

# Consumer Behaviour towards Green Products and Green Marketing Strategies in Mumbai Suburban

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**Abstract:** *The objective of this research is to understand the consumer behaviour and attitudes towards green products and examine the effectiveness of green marketing strategies in Mumbai suburban. The study aims to contribute to the existing literature on green marketing and provide insights for businesses operating in this region. This research aims to fill the existing gap in knowledge regarding consumer behaviour towards green products and green marketing strategies in Mumbai suburban. The study will provide valuable insights for businesses seeking to tap into the growing market for eco-friendly products and align their marketing efforts with consumers' environmental concerns.*

**Keywords:** Green Marketing, Consumer Behaviour, Eco-Friendly Products.