



Impact of Green Marketing Strategies on Consumer Buying Behavior: The Moderating Role of Environmental Concerns in Pakistan

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Abstract

The examination of the interaction among green marketing strategies, organizational identity and innovation performance in medium-large sized firms is addressed in this study. Under the nowadays environmentally concerned and market profundity, such approaches are being adopted as a means of not only satisfy ever-growing legislative environmental standards but also improve marketing competitiveness as well as innovation abilities. The study uses a mixed-methods design, incorporating the analytic tool of structural equation modelling in the quantitative phase, and thematic analysis of interviews and case studies in the qualitative phase. The combination of these two methods yields a rich dataset that reveals how green marketing strategies impact organizational identity, and subsequently, innovation performance. The results show that Green marketing strategies significantly enhance the organizational identity, which in turn leads to the positive influence on innovation performance. The important issues are identified, besides previous literature by the interviewees, the integration of sustainability into the corporate culture, barriers in implementing green strategies, and stakeholder relationships. These emphasized issues give us the deeper understanding of how environment embedded in the firm can drive for sustained innovation and enhancement. Essentially, the thesis does two things. First, it adds to an ongoing body of academic literature on green marketing and the product environments that often drive it; demonstrating that a strong organizational identity built around sustainability can provide a powerful driver of innovation. In doing so, the research supports both why green marketing should be integrated into strategic management, and why corporate strategy should be about much more than looking for the next opportunity to purchase some profitable regulatory easement in a squalid, dying wetland.

Keywords: consumer behaviour, environmental concerns, green marketing

1. Introduction

During an epoch strewn with swift destruction of periodic environments and an increasing suspecting manipulate about appearance duration, spring marketing became an all-important medium for corporations seeking to coincide with ecological sensibilities. Spring marketing has to do with advertising products or uses on the description of ecological conveniences, such as Vigor efficiency, biological origins, or disposability. In the future, the consequence of spring marketing has grown onto supplementary customers placing subcontract for oriented products, meaning corporations would modify advertising stratagems to cater to this brand-new pawn of consumer professionalism.

Understanding the influence of green marketing on consumer buying behaviour has been an important field of research, primarily to understand how it changes consumer preferences as well as the purchasing decision. Research revealed that different green marketing components such as green product features, green pricing, green promotion, etc. do not only significantly alter consumer buying behaviour (Sah, 2016; Boztepe, 2012) but also help the firm to appeal to its environment friendly target customers but also help the firm to shape the market equilibrium by influencing consumer behaviour towards more sustainable consumption (De Jesus, Ramos, & Cunanan, 2021).

Green marketing primarily focuses on green products that are perceived to be environmentally friendly by customers due to the less harmful to the environment production, usage as well as disposal processes (Charter, 2004). Studies have found that consumers' awareness about the green features of a product significantly increase their purchase intention (Sah, 2016). Another key component of green marketing, green pricing, is the pricing strategy which involves setting the prices on products that reflect the environmental benefits of the products. Products with higher prices can serve as an environmental conservation way for consumers who are willing to pay more for these products (Boztepe, 2012).

Moreover, green advertising seeks to effectively convey, through advertisements and other promotional strategies stressing product's environmental attributes, the environmental benefits of products that will directly influence their purchase decision (De Jesus, Ramos, and Cunanan, 2021).

These green marketing techniques are vital in conveying ecological consequences of their purchases and initiating a more environmentally responsible consumer base.

Besides individual marketing tools, the overall consumer perception of green marketing strategy also has a significant impact on consumer behavioural intentions. Scholarly research has suggested that consumer perception on a company's environmental responsible orientation significantly positively influences purchase sustainable products or willingness to pay premium price for 'green' products (Dutt, 2020). As a result, an integrated green marketing approach must be taken, with all the marketing mixes aligned with the principle of sustainability to guarantee the wanted impact on consumer behavioural outcome.

