PRISMA STATEMENT

This review was conducted and reported in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 statement (Page et al., 2021). The completed PRISMA 2020 checklist is provided as Supplementary Material. The review was not registered, but a review protocol specifying the research questions, eligibility criteria, search strategy, and data-extraction framework was developed in advance of the search and is available from the corresponding author on request.

Table S1: Bibliography of Selected Studies

No.	Author(s)	Year	Article title	Journal	Province/location	Sector/industry	Findings	Non-significant / contradictory results	Methodology
1.	Anvar, M., & Venter, M.	2014	Attitudes and purchase behaviour of green products among Generation Y consumers in South Africa	Mediterranean Journal of Social Sciences	Johannesburg,	General green consumer products	Social influence, environmental awareness and price each, and jointly, positively predicted attitude towards green products; attitude predicted green purchase behaviour; gender moderated attitude and behaviour (females more favourable).	All six hypotheses supported ($p<0.01$)	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 200 Generation Y university students aged 18–23 **Data collection:** Self-administered questionnaires distributed on campus and in class **Data analysis:** Simple and multiple linear regression
2.	Bendixen, M. T., Sandler, M., & Seligman, D.	1994	Consumer perceptions of environmentally friendly products	South African Journal of Business Management	South Africa	General consumer products (cosmetics, aerosols, recycled paper, unleaded petrol, etc.)	Green products had achieved substantial consumer awareness and were not seen as a gimmick or fad; consumers could identify products	Two main barriers discouraged purchase: perceived lack of price competitiveness and scepticism about claimed environmental	**Research design:** Quantitative, exploratory cross-sectional survey. **Sampling method:** Random selection of 15–25 employees per organisation

							they regarded as environmentally friendly.	benefits.	**Respondents:** 138 employees of participating organisations **Data collection:** Self-completion questionnaires (English and Afrikaans) **Data analysis:** Correspondence, factor and cluster analysis.
3.	Bevan-Dye, A. L., & Synodinos, C.	2025	Antecedents of consumers' green beauty product brand purchase intentions: An extended Theory of Planned Behavior approach	Sustainability	South Africa	Beauty / personal care	Environmental knowledge→PBC (β=0.75); product ethicality beliefs→attitude (β=0.82); socio-altruistic values→subjective norms (β=0.55); attitude (β=0.70), subjective norms (β=0.21) and PBC (β=0.17)→purchase intention Model explained 77% of intention.	All six hypothesised paths were significant. Gender and age controls were non-significant.	**Research design:** Quantitative, explanatory cross-sectional survey. **Sampling method:** Non-probability convenience sampling **Respondents:** 500 South African consumers. **Data collection:** Structured electronic questionnaire **Data analysis:** CFA and SEM (SPSS/AMOS 29) CMB, HTMT and normality checks.
4.	Bisschoff, C., & Liebenberg, P.	2016	Identifying factors that influence green purchasing behavior in South Africa	Society for Marketing Advances Proceedings	South Africa	General green consumer products	Seven factors were associated with green purchasing behaviour: environmental concern, beliefs and awareness. Followed by environmental	The null hypothesis of no relationship was rejected. Attitude, social consciousness, intention and knowledge fell below the 60%	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling **Respondents:** 104 purchasers of green consumer products

							attitude, social consciousness, purchase intention and knowledge (lower importance).	variance cut-off.	in Pretoria East shopping malls. **Data collection:** Structured questionnaire administered in person. **Data analysis:** EFA, KMO/Bartlett tests and Cronbach's α.
5.	Chihwai, P.	2024	Exploring sustainable marketing applicability in South Africa	Book chapter – Fostering Long-Term Sustainable Development in Africa	South Africa	Cross-sector	Many SA firms follow market-driven strategies that do not genuinely advance sustainable marketing Firms should 'drive the market' towards greener buying and consumption	The central focus is that market-driven strategies work against sustainability.	**Research design:** Qualitative, conceptual/exploratory **Data collection:** Review of sustainable-marketing literature. **Data analysis:** Narrative synthesis.
6.	Chiloane-Tsoka, E., Mabiza-ma-Mabiza, J., & Mbohwa, C.	2014	Green economy and SMEs in South Africa: How green are South African SMEs?	Academic Journal of Interdisciplinary Studies	South Africa	SMMEs (green economy, energy/technology)	SMME uptake of the green economy is constrained by skills and knowledge gaps, weak policy implementation and limited institutional support, and that training	No empirical test.	**Research design:** Qualitative, conceptual paper. **Data collection:** Review of policy documents and literature on the green economy and SMMEs. **Data analysis:** Narrative/conceptual analysis.
7.	de Freitas, D., van Eeden, T. S., & Christie, L.	2020	A psychographic framework for determining South African consumers' green hotel decision formation: Augmenting the Theory of Planned Behaviour	Journal of Consumer Sciences	South Africa	Hospitality (green hotels)	Attitude, subjective norm and PBC all significantly predicted intention to select green hotels; adding anticipated regret	Nested-model comparison favoured the extended model (Model C); no tested TPB path was	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability purposive sampling. **Respondents:** 402

