

(54) Title of the invention : A SYSTEM FOR EVALUATING THE MEDIATING EFFECT OF CONSUMER AWARENESS ON GREEN MARKETING MIX AND PURCHASE INTENTION AND METHOD THEREOF

(51) International classification :G06Q030020000, H04L0025020000, G06F0001160000, A61B0001000000, G06F0013360000  
 (86) International Application No :NA  
 Filing Date :NA  
 (87) International Publication No :NA  
 (61) Patent of Addition to Application Number :NA  
 Filing Date :NA  
 (62) Divisional to Application Number :NA  
 Filing Date :NA

(71)Name of Applicant :  
 1)Dr. Manish Joshi  
 Address of Applicant :Associate Professor, Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore – Ujjain Road, Indore. Pin: 453111 Indore .....  
 2)Mr. Ashish Ashok Uikey  
 3)Dr. Vikas Choudhary  
 4)Monika Gupta  
 5)Dr. Aruna Dev Rroy  
 6)Dr. Rashmi Mahajan  
 7)Dr. Nitesh Behare  
 8)Dr. Daphne Fernandes  
 9)Dr. Deep Jyoti Gurung  
 10)Abhishek Duttagupta  
 11)DR. S. SARAVANAN  
 12)Sruthi S  
 Name of Applicant : NA  
 Address of Applicant : NA  
 (72)Name of Inventor :  
 1)Dr. Manish Joshi  
 Address of Applicant :Associate Professor, Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore – Ujjain Road, Indore. Pin: 453111 Indore .....  
 2)Mr. Ashish Ashok Uikey  
 Address of Applicant :Research Scholar, Agribusiness Management, ASPEE Agribusiness Management Institute, Navsari Agricultural University, Eru Char Rasta, Dandi Road, Navsari, Gujarat Pin: 396450 Navsari .....  
 3)Dr. Vikas Choudhary  
 Address of Applicant :Professor and Head, Humanities and Social Sciences, National Institute of Technology, Kurukshetra Pin: 136119 Kurukshetra .....  
 4)Monika Gupta  
 Address of Applicant :Research scholar, Finance and management, Jagannath University, Sitapur, Jaipur Pin: 302022 Jaipur .....  
 5)Dr. Aruna Dev Rroy  
 Address of Applicant :Assistant Professor, Royal school of Commerce, Royal Global University opp purva Tirupati Balaji Temple Betkuhi guwahati 781035 Guwahati .....  
 6)Dr. Rashmi Mahajan  
 Address of Applicant :Professor, Marketing & IB, Balaji Institute of International Business, Sri Balaji University Pune, Survey No. 55/2-7, Tathawade, Off Mumbai – Bangalore Highway, Wakad, Pune, Pin: 411033 Pune .....  
 7)Dr. Nitesh Behare  
 Address of Applicant :Associate Professor, Marketing, Balaji institute of International Business(BIIB), Sri Balaji University, Survey No. 55/2-7, Tathawade, Off Mumbai-Bangalore Bypass, Pune – 411033, Maharashtra, India Pune .....  
 8)Dr. Daphne Fernandes  
 Address of Applicant :Assistant Professor, Commerce & Business Management, Faculty of Commerce, The M. S. University of Baroda, Pratappgnj, Vadodra, Gujarat-390002 Vadodra .....  
 9)Dr. Deep Jyoti Gurung  
 Address of Applicant :Assistant Professor, Department of Commerce, CHRIST (Deemed to be University), Central Campus, Hosur Rd, Bhavani Nagar, S.G. Palya, Bengaluru Pin: 560029 Bengaluru .....  
 10)Abhishek Duttagupta  
 Address of Applicant :Assistant Professor, REVA University, Rukmini Knowledge Park, Kattigenahalli, Bengaluru - Pin: 560064 Bengaluru .....  
 11)DR. S. SARAVANAN  
 Address of Applicant :ASSISTANT PROFESSOR, COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE VYASARPADI, CHENNAI -600039 CHENNAI .....  
 12)Sruthi S  
 Address of Applicant :Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Trivandrum Trivandrum .....

(57) Abstract:  
 [034] The present invention discloses a system for evaluating the mediating effect of consumer awareness on green marketing mix and purchase intention and method thereof. The system includes, but not limited to, a memory which stores instructions; one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to: one or more processing unit connected to a communication network, a green marketing certification company side device connected to the communication network, a user device connected to the communication network, and a communication side connected to the communication network. Accompanied Drawing [FIG. 1]

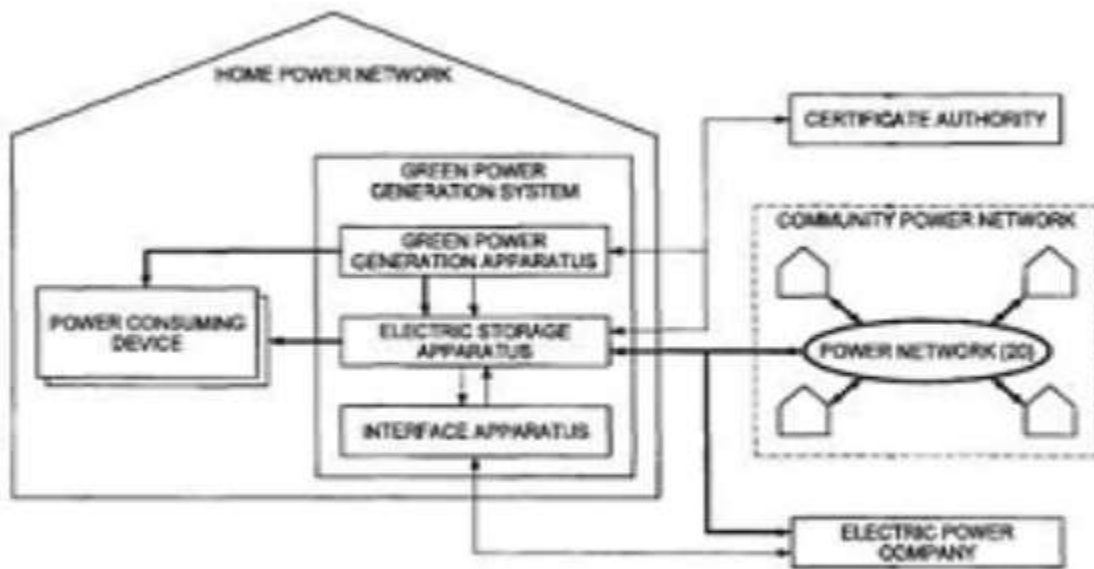


FIG. 1

No. of Pages : 22 No. of Claims : 8