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Name of Topic: Green Marketing and its Influence on Buying Behaviour of Consumers with special reference to Delhi NCR

Keywords: Green Marketing, green products, eco-label, eco-brand, environmental advertising, environmental concern, social influence, attitude, willingness to pay, awareness, altruism, consumer buying behaviour

Findings

The present study was conducted keeping highlights the green marketing tools influence attitude of the consumer towards consumer buying behaviour. This study expects to provide deeper insights into Value-Attitude-Behaviour Hierarchy Theory (VAB) in consumer buying behaviour. The research focuses solely on green consumer products; consumers who are aware about those products or not in Delhi NCR.

The result of the study indicated that maximum no. of respondents indicated as having a high level of awareness of green products. The attitude of a person can be transformed by cultivating a favourable image and raising public awareness. Consumer EC positively influences the intention to purchase environmentally friendly products. When individuals are more aware of environmental issues and concerned about their impact, they are more likely to seek out products that align with their values. Consumers who are highly environmentally concerned may be willing to pay a premium for green products, even if they are more expensive than conventional alternatives. It was found that there is no significant impact of social on the consumer buying behaviour. Altruistic consumers are more likely to prioritize socially responsible products and brands that align with their values. The relationship between trust in eco-label, eco-brand, environmental advertising, and purchase behaviour are found to be significant. Without consumer's confidence and trust of eco-label, environmental advertising, and eco-brand, it is very difficult to convince them to make purchase decisions.