



ATTITUDE TOWARDS THE ENVIRONMENT AND GREEN PRODUCTS: CONSUMER'S PERSPECTIVE

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Abstract:

In the present paper, we'll examine consumer perspectives on sustainability and how their decisions to purchase eco-friendly products have attracted the attention of both businesses and academics as environmental concerns continue to grow. This research report aims to provide an in-depth examination of consumers' attitudes towards the environment and purchasing patterns for environmentally friendly items. By examining a variety of emotional, social, and cultural factors that influence consumers' attitudes and decisions, this research contributes to our growing understanding of the complex relationship between consumers and environmentally friendly goods. It also examines the ways in which people's views towards the natural world and their purchase decisions are influenced by social variables such as families, friends, and media outlets.

In order to comprehend how they impact consumer behaviour, economic factors like prices, perceived value, and the availability of eco-friendly items are also looked at. Using a combination of field research and analysis, this study looks at how customer tastes for sustainable and eco-friendly products are evolving across multiple industries. Potential barriers to using sustainable items include perceived challenges, scepticism about the products' effectiveness, and misgivings about claims made in environmentally friendly marketing.

Introduction:

In an era characterised by increased environmental consciousness and an increasing emphasis on sustainable practices, the relationship between consumer attitudes towards the environment and their choices for green goods has attracted considerable attention. The objective of this study article is to shed light on the intricate relationships that exist between consumers, ecological consciousness, and product preferences by conducting a detailed investigation of this relationship. As concerns about global warming, resource depletion, and



contamination spread around the world, more and more consumers are looking for methods to align their purchase decisions with their environmental convictions. This shift in consumer behaviour has forced businesses to reevaluate their strategies and products to suit the growing demand for eco-friendly products. customer perspectives, which aim to pinpoint the factors that impact consumers' decisions to choose eco-friendly products by shaping their perceptions of the natural world. Every aspect of the situation is thoroughly examined, ranging from psychological processes and feelings to the impact on society and the economy.

Green products

The phrase "green products" refers to goods and services that are developed, produced, and advertised with an emphasis on environmental preservation. From the earliest component manufacture and collection to the last stages of use and disposal, these products are made with the least possible negative impact on the environment in mind. Customers' interest for sustainable products stems from their desire to combat climate change and depleting resources, as well as to make

ecologically conscious purchases and encourage responsible consumption. Businesses are observing this trend and working to meet the growing consumer demand for sustainable products.

Sustainable Ingredients: These products reduce the need for virgin ingredients, which are frequently resource-intensive, by utilising recyclable, repurposed, or biodegradable resources.

Equipment with an Energy Star rating: Energy-efficient appliances contribute to a reduction in greenhouse gas emissions. Energy-efficient lightbulbs, controlled thermostats, and ENERGY STAR-rated goods are a few examples.

Products That Are Usable and Recyclable: Products that are recyclable and reusable, such food packaging, shopping bags, and water bottles, help reduce waste and the usage of single-use plastics.

Organic and ecologically friendly food: Items that are produced using natural farming methods and without the use of artificial fertilizers fall into this category. They are often labelled as organic or certified to meet the requirements of environmentally friendly farming practices.



Options for Renewable Energies: As civilization moves away from fossil fuels, products like solar cells, wind turbines, and other alternative power systems assist.

Low-Impact Consumer Solutions: Sustainable beauty products, amenities, and household goods are made using biodegradable materials that have little effect on the environment.

Green construction materials: That emphasize reduced water consumption, energy efficiency, and ecologically friendly manufacture. These materials help to encourage green building practices.

Automobiles: It powered by electricity or hybrid technologies emit fewer emissions than vehicles with traditional petrol engines.

Consumers' perspective towards the environment and green products in India and Indian govt :

India, a nation with a long history of environmental preservation, has complex consumer perspectives intertwined with traditions that emphasise ecological balance. Cultural values like "Ahimsa" (non-violence) and reverence for the environment have raised awareness of the need to preserve

the earth. However, consumerism, urbanization, and industrialization have occasionally resulted in a mismatch between these ideals and actual purchasing behaviors.

Growing education and global awareness among Indian customers has made them more conscious of environmental issues and encouraged them to prioritize sustainable products while making purchases. This includes their preferences for things manufactured with minimal negative impact on the environment or those that are ecologically friendly. As the middle class grows and their disposable incomes rise, more individuals are prepared to spend money on products that are consistent with their environmental consciousness.

