Response to Reviewer 1 Comments

We are deeply grateful to the reviewer for their thoughtful evaluation and insightful suggestions, which have greatly enhanced the quality and clarity of our work.

Point 1: After reading the introduction, it remains unclear what research gap the authors want to close, as it now gives the impression that the existing research attempt was directed simply to satisfy curiosity..

Response 1: We appreciate the reviewer's attention to detail and would like to highlight that by the end of the introduction, we have effectively addressed the research gap and clearly articulated the purpose of our study.

(A notable research gap exists regarding the examination of challenges related to the utilization of digital marketing for promoting green products, as well as the specific challenges that arise when applying digital marketing within the context of green marketing through digital media. This dearth of studies limits our understanding of the obstacles and difficulties encountered when implementing digital marketing strategies for the promotion of environmentally sustainable products. Consequently, there is a significant need for further research to address this research gap and enhance our knowledge in this area.

The mobile phone industry, despite its significance as a major sector in modern times, has received limited attention in terms of studying green marketing practices. This research gap calls for further exploration and analysis of green marketing practices within this industry, taking into account its unique characteristics and challenges. Moreover, there is a noticeable lack of research on efficient strategies for promoting green products through social media platforms, despite the integral role of social media in marketing strategies. Bridging this research gap is crucial to understand how companies can effectively leverage social media to promote green products and engage with environmentally conscious consumers.)

Point 2: Also, the research problem that the current research aims to solve is not very clear, and there is no research question. The goal is presented in the abstract, but it is somewhat peculiar because it is not clear why it was necessary to synthesize the research of the last decade. It is also not very clear why digital marketing is examined in the paper, because the name implies that green marketing in the digital age will be examined. And then for some reason already in the method part, articles are selected according to the keyword digital marketing.

Response 2: We appreciate the reviewer's attention to detail and would like to highlight that on page (3) in the introduction, we have effectively addressed the research questions as follows:

(Ultimately, this research serves as a valuable resource for researchers, providing an enhanced understanding of the current research trends and delivering up-to-date knowledge on the aforementioned topics, the following research questions were defined:

1. How has the research field in green marketing and digital marketing evolved from 2012 to 2022?
2. What themes, perspectives, and areas of focus have emerged as significant areas of exploration?

Point 3: After the introduction, it is useful to have a theoretical part about green marketing compared to sustainability marketing, because these are competing concepts and it is necessary to explain the differences very clearly. A good source for inspiration on sustainability marketing: Burksiene, V., Dvorak, J., & Burbulyte-Tsiskarishvili, G. (2018). Sustainability and sustainability marketing in competing for the title of European Capital of Culture. Organization, 51(1), 66-78

Response 3: In response to the reviewer's suggestions, we have incorporated a comprehensive theoretical discussion in the introduction (page 2) that focuses on the distinction between green marketing and sustainability marketing. To support this distinction, we have utilized the recommended source, which provides a clear and insightful explanation of the variances between these two approaches.

(Green marketing refers to minimizing a product's environmental impact through activities like product redesign, sustainable manufacturing, and integrated marketing campaigns. It aims to promote eco-friendly products and meet the demand for sustainable consumption [3]. the main objective of green marketing is to position these environmentally friendly products in the market and appeal to environmentally conscious consumers.

Understanding the distinction between green marketing and sustainability marketing is crucial. While green marketing focuses on promoting environmentally friendly products, sustainability marketing takes a broader perspective and involves the inclusion of the entire community, including its social objectives and efforts towards environmental preservation. It necessitates the active participation of both national and local governments, organizations, and the general population, along with essential resources such as human expertise, financial backing, and infrastructure [4].

Sustainability marketing goes beyond the promotion of green products and extends to advocating for sustainable business practices as a whole. This involves implementing socially responsible initiatives, reducing carbon footprints, embracing fair trade practices, supporting local communities, and ensuring long-term economic viability. By considering social and economic aspects alongside environmental factors, sustainability marketing aims to create a comprehensive approach to sustainability for businesses and organizations, Sustainability marketing plays a vital role for companies targeting young audiences, such as Generation Z, who are known for being tech-savvy and actively engaged on social media platforms, particularly following the fashion industry and technology companies. By adopting environmentally conscious actions, companies can effectively capture the attention and loyalty of this important target demographic.

Moreover, aligning with their values not only enhances brand reputation but also fosters long-term brand loyalty.)

Point 4: I think there needs to be a table in the method section of how many articles were found in each database or a graphic. It would make more sense to have research directions and managerial implications in the conclusions instead of recommendations

Response 4: In section 2 (Materials and Methods) on page 3, we have included a listing of article numbers with their respective databases. Furthermore, we have augmented our study by incorporating research directions and managerial implications, offering valuable insights for future investigations and practical applications.

(During the literature search phase, our investigation yielded a corpus of 25 articles from Google Scholar, accompanied by an additional 16 articles sourced from ScienceDirect. The remaining articles

were acquired from other prominent databases, namely Web of Science, Scopus, and JSTOR, as mentioned earlier.)

Point 5:. The bibliography needs to be edited as the style of MDPI is slightly different: Mills, D.; Pudney, S.; Pevcin, P.; Dvorak, J. Evidence-Based Public Policy Decision-Making in Smart Cities: Does Extant Theory Support Achievement of City Sustainability Objectives? Sustainability 2022, 14, 3. https://doi.org/10.3390/su14010003

Response 5: We have taken the reviewer's feedback into account and made the necessary adjustments to the bibliography, ensuring that it adheres to the specific style requirements of MDP