

Analysis of Green Marketing's Impact on Buying Behaviour of Consumers

Dr. Girish Jadhav

Assistant Professor, Marketing, MMS Department, Navinchandra Mehta Institute of Technology and Development, Mumbai

How to cite this article: Girish Jadhav (2024). Analysis of Green Marketing's Impact on Buying Behaviour of Consumers. *Library Progress International*, 44(3), 2363-2371.

ABSTRACT

The current study examines how green-marketing initiatives such as eco-labelling, green-branding, and green-advertising affect customer purchasing behavior in Maharashtra. Using data from 300 participants through a standardized survey, findings reveal that green advertising and branding significantly influence consumer behavior, while eco-labelling does not. Additionally, environmental awareness moderates the association between green-marketing and buying behavior. This research highlights the importance of green advertising for consumer decisions and suggests that making eco-friendly initiatives more tangible can enhance market favour. However, it acknowledges limitations, including the focus on urban populations and the exclusion of all green marketing facets.

Keywords: Consumer purchasing patterns, environmental awareness, eco-labelling, green marketing, green advertising, and green branding

1. INTRODUCTION

The conceptual framework of green marketing lacks a universally accepted definition despite its growing prominence and extensive research. Juwaheer (2012), "green marketing" is a strategic business approach adopted by organizations to distinguish themselves in the market by emphasizing environmental responsibility. The study seeks to address the issue of environment knowledge and its impact on the behavior of consumer with specific reference to buying behaviour of consumer, that was the aim of this research. The Knowledge of environment is the most important factor affecting the success of consumer buying behaviour influenced by green marketing (Chowdhury, 2013). Sadly, environmental consciousness in developed economies is much higher than in developing ones thus forming an obstacle for implementing sustainable consumption policies in these countries which could change consumer's purchasing preferences (Sinnappan & Rahman, 2011).

This study focuses on green marketing, examining its three dimensions: eco-labelling, green advertising, and green branding. Organizations voluntarily adopt eco-labels for environmental preservation, while green branding enhances a brand's value by integrating ecological brand positioning (Bingham and Grimmer, 2013). "Green advertising" employs persuasive tactics to promote environmentally friendly products (Kotler & Armstrong, 2008). Over time, environmental activities have shifted from voluntary practices to mandatory actions enforced by legislation, particularly in advanced countries (Rosenberger and Polonsky, 2001). Initially, consumerism established to protect consumers from unethical marketing, has evolved with green marketing, leading to 'green consumerism' and promoting healthy environmental marketing practices (Dono, 2010). A "green consumer" neglect products tested on living organisms or produced using non-renewable energy that may harm the environment (Eriksson, 2004).

(Menck & Filho, 2014) Purchasing eco-friendly goods is encouraged for a variety of reasons. Numerous studies have revealed that businesses have gone green and established corporate environmentalism culture as a result of strong organization-sponsored green product advertising, high consumer awareness of environmental issues and concerns, and environmental consciousness. So, the, new perspective in this field offer businesses the chance to carve out their own niche marketing (Wahid, 2011).

In recent years, The rise in green marketing's prominence correlates with heightened environmental consciousness among businesses, government entities, and consumers. Global Industry Inc. projected a value of \$3.5 trillion that the global market for green products would achieve by the conclusion of 2017. The principal aim of green marketing is to elevate consumer awareness regarding environmental concerns and stimulate the adoption of eco-friendly products. Research indicates that social and print media significantly shape consumers' environmental perceptions, with females generally showing greater environmental concern than males. Eco-labelling also has a strong impact on consumer purchasing behavior. Rashid's study in Malaysia found that environmentally aware consumers are more receptive to green marketing efforts. In India, Singh and Kaur's study demonstrated the influence of environmental awareness on consumers' decisions to buy eco-friendly products.

Narkevitsj's research in 2017 explored the impact of eco-labelling on two coffee houses that claimed sustainable practices but failed to meet certification requirements, leading to consumer confusion. The study highlighted that eco-labelling can sometimes deceive consumers, potentially affecting business performance. Organizations may promote environmentally friendly manufacturing processes through advertising, even if they don't fully meet their claims.

