

Green Startups Leveraging Omnichannel Marketing for Sustainable Growth

M. Ravichandran

*Ph. D Research Scholar (Commerce, Part-Time),
Affiliated to Tiruvalluvar University,
Mazharul Uloom college, Ambur.*

Dr. N. Fathima Thabassum

*Head & Assistant Professor,
Supervisor & Guide,
PG & Research Department of Commerce,
Mazharul Uloom college, Ambur.*

Abstract

The transition toward a low-carbon and resource-efficient economy has positioned green startups as key drivers of sustainable economic transformation. However, achieving long-term growth requires not only eco-innovation but also strategic digital marketing integration. This study develops a conceptual framework examining how green startups leverage omnichannel marketing to enhance sustainable growth in the Indian context. Grounded in the Resource-Based View (RBV), Institutional Theory, and the Triple Bottom Line (TBL) framework, the study adopts a conceptual and analytical review methodology synthesizing literature from 2000–2024. The proposed framework links green finance, innovation capability, omnichannel integration, consumer trust, and sustainable performance, with institutional support as a moderating factor. The study contributes by integrating digital marketing strategy into green entrepreneurship discourse and offers policy and managerial implications for strengthening India's green startup ecosystem.

Keywords: Green startups, Omnichannel marketing, Sustainable growth, Green finance, Circular economy, India.

I. INTRODUCTION

The global shift toward sustainable development has redefined the role of entrepreneurship in economic transformation. Following the 2008 financial crisis and escalating climate concerns, governments and industries have increasingly embraced green economy models that integrate environmental protection with economic growth. In this evolving context, green startups—enterprises that embed environmental responsibility into their core business models—have become central to sustainable industrial restructuring.

India, with its commitment to achieving net-zero emissions by 2070 and 500 GW renewable capacity by 2030, presents a fertile environment for green entrepreneurship. However, market success in sustainability-oriented ventures depends not only on eco-innovation but also on strategic marketing integration. Traditional multichannel approaches often fragment customer experience and dilute sustainability messaging. In contrast, omnichannel marketing—characterized by seamless integration of online and offline platforms—enhances transparency, traceability, and consumer trust.

Despite growing scholarship on green marketing and green entrepreneurship, limited research integrates digital omnichannel strategies with sustainable startup growth in the Indian context. This study addresses this gap by proposing a conceptual framework linking green innovation, omnichannel capability, and sustainable performance.

Theoretical Framework

Resource-Based View (RBV)

The RBV posits that firms achieve sustained competitive advantage through valuable, rare, inimitable, and non-substitutable (VRIN) resources. In the green startup context, capabilities such as eco-design expertise, sustainable supply chain management, digital integration, and transparency mechanisms function as strategic resources. Omnichannel integration enhances these capabilities by generating actionable customer data and strengthening engagement.

Institutional Theory

Institutional pressures—regulatory, normative, and cognitive—shape firm behavior. Environmental regulations, carbon policies, green finance norms, and consumer expectations compel startups to adopt sustainable practices. Omnichannel marketing facilitates compliance visibility and enhances legitimacy in environmentally conscious markets.

Triple Bottom Line (TBL)

The TBL framework emphasizes the simultaneous achievement of economic, environmental, and social performance. Green startups leverage

omnichannel platforms to communicate sustainability impact, thereby aligning profitability with ecological and social value creation.

Literature Review

Green finance

Existing scholarship has extensively examined green finance instruments, eco-innovation, and sustainable investment mechanisms, confirming their pivotal roles in facilitating environmental transition. Recent systematic reviews reveal exponential growth in green finance research, particularly in areas such as climate resilience financing, energy transition, and eco-innovation catalysts (Joshi et al., 2025). Empirical syntheses further demonstrate that green finance promotes corporate green innovation through financial support and policy guidance (Liu et al., 2025). Specific instruments—including green bonds, green banks, and carbon pricing mechanisms—have shown effectiveness in mobilizing private capital and strengthening renewable energy investment (Xie et al., 2025; Li et al., 2025). Nevertheless, persistent barriers such as insufficient standardization, fragmented markets, and challenges in environmental impact assessment limit their scalability (Li et al., 2025).

