

# An Evaluation on Prevalence of Green Marketing: A Business Myth or Reality

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## ABSTRACT

The 21<sup>st</sup> century has witnessed the proliferation of industries and technologies that has also led to an increase in environmental challenges such as air & water pollution, land degradation, depletion of the ozone layer, global warming, and climate changes. More so, the consciousness of consumers about the environmental challenges is increasing and companies are responding to them through what is regarded as “green marketing”. Green marketing represents the development, implementation, and marketing of eco-friendly products. This study was constituted to unearth the green marketing practices that are administered by organizations since studies on the phenomenon are said to be at the infantile stage. A systematic literature review was undertaken using 26 articles from 23 journals published between 2013 and 2022. After an extensive evaluation of the literature, three thematic areas were extracted: green marketing practices, green marketing influences on consumer behavior, and the relevance of green marketing to organizations. Some green marketing practices identified are; green branding, green segmentation, and eco-design. Some consumer behaviors influenced are; loyalty, trust, and brand ambassador. Some relevance to organizations are; differentiation and enhancing consumer awareness. At the back of the review, the research provided some insightful directions for further studies on the phenomenon.

**Keywords:** green marketing, green marketing practices, consumer behavior, systematic literature review

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## 1. Introduction

Human wants and needs are insatiable, in light of this, resources on the earth are gradually becoming scantier (Kumar Phookan et al., 2020). With the knowledge of this, consumers are now interested in products that do not cause

harm to the environment (Ghodeswar & Kumar, 2014). The movement of opting for favorable products has attracted attention globally and has compelled organizations to undertake eco-friendly practices (Chen & Chen, 2020). This has necessitated what is globally represented as green marketing which development has ended in integrating marketing issues from all domains into designing and manufacturing products (Sozer, 2020). Many organizations in the current business environment have become conscious of the environment they work within which invariably has resulted in a period of recyclable products and being friendly to the environment. Summarily, several companies have employed Green Marketing (Firdiansyah et al., 2021; FuiYeng & Yazdanifard, 2015).

Green marketing is deemed as an innovative marketing approach aimed at producing products that are ecologically sound and sustainable to minimize an organization's carbon footprint (Alhamad et al., 2019; MASOCHA, 2020). The principle encompasses an organization's

philosophy and belief that posit comprehending consumer needs and preferences and stimulates the entire organization's resources to satisfy these needs without losing sight of preserving the environment (Awasthi & Dimri, 2017). In the books of the American Marketing Association (2011), green marketing represents the marketing of products that are indicated to be safe environmentally. This pattern has a reflection on an entity's responsibility in preserving the environment. Given that, several business entities are engaged in practices such as product modification, alterations in the process of production, changing product packages, restructuring advertisement, pricing, distribution, minimizing waste production, and utilization of energy (Mani & Bhandari, 2017; Osman et al., 2016; Tsai et al., 2020; Vilkaite-Vaitone & Skackauskiene, 2019).

As organizations make a shift toward greening with their offerings, consumers have also become conscious and have the drive for products emanating from eco-friendly firms (Ghodeswar & Kumar, 2014). Once organizations communicate their environmental actions to their consumers, consumers make decisions on that thereby making the organization competitive (Kumar Phookan et al., 2020). The collaboration of organizations and consumers who are environmentally conscious creates the path for environmental sustainability (Alam Afridia et al., 2021; Sozer, 2020). Though issues of green marketing are now prominent among researchers and practitioners, more light is thrown on the practices organizations engage in, for example, what has become of four (4) and seven (7) traditional marketing mixes in these times of greening, and among other important elements (Bhalerao & Deshmukh, 2015; Osman et al., 2016; Vilkaite-Vaitone & Skackauskiene, 2019). Proper attention has not been given to spelling out what organizations stand to gain in this era of green marketing (Alam Afridia et al., 2021). More so, throwing more light on the practices that organizations engage in under the auspices of green marketing would strengthen the drive for collectively promoting green marketing (MASOCHA, 2020). Alhamad et al., (2019) believe that the importance of green marketing cannot be quantified but must be reechoed since studies stressing the relevance are still at the infantile stage, and analysis is limited to disciplines of environmental sustainability. Hence, the objective of this study is to:

- (1) Highlight and compose some green marketing practices applied by organizations.
- (2) To highlight the influence of green marketing on consumer behavior.
- (3) To determine the relevance of green marketing to organizations.

Moreover, the review will be guided by these research questions:

- (1) What are some green practices covered in literature?
- (2) What is the influence of green marketing on consumer behavior?
- (3) What is the relevance of green marketing to organizations?

