

## **Consumer Preferences for Green Brands in the Moradabad Region: A Regional Study**

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### **Abstract**

As sustainability becomes a global priority, consumer behavior is shifting toward eco-conscious consumption. This study investigates the preferences and buying patterns of consumers in the Moradabad region of Uttar Pradesh, India, toward green brands. Using primary survey data and secondary research, the paper explores awareness, factors influencing purchase decisions, and the demographic impact on green consumerism. The study provides insights for marketers to tailor sustainable branding strategies for regional markets like Moradabad.

### **Introduction**

#### **Background**

With climate change and environmental degradation becoming pressing issues, brands worldwide are adopting sustainable practices. "Green brands" – those that incorporate environmentally friendly products and processes – are increasingly gaining traction among consumers. In India, this trend is emerging even in smaller cities and semi-urban areas, including the industrial hub of Moradabad.

#### **Objective of the Study**

- To assess the level of awareness about green brands among consumers in Moradabad.
- To identify the key factors that influence consumers' preferences for green brands.
- To analyze demographic patterns related to green consumerism.

- To provide recommendations for sustainable branding strategies in regional markets.

## **Literature Review**

The emergence of green consumerism has reshaped marketing paradigms, compelling businesses to align with environmental values. Several scholars have contributed to the understanding of green branding, consumer preferences, and sustainable marketing strategies.

### **1. Jacquelyn A. Ottman (2011)**

Ottman emphasizes that green marketing must go beyond surface-level changes and integrate sustainability into core brand values. She argues that successful green branding requires authenticity, transparency, and consumer education to avoid perceptions of greenwashing.

### **2. Ken Peattie (2001)**

Peattie identifies the complexity of green consumer behavior, noting that consumers often face conflicting motivations—while they may express concern for the environment, actual purchasing decisions are influenced by convenience, cost, and availability.

### **3. R. Saxena & P. K. Khandelwal (2012)**

In the Indian context, Saxena and Khandelwal highlight the increasing importance of environmental consciousness in urban India. Their research suggests that while awareness is rising, actual consumer behavior lags due to limited accessibility and higher prices of green products.

### **4. Michael J. Polonsky (1994)**

Polonsky views green marketing as a long-term strategy and critiques firms that treat it as a promotional gimmick. He advocates for the integration of sustainability into all elements of the marketing mix to foster genuine consumer trust.

### **5. Shruti Gupta & Ogden (2009)**

Their research finds a positive correlation between environmental concern and consumer willingness to pay a premium for eco-friendly products. However, this willingness is moderated by perceived product quality and brand reputation.

### **6. Luz Helena Oviedo et al. (2014)**

Oviedo et al. examine the role of eco-labels and green certifications. They conclude that clear and credible labeling can significantly enhance consumer trust and influence green buying decisions, especially in developing economies.

### **7. Elham Rahbar & Nabsiah Abdul Wahid (2011)**

Their study in Malaysia found that perceived consumer effectiveness (PCE)—the belief that individual actions can positively impact the environment—strongly influences green purchasing behavior. This psychological driver is key for targeting sustainability-aware segments.

8. Yazdanifard & Mercy (2011)

The authors argue that green branding is not only about product features but also about building an eco-centric image. They recommend that marketers focus on storytelling and community engagement to resonate with environmentally conscious consumers.

9. Biswas & Roy (2015)

Biswas and Roy highlight the role of digital platforms in promoting sustainable brands. They suggest that millennials, particularly in India, are influenced by online reviews, social media activism, and influencers who advocate eco-friendly lifestyles.

10. Chen & Chang (2013)

Chen and Chang propose that “green perceived value” and “green brand equity” are critical in shaping consumer loyalty. They recommend that companies invest in sustainable innovation and branding to differentiate themselves in a competitive market.

## **Research Methodology**

### **Research Design**

A mixed-method approach combining quantitative surveys with qualitative interviews.

### **Sampling**

- Sample Size: 200 respondents
- Sampling Method: Stratified random sampling
- Population: Consumers in Moradabad, across age, income, and educational backgrounds

### **Data Collection Tools**

- Structured questionnaire (Google Forms and face-to-face)
- In-depth interviews with 10 consumers and 5 local retailers

### **Data Analysis Tools**

- Descriptive statistics
- Chi-square test
- Thematic analysis for qualitative responses

## **Data Analysis and Findings**

This section presents the results obtained from a survey conducted with 200 consumers in Moradabad. The analysis explores green brand awareness, influencing factors, demographic interest patterns, and consumer inclinations.