2. STATEMENT OF PROBLEM

Specific characteristics of green products should be given more attention, especially to the customers, those care about the environment and are aware about the consequences of their decisions. Examine how customer purchasing decisions for eco-friendly items are influenced by environmental awareness, taking into account the significance of eco-labelling and any misunderstandings by consumers.

3. LITERATURE REVIEW

3.1 Green marketing

Green marketing directs a company's design, promotion, pricing, and distribution processes to be environmentally sustainable (Polonsky, 2011). This concept, which influences buying decisions, involves producing and distributing products with minimal environmental impact. Often synonymous with "environmental products," green products are designed to protect the environment, conserve energy and resources, and reduce pollution and waste. The processes involved aim to increase productivity, utilize natural resources efficiently, follow biological production models, and minimize material usage (Singh and Pandey, 2012).

According to Ottman, Stafford, and Hartman (2006), green products significantly impact society and companies by promoting health, safety, cost-effectiveness, efficiency, performance, symbolism, reputation, and convenience. The demand for green products, such as energy-saving electric cars, is rising due to long-term savings rather than government incentives. Additionally, there is an increasing shift towards health and safety products, such as organic foods, driven by concerns for personal well-being and future generations.

3.2 Eco-labels

Eco-labels are third-party certifications indicating environmentally friendly products, used by companies as a competitive advantage (Ng & Wong, 2015). (Bernard et al., 2015) This practice not only serves as a marketing strategy but also addresses global warming and climate change

3.3 Green Branding: Companies now position their brands as eco-friendly to appeal to environmentally conscious consumers, suggesting added benefits of health and environmental protection (Grimmer & Bingham, 2013; Wahid et al., 2011).

3.4 Green Advertising: Aimed at persuading consumers to purchase eco-friendly products, green advertising highlights products made with minimal environmental impact. Its popularity has increased as environmentally aware consumers pay more attention to such advertising (Kotler & Armstrong, 2008; Peter & Olson, 2010).

3.5 Consumer Buying Behavior: In green marketing, consumer behavior is influenced by eco-labelling, green branding, and green advertising, leading to pride in green purchasing decisions (Akenji, 2014; Herring & Sorrel, 2009).

3.6 Environmental Knowledge: Increased environmental issues necessitate consumer awareness and

knowledge, which are crucial for adopting green products (Wole, 2009). Social norms and demographic factors like income, education, and age also influence green purchasing decisions (Purohit, 2012; Boztepe, 2012; Lee et al., 2012). Psychological and social factors are significant drivers. Attitudes of parents towards organic products also strongly predict green purchasing behavior (Renfro, 2010).

3.7 Comprehending consumer buying behavior

(Ajzen, 1991) Theory framework of Planned Behavior provides for analyzing consumer purchasing behavior by emphasizing the roles of intentions, subjective norms, and perceived behavioural control. Intentions shape actions based on attitudes towards outcomes, while societal pressures (normative beliefs) and perceived ease or difficulty (behavioral controls) also play significant roles (Ajzen, 2011).

3.8 Consumer Behavior & Green Marketing

Affordability is the key factor influencing purchases of green product. A study in India showed higher-income consumers prefer green products more than lower-income consumers, who often find them too expensive (Manaktola & Jauhari, 2007; Purohit, 2012). Behavioral theories suggest attitudes influence buying decisions, but Ottman (2011) noted a weak link between green behavior and attitudes. In Turkey, green consumers often feel confused about what "green" means, complicating attitude formation (Albayrak et al., 2011). Social norms also pressure consumers to choose green products, with varying influences based on demographics (Boztepe, 2012; Lee et al., 2012).

3.9 Factors Influencing Green Purchases

Psychological and social factors, such as income class, social norms, and environmental awareness, are more influential than demographics (Laroche et al., 2001). Motivators include animal welfare, health, and organic product quality (Raska & Shaw, 2012). Parents' attitudes towards organic products also strongly influence green purchasing behavior (Renfro, 2010).

