

Green Marketing and Intention to Buy Green Product: Systematic Literature Review

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ABSTRACT

Society in the current period is facing various kinds of challenges and obstacles related to the acceleration of urbanization and industrialization. As for the problems at the moment, namely the health crisis and pollution that can threaten the present or future generations so that action is needed to ensure optimal living conditions, it is becoming increasingly important to understand green marketing and various other forms of support. Therefore, the aim of this research is to carry out a systematic review of the literature to identify several factors that influence green marketing. For this study, the method used was a Systematic Literature Review (SLR) which was carried out by following the procedure and followed by a meta-analysis to see the relevance of the published articles. This study uses VOSViewer as auxiliary software and uses Publish or Perish to help group data. From the search results, a total of 865 related articles were found for 2017-2022 and sorting was carried out to find relevant articles. The literature review was carried out using qualitative analysis, which resulted in four keywords; green marketing mix, attitude, purchase decision, and green marketing. In the end, we propose a framework that is developed based on some of the findings obtained. It is hoped that this framework can be used for a better understanding of green marketing factors that influence consumer purchase intentions.

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1. Introduction

In this decade, society has faced various kinds of challenges and obstacles related to the acceleration of urbanization and industrialization. The current problem is the health crisis and pollution that can threaten the present or future generations, so action is needed to ensure optimal living conditions. With the increasing environmental concern, researchers and practitioners have seen consumers embracing sustainable consumption (Awan et al., 2018; Amberg & Fogarassy, 2019). Therefore, the present study focuses on “green marketing,” which has emerged as a savior of the planet. Green marketing, also referred to as “sustainable marketing” and “eco-friendly marketing,” promotes products and services based on the environmental advantages and values (Kaur et al., 2022). The concept of green is even more crucial in the manufacturing industry, which is identified to contribute greatly toward the environmental degradation across the globe (Borah et al., 2021). The increasing sustainability challenges have placed green marketing adoption or green consumption of social importance (Patel et al., 2017). Observing this, many consumers understood that their

consumption habits have a negative impact on the ecological environment; therefore, they have started making modifications in their lifestyles and the way they do their business. Responsible consumers understand how their purchasing habits are going to impact the environment, and they are also worried (Dabija et al., 2018). The fact that as a result of an increase in sustainable consumption, the environment and ecology in society, companies have focused their efforts on offering a variety of environmentally friendly products or services (Nguyen-Viet, 2022).

Hence green consumption can be said as a way of consumption that is suitable for the maintenance of the natural environment for the present as well as future generations. Hence, according to (Limbu et al., 2022), green consumption is understood as purchasing and consumption behaviors by an individual which is related to environmental and resource problems and is motivated by not only a desire to satisfy an individual's needs but also a concern for the welfare of society in general (Kumari et al., 2022). Social pressure positively moderates the relationship between price sensitivity and consumers' green purchasing intention, but negatively moderates the relationship between perceived cost of green purchasing and consumers' green purchasing intention (Sun et al., 2022)

Environmental sustainability has been elevated to the top of the international political agenda and recognized as a key driver of innovation. As a result, the number of companies developing green products is growing rapidly, and consumer interest in these products is increasing. Therefore, understanding the main characteristics of green products, identifying factors that influence price and consumers' willingness to pay more for products, sales channels and promotional tools are essential for designing, developing and marketing green products (Dangelico & Vocalelli, 2017). Due to the increase in sustainable consumption, environmental consumers, and ecological concerns in society, businesses have focused their efforts on providing green products and services to meet environmental needs (Nguyen-Viet, 2022).

