CONSUMER BEHAVIOR TOWARDS GREEN MARKETING: AN EMPIRICAL STUDY

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ABSTRACT
Consumer Behaviour has been changing rapidly due to the sustainable development and consumers are shifting from gray products to green products (ecofriendly). Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. Green marketing concept emerges from societal marketing (Kotler, 1999). Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the companies. The present study discusses the concept of green marketing and its interface with consumers. It is based on the data collected through a field survey of consumers to assess their attitude towards green marketing. Collected data has been analyzed by using T-Test, Z – test, One Way and Two Way ANOVA in SPSS (14.0).

KEY WORDS: Consumer, green product, environment, Behavior, ANOVA