



A Systematic Literature Review and Bibliometric Analysis of Green Brand Image From 2000 to 2022

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ABSTRACT

Article History:

Received: Dec 28, 2023
Revised: Jan 22, 2024
Accepted: Feb 15, 2024
Available Online: March 30, 2024

Keywords: Green brand image, Systematic review, Scopus, RStudio, VOS viewer

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

The growing scholarly attention on green brand image may be traced to the prevailing trend of organisations and customers increasingly prioritizing environmental sustainability. In order to assist these scholars, our research offers a bibliometric examination of the body of literature pertaining to the green brand image spanning the years 2000 to 2022. The Scopus database screen is used to locate publications categorized by year, papers with the highest number of citations, authors with the highest productivity, countries, and organisations. The programme known as Vos viewer is designed to analyse co-authorship, inter-country co-authorship networks, and the incidence of keywords. The bibliometric study reveals that in 2017, there was a significant increase in the publishing of publications focused on green brand images. The paper titled "The Impact of Marketing on Consumer Purchase Decisions in the Context of Pro-environmental Products" is widely cited. Chen Y-S, a very active researcher from The Chinese University of Hong Kong, is the most prolific author in the field of green brand image. The Journal of Cleaner Production, Environment Development and Sustainability, published by Elsevier, and Sustainability (Switzerland), published by MDPI, have the highest number of papers on green brand image. This analysis provides guidance to researchers entering the field of green brand image by presenting information on renowned journals, authors, organizations, and nations in the field of environmental sustainability, as well as commonly used keywords in studies on green brand images.

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DOI: <https://doi.org/10.61503/ciissmp.v3i1.122>

Citation: Kanwal, R., Zaheer, M. H., & Malik, M. J. N. (2024). A Systematic Literature Review and Bibliometric Analysis of Green Brand Image From 2000 to 2022. *Contemporary Issues in Social Sciences and Management Practices*, 3(1), 116-134.

1.0 Introduction

In recent years, there has been a notable focus among leaders of the social order, regimes, and commercial entities on the concept of sustainable growth. This emphasis is primarily driven by the extensive environmental degradation that is closely associated with industrial activities on a worldwide scale (Chen, 2010). Organizations force to change their methods of operation in light of societal safety concerns and governmental environmental regulations. Corporate entities are enthusiastic about adopting an socially acceptable and environmentally conscious approach by implementing eco-friendly products, packaging, and manufacturing techniques, as well as minimizing the detrimental ecological impacts of existing goods (Bashir, Khwaja, Rashid, Turi, & Waheed, 2020). Similar to how different businesses have cultivated an image of being environmentally conscious through their sustainable practices. Green branding has been the subject of very few studies, despite environmental awareness being a prominent research area for at least 30 years. Many businesses have seen the light and are now operating more sustainably as a result of this idea. With the introduction of new legislation brought about by the definition of green practices, organizations now have more options and optimal conditions (Chen, Huang, Wang, & Chen, 2020). Through controllable strategic strategies, organizations seek to minimize the environmental effect of their activities. Customers are becoming more environmentally conscious, and many organizations now see the value of green branding in the marketplace. As a component of their natural promoting methodology, corporate substances are laying out natural product offerings, green marking, and publicizing strategies. A green brand contrasts with different brands in that not only has a remarkable arrangement of mark credits but offers the advantage of a less natural effect (Chen, Hung, Wang, Huang, & Liao, 2017). The concept of a "green brand" extends to industrial, consumer, and service goods. Because environmental contamination at all levels has become a greater worry for society, industries are now taking environmental responsibility. As more people became aware of biological concerns, consumers began to pay greater attention to green businesses.

Additionally, the increasing focus on environmental sustainability is pushing Indian enterprises towards green branding. Increasing their customer base and market share is a top priority for these businesses, therefore they've decided to adopt a green branding approach (Alamsyah, Suhartini, Rahayu, Setyawati, & Hariyanto, 2018). Over the last three decades, companies have made great strides in ensuring the safety and security of the environment, as well as their customers, by implementing innovative policies, strategies, and operational processes (Baker & Sinkula, 2005). Because of this, the value of green products and services has grown by a factor of four in the global market in recent years (Rahmi, Rozalia, Chan, Anira, & Lita, 2017). Consequently, To outdo competitors in terms of environmental friendliness, green branding has become an integral part of many marketing strategies (Ha, Ngan, & Nguyen, 2022). According to Hussain and Waheed (2016), Customers' impressions of a brand have a major bearing on its potential to build trust, loyalty, and value in the green market. According to Chen et al. (2017), A brand's worth indicates its overall strategy. "Green branding" refers to the marketing strategy used when consumers recognize products or firms that practice environmental sustainability and

conservation. As environmental concerns have grown, so too has the concept of green branding. Environmental sustainability is ensured by established organizations that are cognizant of these advancements (Bukhari, Rana, & Bhatti, 2017). The majority of industries are enhancing and switching to more ecologically friendly marketing and production techniques. For data products and telecoms, green branding is essential. However, the majority of businesses lack the expert adaptability needed to persuade clients to purchase their eco-friendly goods. However, the majority of businesses lack the expertise to persuade clients to purchase their environmentally friendly goods (Zhou, Sawyer, & Safi, 2021). Only when a business embraces green marketing as a strategic tool can it effectively execute every part of sustainable green branding. Consumers will only pick a business over its competitors if it is willing to enhance their overall experience by providing environmentally friendly products and services. Even if the cost of environmentally friendly products doubles, consumers are willing to purchase them. Companies want to acknowledge this in a significant manner. As a result, companies strive to build a reputation for satisfying customers while taking the environment into account. Therefore, focusing on observable performance qualities to supply sustainable goods and services is less successful than adopting green branding (Bashir et al., 2020).

Brand image is the foundational component of brand value or benefit, which shapes consumers' perceptions and associations with the brand. A strong brand identity will produce a more compelling brand message than one of its rivals. A product with a stronger brand image is associated with higher quality and value, which helps to create a favourable spiritual perception (Albort-Morant, Henseler, Leal-Millán, & Cepeda-Carrión, 2017). Customers are more likely to support a brand that allows them to express their sense of self thanks to its symbolic meaning, influencing consumer attitudes, purchase frequency, and brand loyalty. Regarding green brands, the term "brand image" describes how consumers view a brand regarding its environmental sustainability and friendliness. When a business promises to supply eco-friendly products, consumers are likelier to perceive it as having a higher quality and green brand image (Laengle, Modak, Merigo, & Zurita, 2018).

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satisfaction because brand image is a significant factor in determining consumer satisfaction (Leonidou & Skarmeas, 2017).

