

**UNDERSTANDING THE INFLUENCE OF GREEN MARKETING STRATEGIES ON CONSUMER PERCEPTION AND DECISION-MAKING**

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**ABSTRACT**

Green marketing is part of a contemporary set of marketing approaches which do not just refocus, adjust or enhance existing marketing thoughts and practices, it also seeks to challenge existing approaches in marketing to provide a substantial perspective to enhance green strategies. This study seeks to understand the influence of green marketing strategies on consumer perception and decision-making. Qualitative research approach was adopted. A series of in-depth interviews were conducted on 12 informants using mall-intercept systematic sampling to discover consumer perceptions toward green marketing and the motivations behind the average consumer's decision-making process when buying green products. Findings from the study indicate that most informants have an expressed concern for the environment and would actually consider buying green products. They specify price and credibility of the products as their major deciding factors. Further, findings suggest that although consumers agree with the novelty of green efforts, consumers remain skeptical to the idea of the overloading of green messages in the media. Implications of the findings are also provided.

Keywords: *Green Marketing, Consumer, Perception, Decision-making, Consumer Behaviour.*