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“Investigation on the impact of green marketing on consumers purchases intention: A study on retail market of Pakistan”



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Abstract:

Consumer's mentalities are dynamic towards the surroundings to energize advancement for protection and hence the favorable circumstances from this source of development are ensured to survive our present age. This work examines customer's confidence and point of view on surroundings insurance and their purchasing behaviour of eco-friendly items.

This paper furthermore focuses on the achievement of actions put by advertisers in conveyance further brand awareness in purchaser's minds. It more analyze purchaser behaviour and effect of elevating correspondence to spot how clients are influenced to pick green products.

The data for this paper is achieved through sharing different questionnaire to the locality of Islamabad and over 200 responses has been recorded and analysis of those results through SPSS software is carried out. All of the four hypotheses have been accepted, to be specifics all the marketing tools like Eco-Label, Eco-Branding and Environmental Ad has a positive effect on consumer purchase decisions and behaviours.

Consumer buying behavior towards green products in retail market of Islamabad hasn't been studied in Pakistan.

Keywords: Green Marketing, Consumer Buying Behavior, Marketing Tools, Eco label, Eco brand, Environmental Ad, Green Retailing, CSR, Customer Loyalty

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