

# **The impact of green marketing in the consumer buying attitude, A case of Consumer Goods Sector in Kuwait, Research Proposal**

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## **Abstracts**

All around the world people are paying attention to the environmental friendly products and services. But the consumer of green products is around 15% in the entire world. Now the people are more aware about the green products and the level of awareness is increasing with time. So, the concept of green marketing is attaining attention in the whole world and markets are targeting the consumers that like to have green products and services (Rajeshkumar, 2012). The focus on the environmental friendly products and services is not the matter of vision or ideology now a days, now it has become the way to survive the competition in the modern market place. So, it is of utmost importance that the markets in the worked as well as in Kuwait should focus on the development of strategies that focus on green marketing as a way to induce the consumers to buy more goods and services and attain competitive advantage (D'Souza, 2004). This research is of great importance as less attention is paid to this concept in the Gulf and Kuwaiti region and consumers in Kuwait have now attained more awareness of the environmental cancers that are the main issue of Kuwait given the oil producing country. This issue will be investigated in the consumer goods sector in Kuwait. Cont... (1500 words of this report)

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