

Branding and Promotions of Eco-Fire Crackers

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Abstract

This study focuses on understanding how branding and promotional activities influence consumer buying behaviour towards eco-firecrackers. Eco-firecrackers are introduced as an environmentally friendly alternative to traditional firecrackers, but their usage is still not widespread due to limited awareness and marketing challenges. The research mainly examines consumer awareness, the role of branding elements like packaging and brand image, and the effectiveness of promotional strategies. Data was collected from 100 respondents using a questionnaire, and basic statistical tools were used for analysis.

The results show that most consumers have a moderate level of awareness about eco-firecrackers. Factors such as attractive packaging, brand reputation, and proper labelling play an important role in influencing purchase decisions. Promotions, discounts, and social influence also affect buying behaviour. Although many consumers are willing to choose eco-friendly options and even pay a higher price, they feel that current promotional efforts are not enough.

The study concludes that improving branding strategies and increasing promotional activities can significantly boost the adoption of eco-firecrackers. It highlights the need for better awareness campaigns to encourage environmentally responsible choices among consumers.

Keywords:

Eco-Firecrackers, Consumer Awareness, Branding, Promotional Strategies, Purchase Intention, Green Marketing, Consumer Behaviour, Environmental Sustainability, Brand Trust, Packaging Influence

Introduction

Firecrackers have long been an important part of celebrations in India, especially during festivals like Diwali. They symbolize joy, tradition, and social bonding. However, the increasing use of conventional firecrackers has led to serious environmental and health issues such as air pollution, noise pollution, and respiratory problems. To address these concerns, eco-firecrackers have been introduced as a safer and more environmentally friendly alternative.

These firecrackers are designed to reduce harmful emissions and produce less noise compared to traditional ones. They represent a shift towards sustainable celebrations and responsible consumer behaviour. Despite their benefits, the adoption of eco-firecrackers is still limited.

Many consumers are not fully aware of their advantages, and some lack trust in their effectiveness and safety. In addition, weak branding and insufficient promotional activities make it difficult for these products to reach a wider audience. In this context, branding and promotion play a crucial role in influencing consumer perception and purchase decisions. Elements such as packaging, brand reputation, labels, and advertisements can help build trust and awareness among consumers. Effective promotional strategies can also encourage people to choose eco-friendly products over traditional ones. Therefore, this study focuses on understanding how branding and promotional strategies impact consumer purchase intention towards eco-firecrackers. It aims to analyze consumer awareness, identify key influencing factors, and provide insights to improve marketing strategies for better adoption of eco-friendly products.

2. Statement of the Problem

Eco-firecrackers have been introduced as an environmentally friendly alternative to traditional firecrackers in order to reduce air and noise pollution. However, their adoption among consumers is still relatively low. Many people are not fully aware of the differences between traditional and eco-firecrackers, and there is confusion regarding their benefits, safety, and effectiveness. In addition, branding and promotional activities for eco-firecrackers are not strong enough to create a clear identity in the market. Consumers often find it difficult to identify genuine eco-friendly products due to lack of proper labeling and certification visibility. Limited advertising, weak digital presence, and insufficient awareness campaigns further reduce consumer interest and trust.

As a result, even though eco-firecrackers offer environmental and health benefits, consumers continue to prefer traditional firecrackers. This situation highlights the need to understand how branding and promotional strategies influence consumer awareness, perception, and purchase intention.

Therefore, this study aims to identify the key factors affecting the adoption of eco-firecrackers and to analyze how effective branding and promotion can improve consumer acceptance and buying behaviour.

OBJECTIVE OF THE STUDY

- To analyze the impact of branding and promotional strategies on consumer purchase intention toward eco-firecrackers.
- To evaluate consumer awareness and understanding of eco-firecrackers.
- To identify key branding factors influencing consumer trust.
- To examine the relationship between consumer attitude, environmental concern, and purchase behaviour.

3. Scope of the Study

This study focuses on analyzing consumer behavior towards eco-firecrackers, particularly in relation to branding and promotional strategies. It examines how factors such as packaging, brand image, awareness, and promotional activities influence consumer purchase decisions. The study is limited to consumers in urban and semi-urban areas, mainly those who purchase or use firecrackers during festival seasons like Diwali. It includes individuals from different age groups, income levels, and occupations to understand varied consumer perspectives. The research mainly covers eco-firecrackers that are certified and promoted as environmentally friendly products. It does not deal with the technical or manufacturing aspects of firecrackers, but concentrates only on marketing and consumer perception.

