ABSTRACT
As globalization and consumerism are fiercely driving each other, the ensuing impact is taking a worrisome toll on the global environment. Awakening to the need for creating a sustainable environment, marketers and customers, though in small numbers, chose to adopt the ‘green’ path. But alas, the green marketing initiatives failed to make a profound impact on the acceptance and growth of green products/services. In this research paper, the authors argue that, in order for marketing a green product/service the marketer has to invariably design and execute a green marketing mix. The paper aims to study the effect of green marketing mix on buying behavior of customers. An empirical analysis reveals that environmental awareness, green product characteristics, green promotional efforts and green pricing strategies positively impact the green buying behavior of consumers. The demographic profile of consumers is found to have a moderate effect on the model.

KEYWORDS: Green Marketing Mix, Environmental Awareness, Green Product Characteristics, Green Promotional efforts, Green Pricing strategies, Green Consumer Behavior