							and perceived moral obligation improved prediction; environmental knowledge→attitude.	non-significant.	South African consumers **Data collection:** Piloted online questionnaire. **Data analysis:** EFA, CFA and SEM (SPSS/AMOS) with nested-model comparison.
8.	Dilotsotlhe, N., & Duh, H. I.	2021	Drivers of middle-class consumers' green appliance attitude and purchase behavior: A multi-theory application	Social Marketing Quarterly	Gauteng	Household appliances	Attitude, social value and PBC explained 83.1% of intention to buy green appliances; functional, conditional and epistemic values and relative advantage, compatibility and observability→attitude; social value→intention.	Not supported: PBC→actual adoption; emotional value→attitude; social value→attitude; complexity→attitude	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability; research **Respondents:** 500 black middle-class consumers in Gauteng aged 18–61+ **Data collection:** Face-to-face self-administered survey questionnaires. **Data analysis:** PLS-SEM
9.	Dlamini, S., & Mahowa, V.	2024	Investigating factors that influence the purchase behaviour of green cosmetic products	Cleaner and Responsible Consumption	South Africa	Beauty / cosmetics	Perceived price and attitude significantly and directly influenced female consumers' intention to buy green cosmetics.	Awareness, product information, product availability, environmental concern and perceived barriers had no significant direct effect and worked only through attitude.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience and snowball sampling **Respondents:** 295 female South African consumers. **Data collection:** Online (Qualtrics, via social media) and face-to-face questionnaires.

									Data analysis: Regression-based structural analysis (ABC theory framework).
10.	Dorsamy, B., & Govender, J. P.	2023	Consumer purchase intention and purchase behaviour for green fast moving consumer goods	Expert Journal of Marketing	Greater Durban area, KwaZulu-Natal	FMCG / retail	Pro-environmental attitude and perceived value/quality predicted green FMCG purchase intention; intention→actual purchase behaviour	Perceived price had a negative but non-significant effect on intention	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling via the researcher's social-media contacts. **Respondents:** 381 green consumers aged 18+ in Greater Durban **Data collection:** Online questionnaire **Data analysis:** EFA, CFA and SEM (SPSS/AMOS 27).
11.	Dubihlela, J., & Ngxukumeshe, T.	2016	Eco-friendly retail product attributes, customer attributes and the repurchase intentions of South African consumers	International Business & Economics Research Journal	Southern Gauteng	Retail	Eco-friendly product attributes→repurchase intention; eco-friendly customer attributes→repurchase intention; product attributes→customer attributes; customer attributes moderate the product-attribute effect.	All three hypotheses were supported. The authors note that positive environmental attitudes do not necessarily lead to green purchase	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 241 retail consumers in Southern Gauteng (mostly younger shoppers). **Data collection:** Self-administered questionnaire. **Data analysis:** CFA and SEM.

12.	Duffett, R., Edu, T., Haydam, N., Negricea, I.-C., & Zaharia, R.	2018	A multi-dimensional approach of green marketing competitive advantage: A perspective of small medium and micro enterprises from Western Cape, South Africa	Sustainability	Western Cape	SMMEs (cross-sector)	Each green competitive-advantage dimension was explained by at least one green marketing tool; donating money or time to environmental causes explained three dimensions; business type and years in operation were significant for three dimensions.	Selling biodegradable, recycled or refurbished products had an inverse relationship with two competitive advantage dimensions.	**Research design:** Mixed methods (qualitative then quantitative cross-sectional survey). **Sampling method:** Systematic sampling (every 5th company in a directory) **Respondents:** 10 professionals interviewed (3 managers, 3 marketers, 4 owners); 237 SMMEs in the Western Cape surveyed (261 invited). **Data collection:** In-depth interviews; telephone screening then e-mailed questionnaire. **Data analysis:** Logistic regressions for each competitive-advantage dimension.
13.	Ellis, D., & Mkhize, N.	2025	Predictors of an emerging market sub-segment of consumers' green behaviour	Journal of Contemporary Management	Pietermaritzburg, KwaZulu-Natal	General consumer behaviour	Awareness of environmental issues and perceived consumer effectiveness predicted green consumer behaviour	Environmental concern was not a significant predictor of green consumer behaviour.	**Research design:** Quantitative, descriptive cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 317 consumers at a vehicle driver-testing centre in

