

Serial No. 26 (MKT)

"Green Marketing - A case of Emerging Green Consumer  
Redefining Sustainability"



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**MBA (1.5)**

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**2017**

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**A research project submitted in partial fulfillment of  
the requirement for the degree of MBA.**

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**Fall 2017**

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## **ACKNOWLEDGEMENTS**

Firstly, I would like to extend my sincere thanks to my Supervisor Sir Muzzammal Sobban, for all his endless support, close supervision, feedback and guiding me on the right path throughout the research. Secondly I would like to express my gratitude to my family, friends for their encouragement and to all people who helped me with their invaluable knowledge, opinions and time.

Lastly, I would like to thank all the peers who went through this research article and provided their input, and to all the respondents who took out their valuable time for answering questionnaire.

## **ABSTRACT**

This study seeks to understand the purchase intent of emerging green consumers. The article starts with a brief theoretical reflection on green marketing, emerging green consumer, and sustainability. This research looks in to knowledge and attributes of green product and intent-to-purchase green products hence address research questions. Theoretical framework was developed to depict the relationship between product attributes and purchase intent.

A close-ended survey approach was used in order to collect responses from concerned target audience. Quantitative approach was used for 277 respondents. Research methodology and data was analyzed. Product attributes such as product availability, price, promotion, environmentally friendly production method, recyclable or reusable, no animal testing, brand association to ecological causes were rated to indicate importance with regard to purchase intent of green products.

Results are then scrutinized which demonstrates particular attributes of green products that are more important than other considering purchase intent of green consumer. Results indicate that promotion is among the most important attribute among all the other attributes we studied.

This study is concluded by discussing limitations of study along with future research. Certain managerial implications for marketers are addressed in this research.