Response to Reviewer 3 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: Some papers require a change in citation to include a person's name and paper number

Response 1: 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 Sustainability/ MDP.

Point 2: The paper should also point out key issues for future research

Response 2: The paper has 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

(The study's outcomes provide a basis for identifying potential research directions and managerial implications that can be explored in future investigations.

The managerial implication for future research is to prioritize conducting more systematic literature reviews on the topics of green marketing and digital marketing, with a particular focus on databases such as Google Scholar, Web of Science, ScienceDirect, Scopus, and JSTOR. This recommendation arises from the need to comprehensively track the evolution of research in these fields and gain a deeper understanding of the prevailing trends within the discipline. Furthermore, it is crucial to address the relative scarcity of articles exploring the intersection of green marketing and digital marketing in certain databases. By devoting more attention to these databases, researchers can contribute valuable insights and enhance the knowledge base in these domains.

Previous research has predominantly centered on investigating the methods and strategies that should be considered when implementing digital marketing in the promotion of environmentally-friendly products. However, there has been a dearth of studies specifically examining the challenges associated with utilizing digital marketing for promoting green products, as well as the challenges arising from its application within the realm of green marketing through digital media. Consequently, there exists a significant research gap in comprehending the obstacles and difficulties encountered when employing digital marketing strategies for the purpose of promoting environmentally sustainable products.)