Green marketing & circular economy

Similarly, substantial research has investigated the green marketing mix and its influence on consumer behavior across diverse contexts. While green promotion consistently demonstrates positive effects on purchase intention (Su et al., 2024), findings for green product and green price remain mixed, with contradictory or context-dependent outcomes (Kalsi et al., 2015; Muhamad et al., 2024; Govender et al., 2016). Green place often shows weak or non-significant effects (Su et al., 2024). In parallel, circular economy and renewable energy practices have received increasing scholarly attention, with evidence highlighting their direct contributions to multiple Sustainable Development Goals (Schroeder et al., 2019; Jakubelskas et al., 2023). However, implementation challenges—including organizational resistance, regulatory barriers, cost constraints, and geographic disparities—persist (Alqahtani et al., 2025; Nunes et al., 2023; Abdirahman et al., 2025).

Analytical Contradictions

Despite the growing emphasis on green marketing, empirical findings on green pricing remain inconsistent across markets and product categories. While some studies report that environmentally conscious consumers are willing to pay a premium for sustainable products, particularly when perceived quality and ethical alignment are high, other research indicates that price sensitivity significantly constrains green purchase behavior, especially in developing economies and highly competitive markets. The so-called “green pricing paradox” suggests that although

consumers express pro-environmental attitudes, actual purchase decisions are often driven by cost considerations rather than sustainability values. These conflicting findings indicate that green pricing effectiveness is context-dependent and mediated by income levels, product type, cultural orientation, and perceived value. Consequently, pricing strategies alone may not secure sustainable growth unless supported by trust-building mechanisms and value communication through integrated marketing channels.

Similarly, while digital transparency is frequently positioned as a mechanism for enhancing consumer trust, its effectiveness is not uniform. Although omnichannel systems improve traceability and real-time sustainability disclosures, transparency alone does not automatically translate into trust. Studies indicate that information overload, ambiguous sustainability claims, and greenwashing concerns may undermine credibility, particularly when institutional validation and third-party endorsements are weak. The quality, clarity, and perceived authenticity of disclosed information significantly moderate trust outcomes. Furthermore, institutional pressures vary considerably across regions, with developed economies often exhibiting stronger regulatory enforcement and sustainability norms than emerging markets. Such variability influences firm responsiveness, legitimacy-building strategies, and the effectiveness of digital sustainability communication. These inconsistencies highlight the need for a unified framework that integrates marketing capabilities, institutional conditions, and trust dynamics in explaining sustainable growth trajectories.

Research Gap

Despite this robust body of knowledge, significant gaps remain. Prior studies largely examine green finance, green marketing, and circular economy practices in isolation. There is limited integration of omnichannel marketing strategies within the broader discourse on green entrepreneurship, particularly regarding how digital–physical channel integration enhances sustainable startup growth. Moreover, insufficient India-specific conceptual synthesis connects green startups with the country's evolving regulatory, financial, and digital ecosystem. Most critically, existing literature lacks a unified framework that systematically links green finance, innovation capability, omnichannel marketing integration, and institutional support mechanisms in driving sustainable growth. Addressing these gaps is essential to advance a holistic understanding of how green startups can achieve competitive advantage while contributing to environmental and social sustainability in emerging economies such as India.

Objectives

1. To examine the strategic role of green startups in advancing India's green economy.
2. To analyze how omnichannel marketing enhances sustainable growth.
3. To identify structural challenges faced by green startups in India.
4. To evaluate policy and institutional mechanisms supporting green entrepreneurship.
5. To propose a conceptual framework for sustainable green startup development.

Methodology

This study adopts a conceptual and analytical review design to develop an integrated framework linking green finance, innovation capability, omnichannel marketing integration, and sustainable growth. A structured literature review was conducted covering peer-reviewed publications from 2000 to 2024, reflecting the evolution of green entrepreneurship and digital marketing integration.

