CONSUMER BUYING BEHAVIOUR AND THEIR LEVEL OF SATISFACTION ON GREEN PRODUCTS WITH SPECIAL REFERENCE TO SELECTED DISTRICTS OF TAMILNADU

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ABSTRACT

There has been a rapid growth in economy with the increase in the consumption across the world. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation has resulted in pollution, global warming etc., which has become a cause of public concern which in turn lead to the green movement for the preservation of environment. The study revealed the demographic factors don't influence the purchasing behavior of green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product. Purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.

Keyword: Green Marketing, Green Product, Buying Behavior and Satisfaction

INTRODUCTION

Today green marketing also known as sustainable marketing, environmental marketing or ecological marketing has incorporated a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Earth is an abundant planet and has been inhabited for thousands of years. In due course of time, as human beings, have evolved into more and more intelligent species, they have made breakthroughs and developments in all spheres of life. Natural

resources that took million of years to develop is now damaged and depleted in a matter of decades. The threats to the environment – global warming, ozone depletion, climate change, deforestation, ozone depletion, water pollution, air pollution, landfills, etc. are increasingly becoming matters of public debate that prompts people to mend their ways of living to mitigate stress on the environment.

It has become a big cry from every corner of the world "Save nature to stop global warming", every nation, every forum, everywhere and in everything they discuss about this global warming and how to save the earth from this biggest threat. On a global level, there is an increased awareness of global warming and adverse climate conditions and as a result there is a spur in interest toward environmental protection and sustainable development.

The negative impact of human activities over environment is a matter of concern today. Governments all over the world making efforts to minimize human impact on environment. Today our society is more concerned with the natural environment. Understanding the society's new concerns businesses have begun to modify their behavior and have integrated environmental issues into organizational activities. Academic disciplines have integrated green issues in their literature. This is true with marketing subject too, and the terms like "Green Marketing" and "Environmental Marketing are included in syllabus. Governments all over the world have become so concerned about green marketing that they have attempted to regulate them.

GREEN MARKETING

Green marketing is somewhat new concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer. Green Marketing means manufacturing and marketing of those products and services which are manufactured through green processes.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other terms use for Green Marketing is Environmental Marketing and Ecological Marketing.

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness.

Green Marketing is not limited to adding green theme to company brand name or making websites or product/packaging design with green colour. It is the overall efforts of a company to eliminate processes which are detrimental to the environment and use environmental friendly processes and packaging for manufacturing and presenting product. In doing this a firm may have to spent few extra bucks initially but in the long run this will pay in terms of increased sales and revenue. Recently due to changes in policies for corporate results compliance procedure by SEBI all companies are using e mail channels for reporting of financial results which has saved lot of paper and trees. The firms benefited in terms of reduced cost. Such innovative practices can reduce waste, green house gas emission and cost also.

BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, thought initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

STATEMENT OF THE PROBLEM

Awareness about environmental issues is growing day by day. Product choice and buying behaviour of products are changing every day. With regard to product attributes, environmental consideration is the key factor influencing buying decision among consumers. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. Hence, the study focuses on examining the level of acceptability and reach of green products among consumers in the market.

LITERATURE REVIEW

Christian Fuentes (2015) in his study entitled, "How green marketing works: Practices, materialities, and images", There are surprisingly few empirical studies of green marketing practices, and when such studies are carried out, they tend to take a simplistic approach. In this paper, the need to develop more complex and critical analyses of green marketing practices is addressed through the development of a practice theory approach to green marketing. Drawing on an ethnographic study of the Nordic Nature Shop, this paper explores the marketing of green outdoor products. Through various marketing practices, the Nordic Nature Shop presents the purchase and use of green outdoor products as a way to carry out outdoor practices while simultaneously protecting a fragile outdoors and thereby enabling consumers to be good both in and to nature. The analysis shows that not only are green products marketed through practices, but they are also marketed as practice-enablers, that is, tools in the accomplishment of environmentally problematic practices.

Laddha (2015) in their study entitled, "Green Marketing and its Impact on Consumer Buying Behavior" Global warming and green house gas emission is the main problem which today everybody is facing. Right from government and corporate bodies are concern about this issue. Everybody is putting their efforts and innovations to reduce this green house emission. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. As a result there is a spur in interest toward environmental protection and sustainable development. Many Indian corporate houses changed their logo brands to reflect their willingness and commitment towards fighting this issue.

