

Chapter

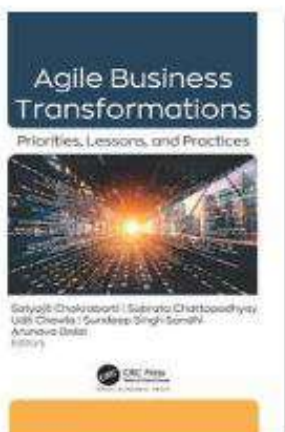
A Study on How Green Marketing Strategies Affect Consumer Purchasing Behavior Across the Automobile Sector

By [Joysri Datta](#), [Suchandra Bose](#), [Soumyajeet Paul](#), [Rikta Ghorui](#)

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Book

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