The researcher goes on the tangent of answering these questions by examining articles that focused on green marketing and practices that invariably affect the behavior of consumers. Details of how the review will be conducted are presented under the methodology.

## 2. Methodology

Focusing on the objectives of the review and being streamlined by the research questions, a systematic literature review and an explicit approach are used to recognize, choose, and objectively peruse the required literature, gather and analyze information from the studies that are incorporated into this study (Nabivi, 2020). This approach aimed to ensure bias was minimized. Systematic reviews are saturated by a replicable, transparent and comprehensive approach that produces reliable outcomes (Siddaway et al., 2019).

To start with, the articles incorporated in this review were discovered by searching the Scopus database because of its large coverage of literature and multidisciplinary nature (Gusenbauer & Haddaway, 2020). Additionally, a few articles were obtained from the Research gate database. The study posited to identify articles that are associated with green marketing, some of the practices companies undertake, and how important it is. Because of this, words that are linked to the objectives were used to access the appropriate articles. The following pattern was employed to access the needed articles: TITLE-ABS-KEY (“green marketing” OR “green marketing effect” OR “green marketing practices OR consumer behavior” OR marketing strategies).

The articles incorporated after screening are published in English between the years 2013 and 2022. Due to the generalization and the rampant use of the word green marketing, the publication year delimiter was used. The articles that were accessed were incorporated into Mendeley software to aid in referencing. The articles were scrutinized per title, abstract, and keywords. Furthering the review and having access to 187 articles, 153 papers were excluded from subsequent analysis remaining 34. The selected papers were read to confirm eligibility. The entire text was read twice to reduce bias. After perusing through the full-text several times, the articles that were not consistent with the review focus and didn’t have sufficient information were excluded. This approach led to eliminating 8 irrelevant papers. Through the scrutiny and eligibility approach, 26 articles were retained for review from 23 journals. The pattern of choosing the articles is presented in the Figure 1.

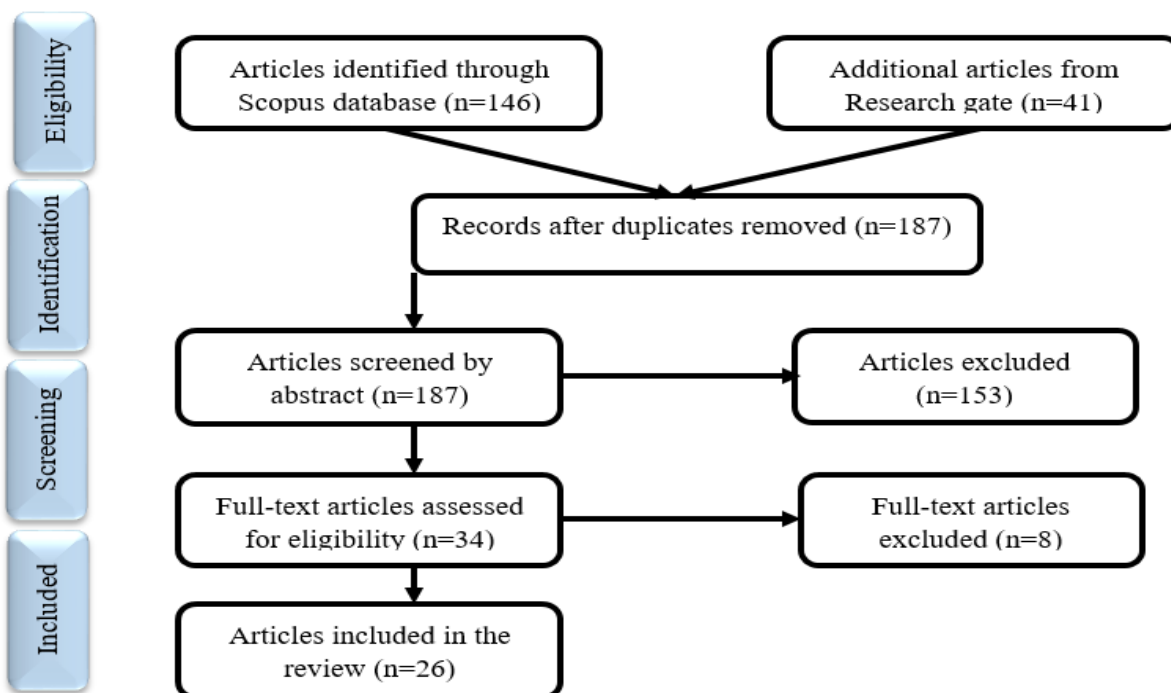


Figure 1. Different stages of the selection process of systematic literature review

### 3. Findings

This aspect of the study provides a highlight of important findings obtained in reviewing other literature. The analysis was carried out with a total of 26 articles. To provide a clearer meaning to the review, the distribution of articles according to the journal, the publishing year, and the context of the research are provided below. Furthermore, the themes that would guide the study are synthesized.