									Pietermaritzburg **Data collection:** Self-administered questionnaire. **Data analysis:** Multiple regression.
14.	Fatoki, O.	2019	Green marketing orientation and environmental and social performance of hospitality firms in South Africa	Foundations of Management	Gauteng	Hospitality / tourism	Green marketing orientation (strategic, tactical, internal) was significantly and positively related to hospitality firms' environmental and social performance.	The hypotheses were not rejected.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling **Respondents:** 192 owners and managers of hospitality firms (hotels) in Gauteng. **Data collection:** Self-administered questionnaire; pilot with 30 respondents. **Data analysis:** Descriptive statistics, Pearson correlation and regression; Cronbach's α.
15.	Fatoki, O.	2023	Determinants of green purchase behaviour of university students in South Africa	Economics and Environment	Limpopo and Gauteng provinces	Higher education / green consumer products	Biospheric and altruistic values→attitude, subjective norms and PBC; attitude→intention and →green purchase behaviour; PBC→intention and →behaviour; intention→behaviour; intention mediated ATT→GPB and	Egoistic values had no significant effect on attitude, Subjective norms had no significant effect on intention or behaviour.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling. **Respondents:** 550 university students (268 male, 282 female) at two universities in Limpopo and Gauteng. **Data collection:**

							PBC→GPB		Self-administered questionnaire. **Data analysis:** PLS-SEM with mediation; R^2, Q^2, GoF; full-collinearity CMB test.
16.	Govender, J. P., & Govender, T. L.	2016	The influence of green marketing on consumer purchase behavior	Environmental Economics	Durban, KwaZulu-Natal	General green consumer products / retail	Respondents reported high environmental knowledge; green promotion (advertising) raised awareness and encouraged behaviour change (76% said green ads motivate them); most preferred socially responsible retailers and green products over standard ones.	Price sensitivity constrained green purchasing. No significant differences in price sensitivity by income, or in knowledge and awareness by education; no significant age or gender associations with green-marketing motivation.	**Research design:** Quantitative, exploratory–descriptive cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 100 adult consumers in Durban **Data collection:** Self-administered questionnaire **Data analysis:** Descriptive statistics, chi-square tests and correlations.
17.	Green, V. E. A., & Erasmus, A. C.	2024	Adopting a green strategy and related practices: Lessons from small food establishments in an emerging economy	Cleaner Production Letters	Gauteng	Food and beverage (service and manufacturing)	Each green market orientation dimension (customer, competitor and inter-functional coordination) predicted green performance and green internal practices; internal practices→performance; internal practices mediated GMO→performanc	No hypothesised relationship was non-significant.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling across geographic areas of Gauteng. **Respondents:** 376 owners/managers of small food and beverage establishments (491 approached). **Data collection:**

							e.		Interviewer-administered questionnaires with closed-ended questions. **Data analysis:** Principal axis factoring, multiple regression and Baron–Kenny mediation.
18.	Hamilton, B., & Terblanche-Smit, M.	2018	Consumer intention to purchase green vehicles in the South African market: A theory of planned behaviour perspective	South African Journal of Business Management	South Africa	Automotive (alternative fuel vehicles)	Attitude, subjective norms and PBC predicted intention to purchase alternative-fuel vehicles.	PBC did not moderate attitude→intention	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability (internet convenience) sampling. **Respondents:** 196 South African consumers (95% male, affluent and educated). **Data collection:** Self-administered internet-based questionnaire. **Data analysis:** Hierarchical multiple regression with interaction terms.
19.	Hlaba, Z., & Shava, H.	2025	Consumer attention, green attitude, and climate change awareness in green purchase behaviour: Insights from an emerging economy	Sustainability	Eastern Cape	General green consumer products	Consumer attention to green communication and green attitude significantly predicted green purchase behaviour.	Climate-change awareness had a non-significant negative effect on green purchase behaviour	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling; size set with Raosoft calculator. **Respondents:** 384 residents of urban

