

## **An Analysis of Green Marketing Initiatives Implemented by Homestays in Tiwar Gaon, Tehri Garhwal (Uttarakhand)**

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### **Abstract**

The study examines the significance of green marketing as a vital strategy for achieving sustainable development in contemporary business environments. As resources become increasingly scarce and customer needs expand, organizations are adopting green marketing practices to enhance competitiveness, reduce waste, and align with evolving consumer preferences for environmentally responsible products. Green marketing, encompassing activities like product modifications, process changes, and eco-friendly communication, has gained prominence globally, particularly in industries such as hospitality, which are heavily dependent on natural resources. Drawing from theories rooted in environmental economics and sustainable development, the paper highlights the evolution of green marketing from ecological and environmental marketing to sustainable marketing. The literature underscores its relevance as a business differentiator, addressing both organizational goals and societal concerns. Key drivers for adopting green marketing include competitive pressures, cost efficiencies, government regulations, and corporate social responsibility. However, challenges persist in standardizing definitions and effectively integrating green practices across industries. The study also explores green marketing's role in rural contexts, using Tiwar Gaon as a case study to analyze demographic and economic characteristics. This research contributes to the understanding of green marketing's theoretical foundations and practical applications, emphasizing its pivotal role in addressing environmental concerns while ensuring business viability.

**Keywords:** Green Marketing, Sustainable Development, Environmental Economics, Eco-friendly Products, Resource Scarcity, Consumer Preferences

### **Introduction**

Resources are limited and customers' needs are unlimited. It is therefore important for marketers to utilize these resources efficiently and effectively while achieving their organizational goals (McTaggart, Findlay & Parkin 1992). Green marketing is inevitable most organizations are adopting green marketing activities as an opportunity to differentiate themselves from their competitors, to cut costs associated with waste disposal and material usage.

Emerging of green consumer across the globe necessitated organizations to adopt green marketing practices. To keep up with the new trends, green marketing practices. To keep up with the new trends, green marketing is acting as a business differentiator, opening up new markets for companies and facilitating in social corporate responsibilities of these companies. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective (Baker, 2003).

The theory of green marketing is widely drawn from evolutionary approach of environmental economics whose key concepts are borrowed from sustainable development. Many academic journals and government bodies have discussed the inclusion of environmental attributes in marketing activities. They stress the need of corporations to look at how these activities utilize limited resources to satisfy their customers without compromising the future generation needs as well as achieving their selling objectives of the company (mc taggart, Findlay parkin 1992).

The development and success of hotel industry depends on the availability of natural resources. The natural resources of a destination are one of the main assets of the local hotel industry. On the other hand, hotels are among some of the largest consumers of energy, water resources and consequently generate a large amount of waste. To attract the emerging market of green consumers, as well as being enforced by the government bodies, hotels are largely adopting to green marketing practices (mensah, 2004).

Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Some evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business' environmental behavior. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Polonsky 1994a). For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues [FTC 1991, NAAG 1990]. One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. While some literature does exist [Carlson, Grove and Kangun 1993, Davis 1992, Davis 1993], it comes from divergent perspectives. This paper will attempt 1) to introduce the terms and concepts of green marketing; 2) briefly discuss why going green is important; 3) examine some of the reason that organizations are adopting a green marketing philosophy; and 4) mention some of the problems with green marketing.

### **1.1 Green Marketing**

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact [May 1991, Ingram and Durst 1989, Troumbis 1991]. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. While green marketing came into prominence in the late 1980s and early 1990s, it was first

discussed much earlier. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and Kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, Ottman 1993]. The AMA workshop attempted to bring together academics, practitioners, and public policy makers to examine marketing's impact on the natural environment. At this workshop ecological marketing was defined as: the study of the positive and negative aspects of marketing activities on pollution, energy depletion and nonenergy resource depletion. [Henion and Kinnear 1976b, 1] This early definition has three key components, 1) it is a subset of the overall marketing activity; 2) it examines both the positive and negative activities; and 3) a narrow range of environmental issues are examined. While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined. Before providing an alternative definition it should be noted that no one definition or terminology has been universally accepted. This lack of consistency is a large part of the problem, for how can an issue be evaluated if all researchers have a different perception of what they are researching. The following definition is much broader than those of other researchers and it encompasses all major components of other definitions. My definition is: Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. [Polonsky 1994b, 2] This definition incorporates much of the traditional components of the marketing definition, that is "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants" [Stanton and Futrell 1987]. Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange has on the environment. This second point is important, for human consumption by its very nature is destructive to the natural environment. (To be accurate products making green claims should state they are "less environmentally harmful" rather than "Environmentally Friendly.") Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it.