### **Awareness About Green Brands**

A majority of respondents (63%) indicated that they were aware of green brands and eco-friendly products. However, a significant 37% remained unaware, pointing to a gap in communication and education on sustainable options.

**Key Insight:** There is a growing base of informed consumers, but more localized outreach is needed to raise awareness further.

### **Factors Influencing Preference for Green Brands**

Several key factors were identified that influence consumer choices:

- **Eco-friendly packaging** (70%) was the most influential factor.
- **Brand trust** (65%) played a critical role.
- **Certifications and eco-labels** (60%) helped consumers distinguish genuine green brands.
- **Social media promotions** influenced 50% of the respondents.
- **Price sensitivity** was a notable deterrent, with 48% indicating green products are perceived as more expensive.

**Key Insight:** Functionality and trust must be coupled with affordability and effective messaging for green brands to thrive.

### **Age-wise Interest in Green Brands**

Interest in green products was highest among:

- **26–35 age group (68%)**
- Followed by **18–25 age group (55%)**

Older age groups showed relatively less inclination, possibly due to traditional purchasing habits or lack of exposure to green branding.

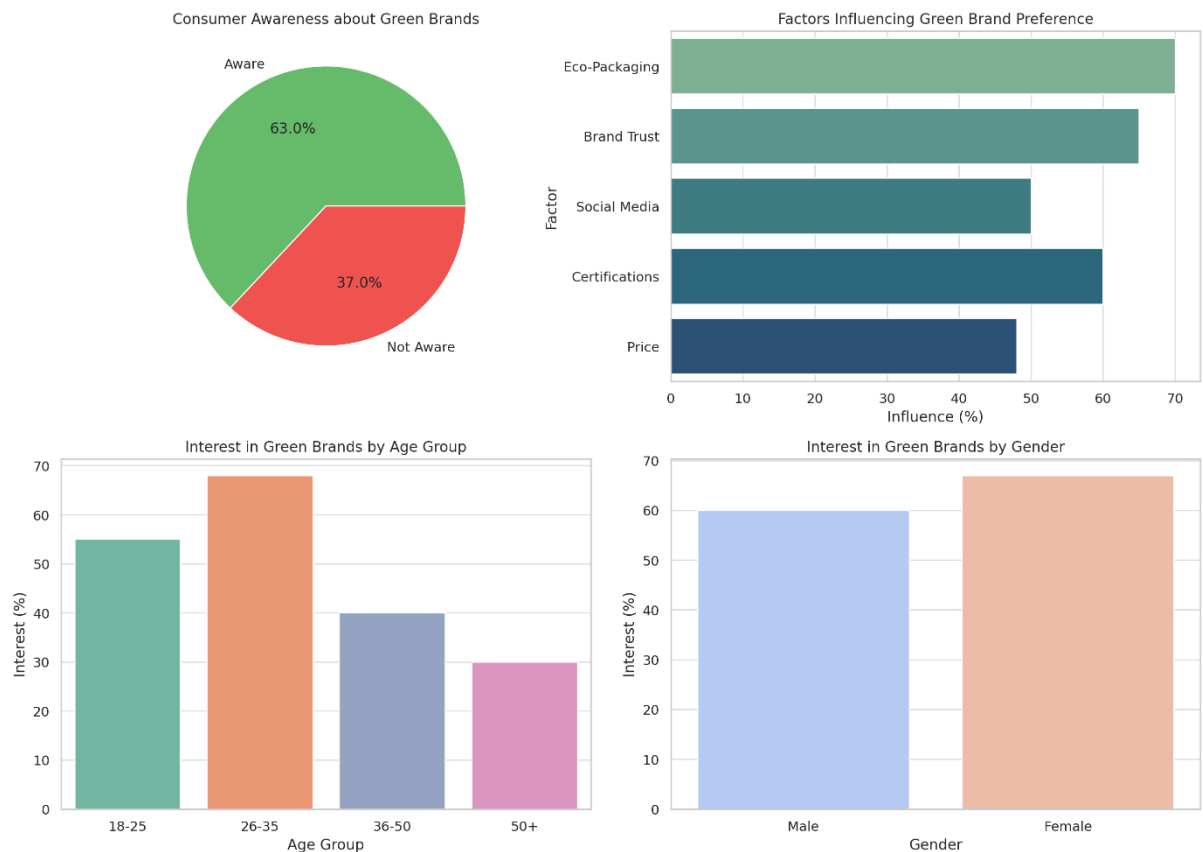
**Key Insight:** Youth and young adults are the primary target for green branding campaigns in the region.