Relevant studies were identified through searches in major academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, and Google Scholar. The search employed combinations of keywords such as green startups, green finance, eco-innovation, omnichannel marketing, digital transformation, circular economy, sustainable growth, and institutional theory. Inclusion criteria comprised: (1) peer-reviewed journal articles, (2) studies addressing sustainability, green entrepreneurship, marketing capabilities, or institutional frameworks, and (3) publications available in English.

Conference papers, opinion pieces, and non-scholarly sources were excluded unless they provided policy-level insights relevant to the Indian context. Thematic synthesis was applied to identify recurring constructs, theoretical linkages, and research gaps. Through iterative analysis, the study integrates fragmented streams of literature into a unified conceptual framework that advances theoretical and managerial understanding of sustainable green startup growth.

Green Startups and Sustainable Economic Transformation

Green startups play a pivotal role in advancing sustainable economic transformation by fostering innovation across multiple environmentally significant sectors. These enterprises contribute to renewable energy deployment by developing decentralized solar, wind, and bioenergy solutions that reduce dependence on fossil fuels. They actively promote waste-to-wealth circular economy models through recycling, upcycling, and resource recovery initiatives that convert environmental liabilities into economic opportunities. In addition, green startups support sustainable agriculture by introducing organic farming practices, precision irrigation systems, and climate-smart agri-technologies. Green

manufacturing practices grounded in eco-design, green chemistry, and resource efficiency further enable the production of environmentally responsible goods. Moreover, startups engaged in climate-resilient infrastructure contribute to the development of energy-efficient buildings and low-carbon construction systems. Collectively, these activities generate employment opportunities, strengthen rural livelihoods, and contribute to carbon emission reduction. Notably, circular economy initiatives alone demonstrate significant job creation potential through waste recycling and material recovery systems, reinforcing the role of green entrepreneurship in promoting inclusive and sustainable growth (Bhatnagar et al., 2022; Purnomo et al., 2023).

Role of Omnichannel Marketing in Green Startup Growth

Omnichannel marketing represents an integrated strategic approach that synchronizes physical retail outlets, e-commerce platforms, social media channels, mobile applications, and digital traceability systems to create a seamless and transparent customer experience. For green startups operating in renewable energy, circular economy, sustainable agriculture, and green manufacturing sectors, such integration is particularly critical because sustainability-oriented products require credibility, traceability, and consistent communication across touchpoints. By leveraging omnichannel strategies, startups can provide QR-based disclosures detailing sourcing practices, carbon footprint, and certifications, thereby strengthening consumer trust and brand authenticity. Consumers are increasingly interested in products and brands that not only meet functional needs but also reflect values of sustainability and environmental concern (Hartmann & Apaolaza-Ibañez, 2012). Research shows that consumers are more likely to be loyal to brands whose values align with their own concerns about the environment, especially when they perceive the brand to be genuinely environmentally friendly (McDonagh & Prothero, 2014). However, to build brand loyalty based on sustainability values, companies need to implement a holistic and consistent strategy and avoid “greenwashing” or unsubstantiated sustainability claims (Ottman, Stafford, & Hartman, 2006).

Furthermore, digital coordination improves logistics efficiency and supports waste-to-wealth models aligned with Extended Producer Responsibility frameworks and circular economy employment generation (PIB, 2025). In sectors such as renewable energy and green manufacturing, supported by policy initiatives including PLI and other national programs (India’s Green Leap, 2025; Gaurav et al., 2019; Silbergliitt, 2025), omnichannel platforms enable data-driven decision-making and performance monitoring. Unlike fragmented multichannel systems, omnichannel integration ensures coherence in sustainability claims, reduces

distribution inefficiencies, and enhances long-term competitive advantage within India's evolving green growth trajectory.