### **1.2 Importance of Green marketing:**

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics: Economics is the study of how people use their limited resources to try to satisfy unlimited wants. [McTaggart, Findlay and Parkin 1992, 24] Thus mankind has limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants. (There is extensive debate as to whether the earth is a resource at man's disposal, for example, see Gore 1993.) While the question of whether these wants are reasonable or achievable is important, this issue will not be addressed in this paper. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives

**1.3 Reasons for using Green Marketing by the firms:** When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller 1987, Shearer 1990];
2. Organizations believe they have a moral obligation to be more socially responsible [Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990];
3. Governmental bodies are forcing firms to become more responsible [NAAG 1990];
4. Competitors' environmental activities pressure firms to change their environmental marketing activities [NAAG 1990]; and
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior [Azzone and Manzini 1994].

#### **1.4 Green marketing practices**

Green marketing is a relatively new focus in business endeavours and came into prominence only in the late eighties. Green marketing as evolved over a period of time. According to Peattie (2001), green marketing has evolved in three phases: ecological marketing, environmental marketing to now sustainable marketing. The first conceptual approach to marketing for environmental responsibility appeared in 1975 from American Marketing Association (AMA) workshop. They defined environmental marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that these satisfactions occur with limited detrimental impact on natural environment. More operative approaches on green marketing have been cited by other authors. They include Pride and Ferrel (1993), who defines green marketing as designing, pricing, distributing and promoting products that do no harm to the environment. While they have taken a full operative approach, some authors only concentrate on one aspect of promotional mix; Production Porter (1991), pricing Jay (1990), distribution Bohlen et al., (1993) or communication Kangun et al. (1991). Ken Peatite (1999), defined green marketing in terms of customer satisfaction in a sustainable fashion, which refers as “holistic management process responsible for identifying, anticipating and satisfying the requirements of the customers and society in a profitable and a sustainable way”. Green marketing incorporates a broad range of activities. They include but not limited to, product modifications, changes in the production process, elaborate advertising, change in packaging, selling of products based on environmental benefits among others. This is to mean that green marketing is part and parcel of an overall corporate strategy, (Menon & Menon, 1997). Marketing experts have also started focusing on other extremely detailed and specific elements of green marketing. These include defining the precise shade of green that is most associated with the environment and visual images that they use in their advertisement that is mostly associated with the environment. Companies are labeling their products with terms associated with greening. Examples include, phosphate free, recyclable, refillable, ozone friendly, environmentally friendly labels. Customers associate the above terms with green marketing (Singh & Kamal, 2012).

#### **1.5 About Tiwar Gaon:**

According to Census 2011 information the location code or village code of Tiwar Gaon village is 043877. Tiwar Gaon village is located in Tehri tehsil of Tehri Garhwal district in Uttarakhand, India. It is situated 25km away from sub-district headquarter Tehri (tehsildar office) and 25km away from district headquarter NEW TEHRI. As per 2009 stats, Tiwargaon is the gram panchayat of Tiwar Gaon village. The total geographical area of village is 76.28 hectares. Tiwar Gaon has a total population of 250 peoples, out of which male population is 131 while female population is 119. Literacy rate of tiwar gaon village is 77.60% out of which 84.73% males and 69.75% females are literate. There are about 54 houses in tiwar gaon village. Pincode of tiwar gaon village locality is 249001. When it comes to administration, Tiwar Gaon village is administrated by a sarpanch who is elected

representative of the village by the local elections. As per 2019 stats, Tiwar Gaon village comes under Pratap agar Vidhan Sabha constituency & Tehri Garhwal Lok Sabha constituency. Tehri is nearest town to tiwar gaon village for all major economic activities, which is approximately 25km away.