Economic factors are a major factor. Prices remain a barrier to purchasing ecologically friendly products, despite consumer interest in them. Price sensitivity commonly influences consumer decisions, which may discourage more people from choosing environmentally friendly products.

The concept of "greenwashing," or companies making exaggerated claims about being environmentally friendly, also has an impact on consumers'



perceptions. Honesty and transparency in labelling and promotion are essential to fostering informed decision-making and establishing confidence.

Government initiatives like the "Swachh Bharat Abhiyan (Clean India Mission)" and incentives for switching to renewable energy sources also have an impact on public perception. Those looking for practical ways to preserve the environment are pleased with these initiatives.

Indian consumers' opinions on green products and environmental challenges are nuanced and dynamic. The market for eco-conscious products is growing, and factors like education, economics, and general worldwide awareness are shaping it. Companies that genuinely promote sustainability and engage in open communication are likely to garner favour in a setting where customers' sentiments are evolving in favour of a greener and more ecologically responsible future.

Environment and green products and activities done by private businesses:-

As more and more Indian private companies come to appreciate the importance of sustainable development, they are taking a range of initiatives to

promote environmentally responsible behaviour and offer sustainable products. These initiatives are being driven by several factors, such as legislative constraints, growing awareness of the need to address environmental concerns, and customer demand. Regarding sustainability and eco-friendly products, private companies in India often take part in the following initiatives:

Adopting Sustainability Practices: A lot of businesses are integrating eco-friendly practices into their regular business operations. This means reducing the amount of waste produced, optimising the use of power and water, and lowering carbon emissions.

Providing Green Goods: Private companies are creating and marketing a range of environmentally friendly items with a reduced impact. This includes reusable products, energy-efficient machinery, and eco-friendly packaging.

Encouragement of Renewable Energies: In an effort to reduce their reliance on fossil fuels, a number of companies are investing in and utilising renewable energy sources, such as solar or wind power.

Tasks Related to Corporate Social Responsibility (CSR): A lot of



companies fund environmentally friendly CSR initiatives, such as waste disposal plans, cleanup projects, and reforestation campaigns.

Promoting sustainable farming: Agric businesses are pushing organic farming, cutting back on pesticide use, and implementing eco-friendly farming techniques.

Eco-friendly Packaging: Companies are searching for alternatives to single-use plastics and are packing their products in reusable or biodegradable containers.

Green construction initiatives: The real estate and construction sectors prioritise sustainability, including eco-friendly design elements and components into their operations.

Teaching and knowledge: Businesses are raising public awareness of environmental issues through campaigns, lectures, and partnerships with educational institutions and organisations.

Literature Review :

1) “Environmental concern to attitude towards green products: evidences from India”

This study seeks to identify environmentally care predictions and explore the relationship between

customers' perceptions of environmentally friendly goods and their environmental concerns. The data was collected from a population of professional and postgraduate students registered in colleges and institutions in New Delhi, the capital of India, and its surrounding regions, which are together referred to as the National Capital Region (NCR), under the supervision of researchers. For the purpose of analysing the generated data, structural equation modelling, or SEM, was employed. The study's findings demonstrate that environmental concerns have a considerable and positive impact on opinions about green products.

“Investigating the impact of environmental attitude on the decision to purchase a green product with the mediating role of environmental concern and care for green products”

The desire to purchase environmentally friendly items is the propensity of an individual to select products with the finest ecological features over conventional ones. These days, everyone knows how important it is to preserve the ecosystem, regardless of whether they are acting as a distributor or a



customer. Despite the growing environmental consciousness among consumers and the manufacturers' recommendations for them to choose eco-friendly products, further research in this area is still necessary to enhance environmentally conscious shopping among different categories of people. The major goal of the research is to examine the influence of ecological attitudes on consumers' decisions to buy environmentally friendly items, with the role of ecological issues and caring for green goods serving as a mediator.

“Purchasing behaviours and perceptions of environmentally harmful products”

The green revolution usually catches up to the West later in newly industrialised nations. While there has been a rapid rise in environmental awareness in a number of these countries, it is questionable if opinions can truly forecast actions regarding environmentally friendly products. An investigation of 552 Hong Kong residents was conducted to ascertain whether consumer behaviour was consistent with their attitudes regarding seven ecologically friendly commodities. The results show that consumers'

concerns about the environment are not taken into consideration while making purchases. To encourage people to turn their ideas into actions, government representatives and business executives need to provide more information and take the initiative in this area.

“Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing”

This study provides an in-depth analysis of the processes leading to the adoption of environmentally friendly behaviour, accounting for consumer efficacy, the influence of the media, and opinions on packaging that incites environmental concern. The research offers a succinct model that evaluates the major environmental viewpoint antecedents, divided into two categories: interior and outward attitudes. Furthermore, it evaluates the impact of these ecological attitudes and perspectives on packaging that is environmentally friendly on consumers' intents to make eco-friendly purchases.

“Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers”



The principal objectives of the study are to determine the level of environmental consciousness among consumers, their comprehension of environmental issues, their inclination towards purchasing eco-friendly products, and to offer recommendations based on the data concerning customers' "Green Buying" practices in the context of India. Customers that are very concerned and proactive when it comes to environmental issues want to buy eco-friendly products and are willing to pay more for them, according to studies. This study investigates if widespread consumer concerns about the environment are a good indicator of Indian consumers' green buying habits. The results demonstrate that consumers' decisions to make green purchases are significantly influenced by their considerations of environmental sustainability. Furthermore, even while consumers are willing to buy ecologically friendly products, few are willing to pay a premium for them. The study's findings indicate that consumers' green buying practices are influenced by their awareness of eco-friendly products and their concern for the environment.

“Attitudes towards environmentally friendly products”

The Impact of Value Orientation, Interpersonal Influence, and Ecoliteracy
The goal of this study is to identify the key factors that influence consumers' inclination to purchase sustainable items. The results show a high correlation between opinions on environmentally friendly products and the three antecedents of eco-literacy, social impact, and value orientation. Customers are more likely to purchase sustainable products when they have positive thoughts about them. Understanding the environment is crucial to influence consumers' perceptions of environmentally friendly products. Expected products requirement diminishes the relationship among opinions towards green goods and a desire to buy ecologically friendly items. One way to encourage consumers to make purchases is by marketing campaigns that reaffirm their support for environmentally friendly products and programmes.

“Transition towards Sustainability: Adoption of Eco-Products among Consumers”



The transition to sustainable practices is a long-term issue that should involve customers because consumption puts stress on the environment. To understand how consumers accept environmentally friendly goods, we conducted a thorough study of the body of research on environmentally conscious purchasing and presented the findings of 47 prior studies. The study also aimed to ascertain whether consumers actually have an influence or if they are only concerned about the condition of the world. We also examined the distinctions between genders. Since there isn't a clear causal relationship between consumers' environmental concerns and their purchase intentions, our goal was to find out how these concerns affected the customers' intents to buy. This study looked at how consumers' attitudes of their responsibility to the environment, their experience with environmentally friendly products, and their knowledge of them all affect the relationship between what consumers desire to buy and their environmental concerns.

“Green Marketing: A Study of Consumers’ Attitude towards Environment Friendly Products ”

Growing consumer awareness of the myriad environmental issues has led to a shift in purchasing behaviour. Consumer perceptions of leading greener lives have evolved. But businesses and organisations have noticed this shift in consumer opinion and are trying to capitalise on the potential of the environmentally friendly industry to get a competitive advantage in the market. This study offers the concept of "green marketing" and examines the many relationships that exist between different aspects of the client base and the concept of "green marketing." The specifics is analysed in light of the conceptual structure that is presented.

“Consumption values and consumer environmental concern regarding green products”

This study used the partial least squares (PLS) method with a smartphone software programme to examine the impact of consuming values on customer concerns about green products. Specifically, the study looked at value for function, value to society, personal value, conditioned value, and epistemological value. The opinions of the general public in the Malaysian federal region of Labuan were gathered



through an online survey. This poll was completed by 200 participants who committed to living sustainably and buying at least one green item per week, like organic vegetables. The data obtained from the PLS approach indicated that the most significant influence on customers' environmental concerns regarding green products was social value. The research provides businesses with important data as well, encouraging them to. Businesses can also benefit greatly from the study's important findings, which encourages them to highlight the intellectual and social value of their products in an effort to pique consumers' interest in environmentally friendly products. The results of this study may aid businesses in producing consumer-friendly, eco-friendly products.