Brand image, the cornerstone of brand value, plays a pivotal role in shaping consumers' perceptions and associations with a brand. A robust brand identity not only delivers a more compelling brand message than its competitors, but also enhances the perceived quality and value of a product. This positive spiritual perception fosters customer support, as they are more likely to align with a brand that resonates with their sense of self, thereby influencing consumer attitudes, purchase frequency, and brand loyalty (Vallaster, Kraus, Lindahl, & Nielsen, 2019). Regarding green brands, the term "brand image" describes how consumers view a brand regarding its environmental sustainability and friendliness. When a business promises to supply eco-friendly products, consumers are likelier to perceive it as having a higher quality and green brand image (Qayyum, Jamil, & Sehar, 2023). The study defined "green brand image" as "a set of perceptions of a brand in a consumer's mind linked to environmental commitments and concerns," based on the abovementioned description. It also presented a novel construct. Previous research suggested a positive correlation between brand image and customer satisfaction because brand image is a significant factor in determining consumer satisfaction (Bashir et al., 2020).

In addition to possessing a distinct set of label attributes, a green brand stands out from the competition due to its decreased environmental effect. The idea of a green brand can be used for consumer, industrial, or service goods. Industries take environmental responsibility seriously because society is concerned about ecological contamination at all levels (Chen et al., 2020). Customers are paying more attention to green products now that biological challenges are becoming more prevalent and affecting everyone. Additionally, the growing trend towards environmental sustainability is drawing Indian businesses towards green branding. These businesses are aware that they must adopt a green branding strategy to increase their market share and please consumers (Alamsyah et al., 2018).

In an effort to protect the environment, guarantee consumer satisfaction, and uphold safety and security on all levels, companies have implemented new strategies, policies, and operational procedures throughout the last thirty years. Thus, in recent years, the global market value of environmentally friendly products and services has quadrupled. As a result, green branding is frequently employed as a crucial component of marketing strategies, especially as a successful strategy to outperform competitors in the environmental space (Laengle et al., 2018). According to the research, a green brand's perceived image by consumers significantly impacts the growth of brand value, trust, and loyalty. According to the researcher, brand value gauges the brand's overall strategy. One definition of green branding is a marketing tactic in which customers identify items or companies with environmental preservation and sustainability (Albort-Morant et al., 2017).

Prior studies have mostly focused on operational attributes throughout the course of brand identity formation. The concept of green branding comprises a range of qualities and benefits that aim to minimise adverse environmental effects and effectively meet consumers' safety concerns. This study investigates the problems around green branding from several perspectives. Several prominent academic studies have conducted bibliometric analysis on topics related to green

branding. These include "A bibliometric analysis of green innovation," "State of green marketing research," and "An Analysis of the green consumer domain within sustainability research." After doing a comprehensive review of the existing literature, it becomes apparent that there is a scarcity of research projects that have undertaken a comprehensive bibliometric study of green branding. Our study aims to address and rectify this discrepancy. The primary aim of this study is to augment readers' understanding of the latest advancements in green branding. This research use bibliometric approaches to examine trends in the field of green branding, with the objective of providing valuable insights for professionals, corporations, and academics to make well-informed decisions. The following are the objectives of this research:

- Analyze the distribution of articles on green brand image, taking into account the amount of citations, country, publishing time, and keyword analysis
- Analyze the connection between green brand articles' citation and co-citation

2.0 Literature Review

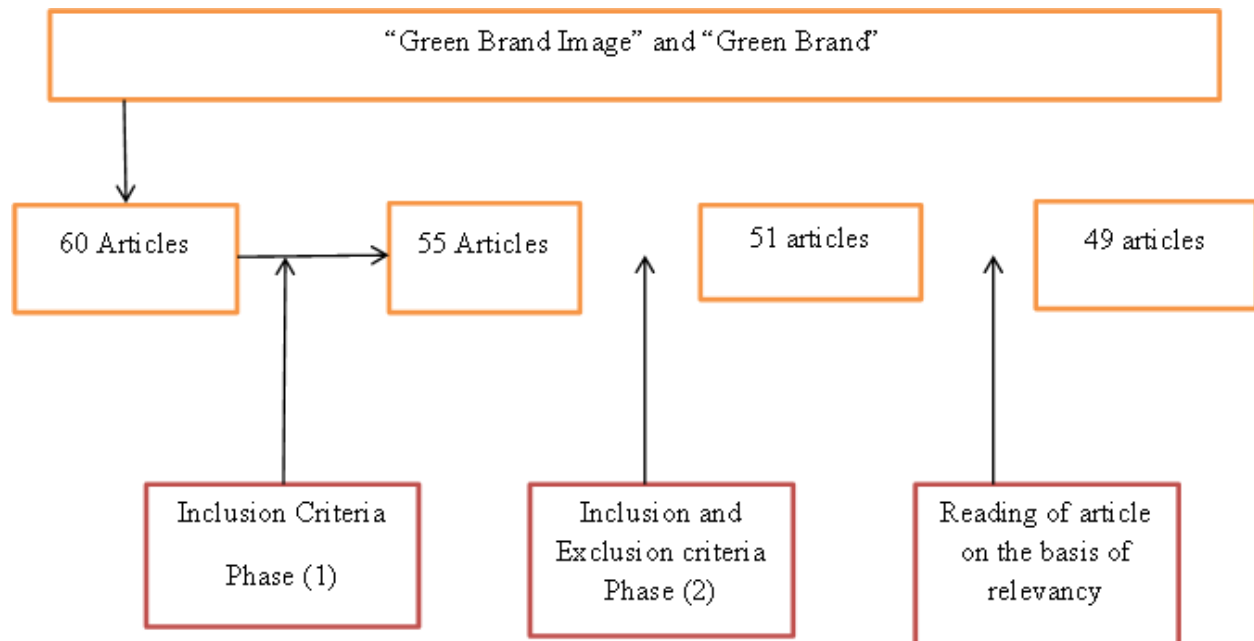
It needs to clarify how successful it is for businesses to advertise environmental policies to attract customers and improve their brand image. It could be partially because consumers either don't care about these issues or think they are less important than other things that affect their decision-making, or they believe they lack the knowledge necessary to understand or validate these messages in light of possible "greenwashing." "The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service" is the definition of greenwashing (Kumar & Polonsky, 2017). The possibility of greenwashing has produced consumer confusion rather than making accusations of greenwashing against specific brands here (Chen et al., 2017).

The major players in the fast food industry all tout their environmental policies. Still, at the same time, they have come under fire for their environmental impact, particularly in France, the study's setting, where top fast food companies have been "named and shamed" by the government for not adhering to environmental waste management laws (Laengle et al., 2018). Customers who care deeply about the environment are more inclined to research brands' ecological initiatives, which reveals that consumer views of green brand image were influenced by environmental consciousness. However, their study investigated the advantages of green activities using a fictitious scenario (Alamsyah et al., 2018).