### 1.5.1 Population of Tiwar Gaon

**Table: 1.0 POPULATION SURVEY INDEX (2011 Survey)**

PARTICULARS	TOTAL	MALE	FEMALE
Literate population	194	111	83
Illiterate population	56	20	36
Total population	250	131	119

## 2.0 Literature review:

### 2.1 Theories of green marketing

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective (Peattie, 2001). The reason why green marketing has increased its importance relies on basic definition of Economics: "Economics is the study of how people use their limited resources to try to satisfy unlimited wants. In essence, the theories of green marketing are anchored on environmental economics and sustainable development.

### 2.2 Evolution Approach of Environmental Economics

In mainstream environmental economic analyses, the emphasis is on relative scarcity, allocation of scarce resources, and optimal welfare (World Commission on Economics and Development, 1987). The neo classical interpretation of environmental degradation as an allocation problem has dominated environmental economics for over two decades now. It is reflected in an emphasis on optimal welfare and externalities, optimal (intertemporal) allocation of natural resources, and optimal growth as a mix of intertemporal resource allocation and investment in capital. This means that environmental problems are mainly studied in the context of externalities and market equilibrium. Much attention is devoted to the question how a social optimum can be realized in market economy with externalities (mulder, 2000).

### 2.3 Sustainable Development

Opschoor (1992), indicates that the idea of sustainability came to public attention after a 1972 report, "Limits to Growth," issued by the international think tank Club of Rome. In 1980 the World Conservation Strategy developed by the International Union for Conservation of Nature, in collaboration with the U.N. Environment Programme and World Wildlife Foundation, worked to make sustainability a benchmark of international. Then the term "sustainable development" achieved international public prominence through the 1987 report, of the World Commission on Environment and Development, Our Common Future often called the "Brundtland Report" after the name of its chair, former Norwegian prime minister Gro Harlem Brundtland. It presented the famous definition: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED 1987, 43).

### 2.4 Drivers for green marketing

There are several suggested reasons why firms have increased use of green marketing. These reasons have been classified as either internal drivers or external drivers. Previous research presented a model that explains some of the reasons internal forces that drive adoption of green marketing by various organizations (Polonsky 1994; Coddington 1993; et al). In this model, they cited that organizations may feel they have a moral obligation to be socially and environmentally responsible. Pride and Ferrell (2000) supported this. They argued that a

company feels accountable for any of their actions that affect people, communities and the environment and they correct it. This includes the tendency to sponsor and support social programmes, provide reliable company products, disclose information about their products element and considering the feedback of all stakeholders.

According to miles and manula (1995), esty and Winston (2006), organization may also adopt green marketing practices as a way of being pro active responsive and innovative since green marketing is a new concept. This is achieved by the waya company constantly seized new opportunities, thrives for continuous development, and regularly seeks out emerging sources of competitive advantages.

Banerjee (2001), studied senior managers perception of environmental issues and concluded that top management was more directly involved in environmental issue in companies were managers perceived regulatory forces to be a major threat or felt that their customers were environmentally conscious, or where environmental initiatives led to benefits for the company in terms of cost savings or quality improvements. Nevertheless, most importantly, the findings of this study indicated that corporate environmentalism ultimately follows the economic bottom line; environmental initiatives were evaluated by their benefits to the company, which in most cases meant reduction in waste, cost saving, and improvements in product and process quality. The study concluded that managerial perception to green marketing was a determinate to whether the organization adopts to green marketing or not.

Polonski (1994) and coddington(1993), explored external drivers for adoptionto green marketing to be as follows ; governmental pressure to protect consumers and society this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways, reduce production of harmful goods or by products, modify consumer and industry use and consumption of harmful goods and ensure that all types of consumers have the ability to environmental composition of goods. Government establish regulations designed to control the amount of hazardous wastes produced by firms. Many by-products of production are controlled through the issuing of various environmental licenses, thus modifying organizational behaviour. In some cases, governments try to induce final consumers to become more responsible. For example, some governments have introduced voluntary curb side recycling programs, making it easier for consumers to act responsibly. In other cases government tax individuals who act in an irresponsible fashion.