One type of environmentally conscious behaviour is environmental consumerism (green buying) -purchasing and consuming products that are benign towards the environment. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. This change in consumer behaviour and future trends must be spotted by a marketer and offer their products and services to consumer in order to retain market share and build future green brands. Many scholars have done survey on green marketing and allied subjects shows that consumer preferences are changing due to this global phenomenon. Moreover many governments are forcing to adopt green processes through policy change.

This changing attitude of buying behaviour is forcing many firms to incorporate green processes. In this small research serve it is revealed that Indian consumers' pro-environmental

concerns, knowledge of environmental issues, awareness of eco-friendly products, and educational levels affect on green buying behaviour.

To understand this I have conducted a small survey of 150 samples from Navi Mumbai. Questions related to Environment and buying behaviour were asked to the respondents. From this survey it is clear that there is growing concerns about environment and increasing inclination towards green product. This trend throws an opportunity to marketer to offer green products and catch the theme.

OBJECTIVES OF THE STUDY

The overall objective of the study is to analyze the consumer awareness on environmental issues and its impact on purchase behaviour of green products. The specific objectives of the study are:

- To study the conceptual framework of consumer buying behaviour in green marketing and attitude of green products.

- To analyze the consumers awareness towards green marketing and its impact on purchase behaviour of selected green products.

- To study the relevant attributes or sources of information which influence purchasing of green products.

- To find out the factors influencing in green marketing and the customer to prefer green products.

- To examine about the level of satisfaction of consumer behaviours in green marketing.

- To identify the common problems faced by the consumers in green marketing.

SCOPE OF THE STUDY

Green marketing is inevitable for the attainment of vision and mission of an organization with sustainability. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behaviour patterns. Most of the consumers', both individual and industrial, are becoming more alarmed about green products and green product line for their safe and sustainable future. Now, it is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers' and earn better profits with a social benefit. The study will help to address the problems and challenges associated with reaching the environmentally friendly consumer; thereby providing opportunities for manufacturers and retailers of green

products. As the green market continues to grow, an understanding of the consumer who is populating it will be a critical success factor for many firms. This study will help to know what really a consumer expects from marketers of green products and also their readiness in accepting those products which are environmental friendly and minimize the environmental degradation in future.

RESEARCH METHODOLOGY

The area of study is confined to Selected Five Districts of Tamilnadu such as Erode Salem, Tirupur, Namakkal and Karur. The data collected for the study through a Interview Schedule adapted from a various research. The study consists of both primary and secondary data. Multistage sampling technique was adopted to determine the sample size. The data for the study were collected from 1000 respondents.

ANALYSIS AND DISCUSSION
SOCIO- ECONOMIC PROFILE OF SAMPLE RESPODENTS

Understanding the demographic and psychographic background and their perception towards green products become essential because there is significant association among the awareness of consumers towards green products and age, geographical area, educational level and income. Demographic details of 1000 green customers varying in age, sex, educational qualification, annual income, monthly income, marital status, family size, family system and living area have been depicted in this section and shown in Table no-1

TABLE NO:1
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS
AND LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS

Demographic Factor		Labels	Number of respondents	(%)	Mean Score	Range		SD
						Min	Max	
1	Age	Below 30 years	372	37.2	3.33	2.0	4.4	0.50
		31-45 years	349	34.9	3.42	2.4	4.3	0.36
		46-60 years	198	19.8	3.37	2.4	4.3	0.45
		Above 61 years	81	8.1	3.44	2.7	4.4	0.37
2	Sex	Male	473	47.3	3.33	2.3	4.3	0.44

		Female	527	52.7	3.43	2.0	4.4	0.43
3	Educational Qualification	Illiterate	83	8.3	3.41	2.9	4.1	0.29
		School level	123	12.3	3.43	2.4	4.1	0.33
		Graduate	413	41.3	3.34	2.0	4.4	0.50
		Professional	381	38.1	3.45	2.4	4.4	0.40
4	Annual Income	Upto Rs.1,00,000	195	19.5	3.25	2.0	4.2	0.44
		Rs.1,00,001-Rs.2,00,000	428	42.8	3.41	2.4	4.4	0.38
		Rs.2,00,001-Rs.5,00,000	304	30.4	3.40	2.3	4.4	0.47
		Above Rs.5,00,000	73	7.3	3.47	2.4	4.3	0.45
5	Monthly Income	Upto Rs.20,000	418	41.8	3.36	2.0	4.3	0.44
		Rs.20,001 to Rs.40,000	382	38.2	3.36	2.3	4.4	0.40
		Rs.40,001 to Rs.60,000	139	13.9	3.45	2.7	4.4	0.45
		Above Rs.60,000	61	6.1	3.49	2.4	4.4	0.52
6	Marital Status	Single	396	39.6	3.39	2.0	4.4	0.44
		Married	604	60.4	3.37	2.4	4.4	0.43
7	Family Members	2 members	265	26.5	3.27	2.4	4.0	0.32
		3-4 members	431	43.1	3.45	2.3	4.4	0.47
		5-6 members	247	24.7	3.41	2.0	4.4	0.45
		Above 6 members	57	5.7	3.22	2.4	4.0	0.44
8	Family System	Nuclear Family	658	65.8	3.40	2.0	4.4	0.44
		Joint Family	342	34.2	3.35	2.4	4.3	0.42

