
A study on impact of Green Marketing on consumers buying behaviour in South
Gujarat

Chapter 1: Introduction

As globalization advances worldwide, it has not been without its challenges. Chief among these issues is the emergence of environmental problems that adversely impact all living beings. In recent years, there has been a growing awareness and discussion about these environmental issues, prompting individuals to express concerns about the future of the planet. Consequently, consumers are increasingly inclined to favour environmentally friendly products. In response to this shift in consumer attitudes, companies are adjusting their marketing strategies to align with the rising awareness of environmental sustainability.

One of the primary objectives of marketing is to connect with consumers at the pivotal moment that significantly shapes their purchasing decisions. Marketing extends beyond mere promotion and sales; its broader aims encompass educating, communicating, and influencing societal perspectives. In recent times, global concerns

such as global warming, climate change, and pollution have garnered international attention, leading to heightened awareness among consumers about environmental challenges. These environmental issues have not only gained prominence in the business sphere but also in the public domain. Consequently, the intersection of these critical environmental concerns and the increasing demand from consumer groups for eco-friendly products has given rise to the concept of green marketing. It aligns with business practices that advocate for sustainable development, involving the promotion of goods and services deemed environmentally friendly to contribute to the sustainable preservation of the environment. Notably, the commencement of Green Marketing has increasingly impacted both consumer and business activities in recent years.

Numerous studies have been conducted in response to the recent surge in green marketing in developed nations such as the US and UK, while the concept is still in its nascent stages in developing nations. A review of past research indicates that the effectiveness and impact of green marketing hinge on various subjective variables like brand perceptions, ethical beliefs, product convenience, perceived product value, and more. Earlier literature underscores the need for further investigations into consumer environmental insights and their connection to marketing and purchasing patterns to

comprehensively understand the relationship between green marketing and the consumer market.

Green marketing involves promotional messages tailored to the needs and desires of environmentally conscious consumers, often incorporating claims that highlight a brand's commitment to the environment. The definition of green marketing has evolved significantly since its inception in the 1970s. One of the initial definitions included aspects of marketing activities, both positive and negative, examining energy and non-energy resource depletion, pollution, and more (Henion, 1972). The current definition emphasizes green marketing as the use of strategies to achieve a firm's financial and strategic goals while minimizing its adverse impact on the environment (Leonidou et al., 2013).

Dahlstrom (2011) and Ottman (2011) characterize green marketing as the integration of ecological concerns into marketing aspects such as production, distribution, logistics, promotion, packaging, and marketing communications. Conversely, Prakash (2002) views green marketing as an environmentally friendly strategy that involves disclosing information to consumers at various levels, including industry, firm, and product levels. Welford (2000) and Peattie (1995) describe green marketing as a management process of identifying, anticipating, and satisfying consumer needs and wants while ensuring sustainability and profitability. Despite the growing body of literature on green marketing, a universally accepted definition remains elusive, with researchers adopting diverse definitions based on their perspectives.

The implementation of green marketing strategies has led companies to incorporate environmentally conscious policies into their pricing, promotion, product features, and distribution activities. Recognizing that companies are socio-economic entities, it is unrealistic to expect them to remain indifferent to the increasing Environmental Awareness that influences consumer behaviours. Marketing managers, in particular, are increasingly dealing with consumers who are sensitive to environmental issues. The traditional notion that businesses exist solely for profit is swiftly giving way to a new perception that defines companies as entities responsive to social problems.

Beyond merely producing environmentally friendly products and targeting eco-conscious markets, a fundamental understanding of being environmentally friendly needs to be ingrained in corporate culture. Consumers often encounter terms such as ozone-friendly, environment-friendly, and recyclable products in green marketing.

However, green marketing extends beyond these terms; it is a broader concept applicable to consumer goods, industrial goods, and even services (Erbaslar, 2010). The term **green marketing** was first discussed in a seminar on ecological marketing organized by the American Marketing Association (AMA) in 1975 and subsequently became part of the literature. In this seminar, which analysed the impact of marketing on the natural environment with contributions from academicians, bureaucrats, and other participants, ecological marketing was defined as studies related to the adverse or positive impacts on environmental pollution, energy consumption, and the use of other resources resulting from marketing activities (Cevreorman, 2010). Green marketing serves two purposes (Uydacı, 2002: 85).

