

ABSTRACT

Green marketing is becoming more popular and is yet a relatively unexplored field. There isn't a single, accepted meaning of **green marketing**, and definitions typically change depending on the perspective of the researcher. Green marketing is defined by Dahlstorm (2011) and Ottman (2011) as the incorporation of environmental considerations into advertising components such as manufacturing, packaging, advertising, transportation, and operations. According to Peattie (1995), green marketing is the process of determining the customer's requirements and meeting those needs in a worthwhile and sustainable way. According to the concept chosen for this study, green marketing can influence customer behaviour by highlighting the advantages of eco-friendly products (Harrison, 1993). Green marketing aids in a company's ability to stand out from the competition and targets consumers with environmental priorities who are eager to purchase green goods (Chan, 2004).

Numerous pieces written by authors suggest that green marketing strengthens the connection among ecologically concerned companies and their customers by bridging the communication gap. Elkington (1994) defined a green customer as one who enjoys consuming ecologically friendly items, such as those that use green manufacturing and production processes, are opposing cruel treatment of animals, and so forth. These environmentally conscious customers are pressuring businesses to set themselves apart by becoming green, creating a new market niche and boosting the economy of many countries worldwide (Juwaheer et al., 2012). Studies based on empirical data have shown that concerns about sustainability, environmental awareness, and green branding are growing increasingly critical in both developed and developing, with increased attention from the public and authorities. Research has been done on the opinions and **purchasing habits of** various populations, and it **has been shown** that green marketing is becoming increasingly popular in developing countries (Khare, 2014). Compared to developing nations, India was considered a relatively fresh area for more study in green marketing (Khare, 2014).

The primary goal **of this study is to** examine **the effects of** green marketing on customer buying habits following COVID-19 and people's decision-making in South