9	Living Area	Urban	269	26.9	3.77	2.4	4.4	0.43
		Semi-Urban	433	43.3	3.34	2.0	4.4	0.48
		Rural	298	29.8	3.45	2.9	4.4	0.36

(Source: primary data)

The sample consists of

- 372 (37.2%) respondents belonged to the age group of upto 30 years, 349 (34.9%) respondents were in the age group of 31-45 years, 198 (19.8%) respondents belonged to the age group of 46-60 years and 81 (8.1%) respondents belonged to the age group of above 60 years.

- 473 (47.3%) respondents belonged to male category and 527 (52.7%) respondents are belonged to female category.

- 83 (8.3%) respondents are illiterate, 123 (12.3%) respondents were school level education, 413 (41.3%) respondents were graduates and 381 (38.1%) respondents were professionals.

- 195 (19.5%) respondents have earned upto Rs.1,00,000 as their annual income, 428 (42.8%) respondents have earned Rs.1,00,001-Rs.2,00,000 per annum, 304 (30.4%) respondents have earned Rs.2,00,001-Rs.5,00,000 and 73 (7.3%) respondents have earned above Rs.5,00,000 as their annual income.

- 418 (41.8%) respondents were earned upto Rs.20,000 per month, 382 (38.2%) respondents were earned Rs.20,001 to Rs.40,000, 139 (13.9%) respondents were earned Rs.40,001 to Rs.60,000 and 61 (6.1%) respondents were earned above Rs.60,000 in a month.

- 396 (39.6%) respondents were single and 604 (60.4%) respondents were married.

- 265 (26.5%) respondents having 2 members in their family, 431 (43.1%) respondents having 3-4 members in their family, 247 (24.7%) respondents having 5-6 members in their family and 57 (5.7%) respondents having above 6 members in their family.

- 658 (65.8%) respondents belongs to nuclear family and 342 (34.2%) respondents belonged to joint family.

- 269 (26.9%) respondents were living in urban area, 433 (43.3%) respondents were living in semi-urban area and 298 (29.8%) respondents are living in rural area.

The level of satisfaction perceived towards green products among the respondents -Age group

- Below 30 years age group ranged between 2.0 and 4.4 with the mean score of 3.33, 31-45 years age group ranged between 2.4 and 4.3 with the mean score of 3.42, 46-60 years aged respondents ranged between 2.4 and 4.3 with the mean score of 3.37, and above 60 years age group ranged between 2.7 and 4.4 with the mean score of 3.44.

The level of satisfaction perceived towards green products among the respondents - Sex

- Male respondents ranged between 2.3 and 4.3 with the mean score of 3.33 and female respondents ranged between 2.0 and 4.4 with the mean score of 3.43.

The level of satisfaction perceived towards green products among the respondents - Educational Qualification

- Illiterate respondents ranged between 2.9 and 4.1 with the mean score of 3.41, school level respondents ranged between 2.4 and 4.1 with the mean score of 3.43, graduates ranged between 2.0 and 4.4 with the mean score of 3.34 and professionals ranged between 2.4 and 4.4 with the mean score of 3.45

The level of satisfaction perceived towards green products among the respondents - Annual Income

- who have earned upto Rs.1,00,000 per annum ranged between 2.0 and 4.2 with the mean score of 3.25, the respondents who have earned Rs.1,00,001-Rs.2,00,000 ranged between 2.4 and 4.4 with the mean score of 3.41, who earned Rs.2,00,001-Rs.5,00,000 ranged between 2.3 and 4.4 with the mean score of 3.40, and who have earned above Rs.5,00,000 ranged between 2.4 and 4.3 with the mean score of 3.47.