									and semi-urban Eastern Cape. **Data collection:** Self-administered questionnaire. **Data analysis:** PLS-SEM (SmartPLS 4) with demographic controls.
20.	Hodgkinson, S., & Hoogendoorn, G.	2024	Thrifting as a sustainable form of fashion consumption in South Africa	Journal of Consumer Sciences	South Africa	Fashion / second-hand clothing (thrift stores, online thrift, Instagram stores)	Thrifting was motivated by mixed ethical (environmental, anti-fast-fashion labour concerns), financial and identity/uniqueness reasons; respondents also repaired, swapped, resold and upcycled clothing.	For some respondents thrifting was itself consumerist rather than sustainable, so environmental commitment varied widely.	**Research design:** Quantitative, descriptive cross-sectional survey. **Sampling method:** Non-probability purposive sampling via personal networks and social media. **Respondents:** 123 thrifters (86% female). **Data collection:** Online questionnaire **Data analysis:** Descriptive statistics.
21.	Kanonuhwa, M., & Chimucheka, T.	2014	Green marketing and purchase behaviour of Generation Y consumers	Mediterranean Journal of Social Sciences	South Africa	General consumer market	Green marketing tools (eco-labels, green branding, green advertising) positively influence Generation Y purchase behaviour.	No hypotheses tested	**Research design:** Qualitative literature review. **Data collection:** Review of literature on green marketing and Gen Y. **Data analysis:** Narrative synthesis.

22.	Khumalo, A. P., Raula, N. R., & Msosa, S. K.	2025	Customer perception of green marketing in the South African retail sector	Insights into Regional Development	South Africa	Retail	Eco-labelling, environmental aspects and green advertising were perceived to affect customers' purchasing behaviour in retail; reference groups were seen as increasing credibility.	No hypotheses tested	**Research design:** Quantitative, descriptive cross-sectional survey. **Sampling method:** Simple random sampling (as reported). **Respondents:** 150 retail customers in South Africa. **Data collection:** Self-administered, closed-ended structured questionnaire. **Data analysis:** Descriptive statistics (SPSS).
23.	Koloba, H. A.	2020	Purchase intention towards environmentally friendly products among consumers in South Africa: Applying the Theory of Planned Behaviour	International Journal of Business and Management Studies	South Africa	General green consumer products	Perceived behavioural control, environmental concern and environmental knowledge significantly predicted intention to buy environmentally friendly products.	Attitude and subjective norms had non-significant effects on purchase intention, even though all factors were significantly correlated with intention.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Not clearly specified **Respondents:** 200 South African consumers **Data collection:** Self-administered questionnaires. **Data analysis:** Factor, correlation and multiple regression analysis.
24.	Kutama, Z. N., & Deliwe, A. P.	2023	Investigating green products consumer awareness using the consumer awareness five-factor model: A case study of Polokwane, South Africa	Journal of Contemporary Management	Polokwane, Limpopo	General green consumer products	Green-product awareness was positively correlated with bargain hunting, price consciousness and general/product knowledge;	Information search was not among the supported factors.	**Research design:** Quantitative, descriptive cross-sectional survey. **Sampling method:** Non-probability convenience sampling.

							consumers compare prices and search online.		**Respondents:** 410 adult consumers in Polokwane, Limpopo. **Data collection:** Online questionnaire via WhatsApp, Facebook, Google Drive and e-mail (Apr–Jul 2021). **Data analysis:** EFA, correlation and regression.
25.	Lekhanya, L. M.	2014	The level of awareness of green marketing and its managerial implications amongst selected South African manufacturing small, medium and micro enterprises (SMMEs) in KwaZulu-Natal	Journal of Economics and Behavioral Studies	KwaZulu-Natal	Manufacturing SMMEs	Manufacturing SMME owners/managers in KZN reported awareness of green marketing and its managerial implications; environmental and consumer-protection legislation were cited as shaping operations.	No hypotheses tested	**Research design:** Quantitative, exploratory cross-sectional survey. **Sampling method:** Non-probability sampling of manufacturing SMMEs. **Respondents:** 84 owners/managers of manufacturing SMMEs in KwaZulu-Natal. **Data collection:** Questionnaire survey. **Data analysis:** Descriptive statistics.

26.	Lupindo, M., Madinga, N. W., & Dlamini, S.	2024	Green beauty: Examining factors shaping millennials' attitudes toward organic personal care products in South Africa	European Journal of Management Studies	South Africa	Beauty / organic personal care	Environmental concern, health consciousness, subjective norms and perceived quality shaped millennials' attitudes to organic personal care; attitude, PBC, health consciousness and perceived quality predicted purchase intention; attitude and quality predicted willingness to pay.	Environmental concern had no direct effect on willingness to pay or purchase intention; health consciousness→WTP and subjective norms→purchase intention were non-significant.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability snowball sampling via Facebook **Respondents:** 377 millennial consumers. **Data collection:** Electronic self-administered questionnaire. **Data analysis:** PLS-SEM (SmartPLS 4.1) with bootstrapping.
27.	Maadza, A. M., & Shava, H.	2026	Determinants of green purchasing behavior among South African youth: The roles of interpersonal influence, green trust, media exposure, environmental attitude, and price sensitivity	Frontiers in Sustainability	Gauteng	General green consumer products	Interpersonal influence, green trust and media exposure each predicted green purchasing behaviour; environmental attitude partially mediated these effects; price sensitivity moderated (weakened) attitude→behaviour.	The moderation shows that economic constraints dampen the attitude–behaviour link.	**Research design:** Quantitative, explanatory cross-sectional survey. **Sampling method:** Non-probability systematic mall intercept with quota/stratification controls. **Respondents:** 766 youths at green retail outlets in Gauteng. **Data collection:** Self-administered questionnaire **Data analysis:** PLS-SEM (SmartPLS 4) with higher-order constructs, mediation and moderation.

