable majority (63.6%) belonged to the age group of 20 years or younger. This compelling statistic sheds light on the potential for younger generations to significantly impact market trends in various industries.
- Another interesting dimension examined within this research is the education level of consumers. It has been identified that 56% of the majority have completed their schooling—an insight that may be invaluable for businesses seeking to target certain demographics for their products and services.
- Family size also plays a crucial role in shaping consumer behavior and preferences. In this study, it was found that 47.2% of consumers belong to nuclear families consisting of 2 to 4 members. This information can help businesses design marketing strategies that cater to specific family sizes and structures.
- Turning our attention to occupation, it was observed that students constitute the dominant respondent category at 51.2%. This suggests that engaging with young consumers who are still in an educational setting could be essential for companies seeking to connect with their target audience effectively.
- The amount of earning members within households is another aspect worth considering when studying consumer behavior. This study reveals that 48.4% of households have a single earning member, shedding light on the income distribution within these families. This information can help businesses tailor product offerings and pricing strategies according to consumer demands based on household incomes.
- In terms of annual income or earnings, it was discovered that most respondents' families generate an income between 2.5 lakh and 5 lakh per year (amounting to 38%). Such data is useful for organizations aiming to understand the purchasing power of various consumer demographics and subsequently tailoring their product or service offerings to these particular income brackets.
- Lastly, but certainly not least, is the matter of decision-making when it comes to buying Green products. A striking finding reveals that in 67.2% of instances, parents are the primary decision-makers for green product purchases. This insight highlights the importance for businesses to appeal not only to younger target audiences but also their parents, who ultimately hold the decision-making power in a majority of cases.
- In summary, this extensive analysis has provided valuable insights into several key consumer demographic areas such as age, gender, education level, family size, occupation, earning members, annual income and earnings, and decision-makers for green product purchases. By understanding these key findings and adapting strategies accordingly, businesses can effectively engage their target audience and tap into new markets while maintaining a strong connection with existing customer segments.

**Table 2 Shows the Frequency Table Regarding Purchasing the Green Products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	217	86.8	86.8	86.8
	No	33	13.2	13.2	100.0
	Total	250	100.0	100.0	

(Source: Compiled from Primary Data)

As illustrated in Table 2, a significant portion of the population, constituting 86.8 percent, possess a clear understanding and awareness pertaining to eco-friendly products, often distinguished by the presence of green logos or symbols. Conversely, the remaining 13.2 percent of surveyed consumers remain unaware of the existence or relevance of these green products. The evident majority of individuals being acquainted with environmentally conscious goods is indeed a positive indicator for the progress of our society as a whole.

The striking predominance of informed consumers highlights an apparent shift in societal values towards sustainability and environmental responsibility, which bodes well for future generations and the ongoing preservation of our planet. The data also emphasizes the pressing need for continuous education and public outreach campaigns to address and reduce the gap in knowledge about green products among those remaining uninformed.

This trend in heightened consumer consciousness may subsequently lead to an increased demand for enterprises to offer greener alternatives and adapt their manufacturing processes accordingly for a reduced ecological footprint. In turn, such market dynamics can promote rapid innovation in sustainable product design, materials, and packaging solutions.

In conclusion, Table 2, revelation about high awareness levels regarding green products can be seen as an encouraging sign for society as it suggests that environmentally friendly choices are becoming more commonplace. Yet, it is crucial not to neglect the still-present minority who lack sufficient information on this topic and must be nurtured to create an even stronger collective impact on ecological conservation.

**Table 3 Shows the Frequency Table Regarding Purchasing the Green Products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	56.0	56.0	56.0
	Often	40	16.0	16.0	72.0
	Sometimes	48	19.2	19.2	91.2
	Don't know	14	5.6	5.6	96.8
	No	8	3.2	3.2	100.0
	TOTAL	250	100.0	100.0	

(Source: Compiled from Primary Data)



As displayed in Table 3, it is evident that a significant portion of consumers, specifically 56%, actively engage in buying eco-friendly products on a consistent basis. In addition, there are 16% of consumers who occasionally purchase such items, thus contributing to the rising demand for sustainable goods. However, an interesting observation can be made that 19.2% of those surveyed do not frequently buy green products but will do so occasionally for various reasons.

