

Green marketing assignment

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Environmental and environmental awareness are the concerns why the green marketing emerged. Green marketing is becoming more important to businesses because of consumers genuine concerns about limited resources on earth. Hence, the study regarding green marketing and customers buying behavior among selected food establishments in Bona City has been made and formulated. It aims to give information about the effect of green marketing to customers buying behavior. 2. Objectives of the study 3.

General: Generally, this study aims to determine the influence of green marketing to customers buying behavior among selected establishments in Bona City. 2. 1 Specific: Specifically the study seeks to answer the level of green marketing In terms of green awareness, green price, green product features and green promotion among selected establishments in Bona City and the level of customers buying behavior Indicating the factors affecting their buying decision. The study also seeks to answer If there Is a significant relationship between the green marketing and customers buying behavior among selected establishments In Bona City. . Conceptual Framework This study is anchored on the theory of Audacity (20021 that green marketing develops goods that can appeal to the consumers buying decision, reasonably affordable prices and environment-friendly products causing minimal damage are required: and in order to reflect an image of high quality, environmental sensitivity and hence The conceptual framework is shown below. In the figure, the independent variable is the green marketing and the dependent variable is the customers buying behavior. The green marketing measures in green awareness, green price, green product eaters and green promotion.