28.	Mabaso, B., Osakwe, C. N., & Jibril, A. B.	2025	Exploring the green purchase intention–behavior gap among South African millennials using an expanded planned behavior model	Cogent Business & Management	South Africa	General green consumer products	Environmental concern and personal norms→attitude; attitude→green purchase intention; intention→actual green purchase behaviour.	The moderators of the intention–behaviour link (willingness to pay a premium; perceived consumer effectiveness) were not supported.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling of millennials aged 24–43 via social media and e-mail. **Respondents:** 189 South African millennials **Data collection:** Online questionnaire. **Data analysis:** PLS factor-based SEM (PLSF-SEM) with moderation tests.
29.	Maccaferri, M., & Maluleka, M. L.	2026	Exploring key drivers of green marketing adoption in the South African dairy industry: A consumer-centric analysis	Book chapter – Green Culture and Organisational Sustainability in Africa (Routledge)	South Africa	Dairy / food	Authenticity, trust and moral alignment matter more than visual or functional appeal	physical and perceptual cues, such as product, packaging and visual attributes, were non-significant	**Research design:** Quantitative, cross-sectional **Sampling method:** Probability sampling, simple random **Respondents:** 378 dairy customers **Data collection:** emails, self-adminsitered **Data analysis:** PLS-SEM, SPSS
30.	Madinga, N., Aspeling, D., & Dlamini, S.	2025	Understanding sustainable fashion consumption among millennials in South Africa	Young Consumers	South Africa	Fashion / clothing	Self-transcendence values→sustainable fashion purchase behaviour and environmental concern; environmental	Self-transcendence→attitude, fashion leadership→attitude and →behaviour, and fashion consciousness→beh	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling. **Respondents:** 350

							concern→attitude; durability→attitude and →purchase; fashion consciousness→attitude.	aviour were non-significant.	South African millennials. **Data collection:** Web-based self-administered questionnaire. **Data analysis:** PLS-SEM.
31.	Makhitha, K. M.	2024	The effect of green purchase intention on emerging market consumers' clothing purchase behaviour in South Africa	International Journal of Management and Sustainability	Soweto, Johannesburg, Gauteng	Fashion / clothing	Environmental knowledge and social/peer influence predicted green purchase intention for clothing; intention→green clothing purchase behaviour, which was the strongest path.	No hypothesis rejected.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability (online plus field-worker intercepts). **Respondents:** 300 lower-income township consumers in Soweto **Data collection:** Online structured questionnaire plus field-worker intercepts. **Data analysis:** EFA and SEM (lavaan, robust ML).
32.	Makhitha, K. M.	2021	Green product management: An emerging market perspective in South Africa	Book chapter – Green Marketing in Emerging Markets (Palgrave Macmillan / Springer)	South Africa	General green products	Consumers become green-conscious and pressures like climate change push firms to act responsibly, companies have no choice but to adopt green product strategies	Consumers don't know enough to recognise green products	**Research design:** qualitative **Data analysis:**narrative synthesis publicly available chapter background only.].
33.	Maree, T., & Wiese, M.	2026	Does fortune favor the brave? Brand bravery's impact on green- and inclusive marketing	International Journal of Advertising	South Africa	Advertising / branding (consumer brands)	Perceived brand bravery improved advertisement attitude and brand attitude for	Bravery had no significant effect on brand attitude (only on ad attitude). Counter-intuitively,	**Research design:** Quantitative, two cross-sectional surveys. **Sampling method:**

							environmental-sustainability communication; ad attitude mediated bravery→brand attitude; brand attitude→purchase intent in both studies; consumer–brand identification (CBI) moderated the effects.	low CBI produced stronger moderation than high CBI.	Non-probability convenience sampling (Facebook users; research-panel members). **Respondents:** Study I: 364 Woolworths shoppers (86% female); Study II: 471 Woolworths shoppers (TGM panel). **Data collection:** Online self-administered questionnaires; diagnostic pre-test (n=30). **Data analysis:** CB-SEM (AMOS) with mediation and multi-group moderation.
34.	Masocha, R.	2018	Sustainable marketing practices and sustainable consumer behaviour of tertiary students in South Africa	Journal of Economics and Behavioral Studies	South Africa	Higher education / general consumer products	Customer awareness of sustainability and sustainable marketing efforts predicted sustainable purchasing patterns among students.	Sustainability knowledge and perceived sustainability benefits had non-significant negative effects	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 202 undergraduate and postgraduate students at selected South African universities. **Data collection:** self-administered questionnaire with closed-ended questions. **Data analysis:**