“Young Consumer's Green Purchasing Behavior: Opportunities for Green Marketing”

The primary objective of the study is to identify the key factors that influence the ecological attitudes of young Indian consumers, which in turn influences their inclination to make eco-friendly purchases. A model is used to examine the effects of variables impacting

environmental views and greener shopping practices. Convenience sampling, a technique, was used to get 730 sincere answers from young students. The study looks into the hypothesis that relationships, understanding of the environment, and kindness have an impact on young customers' opinions about the environment. A route study that illustrates how young consumers' environmental beliefs impact their green buying selections serves as an example of the attitude-behavior paradigm. The conclusion of the paper provides theoretical and practical suggestions for future behavioural ecology research.

Objectives of the paper :-

Analyse consumer knowledge and awareness of environmental issues and eco-friendly products.

Determine the various perspectives and feelings people have about the natural world and how those impact their purchasing decisions.

Examine why consumers choose or reject sustainable products, considering their personal values and goals.



Examine how social influences—such as those from friends, family, and the media—affect consumers' perceptions of the environment and environmentally friendly products.

Examine the effects of cost, availability, and total value as economic factors on consumers' decisions to purchase environmentally friendly products.

Examine the effectiveness of various advertising strategies and communication philosophies to support green products.

Research Methodology:

The whole evaluation process is compiled by Vital, and the Google query will utilise a sample number of 121 for this vital information.

The following primary data were obtained from the 121 replies that your class's questionnaire, which was administered in January 2024, received.

There have been a lot of responses to the survey

Data Interpretation:

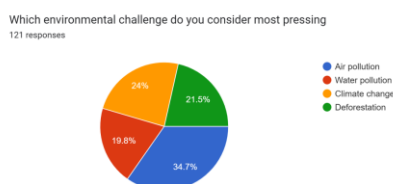


Fig 1

One of the biggest ecological issues facing modern society is still pollution from the outside. The World Health Organisation (WHO) said that 90% of people breathe in highly polluted air, and that between 4.2 and seven million people worldwide died as a result of breathing in pollutants each year. The primary contributors to air pollution in the nation are automobile emissions, traffic during rush hour, the deterioration of petrol, and the utilisation of biomass. The Asian brown clouds, that has been delaying the commencement of the monsoon season, is likewise principally caused by contamination of the air. India is the world's biggest consumer of biomass, agricultural waste, and fuel wood.

Ocean level rise, increased frequency and intensity of weather events, changes to biological diversity, and ecosystems are just a few of its many effects. Nevertheless, the most pressing environmental issue may change over time based on new findings, updated research, and global priorities. Although there are countless environmental issues, the loss of biodiversity, water pollution, and ocean acidification are the three that have the most influence on all of

them. However, the poll's maximum 34.7% was dedicated to air pollution, and all four of the alternatives fall under the category of whatever environmental challenge—pollution or otherwise—you believe is most urgent

How often do you actively seek out green products?
121 responses

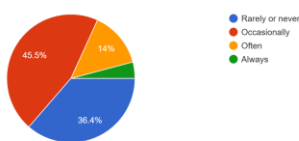


Fig 2

Green products frequently aim to minimise their adverse effects on the environment by using eco-friendly materials, using less energy, and creating as little waste as possible during their life cycles. When searching for environmentally friendly products, take into account features like Eco-certifications, energy savings, recyclable materials, and the business's adherence to sustainable. Green advertising is a strategy for marketing products and services that can be recycled. Companies that use green marketing not only protect the environment and foster a brighter future for themselves and their products, but also increase customer loyalty and build a stellar reputation for themselves. Eco-friendly materials are used in the manufacturing process by

green sector companies. Businesses in the green sector use recyclable and eco-friendly techniques to use natural resources like water and electricity, or they try to use as little of these resources as possible to cut down on greenhouse gas emissions.