Theoretical and Practical Contributions

This study makes significant theoretical and practical contributions to the literature on green entrepreneurship and sustainable marketing. Theoretically, it integrates the Resource-Based View (RBV), Institutional Theory, and the Triple Bottom Line (TBL) framework to develop a multidimensional understanding of sustainable startup growth. By incorporating omnichannel strategy into green entrepreneurship discourse, the study extends existing literature and offers an India-focused conceptual synthesis. Practically, the framework guides startups in integrating digital sustainability practices, assists policymakers in designing supportive green ecosystems, and encourages investors to align financial resources with scalable, innovation-driven green ventures.

Propositions Development

Drawing on RBV, Institutional Theory, and TBL, the following propositions are developed to structure the proposed conceptual framework.

Green Finance and Innovation Capability

Access to green finance enhances a startup's ability to invest in eco-design, clean technologies, and sustainable production systems. From an RBV perspective, financial capital allocated toward environmental innovation strengthens firm-specific capabilities that are difficult to imitate (Bhatnagar et al., 2022; Bergset, 2018). Therefore:

Proposition 1: Green finance positively influences green innovation capability in startups.

Innovation Capability and Omnichannel Integration

Green innovation capability enables firms to embed sustainability into product design and supply chains (Dangelico et al., 2017). Omnichannel integration leverages digital resources to enhance market visibility (Wu et al., 2025). Under RBV, digitally enabled marketing capabilities function as strategic assets transforming innovation into competitive advantage (Shang et al., 2010; Kamboj et al., 2017).

Proposition 2: Green innovation capability positively influences omnichannel marketing integration.

Omnichannel Integration and Consumer Trust

Institutional theory links legitimacy and transparency to stakeholder trust (Sitkin et al., 2005). Omnichannel integration can enhance brand trust through improved traceability (Li et al., 2023). However, transparency effectiveness depends on credibility, clarity, and institutional validation, as greenwashing,

information overload, and weak endorsements may undermine consumer confidence (Tolegenov et al., 2024; Zhang et al., 2016; Kaman et al., 2025).

Proposition 3: Omnichannel marketing integration positively influences consumer trust.

Consumer Trust and Sustainable Growth

The Triple Bottom Line (TBL) framework underscores the integration of economic, environmental, and social dimensions for sustainable growth (Nogueira et al., 2025; Djabir et al., 2025). Sustainable practices enhance consumer trust, which strengthens brand loyalty, repeat purchase behavior, and long-term revenue stability (Agu et al., 2024).

Proposition 4: Consumer trust positively contributes to sustainable growth.

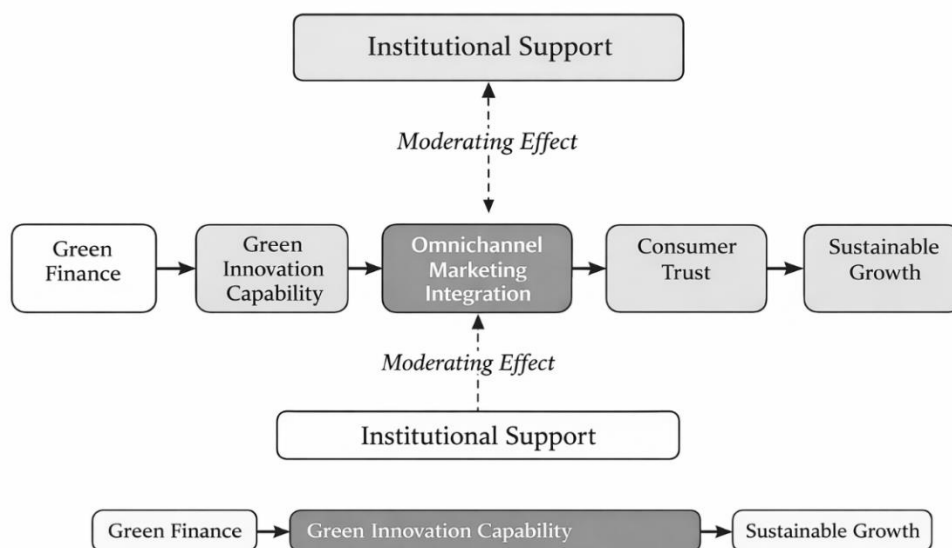
Moderating Role of Institutional Support

