SILESIAN UNIVERSITY OF TECHNOLOGY PUBLISHING HOUSE

SCIENTIFIC PAPERS OF SILESIAN UNIVERSITY OF TECHNOLOGY 2026
ORGANIZATION AND MANAGEMENT SERIES NO. 255

ELEMENTS OF MARKETING COMMUNICATION AND COMMUNICATION CHANNELS CONCERNING SUSTAINABLE PACKAGING IN THE HOUSEHOLD APPLIANCES INDUSTRY

Agata PIETROŃ-PYSZCZEK[1*], Robert GOLEJ[2], Gabriela GAŁAGUZ[3]

[1] Wroclaw University of Economics and Business; agata.pietron-pyszczek@ue.wroc.pl, ORCID: 0000-0002-3861-3609
[2] Wroclaw University of Economics and Business; robert.golej@ue.wroc.pl, ORCID: 0000-0003-4462-7035
[3] Independent researcher; gabrielagalaguz@gmail.com
* Correspondence author

Purpose: The aim of this article is to determine an effective marketing communication channel and marketing message for promoting sustainable packaging in the home appliance industry.
Design/methodology/approach: The analysis is based on quantitative data obtained from 121 respondents via an online survey. The questionnaire consisted of closed-ended questions using a five-point Likert scale, allowing for precise measurement of attitudes. This approach enabled a comprehensive analysis of respondents' preferences regarding the channels and content of advertising messages regarding eco-friendly packaging.
Findings: The most effective element of marketing communication about sustainable packaging in the home appliance industry is an appropriate certificate and a clear and credible message. Regarding the communication channel, the easiest ways to deliver the advertising message are through social media and the manufacturer's website.
Research limitations/implications: Age of respondents; overrepresentation of young people (under 25 years of age). It is worth examining whether engaging consumers in the design of eco-friendly packaging (e.g., on social media) increases brand loyalty and understanding of the principles of the circular economy.
Practical implications: Informing about sustainable packaging policies on a manufacturer's website, in a clear and transparent manner, using appropriate certificates, can contribute to improving the manufacturer's competitive position. Furthermore, shaping the image of an eco-friendly manufacturer requires fostering such an image in social media.
Social implications: Research shows that information policy must take into account demographic differences – for example, maintaining traditional channels (radio, newspapers) for people from smaller towns or with specific educational profiles to prevent informational exclusion regarding ecology.
Originality/value: The main element of originality is embedding the issue of sustainable packaging in the household appliance industry. Most of the available literature focuses on fast-moving consumer goods or food products. Home appliances, as a product sector with high consumer engagement, requires a different communication strategy, which makes our study fill a research gap.
Keywords: ecological packaging, purchasing decisions, green marketing, sustainable development, circular economy.
Category of the paper: Research paper.

1. Introduction

Enterprises are increasingly incorporating the growing interest in eco-friendly consumption into their business models (Ciechomski, 2023, pp. 81, 85). The green consumption trend is most often associated with customers' positive attitudes towards the environment. Increasing environmental awareness is making purchasing decisions more complex. In addition to the classic factors influencing decisions, such as price, functionality, and durability, there are also those related to ecology in the broad sense. One of the issues addressed by the circular economy is not only the product itself, but also its packaging (Wang et al., 2024, pp. 3003-3005). In this case, we are talking about sustainable packaging. Our previous research indicates that the issue of sustainable packaging is widely recognized (74% of respondents). The majority of respondents believe this aspect is important when making purchasing decisions (55%). In our research, we aimed to investigate which communication channels could be used to reach respondents and what marketing message regarding the environmental friendliness of packaging could be used to reach the widest possible group of potential customers. Two research questions can be defined:

- Which marketing communication channels are most effective in promoting sustainable packaging in the household appliance industry?
- To what extent do specific elements of marketing messages influence consumer purchasing decisions regarding sustainable packaging for household appliances?

The aim of this article is to determine an effective marketing communication channel and marketing message for promoting sustainable packaging in the household appliance industry.