Furthermore, it is essential to consider the perspectives of customers who may not be avid consumers of green products. Among them, 5.6% expressed that the primary obstacle preventing them from purchasing environmentally-friendly items is their lack of awareness and understanding of such options available within the market. This highlights the need for improved communication and marketing strategies targeting this group to spur greater interest and consumption.

Finally, a small minority of customers representing 3.2% were aware of these sustainable goods yet consciously opted not to buy them despite their knowledge about their advantages and benefits. These individuals might have other factors influencing their purchasing decisions or may simply believe that green products are not suitable for their needs or preferences. Understanding the motivations behind such behavior would be vital in tailoring appropriate marketing approaches to effectively capture this segment's attention and willingness to opt for more eco-friendly options in the future.

**Table 4: Cross Tabulation between Purchasing Pattern and Gender of the Respondents**

			Gender		Total	
			Male	Female		
Purchasing Green products	yes	Count	90	50	140	
		% within purchase	64.3%	35.7%	100.0%	
	often	Count	29	11	40	
		% within purchase	72.5%	27.5%	100.0%	
	Some times	Count	23	25	48	
		% within purchase	47.9%	52.1%	100.0%	
	Don't know	Count	11	3	14	
		% within purchase	78.6%	21.4%	100.0%	
	no	Count	7	1	8	
		% within purchase	87.5%	12.5%	100.0%	
	Total		Count	160	90	250
			% within purchase	64.0%	36.0%	100.0%

(Source: Compiled from Primary Data)

Table number 4 presents an intriguing analysis of the connection between gender and the propensity to purchase eco-friendly products. Upon examination, it becomes evident that men exhibit a higher tendency to buy green products (64.3%) compared to their female counterparts. However, this fact is accompanied by an unexpected revelation; it appears that the male demographic also displays a higher degree of unfamiliarity and resistance towards procuring these environmentally conscious items.

In an attempt to delve deeper into this puzzling fact, one might consider various factors that could account for this disparity. For instance, do societal expectations and traditional gender roles play a part in shaping men's awareness or inclination towards green living? Moreover, could it be possible that marketing campaigns promoting eco-friendly products predominantly target women, thereby contributing to the observed difference?

Another essential aspect deserving attention pertains to the specific green products being purchased by each gender and the motivations underlying these choices. Are men more inclined to opt for certain environment-friendly items based on specific factors such as brand affiliations, functional benefits or social influences?

In conclusion, while Table 4 clearly demonstrates a higher proclivity among men to buy green products compared to women, it also uncovers crucial insights into the complexities surrounding this phenomenon. It sheds light on potential underlying drivers of consumer behavior and leads us to question existing assumptions and stereotypes about gender roles in sustainable living practices.

**Table 5: Cross Tabulation between Purchasing Pattern and Age of the Respondents**

			Age				Total	
			Below 20	21-40	41-60	Above 60		
Purchasing green products	yes	Count	90	31	12	7	140	
		% within purchase	64.3%	22.1%	8.6%	5.0%	100.0%	
	often	Count	20	12	6	2	40	
		% within purchase	50.0%	30.0%	15.0%	5.0%	100.0%	
	Some times	Count	33	7	7	1	48	
		% within purchase	68.8%	14.6%	14.6%	2.1%	100.0%	
	Don't know	Count	11	0	2	1	14	
		% within purchase	78.6%	0.0%	14.3%	7.1%	100.0%	
	no	Count	5	0	1	2	8	
		% within purchase	62.5%	0.0%	12.5%	25.0%	100.0%	
	Total		Count	159	50	28	13	250
			% within purchase	63.6%	20.0%	11.2%	5.2%	100.0%

(Source: Compiled from Primary Data)

Table No. 5 illustrates the correlation between different age groups and their propensity to purchase eco-friendly products. Upon examining this data, it becomes evident that individuals under the age of 20 demonstrate a higher inclination towards buying green items, with a noteworthy 64.3% of consumers in this age group opting for such products.