To create products that resonate with consumers, it is essential to develop items that are not only reasonably priced but also environmentally friendly, causing minimal harm. To convey an image of high quality and environmental sensitivity, the production of products that align with environmental considerations is necessary.

Green marketing involves promoting environmentally friendly products and services. In this context, the term **green** signifies purity, suggesting products that are pure in quality and fair or just in their dealings. It encompasses the promotion of eco-friendly products, the use of environmentally conscious packaging, the adoption of sustainable business practices, or the emphasis of marketing efforts on messages that communicate a product's environmental benefits. This phenomenon has gained significant importance in the modern market.

Green marketing represents an evolution of the historical marketing concept, focusing on the production of environmentally friendly products for consumers. With the contemporary challenges of global warming and greenhouse gas emissions, there is a heightened awareness among marketers to brand and rebrand their products in alignment with global environmental concerns. The American Marketing Association defines green marketing as the promotion of products presumed to be environmentally safe. Consequently, green marketing involves a wide array of activities, including product modifications, changes to production processes, adjustments to packaging, and modifications to advertising strategies.

Alternative terms for green marketing include Environmental Marketing and Ecological Marketing. Consumers, as avid supporters of environmental health, are increasingly choosing green and socially responsible products, prompting corporations

to adapt their business strategies. Despite this trend, the idea of green marketing is still in its infancy in India, where many customers lack awareness about it, and companies are giving relatively less attention to environmental protection.

Green marketing serves as a tool for safeguarding the environment and the health of individuals by tailoring products to the attitudes and preferences of consumers. In this context, effective marketers must comprehend the evolving trends in society and adapt positively to these changes to thrive in a competitive market. Many companies employ green marketing as a strategy to both protect the environment and deliver high-quality products to consumers. Such products or services may either be inherently environmentally friendly or produced and packaged in an environmentally conscious manner. Despite its potential, green marketing is still in its early stages in the present era. While some organizations are beginning to embrace the concept, there is room for greater awareness among consumers about the advantages of green products.

The incorporation of a green theme should extend beyond mere advertising; companies should internationalize the concept and position it as an integral part of their value proposition. Consumers, in turn, should actively seek out and be willing to purchase eco-friendly products. Companies have adopted digital modes for reporting financial results, resulting in paper and tree conservation, reduced costs, and alignment with consumer preferences for cashless transactions and e-marketing.

Effective and efficient implementation of the green marketing concept requires significant involvement from the government. Innovative practices, such as digital reporting, not only contribute to waste reduction and lower greenhouse gas emissions but also result in cost savings. In the current consumer landscape, there is a growing preference for environmentally friendly products. However, variations in consumer purchase decisions often stem from a lack of awareness regarding green marketing issues. Knowledge of eco-friendly labels plays a crucial role in influencing consumer behaviour and contributes to increasing awareness of green production practices.

Green marketing is a contemporary and widely embraced trend in the market, emphasizing environmentally friendly practices for the benefit of individuals, animals, and the planet (Rajeshkumar, 2012). The growing concerns about climate change and global warming have led to an increased public awareness of environmental issues in recent decades. Both businesses and consumers are now actively seeking eco-friendly products, driven by their concerns for the environment, health, and overall well-being,

with a shared goal of preserving the Earth's resources. Recognizing this shift, companies have gradually incorporated green marketing practices into their projects as a reflection of social responsibility, aiming to convey environmentally conscious messages to consumers (Nagaraju & Thejaswini, 2014). For example, companies continue to implement various green packaging programs, advocating for recyclable and reusable packaging options. The significance of green marketing to the overall success of marketing initiatives has consequently grown.

In the contemporary business landscape, companies are well acquainted with environmentally conscious consumers, given the current emphasis on green marketing in corporate enterprises. This has resulted in consumers becoming more mindful of their environmental attitudes, preferences, and purchasing decisions. Consequently, there is a growing motivation among consumers to choose products and services that are environmentally friendly.

Consumers now recognize the significance of the natural environment and understand that their production and consumption behaviours directly impact it. This awareness has led to an increasing number of consumers actively seeking out and purchasing environmentally friendly products. Businesses that incorporate eco-friendly or environmentally conscious elements into their value propositions are capitalizing on the rising demand for such products. Offering products with an environmental marketing mix provides these businesses with a sustainable competitive advantage.

A deeper comprehension of consumers' buying behaviour enables businesses to adopt more market-oriented approaches to stay competitive. Additionally, it empowers businesses to attract a broader consumer base and tailor their products or services to meet customer demands, thereby influencing consumer behaviour towards their offerings (Agyeman, 2014).