### 3.1. Distribution of Articles by Journals

Table 1 gives an account of the number of articles incorporated in the systematic literature review according to a journal. “Journal of Cleaner Production”, “Procedia Economics and Finance” and “International Research Journal of Management Science & Technology” published two (2) articles each and were included in the review. The rest of the journals relied upon all published an article each. The articles used for the review are published in 23 separate journals.

Table 1.

*Number of articles included in the systematic literature review per each journal*

Journal Title	No.
Journal of Cleaner Production	2
Global Journal of Management and Business Research: E-Marketing	1
AIMA Journal of Management & Research	1
IEOM Society International	1
Procedia Economics and Finance	2
Business Strategy and The Environment	1
Journal of Graphic Era University	1
International Journal of Production Economics	1
International Conference on Sustainable and Intelligent Manufacturing, RESIM	1
International Journal of Knowledge and Research in Management & E-Commerce	1
Scandinavian Journal of Management	1
International Journal of Academic Management Science Research (IJAMSR)	1
International Research Journal of Management Science & Technology	2
Journal of Marketing and Consumer Behaviour in Emerging Markets	1
International Journal of Hospitality Management	1
Marketing Intelligence & Planning	1
International Journal of Innovation, Creativity, and Change	1
Procedia Economics and Finance - 7th International Economics & Business Management Conference	1
British Journal of Marketing Studies	1
Open Economics	1
Procedia - Social and Behavioral Sciences	1
Procedia Manufacturing	1
Journal of Retailing and Consumer Services	1

### 3.2. Distribution of Articles by Year of Publication

The publishing years of the selected 26 articles are indicated in Figure 2. Per the distribution, the number of articles that are associated with the green marketing principle more in 2015 and 2017. The subsequent years from 2019 to 2022 seem to rise steadily and fall. No article was obtained with the publication year being 2018. The rise and fall of the years gathered may be a result of research directions on green marketing that are not in tandem with the focus of this study.