The global green trend is creating new challenges and opportunities for entrepreneurs around the world, with customers now more environmentally conscious and willing to pay extra for their green services and products (Khan et al., 2020). (Walia et al., 2019) tries to understand the dynamics of ever-present consumer attitudes and purchase intentions towards environmentally friendly products under the fast moving consumer goods category. In today's era, environmentally friendly products are products that do not damage the environment, either in production, use, or disposal. In research (Pradana & Kartawinata, 2020), it was found that companies that are active in taking action to preserve the environment through strategic green marketing actions, especially focused on overcoming the problem of plastic waste in Indonesia, especially the disposable plastic packaging waste industry commonly used by fast moving consumer goods (FMCG), usually create sustainable growth / Sustainable Development Goals (SDGs) by having three major goals that apply the concept of implementing Triple P (People, Profit, Planet) for sustainable development.

For example, consumers have greater trust in familiar brands than they do in "green" claims, which will ultimately affect their purchase intention for the product. Environmentally friendly product marketing can also provide information to consumers related to the company's environmental performance, or information related to products, product prices, product availability, product image, or information related to their lifestyle, so that consumers are able to provide positive feedback on green products (Walia et al., 2019). This research contribution is to give importance to the consumer's responsibility towards environmental issues and how they address them by adopting environmentally responsive behaviors, like using environmentally friendly green products. It can also be said as, how much consumers take care of the impact that their own behavior has on the environment while using, disposing, or purchasing a product, along with focusing on decreasing the negative impact on the environment.

2. Method

The number of papers published in academic databases is proliferating. The scientific database ScienceDirect grants access to more than 16 million papers from 2500 journals and provides insights into breakthrough innovations to more than 25 million researchers every month (van Dinter et al.,

2021). A systematic literature review is used to represent a field mapping method and is used to track the latest research developments needed to analyze journals that have been published to answer some specific research. An SLR is a means of identifying, evaluating, and synthesizing all available research relevant to a particular research question, topic area, or phenomenon of interest (Tenhunen et al., 2023). The Systematic Literature Review (SLR) method follows established procedures and allows the literature review process to avoid bias and subjective understanding. An SLR's goal is a trustworthy method to gain clear, reasonable, and unbiased information on a research topic (Gurbuz & Tekinerdogan, 2018). This method uses meta-analysis to see the statistical distribution and relationship in published articles. In this study, researchers used VOSViewer and Publish or Perish software for data grouping.

2.1. Research Question

This systematic literature review is directed by some key research questions as follows: (1) How literature in the field of green marketing has grown? (2) What are the various types of consumer behaviour related variable which comes into consideration during green marketing?

2.1.1. Inclusion and Exclusion Criteria

After going through the various literature on systematic review and its inclusion and exclusion criteria, we developed certain criteria for this study, and these are; a study was included when it analyzed some aspect of consumers' green consumption behavior or intention. With these, studies addressing both intention and the actual behavior of green consumption were also included; studies of all the years were taken as no date filter was used; studies only in the English language were taken to avoid biases related to language (Khanra et al., 2020); all studies needed to be peer reviewed. The exclusion criteria used for the study were; non-peer reviewed studies were not included; papers with duplicate data were not considered; studies that were not relevant to the domain were not considered in the study (Kumari et al., 2022).

2.1.2. Review Protocol and Outcomes

As the basic objective of this study was to identify the enablers or antecedents of the green marketing adoption from a consumer perspective, a comprehensive literature search was done to find and collect papers for the systematic review. We took ScienceDirect, Scopus, and Google Scholar as a database for searching the literature for this systematic review. Along with these databases, we also searched for references of some important review papers and some of the important journals. As per the research questions, for searching "green marketing", "purchase intention", "intention to buy green product" were used a key word in the title and abstract so as to get comprehensive set of articles for the review. The term enablers or factors were not used as the keywords, as, many of the articles does not use these words in their title; instead, they use the factor name in their title. English was used as a criterion for filtering the articles, while no date was used so that the results be more comprehensive. We also took only peer reviewed journals for the data search as they are more validated and established using rigorous scientific methods. Specifically, all the articles in ScienceDirect, Scopus, and Google Scholar database were searched 2017-2022 for this review. We have used ScienceDirect, Scopus, and Google Scholar only for searching and collecting the data for the review, as ScienceDirect, Scopus, are among those that are most frequently used as databases in social sciences study. At the same time, google scholar is an open access database which is very powerful in providing journal articles as well as the "grey literature" like thesis, conference proceedings, and reports.