1.1.Green marketing defined

The concept of green marketing is gaining prominence and has become a subject of extensive research. However, there is no universally agreed-upon definition of green marketing. Some scholars, such as Tsen et al. (2006) and Wahid et al. (2011), argue that green marketing involves integrating ecological concerns into all aspects of marketing processes. Juwaheer et al. (2012) perceive green marketing as a business strategy adopted to differentiate business practices and products for consumers by embracing environmentally friendly practices.

In this thesis, the chosen definition is that of Chan (2004), who posits that green marketing identifies the needs of environmentally conscious consumers and influences their buying behaviour through the provision of green products. This definition was chosen as it encompasses both environmental knowledge and the impact of green marketing on consumer buying behaviour, which are the primary focus of this study. Consumer environmental knowledge is considered a crucial factor in determining the success of green marketing in influencing buying behaviour (Chowdhury, 2013). Unfortunately, the level of environmental knowledge tends to be lower in developing countries compared to developed ones, posing a challenge in influencing consumer behaviour through green marketing (Sinnappan & Rahman, 2011).

The current study operationalizes green marketing through three dimensions: eco-labelling, green branding, and green advertising. Eco-labels represent voluntary initiatives taken by organizations to preserve the environment. Green branding emphasizes the trend of adopting environmentally friendly practices, showcasing environmental friendliness as an additional benefit of the brand and integrating green initiatives into brand positioning (Grimmer & Bingham, 2013). Lastly, green advertising employs persuasion strategies aimed at convincing people to prefer eco-friendly products (Kotler & Armstrong, 2008).

Green marketing, also known as sustainable marketing, involves an organization's efforts to design, promote, price, and distribute products without causing harm to the environment. The term **going green** is commonly used to describe the process of adopting a lifestyle that prioritizes safety and benefits the environment. Companies can tap into this market by offering more environmentally friendly products and services through effective advertising.

The successful implementation of strategies to enhance the sale of green products allows business leaders to focus on marketing and advertising approaches that can boost sales. In essence, companies employ green marketing strategies to sell their products and/or services, emphasizing their environmental benefits. These products or services are designed to be environmentally friendly or produced in an eco-conscious manner, such as through sustainable practices. This marketing strategy aligns with the vision of sustainability and sustainable development, which focuses on the responsible use of resources to meet current human needs while preserving the environment for the indefinite future.

1.2. Businesses and Green Marketing

Profound changes are underway in the business world, prompting a heightened awareness of corporate responsibility towards the environment and society. Companies are now adopting strategies that extend beyond mere short-term profit-making goals, focusing on long-term profitability and environmentally sustainable practices. In the 21st century, the corporate ethical code is centred around being environmentally conscious.

The outdated mindset of prioritizing profit at any cost is losing its effectiveness. While profitability remains a primary objective for companies, achieving sustainability is increasingly recognized as essential. Companies are realizing the importance of acknowledging their responsibilities not only to clients, shareholders, and employees but also to the environment and society at large. This shift reflects a growing understanding that long-term success is intrinsically linked to a commitment to environmental and social responsibilities. Climate change, environmental concerns, and societal challenges will compel future leaders to make effective and well-rounded decisions. In making these decisions, business leaders should prioritize protecting the environment over the profitability of their businesses. Professors Rakesh Khurana and Nitin Nohria from Harvard's business administration department argue that this prioritization should be emphasized in professional literature, akin to the significance of an oath like the Hippocratic Oath in the medical field. The concept of creative capitalism, as defined by Bill Gates, underscores that future leaders are accountable not only for achieving desired results but also for considering the broader impacts of their decisions on elements beyond their own companies and markets (Businews, 2010).

In the current era of intense competition and the survival of the fittest ethos, businesses must have a comprehensive understanding of both current and emerging market trends, particularly considering the consumers they cater to (Das, R. G., Singh, K., & Dutta, S. 2016; Rust, R. T., Lemon, K. N., & Zeithaml, V. A. 2004). This understanding can be achieved through an ongoing research process to analyse changes in consumer behaviour (Folkes, V. S. 1988). Identifying these changes early on allows businesses to tailor their products according to consumer preferences (Arora, N. et al. 2008). Research in this field indicates that environmental sensitivity is a significant trend observed in modern-day consumers (Do Paco, A. M. F. et al. 2009).