Regulatory frameworks and institutional pressures significantly influence sustainability performance. Institutional Theory posits that supportive regulatory environments enhance firm outcomes through structured compliance and legitimacy mechanisms. Empirical evidence shows that institutional pressures and digital capabilities strengthen Triple Bottom Line performance via ESG strategies (Lee et al., 2024; Marculetiu et al., 2025). However, quantitative effect sizes remain limited (Kartiko et al., 2024).

Proposition 5: Institutional support moderates the relationship between green innovation capability and omnichannel marketing integration such that the relationship is stronger under high institutional support conditions.

Conceptual Framework

The proposed framework conceptualizes sustainable growth in green startups as a sequential and capability-driven process. Green finance functions as an enabling resource that strengthens green innovation capability by facilitating investment in eco-design, clean technologies, and sustainable production systems. Innovation capability, in turn, supports omnichannel marketing integration by embedding sustainability attributes into digitally enabled customer engagement systems. Omnichannel integration enhances consumer trust through improved transparency, traceability, and consistent sustainability communication across physical and digital platforms. Consumer trust subsequently contributes to sustainable growth by reinforcing brand loyalty, repeat purchase behavior, and long-term economic stability within the Triple Bottom Line framework. Institutional support—including regulatory frameworks, policy incentives, and digital infrastructure—moderates the innovation–omnichannel linkage, strengthening performance outcomes in supportive environments.

Figure 1. Proposed Conceptual Framework

This study advances sustainability research by integrating fragmented streams of green finance, marketing capability, and institutional theory into a unified digital transformation framework. Unlike prior studies examining these constructs independently, the proposed model conceptualizes omnichannel integration as a strategic mediating capability that operationalizes green innovation into market-based sustainable performance outcomes.

II.CONCLUSION

Green startups represent a strategic instrument for India's transition toward a low-carbon and resource-efficient economy. However, sustainable growth requires integration of green innovation, digital marketing capabilities, and institutional support. Omnichannel marketing enhances transparency, customer engagement, and competitive differentiation, thereby strengthening long-term viability. Coordinated policy intervention, financial innovation, and digital transformation are essential to unlock the full potential of green entrepreneurship. Sustainability is no longer peripheral to business strategy; it is foundational to economic resilience. Green startups leveraging omnichannel ecosystems are positioned to drive inclusive and sustainable growth in emerging economies.

Limitations and Future Research

This study adopts a conceptual approach and does not empirically test the proposed framework. Future research should validate the propositions through quantitative methods such as structural equation modeling (SEM) or partial least squares (PLS-SEM). Additionally, empirical studies may examine sector-specific differences across renewable energy, sustainable agriculture, and green manufacturing startups. Comparative studies between developed and emerging economies could further enhance generalizability. Longitudinal research is also recommended to assess how digital transformation and regulatory evolution influence sustainable startup growth over time.