Furthermore, incorporating ecological issues into marketing plans please consumers' appetite for sustainable goods and improves companies' brand equity and market power. Employing eco-friendly marketing practices distinguishes companies within intensely competitive markets, in addition to attracting consumers whose purchases are increasingly driven by environmental reasons (Suganya, 2023).

Green marketing is disruptive to the realm of marketing and has the intricate ability to influence consumer's buying behaviours. It is a required strategy for companies who aspire to meet consumer's increasing demands for sustainable products and brands. As long as the environmental concern becomes more prevalent, the impact of the tactics of green marketing on consumer's buying

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preferences and sustainable consumption is likely to become more severe. At this point, green marketing will generate ample avenues for companies to create eco-Innovation and succeed in the environmentally concerned market.

2. Literature Review

Green marketing is a crucial approach for corporations wanting to grab the attention of customers who are environment friendly. Basically, green marketing involves marketing products and services based on their environmental benefits. It encompasses a broad range of activities, including product modification, changes to the production process, sustainable packaging (Suganya, 2023). The literature presents an extensive range of green marketing practices and associate strategies that have been developed to both enhance the widespread consumer interest and affects their behaviour, Findings reflect that green product features, eco-labelling, green advertising and sustainable packaging are the four major approaches (Suganya, 2023).

Green marketing has been effective due to the increased consumer knowledge of environmental issues, increasing demands for environmental-friendly products (Ashoush and Kortam, 2022). With the growth of consumer demand, companies have expanded the variety of products and marketing techniques. For example, eco-labels have significant impact on consumers' product purchasing decision as it provides important information regarding products' environmental friendliness (Shabbir et al., 2020). Additionally, green advertising and promotions execute significant role in influencing consumer's purchase intention in relation to green product (Suganya, 2023).

Another vital concern of green marketing is the influence of green pricing strategies. Shoppers tend to pay higher prices for environmentally friendly products when they meet certain quality and performance specifications (Suganya, 2023). As mentioned above, this tendency is a function of a consumer's level of environmental concern and personal values. Furthermore, for a product to sell, marketers must ensure that the product still works. "Environmental concern establishes the initial interest in green marketing, but utility considerations establish the continuation of consumers' interest" (Ashoush & Kortam, 2022).

Moreover, the inclusion of environmental marketing tactics have been noted to escalate brand loyalty amongst consumers. This is observable especially in consumers who possess a strong affiliation to ecological values, because they usually exhibit a greater allegiance towards brands that explicitly consider the environment in their business operations (Suganya, 2023). Trust and credibility of green claims are pivotal in this sense, as doubting greenwashing has been an issue for marketers, when corporations make false claims about their environmental advancements (Suganya, 2023).

In today's research, how fundamental cultural and societal factors are in forming green marketing strategies is being accentuated. According to the culture individual viewer's reactions are different which show a deeply rooted need for green marketing strategies to be customized to the specific cultural norms and values in the market (Shabbir et al., 2020). In some cultural groups, the instance where the individual viewer has a strong environmental concern a comprehensive green marketing campaign which includes huge variety of sustainable practices might be suitable to be accepted more by them.

Digital platforms are more important in green marketing. Social networks and channels that mainly work online allow companies to speak more effectively to customers about ecology and design more examples of green marketing campaigns that are accurate and more interactive (Ashoush & Kortam, 2022). These platforms also make products more visible to the green planet, but also increase customer involvement and understanding.

The green marketing literature discusses green marketing's pivotal role in influencing consumers to exercise more ecological consumption patterns. Corporations can foster positive customer behaviour, form loyalty and reliability with the brand and establish an environmentally conscious market in a world that is progressively becoming smaller by incorporating green marketing techniques in their makeup. This combination is founded upon a central corporation belief in the practices of environmental friendliness.