The term "set of perceptions of a brand in a consumer's mind linked to environmental commitments and concerns" describes a green brand image. Although some authors have seen green trust as a separate construct before or after green brand image, given that green brand image encompasses "a whole range of impressions, conceptions and apprehensions towards a brand," green trust is considered a dimension of green brand image (Vallaster et al., 2019). Nevertheless, trust is a component of the green brand image since it represents a type of perception and concern that customers may have regarding the firm's environmental performance. Through scenario analysis, it was discovered that customers who were more concerned about the environment were more inclined to think positively of a restaurant's green brand image if it used ecologically friendly procedures (Bashir et al., 2020).

3.0 Methodology

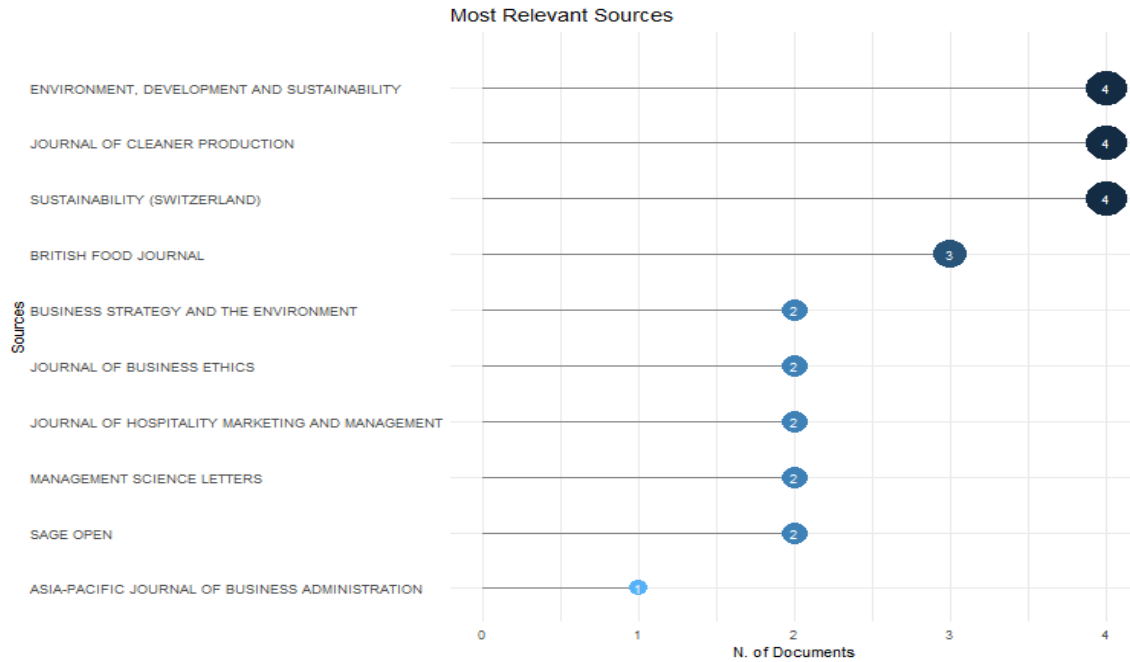
The selection criteria basis on the PRISMA statement (Moher, Liberati, Tetzlaff, Altman, & Group*, 2009). Mapping the body of research on green brand image in business and management is the primary goal of the search. The data file downloads in CSV format and is retrieved from SCOPUS by entering the term "green brand image" inverted commas. All papers prior to 2000 were disregarded from the search, which covered the years 2000–2022. The influence of a green brand image was the primary focus of the search. Any reports from other industries, such as marketing, banking, tourism, or internet usage, are not included. The research study solely draws upon primary source articles. Book chapters, conference articles, and reviews are all not accepted. To keep the review's quality high, every duplicate is carefully examined. In order to guarantee the caliber and applicability of scholarly literature, titles and abstracts of the articles undergo extensive scrutiny during analysis and purification. Each study article is subjected to a thorough evaluation at a later time. The second criterion for exclusion is to restrict the papers to those published solely in English. There isn't a single article in non-English. Moreover, no duplicate record was discovered following the filtration of duplicate records. After evaluating each paper based on the previously indicated inclusion and exclusion criteria, we chose 49 articles out of 51 articles. Following the data extraction, we will now examine this content. For this, RStudio and VOSviewer are utilized. This software was selected due to its ability to provide graphical and tabular representations of co-occurrence of keywords, bibliographic coupling by articles, and coupling by sources, coupling by authors, coupling by countries, coupling by organization, co-



citation analysis, and citation. Additionally, VOSVIEWER and RStudio can be used to perform cluster analysis. Using a graph from Scopus, the descriptive analysis examines the distribution of

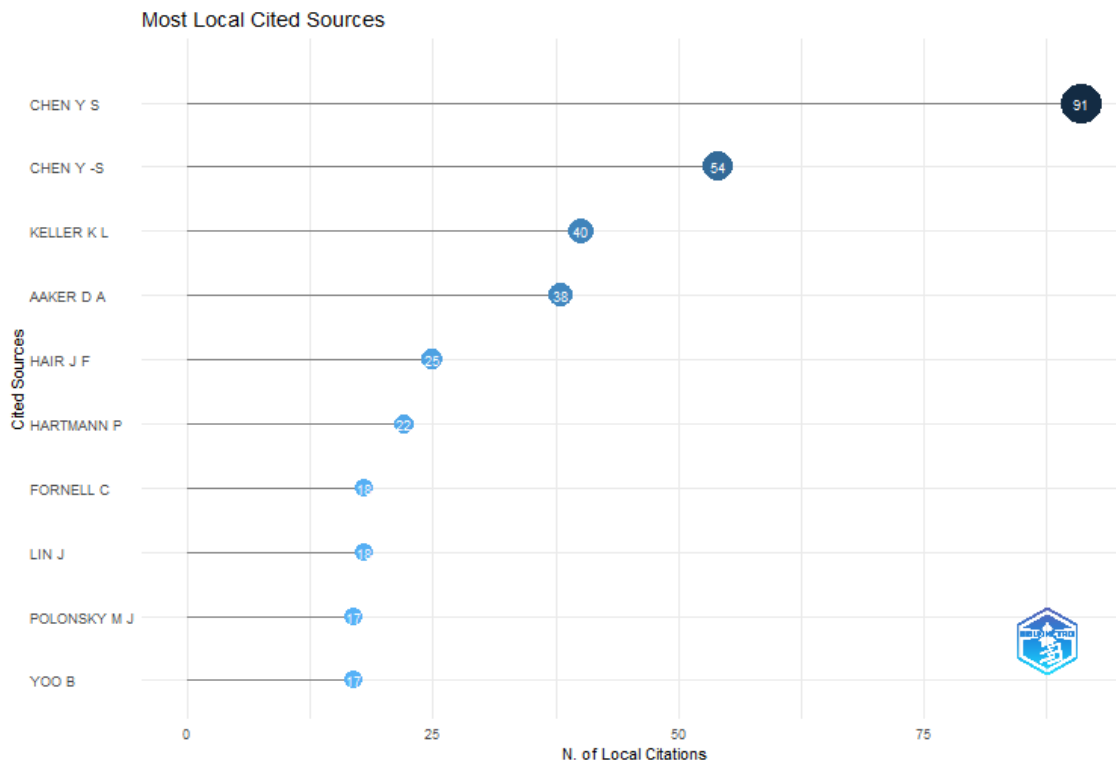
records by year, distribution by nation, most cited records, and most cited journals

