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GREEN MARKETING AND CONSUMER BEHAVIOR

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ABSTRACT

The Era of Green Marketing has come. Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. In line with the halo associated with green consumerism, results showed that people act more altruistically after mere exposure to green products than after mere exposure to conventional products. However, people act less altruistically and are more likely to cheat and steal after purchasing green products than after purchasing conventional products. Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods and services, laws, guidelines and policies considered to inflict minimal or no harm on the environment. To make consumers aware, environmentally friendly goods and services often are marked with eco-labels. But because there is no single international standard for this concept, the International Organization for Standardization considers such labels too vague to be meaningful. The environment is big business. Nobody wants to be seen as environmentally irresponsible, so companies put everything from internal practices to promotions through a fine-toothed comb. But when it comes to business promotional items, choosing eco-friendly products is nowhere near the burden it used to be. Over the years the company has greatly expanded its range of environmentally friendly promotional products. The purpose of this article is threefold: first, to investigate the various concepts relating to eco-friendly products, secondly, to find out depth review of consumer behaviour, third and final is to find out the relationship between eco-friendly products and its impact on consumer behaviour.

KEYWORDS: Ethical, green, environmental, sustainable, consumer, consumption.