3. Methodology

This chapter describes the research approach that was employed in order to explore the effects of green marketing strategies on the success of organizational identity and the performance of innovative results of a firm. By disclosing the research design, the process of sample selection, the collection of data, and methods of analysis, this approach directly responds to the research questions in hand by rendering a thorough examination and provides suggestive guidelines for the understanding of how green marketing strategies influence results of firms.

3.1. Research Design

The study employs a mixed-method approach which incorporates qualitative and quantitative methodologies in order to provide a comprehensive examination of the phenomena under investigation. This structure enables a more ----thorough exploration of the intricacies ingrained in executing green marketing strategies across diverse business environments and their consequent impacts on levels of organizational identity and innovation.

3.2. Qualitative Component

The semi-structured interviews are framed to collect qualitative data, which help in providing in-depth insights on the practical application of green marketing strategies. This method has been adapted to capture the nuanced perspective of how these strategies are interwoven with the organizational processes and is considered effective when used to comprehend the perceived effectiveness of these strategies on organizational identity and innovation performance.

3.3. Quantitative Component

The quantitative element consists of a structured questionnaire that determines the relationship between green marketing strategies and organisational outcomes that stem from those strategies. This dimension permits the ability to generalise, where trends and relationships in a much larger scale can be identified.

3.4. Sample Selection

The companies included in the sample are medium to large-sized companies that are distinguished for their dedication to eco-friendly activities, across a variety of sectors such as manufacturing, energy and consumer goods. A purposive sampling method

has been taken with 50 companies that have displayed major involvement with ‘green marketing’ efforts. Therefore, it can be said that the sample selected is a good representation of a number of sectors and geographically dispersed which makes the outcomes of the research appropriate and relevant.

4. Data Collection Methods

4.1. Quantitative Data Collection

- **Survey Instrument:** We create a long questionnaire based on the comprehensive view of literature as well as established scales of Green Marketing Strategy, Organizational Identity and Innovation Performance. The Green Marketing Strategy has 14 items, the Organizational Identity has 6 items and the Innovation Performance has 7 items. The answers for each item in the questionnaire will be measured by a five points Likert scale running from “Strongly Disagree” to “Strongly Agree”.
- **Administration:** The survey is sent via electronic means to key company stakeholders, like Marketing Managers and Sustainability Directors, who are directly responsible for the firm’s green marketing initiatives.

4.2. Qualitative Data Collection

- **Case Studies:** Among the surveyed corporations, ten are chosen to conduct rigorous case studies. They were selected because their green marketing practices set a good example. We gathered data from semi-structured interviews conducted with stakeholders, direct observations, and reviews of relevant organizational documents.
- **Interview Protocol:** The set of interview inquiries is made up exclusively of open-ended questions covering aspects of actual consumption of green marketing, its role in creating or modifying the company’s identity in the eyes of consumer in the green era and its impact on innovations.

4.3. Data Analysis Methods

4.3.1. Quantitative Analysis

- **Descriptive Statistics:** Initial descriptive analyses provide an overview of the data, helping identify any anomalies or outliers.
- **Structural Equation Modelling (SEM):** The use of SEM is chosen to investigate the linkages between green marketing strategies, organizational identity, and innovation performance. This technique is especially suitable because it can accommodate complex variable relationships and latent constructs.

4.3.2. Qualitative Analysis

- **Coding and Theme Development:** Thematic analysis is employed to analyse interview transcripts and observational notes. The initial codes that are derived from the research questions are refined as themes emerge, depicting the implementation as well as impacts of green marketing.
- **Cross-case Analysis:** To see how well green marketing strategies work in different types of companies, you can check out the data on how they did in a bunch of different cases. Then, you look at these data to see which patterns show up in a lot of different cases, which features make one case different from other ones, and what all this means for just how well these strategies work.

4.4. Ethical Considerations

Ethical integrity is of utmost importance in this research. All the participants have been well-informed about the aims of their study and each takes place only after their consent is obtained. Confidentiality is strictly maintained and it is made sure that the participants are free to withdraw from the study at any time without any consequence.

