

The Impact of Green Marketing on Consumer Purchasing Behaviour: Insights From Primary and Secondary Research

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Abstract: "Green marketing" is the term for a business tactic that aims to highlight goods and services that are good for the environment or the earth. A business technique known as "green marketing" aims to promote goods and services that are good for the earth or the environment. Marketing that promotes products seen to be safe for the environment is called "green marketing." Various factors influence consumers' motivation to purchase environmentally beneficial products from green markets. However, barriers prevent consumers from acquiring eco-friendly products. This study examines consumer perceptions and attitudes regarding the purchase of eco-friendly products as well as the factors that motivate consumers to overcome obstacles in acquiring environmentally safe green products. To make this research paper, there are primary data and secondary data. Primary data is collected from 30 people's responses, and secondary data is collected from a Google web site and released as a research paper. Opinions of people on green marketing using Google form

Keywords: Green marketing, barriers, eco-friendly products