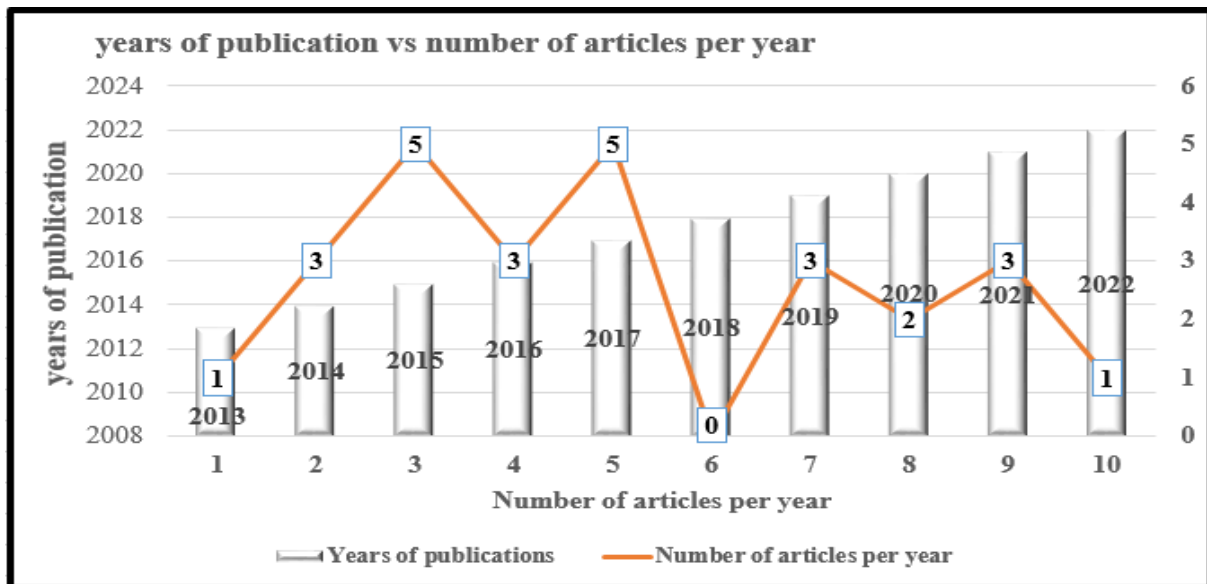


Figure 2. Distribution of articles by year of publication

### 3.3. Research Content

Out of the 26 articles, three countries – China (4 articles), Malaysia (4 articles), and India (6 articles) covered a wide range of the review. The rest of the articles emanated from countries such as the UK, Sweden, Lithuania, Portugal, Lebanon, Dutch, Slovak Republic, and Italy. This means that the articles on the phenomenon emanate from the largest economies. The articles are dominated by collaborations and single authorship. One author (5 articles), two authors (14 articles), three authors (2 articles), four authors (2 articles), five authors (2 articles), and six authors (1 article). Regarding research methodology, the survey approach is presented as the most used means of studying the phenomenon. 12 of the examined articles used the survey method; 3 of the studies used case studies, and 11 of the articles used a systematic review on green marketing.

### 3.4. Thematic Foci

Scrutinizing and analyzing the content of the 26 articles aided to develop three main themes: green marketing practices, consumer behaviors affected by green marketing, and the relevance of green marketing. Table 2 represents the divisions of the articles into one of these three topics. Some papers whose content and focus overlapped were added to multiple topics. Seventeen (17) articles focus on establishing some green marketing strategies, practices, or policies that are implemented by organizations for a different desired result. Seven (7) of the articles highlighted the influence of green marketing on consumer behaviors. Ten (10) of the papers portrayed the relevance of green marketing to organizations. Some of the articles, however, could be found under different themes which means their focus cover more than one focus.

Table 2.

*Classification of articles based on themes*

Green marketing practices	(Simão & Lisboa, 2017)(Hussein & Chams, 2017)(Hasan & Ali, 2015)(Chen & Yang, 2019)(Veena, 2014)(Dangelico & Vocalelli, 2017)(Zhu & Sarkis, 2016)(Nath & Siepong, 2022)(Chan, 2013)(Fuentes, 2015)(Osman et al., 2016)(Mani & Bhandari, 2017)(Tsai et al., 2020)(Vilkaite-Vaitone & Skackauskiene, 2019)(Bhalerao & Deshmukh, 2015)(Papadas et al., 2017)(FuiYeng & Yazdanifard, 2015)
Green marketing influences on consumer behaviors	(Majerova, 2015)(Suki et al., 2016)(Gelderman et al., 2021)(Hussein & Chams, 2017)(Chan, 2013)(Osman et al., 2016)(Maheshwari, 2014)
Relevance of green marketing	(Simão & Lisboa, 2017)(Veena, 2014)(Osman et al., 2016)(Mani & Bhandari, 2017)(Singh, 2014)(Vilkaite-Vaitone & Skackauskiene, 2019)(Firdiansyah et al., 2021)(Awasthi & Dimri, 2017)(Eneizan et al., 2020)(Alam Afridia et al., 2021)

**3.4.1. Green Marketing Practices**

The ever-increasingly environmental challenges that pose a threat to the planet have called for the need for individuals and organizations to change their attitudes toward the environment. In so doing, organizations globally have a concept known as green marketing that serves as a model for developing and implementing eco-friendly policies and practices.

Using a case study of Toyota, Simão & Lisboa, (2017) indicated that the company has synchronized green branding with green marketing to project an image in the minds of their customers as an environmentally conscious company. Some green activities they engaged with include the 3Rs (Reduce, Reuse, and Recycle) their products, enhanced technologies to generate new products, optimization of energy, water, and general resources to establish an appropriate relationship with the environment. Additionally, the company sort to produce parts, manufacturing and logistics activities, and establish plants that ensure the attainment of zero CO<sub>2</sub> emissions. Conclusively, the study revealed that Toyota undergoes green marketing practices such as developing green products, green positioning, green segmentation, green logistics, green communication, and green partnership. Similar green marketing practices could be seen in the study of (Hussein & Chams, 2017). Hussein & Chams, (2017) reveals that eco-consumers in Lebanon are induced by practices such as green products (biodegradable products), green advertisement (communication), green promotion (eco-label or green label), green knowledge and information on consumers and environmental laws.

Hasan & Ali, (2015) investigated EMS firms that are certified ISO 14001 in Malaysia regarding green marketing and revealed that, based on the government support, these firms practice the following: green innovation (products & processes), eco-design (redesigning existing products using the scarce resources, materials, and production), green technology & innovation, and green promotion. These firms integrate green practices into their environmental management systems intending to meet consumer needs and wants. Chen & Yang, (2019) undertook an audit on green marketing strategies implemented by companies to have a better firm performance. During the audit of the study, it was discovered that giant companies globally have environmental policy managers and auditors that inform them on issues regarding green marketing practices to satisfy consumers. More so, practices such as setting green missions/goals, green compensation, green products, green promotion, recyclable, and reusable products. In conclusion, there is a green stakeholder's requirement that companies obey government policies and regulations on the environment and compliance with ISO 14001. Additionally, a review by (Dangelico & Vocalelli, 2017; Veena, 2014) indicated that there is the introduction of water stewardship, sustainable packaging, and recyclable programs constituted by organizations. The drive for product differentiation and green positioning was prominent in their review. Dangelico & Vocalelli, (2017) furthered the revelation by showing



