

# List of Dissertation Topics for **GREEN MARKETING**

1. Strategically enhancing the position of organizational products amongst consumers through green marketing
2. The role of green marketing and its effect on consumer and corporation
3. Eco-labeling on package tours: a study about sustainable tourism
4. Relationship between gender and green purchasing behavior
5. The role of green marketing in development of consumer behavior towards green energy
6. Consumer practices in use and disposal: the sustainable fashion challenge
7. Green marketing & ethical consumerism: shaping consumer behavior
8. How green are you? A study on baby boomers and Generation Y
9. Implementation of green marketing strategy in China: a study of the green food industry
10. Socially desirable fast moving consumer goods - a literature review on How To Decrease the Gap Between Intention & purchase behavior through marketing
11. Enhancing the organizational products among consumers through the green marketing
12. Green marketing role and effect on corporation and consumer
13. Package tours eco-labeling: A sustainable tourism study
14. Relationship between green and gender purchasing behavior
15. Green marketing role in disposal and use
16. Ethical consumerism and green marketing: Shaping the behavior consumer
17. Baby boomers and generation Y on green marketing



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18. Green marketing strategy implementation in China: A food industry study
19. Fast moving consumer goods: decreasing the gap between purchase and intention behavior through green marketing
20. Framework in developing offerings of green service
21. Marketing freight transport environmental perspectives
22. Green retailing: Analysis on socio-material
23. Consideration in linking life cycle with marketing
24. Life cycle thinking marketing
25. Practice and theory in green packaging development
26. Place branding researching geographies through medium and small sized cities
27. Information technology and environment issues on product development and branding
28. Eco-management and eco-marketing: Eco-orientation exploring
29. Corporate and communication environmental decision making analysis
30. The media and environmental damage
31. Social concern and public opinion for environment
32. Greening of business and social forces
33. Green purchasing and consumer attitudes
34. Green political power
35. Institutional pressures: Employees and investors
36. Green marketing recent trends case study in developing economies
37. Industries perception to green marketing: An analytical study
38. Demerits and merits of green marketing



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39. Determining the relationship between green purchasing behavior and gender
40. Green marketing role investigative study and effects on consumers
41. Boosting eco-friendly brand image
42. Green marketing next frontier is responsible consumption
43. Tactics in growing your green business
44. Green marketers should know in profiling moms
45. Message on the move: Mobile coupons
46. Emerging consumer values
47. Claims of green marketing: Who to trust
48. Green marketing Tao
49. What people should know about green marketing
50. What is the effect of green marketing to small businesses?