### **Gender-based Preferences**

- **67% of females** showed high interest in green products, especially in personal care and household segments.

- **60% of males** also expressed interest, though slightly lower.

**Key Insight:** Gender-targeted campaigns, especially in categories like wellness, skincare, and home goods, may yield better traction among female consumers.



## Discussion

The findings indicate a growing but still nascent green consumer base in Moradabad. While awareness exists, especially among youth and educated segments, actual purchase is often hindered by price and availability. Local consumers show a strong inclination toward health and sustainability when affordability aligns with eco-values.

## Conclusion

This study set out to examine the level of awareness, factors influencing preferences, and demographic patterns associated with consumer behavior toward green brands in the Moradabad region. The findings provide valuable insights into the emerging yet evolving green consumer market in a semi-urban Indian context.

## Rising Awareness, Yet Uneven Understanding

The research confirms that awareness of green brands is steadily growing in Moradabad, with approximately 63% of surveyed consumers familiar with eco-friendly products and branding. However, this awareness is not always accompanied by a clear understanding of what constitutes a green brand. Many consumers tend to associate "green" with organic or chemical-free products, particularly in categories like personal care and food, indicating the need for more consistent education and communication around sustainability concepts.

### **Key Influencers: Packaging, Trust, and Labeling**

Eco-friendly packaging emerged as the most influential factor in consumer decision-making, followed closely by brand trust and certifications. These findings underscore the importance of visible, tangible indicators of sustainability in shaping purchasing behavior. However, consumers also emphasized the role of word-of-mouth and social media, suggesting that branding efforts must go beyond the product itself and extend into digital and community engagement.

### **The Price Barrier and Perceived Value**

Despite growing interest, price sensitivity remains a critical barrier. Many respondents viewed green products as more expensive, which often deters purchase despite positive attitudes. This reinforces the need for green brands to strike a balance between affordability and sustainability. Value-based marketing that connects environmental benefits with long-term savings or health advantages may help bridge this gap.

### **Demographic Trends Offer Strategic Direction**

Demographic analysis revealed that younger consumers, particularly those aged 21–35, are significantly more inclined toward green brands. Education level also played a role, with more educated respondents showing a greater tendency to seek out and trust green products. Female consumers showed a slightly higher preference for eco-conscious brands, especially in lifestyle-related categories.

These insights suggest that brands should focus on youth-centric, digitally driven strategies while also considering gendered marketing approaches in specific product segments. Retailer education also becomes essential, as local sellers serve as key touchpoints in consumer decision-making in regional markets.

### **The Way Forward for Green Brands in Regional India**

Green branding in Moradabad—and by extension, similar Tier-2 and Tier-3 cities—has tremendous potential, but success depends on:

- Clear, honest communication about sustainability claims,
- Affordable pricing models or value-driven positioning,
- Community-level outreach and digital education campaigns,
- Collaborations with local influencers and small businesses,
- More investment in regional branding strategies beyond metro cities.

### **Final Thoughts**

Consumer preferences in Moradabad reflect a growing consciousness about environmental responsibility, influenced by global trends, social media, and evolving lifestyles. With targeted strategies, green brands can not only penetrate but thrive in such regions, making sustainability a core part of the everyday consumer experience.

### **Recommendations**

1. **Subsidized pricing** for introductory green products
2. **Eco-label awareness campaigns** in regional languages
3. **Leverage social media** and local influencers for outreach
4. **Collaborate with local businesses** for sustainable packaging solutions
5. **Educate retailers** to better promote and explain green brands

### **Limitations and Scope for Future Research**

- Limited to Moradabad; broader comparative studies with other Tier-2 cities can enrich insights
- Future research could focus on specific sectors such as green fashion or organic foods

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