The level of satisfaction perceived towards green products among the respondents - Monthly Income

- who have earned monthly income upto Rs.20,000 ranged between 2.0 and 4.3 with the mean score of 3.36, who have earned Rs.20,001 to Rs.40,000 ranged between 2.3 and 4.4 with the mean score of 3.36, who earned Rs.40,001 to Rs.60,000 per month ranged between 2.7 and 4.4 with the mean score of 3.45 and who earned above Rs.60,000 per month ranged between 2.4 and 4.4 with the mean score of 3.49.

The level of satisfaction perceived towards green products among the respondents - Marital Status

- single respondents ranged between 2.0 and 4.4 with the mean score of 3.39 and married respondents ranged between 2.4 and 4.4 with the mean score of 3.37.

The level of satisfaction perceived towards green products among the respondents - Family Size

- who have 2 members in their family ranged between 2.4 and 4.0 with the mean score of 3.27, who have 3-4 members in their family ranged between 2.3 and 4.4 with the mean score of 3.45, who have 5-6 members in their family ranged between 2.0 and 4.4 with the mean score of 3.41 and who have above 6 members in their family ranged between 2.4 and 4.0 with the mean score of 3.22.

The level of satisfaction perceived towards green products among the respondents - Family System

- who belongs to nuclear family ranged between 2.0 and 4.4 with the mean score of 3.40 and who belongs to joint family ranged between 2.4 and 4.3 with the mean score of 3.35.

The level of satisfaction perceived towards green products among the respondents - Living Area

- who live in urban area ranged between 2.4 and 4.4 with the mean score of 3.77, who live in semi-urban area ranged between 2.0 and 4.4 with the mean score of 3.34 and who live in rural area ranged between 2.9 and 4.4 with the mean score of 3.45.

LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS

(CHI-SQUARE TEST)

TABLE NO: 2

LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS

(CHI- SQUARE TEST)

S. No.	Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
1	Age	12.956	12.592	6	Significant at 5% level
2	Sex	19.533	9.210	2	Significant at 1% level
3	Educational Qualification	19.473	16.811	6	Significant at 1% level

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4	Annual Income	13.489	12.592	6	Significant at 5% level
5	Monthly Income	15.369	12.592	6	Significant at 5% level
6	Marital Status	1.733	5.991	2	Not Significant
7	Family size	23.568	16.811	6	Significant at 1% level
8	Family System	6.856	5.991	2	Significant at 5% level
9	Living Area	24.563`	13.276	4	Significant at 1% level

1. Relationship between the age of the respondents and their level of satisfaction perceived towards green products

   H_1 :There is a close significant relationship between age of the respondents and their level of satisfaction towards green products.

   H_0 :There is no significant relationship between age of the respondents and their level of satisfaction towards green products.

2. Relationship between the sex of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between sex of the respondents   and their level of satisfaction towards green products.

   H_0 :There is no significant relationship between sex of the respondents and their level of satisfaction towards green products.

3. Relationship between the Educational Qualification of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Educational Qualification of the respondents   and their level of satisfaction towards green products.

   H_0 :There is no significant relationship between Educational Qualification of the respondents and their level of satisfaction towards green products.

4. Relationship between the Annual Income of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Annual Income of the respondents   and their level of satisfaction towards   green products.

   H_0 :There is no significant relationship between Annual Income of the respondents and their level of satisfaction towards green products.

5. Relationship between the Monthly Income of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Monthly Income of the respondents   and their level of satisfaction towards   green products.

   H_0 :There is no significant relationship between Monthly Income of the respondents and their level of satisfaction towards green products.

6. Relationship between the Marital Status of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Marital Status of the respondents   and their level of satisfaction towards   green products.

   H_0 :There is no significant relationship between Marital Status of the respondents and their level of satisfaction towards green products.

7. Relationship between the Family size of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Family size of the respondents   and their level of satisfaction towards   green products.

   H_0 :There is no significant relationship between Family size of the respondents and their level of satisfaction towards green products.

8. Relationship between the Family system of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Family system of the respondents   and their level of satisfaction towards green products.

   H_0 :There is no significant relationship between Family system of the respondents and their level of satisfaction towards green products.

9. Relationship between the Living Area of the respondents and their level of satisfaction towards green products

   H_1 :There is a close significant relationship between Living Area of the respondents   and their level of satisfaction towards green products.

   H_0 :There is no significant relationship between Living Area of the respondents and their level of satisfaction towards green products.