It is essential to delve deeper into this trend and understand the reasons behind it. One possibility is that younger individuals may be more aware of the importance of environmental sustainability and the impacts of climate change, leading them to make more ecologically conscious decisions when it comes to shopping. Additionally, they may also be influenced by family, friends, or social media, all of which could play a role in shaping their preferences.

Another crucial aspect to consider is the availability and accessibility of green products in various age demographics. It is possible that young consumers have greater exposure to sustainable items through schools or colleges that promote eco-friendly initiatives. Furthermore, younger generations might prioritize quality over cost when making purchasing decisions, thus leaning towards greener options despite potential higher price tags. Moreover, marketing strategies targeting younger audiences could heavily emphasize environmental issues and benefits associated with green products. This would increase awareness and effectively influence purchasing behavior amongst those under the age of 20.

In conclusion, Table No. 5 highlights a significant trend within consumer habits that showcases individuals below 20 years of age as the most prominent supporters and purchasers of environmentally friendly products at an impressive rate of 64.3%. Multiple factors contribute to this finding, including increased environmental awareness and targeted marketing efforts geared towards young consumers, ultimately playing a crucial role in guiding their purchasing decisions.

**Table 6: Cross Tabulation between Purchasing Pattern and Annual Earnings of the Respondents**

			Annual Earnings				Total	
			Below 2.5 lakh	2.5 lakh -5 lakh	5 lakh -10 lakh	Above 10 lakh		
Purchasing green products	yes	Count	67	44	19	10	140	
		% within purchase	47.9%	31.4%	13.6%	7.1%	100.0%	
	often	Count	8	19	10	3	40	
		% within purchase	20.0%	47.5%	25.0%	7.5%	100.0%	
	Some times	Count	15	20	8	5	48	
		% within purchase	31.3%	41.7%	16.7%	10.4%	100.0%	
	Don't know	Count	2	10	0	2	14	
		% within purchase	14.3%	71.4%	0.0%	14.3%	100.0%	
	no	Count	1	2	2	3	8	
		% within purchase	12.5%	25.0%	25.0%	37.5%	100.0%	
	Total		Count	93	95	39	23	250
			% within purchase	37.2%	38.0%	15.6%	9.2%	100.0%

(Source: Compiled from Primary Data)

Table No. 6 presents an analysis of the correlation between an individual's yearly earnings and their propensity to purchase eco-friendly items. The data suggests that those with yearly salaries in the range of 2.5 to 5 lakhs exhibit a higher inclination towards buying green products. However, a fascinating observation can be made with regards to consumers

under the age of 20, as this group seems to be even more environmentally conscious when it comes to purchasing choices. In fact, a staggering 64.3% of those within this particular age bracket were found to be actively choosing green products.

This notable trend highlights the growing awareness and interest in sustainable and earth-friendly options, especially among younger generations. As more individuals prioritize eco-friendly consumption habits, this may positively influence manufacturers and businesses to cater their product offerings towards these demographics. It is essential to recognize and encourage such promising behavior shifts in order to promote a collective effort towards environmental preservation.

Furthermore, understanding consumer preferences for green products across various income levels can help drive targeted marketing campaigns and develop tailored solutions suited for different segments of society. By expanding our knowledge on the dynamics of consumer preferences and behaviors related to green products, organizations can strengthen their ability to effectively serve these emerging markets, ultimately benefiting both business interests as well as the environment at large.

In conclusion, as illustrated by Table No. 6, there is a distinct relationship between annual income levels and the purchase of green products among consumers. Specifically, individuals with salaries ranging from 2.5 lakh - 5 lakhs and those under the age of 20 demonstrate a higher likelihood of choosing environmentally friendly options, signifying potential avenues for businesses to explore in promoting sustainable consumption habits and catering to these particular demographics.