The study also focuses on a specific time period, mainly during the festive season when the demand for firecrackers is high. The findings are based on the data collected from a limited sample, and therefore may not represent the entire population.

Overall, the scope of this study is confined to understanding the role of branding and promotion in influencing consumer awareness, trust, and purchase intention towards eco-firecrackers.

4. Research Methodology

This study adopts a descriptive research design to analyze consumer behaviour towards eco-firecrackers, with a focus on branding and promotional strategies. Both primary and secondary data are used to ensure a comprehensive understanding of the topic. Primary data is collected through a structured questionnaire, while secondary data is gathered from various academic and online sources. The study uses a convenience sampling method with around 100 respondents from different demographic backgrounds. The collected data is analyzed using basic statistical and analytical tools to identify patterns, relationships, and key influencing factors.

Key Components of the Methodology:

- **Research Design:** Descriptive research
- **Type of Data:** Primary and Secondary data
- **Sampling Method:** Convenience sampling
- **Sample Size:** Approximately 100 respondents
- **Target Group:** Consumers of different age groups, income levels, and occupations
- **Data Collection Tool:** Structured questionnaire with closed-ended and Likert scale questions
- **Data Analysis Techniques:** Percentage analysis, mean, charts
- **Statistical Tools:** Correlation, regression, chi-square test
- **Software Used:** SPSS and MS Excel

Findings

1. **Consumer awareness is moderate:** Most consumers have a basic understanding of eco-firecrackers, but full awareness about their benefits is still lacking.
2. **Branding influences purchase decisions:** Elements like logos, labels, and packaging help consumers recognize and trust eco-firecrackers.
3. **Attractive packaging plays an important role:** Visually appealing packaging increases the likelihood of purchase.
4. **Brand reputation builds trust:** Well-known and trusted brands are more likely to be chosen by consumers.
5. **Consumers prefer eco-friendly options:** Many respondents show a positive preference for eco-firecrackers over traditional ones.
6. **Willingness to pay is high:** A majority of consumers are ready to pay a higher price for eco-friendly firecrackers.
7. **Promotions impact buying behaviour:** Discounts, offers, and advertisements encourage consumers to purchase eco-firecrackers.
8. **Social influence is significant:** Family and friends play an important role in shaping buying decisions.
9. **Price remains a key factor:** Even though consumers prefer eco-friendly options, price still affects their final decision.
10. **Branding helps identify genuine products:** Proper labelling and branding increase confidence in product authenticity.

Suggestions (Recommendations)

1. **Improve consumer awareness:** Companies should conduct awareness campaigns to educate consumers about the benefits of eco-firecrackers.
2. **Strengthen branding strategies:** Clear logos, labels, and certifications should be highlighted to

build trust and authenticity.

3. **Focus on attractive packaging:** Innovative and appealing packaging designs can attract more customers.
4. **Enhance brand reputation:** Companies should maintain quality and consistency to build a strong and reliable brand image.
5. **Increase promotional activities:** Use digital marketing, social media, and advertisements to reach a wider audience.
6. **Provide discounts and offers:** Festive offers and price promotions can encourage more purchases.
7. **Highlight certifications clearly:** Display certifications (like eco-labels) prominently to assure product safety and genuineness.
8. **Adopt competitive pricing strategies:** Keep prices affordable to attract consumers from different income groups.
9. **Encourage retailer participation:** Retailers should actively promote eco-firecrackers through displays and recommendations.
10. **Use influencer and social marketing:** Promote eco-friendly practices through influencers and community campaigns.

Conclusion

This study highlights that eco-firecrackers are gaining attention as a safer and environmentally friendly alternative to traditional firecrackers. Consumers show a positive attitude towards these products, with moderate awareness and a growing willingness to adopt eco-friendly options. The findings clearly indicate that branding and promotional strategies play a crucial role in influencing consumer purchase decisions. Factors such as attractive packaging, brand reputation, proper labelling, and promotional activities significantly impact buying behaviour. Social influence and income level also contribute to consumer decision-making. However, the study also reveals that current promotional efforts are not sufficient, and many consumers still lack complete awareness and trust in eco-firecrackers. This gap limits their widespread adoption.

In conclusion, improving branding, increasing promotional activities, and creating strong awareness campaigns are essential to boost the adoption of eco-firecrackers. With the right strategies, businesses and policymakers can encourage consumers to make environmentally responsible choices and support sustainable celebrations.

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