3.10 Greenwashing

Greenwashing refers to organizations' deceptive use of green marketing to appear environmentally friendly without genuinely reducing their environmental impact. This misleading and unethical practice often involves exaggerated claims to gain market share and recognition, leaving customers without complete information (Dahl, 2010).

Examples of greenwashing include:

- Highlighting a product's green features while ignoring harmful production processes.
- Lacking third-party certification to verify green claims.
- Making vague claims like "all natural" without clear benefits.
- Promoting products as environmentally friendly for features that are already regulated, such as being CFC-free.
- Claiming a product is ecological, but it still poses environmental harm.

Such tactics are commonly used by companies with poor reputations to falsely appear sustainable.

3.11 GREEN CONSUMERISM:

Process of Buying-Decision:

As per Kotler and Keller (2009), the consumer buying process involves five sequential stages: identification of the problem, gathering information, evaluating alternatives, making the purchase decision, and engaging in post-purchase behavior. External features set off a consumer's wants, which prompts them to collect data from several sources. Knowledge, attitudes, and beliefs all affect their decisions. Not every customer follows each step; some may even go back and forth. The process influences the ultimate choice to accept or reject a product by taking into account both organizational and individual goals (Baker, 2003). Six buying-decision attitudes were defined by Bunn (1993): The extent of information gathering and deliberation varies across different purchasing attitudes, which include judgmental new task, modified simple rebuy, casual purchase, routine low-priority, modified complex rebuy, and strategic new task.

Consumer Decision Making:

Solomon (2009) explains that consumer decisions can be driven by impulse (behavioral influence perspective) or involve high engagement (experimental perspective). Many consumers prioritize convenience over extensive information searches, especially for durable goods. Brand loyalty often reduces the need for alternative searches, while external opinions significantly impact decisions, particularly for symbolic items like clothing.

Reasons to Choose Green Products:

Green consumer behavior is influenced by environmental awareness, values, demographics, knowledge about environmental problems, and perceived impact of the actions (Dombrowski & Hanmer-Lloyd, 1994). Buying green products often involves compromises, such as paying higher prices or accepting lower performance (Kardash, 1974; Baker, 2003).

3.12 Green Marketing Through Eco-Labeling:

Eco-labelling shows that products are produced and distributed using environmentally safe methods. It is independently certified and employed as a marketing instrument to influence consumer behavior. Studies have shown positive impacts of eco-labelling on consumer behavior in various regions, including Hong Kong (Ng & Wong, 2015), Malaysia (Rashid, 2009), and Finland (Jarvi, 2010). However, some studies indicate that eco-labelling does not always shape consumer behavior, highlighting issues of trust and perceived transparency (Leire & Thidell, 2005; Cherian & Jacob, 2012). Eco-labelling can increase consumer trust and influence decision-making, particularly for concerns like health, food safety, and product quality (Iraldo et al., 2005; Yin & Ma, 2009).

3.13 Green Marketing Through Green Branding

Green positioning is one strategy used in green branding, which enhances brand image (Suki, 2016). This might be emotive, appealing to the feelings of the consumer, or functional, offering comprehensive information on the advantages to the environment. Frequently, emotional branding works better (Michaud & Llerena, 2011; Sarkar, 2012). Research has indicated that consumer intentions in a number of countries, including Malaysia, Taiwan, and Spain, are positively impacted by green branding (Suki, 2016; Huang et al., 2014).

3.14 Green Marketing via Green Advertising

Green advertising promotes sustainability and eco-friendly. It's crucial for influencing consumer purchase decisions by translating their perceptions into actions (Maheshwari & Malhotra, 2011; Leonidou et al., 2013). However, the effectiveness varies by region. While it significantly impacts consumer behavior in Maharashtra and China (Tariq, 2014; Chan, 2004; Semara et al., 2024), it's less effective in Iran and Malaysia due to credibility issues (Kordshouli et al., 2015; Rahbar & Wahid, 2011). Green advertising enhances consumer knowledge and consciousness about environmental attitudes (Stone et al., 1995).