4.0 Results and Discussion



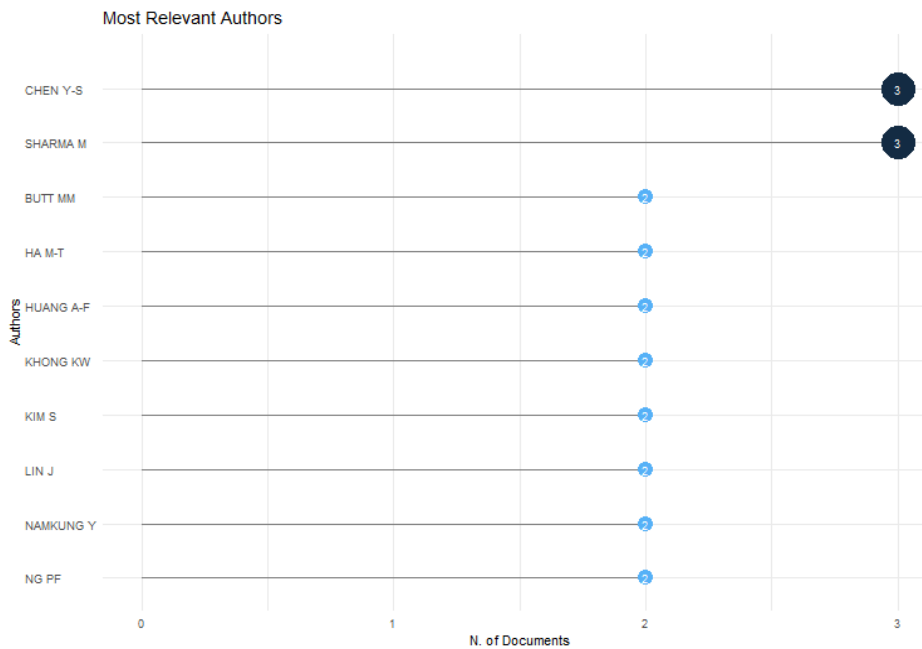
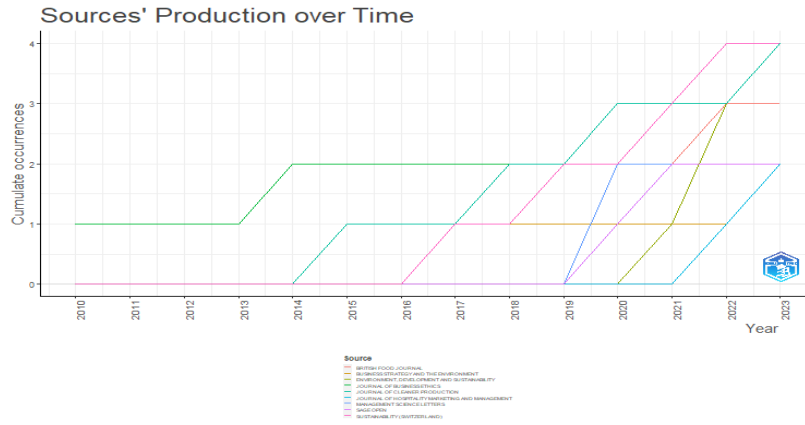
4.1 Descriptive analysis

The figure shows result of most relevant sources of green brand image. The most relevant journals are Environment, development and sustainability, journal of cleaner production,

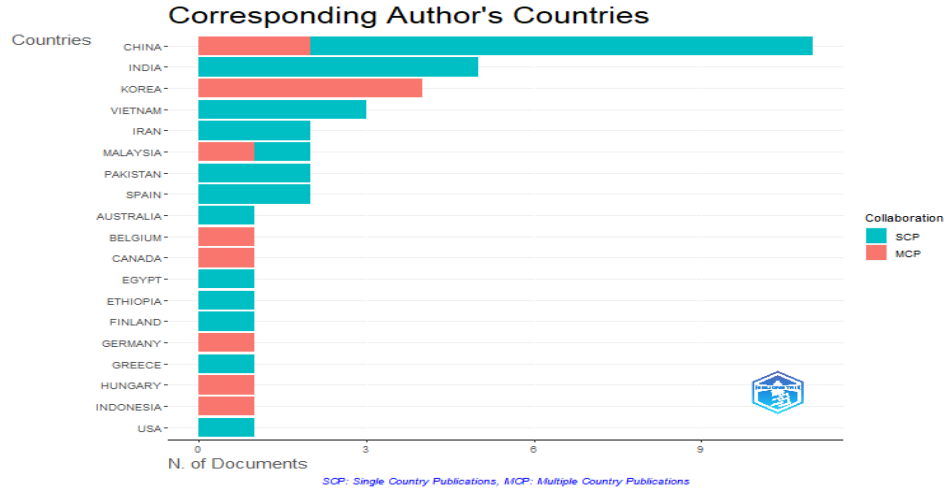


sustainability.

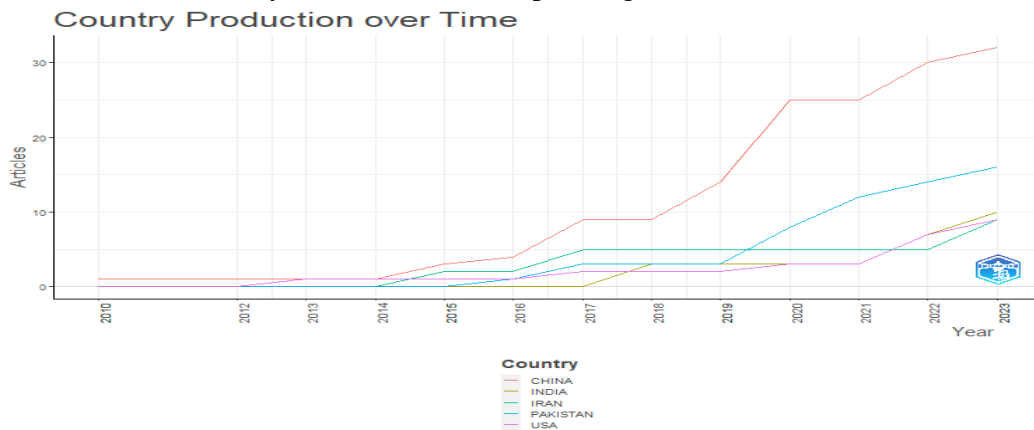
This figure shows the most local cited sources and Chen Y S is most cited source that is 91, Keller KL cited source score is 40, Aaker D A cited score is 38, Hair J F cited score is 25, Harthmann cited score is 22.s