The theoretical section discusses the fundamental issues defining sustainable packaging (in the context of the household appliance industry) and the issues surrounding marketing communication channels. The second part of the article presents the results of our empirical research.

2. Sustainable Packaging

Sustainable packaging is a key element of the modern circular economy (Szczech-Pietkiewicz, Czerniak, 2024, pp. 86-88), which aims to minimize the negative impact of economic activity on the environment (Bojewska, 2024, pp. 179-190). In the literature, this concept is defined as the design, production, use, and disposal of packaging in a way that ensures efficient use of resources while reducing emissions and generating the least possible amount of waste (Jerzyk, 2015, pp. 1-8).

Sustainable packaging should meet functional criteria, ensuring safe storage and transport, while minimizing negative environmental impact. The use of renewable or recycled raw materials, designing for reprocessability, and reducing greenhouse gas emissions throughout the product's life cycle (LCA) are key factors (Frommeyer et al., 2024, pp. 105-108). Such packaging should also support consumer education, promoting environmental awareness and responsible attitudes. From an economic perspective, it is crucial to reduce production, transport, and disposal costs while simultaneously creating innovations that strengthen the competitiveness of businesses. All these activities must be aimed at meeting the needs of current and future generations, making sustainable packaging an integral element of responsible environmental and social management (Jerzyk, 2015, pp. 1-8; Zasiek, 2024, pp. 20-21).

In the context of the household appliances industry, sustainable packaging plays a special role due to the large size of products and the risk of generating significant amounts of waste. Examples of actions in this area include the use of biodegradable materials and reusable packaging. It is worth emphasizing that these actions also have an economic dimension, as packaging optimization can allow companies to reduce production and distribution costs and improve their image in the eyes of consumers (Cholewa-Wójcik, Hornicki, 2025; Piracci et al., 2023, p. 21). Markings and symbols informing consumers about the proper way to separate and dispose of packaging are becoming increasingly important in sustainable packaging design (Pawłowska et al., 2024, pp. 6-12). Recycling symbols, information about the type of material, and reuse guidelines play a crucial role in public environmental education. They help consumers understand how to dispose of packaging after use, which promotes the effectiveness of recycling systems.

3. The Multidimensional Role of Packaging in the Home Appliances Sector

Packaging in the home appliances industry serves a number of functions, determining product safety and the purchasing process. Due to its technological advancement and vulnerability to damage, its protective function remains crucial. The use of reinforced cardboard and stabilizing systems minimizes the risk of damage during transport and storage, directly building consumer confidence in the brand's quality.

A contemporary design approach, based on the concept of a circular economy, gives packaging added utility value (Ratajczyk, 2021). Multifunctional solutions are increasingly being implemented, allowing for the reuse of materials as organizers or interior design elements. This strategy not only reduces the amount of waste generated but also represents a significant advantage in the eyes of environmentally conscious buyers (Karwowska, 2021).

Equally important is its informational and educational role. Packaging carries key technical data, instructions, and certifications, facilitating informed purchasing decisions. Additionally, the inclusion of recycling symbols and waste separation guidelines increases users' environmental awareness, emphasizing the manufacturer's social responsibility.

In the areas of consumer experience and logistics, packaging ergonomics are crucial; handles, modular designs, and easy-opening systems significantly improve user comfort and create a positive first impression for the buyer. Process optimization also plays a crucial role, involving the precise adaptation of packaging shapes and dimensions to palletizing standards, allowing for a measurable reduction in transportation costs and CO_2 emissions through more efficient use of cargo space.

In conclusion, packaging in the household appliance industry has evolved from a simple protective measure into a complex marketing communication tool, integrating technical, functional, and environmental aspects.

4. Marketing Communication

Marketing communication is an integral part of a company's operations, enabling effective information transfer, building market relationships, and shaping audience preferences (Pindera, 2023, pp. 82-94). Its main goal is to build brand awareness, create a positive image, and encourage consumers to take specific actions, such as purchases or loyalty to the company.

