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"Effect of Green Marketing on Customer Satisfaction and
Environmental Safety Case Study on Tobacco Industry
Pakistan."



By:

Name Asad Ejaz

Enrolment #01-122142-034

Supervisor:

Salman Ali khan

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Names of Student(s): M.Asad Ejaz Enroll # 01-122142-034

Class: MBA

Approved by:

Salman Ali Khan

Project Supervisor

Internal Examiner

External Examiner

Dr. Sarwar Zahid

Research Coordinator

Dr. Nadia Tahir

Head of Department

Management Sciences

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Abstract

Competitive business environment has given birth to number of advanced marketing techniques and perspectives with the complete focus of attracting the customers towards the products and services. One of the main concepts is the green marketing. green marketing tends to affect all the areas of country's economy; it does not only leads to the environmental protection, but also helps in the creation of new markets as well as new job opportunities. Organizations that have been environmental stewards tend to stand the chance of gaining high number of satisfied as well as loyal customers. Now a day's, society has become more concerned about the protection of natural environment, businesses have become modified to their behaviour and attitude in an attempt of addressing "new concepts."

The perspective of the green marketing is to protect the environment as well as society for the future generation. Type of this study is correlation. The concept of green marketing plays a very important role in development and economic growth of any product as well as service. The research study has analyzed based on investigating the impact of green marketing strategies on the customer satisfaction and environmental safety.

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Chapter 1:

Introduction

Green Marketing has been an important academic research topic for last many years and has been defined in number of different ways. In last decade, consumers have become more enlightened on the environmental issues. Green marketing completely revolves around referring to the selling of products or the rendering of the services on the basis of the environmental benefits, which in turn also tends to satisfy the consumers. The concept of green marketing came into the existence in the late 1980's and the early 1990 (García, Morales, Victor, Francisco, & Javier, 2012). Green Marketing concept is considered to be rapidly growing as well as consumers are willing to pay a lot for the green products, being environmental friendly. However, there has been a small analysis conducted on the perspective of the effect of this new and different market on the customers and environment so far (Belk, 1974).

Basically, green marketing tends to affect all the areas of country's economy; it does not only lead to the environmental protection, but also helps in the creation of new markets as well as new job opportunities. Organizations that have been environmental stewards tend to stand the chance of gaining a high number of satisfied as well as loyal customers (Hartmann, Ibez, & Sainz, Green branding effects on attitude: functional versus emotional positioning strategies, 2005). Now a day's, society has become more concerned about the protection of natural environment, businesses have become modified to their behavior and attitude in an attempt of addressing "new concepts." Various businesses are very rapid in the accepting new concepts such as environmental and safety management systems, waste minimization, and are focus on integrating environmental issues into all the entire organizational tasks and activities (Green, Wind, & Carroll, Multiattribute decisions in marketing: A measurement approach, 1973).

Since recent years, customer perception and satisfaction level towards the products has been dramatically changed, highly emphasizing the role of products as well as marketing of the