## **Objective 2:** The Impact of Sources of Awareness about Green Products

**Garrett Ranking Technique:** This technique was used to rank the preference of the respondents on different aspects of the study. The order of merit given by the respondents were converted into ranks by using the following formula.

$$\text{Percentage Position} = 100 (R_{ij} - 0.5) / N_j$$

Where,

$R_{ij}$  = Rank given for  $i^{\text{th}}$  factor by  $j^{\text{th}}$  individual

$N_j$  = Number of factors ranked by  $j^{\text{th}}$  individual

The per cent position of each rank thus obtained is converted into scores by referring to the Table given by Henry Garrett. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in the descending order, ranks given and most important aspects identified.

Formula	Percentage	Score
100(1-0.5)/5	10	75
100(2-0.5)/5	30	60
100(3-0.5)/5	50	50
100(4-0.5)/5	70	39
100(5-0.5)/5	90	24

**Table 7: Sources of Awareness**

Sources	Total Score	Mean Score	Rank
Advertisements	61619	67.05	1
Friends/relatives	42932	55.82	2
Social media	41240	53.42	3
Articles	29530	42.69	4
Showroom	24895	34.77	5

(Source: Compiled from Primary data)

The sources of awareness towards purchase of green marketing on consumer durables were being presented in the table. The “Advertisements” was ranked first by the selected sample respondents with the total score of 61619 and the mean score of 67.05. “Friends or relatives” has been ranked second with the total score of 42932 and mean score of 55.82. “Social media” occupies third position with the total score of 41240 and the mean score of 53.42. “Articles” has been ranked fourth with the total score of 29530 and mean score of 42.69. “Showroom” occupies fifth position with the total score of 24895 and mean score of 34.77.

It is clear from the information gathered that a significant portion of those surveyed placed the highest emphasis on the role of "Advertisements" in raising awareness about eco-friendly products within the consumer durables sector. Such insights reveal the substantial influence and importance advertisements possess when it comes to informing individuals about the existence and benefits of green products.

These advertisements serve as a crucial medium to effectively communicate with potential customers, showcasing environmentally responsible options available in the market. As a result, consumers are becoming increasingly familiar with eco-friendly offerings and are more likely to make informed decisions while purchasing consumer durables. Furthermore, well-crafted advertising campaigns enable companies to demonstrate their commitment to sustainability, thus fostering positive brand associations among their target audiences.

In today's world where environmental concerns are at an all-time high, such advertisements play a vital role not only in catering to consumer demands for greener options but also in promoting environmental stewardship and corporate social responsibility. Thereby, they help progressive organizations gain a competitive edge over their counterparts who may not place equal emphasis on sustainability.

To summarize, the majority of respondents credited "Advertisements" as being a key factor contributing to heightened awareness about green products within the realm of consumer durables.

## VII. FINDINGS

In the analysis of consumer perceptions concerning eco-friendly products within Kumaun division, several key findings were brought to light:

- A high level of awareness was observed in the urban areas of Kumaun division of Uttarakhand. More importantly, this awareness seemed to be reflective in actual purchasing decisions.
- A mere 13.2% of respondents reported a lack of awareness in regards to eco-friendly products.
- Interestingly, men were found to be the primary purchasers of green products.
- Consumers under the age of 20 demonstrated a regular purchasing pattern when it came to environmentally friendly goods.
- Individuals with an annual income range between 2.5 lakhs to 5 lakhs exhibited greater interest in acquiring green products.
- The influence of green advertising appeared significantly pronounced among the majority of consumers studied.
- Essentially, advertising emerged as the predominant source of awareness for green products.

Expanding on these results, it is apparent that increased levels of environmental consciousness now permeate consumer habits. In recent years, public knowledge and understanding regarding sustainable products have gained significant traction, particularly in urban areas. This heightened awareness echoes the transformation seen in the shift towards purchasing greener options.

