Response to Reviewer 2 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: I think the title could be reworded from "Green Marketing in the Digital Age Based on a Systematic Literature Review" to "Green Marketing in the Digital Age: a Systematic Literature Review".

Response 1: In response to the reviewer's input, we have carefully rephrased the title to better reflect the focus of our study: "Green Marketing in the Digital Age: a Systematic Literature Review."

Point 2: The authors' affiliation should be added according to the journal guidelines.

Response 2: In compliance with the guidelines set by the Sustainability journal, we have included the authors' affiliation, ensuring that it is accurately represented in our manuscript.

Point 3: I did not see a definition of green marketing in the introduction. Please add and explain this concept in the introduction.

Response 3: We have taken the reviewer's valuable input into consideration and implemented the inclusion of a precise definition of green marketing at the very beginning of page 2 within the introduction section. This addition enhances the clarity and foundation of our study.

(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.)

Point 4: The research gap and purpose should be clearly stated by the end of the introduction.

Response 4: By the conclusion of the introduction, we have effectively addressed the research gap and clearly articulated the purpose of our study, providing a solid foundation for our research endeavors on (Page 3).

Point 5: The significance of the research should also be clearly stated in the introduction.

Response 5: Page 3 in the introduction section, we have thoughtfully highlighted the significance of our research, underscoring its relevance and importance in the field.

(The present study holds significant importance as it conducts a comprehensive analysis and synthesis of research articles published in the last decade, focusing specifically on the domains of green marketing and digital marketing. By closely examining the evolution of research in these areas and identifying key trends, this research offers valuable insights that can greatly benefit both practitioners and scholars. Notably, the identification of five major themes or categories within this field, namely strategies, challenges, promotion, consumers, and digital media, not only enriches the decision-making process but also contributes to the promotion of sustainability in digital marketing and green marketing practices. 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,)

Point 6: I think you need to recheck the database used the authors stated in section 2 that engines were chosen "Web of Science, Science Direct, Springer, Scopus, and JSTOR". What engines are exactly used? What are the key words used?

Response 6: In section 2 (Materials and Methods), on page 3, we have provided additional clarification and reasoning regarding the selection of the databases used in our study. This inclusion offers a comprehensive understanding of our database choices and enhances the methodological transparency of our research

(For that purpose, the following search engines were chosen: Web of Science, Science Direct, Springer, Scopus, and JSTOR, which are comprehensive databases that offer researchers access to a wide range of scholarly literature, ensuring the availability of high-quality academic resources across various disciplines. These databases provide advanced search capabilities, citation tracking, full-text access, and personalized features, making them essential tools for researchers to discover, access, and stay updated on the latest research in their fields)

Point 7: How the collected paper were analyzed? What technique is used for data analysis?

Response 7: In section (Materials and Methods), on page 4, we have provided the approach used in the SLR

(The research employed a deductive thematic analysis approach, wherein predetermined categories or themes were established to guide the inclusion or exclusion of research papers)

Point 8: Where are the implications of the discussed papers.

Response 8: In the introduction, on page 2, we have explicitly presented the implications of our research, shedding light on its potential practical and theoretical contributions. This addition adds depth to our study and underscores its relevance in addressing important implications within the field, also **we** highlighted significant research gaps and managerial implications that are worth exploring further. These key issues have been documented on page 15, providing a valuable foundation for future research endeavors.

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