

AN EMPIRICAL STUDY ON AWARENESS ABOUT THE GREEN MARKETING AMONG THE INDIAN CONSUMER PERSPECTIVE

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Abstract: The technique of advertising goods or services that are ecologically friendly influence on the environment is known as "green marketing." It entails talking to customers about the use of eco-friendly packaging, production techniques, and materials.

Objectives: The aim of the study are to identify the awareness level of the consumers towards the green marketing.

Research methods: The study is descriptive in nature made empirically in Chennai city. 250 sample respondents have been selected using convenient sampling method. The study was conducted during the period of November and December 2022. The primary data has been collected using the interview schedule. Their level of awareness has been measured using 5 point Likert scale with 7 statements related to green marketing. The data have been analyzed using the SPSS software.

Result: It is found that the people spending more towards the eco-friendly products are highly aware about the green marketing

Conclusion: Green marketing focuses on advertising goods and services that are either eco-friendly or have no negative environmental effects. Businesses may show their dedication to sustainability and inform clients about the advantages of their goods by using eco-friendly materials, sustainable manufacturing techniques, and green packaging.

Keywords: *Emerging market, Green Marketing, Consumers, Consumer preference & behavior. Eco-Friendly Products and Green Packaging*

Introduction

The global green movement is becoming more prevalent. The clients take ownership of the situation and act ethically. By developing more environmentally friendly items, market transformation is being driven by consumer awareness. Compared to consumers in industrialized nations, Indian customers are much less conversant with the issues associated with global warming. Finding trends and promoting goods, services, and labels in a way that increases consumer intentions were also necessary for successful marketing. Yatish Joshi, (2015) revealed that the primary factor driving customers' move to environmentally friendly consumption is the depletion of natural resources. The number of companies producing

ecologically friendly goods has dramatically increased. Despite their propensity to acquire things that are good for the environment, customers' inconsistent behaviour prevents them from acting on this favourable view. The researchers determined that subjective norms, product qualities, environmental awareness, and environmental concerns were the main motivators for buying green products, whereas high prices, a lack of supply, and a lack of customer trust were the main deterrents. The impact of customers' ethical decision-making on their buying behaviour was also investigated by the researchers. The study came to the conclusion that numerous other factors, including the consumer's particular emotions, store-related characteristics, and advertising, all play a significant influence in the decision-making process of consumers. Wong FuiYeng, (2015) explored that the rising demand for ecologically friendly green products, manufacturing organisations are now placing a lot of attention on the sustainable development framework. One of the most crucial strategies employed by commercial firms to boost revenues is green marketing. Consumers are drawn to businesses that are prepared to invest more in greener lifestyles, which ultimately gives businesses a competitive advantage. Green marketing is a sophisticated marketing approach that is not just limited to the environment and its protection. The sales personnel are carefully taught to market environmentally friendly items by emphasizing the need to safeguard the environment as a result of using their goods. It is crucial for a business to choose the appropriate setting and target market before implementing its green marketing plan.

Research background

There is a disconnect between market values and environmentally friendly practices when it comes to sustainability. The study looked at several facets of consumer behaviour and demonstrated how advertisements could influence consumers' preferences for environmentally friendly goods. Whether green products operate as expected is a significant barrier to purchase. But, in general, consumers put their faith in the success of well-known companies, making it simple for subpar green products and exaggerated green claims to find a market under trusted names. Anvar and Venter (2014). Due to the low degree of customer awareness of global warming in India, brands there will make a commitment to raising it. Indian producers still need to establish a green market, but due to ineffective marketing, consumers are unaware of it. But, by embracing the sustainability agenda, participating in green projects, and raising customer knowledge. Overall, it is clear that companies who sell to consumer groups that support the environment under-utilize the Indian market for eco-friendly products. The outcome demonstrates that consumer labels work better to promote green products. An exploratory research on consumers' purchasing patterns for green items. The study found that, despite customers' positive attitudes towards buying eco-friendly goods, variables like price and durability still have an impact on their choice to buy. For a deeper knowledge of the customer, the investigator thinks a more thorough study is required. These kinds of thorough surveys will give producers insightful information on how to connect with consumers and what motivates individuals to buy environmentally friendly products.

Literature Review

The marketer's product should perform favourably, and they should always try to seize the market for its future expansion. The theme and message of marketing campaigns promoting green practices need to be given more attention. Commercial appeals that make use of green products and activities are likely to evoke feelings and have an impact. For business sectors to

get the most from their branding as green brands, it is important to be at the forefront of customers' minds. To have an effect and establish a clear green posture, firms must communicate consistently and persistently. In this way, businesses may use green marketing to gain an advantage and a loyal consumer base in addition to meeting customer demands and addressing their ecological concerns.

