



(<http://ipindia.nic.in/index.htm>)



(<http://ipindia.nic>)

### Patent Search

Invention Title	ANALYSIS THE IMPACT AND INFLUENCE OF GREEN MARKETING COMMUNICATION IN CONSUMER'S GREEN PURCHASE BEHAVIOR
Publication Number	19/2024
Publication Date	10/05/2024
Publication Type	INA
Application Number	202421030642
Application Filing Date	16/04/2024
Priority Number	
Priority Country	
Priority Date	
Field Of Invention	COMPUTER SCIENCE
Classification (IPC)	G06Q0030020000, G06Q0030060000, G06Q0099000000, C08K0009020000, B65D0005420000

#### Inventor

Name	Address	Country
Dr.ALKA AWASTHI	DIRECTOR AND PROFESSOR, MBA, TECHNOCRATS INSTITUTE OF TECHNOLOGY- MBA, BHOPAL, MADHYA PRADESH	India
Mr. PRANJAL RAWAT	RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT, GRAPHIC ERA HILL UNIVERSITY, DEHRADUN, KOTDWAR, UTTRAKHAND – 246149, INDIA	India
Dr. KANNAN VELLINGIRI	CLDC RESEARCH AND DEVELOPMENT, NO.997, METTUPALAYAM ROAD, NEAR X-CUT SIGNAL, R.S.PURAM, COIMBATORE, TAMIL NADU -641002. INDIA (BHARAT)	India
Mr.J LOGESHWARAN	RESEARCH SCHOLAR, DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, SRI ESHWAR COLLEGE OF ENGINEERING, COIMBATORE- TAMIL NADU	India
Ms. RISHA THAKUR	RESEARCH SCHOLAR, SCHOOL OF BUSINESS STUDIES, SHARDA UNIVERSITY, GREATER NOIDA, UTTER PRADESH - 201306, INDIA	India
Mrs. MENDA SREEVANI	DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, INSTITUTE OF AERONAUTICAL ENGINEERING, DUNDIGAL- 500043, HYDERABAD, INDIA	India
Dr. JAYASHREE PATIL DAKE	ASSISTANT PROFESSOR, ECONOMICS, KPB HINDUJA COLLEGE OF COMMERCE, MUMBAI, MAHARASHTRA -400 004, INDIA	India

#### Applicant

Name	Address	Country
Dr.ALKA AWASTHI	DIRECTOR AND PROFESSOR, MBA, TECHNOCRATS INSTITUTE OF TECHNOLOGY- MBA, BHOPAL, MADHYA PRADESH	India
Mr. PRANJAL RAWAT	RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT, GRAPHIC ERA HILL UNIVERSITY, DEHRADUN, KOTDWAR, UTTRAKHAND – 246149, INDIA	India
Dr. KANNAN VELLINGIRI	CLDC RESEARCH AND DEVELOPMENT, NO.997, METTUPALAYAM ROAD, NEAR X-CUT SIGNAL, R.S.PURAM, COIMBATORE, TAMIL NADU -641002. INDIA (BHARAT)	India
Mr.J LOGESHWARAN	RESEARCH SCHOLAR, DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, SRI ESHWAR COLLEGE OF ENGINEERING, COIMBATORE- TAMIL NADU	India
Ms. RISHA THAKUR	RESEARCH SCHOLAR, SCHOOL OF BUSINESS STUDIES, SHARDA UNIVERSITY, GREATER NOIDA, UTTER PRADESH - 201306, INDIA	India
Mrs. MENDA SREEVANI	DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, INSTITUTE OF AERONAUTICAL ENGINEERING, DUNDIGAL- 500043, HYDERABAD, INDIA	India
Dr. JAYASHREE PATIL DAKE	ASSISTANT PROFESSOR, ECONOMICS, KPB HINDUJA COLLEGE OF COMMERCE, MUMBAI, MAHARASHTRA -400 004, INDIA	India

**Abstract:**

ABSTRACT Analysis the impact and influence of Green marketing communication in consumer's Green purchase behavior In recent years, there has been a growing a and concern about environmental issues among consumers. As a result, companies have started incorporating green marketing communication strategies to promot friendly products and services. This includes highlighting the environmental benefits of their products and services, as well as their commitment to sustainability. Gre marketing communication has a significant impact on consumer behavior, especially in terms of their green purchase behavior. Studies have shown that consumers . likely to buy products and services that are perceived as environmentally friendly and sustainable. This is because green marketing communication creates a positive company and its products, making consumers feel like they are contributing to a better environment by purchasing them. Moreover, effective green marketing commr also influences consumer attitudes towards environmental issues. It can raise awareness and educate consumers about the importance of sustainability, and how th purchasing decisions can make a difference. This can lead to a shift in consumer values, where they prioritize environmentally friendly products over others. Addition marketing communication also plays a crucial role in creating a sense of trust and credibility in the minds of consumers. Companies that are transparent about their environmental efforts and have a strong green marketing communication strategy are perceived as more trustworthy and ethical, which positively impacts consumer behavior. However, it is essential for companies to ensure that their green marketing communication is authentic and backed by genuine efforts towards sustainabili Greenwashing, or falsely marketing products as environmentally friendly, can lead to a loss of trust and credibility among consumers. Therefore, it is crucial for comp have genuine and transparent environmental practices to support their green marketing communication efforts. In conclusion, green marketing communication has . influence on consumer behavior when it comes to purchasing environmentally friendly products and services. It not only creates a positive image of the company and products but also raises awareness and influences consumer values towards sustainability. However, it is essential for companies to practice what they preach and h environmental efforts to support their green marketing communication.

Complete Specification

Description:FORM 2  
THE PATENTS ACT,1970  
(39 of 1970)

&  
THE PATENT RULES, 2003

Complete Specification  
(See section10 and rule13)

1. Title of the Invention: Analysis the impact and influence of Green marketing communication in consumer's Green purchase behavior

2. Applicants

Name	Nationality	Address
Dr.ALKA AWASTHI	Indian	DIRECTOR AND PROFESSOR, MBA, TECHNOCRATS INSTITUTE OF TECHNOLOGY- MBA, BHOPAL, MADHYA PRADESH
Mr. PRANJAL RAWAT	Indian	RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT, GRAPHIC ERA HILL UNIVERSITY, DEHRADUN, KOTDWAR, UTTRAKHAND – 2461
INDIA		
Dr. KANNAN VEILINGIRI	Indian	C I D C RESEFARCH AND DEVELOPMENT

[View Application Status](#)

