

Understanding Consumer Attitudes toward Green Products: A Qualitative Perspective

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Abstract: *This study aims to perform a thorough and fundamental analysis of empirical research on green marketing and consumer behaviour in order to pinpoint changing patterns, significant obstacles, and new areas of study in the area. The theoretical frameworks supporting environmentally conscious consumer decision-making and sustainable marketing strategies are first described, including consumer psychology models, ecological economic models, and ethical consumption models. A thorough summary of recent scholarly research is then presented in the paper, emphasising the key findings, methodology, and theoretical contributions. Patterns in consumer reactions to green marketing tactics and the variables influencing sustainable purchase behaviour can be found thanks to this analytical investigation.*

Ultimately, the study provides marketers with useful takeaways, stressing the significance of genuineness, openness, and sustained involvement in environmental initiatives. It presents useful recommendations regarding how legislators might promote ethical corporate conduct and environmentally friendly consumer behaviour through efficient legislation and public education initiatives. This study enriches the understanding of how green marketing strategies may effectively coincide with consumer values and promote beneficial environmental improvements by bridging the theory-practice divide..

Keywords: Green Marketing, Consumer Behaviour, Sustainable Consumption, Ethical Marketing, Environmental Psychology, Empirical Research, Consumer Attitudes, Eco-Friendly Practices