Prominent concerns over climate changes, the escalation of global warming, and the surge in air and water pollution over the past few decades have contributed to an increased awareness of environmental issues (de Jonge, V. N., Elliott, M., & Orive, E. 2002). In contemporary times, consumers have exhibited a notable preference for green products, prompting businesses worldwide to take cognizance of this trend (Prothero, A. 1990). The emphasis on green marketing allows businesses to meet the altered expectations of environmentally conscious consumers, providing a competitive advantage over rivals and fostering a robust consumer base for sustainable business growth and success (Peattie, K. 2001).

Green marketing, broadly defined as marketing that places a strong emphasis on environmental safety, has become a subject of significant interest among both researchers and businesses in contemporary times. The exploration of green marketing dates back to the 1980s when the concept first emerged, gaining traction from a corporate interest perspective in the early 1990s (Roberts, J. A. 1996). Today, the relevance of green marketing is undeniable, given the complex mix of environmental concerns and challenges facing the Earth. It is crucial for firms to operate in an environmentally friendly manner. The surge in consumer awareness regarding green marketing and its perceived role in ensuring environmental safety has elevated green marketing to a major promotional strategy for modern-era businesses.

Green marketing encompasses a diverse range of activities, including modifications in product design, necessary changes in the production process, revisions to packaging design, adjustments in advertising content, and other related tasks aimed at ensuring environmental safety (McDonald, S., & Oates, C. J. 2006). In line with the evolving landscape, companies today are actively positioning themselves as green entities. This approach is not exclusive to the private sector, as public sector units and state governments have also embraced the mission of being environmentally conscious. Research in this field indicates that developing economies like India have placed significant importance on green marketing over the past few decades (Mishra, P., & Sharma, P. 2010; Jain, S. K., & Kaur, G. 2004).

1.3.Green Consumer

A green consumer is commonly recognized as an individual who embraces environmentally conscious behaviour and opts for eco-friendly products over conventional alternatives. These consumers exhibit a sense of internal control,

believing in the effectiveness of individual actions for environmental protection. Consequently, they assert that the responsibility of environmental preservation shouldn't be solely entrusted to the government, businesses, environmentalists, and scientists; consumers themselves can contribute. Additionally, green consumers tend to be less dogmatic and more receptive to new products and ideas. This open-mindedness facilitates a greater readiness to adopt green products and behaviors (Shamdasani et al., 1993:491). According to the consumption report of the EU (Consumers in Europe), it is found that ten percent of the consumers recognize the ecological product labels or green energy labels on the products sold in the supermarkets.

While companies in our country are making significant strides in environmental progress, it cannot be asserted that they have reached the same level of consumer sensitivity. In Western practices, the reflection of environmental awareness and green policies within business organizations is often a result of consumer environmental consciousness. A notable example of this is seen in the airline transportation industry. In this sector, the substantial carbon emissions released by planes into the environment are a significant concern. British Airways provides a notable solution for individuals who must travel by plane but are troubled by the carbon emissions: offering financial support to a fund dedicated to research aimed at reducing carbon emissions.

The carbon emissions generated over the distance travelled are quantified, and individuals can contribute 12.08 Euros per ton for each person. For an Istanbul-London flight, the carbon dioxide emission per passenger amounts to 29 kilograms. Through this voluntary fund, environmentally conscious passengers can choose to donate 3.25 Euros to alleviate their environmental impact. In contrast, Turkish Airlines has reported fuel savings, signalling a more understated and temporary approach to reducing carbon emissions, as conveyed in a statement made in October (Naturalhaber, 2010).

1.4. Overview of green marketing and its impact on consumer buying behaviour

Over time, there has been a notable transition in environmental initiatives, evolving from voluntary actions to mandatory regulations globally, particularly in developed nations (Polonsky & Rosenberger, 2001). The consumerism movement, initially established to safeguard consumers from unethical marketing, has experienced

substantial advancement with the introduction of green marketing. Today, it is anticipated not only to shield consumers from unscrupulous practices but also to contribute to environmental well-being through responsible environmental marketing, fostering the concept of 'green consumerism' (Dono et al., 2010).