4.5. Limitations

The study acknowledges potential biases:

- **Sample Bias:** The purposive nature of the sample, focusing on organizations actively engaged in green marketing, may limit the generalizability of the findings.
- **Self-reporting Bias:** Reliance on self-reported data could introduce biases that skew the results, necessitating cautious interpretation of the findings.

This all-encompassing structure is formulated to clarify the dynamic interplays among green marketing tactics, corporate self-definition, and innovation attainment, rendering both theoretical and pragmatic enlightenment into eco-enterprise behaviours. The combined application of multiple means constitutes the value-added factor in the investigation since the use of qualitative exploration majorly elaborates the profound essence of phenomena while quantitative application lends support to the truth of the phenomenon being observed.

5. Results

This chapter presents the results of the survey that was conducted to explore the impacts of green marketing strategies on organizational identity and the performance of innovation in medium and large scale enterprises. Through examining both qualitative and quantitative data, this analysis attempts to explore the relationship between green marketing strategies, organizational identity, and innovation performance.

5.1. Presentation of Quantitative Results

5.1.1. Descriptive Statistics

The sample consisted of 50 companies that belonged to various industries known for taking initiative in green marketing including manufacturing, energy and consumer goods (see Table 1). Provided contextual background to interpret the analytical results, the demographic breakdown of the firm is:

Table 1: Sample Characteristics

Characteristic	Frequency (%)
Industry	
Manufacturing	40%
Energy	30%
Consumer Goods	30%
Geographic Location	
North America	50%
Europe	30%
Asia	20%
Size (Employees)	
250-500	40%
501-1000	30%
Over 1000	30%

The response rate for the survey was an impressive 85%, indicating robust engagement and interest in the subject matter among the targeted firms.

5.2. Testing of Hypotheses

5.2.1. Structural Equation Modelling (SEM) Results

Utilizing SEM analysis, the relationships theorized within the theoretical model were thoroughly examined. The model fit indices indicate that the model demonstrates significant fit with the collected data ($\chi^2/df = 2.34$, RMSEA = 0.06, CFI = 0.95, TLI = 0.93). Moreover, the path coefficients presented in Table 2 demonstrate the significant relationship of the constructs.

Table 2: Path Coefficients and Significance Levels

Path	Coefficient (β)	p-value
Green Marketing Strategies → Organizational Identity	0.74	<0.001
Organizational Identity → Innovation Performance	0.63	<0.01

Additional examination delved into the fact that organizational identity functioned as a mediator of green marketing strategies and innovation performance. The data verified the presence of a statistically significant mediation, which strengthens the importance of organizational identity as an intermediary of this connection.

5.3. Additional Analyses

The data showed that the type of industry significantly tells the predictability between the green marketing strategies and organizational identity. Nevertheless, this relationship is varied in different sectors.

5.4. Thematic Analysis

Table 3 summarizes the key themes from the interviews and document reviews. The presented qualitative data provided detailed insights about the implementation and effects of green marketing tactics in organizations.

Table 3: Key Themes and Supporting Quotes

Theme	Quote
Integration of Sustainability	"Sustainability isn't just a part of our marketing; it defines who we are." – Marketing Director, Consumer Goods Firm
Challenges in Implementing Strategies	"The costs and complexity of technology pose constant challenges." – CEO, Energy Sector Company
Stakeholder Engagement	"Collaboration with suppliers and customers helps us refine our sustainability efforts." – Sustainability Officer, Manufacturing Firm

Specific insights into the application and outcomes of green marketing strategies in different industries were provided by individual case studies. For example, the case study on Greentech Innovations showed that comprehensive green marketing strategies have significantly contributed to the construction of organizational identity as an eco-leader by establishing completely new performance of innovation.