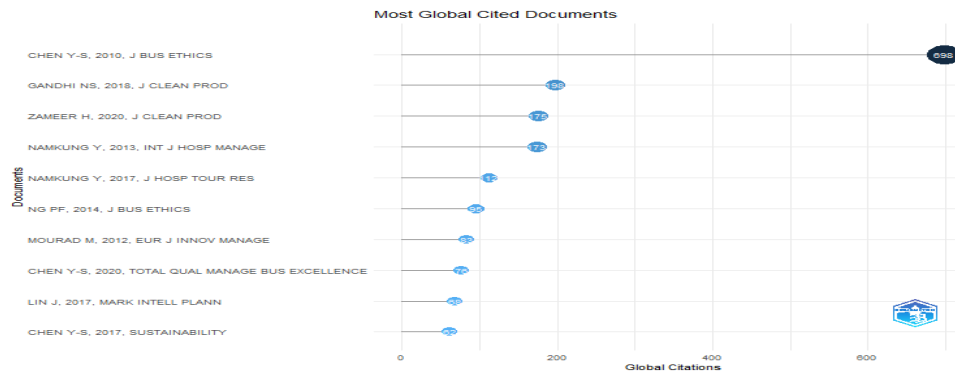
The above figure shows the most relevant authors and two authors Chen Y-S and Sharma M are most relevant authors.



China is the country who is the most corresponding Author country .India is the second most corresponding author country, then Korea, Vietnam, Iran, Malaysia, Pakistan, Spain, Australia, Belgium, Canada, Egypt, Ethiopia, Finland, Germany, Greece, Hungary, Indonesia and USA is the most least country in the list of corresponding author countries.



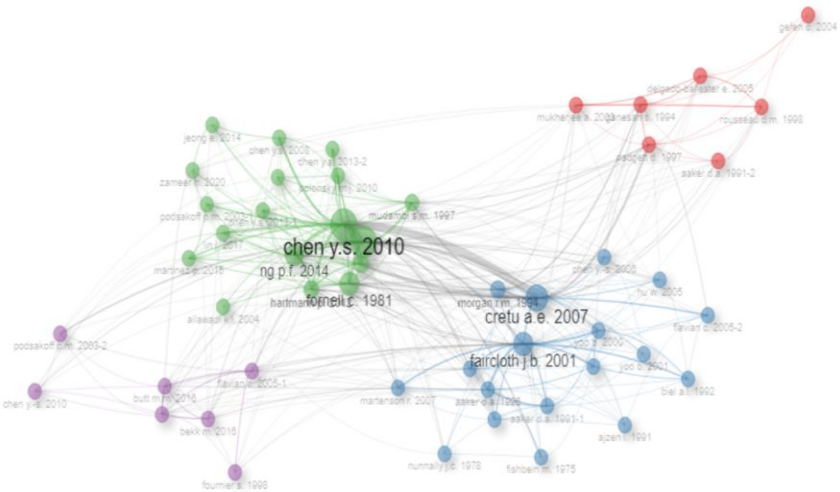
The above diagram shows the country production over time. The China is the country who produce most research in 2023. The India, Iran, Pakistan, and USA.



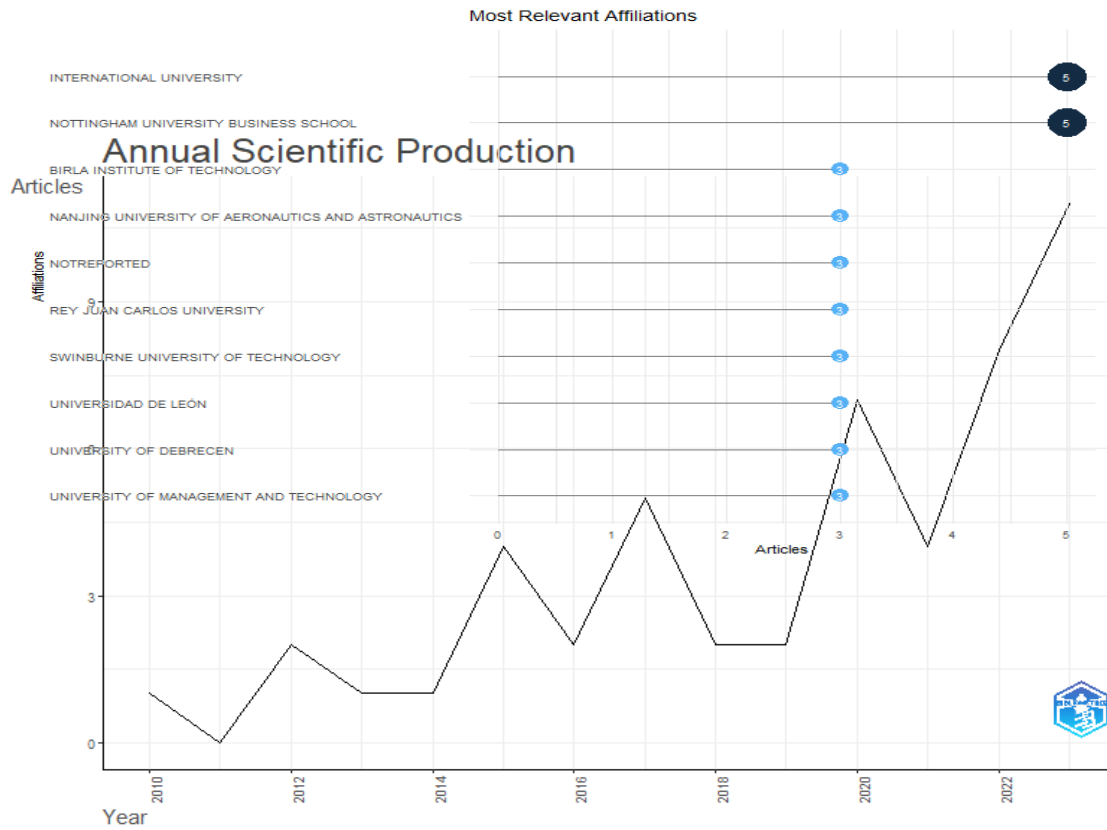
The global cited document was Chen y-s, 2010 that was 658



