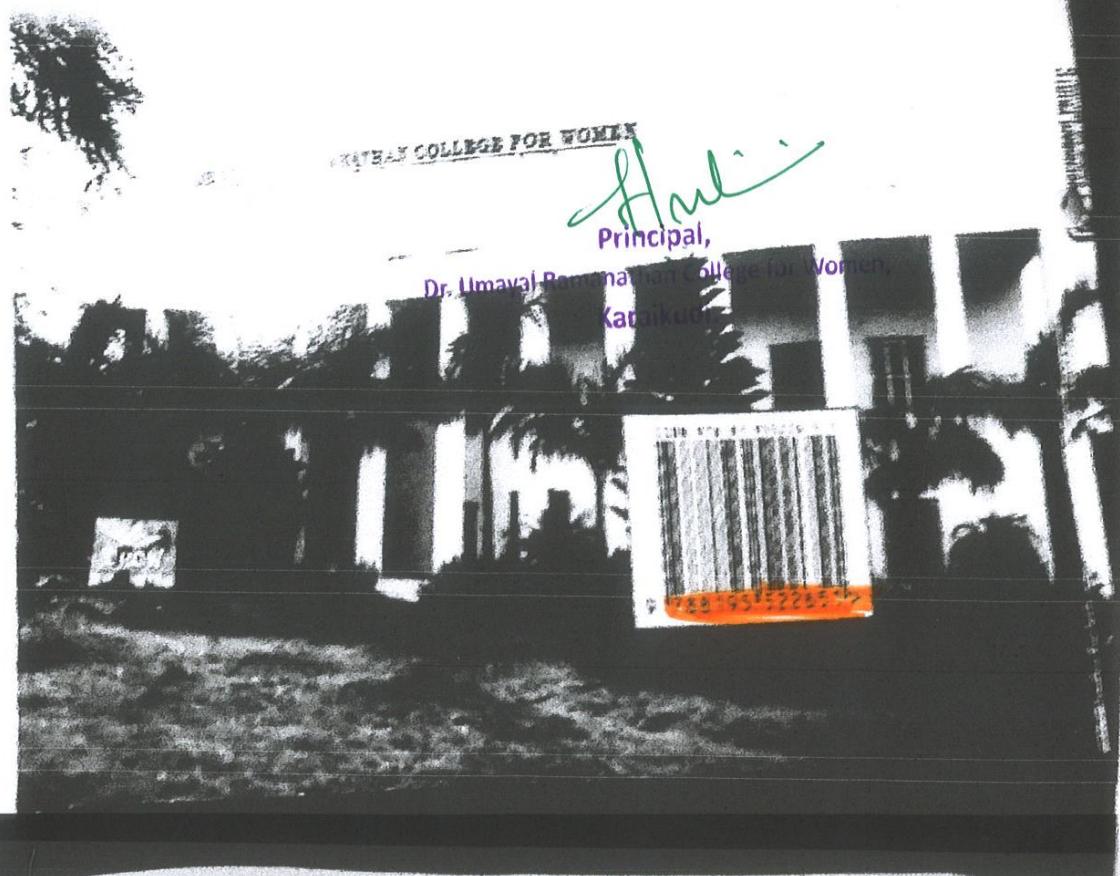


The main objective of this Conference:

- To provide a comprehensive understanding of emerging technologies such as Artificial Intelligence, Blockchain, IoT, and Cloud Computing, and how they can be leveraged to accelerate business value.
- To showcase real-world case studies and success stories of businesses that have successfully implemented emerging technologies to drive growth, efficiency, and innovation.
- To discuss the challenges and opportunities that businesses face in adopting and implementing emerging technologies, and how to overcome these challenges.
- To provide a forum for students to showcase their research findings, ideas, and innovations related to emerging technologies and their impact on business value.



## A STUDY ON CONSUMER BEHAVIOUR IN GREEN MARKETTING

**Dr. E. Saraladevi**

Assistant Professor, Department of Management, **Dr. Umayal Ramanathan College, Karaikudi**

**Dr. M. Rama Priya**

Assistant Professor, Department of Management, Karpagam Academy of Higher Education, Coimbatore 641021

**Dr. R. Saroja Devi**

Assistant Professor, Department of Commerce, Karpagam Academy of Higher Education, Coimbatore 641021

### ABSTRACT

Nowadays as almost every country's government and society has started to be more aware about the green marketing. The trend of green marketing used by the firm as one of the policies to gain profit and protect the environment. This paper deals with the tools and marketing mix of green marketing. The green marketing attracts the consumer and motivate to more interest in the natural environment. The green marketing business that provide products which are manufactured and design in marketing mix to better understanding of consumers buying behaviour finally the firm will be promoted once green marketing plan is applied. The typical idea of green marketing is to develop the awareness and eco-friendly.

**Keywords:** Marketing, Green marketing, Consumer, Marketing mix.

### INTRODUCTION

Green marketing as the marketing of products that are presumed to be environmentally safe, it incorporates several activities such as product modification, changes to production processes, packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products.

Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognise (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic colour of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Furthermore, firms today are experienced with consumers who are environmentally conscious when making a purchase as green marketing is a current focus in business enterprises. Therefore, consumers are becoming more conscious towards their environmental approaches, desires and purchases. Therefore, this has led to increased motive of consumers to purchase environmentally friendly products and services.

### OBJECTIVES

- To determine the study of green marketing and its sustainability on the environment.
- To study the behaviour of consumers and branding to attract more consumers.
- To find out the consumer awareness on the availability of environmentally of products.

### CONCEPTUAL FRAMEWORK

Green marketing is a tool for caring the environment for the upcoming generation. It has a positive impact on ecological safety. It refers to selling product or translation services based on environmental benefit. It came into existence in late 1980s and early 1990s. The American Marketing Association (AMA) held the first factory on ecological marketing in 1975. 1980 was the first time green marketing came into reality. Business Dictionary defines green marketing as positive activities aimed at taking advantage of changing consumer outlook towards a brand.

### GOLDEN RULES OF GREEN MARKETING

- Know your customer.
- Empower consumers.
- Reassure the buyer.
- Consider your pricing.

  
Principal,

Dr. Umayal Ramanathan College for Women,  
Karaikudi.