Competitive pressure is another major force in the environmental marketing area. Firms desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviours and attempt to emulate this behaviour. In some instances, this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behaviour.

Green consumers are also a driving force for companies to adopt green marketing practices. There is a radical change in consumers preferences and life styles. They prefer environment friendly products to the others and many times are ready to pay a little extra price for such green products. Due to this shift from traditional marketing to green marketing, companies these days are facing many new challenges. Some author observed that there was an increase of the ecological conscience of customer which has resulted in increased demands of green products (chan,k, 1999; ottman, 1992; Peattie & ratnayka, 1992; salzman, 1991; vandermerwe & oliff, 1990 ). Drucker(1973) Bernstein(1992), peattie, (1995),peattie,(1999), have carried out studies to investigate purchasing pattern for environmental conscious consumers. In all studies, they have observed green consumers reject excellent technical product because they are conscious of their damaging consequences in the environment due to the productive process or their disposal or because

this is a way to show that they disapprove certain activities of their producers, suppliers or investors.

### **2.5 Benefits of green Marketing**

When looking through the literature there are several suggested reasons for firms increased use Green Marketing. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives (Keller 1987, Shearer 1990). This means they will be at a better competitive advantage to capture the growing number of green consumers. As a

Result, organizations will enjoy a growth in market share compared to their competitors. Organizations engaging in green marketing practices believe they have a moral obligation to be more socially responsible (Davis 1992, Freeman & Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990). This enables them to have a good public image meaning they have a Strong brand compared to their competitors. Hence, they will be more appealing to them and This will strengthen their brand image. Consequently, it will lead to more customer satisfaction and greater firm valuation.

Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour (Azzone & Manzini 1994). As pollution is a sign of waste, firms that curb pollution and reduce inputs that may lead to waste enjoy cost saving advantage (Lash & Wellington, 2007). Improved energy efficiency and waste reduction can facilitate green organizations to recover the financial outlay needed to fund green initiative.

### **2.6 Challenges of green marketing**

Various hotels have adopted green marketing or environmental marketing standards to better manage and control the impact of their operations on the environment. However, despite being pressurised by various stakeholders, customers, financial institutions, government regulatory agencies and shareholders to increase their commitment to improve green practices, still most of the hotels in developing nations do not have a formal way of carrying out these practices. This low level of practice makes it clear that there could be barriers that are preventing hotels from adopting Green marketing practices in their operations. A successful green marketing process requires time, money and people (Chan 2008). Implementation costs identified by Ann, Zailani and Wahid (2006) and Chang and Ho (2006) include training, documentation, process modification, registration fees, registration maintenance, organizational adoption, legal consequences, and storage of equipment/accessories, hiring specialist environmental assistance, computer software and new staff recruitment. Based on the interviews conducted with Spanish hotel managing directors, Ayuso (2007) further explains that some hotel operators do hire external consultants to help implement and design green practices and contract with external auditors to certify compliance and this represents an additional cost for these services.

According to Chan (2008), many managers are unaware of green practices and find it difficult to understand what they are expected to achieve in the initial stages unless there is professional advice from consultants who help in implementing and designing these practices. Chan (2008), through a survey conducted with 83 hotels in Hong Kong SAR, further states that it is important to understand and interpret the Green marketing practices or else it could be misleading. Similarly, Chang and Wong in (2006) conducted a survey with 164 hotels in the Hong Kong SAR, which further criticized the ISO 14001 certification system because it involves a lot of paperwork, which creates additional workload for employees. The other reason for not adopting the ISO standards is that managers find it difficult to balance the quality of service with the environmental performance. According to Tinsley and Pillai (2006), there is limited knowledge about the standards and concepts among

top management and this leads to a limited level of commitment towards Green practices and

ISO standards. There are also some underlying organizational factors that can be barriers to green practices adoption and implementation. These include management style, top management commitment and communication, culture of the organization, innovation and technology. These organizational cultural issues, coupled with lack of knowledge and availability of professional advice are also significant barriers to the adoption of EMS for various hotels. Resources include work force, time, money and equipment. Implementing green practices requires a commitment of resources for development and maintenance. The success of proper environmental practices will depend on the availability of resources, as hotels must either invest in additional resources or divert existing resources away from their current use. A survey conducted with 262 Spanish hotels by Gil, Jimenez and Lorente (2001) found that the availability of resources depends on the size of the hotel. Proper implementation and effectiveness of an green practices is possible with the availability of modern and up to date computer systems and other measuring tools which would help hotels to measure their performance. There are tangible resources that are required, along with financial resources, to carry out the practices. Resources are thus important criteria for any hotel before it adopts Green practices. Insufficient and outdated resources are among the barriers to the adoption of green practices in various hotels.