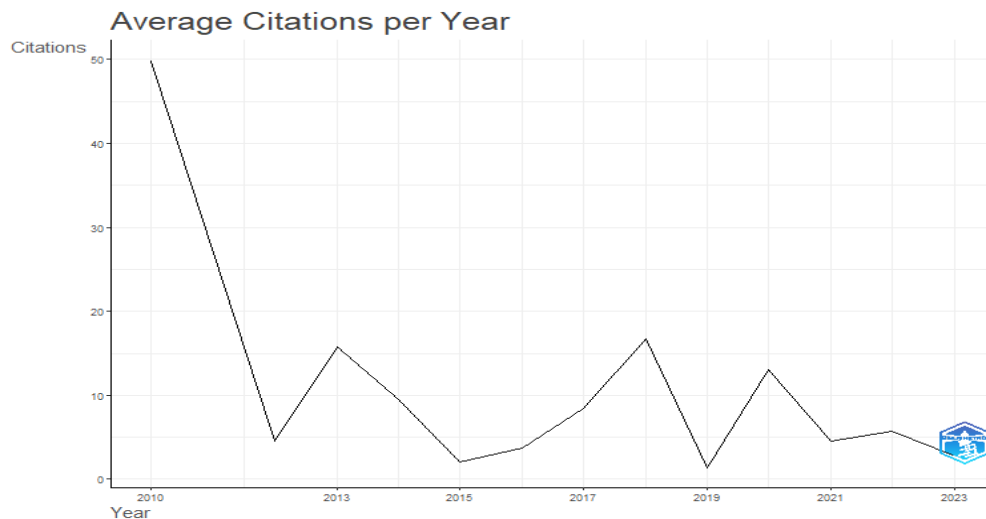
The above figure shows the relevant keywords that can be used with green brand image are green marketing, green trust, green brand equity, and green brand.



The above figure shows the most coauthor list that was working together.



Annual scientific production table shows that the most article are published from 2020 to 2022. Its mean the “grand brand image” get attention to researcher during this time, before that researcher not give much attention to this area of research.



The average citation per year shows that from 2010-2012 was the year when averagely article citation was 50. In 2013-2014 average citation was 15, in 2015-2019 was 19, in 2020-2022 is 13.

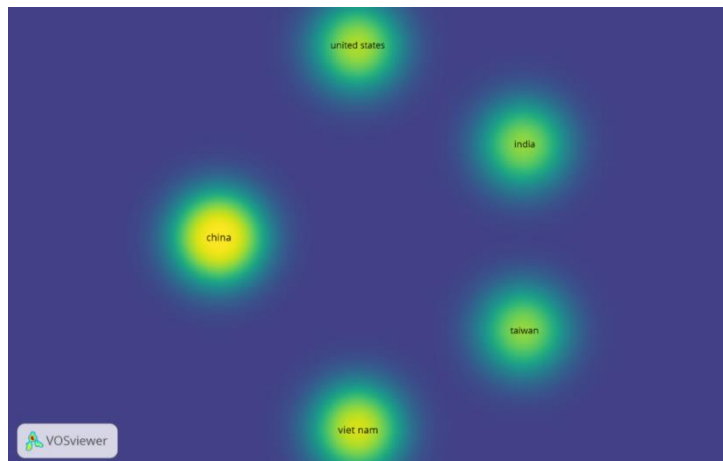
The international university, Nottingham university business school has more affiliation with green brand image. The University Management and technology has less affiliation with this research area.

Summary of Descriptive analysis

Relevant Source	Local Cited Source	Source Product ion over time	Relevant authors	Corre spond ing Autho r countr ies	Countr y Produ ction Over time	Global Cited Docum ents	Average citation per year	Relevant Affiliation
Environm ent, developm ent and sustainabi lity	Chen Y S	2020-2022	Chen Y-S, Sharma M	China India	China (2023)	Chen y-s, 2010 that was 658	In 2010-2012 averagel y article citation was 50	International university, Nottingham university business school

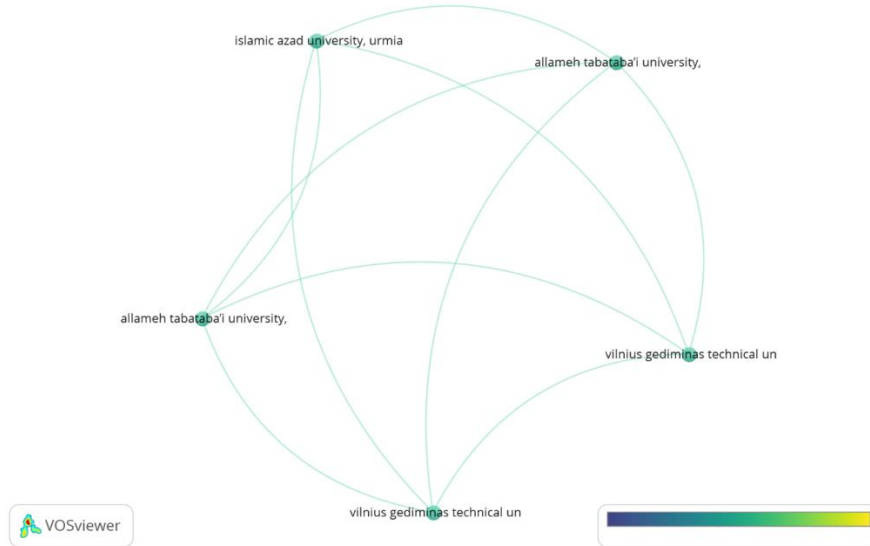
4.2 Bibliometric analysis

4.2.1 Bibliography coupling by country



The above figure shows the country coupling. The United States, India, Taiwan, Vietnam, and China.

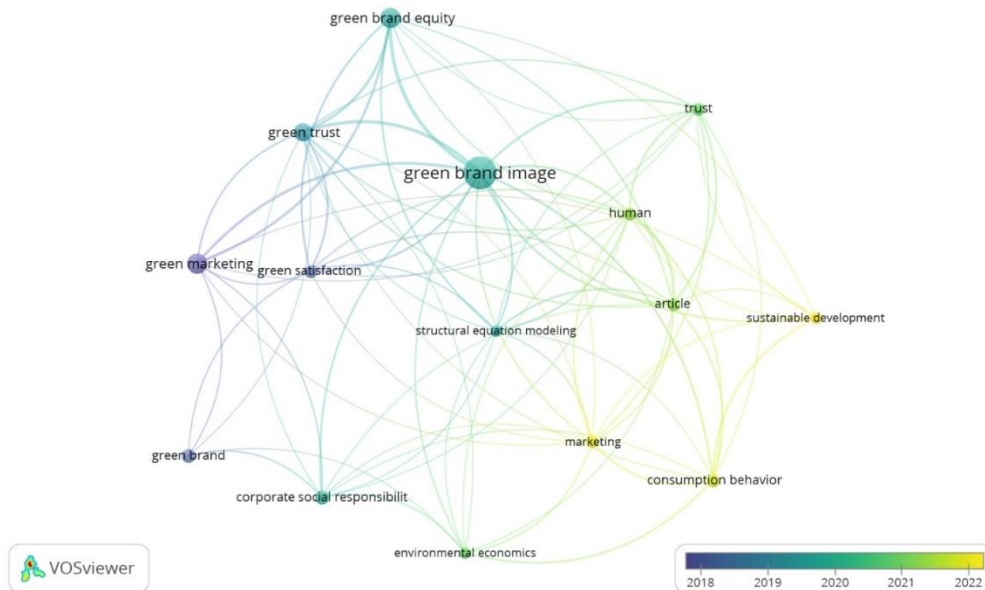
4.2.2 Bibliography coupling by University



The figure shows the coupling of universities. The graph get from Vos viewer.