									SEM path analysis (SPSS/AMOS 24).
35.	Masocha, R.	2021	Green marketing practices: Green branding, advertisements, and labelling and their nexus with the performance of SMEs in South Africa	Journal of Sustainability Science and Management	Polokwane, Limpopo Province	SMEs	Eco-branding, eco-labelling and environmental advertising each had a significant positive relationship with SME firm performance.	All three hypotheses supported.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 156 owners/managers of SMEs in Polokwane, Limpopo. **Data collection:** Self-administered questionnaire. **Data analysis:** SEM (AMOS 25).
36.	Maziriri, E. T.	2020	Green packaging and green advertising as precursors of competitive advantage and business performance among manufacturing small and medium enterprises in South Africa	Cogent Business & Management	Gauteng	Manufacturing SMEs	Green packaging→competitive advantage and →business performance; competitive advantage→performance.	green advertising→competitive advantage and green advertising→business performance were non-significant	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Simple random (probability) sampling **Respondents:** 321 heads of marketing departments in manufacturing SMEs, Gauteng. **Data collection:** Self-administered structured questionnaire. **Data analysis:** SEM (SPSS/AMOS 25).

37.	Maziriri, E. T., & Chinomona, E.	2016	Modeling the influence of relationship marketing, green marketing and innovative marketing on the business performance of small, medium and micro enterprises (SMMEs)	Journal of Economics and Behavioral Studies	Southern Gauteng	SMMEs	Relationship marketing, green marketing and innovative marketing each positively influenced SMME business performance.	All three hypotheses supported.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling. **Respondents:** 231 managerial employees of SMMEs in Southern Gauteng. **Data collection:** Structured questionnaire. **Data analysis:** PLS-SEM (SmartPLS).
38.	Mbokane, L., & Modley, L. A.	2024	Green consumerism in young adults: Attitudes and awareness in university students in Johannesburg, South Africa	Sustainability	Johannesburg, Gauteng	Higher education / general green products	Students showed moderate–high awareness and positive attitudes towards green consumerism; income and faculty were significantly associated with awareness; purchasing was driven mainly by price and quality rather than environmental impact.	Gender, age, level of study and campus had no significant relationship with awareness; demographics were unrelated to awareness of eco-friendly products.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability purposive and snowball sampling. **Respondents:** 404 University of Johannesburg students. **Data collection:** Online questionnaire with open- and closed-ended questions. **Data analysis:** Descriptive statistics and generalised linear model (R).

39.	Mhlanga, G., & Beharry-Ramraj, A.	2026	Aligning marketing strategies with climate action and Sustainable Development Goals in South Africa	AYIKA: Journal of Environment and Politics in Africa	South Africa (national; desktop study)	Cross-sector (retail, corporate brands)	Some SA firms are progressing in sustainable branding, but most climate- and SDG-linked marketing is symbolic or performative	No hypotheses tested.	**Research design:** Qualitative research. **Respondents:** secondary sources
40.	Mhlophe, B.	2016	Consumer purchase intentions towards organic food: Insights from South Africa	Business & Social Sciences Journal	Johannesburg, Gauteng	Food retail (organic food)	Consumer attitude, environmental concern, subjective norms and perceived availability significantly predicted intention to buy organic food.	Health consciousness and perceived price; direction were non-significant.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability convenience sampling **Respondents:** 305 shoppers at Shoprite/Checkers, Spar, Pick n Pay and Woolworths in Johannesburg. **Data collection:** Self-administered questionnaire. **Data analysis:** SEM (AMOS).
41.	Molebatsi, P. L., Nkoyi, A., & Van der Walt, F.	2024	Modelling the drivers of green buying behaviour of millennials in an emerging economy	Journal of Contemporary Management	South Africa	General green consumer products	Social influence and product knowledge→green buying behaviour; behavioural intention→behaviour; environmental attitude, social influence, product knowledge and perceived price→intention.	Environmental awareness and environmental attitude had no significant direct effect on green buying behaviour. Perceived price→behaviour was also non-significant. Perceived price related positively, not negatively, to intention.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability online-panel sampling. **Respondents:** 324 millennial consumers in South Africa. **Data collection:** Structured online questionnaire **Data analysis:** CFA and SEM (AMOS