that several entities practice the 4P's in a green context; green products (recyclable, reusable, or biodegradable items), green pricing (consumers are willing to pay a premium charge according to the green attributes of the product), green promotion (communicating the green attributes through the traditional, print & social media), and green placement (distribution). Similar practices could be identified in the studies (Fuentes, 2015; Mani & Bhandari, 2017; Osman et al., 2016) using different cases in Malaysia, India, and a review on the phenomenon respectively.

Challenges such as resource depletion, deforestation, climate changes, deforestation, desertification, and overuse of energy confront the Chinese economy due to economic growth. Due to that, organizations and marketers are instructed to walk on the path of contributing to environmental protection and to develop products that give pro-environment benefits (Zhu & Sarkis, 2016). Zhu & Sarkis, (2016) conducted 52 peer reviews on green marketing in China and discovered that several companies use the 4Ps (green product, price, place, and promotion) as an effective marketing strategy which is backed by government policies, competitive pressure, and market opportunities. The study established that green products and packaging need to go what has been described. Green pricing must match what consumers are willing to pay. The green promotional message must be able to educate consumers on greening. Green promotion deepens the relationship with consumers.

Nath & Siepong, (2022) in determining the green marketing capability of firms using the resource-based view approach discovered two important things. The first was green sensing (comprising of green marketing planning & green marketing learning). The second was green execution (comprising of a green marketing mix & green marketing cross-functional). The study further stated that firms undergo green innovations and processes that ensure goods are developed to suit environmental needs and wants. Moreover, Chan, (2013) revealed through a study of hotel managers in Hong Kong how they manage green marketing. The study showed that the hotels undergo eco-labeling, greenwashing, and green products & service design that does not find the environment and attract green-conscious travelers. Tsai et al., (2020) discovered four (4) main green marketing dimensions used by Starbucks to influence their consumers. They included green products, green brand relationships, green brand equity, and green management.

Furthermore, Vilkaite-Vaitone & Skackauskiene, (2019), discovered three orientations of green marketing to be strategic, tactical & operational green marketing and produced four important green marketing activities such as developing green products, coming up with green prices, green places, and green promotion which differs from the traditional marketing mix. This conclusion came about as a result of reviewing the evolution, conceptualization, and potential benefits of green marketing. The green marketing mix revealed in the study could also be found in (Bhalerao & Deshmukh, 2015). Bhalerao & Deshmukh, (2015) indicate that as a result of consumer awareness, green activism, and the quest to have a competitive advantage, organizations have introduced new technology and innovations into the old traditional marketing mix and greening the entire process. Modern products, prices, places, and promotions should all end in contributing positively to the environment. Moreover, these green marketing practices were also discovered in the study (FuiYeng & Yazdanifard, 2015).