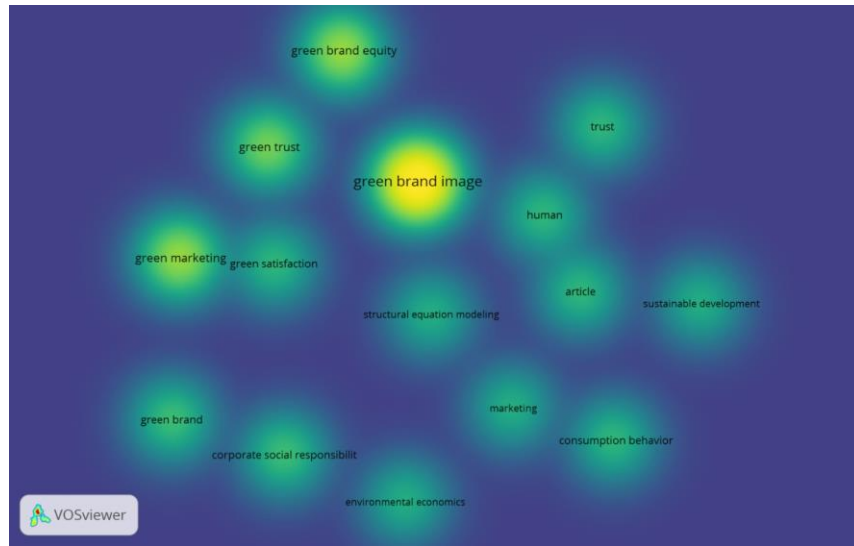
4.2.3 Bibliography by Keyword Occurrence

The figure shows the coupling of keywords. The green brand image has more coupling with green

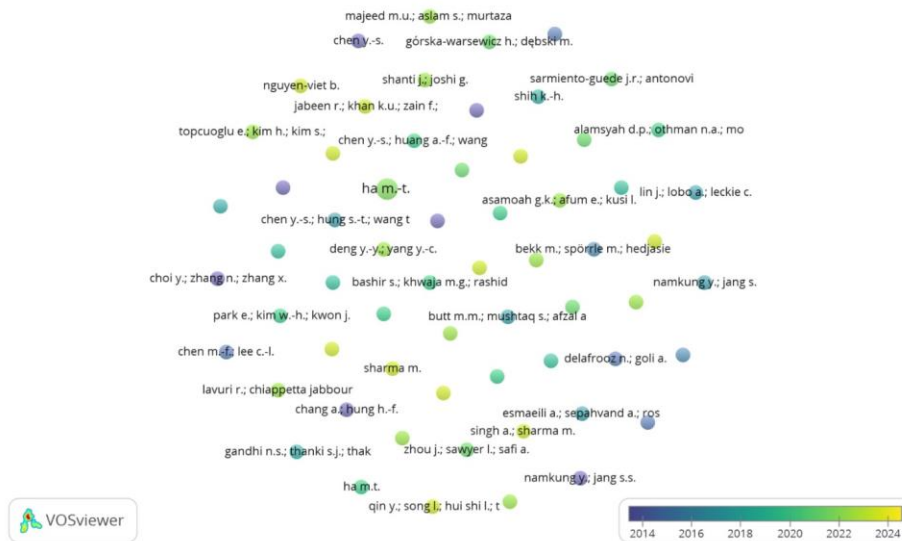


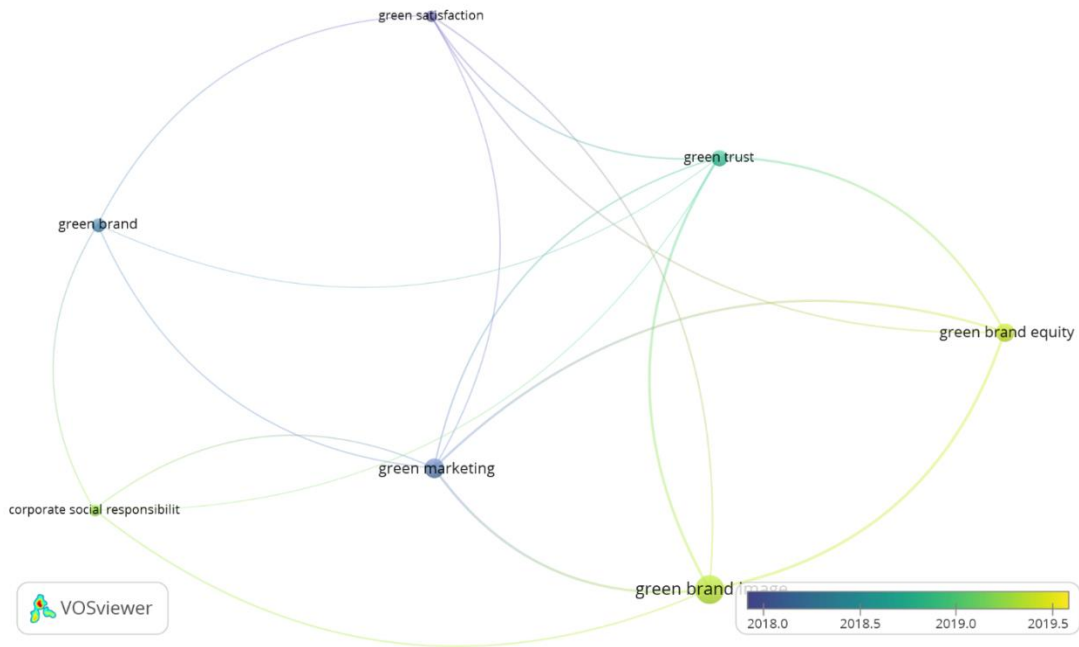
satisfaction, green marketing, green brand, sustainable development, and corporate social

responsibility.



