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# WHAT WILL DRIVE CONSUMERS TO BUY GREEN PRODUCTS: A STUDY OF REINFORCEMENT SCHEDULES TO BE APPLIED IN MARKETING

## Abstract:

Worldwide consumer's consumption patterns are one of the prime cause of environmental deterioration. It is a threat to social and economic stability and sustainable human existence. As the environment continues to worsen, it has become a crucial concern across the globe for environmentalists, organizations, governments and people in general to encourage and adopt green behavior. Much has been done in this direction starting from national level policies to organizations making green products. Eco-conscious business leaves no stone unturned in providing eco-information to the prospective customers through ad-campaigns, usage of various eco-labels. Yet literature suggests that it seems to hardly affect consumer's purchase decision. Eco-information is considered to be a definite concern but purchase is guided by personal interest. This situation is a call for now applying behavior modification techniques to pull customer towards purchase of environment friendly products. This study is an attempt to understand how reinforcement schedules can be used by marketers to modify consumer behavior towards green products. The study aims at using empirical methodology in identifying pull factors to motivate green behavior through reinforcement schedules.

## Keywords:

Green Behavior, Behavior Modification, Reinforcement Schedules in Marketing

**JEL Classification:**  M00