

AN ANALYSIS OF CONSUMER BEHAVIOUR TOWARDS GREEN HOUSEHOLD PRODUCTS

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ABSTRACT

Evolving more environmentally sustainable utilization and production systems counts upon consumers' enthusiasm to engage in "greener" utilization behaviors. Study efforts have sought to identify, investigate, and realize the "green consumer." Initial marketing and economics study, focusing on buying undertakings, has been complemented by research from areas such as developmental ecology and sociology, providing a more holistic picture of green consumption as a method. Much of the study has concentrated on localities with the utmost ecological influences, namely peoples' dwellings and household administration, their food alternatives and behaviors, and their transport behaviors for work, leisure, and journey. The emerging image of green utilization is of a method that is strongly influenced by consumer values, norms, and customs, yet is highly complex, varied and context reliant. There are possibilities for future research that provides larger interdisciplinary and challenges our assumptions and anticipations about utilization and the environment of the consumer society.

KEY WORDS: Green marketing, Green energy, Consumer behavior, Household green products