A key pillar of effective marketing communication is coherence, i.e., the substantive and functional connection of all forms of communication. This approach, known as integrated marketing communication, enables companies to achieve greater effectiveness through synergy between various communication tools and channels (Daszkiewicz, Pukas, 2016, pp. 23-27). Modern consumers expect dialogue, interaction, and the values represented by a brand. That is why companies are increasingly using engaging tools such as storytelling (Bielecka, 2021, pp. 75-81), social campaigns or pro-ecological initiatives, which help establish authentic relationships with recipients and build their loyalty.

5. Marketing Communication Channels Promoting Sustainable Packaging

Contemporary communication among household appliance manufacturers regarding sustainable packaging is based on diversifying communication channels, which allows for optimizing the reach and presentation of presented content. Television advertising, thanks to its combination of image and sound, is the most versatile tool for building a pro-environmental

image through emotional and narrative portrayal of eco-production processes. Trade and general press, in turn, facilitates the distribution of in-depth analyses, reports, and expert articles, positioning the manufacturer as a leader in sustainable development. Radio advertising complements these efforts. Despite visual limitations, its mobility and high frequency effectively reinforce key messages regarding the brand's environmental commitment.

In the digital era, social media platforms such as Instagram, TikTok, and LinkedIn deserve special attention, offering manufacturers extensive opportunities for dynamic and interactive communication with consumers. Publishing visual content allows not only to educate audiences but also to engage them through contests, surveys, and dialogue in comments. These media facilitate building brand loyalty and image among groups that prefer digital forms of communication. A manufacturer's website serves as a central source of information, where consumers can find detailed information about eco-friendly packaging, including descriptions of materials, production processes, and certifications. Multimedia content, videos, and interactive graphics can further enhance the user experience, encouraging them to explore the product offerings further. Email marketing complements online activities, enabling direct communication with customers. Newsletters and promotional messages can be personalized, allowing for precise targeting and building long-term relationships with recipients.

Outdoor advertising, such as billboards, cannot be overlooked either. Strategically placed, they can attract the attention of passersby and drivers. Visual messaging based on simple yet attractive graphics and slogans can effectively increase awareness of campaigns in public spaces. At the same time, participation in industry events and trade shows offers manufacturers the opportunity to directly connect with consumers and business partners. Presenting innovative eco-friendly packaging in such settings builds trust, builds relationships, and highlights a company's commitment to environmental protection. The effectiveness of marketing communications about sustainable packaging is threatened by the phenomenon of greenwashing, which involves creating an unfounded, pro-ecological image of an organization through the use of imprecise messages, lack of evidence of the environmental friendliness of raw materials, and the exaggeration of marginal activities while simultaneously masking real environmental damage (Malec, 2024, pp. 91-109). This results in the erosion of trust in the brand and a debasement of its image. To avoid this, companies must strive for full transparency in marketing communications related to packaging. Reliable information, supported by certificates and data on environmental impact, is the foundation for building an authentic image. Including detailed information on packaging about the production process, the source of raw materials, and recycling options allows consumers to make informed purchasing decisions. Such transparency strengthens brand credibility and long-term customer loyalty.

6. Methodology

The study was quantitative in nature and was conducted using a proprietary survey questionnaire, prepared electronically using Google Forms. A total of 121 respondents participated in the study. The tool enabled data collection through closed-ended questions. Respondents could respond on a five-point Likert scale. This approach allowed us to capture a cross-sectional picture of preferred communication channels and the advertising messages effective in communicating sustainable packaging among the study sample. A web-based survey, or CAWI (Computer-Assisted Web Interview), refers to a computer-assisted interview in which respondents complete an online questionnaire independently. This data collection method utilizes internet technology to ask questions and collect responses. Table 1 identifies the research questions and their corresponding survey questions.