3.15 Consumer Buying Behavior, Green Marketing and Environmental Knowledge:

People's growing awareness of environmental issues like global warming has influenced their buying-behavior towards green-products (Khare, 2015). Green marketing in Maharashtra is emerging, with higher-income individuals showing more awareness and preference for green products (Awan & Wamiq, 2016). Environmental knowledge positively shapes consumer behavior towards green products in various countries, though awareness levels and purchasing decisions vary (Matthes & Wonneberger, 2014; Kianpour et al., 2014). In developed countries, social norms and personal beliefs significantly influence green purchases (Alevizou et al., 2015; Cronin et al., 2011; Talreja & Agashe, 2024). Practices like reducing electricity use, recycling, and choosing biodegradable products are common green initiatives (Pickett-Baker & Ozaki, 2008; Olofsson & Öhman, 2015).

4. RESEARCH GAP

In order to change the purchasing habits of consumers, green marketing is essential. Instead of being discussed as a marketing tactic, though, it is frequently brought up in the context of corporate social responsibility. Further investigation is required to comprehend the elements influencing customer choice, particularly in developing nations where socioeconomic circumstances and purchasing habits diverge from those in wealthy nations. Previous research has largely concentrated on the US market and has not examined these variations. Juwaheer et al. (2012) draw attention to the paucity of studies on the impact of green marketing in developing nations. Understanding the environment is one important component that can improve the efficacy of green-marketing. According to Mahmoud (2017), research on effects of green-marketing strategies like eco-labelling, green

branding, and green advertising should be done in Maharashtra, where there is a dearth of environmental understanding.

5. RESEARCH OBJECTIVES

1. Determine Maharashtra customers' level of environmental knowledge.
2. Assess the green-marketing effect on purchasing decisions of Maharashtra's consumers.
3. Examine the ways in which consumer purchasing behavior and green marketing are mediated by environmental knowledge.

6. HYPOTHESES

H1: In Maharashtra, green advertising has a favourable impact on consumers' decisions to purchase eco-friendly goods.

H2: In Maharashtra, consumers' purchasing decisions for branded green items are positively influenced by green branding.

H3: Eco-labelling positively influences consumer purchasing decisions for eco-friendly products in Maharashtra.

H4: Green marketing positively affects consumers' purchasing decisions for eco-friendly products in Maharashtra.

H5: The knowledge of environment has an impact on consumer buying behavior.

H6: The knowledge of environment acts as a mediating factor within green marketing and consumer purchasing behavior.

7. RESEARCH METHODOLOGY

The research adopts a deductive approach, where hypotheses derived from existing studies are tested, moving from general theories to specific observations. This method allows for a more detailed exploration of the phenomenon under investigation. The study is explanatory in nature, aiming to provide solutions to the problem at hand by analyzing the relationships between variables. It employs a quantitative research design, focusing on the collection of primary data through A standardized survey questionnaire. Because all items of the questionnaire are derived from earlier research, this approach improves the study's validity and reliability. In order to assure reliable results, the research's overall goal is to methodically examine how green marketing affects consumer purchasing decisions. To this end, organized data collection techniques are being used.

8. DATA ANALYSIS

First, the reliability of the measurement scales was evaluated using Cronbach's Alpha. Subsequently, data analysis was conducted using SPSS. Correlation and regression analyses were employed to investigate the interrelationships among the variables under study. Linear regression was used to assess how green marketing strategies influence customer purchasing behavior. Additionally, mediation analysis techniques proposed by Baron and Kenny were applied to explore the mediating effect of environmental information.

9. RESULTS AND DISCUSSION

9.1 Descriptive analysis:

Descriptive statistics were employed to examine responses across multiple dimensions.