A green consumer is an individual who refrains from using products manufactured with a significant reliance on non-renewable energy, posing potential harm to the environment or living organisms during production, and involving testing on animals and plants (Eriksson, 2004). Various factors drive consumers to opt for environmentally friendly products. Extensive research indicates that heightened awareness and concerns among consumers regarding environmental issues, substantial advertising by organizations promoting green products, and an overall environmental consciousness have compelled businesses to embrace eco-friendly practices, fostering the concept of corporate environmentalism (Asgharian et al., 2012; Menck & Filho, 2014; Dahl, 2010). Consequently, these developments present opportunities for businesses to carve out a marketing niche (Wahid et al., 2011).

In recent years, the adoption of green marketing practices has witnessed a significant surge. According to statistics released by Global Industry Inc. in 2011, the projected global market for green marketing was anticipated to reach \$3.5 trillion by the close of 2017. This surge is primarily attributed to an escalating environmental consciousness, evident not only among consumers but also within government institutions and the corporate sector. Consequently, there is a prevailing belief that it is imperative in the current era to transition to green products, even if they come with a higher price tag (Sustainability Edge Solutions, n.d). The fundamental premise of green marketing is to cultivate awareness among individuals about environmental issues and to persuade them to opt for green products. In doing so, green marketing not only functions as a promotional tool but also contributes to society by raising awareness about the environmental impact of products beyond those labelled as environmentally friendly.

A vast body of literature delves into various facets of green marketing and its impact on consumer purchasing behaviour. Within this context, Moser and Uzzell (2003), as discussed in their environmental psychology handbook, assert that consumers shape their perceptions of environmental issues based on how these issues are portrayed in social and print media. Furthermore, they contend that females exhibit more significant concerns about environmental issues compared to males. These claims find

additional support from D Souza et al. (2006), who conducted research involving 155 respondents in Australia to explore the influence of green marketing information on consumer buying behaviour. The study's findings revealed a strong impact of eco-labelling on green products in shaping consumer purchasing decisions.

Rashid's research in 2009, carried out in the Malaysian context to explore consumer perceptions during the early stages of green marketing initiatives in the country, reaffirmed findings from earlier studies. The research suggested that consumers with environmental knowledge tend to respond more favourably to green marketing efforts and, consequently, green products. On the contrary, Leire and Thidell (2005) put forth a different viewpoint derived from their examination of Nordic consumers. Their research delved into the impact of environmental knowledge on consumer inclinations towards environmentally friendly products.

Their study outcomes indicated that consumer awareness of the environment doesn't necessarily translate into making green purchase decisions. They argued that consumer buying behaviour varies under different conditions, suggesting that possessing environmental knowledge alone is insufficient to influence purchasing decisions. In contrast, Singh and Kaur (2016), in their research conducted in the Indian context to examine the significance of environmental knowledge in amplifying or diminishing the impact of green marketing on consumer buying behaviour, discovered that environmental knowledge plays a crucial role in shaping consumer decisions to purchase green products. Additionally, Narkevitsj (2017) investigated the influence of green marketing, specifically eco-labelling, on two coffee houses claiming sustainable practices. However, these establishments failed to comply with all certification requirements, leading to consumer confusion.

The research concluded that eco-labelling is frequently employed as a means to mislead consumers, potentially leading to adverse business performance. Organizations, aiming to promote their products, may utilize advertisements showcasing environmentally friendly manufacturing processes, even if they do not entirely align with their claims of eco-friendly production.

1.5. Research problem

To establish the market segment for green products as more mainstream, it is crucial to investigate the factors that influence green behaviour in consumers, leading to environmentally conscious purchases. The decision-making process of consumers is

shaped by various factors, with the awareness and knowledge of green products playing a pivotal role in the decision-making process (Carlson et al., 1993). Numerous studies have explored green marketing and communication strategies aimed at influencing consumer purchasing behaviour. There is observed correlation between consumers' environmental beliefs and their confidence in the performance of green products (Pickett-Baker and Ozaki, 2008). Research suggests that consumers' values and beliefs, along with their behaviour, are key factors influencing their perceptions of environmentally friendly products, guided by effective marketing strategies (Pickett-Baker and Ozaki, 2008). Additionally, it has been identified that Indian consumers are influenced by green brands and pricing, impacting their behaviour (Khare et al., 2013).