Table 1.
Research questions and survey questions

Research Questions	Survey Questions
Which marketing communication channels are most effective in promoting sustainable household appliance packaging?	Which marketing communication channels do you consider most effective in promoting sustainable packaging? Advertising: • on TV, • in the press, • on radio, • on social media, • on the manufacturer's website, • via email, • on billboards, • at events and trade fairs.
To what extent do specific marketing elements influence consumer purchasing decisions regarding sustainable household appliance packaging?	• Would ecological certifications convince you in a message promoting sustainable household appliance packaging? • Would transparency of information convince you in a message promoting sustainable household appliance packaging? • Would a comparison with competitors convince you in a message promoting sustainable household appliance packaging? • Would the opinions of influencers convince you in a message promoting sustainable household appliance packaging?

Source: Own work.

7. Research Results

The study was conducted in 2025 on a sample of 121 people. 89 people (74%) were familiar with the concept of sustainable packaging, while 32 people (26%) were unfamiliar. Further research results pertain to the group familiar with the concept of sustainable packaging. Table 2 presents the age structure of the respondents; the largest group is those under 25 (58%), followed by those aged 25-40 (29%), meaning the study primarily reflects the perspective of

Generation Z and Millennials. Women constitute the majority in the under-40 age group, while the representation of people over 55 is marginal, amounting to only about 1%.

Table 2.
Sample Age Structure

Gender	Age			
	Under 25 years	**25-40 years**	**41-55 years**	**Over 55 years**
Male	24	8	3	1
Female	28	18	7	0
Total	52	26	10	1
	58,43%	29,21%	11,24%	1,12%

Source: Own work.

Table 3 presents the education structure of respondents. The sample is dominated by individuals with secondary education (47%) and those with higher education (37%). Cross-sectional analysis shows that the largest subgroup consists of individuals under 25 with secondary education (32 individuals), which may suggest that these are individuals currently studying or at the beginning of their professional careers.

Table 3.
Educational structure in the sample

Age	Education			
	Primary	**Vocational**	**Secondary**	**Higher**
Less than 25 years	2	8	32	10
25-40 years	0	3	8	15
41-55 years	0	1	1	8
Over 55 years	0	0	1	0
Total	2	12	42	33
	2,25%	13,48%	47,19%	37,08%

Source: Own work.

Table 4 presents a summary of the preferred communication channels among respondents. The results indicate the primacy of digital channels in environmental communication; advertising on social media and the manufacturer's website holds the strongest position. Television advertising follows (42%). Traditional marketing communication channels such as print and radio are slightly less effective, at 35% and 34%, respectively. Email advertising has a negligible impact on recipients; it received the lowest score (13.48%) and was the only one to receive no “strongly agree” responses, which may indicate its perception as spam.

Table 4.
Marketing communication channels for sustainable packaging

Communication Channel	Response					Positive Responses (%)
	Strongly disagree	**Slightly disagree**	**No opinion**	**Slightly agree**	**Strongly agree**	
TV advertising	14	19	18	21	17	42,70
Press advertising	20	22	16	18	13	34,83
Radio advertising	20	19	20	18	12	33,71
Social media advertising	7	0	12	21	49	78,65

Cont. table 4.

Advertising on the manufacturer's website	0	13	9	27	40	75,28
Email advertising	45	12	20	12	0	13,48
Billboard advertising	19	13	35	22	0	24,72
Advertising at events and trade fairs	3	4	31	30	21	57,30

Source: Own work.

Respondents' opinions regarding the content of marketing messages are summarized in Table 5. We can see that the most important elements building trust in sustainable packaging are ecological certifications and information transparency (70% positive responses each). Consumers expect concrete evidence and clear messages rather than comparisons with competitors (27%). Influencer opinions (25%) have the lowest impact on the perception of packaging's environmental performance, suggesting that in this area, customers are looking for reliable knowledge and facts, not celebrity endorsements. Advertising at events and trade shows is the third most preferred source of information (57% positive responses). It is significant that as many as 31 people declared no opinion on this matter; this is one of the highest values in the "I have no opinion" column. This may be due to the fact that the dominant group in the study, young people, attend trade shows less often, but those who do attend them rate them highly as a source of knowledge about sustainable packaging.