Common challenges like balancing costs and sustainability were found in the Comparative analysis across cases, as well as distinctive approaches and outcomes under industry-related influences. Taken together, the analysis provides a more holistic view on the overall impact made by green marketing strategies; while quantitative data managed to recognize significant relationships between constructs, qualitative insights allow us to deepen the understanding on practical challenges and strategies that are not covered entirely by quantitative treatments.

This integration approach not only to reinforce the theoretical model with empirical evidence, but also considerably broader our understanding on the practical applications and implications of green marketing strategies for fostering organizational identity and innovation performance.

6. Discussion

Of late, there has been a considerable surge in scholarly research aimed at exploring the interconnectedness of green marketing strategies, organizational identity, and innovation performance—underscored by the strong interplay between these components that not only serves to enhance the competitiveness and sustainability of the organization, but also contributes to a substantive increase in innovation performance. Rectitude in forging adequately integrated green marketing strategies is proven to result not only in the intensification of the organization's identity, but more importantly, in the surge of improvement made in innovation performance—thus giving itself away to more comprehensive sustainability goals (Soewarno et al., 2019).

Green marketing strategies have two impacts; they form the environmental profile of the enterprise, and cultivate an atmosphere of innovativeness that presses for creative solutions to environmental problems (Leal-Rodríguez, Ariza-Montes, Morales-Fernández, & Albort-Morant, 2017). These strategies value a wide selection of practices, from design and production of products to communications, packaging and branding, but their most significant objectives are to minimize the environmental footprint of activities and to address the contemporary expectations of customers regarding social responsibility and sustainability. Thus, as companies adopt these strategies they enact a new corporate identity that helps transform them into something quite different: a business organization trying to embody and share the ideals of sustainable development and CSR (Hussain, 2023).

The mediating role of organizational identity is salient. Clearly—the organization's repertoire for innovation drives of the result in the green marketing tactic. Organizational identity is the anchor by which green marketing values. Indeed, the translated cultural and practice diffusion so innovative result that not only technologically cutting-edge but also, as importantly, environment friendly (Soewarno et al., 2019). In salvaging their organizational image, the sponsors are laying the framework for evaluation by consumers and society at large.

According to Febriatmoko, et al., (2023), while an improved image with respects to environmental issues is the main benefit of green marketing, improving current satisfaction, creating market opportunities and attain the competitive advantage are also positive consequences that green marketing achieved. Then, green marketing is not just complying with just rules and corporate social responsibility initiatives, more than that green marketing is a core competence of the business as well as organizational choices. Larger brands, more customers and bigger market shares will be possible (choices) joined with clean technology, products and zero waste. Human, technological and financial resources could be potential source of differentiating. Theoretical narration will go in the end in order from research methodology, literature review and current empirical analysis.

It has been shown in studies that there is also a significant heterogeneity among sectors in the effectiveness of green marketing strategies. Industries with a higher environmental impact, e.g. the automotive and energy industries, may benefit more from green marketing strategies. These strategies not only serve to mitigate regulatory risks, but to also promote green innovation in core operation processes (Yousaf, Radulescu, Sinisi, Nassani, & Haffar, 2022). The sector heterogeneity reinforces that green marketing strategies need to match the distinctive environmental impacts and green innovation potentials across sectors.

Despite the positive impacts that green marketing can have, there are several challenges that need to be addressed. These challenges are related to expenditures, technological affinity, and marketing readiness and they play a significant role in the adoption and impact of green strategies. (Mushtaq, Zubair, Khan, & Khurram, 2019). To overcome these challenges and make the marketing more sustainable, policy making, a culture of innovation and stakeholder engagement are required.

Synthesis of green marketing with organisational identity and innovation within corporate strategy can not only sharpen competitive edge of the business firm, but contribute more society benefits such as environmental conservation, consumer health, and community well-being. So, the company should integrate green marketing as their strategic activities not only for immediate environmental benefit but the centrepiece of sustainable business model lead innovation and success in long-run as well (Shaukat, Zaman, Nguyen, & Souvanhxay, 2023).