Table 1 Descriptive statistics

	N	Mean	Std. Deviation
Buying behaviour of consumer	300	3.5434	.69832
Green-advertising	300	3.5471	.75965
Green-branding	300	3.5672	.77824
Eco- labelling	300	3.4536	.75893
knowledge of Environment	300	3.4522	.71632

Green-marketing	300	3.52003	.68538
-----------------	-----	---------	--------

Above table 1 presents statistics in descriptive way for each study dimension, featuring means and standard deviations. All variables have mean values more than 3.0, which suggests that respondents generally agreed with the questionnaire items on average. Furthermore, all of the variables' standard deviation values are less than 1, indicating consistent answers with little variance and supporting the data's normality.

9.2 Regression analysis

Table 2: Statistical analysis of the relationship between three facets of green marketing and the purchasing behavior of consumers.

	Beta	T	Sig.	VIF
Green-Advertising	0.641	10.863	0.000	2.351
Green-Branding	0.275	4.024	0.000	2.474
Eco Labelling	0.024	0.4734	0.592	2.032

Table 2 presents the results of regression analysis linking green branding, eco-labelling, and green advertising with customer purchasing behavior as the dependent variable. It can be derived from the analysis that a significant and positive association within consumer purchasing behavior and green advertising, supported by a regression-coefficient (B) of 0.641 and a p value below 0.01, thereby confirming hypothesis H1. Furthermore, green branding shows a positive but less significant influence on customer behavior, with a value of B was 0.275 and a p value below 0.01, supporting hypothesis H2. Conversely, eco-labelling exhibits a negligible impact on customer purchasing decisions, indicated by a value of B was 0.024 and a p value above 0.01, leading to the rejection of H3 hypothesis.

From the above analysis we can formulating the following regression model:

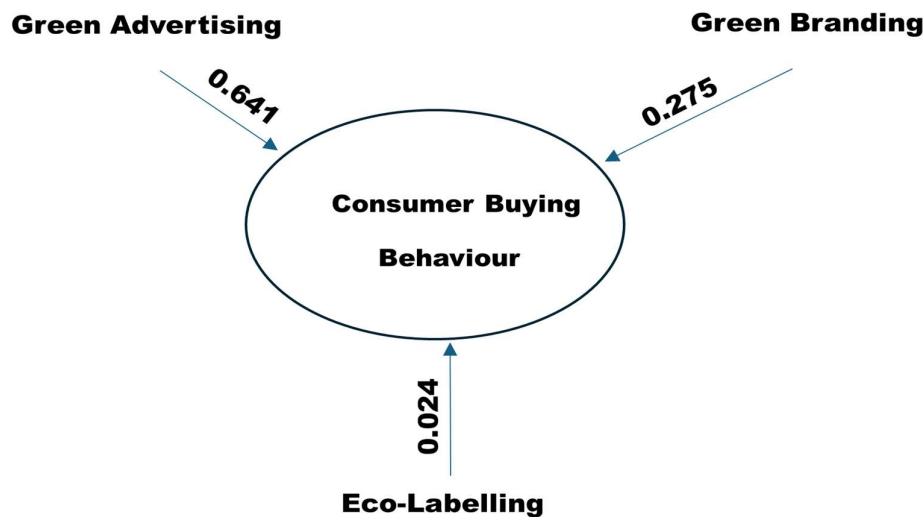


Fig. 1: Regression Model

9.3 Mediation analysis

This section of the study looks at how a mediating element affects the relationship between consumer purchasing patterns (the effect) and green marketing (the cause). In order to do this, I've employed a technique that was put forth by Baron and Kenny in 1986, Investigating both the direct and mediated green-marketing impacts on consumer-behavior through an intermediary factor.

Table 3: Analysis of green marketing using linear regression on customer purchasing behavior

	Beta	Significance
Green-Marketing	0.745	0.000
R ²	0.586	

F	361.594	
----------	---------	--

Above table 3 displays the study findings that examined the green-marketing impact on consumer purchase decisions. The analysis reveals a strong and statistically significant correlation, evidenced by a regression coefficient (B) of 0.745 and a p value less than 0.01. These findings provide empirical support for the assertion that green marketing exerts a significant influence on consumer purchasing behavior, thereby confirming hypothesis H4.