The next stage is to carry out the search process using the keywords green marketing and green product purchase intention. The total results obtained were 865 journals with details of google scholar as many as 450 journals and Scopus as many as 415 journals. The next process is the filtering process by pruning several journals and finding relevant journals using the keywords ecological buying, lifestyle, and willingness to pay more for green products to read the titles and keywords. Journals that are not included in the criteria will be eliminated. Next is to read the abstract of each journal, which if the journal is relevant to the theme to be studied then it will be included while journals that do not match the criteria will be eliminated again. The next process is to read the journal as a whole in order to find a more complex relevance to the theme under study. After reading the entire journal, the

remaining journals are used in the literature review process. And the last stage is to determine the results and conclusions drawn from the literature review process shown in Fig. 1.

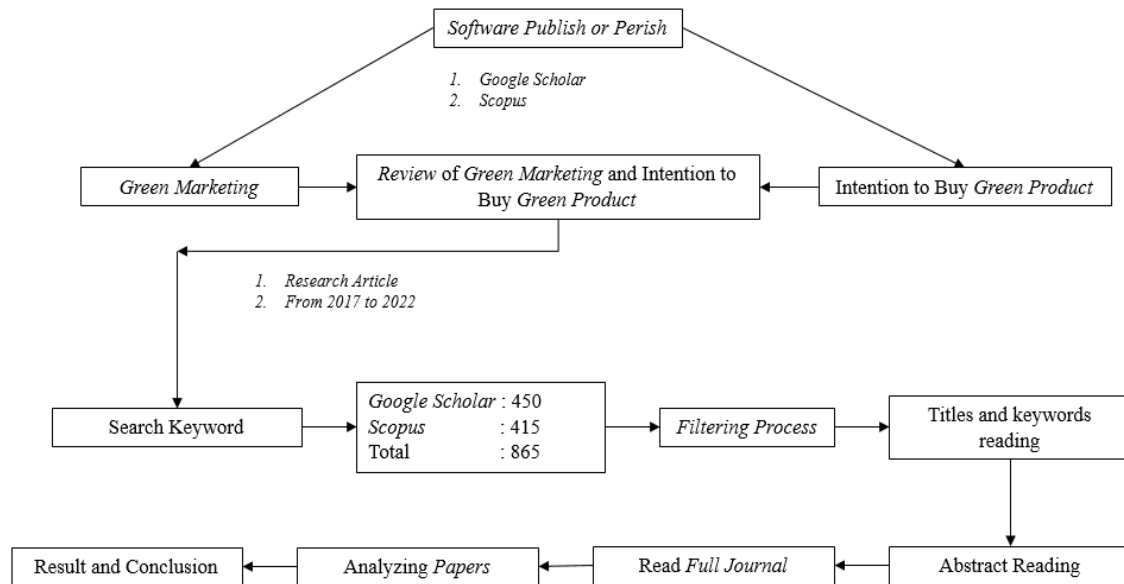


Fig. 1. Paper Selection Process Chart

Bibliometric analysis refers to quantitative research that has been published in journals in a particular subject area. Bibliometric analysis itself is a method of measuring literature using statistical methods, so it is included in the application of quantitative analysis. Bibliometric analysis describes future research approaches in a selected field. A total of 21 article files were entered into the VOSViewer software. This data contains information about each article, such as author, title, year of publication, doi, abstract, affiliation, keywords, references, and journal.

