

# A Study On Buyer Behavior In Green Marketing Products

Harikumar Pallathadka

*Manipur International University, Imphal, Manipur, India*

*harikumar@miu.edu.in*

## **Abstract**

*In the world, green architecture has been rapidly expanding. As a result, customers are taking charge and taking the necessary measures. Shopper knowledge and motivation are still driving vicissitude in the commercial center, especially through the display of more environmentally friendly products. Indian shoppers are less worried about global warming issues than consumers in developing countries. Recognizing patterns and positioning products, services, and brands to promote purchaser goals has always been at the heart of effective ads. "Green" advertising has progressed from a fad to a collaborative practice today. Offering companies should understand the importance of environmental consciousness, incorporate it into their marketing strategies, and communicate their green ideology to their consumers.*

*Green is rapidly becoming the uniform color of environmental vigilance in India. Businesses have increasingly introduced GPIs (Green Product Innovations) into their product advancements over the last few decades. Ostensible item execution is a major impediment to the tenacity of earth practical items in studies. The ecumenical sympathy for the inspiration behind the fight against pollution and corruption in the environment. Several studies on green advertisements have been performed to assess the subject's relevance and its relationship to environmentally conscious consumers' attitudes and buy behavior. This study will look at buyer knowledge of green marketing products in India, emphasizing Mysore in the Indian state of Karnataka.*

**Keywords:** *Green Marketing, Buyer Behaviour, Environment, Product Attributes*

## **1. INTRODUCTION**

Green kineticism has been expanding rapidly in the world. Consumer vigilance and inspiration continue to drive Rialto's transformation, most notably through introducing more environmentally friendly items. The Indian market is much less aware of ecumenical warming problems than consumers in developing countries. Successful marketing has always been about apperceiving trends and situating products, accommodations, and brands in a manner that fortifies buyer intentions. Today, "Green" marketing has peregrinated from a trend to a way of doing business, and businesses that sell should agonize the value of going green and incorporating this message into their marketing program. Green is gradually and steadily becoming the symbolic color of eco-consciousness in India. Consumer awareness of product inchoation increases, as is anxiety about an imminent ecumenical environmental crisis, giving advertisers more chances to persuade customers.

Over the last few decades, companies have gradually incorporated GPIs (Green Product Innovations) into their product growth. Perceived product efficiency has been shown in

studies on the consumption of environmentally friendly goods to be a significant obstacle to their adoption.

"Green marketing is the marketing of goods that are believed to be environmentally friendly and safe," according to the American Marketing Association. Other comparable terms utilized are natural promoting and environmental advertising.

According to Ottman (1998), some customers do not purchase "green" goods because they are considered to be inferior, citing a Roper Starch Ecumenical (RSW) Institute review of explicit and product-concrete knowledge (e.g., use of biodegradable and recycling department). Alston and Prince Roberts (1999) discovered an incipient product creation in their study of environmental policy, namely, a willingness to pay little more for environmental benefits. However, Driessen (2005) discovered that an optimal degree of greenness is needed to retain a competitive advantage. The link between innovation success and greenness must be established, rather than focusing solely on capturing the niche green market. So, if the demand for environmentally friendly goods becomes mainstream, it is critical to look at what factors affect consumers' decision-making. The degradation of the atmosphere prompted consumers to embrace and cultivate a conscious attitude toward environmentally friendly goods to save the earth. They consequently deem it expedient to fend the environment, which has become their posture towards eco- amicable foods. Consumers buy the goods because they want to know how much they are helping build a more sustainable world and how much they are helping to direct the climate.

Nonetheless, it has ended up worldwide attempting to accomplish the reason for the ecological insurance, so organizations are utilizing different intends to convince the shoppers' sections who are earth cognizant of changing their dispositions from the traditional items towards green items furthermore fulfill their requirements. A portion of the past analysts has accentuated the four ideas on the "demographics, green way of life green demeanors and green behavioral aims regarding the low contribution item classification." This study aims to analyze how much customers are mindful of the green items and the advantages of utilizing eco-accommodating items, particularly as part of the FMCG area, and the variables that impact the buyers in item purchasing conduct.