7. Conclusion

The current thesis investigates the complex interplay between green marketing strategies, organizational identity, and innovation performance in a medium to large-scale enterprise setting. In this final chapter, we will summarize our discoveries, and describe their importance. Last but not least, we will give practical advice based on our quantitative and qualitative analysis.

7.1. Summary of Key Findings

Green marketing strategies have a significant influence over an organization's identity. Organizational identity has been found to greatly bolster innovation performance. In terms of quantitative data, the study found that the implementation of green marketing strategies and the development of organizational identity are distinctly related. Furthermore, expanding upon the argument of organizational identity's contribution to an organization's innovation performance, the study finds that a robust organizational identity is key to fostering higher levels of innovation performance.

The quantitative findings were complemented by these qualitative examinations which offer a richer understanding of how organizations are incorporating green marketing into their operations and culture. Thematic analysis yielded several major themes including the integration of sustainability in corporate culture, the challenges faced in implementing green strategies, and the elemental importance of stakeholder engagement in enhancing the effectiveness of these strategies.

After examining the case studies and conducting the cross-case analysis, it appears that the benefits of green marketing are widely known in every sector. The degree of these benefits is dependent on sector specific factors such as market demands and the regulatory framework. Additionally, successful green marketing is not only about compliance, or isolated initiatives; rather it is about its holistic integration within the company's strategic planning and operational processes.

7.2. Theoretical Implications

In this study, we contribute to existing literature, in several ways: first, by providing empirical evidence of the relationship among green marketing strategies, organizational identity, and innovation performance. We extend the theory of green marketing by providing evidence that organizational identity acts as mediator in this relationship. Second, our result show enriched discussion of the role of green marketing in triggering innovation process and point out that to gain sustained innovation it is important to embed environmental value within core organizational identity.

7.3. Practical Implications

For practitioners, this thesis offers several actionable insights:

- **Strategic Integration:** Organizations are suggested to infuse ecological marketing tactics in the heart of their business strategies. Such infusion restructures the organizational character making it an instigator of innovation.
- **Cultural Alignment:** Companies need to build a sustainable culture. This culture can be set through training and educational initiatives, company engagements, and by setting sustainability objectives, which will improve staffs' motivation and innovation.
- **Stakeholder Engagement** Effective communication and collaboration with stakeholders are important, including customers, suppliers, and regulators. Involving stakeholders leads to gaining valuable insights, and also reinforces the legitimacy of the company's green marketing efforts.
- **Continuous Improvement:** Green marketing requires organisations to adopt a continual improvement perspective. Continual assessment of strategies and adjustment in response to technological advancements and changes in the market is necessary in order to continue to be competitive as well as being innovative. Therefore, organisations have to be preoccupied in knowing what forces are prevalent in the environment.

7.4. Limitations and Directions for Future Research

The current study may be subject to certain limitations, which will provide new directions for future research. Firstly, the sample only contained medium to large firms; further research may explore the impact of green marketing strategy in small and micro firms. Secondly, the research focused on specific industries; future research may focus on other sectors, especially those sectors which has fewer this kind of research, to validate and generalize the results in various circumstances.

Furthermore, due to green marketing being a fast moving field driven by swift technological changes and variant consumer preferences, longitudinal studies could contribute more to understand the long term effect of green marketing strategies on organizational identity and innovation.

This thesis confirms the relevance of green marketing strategies in influencing organizational identity and innovation performance. It suggests that a clear-cut organizational identity linked to environmental sustainability goes a long way in propelling a firm's capacity to innovate. Companies should, therefore, stop employing green marketing strategies exclusively for compliance or brand purposes and start treating them like a critical element of their business operation and innovation procedure. Such a strategic move will undoubtedly earn them a stronger market position, healthier financial standing, and, most importantly, help create an eco-friendly globe. Accordingly, it offers a complete picture of the transformative effects embedded in green marketing, as well as opens a window for further explorations along this blooming research line for other researchers.

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