Clustering is one of the data grouping methods. Clustering is the process of classifying data into several clusters or groups so that data in one cluster has the greatest similarity, and data between clusters has the least similarity. Data Clustering is the most effective way to understand and research the proposed topic. Data clustering supports infrastructure discovery, natural clustering, and data compression. In this study, journal clustering is based on co-occurrence and co-authorship. Co-occurrence based clustering is used to find the relationship and similarity of multiple items (words, phrases) in multiple documents in a single document the data set being analyzed. While clustering based on co-authorship was used to find the relationship of various studies based on research documents provided by researcher.

2.2. Research Profile

For this study, we extracted various information like publication journals, country or the context in which study has been done, methodological designs used for the study, and the theoretical views of the investigations.

2.2.1. Publication Outlet

In the literature identified, we could assess that maximum numbers of publications are published in the Journal of Cleaner Production with 2 publications, followed by Sustainability MDPI with 3 publications, followed by Information and Software Technology with 2 publications. Table 1 give the list of journals contributions.

2.2.2. Country Context Investigation

In the selected literature, the studies have done their investigation in 12 different countries. Table 2 gives the distribution of studies in different context.

Table 1. The list of journals contributions

Name of Journal	Total
Journal of Cleaner Production	2
Sustainability MDPI	3
Information and Software Technology	2
Resources	1
IOP Conference	1
EJIM	1
MGR	1
SQJ	1
EIS	1
GBR	1
Maroccan Journal of Chemistry	1
APJBA	1
AJBE	1
APMB	1
FBJ	1
JIMA	1
International Journal of Green Cosmetics	1

Table 2. List of Case Study Country Names

Author	Country
(Amberg & Fogarassy, 2019)	Hungary
(Awan et al., 2018)	Finlandia
(Dangelico & Vocalelli, 2017)	Italy
(Kumar et al., 2013)	UK
(Kaur et al., 2022)	India
(Luckyardi et al., 2022)	Indonesia
(Nguyen-Viet, 2022)	Vietnam
(Khan et al., 2020)	India
(Walia et al., 2019)	India
(Borah et al., 2021)	China
(Dabija et al., 2018)	Czech Republic
(Gurbuz & Tekinerdogan, 2018)	Netherland
(Khanra et al., 2020)	Norway
(Kumari et al., 2022)	India
(Limbu et al., 2022)	Vietnam
(Patel et al., 2017)	India
(Pradana & Kartawinata, 2020)	Indonesia
(Salman et al., 2017)	Egypt
(Sun et al., 2022)	China
(Tenhunen et al., 2023)	Finland
(Van Dinter et al., 2021)	Netherlands
(Sukaatmadja, 2020)	Indonesia
(Astuti et al., 2021)	Indonesia

Table 2 shows some of the dominant countries used as case studies in this study, namely Indonesia, because there are as many as 4 journals that have conducted research or research related to green marketing and purchase intention to buy green products and case studies in Indonesia. Several recent papers or journals have also taken case studies in Indonesia such as (Luckyardi et al., 2022), (Sukaatmadja, 2020), (Pradana & Kartawinata, 2020) and (Astuti et al., 2021)

So that from the results of this study, the results of mapping several previous studies were obtained which will be future opportunities for future research. And based on the bibliometric analysis, it does not show the dominance of certain author names in research related to the topic of green marketing and purchase intention to buy green products, there are several opportunities for renewal and green marketing and marketing mix have a high relationship.

2.2.3. Methodological Design

Further, we investigated the different methodological design applied by the researchers for their investigation. In the analysis, we could find that, out of 21, only 6 studies had used qualitative techniques for understanding the factors or drivers which leads to green consumption, while only 2 studies had used mixed method approach. In quantitative approach, 2 studies have used SEM or PLS-SEM for the analysis, while 11 studies used experimental design for their studies, rest studies used other techniques like multiple regression, binary logistic regression, MANOVA, ANOVA, etc. One study used fuzzy set approach. Hence it is understood that more qualitative studies need to be carried out in this domain for enhancing the knowledge.