The negative effect of human exercises on the environment involves concern today. The government is everywhere throughout the world trying to endeavors to minimize the human effect on the environment. Today our general public is more worried about the typical habitat. Understanding the general public's new concerns, organizations have started adjusting their conduct and incorporating ecological issues into authoritative exercises. Scholastic orders have coordinated Green issues in their writing. Governments everywhere throughout the world have turned out to be so concerned about Green items that they have endeavored to direct them.

Green, sustainable, and eco-marketing are examples of modern marketing methods that aim to question traditional advertising methodologies and include a radically different point of view rather than simply refocus, change, or enhance existing advertising intuition and practice. Green Marketing encompasses a wide range of activities, including item modifications, changes to the manufacturing process, changes to packaging, and changes to marketing. Green promoting focuses on meeting client requirements while causing little or minimal harm to the natural environment.

## 2. LITERATURE REVIEW

A published job analysis is an assessment of knowledge in the composition relevant to the chosen field of research. The composition review will portray, shorten, survey, and illustrate this written work. It moreover gave a theoretical base for the investigation and helped the maker to choose the research method.

Environmental supportability is portrayed as an organizational approach that incorporates making strategies that deal with the earth and convey benefits for the association. It is a pressing yet troublesome social target, and various associations are taking a couple of exercises to guarantee and protect the earth (Armstrong and Kotler, 2007, pp. 509-510). It is also typical that objectives are not conflicting with consistent money-related achievement as it is a phase nearer to publicizing (Grant, 2007, p. 2).

A green client is described by Peattie (2001, p. 187-191) as some individual who intentionally partakes in customer practices that are seen as usually very much arranged by advancing scholastics and experts. Therefore, green or earth especially orchestrated exercises bargains, such as criticalness productive operations, better polluting controls, and reused materials (Armstrong and Kotler, 2007, p. 509).

Eco names are an essential instrument used as a piece of green publicizing. Eco imprints are portrayed as names that perceive the general regular slant of a thing or organization inside a specific thing or organization. This way, an eco-named thing has fit the bill for a pass on a logo that claims that the thing has been conveyed according to specific common standards. Instead of green pictures or revelations, an eco-stamp needs to incorporate three segments: the assertion standard, an autonomous accreditation body, and free confirmation bodies. Eco-naming arrangements ask with the expectation of positive pariah affirmations that the thing concerned meets the predefined measures, ensuring strict and steady consistency with the standard by producers. Subsequently, the supervising name guarantees the exactness of the claim of the eco check (European Commission Homepage).

Regardless, despite claims that biological problems were one of the most pressing open challenges, sponsors' targets for showcase improvement for green stuff were disappointingly missed (Wong et al., 1996). The passionate improvement in green showcasing energies toward the beginning of the 1990s has a tiny bit at a time faded away (Peattie and Crane, 2005).

In the 1990s, green publicising reached its second era, when promoters started to face a kickback (Wong et al., 1996). Client perception for the mother earth, as well as a related desire for green products, did not always translate into acquiring behaviour, according to marketing experts (Schrum et al., 1995). Client cynicism about green stuff, green cases, and the associations' point and sharpened among all the vast impediments, the central point of view adding to the answer against green publicising was client cynicism about green things, green cases, and the associations' point and sharpened among all the vast impediments, the central point of view adding to the response against green publicising was client cynicism about green things (Mendleson and Polonsky, 1995; Peattie and Crane, 2005; Wong et al., 1996). Since the mid-1990s, buyers have become increasingly normal and socially conscious (Strong, 1996). During that time, essential consumers started to emerge as another compulsion of green consumerism, demanding social responsibility from businesses (Gurau and Ranchhod, 2005).

The rise of green consumerism has sparked an even broader consumption concept known as ethical consumerism (Uusitalo and Oksanen, 2004). According to Uusitalo and Oksanen (2004), ethical consumerism refers to a buyer's response to issues arising from exploitative and low overall trades, such as child and low-paid labour, human rights violations, animal testing, specialist's association camouflages, differences in trading ties with the Third World, and environmental pollution (Strong, 1996). Buyers regard individual and social qualities, goals, and belief structures, so both green consumerism and its follow-up good consumerism are common terms (Uusitalo and Oksanen, 2004). Purchasers have begun to ask for a say in the century, taking care of, and resourcing stuff, since the creation of green consumerism and good consumerism in the mid-1990s.

