

## **Green Initiative and Marketing Approach: Developing a Better Marketing Approach of Green Initiatives by an Apparel Brand**

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**Abstract :** Environment concern has become an important topic and continues to acquire more popularity in the coming scenario. We all are exposed to messages daily, which encourage us to involve in green behavior. Factors such as Global Warming, Climate change are creating a big buzz amongst the people. Realizing this, many firms/companies are adopting the bright way of making profit along with creating a brand image, by going green. These firms/companies persuade consumers to use purchase eco-friendly products for the benefit of the environment and the society. In such scenario, it becomes very essential for such firms/companies to approach the customers in a better way. In other words, we can say that marketing approach plays a crucial role for such firm/companies. Hence in this research study, we have tried to create a marketing approach for the firms/companies for selling the eco-friendly apparels. We have studied the hypothetical apparel brand who has taken a green initiative of making their products eco-friendly. We have named this hypothetical brand as "Go-Green". By taking this hypothetical brand we have studied about how this brand can achieve better marketing approach. In particular, we have studied the four types of print advertisements of this brand as follows :(i) print advertisement showing only eco-friendly apparel (ii) print advertisement showing eco-friendly apparel labeled with eco-label (iii) print advertisement showing eco-friendly apparel along with information about the benefit of the featured apparel and (iv) print advertisement showing eco-friendly apparel with both eco-label and information about the benefit of the featured apparel. The conclusion of this research suggest that respondents more positively evaluate the print advertisement of eco-friendly apparel labeled with eco-labels and information about the benefit of the featured apparel, compared by other three print advertisement. Moreover, in this research study, we have studied environment knowledge, as the moderating factor affecting the consumer green purchase behavior.

**Keywords :** eco-friendly apparel, print advertisement, eco-label, environment knowledge

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