Sharma (2021), investigated consumer attitudes towards buying green items. Personal variables, green purchases, and the green marketing mix are all examined. Concern for the environment, eco-labeling, and perceived utility have all been found to be significant determinants of green consumer behaviour. The research revealed that hurdles to purchasing green products were lack of environmental awareness, price, perceived dangers, organisational image, trust, and willingness to pay. These factors caused a disconnect between customers' attitudes and actual purchasing behaviours. Chung (2020) examined how consumer sustainable purchasing habits impact societal sustainability. By the use of stress cognitive theory, a study demonstrates the advantages of green hotel management in preserving the environment and establishing a green marketing-oriented model.

Saifur Rahman (2017) stated that it is crucial for marketers to develop fresh, cutting-edge methods for altering consumers' perceptions. The researcher's data indicates that green items are expensive, which is generally accurate, but this is not the case when we discuss herbal products, which have the same importance and advantages as the other exorbitantly priced green products. Green marketing should be pushed and used with a big consumer base since it will aid in highlighting the environmental advantages of green products and encourage people to buy them. The most crucial green marketing tool, eco-labelling and packaging communicate the product's eco-friendly attributes and other pertinent information. The researchers advise the implementation of various international standards in order to allay consumer concerns about the product's quality.

Jaju, (2016) discussed the influence of green branding and labelling intensity on consumer behaviour. In doing so, the researcher shows a clear connection between branding and the decision-making of consumers. It has also been discovered that consumers typically favour well-known brands over new or lesser-known ones. The study thinks that the premium price put on green items, which always raises the price of the goods, has an impact on green consumerism. The study found a sizable difference between urban and rural consumers' perceptions of products, indicating a considerable influence of social demography on consumer behaviour and purchase decisions. The study concluded that although customers are not very interested in buying green items.

Deepika, (2015) argued green marketing in light of increased business, notably in India's contributing industries. The goal of the study paper is to develop key aspects of green marketing that may be used as instruments to develop standalone capabilities over time. The research paper places a strong emphasis on the value of developing and standardizing advertising that can draw clients and promote business growth and success across all industries. The study explains how a company's stakeholders may support green marketing, which will advance both the business and the nation as a whole. The study also discusses how the "SWATCH BHARAT" mission has affected customers' decision-making processes when it comes to purchasing eco-friendly goods. The researcher has analyzed in detail customer willingness to pay for eco-friendly products, green marketing awareness, promotional

strategies, information about eco-friendly products, reasons why customers pay more for green products, reasons why customers don't pay more for green products, and information about eco-friendly products. Sergio (2014) viewed the influences of environmental concern on green product purchasing in retail the consumer may not always make the choice that he wants to make while making a purchase. Frequently, the best choice is the one that the consumer can make given the circumstances and available options. Consumers maintain their shopping lists based on their prior experiences because they do not comprehend how important it is to change their consumption habits. Despite the fact that consumers are looking for organic and ecologically friendly products, a tendency can be seen that purchases are still constrained by cost and consumption patterns. The study finds that although customer perception is on the right track, the purchasing choice suffers due to the significant influence of previous purchase intent and attitude.

Research Gap

Although there have been several studies undertaken on green marketing throughout the world, there has been very little academic study on Indian customers' perceptions and preferences. Understanding the elements that impact Indian customers' decisions to buy green products is the major goal of this research project. It aims to give a quick overview of consumers' knowledge of environmental concerns, green goods, and green activities.

Awareness about green marketing: An overview

Maheshwari, (2014) stated that an environmental value-action gap is referred to in the study as the discrepancy between consumer mindset and green consumer behaviour. The research article makes it abundantly evident that marketing may be used to influence customers' preferences for green products. Products that have received more attention and have been promoted effectively will sell in higher numbers. According to the study, the performance of the product—whether it will live up to expectations or not—is the main factor influencing customers' decisions to buy green. According to the study, there are not many customers who are aware of global warming, thus Indian firms must make significant efforts to increase consumer awareness. According to the study, in order to break this vicious cycle, Indian manufacturers must place more attention on green marketing as a component of their marketing mix as they still do not have access to the targeted market for their green products. (Agyeman 2014). (Saini, 2013) Green marketing can never disregard the economic component of marketing, according to the researcher's study. Every marketer has to be aware of the consequences of green marketing. The study stated that marketers reconsider their assumptions if they believe that consumers are unconcerned about the environmental effects of their products and won't be prepared to pay more for them. Every marketer should first focus on improving the performance of the product and fostering client loyalty before requesting a higher price.