3. Results and Discussion

The larger the node size, the more often the author name appears in the dataset, or means that clusters in the co-authorship analysis output A dominant author on a particular research topic because he or she has a strong network of writing relationships with other authors. To show the dominance of journals cited in the 21 journals that have been focused on, data collection is carried out by looking at the various citation indices of each journal, which will then be analyzed in VOSViewer using Co-occurrence Analysis.

Co-occurrence Analysis itself is used to find the relevance and various similarities of several items such as words or phrases from several documents from various data sets to be analyzed. This analysis itself was carried out on 21 selected journals with the specification of the journal analysis unit in the form of "keywords" and the number of occurrences of keywords at least once. So that 4 clusters are obtained with 21 items selected from the visualization. The co-occurrence analysis output can be seen in Fig. 2.

So that all clusters that have been visualized have a relationship with other clusters. For example, we can see in Fig. 2 that the word "green marketing" has the largest node comparable to the word "marketing mix" so that the word "green marketing" has external links such as marketing mix, purchase decision, attitude, green purchase intention, green marketing mix, and so on. So that the bigger the node, the higher the frequency of words that will appear in a cluster.

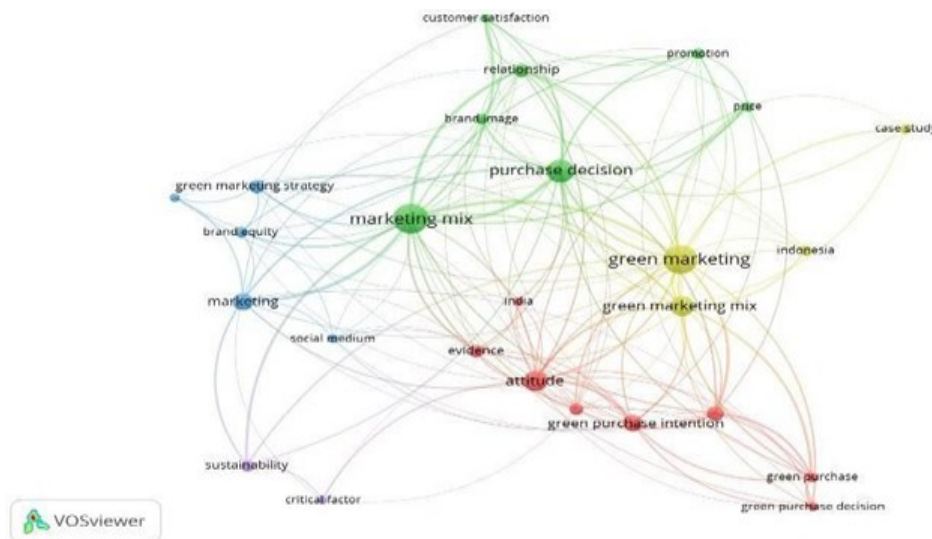


Fig. 2. Co-occurrence Output

Process (the procedures, mechanisms and flow of activities by which services are delivered to customers), physical evidence (implying the environment that facilitates service transactions or influences perceptions, ambient conditions, spatial layout, signs and symbols, etc.), where on the one hand are employees and on the other hand are service consumers as co-producers and other consumers, as people who can influence the overall perception (Salman et al., 2017).

Research methods are closely related to the type of research study used. Based on the 21 types of research journals, a descriptive analysis was conducted by compiling the methodology used in each journal such as framework & conceptual, empirical study, modeling, and performance conceptual.

