
The effect of green business tools on consumer purchasing behavior (Case Study: Pars Khazar products)

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Abstract: These activities have a significant impact on increasing consumer knowledge and changing consumers to buy green products. Green business activities such as ecological label, brand ecological and environmental advertising, better awareness and understanding about the features and characteristics of green products will often causing changes in consumer behavior. This paper tries to explain the emergence of marketing tools to influence consumers' buying behavior. seven-point Likert scale (very low to very high) is used.

Keywords : Keywords: green marketing, ecological products, ecological label, brand ecological, environmental advertising, consumer buying behavior.

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