1. Eco-Friendly Products: Promoting goods that are recyclable, biodegradable, or environmentally friendly is the main goal of green marketing. Materials that are renewable, organic, or free of dangerous compounds can be used by businesses to make their goods. A product is considered eco-friendly if it is made of sustainable materials, has a low environmental effect, and can be recycled or disposed of without causing harm to the environment. These goods are made to generate less waste during their manufacture, usage, and disposal since they frequently employ recycled or renewable

resources in their manufacturing. Reusable shopping bags, biodegradable cleaning supplies, water-saving showerheads, energy-efficient appliances, bamboo or recycled paper products, and naturally grown or organic food items are a few examples of eco-friendly goods. Using eco-friendly items may assist decrease waste production, preserve resources, and lessen adverse environmental effects. Supporting eco-friendly brands and businesses may also contribute to the development of an economy that is more responsible and sustainable.

2. **Sustainable Production Processes:** Businesses may demonstrate their commitment to sustainability by using energy-efficient production techniques, lowering their carbon footprint, and minimizing waste. Products that are ecologically sustainable are challenging to define. There isn't really such a thing as an organic or green commodity in the strict sense because everything we buy, own, use, and dispose of in our daily lives eventually has an adverse effect on the environment. Yet, there are product classifications that may be made based on size and a quality criterion. A brand is said to as ecologically sustainable if it has little effect on the environment. Another idea behind an ecologically friendly product is that it should be publicly available for purchase and contain products made by companies that are known to have less of an impact on the environment during manufacturing.
3. **Green Packaging:** Promoting the use of ecologically friendly packaging, such as biodegradable plastics, recycled paper, or reusable containers, is another aspect of green marketing. Because manufacturers of environmentally enhanced products frequently provide very little or no sustainability statements on advertising, the average consumer has less potential to be environmentally friendly than a mainstream product, unless he or she is particularly interested in learning more about the green product. Associative and ambition comparison classes have a significant impact on usage in general. Researchers contend that by educating people about environmental concerns, the pro-environmental perspective is not always encouraged. According to their research, the emotional domain is the entry point for environmental education. We may draw the conclusion that advertisements for green products that are emotionally engaging are more successful. Advertising is effective in identifying the values that influence consumer choice. Consumers may not have the necessary knowledge in their internal analysis since they frequently focus on small, sustainable amounts of consumption. When another mission is necessary, it takes a lot of time.
4. **Consumer Education:** Businesses may inform the public about the value of sustainable practices and inform customers about the advantages of their products for the environment. Researchers come to the conclusion that while identifying the variables influencing purchase decisions, customers' values and beliefs must be taken into consideration. Values are ingrained presumptions that a particular action is good or appropriate and necessitates consideration of the surroundings. Environmental principles have a substantial impact on pro-environmental behaviour because beliefs have an effect on attitudes and personal standards, which in turn have an impact on moral expectations and consumer pro-environmental conduct. Bhatia, M. J. (2013), examined that the organized behaviour analysis demonstrated that values (pertaining to the environment) are psychological activities that are later transformed into intention

and purpose. The Global Environmental Survey (GOES) saw a steady transition to post-materialist attitudes over the post-war era, which may have increased pro-environmental behaviour. As a result, while having pro-environmental ideals does not ensure having pro-environmental action, it unquestionably helps. A person who cares about the environment does not, however, always act or shop sustainably. The value action gap is used to describe this. Analysts have looked at a range of research methods and external and internal effects that encourage pro-environmental behaviour, as well as overlapping and opposing variables important to regular consumer decisions. They claimed that the distinction between environmental knowledge and environmental action is insufficient to fully explain the one conclusive model.

Need for the Study

In order to fulfill consumer expectations, handle numerous environmental problems, and gain a competitive edge in today's fast-paced climate, green marketing has emerged as one of the primary sectors of interest for organizations. This is because shoppers are becoming more conscious of the role that their purchasing habits play in accelerating environmental devastation. As a consequence of new regulations and shifting consumer tastes, many Indian businesses are now marketing themselves as eco-friendly operations. Nonetheless, many questions about Indian consumers' familiarity with eco-friendly goods and their opinions on the subject remain unresolved. The primary purpose of this study is to shed light on the research problem of identifying the factors that motivate consumers to buy environmentally friendly products and services.