3.1. Main Findings of The Present Study

Consumers' past values and experiences influence the purchase intention of sustainable personal care products. Environmental awareness and appearance have a positive impact on consumer purchase intentions for sustainable personal care products. These findings confirm that a sustainable lifestyle is reflected in consumer consumption patterns. Past experience of using other organic product categories significantly influences purchase intention of sustainable personal care products (Kaur et al., 2022). (Walia et al., 2019) stated that purchase intention is defined as the readiness of consumers to buy green products. There are many attributes that influence consumer intentions to buy products that have been discussed for decades. The aim of this paper is to determine the empirical relation between the instruments of green marketing and the ecological behavior and attitude of consumers and the impact it has on the future intention to buy green products. The results of a structural equation model show that although product and communication policies are more closely associated with green marketing, digital tools have the greatest impact on green behavior. Their easy way of use has side effects on ecological behavior. A mediation model empirically demonstrates that the willingness to buy green products, the environmentally oriented lifestyle, and the willingness to pay more for green products mediate the relationship between the current ecological behavior and the intention to buy green products in the future (Cuc et al., 2022).

3.2. Comparison with other study

(Kumari et al., 2022) found that still, after so many years of academic research going on in this domain, still, maximum studies use theory of planned behavior, theory of reasoned action, theory of consumption value, and value-belief-norms theory for supporting their arguments. Cost signaling theory, social dilemma theory, gender socialization theory, regulatory focus theory, theory of technology acceptance model, and prospect theory are other theories on which some studies has been done, but still, they need to be further explored for understanding green consumption adoption. And this study found that purchase intention is defined as the readiness of consumers to buy green products and green marketing is required to decrease the harmful effect of high consumerism on the environment.

3.3. Implication

Green marketing is required to decrease the harmful effect of high consumerism on the environment. To enhance the green marketing activities, it is required to understand the various factors and its impact on the overall green marketing adoption process. This study has augmented the available knowledge and understanding of important enablers of green marketing adoption. This review provides various managerial and policy implications like, the factors identified as antecedents, mediator or moderator may give better understanding to the practitioners to make their promotion strategies and various other strategies like pricing, product development, product availability, etc. It may help them understand which are the most critical factors that may help in increasing green marketing of consumers. For instance, the advertising and various promotional activities has been found to be very important influencer of green marketing adoption. Hence, practitioner can use traditional media along with modern media like YouTube, WhatsApp, Twitter, and Facebook, etc, to develop understanding and commitment towards responsible consumption. The promotional campaign done using these mediums will be able to emphasize the benefits of green marketing and enhance the green marketing adoption. In the study, we could also find that availability of green product is also very important enabler of green marketing adoption, but literature says non-availability of the green product is one of the major barriers for the green consumption adoption. Hence, it is pertinent for practitioners to optimize their distribution channel and make sure that the green products are available at every required point. Along with promotional campaign, components like promotional advertisement, product packaging, brand logos and brand image influences the psychological

understanding of the consumers, so practitioners need to do IMC (integrated marketing communication) to develop favorable attitude towards the green marketing.

3.4. Limitations

This systematic literature review has certain limitations. First thing is that in this study, only peer reviewed literature has been included to ensure the reliability and validity of the findings, other type of studies like editorials, review, and non-peer reviewed literature has not been used. Although there were many publications worked in the same area but in different language than English, they have also been not included in the review. Although enough care has been taken, but due to human error, biases may have crept in.

4. Conclusion

The main objective of this review was to systematically identify the major enablers or factors of green marketing adoption, consumer perspective, or green consumption adoption. On the review of these literature, we derived certain conclusions. First, there has been a huge expansion in the academic research in this domain in last five years, and it is going to continue as whole business world is moving towards green marketing and sustainability for better future. Secondly, on the basis of this review, it can be said that major expansion in the research related to this area has happened in the Asian region. Thirdly, a mediation model empirically demonstrates that the willingness to buy green products, the environmentally oriented lifestyle, and the willingness to pay more for green products mediate the relationship between the current ecological behavior and the intention to buy green products in the future

In the analysis, it has been revealed that although demographic information's are properly collected in almost every study, but still very small no of studies has studied these variables as moderators in their investigation. In terms of implications for students, this research, by integrating existing studies on the topic, provides a comprehensive theoretical framework, and, by highlighting aspects that are not adequately addressed in the existing literature, suggests directions for future research.

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