



**GREEN MARKETING AND ITS IMPACT ON
CONSUMER BUYING BEHAVIOR:
A DESCRIPTIVE STUDY**

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Abstract

Purpose- *This study determine the demographics of the population having positive intention towards buying green products as well as to determine the most likely element of marketing program, which can contribute towards influencing the consumer green purchase intention.*

Methodology/sample- *Following study is a survey based Quantitative study. The inclusion criterion for the respondents was at least 14 years of education and the minimum age bracket of 19 to 25. To analyze the data Chi square, Regression and ANOVA tests were applied.*

Findings- *The analysis of the data suggested that the gender and education affect Eco literacy. Socio demographic variables were not significantly related with green purchase intention. Green perceived value, Green trust and Green perceived risk were found to be a positively related with the Green purchase intention. Besides this Environmental advertisement, Price and Ecological packaging showed a positive relation with the Green purchase intention.*

Practical Implications- *The outcomes of the research might help the corporate decision makers of existing and new companies to exploit the opportunities by investing in CSR and advertisement as well as improving and greening the marketing program.*

Keywords: Green purchase intention, Environmental advertisement, Ecological packaging, Price