

# Analysis of Eco-labels for Green Washing in North Indian States

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## ***Abstract***

*The objective of this research is to study the appropriateness of eco-labels for delivering the same benefits as claimed. This research paper ignites custofaction i.e. customer satisfaction by evaluating the reality of eco-labels. The research findings illustrate that people were satisfied by the delivery of same benefits as promised. According to people of North India the preaching and practicing activities of the green companies were same. The eco-labels were analysed and findings suggested that green washing was not prominent in North Indian States.*

*It has been found that eco-labels on products influence the buyers to look for eco-friendly products in market. About 78% of the respondents(majority of females)agreed that information on eco-labels was upto the expectations, as females are more concerned about the environmental safeguard.*

*The research claims on eco-labels are found truthful. People believe in the authenticity of preaching and practising activities of companies for eco-labels in a developing country like India. This research will help business enterprises to understand the consumer reaction towards eco-labelled products. The findings of this research may be useful for the marketers to increase the sale of eco-labelled products, providing more custofaction.*

## **Introduction**

Green marketing has been an important academic research topic for last few decades (Ottman, 1994) & (Peattie, 1995). "Green Marketing" is a holistic marketing concept. Green marketing gained momentum because the awareness about the implications of global warming, solid waste, harmful impact of pollutants etc. is raised among the consumers (Shrikanth, & Raju, 2012). The eco-labels are a new technique to draw the attention of customer to look and purchase eco-friendly products in the market over traditional products and making customer satisfied in a long run. This enhances the level of *custofaction* (Customer Satisfaction) for using eco- friendly products.

### **I.I.Eco-labels**

Eco-labels are a mark or symbol on the products showing its eco-nature. Different types of products

possess different types of eco-labels on the packaging to differentiate them from non-eco-friendly products. Eco-labels convey information to the customers about green marketing (Rex & Baumann, 2007). The eco-labels on products are mark of the claims made by the companies who are practicing green marketing. Consumers buy green products even if they are lower in quality in comparison to alternative traditional products, available in the market, but look for environmental information on labels. Knowledge of labels has a positive influence on understanding of the customers (D' Souza, et.al. 2006) and plays a great role in buying behaviour.

These environmental labels act as guide for customers to choose eco-friendly products (D'Souza 2000). Marketers communicate the environmental benefits like eco-friendly, environmentally safe, recyclable, biodegradable and "ozone-friendly" products via eco-labels on