Eco-friendly materials are used in the manufacturing process by green sector companies. Businesses in the green sector use recyclable and eco-friendly techniques to use natural resources like water and electricity, or they try to use as little of these resources as possible to cut down on greenhouse gas emissions. However, 45.5% of respondents indicated in the survey that they would occasionally be willing to pay but not often; for these, we need to raise people's knowledge. The remaining 36.4% rarely or never need to reconsider their wishes for the nation, consider their future, and make decisions

What is your main source of information about green products?
121 responses

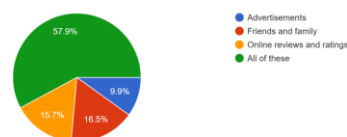


Fig 3

In the electricity generation industry, green manufacturing is centred on



implementing eco-friendly procedures and modernising production methods. It attempts to minimise environmental effect by promoting water and energy conservation, decreasing waste and pollution, and encouraging the refurbishing and reuse of objects. Reducing reliance on non-renewable resources—like coal and petroleum—that cannot be renewed once they are gone is the goal. The Ministry of Job Statistics has highlighted the need for specialised training in green technology for employees in green firms. Customers get knowledge about environmentally friendly items from a variety of sources, including internet reviews, ratings, friends, and family; of these, 57.9% of consumers value the information they receive from these sources

environment. Action can be sparked and awareness raised by providing clear and intelligible information on the benefits of eco-friendly products and the drawbacks of careless behaviour. Products that are sustainable should be inexpensive and easily available. Given the availability and affordability of green solutions, more customers will most likely select them. Decisions can be influenced by subtle changes to the appearance of options. Green products might be made the regular option or exhibited in stores at eye level with customers to increase diversity. By highlighting the advantages of being green, such as improved air quality in the home, reduced energy costs, and increased wellness, people may be persuaded to make greener options.

What do you think could encourage more people to adopt green products and a more environmentally friendly lifestyle?
121 responses

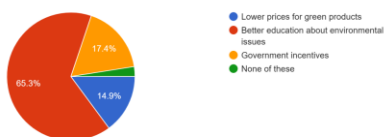


Fig 4

Convincing more people to accept sustainable products and a healthy lifestyle requires a range of strategies. These strategies address practical, financial, and emotional difficulties. Many people could be unaware of how their choices impact the

Never forget that every person has different objectives and challenges, therefore there might not be a single answer that suits them all. A combination of these strategies, each tailored to specific contexts and audiences, can aid in expanding the adoption of environmentally friendly products and practices.

..In the survey, 65.3% of respondents said that they would prefer greater



environmental education over government support. They also said that people would be more likely to purchase green products if they were more affordable. The government is working to increase public awareness of environmental issues and to provide green products at lower costs, but in order to make this possible, all factors should be reevaluated

instance, although energy-efficient devices may initially cost more, over time their running costs will be lower. The potential long-term savings may make the annual charge appear more alluring. If there are few options available to them or only greener options are available, they might be more willing to pay higher rates

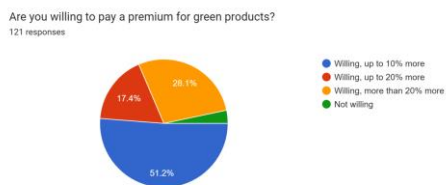


Fig 5

It's up for debate whether or not consumers would be ready to pay a premium price for environmentally friendly products; 51.2% of respondents said they would, but only up to 10%. There is variation in the willingness of consumers to pay extra for ecologically friendly products. If customers feel that an environmentally friendly product offers genuine benefits, such as decreased utility bills, improved wellness, or longer lifespan, they are more likely to justify the price. Higher earners might be more likely to spend more on green products since they can afford the more expensive ones. For

What is the main reason that discourages you from purchasing green products?
121 responses

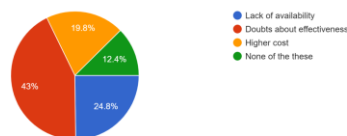


Fig 6

One of the primary reasons consumers are reluctant to purchase green products is that they are sometimes more expensive than traditional options, especially when compared to new technology or green things with sustainable accreditation. This price difference can turn off some clients, especially those with tight budgets. Because green products aren't always widely available in every store or location, customers might not always be prepared to easily purchase them. Customers may be hesitant to buy green things if they have reservations about how effectively they perform or if they think they don't actually give the



advertised ecological advantages. Some consumers are leery of "greenwashing," a term used to describe products that are marketed as ecologically friendly without any supporting data.

