

Agile Business Transformations

Priorities, Lessons, and Practices



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CHAPTER 2

A Study on How Green Marketing Strategies Affect Consumer Purchasing Behavior Across the Automobile Sector

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ABSTRACT

Businesses have started changing their business practices to cater to society's promoting environmental concerns via "Green Marketing" strategies as customers are concerned about the environment. Through a thorough study of the literature, it seeks to comprehend the Green Marketing concept, its pertinent elements, and in particular, the practices and consequences of these techniques on purchasers' buying habits in the Indian automobile sector. Sustainable marketing is the practice of promoting ecological goods as well as services that are ethical and environmentally friendly. Businesses that engage in environmentally friendly advertising take advantage of devoted clients as well as a positive brand reputation while also preserving the environment and promoting a more sustainable future. To produce vehicles with less impact on people and the environment, Automobile manufacturing companies throughout the world utilize techniques and technologies that are sustainable, environmentally friendly, and optimized. It is crucial to understand how "Green" consumers are in terms of their knowledge,

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"Important and essential . . . You'll discover a goldmine of tips, tricks, and best practices given by professionals who have under taken transformational experiences. . . . Serves as a guide for leaders and practitioners alike, from comprehending the priorities that support successful agile transitions to learning from real-world experiences. . . . This book contains priceless insights that may be implemented in a variety of organizational scenarios, regardless of whether you are an experienced CEO, a project manager, or an agile enthusiast."

—Phillip Kotler, American marketing author and consultant, and professor emeritus; the S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management at Northwestern University, Illinois

A compilation of valuable opinions, case studies, and best practices of academics, professionals, and thought leaders who have worked on the agile transformation path, this volume offers insightful perspectives on agile approaches and their significant influence on numerous facets of contemporary businesses, such as project management, product development, human resources, customer engagement, strategic planning, and more.

ABOUT THE EDITORS

Satyajit Chakrabarti, PhD, is a professor, technologist, entrepreneur, and venture capitalist as well as an avid philanthropist and social entrepreneur. He has published extensively in the fields of artificial intelligence, IoT, and data science and has over 20 patents filed in various fields of technology. Dr. Chakrabarti is the Pro Vice Chancellor at the University of Engineering and Management, Kolkata, India.

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