Research Objectives

The study has been made on the effectiveness of the green marketing. The study has been carried out with the following objectives

1. To analyze the socio-economic nature of the consumers prefer the green products
2. To measure the awareness level of the consumers towards the green marketing.
3. To identify the factors that influences the customer persuasion to buy green products

Methodology

The study is descriptive in nature made empirically in Chennai city. 250 sample respondents have been selected using convenient sampling method. The study was conducted during the period of November and December 2022. The primary data has been collected using the interview schedule. Their level of awareness has been measured using 5 point Likert scale with 7 statements related to green marketing. The data have been analyzed using the SPSS software.

Result and discussion

The awareness of the people towards the green marketing will give a positive impact on the society in environmental aspect. The level of awareness of them has been analyzed with 7 statements like eco-friendly products, environmental activities and process. The result is given below.

Table 1
Awareness about green marketing

Statements	Mean	Std. Deviation	Mean Rank	Rank
Packing with recycled products	2.34	1.124	3.76	VI
Sustainable business model	1.96	1.054	2.92	VII
Promotion of eco-friendly products	2.99	1.169	4.71	I
It is an expensive method	2.54	1.249	4.01	V
Communicating environmental benefit of the products	2.74	1.293	4.29	II
Production process with zero emission	2.62	1.282	4.20	III
Investing profits in renewable energy	2.54	1.112	4.11	IV

The result from the above table shows that the people are highly aware about the promotion of eco-friendly products (4.71), green marketing is a communication about the environmental benefit (4.29). Next, the people are well about that the marketing of the products which are made with zero emission (4.20). Investment of the profit in renewable energy (4.11), the expensive method of production (4.01), packing with recycled products (3.76) are also highly aware by the respondents. The significance in the rank is tested as below.

Table 2
Kendall's Coefficient of Concordance

N	250
Kendall's W	0.122
Chi-Square	183.063
df	6
Asymp. Sig.	0.000

The Chi-Square value is (183.063) for the degree of freedom 6 is highly significant at 1% level. It shows that the level of awareness about the various aspects is significantly differ. The rank given to the factors are significantly high.

The relationship between the nature of the respondents and their level of awareness level

Awareness of the people towards the green marketing could be vary based on their level of age, gender, education, occupation, income and level of spending for green products. They are discussed as below.

Table 3
Difference in the awareness level according to their age

Age group	N	Mean	Std. Deviation	F	Sig.
Young	131	17.2672	6.15795	4.549	0.011
Middle	100	17.5300	6.53422		
Old	19	21.8947	6.05433		
Total	250	17.7240	6.39338		

The awareness of the old age group respondents (aged more than 45 years) is high (21.8947) than the young (less than 30 years) and middle age (aged from 30 to 45 years) group respondents. The difference in the awareness level is significant (F-4.549; P-0.011) as per the

result of ANOVA. It is concluded that the old age group customers are well aware about the green marketing.

Table 4
Difference in the awareness level according to gender

gender	N	Mean	Std. Deviation	Z	Sig.
Male	130	17.8846	6.32533	0.413	0.680
Female	120	17.5500	6.48832		
Total	250	17.7240	6.39338		

The Table 4 indicates that the awareness of the male respondents (17.8846) is higher than the female respondents (17.5500). But the difference in the awareness level is not significant as per the result of the Z test. The Z value (0.413) is less than 1.96. Hence it is observed that the male and female customers are aware about the green marketing.

Table 5
Difference in the awareness level according to their education

Education	N	Mean	Std. Deviation	F	Sig.
School level	40	15.8250	6.10963	2.262	0.106
UG	205	18.1220	6.38854		
PG	5	16.6000	7.30068		
Total	250	17.7240	6.39338		

The above table shows that the respondents have studied under graduation (18.1220) are well aware about the green marketing than other respondents. The result of the ANOVA test shows that the calculated F value (2.262) is less than the critical value and found significant at 10.6%. It shows that there is no significant difference in the awareness level according to the level of education.

Table 6
Difference in the awareness level according to their occupation

Occupation	N	Mean	Std. Deviation	F	Sig.
Employee	200	17.7000	6.46133	1.372	0.252
Housewives	16	15.3125	5.67707		
Business	29	18.6897	6.50880		
Others	5	20.8000	2.86356		
Total	250	17.7240	6.39338		

The Table 6 reveals that the awareness of the respondents belong to other category (20.8000) is greater than the respondents from the employee, housewives and business categories. But the difference is not significant as the F value (1.372) is less than the CV. The value of probability is 0.252. Hence, it is concluded that the awareness does not significantly differ according to the occupation of the respondents.