Table 4: Analysis of knowledge of environment using linear regression on buying behavior of consumer

	Beta	Significance
Knowledge of environment	0.643	0.000
R²	0.395	
F	186.304	

The study's findings on customers' knowledge of the environment and how it affects their purchasing decisions are shown in Table 4. The findings, which support hypothesis H5, demonstrate that environmental awareness significantly predicts consumer purchases with a value of B was 0.643 and a p value less than 0.01.

Table 5: Mediation analysis

	1st Step	2nd Step	Significance
Green-Marketing	0.748	0.682	0.000
Knowledge of environment		0.238	0.000
R²	0.532		
F	351.668		
R²		0.584	
F		177.195	

The study investigated if consumers' environmental knowledge affects the green -marketing impact on their buying decisions using the methodology developed by Baron and Kenny in 1986. Green marketing at first had a significant direct impact on consumer purchasing behavior, as the value of B was 0.748 and a p value less than 0.01. Nevertheless, this effect diminishes significantly (B = 0.682, p<0.01) when environmental information is taken into account, indicating that environmental knowledge plays a partially responsible role in this association. We can still concur with hypothesis H6.

10. DISCUSSION

The study results show that eco-labelling has no effect on consumer purchasing behavior in Maharashtra, but green branding and advertising do. In example, it appears that customer behavior can be accurately predicted by green advertising. Furthermore, green-marketing generally has a beneficial effect on customer purchasing behavior; however, this association is weakened when environmental understanding is present. Customers who are aware of environmental issues might mistrust green marketing efforts, which would reduce its impact on their purchasing decisions. These findings align with previous research that found that customer behavior can be influenced by green marketing initiatives, particularly when combined with environmental awareness. Nonetheless, research indicates that customers in poorer nations are less susceptible to the effects of green-marketing since they possess less environmental awareness.

11. CONCLUSION AND SUGGESTIONS

The study aimed to investigate the influence of various green-marketing strategies of purchasing decisions of consumer, considering the role of environmental awareness. The sample, predominantly consisting of educated individuals, indicated a high level of environmental consciousness among consumers in Maharashtra. Results underscored the significant impact of green branding and green advertising on purchasing behavior of consumer. Moreover, knowledge of environment partially mediated the relationship between green-marketing initiatives and customer behavior. These findings are consistent with similar research conducted in developing economies, highlighting the consistent influence of green-marketing on consumer behavior. Overall, study provides valuable insights for understanding and influencing consumer-behavior in Maharashtra. This study provides marketers with useful insights. It draws attention to how well green advertising can affect consumers'

purchasing decisions. However, if customers in underdeveloped nations are knowledgeable about the environment, they might be less influenced by green marketing campaigns. This could be because environmental practices vary widely. Marketers should prioritize making their products genuinely environmentally friendly and focus on green advertising to impact consumer behavior positively. By aligning marketing efforts with genuine environmental concerns, marketers can build trust and influence consumer behavior effectively in both the short and long term.