It is divulged from the above table that the calculated chi-square value is

1. the calculated chi-square value (12.956) is greater than the table (12.592) value and the result is significant at 5 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

2. the calculated chi-square value (19.533) is greater than the table value (9.210) and the result is significant at 1 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

3. the calculated chi-square value (19.473) is greater than the table value (16.811) and the result is significant at 1 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

4. the calculated chi-square value (13.489) is greater than the table value (12.592) and the result is significant at 5 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

5. the calculated chi-square value (15.369) is greater than the table value (12.592) and the result is significant at 5 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

6. the calculated chi-square value (1.733) is less than the table value (5.991) and the result is not significant. Hence, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected

7. the calculated chi-square value (23.568) is greater than the table value (16.811) and the result is significant at 1 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

8. the calculated chi-square value (6.856) is greater than the table value (5.991) and the result is significant at 1 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

9. the calculated chi-square value (24.563) is greater than the table value (13.276) and the result is significant at 1 percent level. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

FINDINGS

LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS

(CHI-SQUARE ANALYSIS)

*   Age of the respondents and their level of satisfaction in purchasing green products was studied by employing Univariate analysis. It is examined from the analysis that maximum level of satisfaction towards green products have perceived by the

respondents above 60 years age group. The chi-square analysis proved that there is a close significant relationship between the age of the respondents and their level of satisfaction towards perceived green products.

- Sex-wise analysis of purchasing green products and level of satisfaction in using green products reveals that maximum level of satisfaction towards perceived green products was among the female respondents. From the chi-square analysis, it is found that there is a close significant relationship between the sex of the respondents and their level of satisfaction perceived towards green products.

- Educational qualification of the respondents and their level of satisfaction perceived on green products reveals that maximum level of satisfaction perceived towards green products was among the professional. The result of chi-square analysis, it is stated that there is a close significant relationship between the educational qualification of the respondents and their level of satisfaction towards green products.

- It is determined from the analysis that maximum level of satisfaction towards green products was expressed by the respondents who have earned above Rs.5,00,000 per annum. The chi-square analysis resulted that there is a close significant relationship between the annual income of the respondents and their level of satisfaction towards green products.

- Income earned per month and the satisfaction level of the respondents reveals that maximum level of satisfaction towards green products perceived by the respondents who earned above Rs.60,000 monthly. The chi-square analysis confirmed that there is a close significant relationship between the monthly income of the respondents and their level of satisfaction perceived towards green products.

- Marital status of the respondents and their level of satisfaction in using green products explored from that maximum level of satisfaction towards green products have perceived by the single respondents. It is also proved from the chi-square analysis that there is no significant relationship between the marital status of the respondents and their level of satisfaction towards green products.

- Family size and level of satisfaction in using green products was studied. It is discussed from the analysis that maximum level of satisfaction towards green products among the respondents who have 3-4 members in their family. The chi-square analysis proved that there is a close significant relationship between the family size of the respondents and their level of satisfaction towards green products.

- It is found from the analysis that maximum level of satisfaction perceived towards green products was among the respondents who belonged to nuclear family. From the chi-square analysis, it is noted from chi-square test that there is a close significant relationship between the family system of the respondents and their level of satisfaction towards green products.

- It is learned from the analysis that maximum level of satisfaction perceived towards green products was among the respondents who live in urban area. The chi-square analysis also proved that there is a close significant relationship between the living area of the respondents and their level of satisfaction towards green products.

CONCLUSION

The increasing knowledge of globalization, liberalization and privatization, rapid changes in technology, humans are also need changes. But, the depletion of our natural resources and increased population levels, every human concerns the health and environmental safety. The increase use of green products are adequately influence the consumers mind, and the damage can be reduced to minimum levels. As there are some adverse effects on the green products, consumers are in a positive way towards the purchase of green products, the marketers should take a keen note of them in order to get the best marketing strategy.

It can be suggested that prices of the green products should be kept at an affordable levels so that even an average income earner can also avail the green products and use them. The biggest barrier in the purchase of green products is high prices. There is also a need to spread awareness about the labels and brands of eco-friendly products. Environmental advertising should be done in an attractive was by using celebrity endorsed to intrude consumers minds about the concept of green products. It will increase the awareness about the green products among the consumers that increase the purchase behavior and satisfaction in the study area. If the suggestions and recommendations have to be implemented by the marketers, manufacturers and consumers it is a rewarding exercise to the researcher.

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