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**CUSTOMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING WITH
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ABSTRACT

In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the impact of sales promotion on customer buying behaviour. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an impact has been made to find out the various sales promotion tools and its impact on customers buying behaviour with special reference to online shopping with special reference FLIPKARD, NYKAA, TATA CLIQ Online shopping. For conducting the research, data was collected through simple random sampling of 150 respondents through descriptive research design technique. Later the data was analysed and the hypothesis was tested by using chi-square test.

CUSTOMERS AWARENESS AND SATISFACTION TOWARDS GREEN PRODUCTS

ANKUSH RANGA
INDEPENDENT RESEARCHER & ALUMNI
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ROHTAK

ABSTRACT

More than ever, customers are concerned about how their purchases will affect the environment. To meet this demand, businesses are adopting green business trends. In 60 different nations as of 2014, "55 percent of consumers are willing to pay more for products made by businesses that practice environmental responsibility. The number of people who have switched to a more sustainable way of life has sharply increased. The objectives of the paper are to know about the customer's awareness and satisfaction towards green product. Apart from this, the focus of the paper is also to find out the factors that influence the purchase behavior of customers towards green products. From analysis, it is found that majority of respondents were aware about green products and peer group was the main sources of awareness. It is also evident that majority wants to purchase green products again; it means they were satisfied with the product.

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