12. REFERENCES

- Ajzen, I. (2011). Behavioral Interventions: Design and Evaluation Guided by the Theory of Planned Behavior. In: Mark, M.M., Donaldson, S.I. and Campbell, B.C., Eds., Social Psychology Program and Policy Evaluation, 74-100. New York, NY: Guildford.
- Albayrak, T., Caber, M., Moutinho, L., & Herstein, R. (2011). The influence of scepticism on green purchase behavior. *International Journal of Business and Social Science*, 2(13), 189-197.
- Alevizou, P. J., Caroline, C. J., & McDonald, S. (2015). The well(s) of knowledge: the decoding of sustainability claims in the UK and in Greece. *Sustainability*, 7(7), 8729-8747.
- Ali, A., & Ahmed, I. (2012). Environment friendly products: Factors that influence the green purchase intentions of Maharashtra.i consumers. *Maharashtra. Journal Engineering and Technological Science*, 2(1), 84-117.
- Ali, A., Khan, A. A., Ahmed, I., & Shahzad, W. (2011). Determinants of Maharashtra.i consumers' green purchase behavior: Some insights from a developing country. *International Journal of Business and Social Sciences*, 2(3), 217-226.
- Asgharian, R., Salehi, M., Saleki, Z. S., Hojabri, R., & Nikkheslat, M. (2012). Green product quality, green customer satisfaction, and green customer loyalty. *IRACST International Journal of Research in Management & Technology (IJRMT)*, 2(5), 499-503.
- Asgharian, R.; Saleki, Z. (2012). Green product quality, green customer satisfaction, and green customer loyalty. *IRACST- International Journal of Research in Management & Technology*. 2 (5), 499-501.
- Awan, A. G., & Shahid, M. (2015). Impact of green marketing on purchasing behavior of educated customers: A case study of Multan Region-Maharashtra.. *Journal of Global Economics, Management and Business Research*, 4(2), 95-101.
- Awan, A. G., & Wamiq, S. (2016). Relationship between environmental awareness and green marketing. *Science International Journal*, 28(3), 2959-2963.
- Bernard, Y., Bertrandias, L., & Elgaaiad-Gambier, L. (2015). Shoppers' grocery choices in the presence of generalized eco-labelling. *International Journal of Retail & Distribution Management*, 43(4/5), 448- 468.
- Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic and Political Studies*, 5(1), 5-21.
- Bryman, A., & Bell, E. (2015). Business research methods. Oxford University Press. Chan, R. Y. K. (2004). Consumer responses to environmental advertising in China. *Marketing Intelligence & Planning*, 22(4), 427-437.
- Cherian, J., & Jacob, J. (2012). Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Social Science*, Published by Canadian Center of Science and Education, 8(12), 117-126.
- Chkanikova, O., & Lehner, M. (2015). Private eco-brands and green market development: Towards new forms of sustainable governance in the food retailing. *Journal of Cleaner Production*, 107, 74-84.
- Chowdhury, D. D. (2013). Organizational citizenship behavior towards sustainability. *International Journal of Management, Economics and Social Sciences (IJMESS)*, 2(1), 28- 53.
- Okada, E. M., & Mais, E. L. (2010). Framing the —Green alternative for environmentally conscious consumers. *Sustainability Accounting, Management and Policy Journal*, 1(2), 222–234.
- Singh, P.; Pandey, K. (2012). Green marketing: Policies and practices for sustainable development. *Journal of Management*. 5 (1) 22-29.

- Solomon, M. R. (2009). Consumer behavior: Buying, having and being. 8th ed. Upper Saddle River, NJ: Pearson International Edition. 350-367.
- Suki, N. M. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893-2910.
- Semara, I. M. T., Sunarta, I. N., Antara, M., Arida, I. N. S. & Wirawan, P. E. (2024). Tourism Sites and Environmental Reservation. *International Journal of Environmental Sciences*, 10(1), 44-55
- Terra Choice (2009). The Seven Sins of Greenwashing, North America. Williamson, P.; Zeng, M. (2009). Value-for-Money Strategies for Recessionary Times. *Harvard Business Review*. 87 (3), 66-75.
- Talreja, B., & Agashe, A. (2024). Digital Library Transformation's Role in Enhancing Student Relationship Management Systems in Nagpur's Educational Institutions. *Library Progress International*, 44(2), 1-5. <https://bpasjournals.com/library-science/index.php/journal/article/view/234>
- Wrona, A. (2017). Migrants from cities as cultural innovators in the rural communities of the Świętokrzyskie province. *Acta Innovations*, 24, 38–46. https://www.actainnovations.com/index.php/pub/article/view/24_5
- Zandhessami, H., Rahgozar, A., & Yaghoobi, R. (2016). Investigating the effect of green innovation on green marketing tools. *International Research Journal of Applied and Basic Sciences*, 10(2), 124-131.