Table 5.
Marketing Message Elements for Sustainable Packaging

Elements	Definitely not	Rather no	Neither yes nor no	Rather yes	Definitely yes	Positive Responses (%)
Eco-certifications	1	7	19	27	35	70
Information Transparency	8	0	19	38	24	70
Competitive Comparison	10	30	25	12	12	27
Influencer Opinions	14	48	5	14	8	25

Source: Own work.

A Pearson correlation analysis was carried out, which identified patterns of attitudes among specific groups of respondents, such as those under the age of 25. The study concluded that:

- The most effective communication channels are social media (79%), advertising on the manufacturer's website (75%), and events and trade fairs (57%).
- The most important means of conveying information about sustainable packaging is a relevant certificate (70%) and a transparent message (70%).
- Print advertising is most effective for people living in smaller towns.
- Radio advertising has the greatest impact on those with lower education.
- Those who prefer radio also prefer print.
- Social media advertising is most effective for young people.
- The most effective advertising message on social media is certification.

- No statistically significant correlation was observed for television advertising, meaning that the effectiveness of this advertising is similar across age, education, and place of residence.
- Similarly, gender does not influence communication channel preferences.
- For those who declare familiarity with the concept of sustainable packaging and attach great importance to this aspect in their purchasing decisions, the most effective communication channel is the manufacturer's website, and the most persuasive advertising message is provided by appropriate certifications.
- Influencers' opinions are not relevant for those who are well-versed in the concept of sustainable packaging.

8. Discussion

Research results indicate the clear dominance of digital communication channels in promoting sustainable packaging in the household appliances industry. The highest effectiveness was recorded for social media (79%) and manufacturer websites (75%). This high score for social media confirms the theses put forward by, among others, Joanna Wyrwisz (2017, p. 48), who sees them as a key instrument for harnessing the potential of market digitization. The paradigm shift towards replacing traditional channels with social media stems from their conversational nature and the possibility of two-way interaction with the buyer (Koszembar-Wiklik, 2016, pp. 256-257; Budzanowska-Drzewiecka, 2021, p. 293; Szuszkiewicz, 2023, p. 21). It should be noted, however, that while social media is most effective among young people, for consumers declaring a high level of familiarity with the concept of sustainable packaging, the manufacturer's website becomes the most important source of information.

This relationship is explained by research by Adam Rudzewicz (2016, p. 382), who points to growing consumer irritation with aggressive online advertising. Internet users prefer to acquire information independently through easily accessible materials such as brochures and catalogs. In the household appliances industry, where the decision-making process is complex, the manufacturer's website meets the needs of so-called rational decision-makers, who, according to Giovanna Piracci and co-authors (2023, p. 4), require detailed data and product lifecycle analysis. This is also confirmed by the fact that influencers' views are not important for those with high environmental competencies.

In terms of marketing content, appropriate certifications (70%) and message transparency (70%) are crucial for respondents. This result aligns with the findings of Dagna Siuda (2023, p. 27), who argues that the environmentally friendly nature of packaging is a significant determinant of purchasing attitudes and positively stimulates purchase intentions. Zuzanna

Zysiek (2024, pp. 21-22) argues that such transparent labeling is essential because modern consumers treat packaging as a foundation of trust and a key indicator of brand quality. Using certificates as a key element of social media messaging can be interpreted as an effective response to the needs of intuitive decision-makers who respond to quick visual stimuli and pictograms.

Analysis of demographic variables in our own research revealed that traditional channels, such as press and radio, retain their effectiveness in specific segments (people from smaller towns or with lower education). These choices, often deviating from the model of complete rationality, align with the paradigm of behavioral economics, which points to the significant influence of social and cultural conditions on consumer decisions (Sanak-Kosmowska, 2023, p. 65). At the same time, the lack of gender influence on communication channel preferences is fully consistent with the research by Mieczysław Adamowicz and Aneta Krasuska (2016, p. 183), who also found no significant differences in this regard in the consumer goods market.

