

The upsurge of Green Advertising and its Effects on Consumers in India

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ABSTRACT

Green marketing and green advertising are one of the hottest topics today. The last decade has witnessed the growing importance of environmental issues leading to an influx of green brands in the market. Consumers are taking environmental concerns into consideration before making purchase decisions. Many companies are gaining competitive advantage and attracting customers by adopting green advertising strategies. Green advertising is a process of advertising a product by highlighting their green features, with an aim to enhance their acceptance according to the safety of the environment. This paper examines the latest trends in green advertising and how it affects the buying behaviour. The objective of this study is to find out initiatives taken towards green advertising and to give recommendations to increase the effectiveness of Green Advertising in India. For the purpose of the study, certain factors that impact customers' willingness to purchase green products such as convenience of purchase, customers' trust in advertising, credibility of advertising, price and availability of green products, etc. are taken into consideration. This study will be useful for advertisers, to understand and to reach the target customer more effectively; organisations, to get insight while framing green advertisement strategies. The outcome of the paper will help in developing a simpler model for customer buying behaviour. The present study is exploratory in nature and uses secondary sources of data collection from multiple sources of evidence in addition to books, research reports and web sites.

KEYWORDS: Green Advertising, Green marketing, Green consumer, Eco-friendly products, Buying behaviour, Environmental initiative, Environmental practices.

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