In the late 1990s, experts began to advocate for "sensitivity showcasing," which connected uprising powers with consumerism (Charter and Polonsky, 1999). Building and maintaining a sensible relationship with consumers, the social climate, and the native living room is what sustainability raising entails (Charter and Polonsky, 1999). Despite the difficulties, green advertising evolved into a "self-evolving" mode, with only organisations with a certified goal for overall realistic business progression remaining and upgrading their products. Green advancing has entered a third stage since 2000. Various green items have vastly improved and recovered consumer confidence in the 2000s, thanks to more pushed progress, tougher state approval on bizarre events, government headings and inspirations, and even closer scrutiny from various environmental affiliations and the media (Gurau and Ranchhod, 2005; Ottman, 2007). Green showcasing has steadily grabbed drive once more as overall stress over biological efficiency continues to rise. According to some experts (Stafford, 2003), green advertising is "making a comeback" in a matter of seconds (Ottman et al., 2006, p. 26).

Various composing works and reviews assess the purchaser care and direct cover on different subjects and prepare and choose the components influencing the green promoting care towards eco-pleasing things. For example, the impact of age of the purchaser, the compensation level of the family in the overall population, the impact of significant worth comprehension, the quality mindfulness, the normal perception, and the brand commitment have been focused on in a study made in New-Zealand (Gan et al., 2008, p. 96). This survey is simply focused on the people of Mysore city. The aim is to survey the level of care on green things and the customers' perspective towards eco-obliging things, especially in the FMCG fragment.

Solomon et al. (2010, p. 208) analyzed the consumerism on the "lifestyles of prosperity and practicality" (LOHAS) on the green client's influence on the buyer and business showcase. This is another piece of the market in which pros have an unmistakable interest in covering the zones of their attitude towards the environment that incites their conduct. Our motivation is to investigate green publicizing from the buyers' care and states of mind towards buying green things.

This point is centered around buying green things in the lively moving client things (FMCG) region, called buyer bundled stock (CPG) part, which is non-solid. Things that buyers once in a while buy and use rapidly include sustenance, the restorative administration's things, et cetera. Which is, for the most part, sold in retail stores and having a short profitable life?

This investigation could have a vast and critical impact on clients to the degree the piece of the customer plays in the green publicizing on the FMCG investigation and the shielding of the earth from utilization resources. Encourage, it could reveal which showcasing systems

associations should get to see better customers' needs in terms of green things.

### 3. METHODOLOGY

- The target respondents: Consumers of macro & micro-retail shops in Mysore city.
- The Sample Size used was 154 Respondents across Mysore and Simple random sampling adopted for data collection
- Age Group of respondents - 18 to 55 Years

### 4. DISCUSSION

- 71% of the respondents were male, and 29% of the respondents were female.
- Majority of the respondents who have participated in this study fall under the age arrangement of 53% and 21% with the age social affair of 25-34 years and 18-24 years of age assembling independently.
- 66% of the respondents were hitched, and 34% were unmarried.
- 73% of the respondents were delegates. Taken after by 19% were unemployed, 6% were understudies, and 2% were resigned.
- 35% of the respondents have pay level under 2 lakhs, 41% of the respondents have compensation level between 2 lakhs to 6 lakhs, and taking after 16% of the respondents have pay level between 6 lakhs to 10 lakhs, and 8% of the respondents have pay level more than 10 lakhs for each annum.
- 29% of the respondents recognize green things by stamp/reuse picture, 26% of the respondents perceive green things by business, 25% of the respondents perceive green things by the portrayal available on the thing or package, 7% of the respondents recognize green things by the show thing in the retail stores and 13% of the respondents perceive green things by their own specific interest.
- 30% of the respondents careful about green things by Internet, 25% of the respondents careful about green things by Social framework/media, 23% of the respondents careful about green things by family/partners, 12% of the respondents careful about green things by going and buying particularly from stores and 10% of the respondents careful about green things by print media.
- 24% of the respondents support eco-obliging things in food things, 10% of the respondents slant toward eco-pleasing things in therapeutic administrations/remedial things, 5% of the respondents support eco-pleasing things in cleaning things, 6% of the respondents incline toward eco-obliging things in other household things, and 55% of the respondents slant toward eco-obliging things in like way like sustenance, human administrations/helpful, cleaning things and other family things.
- 57% of the respondents buy eco-obliging things in sustenance things consistently, 17% of the respondents buy eco-pleasing things in food things constantly, and 18% buy eco-obliging things in sustenance things every so often, 6% of the respondents buy eco-pleasing things in support things on occasion.
- 56% of the respondents buy eco-obliging things in restorative administrations things consistently, 18% of the respondents buy eco-pleasing things in social protection things constantly, 18% of the respondents buy eco-obliging things in therapeutic administrations things now and again, 5% of the respondents buy eco-obliging things in social protection things rarely.
- 12% of respondents unequivocally agree that prepared to center for others supposition for eco-pleasing things, 72% respondents agree that prepared to center for others feeling eco-obliging things, 16% respondents vary that excited to center for others conclusion eco-obliging things.