## **Research methodology**

### **3.0 Introduction**

The aim of this research is to examine the external of adoption of green marketing practices adopted by home stays in Uttarakhand. The research takes data from home stays of tiwar gaon. Sample size of the research is 60. The data will be collected through questionnaire

### **3.1 Research objectives**

- 1. To identify the key drivers influencing the adoption of green marketing practices by homestays in Tiwar Gaon.**
- 2. To examine the benefits derived from the implementation of green marketing practices by homestays.**

### **3.2 Research hypothesis**

There is no significant relationship between adoption of green marketing practices and benefits associated with adoption of green marketing practices.

Dependent and independent variables Drivers of adoption green marketing practices are independent variables where is benefits associated with green marketing practices are dependent variables. The research is conducted on home stays in tiwar gaon in nearby area. This study use quantitative research design utilizing 5 point likert scale to take respondent respond. Population for this study are home stays owner and contract management. Total sample size is 60 using survey. Questionnaire developed to address research objective and hypothesis. It also includes demographic question and 5-point likert scale to take respondent opinion accurately. Data collection is done through online structured google form.

#### 4.0 Result and Discussion

**Table No. 2 Reliability analysis**

Sr.No.	Variable Name	Number of items	Cronbach's	Remark of reliability
1	Determine the drivers for adoption of green marketing practices by home stays.	8	0.935	Excellent
2	Explore benefits associated with adoption of green marketing practices.	10	0.958	Excellent

The Cronbach alpha of dimensions is larger than 0.70 so it indicates that there is an internal consistency in the dimensions. It ranged from 0.935 to 0.958. Therefore, the reliability of this survey of this study is good.

**Table 4.2 (Demographic Profile)**

Characteristics	Frequency	Percentage
<b>Age</b>		
Below 20 years	15	25
20-30 years	10	16.7
30-40 years	18	30
40-50 years	8	13.3
50 Years and above	9	15
<b>Gender</b>		
Male	55	91.7
Female	5	8.3
<b>Occupation</b>		
Student	23	38.3
Employee	20	33.3
self employed	12	20
Retired	3	5
Homemaker	2	3.3
<b>Educational Background</b>		
Intermediate	18	30
Diploma	9	15
Bachelor's Degree	20	33.3
Masters or higher	9	15
Uneducated	4	6.7
<b>Income Level</b>		
Less than 100000	25	41.7
100000-200000	17	28.3
200000-300000	9	15
300000-400000	3	5
above 400000	6	10
<b>Marital Status</b>		
Married	24	40
Unmarried	36	60
<b>Managing Homestay</b>		
Managed by self	51	85
Contract Management	9	15

The distribution of respondents across different age groups is outlined in above table. The majority of respondents fall within the age range of 30-40 years (30%), closely followed by the age group of under 20 years(25%) and 20-30 years(16.7%) of the total respondent. The next significant age categories is 40-50 years (13.3%) and above 50 years is (15%). This distribution provides a comprehensive overview of the age composition of the survey participants. The distribution of respondents across different genders is outlined in above table. The majority of respondents fall within the gender of male (91.7%), and the women is (8.3%). This distribution provides a comprehensive overview of gender of the survey participants. The distribution of respondents across different occupation outlined in above table. The majority of respondents are the student (38.3%), closely followed by the employee with (33.3%) and self-employed is (20%) of the total respondent. The next significant categories is retired (5%) and home maker are (3.3%). This distribution provides a comprehensive overview of the occupation of the survey participants The distribution of respondents across different educational background is outlined in above table. The majority of respondents have bachelor degree (33.3%), closely followed by the who comes in intermediate (30%) and diploma and masters (15%) each of the total respondent. The next is uneducated with (6.7%). This distribution provides a comprehensive overview of the education qualification of the survey participants. This chart shows the annual house hold income participants. The majority of respondent fall within the less then 100000 (41.7%), and closely followed by the 100000-200000 (28.3%) and 200000-300000 (15%) of the total participants. And 300000-400000 (5%) and above 400000 (10%).This distribution provide a overview of house hold income of the survey participants. This table is provide a marital status of the survey participants. Where the majority of the participants is unmarried (60%) and married (40%). This distribution provides a overview of marital status of the survey participants. This table is provide a over view of the home stays status, where majority if the participants managed home stays by self(85%) and other managed by the contract management(15%)