Khare (2014) asserted that there is a growing awareness of eco-friendly practices among urban consumers, yet there remains a necessity to expand and proliferate this awareness to a larger audience. The reviewed literature indicates that eco-labelling plays a role in shaping consumer purchasing patterns for green products. Researchers have also discovered that brands can wield influence over consumer behaviour, steering them toward the consumption of ecological products (Pickett-Baker and Ozaki, 2008). There are conflicting findings regarding the impact of green advertisements on consumers, as suggested by various research papers. Juwaheer et al. (2012) also proposed that consumers are becoming more conscientious about being eco-friendly, leading to an increased demand for environmentally friendly products. This, in turn, provides companies with an opportunity to meet this demand and create a new market segment.

The literature indicates that consumers represent a pivotal stakeholder, emphasizing the necessity for increased research focusing on consumers. Numerous studies highlight that consumers are becoming more knowledgeable about ecological benefits and issues, leading to a growing concern for the environment. In the initial stages in India, only a few companies, such as Wipro and Infosys, embraced green marketing. However, presently, both small and large-scale industries are gearing towards green products, with many having already implemented eco-friendly practices. Major industries have adopted the green concept, encompassing areas like packaging and manufacturing. Despite these developments, there is a gap in understanding how consumers in South Gujarat perceive the value of eco-friendly products and the impact

on their purchasing decisions. The current research aims to address this gap in knowledge.

1.6. Significance of the research

The importance of green marketing has increased in recent years and the reason behind it is very simple. Mankind has limited resources on the earth, with which she/he requires to try to deliver for the worlds' limitless wants. While the question of whether these wants are reasonable or achievable is important. In market societies where there is freedom of choice, organizations and individuals have the rights to have their wants satisfied. Eventually green marketing looks after how marketing activities use these limited resources in the process of nourishing consumer's wants and attaining the selling organization's objectives. Today green marketing is a dynamic section of marketing investigation which started as a result of growing media exposure which in turn pressurizes the firms to show case environmentally friendly behaviour. Green marketing has grown over the years and promoted by acceptance of product packaging and presenting to the public. 56 Over the years there has been an indirect shift from practicing environmental marketing practices as a result of pressure identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner (Polonsky and Rosenberger, 2001).

1.7. Research objective

- The primary objective of this research is to study the extent to which consumer buying behaviour in south Gujarat is influenced by information that a product is eco-friendly.
- The secondary objective is to find the factors influencing consumer buying behaviour towards eco-friendly product, how these factors are inter-related.
- The aim of the research is to provide insight for marketers that use green marketing which help them to reach target market. 56

1.8. Research gap

Green marketing serves as a crucial foundation for shaping consumer buying behaviour, yet existing studies have primarily discussed it within the framework of Corporate Social Responsibility rather than focusing on its marketing implications. Therefore, there is an ongoing need to comprehend the factors influencing the consumer decision-making process, a critical understanding to enhance the impact on

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consumer buying behaviour (Khare et al., 2013). As the concept of green marketing is still in its early stages, further studies are required to fully grasp the potential of this significant field. Additionally, the existing research on this topic has predominantly been conducted in developed countries, particularly the US market (Leonidou et al., 2013). The dynamics may differ in developing countries where purchase patterns and socioeconomic conditions vary. Juwaheer et al. (2012) highlighted the abundance of literature on green marketing's impact on consumer buying behaviour in developed countries but noted a lack of research on why green marketing strategies are necessary for influencing consumer behaviour in developing nations.

Environmental knowledge stands out as a pivotal factor influencing consumers to make green purchase decisions. Consumers with heightened environmental awareness are likely to be more responsive to the green marketing practices of corporations. Hence, Mahmoud et al. (2017) emphasize the significance of this study, particularly in a developing country like India, where environmental knowledge is lacking. The study aims to shed light on the effectiveness of green marketing activities in influencing 56
consumer buying behaviour in such contexts.

1.9. Organization of the thesis

The thesis structure for the next chapters has been split into the following:

Chapter 2: This chapter provides a thorough framework of reference, presenting a comprehensive overview of previous research concerning the variables and interconnections among green marketing, consumer buying behaviour, and consumers' environmental knowledge. Drawing on the existing literature, three main hypotheses and three sub-hypotheses are formulated. These hypotheses are rooted in the literature 69
and are subsequently tested using data collected from consumers.

Chapter 3: This chapter furnishes details on the methodology employed for conducting the research, encompassing the research type, methods of data collection, and techniques for analysis

Chapter 4: This chapter encompasses the analysis of the gathered data, culminating in a discussion of the overall findings.

Chapter 5: This last chapter provides overall conclusions of the study and practical implications based upon the results. It also explains the limitations of the current study and suggests future research.