- 13% of respondents unequivocally agree that eco-pleasing things have better quality, 58% agree that eco-obliging things have better quality, and 29% of respondents contradict this thought that eco-pleasing things have better quality.
- 6% of respondents unequivocally agree that eco-pleasing things all around cutting edge, 39% respondents agree that eco-obliging things all around cutting edge, 55% respondents vary that eco-pleasing things significantly progressed.
- 4% of respondents unequivocally concur that eco-obliging things are effortlessly open, 51% of respondents concur that eco-satisfying things are reasonably available, and 45% of respondents disagree that eco-satisfying things are effectively open.
- Variables that impact respondents to purchase eco-accommodating items

Factors	Weighted Average Value
<b>Good to Environment</b>	<b>4.42</b>
<b>Will recommend</b>	<b>4.18</b>
<b>Healthy</b>	<b>4.17</b>
Getting noticed nowadays	3.97
Attention to family/friends opinion	3.94
Good performance	3.9
High in price	3.84
Better quality	3.8
Trendy/Fashionable	3.75
<b>Willing to pay extra</b>	<b>3.43</b>
<b>Easily Accessible</b>	<b>3.41</b>
<b>Well promoted</b>	<b>3.26</b>

4 – 5: Consumer giving high significance to Green items: Factors: Good to the environment, Ready to prescribe, Healthy for family

3.5 – 4: Consumer giving very little significance to Green items: Factors: Getting noticed these days, Attention to family/companions supposition, Good execution, High in value, Better quality, Trendy/Fashionable.

0 – 3.49: Consumer not under any condition offering significance to Green items Factors: Willing to pay additional, easily accessible, well advance.

- *Consumer attitude and environment-friendly products*

H0: There is no significant or major relationship between consumer attitude and environment-friendly product purchase behavior.

H1: A significant or Major relationship between consumer attitude and environment-friendly products purchase behavior Calculated Value  $\chi^2 = 174.25$ .

At 5% level of significance the table value = 1.07  $\chi^2_{Cal} > \chi^2_{Tab}$ .

Hence, reject the null hypothesis (H0) and accept the alternative hypothesis (H1).

Therefore, there is a significant relationship between consumer attitude and environment-friendly product purchase behavior.

- *Consumer attitude and healthy product purchase behavior.*

H0: There is no significant or Major relationship between consumer attitude and healthy product purchase behavior.

H1: There is a significant or Major relationship between consumer attitude and healthy

product purchase behavior. Calculated Value  $\chi^2 = 168.21$

At 5% level of significance the table value =  $\chi^2 = 11.07$   $\chi^2$  Cal >  $\chi^2$  Tab

Hence, reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>).

Therefore, there is a significant relationship between consumer attitude and healthy product purchase behavior.

- *Consumer attitude towards eco-products and external environment.*

H<sub>0</sub>: There is no significant or Major relationship between consumer attitude towards eco-products and the external environment.

H<sub>1</sub>: There is a significant or Major relationship between consumer attitude towards eco-products and the external environment.

Calculated Value  $\chi^2 = 220.02$

At 5% level of significance the table value =  $\chi^2 = 11.07$   $\chi^2$  Cal >  $\chi^2$  Tab

Hence, reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>).

Therefore, there is a significant relationship between consumer attitude towards eco-products and the external environment.

