

## EFFECT OF GREEN MARKETING ON BUYING PREFERENCES OF YOUNGSTERS

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### ABSTRACT

This research is conducted to study the knowledge level of youngsters towards green products. Green products are those products which are supposed to be environmentally safe. Green products are formed by recycled components and manufactured in a more energy conservative way. The objective of this study is to know the respondents' preference, factor that influence for preferring green products, the awareness level and influence of promotional campaign. The study is based on primary data collected from 100 respondents of Rewa city, selected on the basis of judgment sampling with the help of a well-structured questionnaire consisting of close ended questions. The data were analyzed with percentage, mean and chi-square test. Results indicate that youngsters do not have much knowledge about green products, but they are concerned about the environment. They have shown a positive attitude towards green products and willingness to pay extra price for green products. But there are still some details to tell whether youngsters' familiarity and awareness would influence their buying behavior towards green products.

**KEYWORDS:** Green Marketing, Green Products, Consumer Awareness, Promotional Campaign