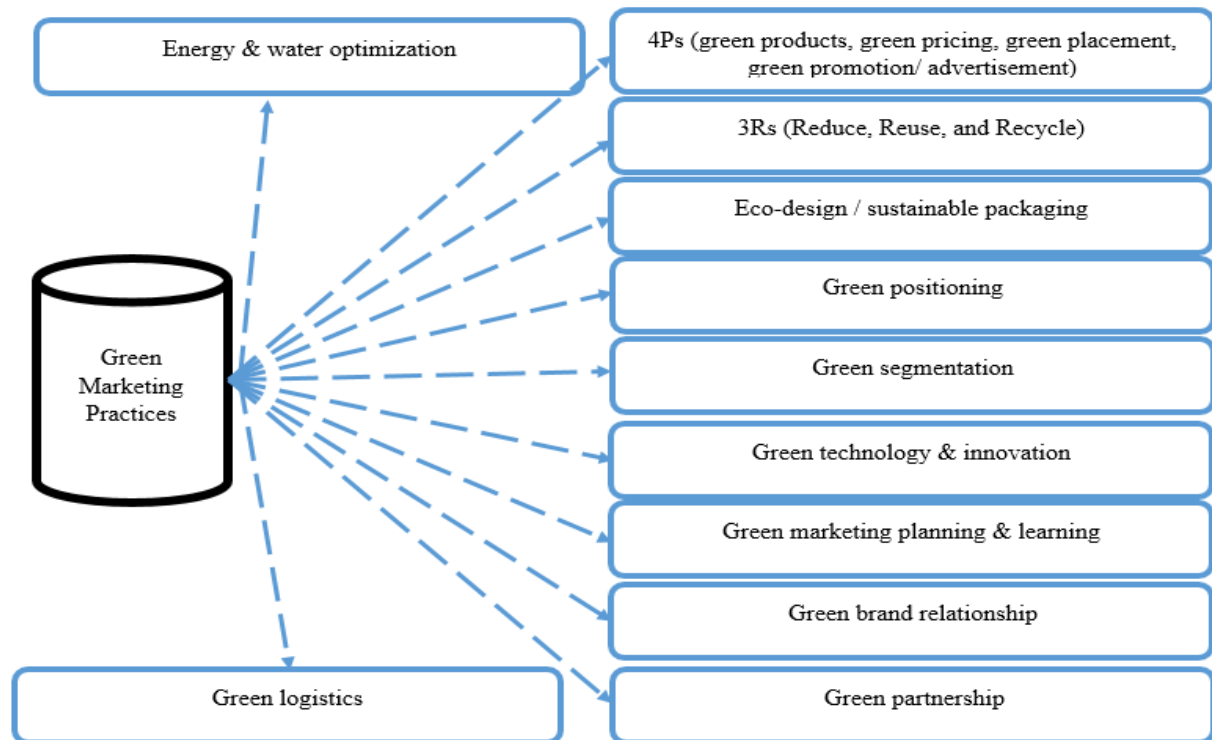


Figure 3. Green marketing practices sampled from the literature

Source: author 2022

### 3.4.2. Green Marketing Influences on Consumer Behavior

The quest of pushing that organizations must produce and distribute environmentally friendly products has given birth to several behaviors demonstrated by consumers. In the face of all of this, we are also green consumers who are more particular about the kind of product they patronize and are committed to buying green products. The introduction of the green marketing concept invariably has a way of affecting consumers and how they respond to products and services.

Majerova, (2015) in analyzing consumers' perception of green marketing in Slovakia revealed that organizations that produce eco-friendly products attract them more as compared to those who do not. The study revealed that the purchasing power and buying behaviors of these consumers are affected because of green marketing. In the event of green marketing comes green purchasing behavior. Conclusively, Majerova, (2015) revealed that green branding, green packaging, green products, premium green prices, and eco-labeling affects the buying decisions of Slovak customers. Lastly, green consumers resort to differentiating two identical products based on how they are friendly to the environment. Suki et al., (2016) using the Malaysian setting showcased that green marketing affects the purchase intention of consumers. Moreover, the study revealed that green marketing ensures customers develop a favorable green marketing awareness on the back of growing environmental knowledge. Consumers indicated that stores that sell eco-friendly products raise their awareness, establish customer satisfaction, and greater intention to buy the products (Suki et al., 2016).

Gelderman et al., (2021) indicated that the emergence of green marketing has also produced different behaviors relative to greening. The study revealed that there are behaviors such as green loyalty and green satisfaction. Using 148 Dutch professional buyers in the cleaning industry, green marketing practices such as green product quality, green product price, and green corporate image had a significant influence on satisfaction and loyalty (Gelderman et al., 2021). Conclusively, it was discovered that once green marketing activities can create green



satisfaction, there is the likelihood to also create green loyalty among consumers. Green marketing is a viable and promising pattern to alter buying behavior that reduces its effect on the environment. A study conducted by Hussein & Chams, (2017) on both genders in Lebanon revealed that the pursuit of green marketing specifically green advertisement, green promotion, and knowledge about the environment by companies has given birth to green consumers invariably changing their choice of products to eco-friendly ones. The researcher believes that the change in the behavior of consumers to opt for green products is what will push companies to be greener. Moreover, Hussein & Chams, (2017) indicate there is high customer awareness and knowledge of the environment as a result of promoting green activities by firms.

Osman et al., (2016) in unearthing the awareness and implementation of green concepts on personal care products in Malaysia revealed that the awareness of green practices or programs of a company (the marketing mix) has resulted in consumers choosing green products (becoming green consumers). The study indicated that augmenting consumer awareness of the products and their environmental characteristics goes a long way toward encouraging positive buying behavior. Additionally, the awareness of the benefits of green products and the use of the same by consumers initiate a purchase intention and consumption. Maheshwari, (2014) indicates that the commitment by organizations to preserve the environment through their offerings alter the beliefs, values, and buying pattern of consumers. Additionally, the availability of eco-friendly products among the Indian population used for the study affects their awareness and therefore chooses brands from companies that are environmentally friendly. Maheshwari, (2014) asserts that green consumer's trust is affected by way of the green practices undertaken by organizations. FuiYeng & Yazdanifard, (2015) studied the relationship between consumers' buying behavior and green products and green advertisement. The study reveals that women have become conscious of the environment with the view of preserving it for the future of the children and therefore would go for green products. The emergency of green marketing activities has affected the following: the frequency of purchases; the kind of product purchased; the company they buy from. The reason is simple, consumers' desire for eco-friendly products (FuiYeng & Yazdanifard, 2015).