III. REFERENCES

1. Abdirahman, A. A., Asif, M., & Mohsen, O. (2025). Circular economy in the renewable energy sector: A review of growth trends, gaps and future directions. *Energy Nexus*.
2. Agarwal, P. K., Choudhary, H., & Agarwal, K. (2021). Green marketing: Need of the 21st century. In *Sustainable innovation, research & emerging trends in entrepreneurship*. <https://www.researchgate.net/publication/352020780>
3. Agu, E. E., Iyelolu, T. V., Idemudia, C., & Ijomah, T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*, 6(8), 2463–2475. <https://fepbl.com/index.php/ijmer/article/view/1365>
4. Agus Indra Purnama, P., & Rasmen Adi, N. (2019). Green marketing dan quality brand sebagai prediktor perilaku konsumen dan dampaknya terhadap keputusan pembelian produk. *Jurnal Manajemen Bisnis*, 16(1), 185–199. <https://doi.org/10.38043/jmb.v16i1.2027>
5. Alqahtani, M. F., & Afy-Shararah, M. (2025). Integrating circular economy practices into renewable energy in the manufacturing sector: A systematic review of the literature. *Sustainability*.
6. Bathmathan, V., & Rajadurai, J. (2019). Green marketing mix strategy using modified measurement scales – A performance on Gen Y green purchasing decision in Malaysia. *International Journal of Engineering and Advanced Technology*, 9(1), 3612–3618. <https://doi.org/10.35940/ijeat.A2699.109119>
7. Bergset, L. (2018). Green start-up finance – Where do particular challenges lie? *International Journal of Entrepreneurial Behavior & Research*, 24(2), 451–575. <https://doi.org/10.1108/IJEBR-11-2015-0260>
8. Bhatnagar, M., Taneja, S., & Özen, E. (2022). A wave of green start-ups in India—The study of green finance as a support system for sustainable

- entrepreneurship. *Green Finance*, 4(2), 253–273.
<https://doi.org/10.3934/gf.2022012>
9. Boztepe, A. (2011). Green marketing and its impact on consumer behavior. *European Journal of Business and Management*, 3(4), 375–384.
 10. Bukhari, S. S. (2011). Green marketing and its impact on consumer behavior. *European Journal of Business and Management*, 3(4), 375–384.
 11. Castellacci, F., & Lie, C. M. (2017). A taxonomy of green innovators: Empirical evidence from South Korea. *Journal of Cleaner Production*, 143, 1036–1047. <https://doi.org/10.1016/j.jclepro.2016.12.016>
 12. Chabowski, B. R., Mena, J. A., & Gonzalez-Padron, T. L. (2011). The structure of sustainability research in marketing, 1958–2008: A basis for future research opportunities. *Journal of the Academy of Marketing Science*, 39(1), 55–70. <https://doi.org/10.1007/s11747-010-0212-7>
 13. Chahal, H., Dangwal, R., & Raina, S. (2014). Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India. *The Electronic Library*, 32(2).
 14. Dangelico, R. M., Pujari, D., & Pontrandolfo, P. (2017). Green product innovation in manufacturing firms: A sustainability-oriented dynamic capability perspective. *Business Strategy and the Environment*, 26, 490–506.
 15. Djabir, M., Baottong, M. H., & Salam, K. N. (2025). Balancing strategies for sustainable growth in international business. *Vifada Management and Digital Business*, 2(1), 17–39.
<https://jurnal.vifada.id/index.php/mdb/article/view/115/100>
 16. Gaurav, K., Sirohi, A., & Sajwan, A. (2019). Assessing the impact of policy interventions on India's renewable energy growth. *Journal of Cleaner Production*, 238, 117921.
 17. Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, 7(2), 77–85.
 18. Hartmann, P., & Apaolaza-Ibañez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concerns. *Journal of Business Research*, 65(9), 1254–1263.
 19. Joshipura, M., Joshipura, N., & Bhatt, N. (2025). Eco-innovation catalysts and the global energy transition: A multi-country empirical analysis. *Renewable and Sustainable Energy Reviews*.
 20. Kaman, K., & Deshmukh, A. K. (2025). Social issues and consumer behavior in omni-channel ecosystem: Interpretive ranking process (IRP)-

