

Green Marketing and Sustainable Consumer Behaviour

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Abstract: *Green marketing refers to the promotion of products and services based on their environmental benefits, focusing on sustainability and eco-friendliness. It encompasses strategies that highlight the environmental impact of a product, such as its energy efficiency, use of recyclable materials, or minimal carbon footprint. Sustainable consumer behaviour is the tendency of consumers to prefer products and services that contribute to environmental conservation and support social responsibility. This behaviour is driven by growing awareness of environmental issues and a desire to reduce ecological harm. As more consumers align their purchasing decisions with sustainability goals, businesses are increasingly adopting green marketing strategies to meet these demands. Both green marketing and sustainable consumer behaviour aim to foster a more eco-conscious society, ensuring that businesses and consumers alike contribute to a more sustainable future*

Keywords: Green Marketing, Sustainable Consumer Behaviour, Eco-friendly Products, Environmental Impact, Sustainability Certification, Green washing