### **Hypothesis testing**

The following hypothesis are needed to tested for this research. Correlation test are performed for hypothesis test.

Note- if P value  $> 0.05$  then null hypothesis is accepted (NHA).

If P value  $< 0.05$  then null hypothesis is rejected (NHR).

### **Hypothesis 1-**

**H<sub>01</sub>- (null hypothesis)-** there is no significant relationship between positive brand image and reputation as key drivers of green marketing and green marketing improve brand image.

**H<sub>a1</sub> (alternative hypothesis)-** there is significant relationship between positive brand image and reputation as key drivers of green marketing and green marketing improve brand image.

**(Table 4.3) Correlation**

<b>Correlations</b>			
		Positive brand image and reputation are key drivers for green marketing	Green marketing has improved our overall brand image.
Positive brand image and reputation are key drivers for green marketing	Pearson Correlation	1	.641**
	Sig. (2-tailed)		0.000
	N	60	60
Green marketing has improved our overall brand image.	Pearson Correlation	.641**	1
	Sig. (2-tailed)	0.000	
	N	60	60

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Result** - There is a positive relationship between Positive brand image and reputation are key drivers for green marketing and Green marketing has improved our overall brand image as the p value is <0.05. hence the null hypothesis is rejected .

### Hypothesis 2

**H<sub>02</sub>- null hypothesis**- there is no significant relationship between customers demand for eco-friendly practices and increase customer satisfaction by adopting green marketing.

**H<sub>a2</sub>-alternative hypothesis**- there is no significant relationship between customers demand for eco-friendly practices and increase customer satisfaction by adopting green marketing.

**(Table 4.4) Relationship between customers demand for eco-friendly practices**

<b>Correlations</b>			
		Customer demand for eco-friendly practices drives our green marketing efforts	Adoption of green marketing practices has increased customer satisfaction.
Customer demand for eco-friendly practices drives our green marketing efforts	Pearson Correlation	1	.738**
	Sig. (2-tailed)		0.000
	N	60	60
Adoption of green marketing practices has increased customer satisfaction.	Pearson Correlation	.738**	1
	Sig. (2-tailed)	0.000	
	N	60	60

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Result** - There is a positive relationship between Customer demand for eco-friendly practices drives our green marketing efforts and Adoption of green marketing practices has increased customer satisfaction, as the p value <0.05. hence the null hypothesis are rejected.

### 5.0 Conclusion

All the data mentioned above clearly show that is green marketing practices is very important for run the home stays, the reason is (Environmental awareness influences our decision to adopt green marketing practices) in this question around 70 percent of respondent strongly agree with this question and all the figure are same as this question all the questioned mentioned in above maximum respondent strongly agree with all the question . it shows environmental awareness is major factor for adopting the green marketing practice by home

stays owner. 2<sup>nd</sup> important thing is customer demand for eco-friendly practices; green marketing also helps in maintaining brand image of the home stays.

Tiwar gaon tehri garhwal Uttarakhand is the area for this research and maximum output comes through the respondent is positive it means home stays owner and the contract managers aware that the green marketing practices has increased the customer satisfaction and improve overall brand image.

In conclusion green marketing practices are not just a trend but a strategic approach that enables home stays owner in tiwar gaon to contribute to sustainable tourism, attract environmentally conscious travellers, and ensure the long term visibility of their businesses. By embracing these practices, home stays owners position themselves as responsible contributors to both the environment and the tourism industry.

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