									26).
42.	Mtshali, L., & Beharry-Ramraj, A.	2025	Barriers to implementing green marketing strategies for sustainable ecotourism in KwaZulu-Natal	e-Bangi Journal of Social Sciences and Humanities	KwaZulu-Natal	Tourism / ecotourism (public sector)	Identifies five barriers to green marketing in KZN ecotourism: high financial costs, inadequate infrastructure, low consumer awareness, inconsistent regulation and weak community engagement; proposes PPPs, green infrastructure, digital awareness campaigns, standardised rules and inclusive revenue-sharing.	No hypotheses tested.	**Research design:** Qualitative. **Respondents:** Employees of Ezemvelo KZN Wildlife, the National Department of Tourism and iSimangaliso Wetland Park. **Data collection:** Semi-structured interviews (in person and online). **Data analysis:** Thematic coding.
43.	Mukonza, C., & Muposhi, A.	2025	Efficacy of green marketing as a sustainable business model: Multi-case study analysis	Book chapter – Sustainable Green Marketing Strategies for a Circular Economy (Palgrave Macmillan)	South Africa	Cross-sector	Green marketing is presented as a viable business model that can reduce environmental impact, enhance brand reputation and drive long-term growth	Greenwashing and high initial capital investment in green marketing technologies are considered a major challenge	**Research design:** Qualitative multi-case study of selected South African companies **Sampling method:** Purposive.

44.	Mukonza, C., & Swarts, I.	2020	The influence of green marketing strategies on business performance and corporate image in the retail sector	Business Strategy and the Environment	South Africa	Retail (large grocery/apparel retailers)	Green marketing strategy (green products, price, distribution, promotion, processes, people) positively affected corporate image and business performance	No contrary results reported.	**Research design:** Mixed methods; multiple case study. **Sampling method:** Stratified purposive sampling. **Respondents:** Senior managers of Woolworths and Pick n Pay. **Data collection:** In-depth interviews and questionnaires; document and website analysis. **Data analysis:** Path analysis and content analysis.
45.	Muposhi, A.	2019	Emergence of green marketing capitalism in South Africa: Implications for green economy agenda	International Journal of Business and Management Studies	South Africa	Cross-sector (multinationals, food, retail)	Green marketing in SA has become green marketing capitalism, where multinationals cherry-pick profitable initiatives and fall short on environmental and social goals.	No hypotheses tested.	**Research design:** Qualitative, conceptual (systematic review). **Sampling method:** secondary sources. **Data collection:** Literature and secondary data sources. **Data analysis:** Synthesis and critical analysis.
46.	Muposhi, A., & Dhurup, M.	2017	The influence of green marketing tools on green eating efficacy and green eating behaviour	Journal of Economics and Behavioral Studies	South Africa	Food retail (green food products)	Eco-labels and eco-brands increased green eating efficacy; green eating efficacy→green eating behaviour.	green advertising had a negative, non-significant effect on green eating efficacy	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability **Respondents:** 322 consumers who regularly buy green products. **Data collection:** Structured self-administered

									questionnaire (Jul–Aug 2015) **Data analysis:** EFA, correlation and multiple regression (SPSS 22).
47.	Naidoo, M., & Gasparatos, A.	2023	Consumer worldviews and perspectives on environmental sustainability initiatives in the South African supermarket sector	Journal of Cleaner Production	Gauteng	Retail (supermarkets)	Shoppers were broadly aware of and supportive of supermarket environmental-sustainability initiatives	Pro-ecological worldviews did not consistently translate into awareness of less visible initiatives (energy and water efficiency) or into sustainable purchasing.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability intercept sampling at 14 shopping malls. **Respondents:** 305 supermarket customers in Gauteng. **Data collection:** Face-to-face intercept questionnaires. **Data analysis:** Descriptive statistics and non-parametric tests.
48.	Owusu-Sekyere, E., Abdulai, A., Jordaan, H., & Hansson, H.	2020	Heterogeneous demand for ecologically sustainable products on ensuring environmental sustainability in South Africa	Environmental Economics and Policy Studies	South Africa	Food (meat products)	Most consumers attached significant monetary value (WTP) to meat products with lower water and carbon footprints; environmental attitudes and sustainability knowledge significantly shaped choices and valuations.	About 57% believed their own behaviour has an insignificant environmental effect.	**Research design:** Quantitative **Sampling method:** Systematic household sampling (every 2nd household) in three areas. **Respondents:** 402 households in Pretoria, Midrand and Centurion. **Data collection:** Face-to-face interviews with labelled product