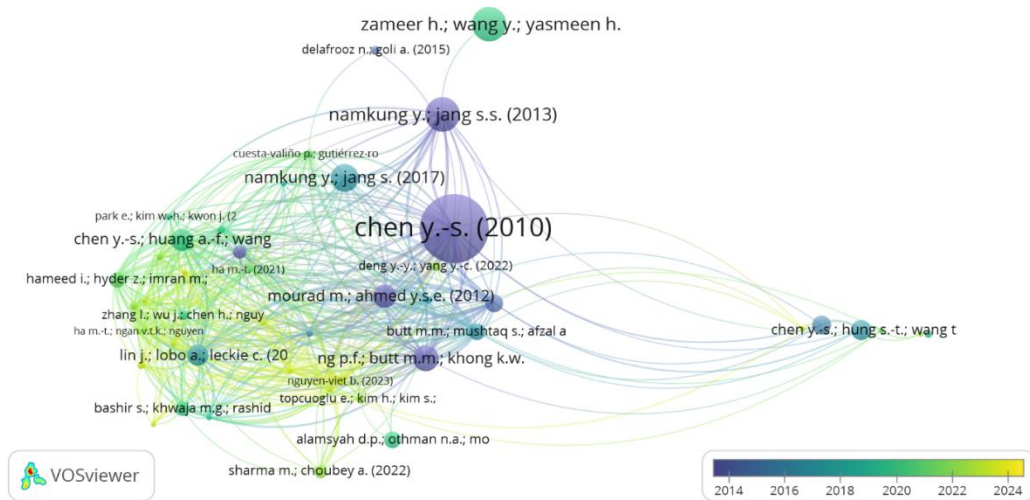
4.2.4 Bibliography coupling by Source

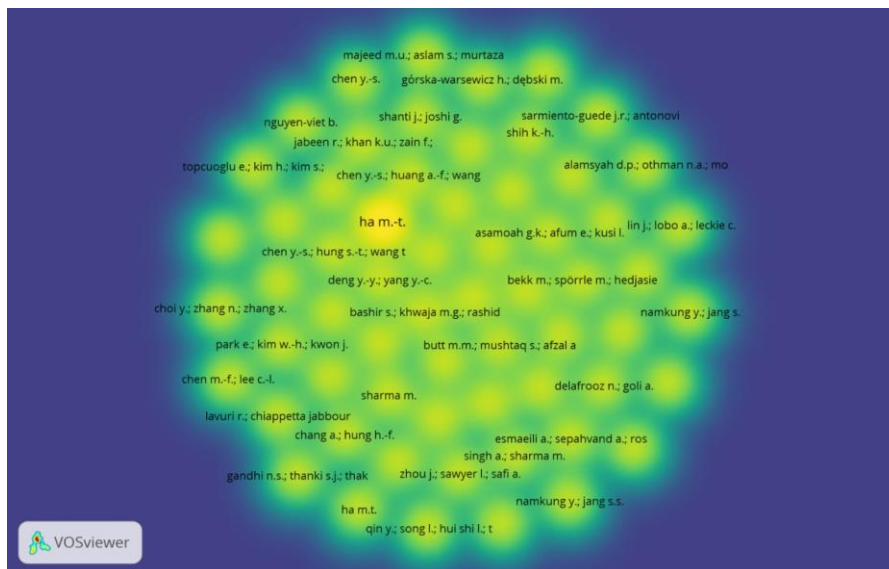




4.2.5 Bibliography coupling by Author

The below figure shows the coupling of authors and the Chen y-s has most coupling with other authors.





5.0 Discussion and Conclusion

The bibliometric analysis of several papers on green brand image that were published between 2000 and 2022 is presented in this article. 51 articles in total have been chosen from the Scopus database. The year-by-year trend of publications on green brand image was the main subject of this study. It included the nations and organisations that have been heavily involved in its research, as well as the publications and writers that have received the most citations. Additionally, this study included analyses of keyword incidence, co-authorship, and international co-authorship networks. These studies provide significant contributions to researchers in the field of green brand advice by presenting data on prominent academic publications, authors, institutions, and nations involved in this area of study, together with frequently used keywords in the examination of green brand image. This study includes a keyword occurrence analysis, which revealed that the terms "green brand image," "green branding," "green brand trust," and "green brand equity" were those that featured more than 12 times in the 51 papers on green brand image. The United States, China, Vietnam, while India emerges as the strongest cluster in this study's division of the inter-country co-authorship network into five distinct clusters. This approach has a number of clear implications that further the study of green brand image.

First, there is growing interest in this topic as a consequence of the year-wise publishing results and the most referenced papers. These several research fields center, among other things, on elements of green brand image, customer attitudes, and purchase intentions in various business sectors. By taking into account many scientific, psychological, and societal factors, several research provide their conceptual framework (Chen & Chang, 2012; Leal-Millán et al., 2017; Sharma et al., 2010). Therefore, it is crucial for future scholars to pinpoint the shortcomings in these theoretical frameworks and investigate the ideas required to improve our understanding of natural brand perception.

In addition, research students may augment their comprehension of green brand image by conducting an examination of publications and journals authored by various individuals, which possess a significant corpus of material pertaining to this subject matter. Similar to this, research

on green brand image conducted by institutions and by country reveals an international interest in this area. In light of authorship, journal publishing, and institutional connections, we think that our study unquestionably supports the global variety of green branding research. This regional variety is crucial because different geographic areas have different cultural, social, psychological, and demographic impacts on green brand image.

Third, research hotspots for green brand image can be found by future academics using keyword occurrence analysis. The keyword of an article may serve as a representation of its primary goal and the frequency with which it appears reveals both the evolution and structure of the green branding topics that researchers have chosen to focus on as well as the variety of settings in which this study has been done. When a study delivers worldwide findings and spans a large geographic region, its influence is greater. As a result, co-authorship network analysis and intercountry co-authorship network analysis allow researchers to cooperate with other specialists both inside and outside of national borders. These findings are helpful for locating studies, journals, and other hot topics in the field of study on green brand image spanning a range of time periods. The need of the hour, however, is to further explore green brand image as a sustainable trend in company.

Limitations and Future Research

Our work has several limitations, which can be seen as a potential area for further research despite its numerous positives. This investigation started by searching the Scopus database for publications on green brand images. As a result, the publications that were not indexed in Scopus were excluded from this study. Researchers may take into account new databases in the future, including Web of Science and Google Scholar, among others. Second, while many characteristics were taken into account in this study for the bibliometric analysis, some aspects including financing and discipline were not. Future studies may concentrate on these problems and give additional network diagrams for a more thorough investigation. Third, in order to give a more thorough comprehension of this subject, future researchers should think about extending the study time.

The bibliometric analysis of this study, which focuses more on statistics than it does on examining the relationships between authors, connections, and ideas, is another major weakness. Meta-analysis, systematic literature reviews, methodology, and the use of green branding ideas might all be topics of future study. Even if there has been a lot of study on green brand image, there are still many possibilities. According to the country-wise study and the network of international co-authors, the majority of earlier studies on green brand image were carried out in developed economies. Future research will now have the opportunity to investigate the research on green brand image in developing markets, according to Khandelwal et al., (2019). It has been noted that most research tends to make broad generalizations about the effects of green brand image. Subsequent research efforts might investigate diverse fields such as services and manufacturing, as well as specialized industries including travel and tourism, fast-moving consumer goods (FMCG), retail, and textiles. Furthermore, this study may explore cultural topics such as the conflict between individuality and collectivism, the contrast between urban and rural

areas, and the notion of green branding in goods with varying levels of consumer engagement.

Rabia Kanwal: Problem Identification and Theoretical Framework

Muhammad Hamza Zaheer: Data Analysis, Supervision and Drafting

Muhammad Jawwad Nasir Malik: Literature Search, Methodology, and Drafting

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest in this article's research, authorship, and publication.

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