- sentiment analysis linked systematic review. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.70053>
21. Kamboj, S., & Rahman, Z. (2017). Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage. *Management Research Review*, 40, 698–724.
 22. Kartiko, E., Ningsih, W., & Merliyana, R. D. (2024). The role of triple bottom line accounting in advancing sustainable development. *Summa: Journal of Accounting and Tax*, 2(3), 178–191. <https://doi.org/10.61978/summa.v2i3.980>
 23. Lee, M.-J., Pak, A., & Roh, T. (2024). The interplay of institutional pressures, digitalization capability, ESG strategy, and triple bottom line performance: A moderated mediation model. *Business Strategy and the Environment*, 33(6), 5247–5268. <https://doi.org/10.1002/bse.3755>
 24. Li, Y., Fang, J., Yuan, S., & Cai, Z. (2024). Disentangling the relationship between omnichannel integration and customer trust: A response surface analysis. *Internet Research*, 34(3), 1077–1103. <https://doi.org/10.1108/INTR-03-2022-0222>
 25. Li, X., Wang, Y., & Chen, J. (2025). Financing the green transition: How green finance and renewable energy drive CO₂ mitigation. *Energies*, 18(21), 5563. <https://doi.org/10.3390/en18215563>
 26. Marculetiu, A., Ataseven, C., & Chen, I. J. (2025). Norms over threats and trends: A managerial perspective on the role of normative pressures in motivating sustainable strategies and positive outcomes. *Business Ethics, the Environment & Responsibility*. <https://doi.org/10.1111/beer.12827>
 27. McDonagh, P., & Prothero, A. (2014). Sustainable consumption: A consumer perspective. *Journal of Marketing Management*, 30(13–14), 1303–1320.
 28. Ministry of Environment, Forest and Climate Change. (2025). *India's green leap: A shift from fossil fuels to clean energy*. Press Information Bureau.
 29. Muhamad, N., Nordin, N., Musa, R., & Azman, A. (2024). The green pricing paradox: Why sustainable products struggle in competitive markets. *Journal of Business Research*.
 30. Nogueira, E., Gomes, S., & Lopes, J. M. (2025). Unveiling triple bottom line's influence on business performance. *Discover Sustainability*, 6, 43. <https://doi.org/10.1007/s43621-025-00804-x>
 31. Nunes, A. M. M., Coelho Junior, L. M., Abrahão, R., Santos Júnior, E. P., Simioni, F. J., Rotella Junior, P., & Rocha, L. C. S. (2023). Public policies

- for renewable energy: A review of the perspectives for a circular economy. *Energies*, 16, 485. <https://doi.org/10.3390/en16010485>
32. Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22–36.
33. Shang, K., Lu, C., & Li, S. (2010). A taxonomy of green supply chain management capability among electronics-related manufacturing firms in Taiwan. *Journal of Environmental Management*, 91(5), 1218–1226.
34. Silbergliitt, R., Anton, P. S., Howell, D. R., & Wong, A. (2025). *Green industrial policy: Challenges and opportunities for a globally inclusive energy transition*. Stockholm Environment Institute.
35. Sitkin, S. B., & George, E. (2005). Managerial trust-building through the use of legitimating formal and informal control mechanisms. *International Sociology*, 20(3), 307–338. <https://doi.org/10.1177/0268580905055479>
36. Su, Y., Li, W., Fan, X., & Zhang, H. (2024). Effectiveness of the green marketing mix: A meta-analytical review of consumer response. *Journal of Marketing Management*.
37. Tolegenov, B., Rafif, K., Rafi, M., Herawati, R., Abdullah, A., & Sari, L. K. (2024). Digital transparency and consumer awareness: Digital platforms for educating consumers about product origins and sustainability. *Al-Muṣara'ah*, 12(2). <https://doi.org/10.29244/jam.12.2.277-287>
38. Wu, X., Zhu, Z., Yan, A., & Zhang, K. (2025). Aligning governance mechanisms and firm capabilities for omnichannel integration in manufacturing. *Journal of Manufacturing Technology Management*.
39. Xie, H., Zhang, Y., & Liu, L. (2025). How green finance drives the synergy of pollution reduction and carbon mitigation: Evidence from Chinese A-share firms. *Sustainability*, 17(18), 8185. <https://doi.org/10.3390/su17188185>
40. Zhang, J., Liu, H., Sayogo, D., Picazo-Vela, S., & Luna-Reyes, L. F. (2016). Strengthening institutional-based trust for sustainable consumption: Lessons for smart disclosure. *Government Information Quarterly*, 33(3), 575–586. <https://doi.org/10.1016/j.giq.2016.01.009>