Table 7

Difference in the awareness level according to their level of income

level of income	N	Mean	Std. Deviation	F	Sig.
Low	79	19.1392	7.27612	7.027	0.001
Middle	148	16.5338	5.78694		
High	23	20.5217	5.12454		
Total	250	17.7240	6.39338		

The awareness based on the income level depicts that the respondents having high income (annual income more than Rs. 10 lakhs) are highly aware (20.5217) about the green marketing than the respondents of the low income group (less than Rs. 5 lakhs) and middle income group (from Rs. 5 lakhs to Rs. 210 lakhs). The result of ANOVA shows a significant difference. The F value is 7.027 which is significant at 1% level. It is understood from the result that the high income group people are well aware about the green marketing.

Table 8

Difference in the awareness level according to their level of spending

Level of spending	N	Mean	Std. Deviation	F	Sig.
Less	69	17.6957	6.57604	10.697	0.000
Moderate	127	16.3543	5.90605		
More	54	20.9815	6.19035		
Total	250	17.7240	6.39338		

The level of spending towards the green or eco-friendly products indicates the level of interest and economical status of the respondents. The respondents who spend more (more than Rs. 2 lakhs per annum) are highly aware (20.9815) than the less spending (less than Rs. 1 lakh pa) and moderately spending (from Rs. 1 Lakh to Rs. 2 lakhs per annum) towards the eco-friendly products. The Difference is found significant from the result of the ANOVA test. The F value (10.697) is significant at 1% level. It is found that the people spending more towards the eco-friendly products are highly aware about the green marketing.

Discussion and Implications

Determining the effect of green marketing on customer purchasing behaviour was the study's major goal. Green marketing techniques have become more important for every firm as a result of the changing times in order to thrive in today's hostile climate where there are numerous environmental issues and problems. Thus, marketing is crucial in raising customer awareness of any goods or services. Our survey's results indicate that customers prefer environmentally friendly products over others, however they were unable to name more than two green product manufacturers. The study reveals the shortcomings of the green marketers' efforts to influence and persuade people to buy their products. The study also demonstrated how customer environmental concerns and opinions have a big impact on how well green products succeed. We concluded from the survey that customers' awareness of the country's environmental problems and their concern for their health were their main motivations for

purchasing green items. From the perspective of the producers, the low frequency of repeat purchases of green items is attributed to the high cost of the item. It is undeniable that green marketing is essential for fostering social responsibility among clients and customers as well as environmental conservation measures. Rather and Rajendran (2014). The author disclosed that respondents strongly believe that green marketing plays a critical part in resolving environmental issues. This resulted from the firms' commitment to produce green products and their use of green pricing and advertising strategies. The success of firms' eco-labelling strategies clearly has a beneficial influence on customers' purchasing decisions, according to the study's findings. Last but not least, it's critical that businesses pursuing green marketing and looking to create new eco-friendly products make sure the final product performs competitively. The study shows that there is no association relationship between consumer income, educational attainment, or employment and green marketing. According to the research, customers who work in the service sector are better knowledgeable about green products, and as a result, they make up the majority of those who purchase green goods. In a similar vein, student awareness levels are extraordinarily high.

Conclusion

In conclusion, green marketing is concerned with promoting products and services that are either environmentally friendly or have no impact on the environment. By using eco-friendly materials, sustainable production methods, and green packaging, businesses can demonstrate their commitment to sustainability and educate customers about the benefits of their products. Rather and Rajendran (2014). Using marketing cues to operationalize green purchase behaviour is still rare in the Indian setting. The information learned from this study adds to the body of knowledge in the area of green consumer psychology in light of a growing business. The study concludes that marketing, like other functional facets of a business, has a significant influence on the environmental issues that are presently afflicting the world. Anvar and Venter (2014). As a result, the field of marketing may contribute to discovering answers to environmental problems. It has been demonstrated that green products use fewer raw resources, generate less waste, and save energy. Due to their environmental awareness, today's customers contribute significantly to efforts to protect the environment. Rhea (2018). Consumers are prepared to pay more for a product based on its features and other qualities, but pricing needs to be regulated in order to meet the objective of being completely green, which can only be achieved by reaching the general market. Customers may have healthier, more fulfilled lives thanks to green products, and they may even help the environment. Sharma (2019).

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