

A Study on Consumer Perception Towards Green Marketing

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Abstract: *The first step towards preventing environmental harm is green marketing. We can lower our carbon emissions by using sustainable goods and services. Green marketing is a cutting-edge marketing idea that businesses have created to promote a healthy environment for future generations. Reviewing consumer awareness of green products, their advantages, costs, marketing strategies, factors influencing consumer behavior, etc., is the main emphasis of the current paper. This paper's major objective is to examine the relationship between consumer knowledge and the price of environmentally friendly items, as well as the reasons why people choose not to buy them and whether they actually buy into the idea. This article uses a structured questionnaire to emphasize customer perceptions of and preferences for green marketing strategies and products. Data was collected from 100 respondents. Suitable sampling technique was adopted to select the respondents. The article also looks at the future of green marketing and comes to the conclusion that both its use and its demand will continue to increase.*

Keywords: Environment, Green Marketing, Consumer Behavior, Marketing Strategies, Green Products

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