In summary, effective promotion of sustainable packaging in the household appliances industry requires an integrated strategy. On the one hand, it must leverage the reach of social media to build awareness of the "green consumption" trend, and on the other, it must offer in-depth education and transparency on manufacturer websites, which allows for reducing the so-called ecological footprint and building the image of a socially responsible company.

9. Summary

Our research aimed to define an effective communication strategy and media selection for promoting eco-friendly packaging in the household appliance industry. We reached the following conclusions based on our research questions:

- The most effective marketing communication channels are social media and manufacturer websites, which allow for direct consumer outreach and detailed packaging information.
- The influence of marketing communication elements on purchasing decisions is significant. Eco-certifications and information transparency have proven to be the most important factors influencing consumer choices.

Based on our research, we recommend the following actions:

- Building credibility through certification; manufacturers should prioritize obtaining and displaying appropriate eco-certifications.
- Creating a section on the manufacturer's website dedicated to sustainable packaging policies, where information is presented in a clear, unambiguous, and easily accessible manner (transparent messaging on their own channels).
- Investing in a "green image" on social media.

- Segmenting communication channels – to prevent information exclusion, companies should not completely abandon traditional channels (radio, press). We recommend maintaining them when targeting people from smaller towns or with specific educational profiles, adapting the channel to the recipient's demographics.
- Limiting email marketing and influencer marketing.

Because greening is a dynamic trend, it is worth conducting longitudinal research to examine how price sensitivity and environmental competence of household appliance consumers are changing. This would allow us to determine whether the importance of certifications and transparency will increase as the market becomes saturated with pro-environmental information. Given the high effectiveness of social media and its hybrid nature, research on ethical challenges and message consistency seems essential. Future work could focus on how to maintain control over sustainability communication in an environment of user-generated content and AI to avoid accusations of greenwashing. It is also possible to investigate whether consumer involvement in packaging design actually translates into their subsequent brand loyalty and understanding of the idea of a circular economy.

References

1. Adamowicz, M., Krasuska, A. (2016). Komunikacja marketingowa a zachowania nabywców na rynku towarów konsumpcyjnych. *Nierówności Społeczne a Wzrost Gospodarczy, No. 45,* pp. 173-185, https://doi.org/10.15584/nsawg.2016.1.18
2. Bielecka, A. (2021). O sztuce opowiadania historii. Wykorzystanie storytellingu w kampaniach społecznych i reklamach komercyjnych. *Com.press, No. 4(1),* pp. 68-87, doi: 10.51480/compress.2021.4-1.261
3. Bojewska, B. (2024). Innowacje w przedsiębiorstwie zrównoważonym. *Studia i Prace Kolegium Zarządzania i Finansów, No. 197*, pp. 179-190.
4. Cholewa-Wójcik, A., Hornicki, K. (2025). *Ekoprojektowanie opakowań i jego rola w realizacji założeń cyrkularności: uwarunkowania i implikacje dla przedsiębiorstw*. Warszawa: PWE.
5. Ciechomski, W. (2023). Contemporary consumer trends. *Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, No. 173,* pp.81-91, https://doi.org/10.29119/1641-3466.2023.173.6
6. Daszkiewicz, M., Pukas, A. (2016). Integrated marketing communication – towards a holistic concept, *Nauki o Zarządzaniu. Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu, nr 3(28)*, pp. 20-29, https://doi.org/10.15611/noz.2016.3.02