## 5. CONCLUSION

Honing ecological mindfulness has become the latest achievement mantra, and people from various backgrounds are studying it. According to the findings, Mysore city residents value eco-friendly FMCG items and are more influenced by environmentally friendly items. The research shows that they recognize environmentally friendly FMCG items by their eco-name, and therefore it can be considered an essential tool for environmental promotion. The governing body, the affiliation, and the customers all need to collect environmentally friendly submissions. Higher in esteem appear differently compared to other non-eco-friendly certainly comprehended brand items and are not remarkably progressed, which is a significant deterrent in acquiring green things. Things that are presented in a more discernible manner are likely to have more critical numbers. When qualities and feelings are sufficiently specific, the green operation adapts to buyers' subjective good conditions, and thing characteristics are tenaciously monitored, star organic qualities would undoubtedly achieve more ace ordinary direct.

## REFERENCES

- [1]. Ajay Kumar Singh & Monika Bansal (2012), "Green Marketing: A Study of Consumer Attitude and Environmental Concern." The Indian Journal of Commerce. Vol.65.No.2.
- [2]. Aseem Prakash (2002) Green Marketing, Public Policy And Managerial Strategies-<http://www.greeneconomics.net/GreenMarketing.pdf>
- [3]. Bowyer, Jim et al. (2008). Consumer choices: greening your purchases, Temperate Forest Foundation.
- [4]. Bryunina Daria and Khodadad Safari Sara (2010), "The Influence of eco-labeled products on consumer buying behavior." International Journal of Multidisciplinary Research.
- [5]. Chaarlas.J. & Mr. R. Rajkumar (2012), "Awareness of Consumers on the Green Marketing, Initiatives of Corporate." The International Research Journal of Commerce and Behavioral Science.
- [6]. Chen, C. (2001). Design for the Environment: A Quality Based Model for Green Product Development. Management Science, 47(2), February, pp. 250–264.
- [7]. Coddington, Walter. 1993. Environmental Marketing: Positive Strategies for Reaching the Green Consumer. New York: McGraw-Hill Inc.
- [8]. Crane, A. (2000). Facing the Backlash: Green Marketing and Strategic Reorientation in

- the 1990s. *Journal of Strategic Marketing*, 8(3), pp. 277-296.
- [9]. Davis, Joel J. 1993. "Strategies for Environmental Advertising." *Journal of Consumer Marketing* 10 (2): 19-36.
- [10]. Dharmendra & K.Naveen Mehta (2011), "Impact of Gender on Adolescent Consumers towards Green Product in Indore City." *International Journal of Marketing*. Vol.11, No.1
- [11]. Dr. Sandhya Joshi, *IJSTM* Vol. 2, Issue 1, February 2011 Green Marketing: An Overview [http://ijstm.com/papers/sandhya\\_0205.pdf](http://ijstm.com/papers/sandhya_0205.pdf)
- [12]. Ginsberg, J.M. & Bloom, P.N. (2004). Choosing the Right Green-Marketing Strategy. *MIT Sloan Management Review*, 46(1), pp. 79-88. 8.
- [13]. Hannah Hoerisch (2002), "A Comparative Study On Environmental Awareness And Environmentally Beneficial Behavior In India.
- [14]. Hartmann, P. et al. (2005). Green Branding Effects on Attitude: Functional versus Emotional Positioning Strategies. *Marketing Intelligence and Planning*, 23(1), pp. 21-30.
- [15]. Hosein Vazifehdust, Amin Asadollahi The Role of Social Responsibility in Green Marketing & Its Effects Health & Environment in Iran [http://www.eurojournals.com/EJSS\\_19\\_4\\_08.pdf](http://www.eurojournals.com/EJSS_19_4_08.pdf)
- [16]. Irv Weinberg, May 19, 2011 Green Marketing. Not Dead, Just Misdirected <http://www.greenmarketing.com/blog/comments/green-marketing-not-dead-just-misdirected/>
- [17]. J. Joseph Cronin, Jr & Jeffery S. Smith & Mark R. Gleim & Edward Ramirez & Jennifer Dawn Martinez, 15 September 2010 Green Marketing Strategies: An Examination of Stakeholders and the Opportunities they Present.
- [18]. Jacquelyn A. Ottman, Edwin R. Stafford and Cathy L. Hartman (June 2006) Green Marketing Myopia <http://www.greenmarketing.com/files/Stafford-MyopiaJune06.pdf>
- [19]. Jacquelyn A. Ottman (2011), "The New Rules of Green Marketing." Greenleaf Publishing.
- [20]. Jacquelyn Ottman, May 16, 2011 The New Green Marketing Paradigm, <http://www.greenmarketing.com/blog/comments/the-new-green-marketing-paradigm/>
- [21]. Joseph J Cronin & Mark R. Gleites (2011), "Green Marketing Strategies: An Examination Of Shareholders And The Opportunities They Present." *Journal of Academy of Marketing Science*.
- [22]. Jurate Banyte & Lina Brazioniene (2012), "Investigation of Green consumer profile: A Case of Lithuanian Market of Eco-friendly food products." *Journal of Economic & Management*.
- [23]. Kilbourne, W.E. & Beckman, S.C. (1998). Review and Critical Assessment of Research on Marketing and the Environment. *Journal of Marketing Management*, 14(6), July, pp. 513-533
- [24]. Kirsten Umberson (2008), "Environmentally-Friendly Purchase Intentions: Debunking The Misconception Behind Apathetic Consumer Attitudes.
- [25]. Martin Charter, 1999 Greener Marketing: A Global Perspective on Greener Marketing Practice <http://www.worldcat.org/title/greener-marketing-a-global-perspective-on-greener-marketing-practice/oclc/247076134>
- [26]. Michel Laroche & Jasmin Bergeron (2001), "Targeting Consumers Who Are Willing To Pay More For Environmentally Friendly Products." *Journal of Consumer Marketing*. Vol.18, No.6.
- [27]. Mohammad Zakersalehi & Amin Zakersalehi, "Consumer's attitude and purchasing intention towards Green packaged food in Malaysian perception." *International*