Nevertheless, it is crucial not to overlook the 13.2% who reported a lack of familiarity with eco-friendly merchandise. For the ongoing pursuit of promoting a greener marketplace, stakeholders must identify suitable strategies to engage and inform this demographic.

The predominance of men-led purchases may suggest a potential disparity or difference in perception between genders. Further research might assist in understanding these divergences and pinpoint ways to influence both genders equally.

When considering consumer age, younger individuals seem more inclined toward integrating sustainable product choices into their daily lives. This generational trend emphasizes the significance of instilling green values early on, fostering eco-conscious consumers as they mature.

Economic factors play a considerable role as well, with particular income brackets expressing a keener interest in acquiring green products. As more affordable options become available, it is likely that this enthusiasm will spread to other income segments.

Given the substantial impact green advertising appears to have on purchasing behavior, marketing strategies should emphasize this approach. Expanding the appeal of sustainable products through persuasive messaging and education serves to embolden eco-friendly shifts throughout consumer markets.

In conclusion, the research provides valuable insight into consumer perceptions about green products in Kumaun division. With an increased awareness translating into tangible purchasing decisions, continued efforts to inform, persuade, and make sustainable goods accessible are vital for eventual integration at every level of the marketplace.

## VIII. CONCLUSION

Contemporary organizations possess an enhanced comprehension of their ecological responsibilities. They have realized that merely acknowledging their individual responsibilities towards society and the environment is insufficient. A multitude of the world's most eminent companies have initiated measures to ameliorate the natural environment. Consequently, businesses take environmental degradation into consideration, leading to the inception of innovative Green products.

The principal objective of this paper was to examine consumer purchasing behavior and the influence of awareness sources concerning Green products. Evidently, the vast majority of consumers in the Kumaun region are conscious of Green products, with this consciousness extending beyond mere knowledge and manifesting in actual acquisitions. This signifies a positive indicator for marketers. Advertising awareness refers to the degree of attention a brand garners due to its promotional efforts. Furthermore, it impacts how effectively consumers can recall a particular brand. The outcome of an advertising awareness-focused approach is the enhancement of brand recognition and, ultimately, brand recall. At its core, this is the mechanism that enables consumers to recollect your advertisements and associate your brand along with its distinct offerings to aspects of their own lives.

Instances of Greenwashing, or misrepresenting one's environmental credentials, unveiled both in India and internationally have contributed to this perception, particularly among males. Companies sought to capitalize on the Energy Star seal, which serves as a government-endorsed approval for energy-efficient commodities. It was discovered that refrigerators produced by LG and Samsung, among others, consumed considerably more energy than what was indicated by the manufacturers. Volkswagen committed a grave error by engaging in Greenwashing and spreading falsehoods about its ecological integrity. Despite numerous companies striving to reestablish consumer trust in Green products, Volkswagen's actions have taken marketing efforts back by ten years, hindering any progress attained in this domain.

Moreover, an array of recyclable and reusable Green items are available in the market; these include solar panels as well as solar water heaters. The insights from this investigation will aid future research endeavors and persuade individuals to adopt the usage of Green commodities, ensuring a contented and wholesome existence. By adhering to the

relevant guidelines, it is anticipated that Green marketing strategies and products will dominate the marketplace in the forthcoming days.

As consumers become progressively environmentally conscious, businesses need to keep pace with their demands. Going green is no longer just a good PR move; it's an essential aspect of meeting consumer expectations and promoting the company's reputation. However, several challenges persist in the area of green marketing. Misrepresentation of a company's environmental credentials may lead to backlash from customers and regulators alike, ultimately harming both the brand and its stakeholders.

The significance of education accompanies this increased conscious decision-making process related to the consumption of green products. Consumers require accurate information to make informed choices regarding environmentally friendly products. This necessitates businesses to communicate transparently about their product manufacturing practices and environmental impacts to foster credibility among consumers.

Developing environmentally friendly products also calls for businesses investing in research and development (R&D). This investment propels technological innovation.

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