7. Frommeyer, B., Koch, J., Scagnetti, C., Lorenz, M., Schewe, G. (2024). Recycled or reusable. Amulti-method assessment of eco-friendly packaging in online retail. *Journal of Industrial Ecology, No. 28*, pp. 100-115.
8. Jerzyk, E. (2015). Zrównoważone opakowanie jako czynnik procesu podejmowania decyzji zakupowych z perspektywy polskich i francuskich młodych konsumentów. *Journal of Agriculture & Rural Development, No. 3(37),* pp. 1-8.
9. Karwowska, J. (2021). *Opakowanie zgodne z kryteriami środowiskowymi w komunikacji marketingowej przedsiębiorstw.* Warszawa: Oficyna Wydawnicza SGH.
10. Koszembar-Wiklik, M. (2016). Komunikacja marketingowa a komercjalizacja nowych technologii i produktów. *Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, No. 93*, pp. 251-260.
11. Malec, A. (2024). Zjawisko greenwashingu a decyzje zakupowe pokolenia Z. In: D. Teneta (Ed.), *Zrównoważony rozwój – trendy, wyzwania, kontrowersje* (pp. 91-109). Wrocław: UE we Wrocławiu.
12. Pawłowska, E., Górska, B., Wójcik, K. (2024). Marking of packaging with ecological symbols. *Packaging Review, No. 2*, pp. 6-12, https://doi.org/10.15199/42.2024.2.1
13. Pindera, O. (2023). Komunikacja marketingowa w mediach społecznościowych w kulturach wysoko i niskokontekstowych na przykładzie marki L'Oréal. In: D. Teneta (Ed.), *Zarządzanie różnorodnością w organizacji – istota, znaczenie, wyzwania* (pp. 82-94). Wrocław: UE we Wrocławiu.
14. Piracci, G., Boncinelli, F., Casini, L. (2023). Investigating Consumer Preferences for Sustainable Packaging Through a Different Behavioural Approach: A Random Regret Minimization Application. *Environmental and Resource Economics, No. 86*, pp. 1-27, https://doi.org/10.1007/s10640-023-00785-3
15. Ratajczyk, M. (2021). *Opakowanie jako narzędzie oddziaływania na nabywców. Zarządzanie opakowaniem w przedsiębiorstwie.* Warszawa: PWE.
16. Sanak-Kosmowska, K. (2023). Zniekształcenia i błędy poznawcze a zachowania zakupowe konsumentów – wyniki analizy bibliometrycznej publikacji indeksowanych w bazach Scopus oraz Web of Science. *Studia i Prace Kolegium Zarządzania i Finansów, No. 188*, pp. 63-81, doi: 10.33119/SIP.2023.188.4
17. Siuda, D. (2023). Wpływ proekologicznego charakteru opakowań na intencje zakupowe i wizerunek marki. *Marketing i Rynek, No. 3*, pp. 22-32, doi: 10.33226/1231-7853.2023.3.2
18. Szczech-Pietkiewicz, E., Czerniak, A. (2024). Gospodarka obiegu zamkniętego jako potencjał zrównoważonego rozwoju polskich przedsiębiorstw.. *Studia i Prace Kolegium Zarządzania i Finansów, No. 197*, pp. 85-96, doi: 10.33119/SIP.2024.197.6
19. Szuszkiewicz, A. (2024). Rozwój odpowiedzialnych wzorców konsumpcji jako stymulanta innowacji w marketingu dóbr i usług. *Studia i Prace Kolegium Zarządzania i Finansów, nr 188*, pp. 9-24, doi: 10.33119/SIP.2023.188.1

20. Wang, X., Jiang, J., Gong, X., Wang, J. (2024). Simpler is greener: The impact of packaging visual complexity on products' eco- friendliness perception. *Psychology & Marketing, No. 41(11)*, pp. 2577-2593, doi: 10.1002/mar.22096
21. Wyrwisz, J. (2017). Komunikacja marketingowa wobec digitalizacji procesów rynkowych. *Zeszyty Naukowe Uniwersytetu Przyrodniczo-Humanistycznego w Siedlcach, No. 39(112),* pp. 43-53.
22. Zysiek, Z. (2024). Sustainable packaging – the influence of paper and plastics on the consumer choices. *Packaging Review, No. 4*, pp. 18-22, doi: 10.15199/42.2024.4.2