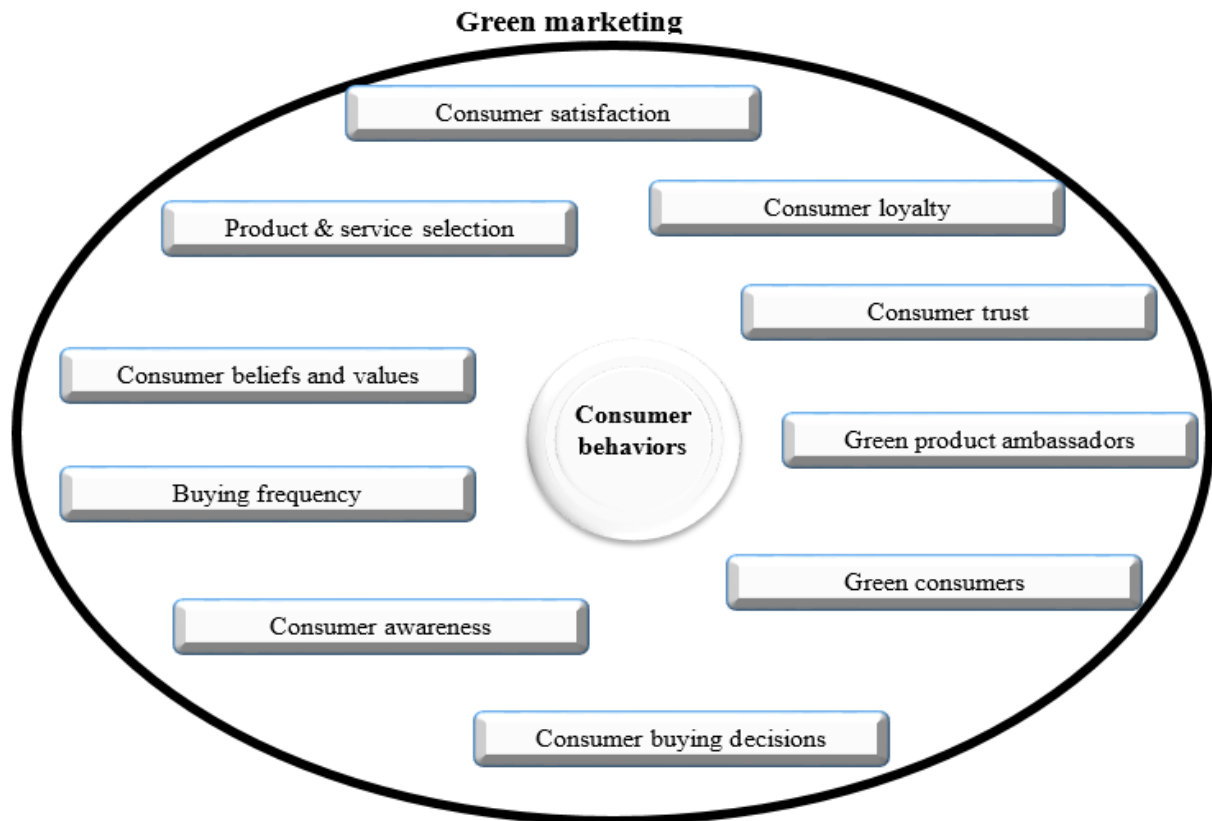


Figure 4. Consumer behaviors affected by green marketing deduced from the literature  
Source: author 2022

### 3.4.3. Relevance of Green Marketing to Organizations

The pursuit of environmentally friendly practices by marketers accrues several benefits to these organizations. Fundamentally, green marketing is positioned to preserve the environment through several marketing decisions by marketers, distributors, buyers, and organizations. However, on the back of greening accrues several benefits to an organization. Below are some benefits deduced from the literature.

Table 3.

