

Consumer Buying Behaviour Towards Green Products In Chittoor District

K. R. Swaroop¹, B. Amarnath² and Thulasi Krishna K.³

¹Research Scholar, Department of Management Studies, S. V. University, Tirupati, A.P., India.

²Professor, Department of Management studies, S.V. University, Tirupati, A.P., India.

³Assistant Professor, Department of Management Studies, MITS, Madanapalle, A.P., India.

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ABSTRACT

Consumers are very much attentive towards going green and are intended to purchase green products in future also. Consumer buying behaviour is constantly changing and has to be cleanly ascertained so, as accordingly to know the changing tastes and preferences and to choose the best alternative from the several alternatives. The present study investigates the consumers buying behaviour and purchase intention of the green products. Further, it intends to know the occupation impact on consumer behaviour is affected to select the green products in Chittoor district of Andhra Pradesh. The primary data was collected through the questionnaire from 100 sample consumers. The findings reveal that buying behaviour has yet to be changed in students and intention to purchase green products are to be motivated more in both males and females.

KEYWORDS: Consumer buying behaviour, Purchase intention, Green products, Motivation.

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ABOUT THE AUTHOR (S)

K. R. Swaroop is a Research scholar, Department of Management studies, S.V. University, Tirupati, A.P. and can be reached at [reddi.swaroop@gmail.com](mailto:redi.swaroop@gmail.com).

Prof. B. Amarnath is a Professor, Department of Management studies, S.V. University, Tirupati, A.P., India

Dr. Thulasi Krishna. K. is an Assistant Professor, Department of Management Studies, MITS, Madanapalle, A.P., India.