This uncertainty can make buyers totally avoid purchasing eco-friendly products. Individuals often adhere to their habits and preferred things. Giving up harmful behaviours could be necessary in order to switch to ecological benefits. Consumers might not know how their purchases would truly affect the environment or how much of an impact they will have on it. Consumers may find it more challenging to identify and depend on these solutions if there is a lack of readily available information, clear labelling, and credentials for environmentally friendly products. However, 43% of respondents expressed doubts about the product's effectiveness, which is more than just its availability or higher price. This indicates that although respondents are inclined to purchase the products, they are unsure of how the products operate or how well the green products will replace their regular products.

Do you believe companies are genuinely committed to sustainability, or do you think they use environmental marketing as a strategy
121 responses

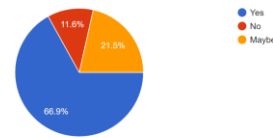


Fig 7

Businesses might differ widely in their commitment to sustainability, and it's important to recognise that there are many different company goals and strategies. While some companies use environmental advertising, also known as "greenwashing," as a ploy to appeal to environmentally conscious consumers without actually making significant changes, others may genuinely be committed to environmental responsibility and actively seek to integrate sustainable practises throughout their operations. Many companies are aware of how important sustainability is to the long-term health of the environment and their own operations. They invest money in research and development to create products and processes that harm the environment less.

They may reduce energy use, waste, and carbon dioxide emissions. They also often take proactive measures to support broader ecological goals. These companies integrate sustainability into their core operations in an effort to make



an impact that extends beyond advertising. Ultimately, consumers and users can exert pressure on businesses to fulfil their sustainable commitments by demanding transparency, bringing them under scrutiny, and supporting those who are genuinely working to improve the state of the environment. ..In the survey, 66.9% of respondents said they believed businesses were truly committed to sustainability, or that they thought businesses used environmental marketing as a tactic. In contrast, 21.5% of respondents said they MAY BE, meaning their opinions on the idea were not fully voted, and 11.6% of respondents said they disagreed with the company's programme.

qualities to take into account. Genuinely green products consider the environmental impact at every stage of their life cycle, including the extraction, processing, transportation, use, and disposal of their raw materials. Green goods require less natural resources (materials, energy, and water) in their production and consumption. They might have been designed to use less energy, be lighter, or use less environmentally harmful materials. Reducing emissions of greenhouse gases and other pollutants is the goal of producing and utilising environmentally friendly products. Over their lives, they might emit fewer greenhouse gases, which would benefit the air quality.

Green products are made from renewable resources, such as appropriately harvested wood or plant-based components. Durable products reduce the need for replacements, which reduces the consumption of resources and the creation of waste. Reusable, recyclable, or minimal packaging is a common feature of eco-friendly products, helping to reduce waste and the damaging impacts of packaging production on the environment. Products

Beyond labels, what specific attributes do you associate with a product being genuinely "green" or environmentally friendly?
121 responses



Fig 8

In addition to labelling, other attributes could indicate whether a product is indeed "green" or environmentally conscientious. These attributes demonstrate how a product impacts the environment in its entirety, from its production and acquisition to its use and disposal. These are some important



with lower carbon footprints contribute less to global warming.

This can be used for products that come from local producers, use fewer resources during production, or promote carbon offsets. Regarding Beyond labels, what specific qualities do you connect with a product as truly "green" or environmentally friendly? The poll results are evenly split between 33.9%, 32.2%, and 25.6%.

Conclusion:

To sum up, the intricate interrelationships among consumers, the environment, and eco-friendly products underscore the intricacy of the current market circumstances for sustainable products. This study looked at the complex relationship between consumers' preferences for eco-friendly products and their opinions about the environment. It found important findings that could lead to significant changes. Consumer attitudes have undoubtedly changed as a result of growing ecological awareness, which has fueled a demand for products that uphold ecological principles. This study demonstrated that in addition to individual beliefs, societal factors like family, friends, and the media also affect consumers' feelings. Emotional

attachments and moral convictions play an increasingly crucial role in decision-making, albeit they still do.

Ultimately, this study transcends conceptual limitations and has the potential to change cultural perceptions of consumption. An era in which the symbiotic relationship between aware consumer behaviour and green product preferences not only thrives but also leaves behind a world rich with ecological wealth can be ushered in by acknowledging customer needs, worries, and expectations. The purpose of this study is to highlight how businesses, governments, and citizens must work together to develop policies that will support a sustainable future. The study's conclusions led to the development of the suggested strategies, which have the power to drastically alter consumer behaviour and cultural norms, directing markets in the direction of greener practices.

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