

**GREEN MARKETING AND ITS IMPACT ON CONSUMER
PURCHASE INTENTION IN DEVCHULI MUNICIPALITY
NAWALPUR**

A Thesis

Submitted By

Himal Bhusal

Central Department of Management

Roll. No: 452/15

Registration No: 7-3-28-16-2015

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CERTIFICATE OF AUTHORSHIP

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as a part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I received in my research work and the preparation of this thesis itself has been acknowledged. I certify that all information sources and literature used are indicated in the reference section of this thesis.

.....

Himal Bhusal
20th June, 2019

RECOMMENDATION LETTER

I certify that the Thesis submitted by Mr. Himal Bhusal entitled “**Green Marketing and its Impact on Purchase Intention in Devchuli Municipality Nawalpur**” has been prepared as per the format prescribed and approved by the Faculty of Management, Tribhuvan University. This research work is completed under my supervision and guidance. This thesis is the candidate’s original research work. I am fully satisfied with the language and substance of the research submitted to Faculty of Management. To the best of my knowledge, the candidate has fulfilled all the requirement of **Masters of Business Studies (MBS Semester)** degree, Faculty of Management, Tribhuvan University. I, therefore, recommend that this research be considered for the award of master degree.

.....

Prof. Dr. Bhoj Raj Aryal

Thesis Supervisor

Central Department of Management

Tribhuvan University, Kirtipur, Kathmandu, Nepal

Date:

APPROVAL SHEET

We the undersigned, have examined the thesis entitled “**Green Marketing and its Impact on Consumer Purchase Intention in Devchuli Municipality Nawalpur**” presented by Himat Bhusal, a candidate for the degree of **Masters of Business Studies (MBS) Semester** and conducted the viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

Prof. Dr. Bhoj Raj Aryal
Thesis Supervisor

Internal Examiner

External Examiner

Prof. Dr Sanjay Kumar Shrestha
Chairperson, Research Committee

Prof. Dr. Ramji Gautam
Head of Department

Date:

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EXECUTIVE SUMMARY

This graduate research dissertation aims to examine the impact of knowledge of green product on product choice and how green initiatives relating to green marketing elements influence purchase intention of consumers. The research also attempts to examine the relationship between age, income, occupation and consumer purchase intention with regard to green products.

This research was carried out using quantitative analysis and structured questionnaire has been used to collect the primary data from a sample size of 120 respondents.

The analysis reflected the green marketing elements played a significant role in inducing a positive purchase intention towards green products. Positive environmental beliefs encouraged people to buy green products and also increased trust towards green brands. Though the awareness of eco brands is increasing, it is still limited to mostly food, automobiles and electronic products, environmental protection responsibility was found to be the key reason behind purchase intention towards green products.

It was also found that people liked to purchase products that used eco-packaging rather than other forms of packaging. Packaging helped to distinguish a green product from a regular product. Green advertisement has been agreed to be catchy and a source of encouragement to buy green products. green labels also contributed significantly to promote buying intention towards greener products, it forms as a source of information and also influences the purchase choice.

Price is a major concern when it comes to green products. Though there was a concern for environmental damage and growing preference towards green products, consumers were willing to pay only a little increase in price. However, self-employed and consumers earning more than 40000 were willing to pay a premium price. It was seen that there exists a doubt amongst people about green marketing just being a promotional scheme or are companies really going green. Marketing experts also

pointed out the growing enthusiasm towards green products but purchase needs to be consistent for which the feeling of environmental responsibility needs to be uplifted. There still is a need to practice better green marketing practices to attract and inform consumers to establish sustainable purchase patterns.

Food products seemed to be the preferred product category for green purchase. However, there existed no significant relationship between age, occupation, income, education and consumer purchase intention indicators, except for the preference to buy products that use eco-friendly packaging for which a significant relationship exist.

Hence, it is suggested that an integrative marketing approach be taken to educate consumers about green products at both private and public level. Price should be fixed considering the market price of close substitutes as most consumers are only willing to spend a little more on green products. Investments in food, automobile and electronics products are recommended for green value addition as consumers are more aware and have greater preference for green features in these categories.

Keywords: Green product, Advertising, Eco-brand, Packaging, Green purchase intention, Environmental responsibility

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ABBREVIATIONS

AEPC	Alternative Energy Promotion Centre
CATI	Carolina Association of Translators and Interpreters
CRBO	Community Rental Home by Owner
ECCB	Ecological Conscious Consumer Behavior
EECA	Environmental Camps for Conservation Awareness
GSM	Green Marketing Strategy
HEP	Human Exceptionalism Paradigm
HCI	Himalayan Climate Initiative
LOV	List of values
NEP	New Ecological Paradigm
NAST	National Academy of Science and Technology
PCE	Perceived Consumer Effectiveness
SPSS	Statistical package for the social science
SEM	Structural Equation Modeling
SD	Standard Deviation
SADP	Sustainable Agriculture Development Program
WTP	Willingness to Pay