

# **A Study on Consumer Buying Behaviour towards Green Product with Special Reference to Coimbatore City**

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**Abstract:** The global economy has experienced significant expansion as a result of increased consumption. The environment has suffered as a result of this excessive consumption. The repercussions of this environmental degradation have resulted in pollution, global warming, and other issues that have been a source of public concern, leading to the green movement for environmental preservation. The goal of this study was to figure out what factors influence customer purchasing decisions for green products. According to the findings, demographic characteristics have little bearing on green product purchasing habits. The level of satisfaction a buyer has with a product influences his or her purchasing habit. The features of green products have a significant impact on purchasing behaviour and consumer satisfaction the colour green products.

**Keywords:** Green Product, Buying Behaviour and Environment

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