- Conference on Economics and Management.
- [28]. Nai-Jen Chang and Cher-Min Fong (2010), "Green Product Quality, Green Customer Satisfaction and Green Customer Loyalty." African Journal of Business Management Vol.4.
- [29]. Nayan Ranjan Sinha, 29th June 2010 Marketing Mix of Green Marketing [http://blogs.siliconindia.com/nayan/MARKETING\\_MIX\\_OF\\_GREEN\\_MARKETING - bid- uQo5nC9M98069957.html](http://blogs.siliconindia.com/nayan/MARKETING_MIX_OF_GREEN_MARKETING-bid-uQo5nC9M98069957.html)
- [30]. Olson, E.G. (2008), Creating an Enterprise-Level „Green “Strategy, in: Journal of Business Strategy, Vol. 29, No. 2, pp. 22-30
- [31]. Parul Gupta (2010), "Changing shift in Green attitude and behavior of Indian car among young Consumers." International Journal of Research in Commerce and Management.
- [32]. Philippe Martin (2010), "Consumer Attitude and Perceptions on Sustainability."
- [33]. Polonsky, Michael Jay, "An Introduction to Green Marketing," Electronic Green Journal,1994 (<http://escholarship.org/uc/item/49n325b7>)
- [34]. Polonsky, Michael (2007). An Introduction to Green Marketing, Electronic Green Journal, Vol.1. Issue 2
- [35]. Rohita Kumar Mishra A Conceptual framework on Green Marketing [http://www.indianmba.com/Faculty\\_Column/FC623/fc623.html](http://www.indianmba.com/Faculty_Column/FC623/fc623.html)
- [36]. Ronnie Irawan & Dahlia Darmayanti (2008), " The Influence Factors Of Green Purchasing Behavior: A Study Of University Students In Jakarta."
- [37]. Sachin.S.Vernekar and Preeti Wadhava (2011), "Consumer attitude and perception regarding eco-friendly FMCG products in Delhi." International Journal of Research in Commerce and Management.
- [38]. Sarwade W.K (2012), "Conceptual Development Of Green Marketing In India." Journal Of Engineering Technology And Management Science. Vol.1, No.2.
- [39]. Sudha.R (2012), "Green Marketing In India". International Journal of Management Research. Vol.2.
- [40]. Sudhir Sachdev (2011) "Eco-friendly products and consumer perception." International Journal Of Multidisciplinary Research. Vol 1. Iss 5.
- [41]. Surya Rashmi Rawat and Prof.Paven Garga (2011), "Understanding consumer behavior towards Green Cosmetics." Journal of Family Ecology And Commerce Science.
- [42]. Syeda Shazia Bukhari (2011) "Green marketing and its impact on consumer behavior." European. Journal of Business and Management. Vol.3, No.4.
- [43]. Wanninayake (2008), " Consumer Attractiveness Towards Green Products Of FMCG Sector: An Empirical Study." Oxford Business and Economics Conference Program.