*The importance of green marketing deduced from the literature*

No.	Authors	Relevance of green marketing indicated in their study
1	(Simão & Lisboa, 2017)	(1) Cost reduction (due to the lower resource consumption, such as water or energy) (2) Profit increase (from recycling and residuals reuse) (3) Production process enhancement (given the cleaner and more efficient technologies). (4) Corporate image upgrading and improvement of brand awareness.
2	(Veena, 2014)	(1) Enhance good corporate image, goodwill, and market share (2) Reducing waste, minimizing cost, and increasing profitability (3) Increase customer satisfaction and productivity
3	(Osman et al., 2016)	(1) Superior financial & market performance (2) Competitive advantage and cost savings (3) Enhances product awareness
4	(Mani & Bhandari, 2017)	(1) Promotes customer satisfaction (2) Winning trust, goodwill and translate into bigger profits (3) creation of a healthy, safe, and workable environment

No.	Authors	Relevance of green marketing indicated in their study
5	(Singh, 2014)	(1) Development of energy-efficient operations (2) Differentiation of products (3) Reaching niches by appealing to new audiences with greening (4) Minimizing risk and negative sentiments from stakeholders (5) Avenue for exploring new opportunities and innovative programs
6	(Vilkaite-Vaitone & Skackauskiene, 2019)	(1) Strengthening relationships with customers. (2) Increase in profit. (3) Input to the achievement of organizational goals. (4) Strengthening of competitive advantage. (5) Decrease in costs. (6) Enhancement of brand reputation.
7	(Firdiansyah et al., 2021)	(1) Enhances brand image and business performance (2) Encourages purchase decisions (3) Wins consumer trust and satisfaction
8	(Awasthi & Dimri, 2017)	(1) Enhanced image and marketability (2) Limited waste generation due to recycling and reuse (3) Reduced energy consumption
9	(Eneizan et al., 2020)	(1) Improve the overall firm performance (2) Bigger monetary profits (3) Expanded firm execution and upgraded capacities (4) Enhances customer loyalty and firm esteem (5) Fulfill Corporate Social Responsibility
10	(Alam Afridia et al., 2021)	(1) Enhances environmental knowledge (2) Enhances environmental attitude (3) Enhances environmental consciousness (4) Enhances environmental beliefs (5) Influences consumer buying decisions (6) Increases green purchasing behavior (7) Encourages environmental sustainability (8) Enhance productivity and cost-effectiveness (9) The strategic advantage over others that do not go greening

#### 4. Conclusion

The research systematically reviews articles that studied green marketing practices, the consumer behavior it affects, and the relevance of green marketing to organizations. Due to this objective, a clear and concise approach was adopted to see the overview of the thematic areas. Relying on 26 articles, the study summarized the content under three areas such as green marketing practices, green marketing influence on consumer behaviors, and the relevance of green marketing to organizations. The study provides hindsight information and contributions from researchers and the business world on the phenomenon.

Firstly, the research highlights the growing interest and implication of green marketing by organizations, marketers, consumers, and academia. The thirst for this principle is increasing at an increasing rate indicating the administration of green marketing practices would not be a temporary phobia. The practices revealed by the literature presuppose that several green marketing practices have been implemented by marketers. Green marketing practices have become a leading issue in planning, developing, distributing, and promoting products. On the merit of the articles analyzed, it is deduced that many of the articles discuss issues relating to one green marketing practice or another in different jurisdictions (see Figure 3). The narrative strengthens the conviction that there are realistic practices carried out by businesses toward environmental sustainability and preservation.

Furthermore, the systematic review undertaken provided a basis for indicating that green marketing practices administered by businesses trigger one consumer behavior or another (see Figure 4). The research highlights these behaviors to inform organizations about the necessity of introducing green marketing practices. Organizations can therefore rely on green marketing as an innovative way of attracting the choices of consumers and influencing their decision-making towards their end.

Additionally, the conducted review gives extensive information on the importance of pursuing green marketing practices among organizations. This study highlighted and summarized the importance of green marketing with the quest to reinforce the desire to practice green marketing by organizations (see Table 3). By extension, the advantages seem enormous in the light of challenging issues such as costs that are mostly attributed to green marketing practices.

By implication for practitioners and researchers, the study provides a comprehensive review of green marketing, its relevance, and the behavior it encourages among consumers. On the back of the review, some suggestions were deduced. Future researchers could focus on unearthing the influence of green marketing on environmental sustainability and performance, the challenges that confront the administration of green marketing practices, and other green marketing practices that affect consumer behavior not indicated by this study.

Referring to the research findings, some limitations could be deduced. Even though the search approach adopted was as extensive as possible, not all the articles on the phenomenon could be included. More so, articles that are not written in English were ignored. Finally, the study admits that different sources other than Scopus and Research gate could alter the findings, hence, future researchers could focus on other articles from different sources to augment the position of green marketing in its practicality.

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