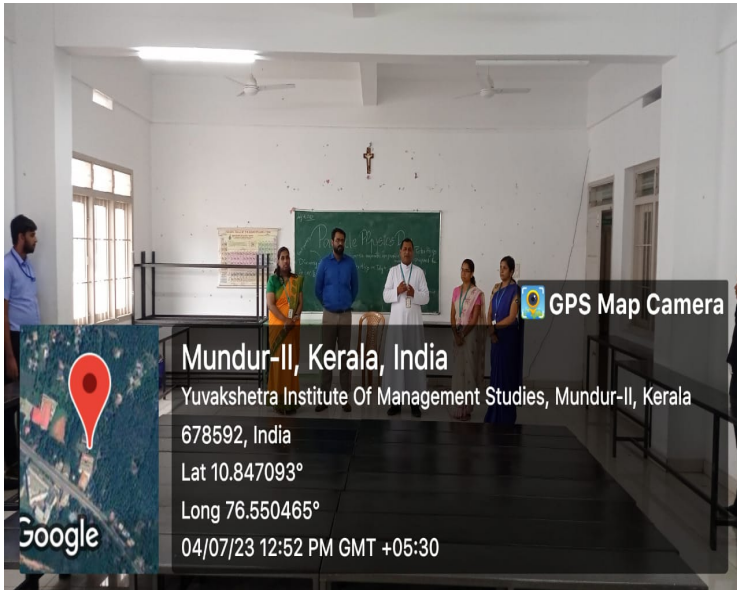


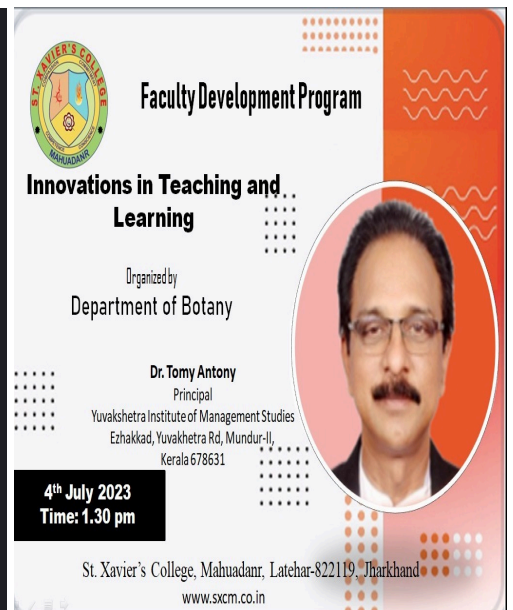
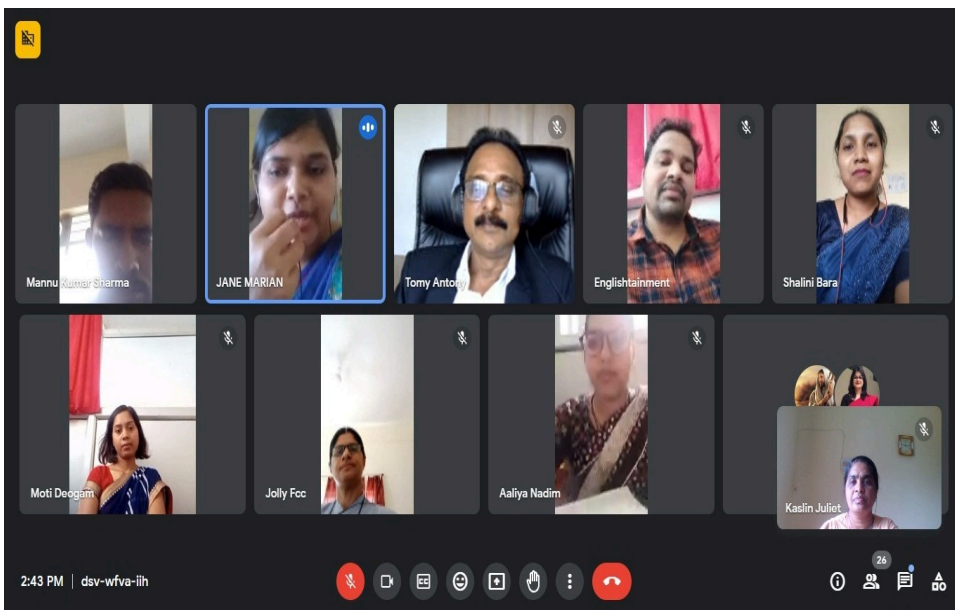
OBSERVED PARTICLE PHYSICS DAY

Rev. Dr. Joseph Olikkalkoonal, Vice Principal, YIMS inaugurated the poster presentation on the topic "From Atom to Higgs Boson" as part of Particle Physics Day organised by Department of Physics.



FACULTY DEVELOPMENT PROGRAMME

Dr. Tomy Antony, Pricipal, YIMS was the resourse person for the Faculty Development Programme *Innovations In Teaching And Learning* organised by St. Xavier's College, Mahuadanr, Jharkhand.





A STUDY ON THE IMPACT OF GREEN MARKETING PERCEPTIONS TOWARDS CONSUMER BUYING DECISIONS

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doi: 10.31838/ecb/2023.12.si6.609

Abstract

The term "green marketing" was originally used in the 1980s. Green marketing has received increased attention from industrialists and customers as a result of climate change, growing globalization, and industrialization. New studies show that corporations are more aware of their responsibility to the community. They recognize that embracing social responsibility is a smart business move that will boost their standing with clients. As consumers' environmental concerns increase, they are shifting their perspective on companies who promote or sell "green" policies and goods including those that use less energy (energy efficiency), organic foods, lead-free paints, recyclable papers, phosphate-free detergents, and energy-efficient appliances. This article seeks to explore why certain customers choose green marketing methods and products over others. Primary data were collected via the use of a standardized questionnaire administered to the sample respondents. The statistical data suggested a substantial correlation between customer perception, green consumer values, and product aspects in marketing tactics. According to the research, customer purchasing behaviour is significantly impacted by their level of consumer knowledge of green marketing.



An Article titled 'A STUDY ON THE IMPACT OF GREEN MARKETING PERCEPTIONS TOWARDS CONSUMER BUYING DECISIONS' has been published by Ms. Keerthy MS, Assistant Professor, PG Department of Commerce, section B.Com Computer Applications, Yuvakshetra Institute Of Management Studies, in the Scopus Indexed Journal.

CONGRATULATIONS



yuvakshetra

Institute of Management Studies (YIMS)

Ezhakkad, Mundur, Palakkad - 678631, Kerala

Affiliated to the University of Calicut & Managed by the Diocese of Palghat

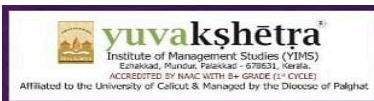
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Excellent Performance in University Results



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BCA 2020- 2023 Batch

Congratulations



READING WEEK 2023-24 HINDI READING AND RECITATION COMPETITION RESULTS

हिंदी विभाग DEPARTMENT OF LANGUAGES HINDI

RECITATION COMPETITION

Winners



CHAITHANYA H
II BBA



ABHISHEK UNNIKRISHNAN
III BCA



AISWARYA MANI
II BCA

READING COMPETITION

Winners



CHAITHANYA H
II BBA



ANANYA JOSEPHINE
III BSc Psychology



KEERTHANA SRIKUMAR
II BSc Physics

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