									samples; pre-tested with 15. **Data analysis:** Hybrid latent class model.
49.	Parker, H., Bhatti, W. A., Chwialkowska , A., & Marais, T.	2023	Factors influencing green purchases: An emerging market perspective	Sustainable Development	South Africa	General green consumer products	Knowledge-seeking→emotional value; emotional and social value→green purchases; environmental concern mediated the value→purchase links and had a stronger relationship with green purchase than either value.	Knowledge-seeking→social value was non-significant. One social-influence item.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability online sampling. **Respondents:** 108 South African consumers **Data collection:** Online questionnaire. **Data analysis:** PLS-SEM (SmartPLS) with mediation.
50.	Pooe, B., & Dobbelstein, T.	2024	Factors influencing consumers' intended and actual sustainable purchases of clothing in Germany and South Africa	International Journal of Sustainable Development	South Africa	Fashion / clothing	Sustainability core values were the strongest drivers of intention and of actual sustainable clothing purchases in both SA and Germany; in SA, exclusivity and functionality weakly influenced actual purchases.	Price-insensitivity and aesthetics had no significant influence on intention.	**Research design:** Quantitative, cross-sectional cross-country survey. **Sampling method:** Quota sampling (SA by living-standard measures **Respondents:** 555 South African **Data collection:** Online questionnaire; pilot with 8 experts and pre-test with 50 per country. **Data analysis:** Factor analysis and regression; intention–behaviour gap comparison.

51.	Rossouw, N., & Boon, A.	2024	Conscious cleaning products: The influence of green marketing on consumer buying behaviour	The Retail and Marketing Review	Cape Town, Western Cape	Household cleaning products / FMCG retail	Respondents held positive attitudes towards green marketing and green cleaning products; eco-labelling, social media and visible product attributes shaped choice.	Positive attitudes did not reliably translate into purchase: price, quality, convenience and health often overrode green claims.	**Research design:** Qualitative, interpretivist, exploratory. **Sampling method:** Non-probability purposive sampling. **Respondents:** Small group of consumers in a single focus group (Cape Town). **Data collection:** Focus group with a semi-structured funnel question guide. **Data analysis:** Thematic analysis
52.	Shava, H.	2026	Value–belief–norm dynamics of pro-environmental behaviour: A moderated mediation analysis in South Africa's retail sector	Frontiers in Sustainability	South Africa	Retail	Perceived green values and environmental consciousness predicted environmental commitment and pro-environmental behaviour; religious values moderated PGV→behaviour	Contradictory: environmental commitment had a significant negative effect on behaviour. Commitment's mediation was significant but negative (competitive). Religious values did not moderate consciousness→behaviour or commitment→behaviour	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling with stratification controls. **Respondents:** 734 retail consumers in South Africa. **Data collection:** Structured self-administered questionnaires over six months. **Data analysis:** PLS-SEM (SmartPLS 4) moderated mediation, 5,000 bootstraps.

53.	Shimul, A. S., Cheah, I., & Khan, B. B.	2021	Investigating female shoppers' attitude and purchase intention toward green cosmetics in South Africa	Journal of Global Marketing	South Africa	Beauty / cosmetics	Subjective norm→purchase intention for green cosmetics; ecological motives and environmental knowledge→attitude; attitude→intention, strengthened by consumer involvement	Perceived behavioural control and health consciousness were non-significant.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling of female shoppers. **Respondents:** 408 female consumers in Durban and Johannesburg. **Data collection:** Self-administered online questionnaire. **Data analysis:** CB-SEM (AMOS 26)
54.	Simango, T., Truter, L., & Masondo, P.	2026	Exploring the intended purchase behaviour towards sustainable fashion: An examination of the millennials in South Africa	African Journal of Creative Economy	South Africa	Fashion / clothing	Attitude (strongest), subjective norms, PBC and perceived consumer effectiveness predicted millennials' intention to buy sustainable/ethical fashion; environmental knowledge→attitude ; environmental concern→PCE.	Environmental concern→attitude was non-significant; EC→SN was significant but negative and EC→PBC.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability purposive and snowball sampling. **Respondents:** 302 millennials aged 23–44. **Data collection:** Self-administered questionnaire via SurveyMonkey. **Data analysis:** PLS-SEM (Stata/SmartPLS).
55.	Sonnenberg, N. C., Erasmus, A. C., & Schreuder, A.	2014	Consumers' preferences for eco-friendly appliances in an emerging market context	International Journal of Consumer Studies	City of Tshwane, Gauteng	Household appliances / retail	Brand and price dominated choice across age, income and education groups; energy rating carried moderate weight, but water- and energy-related	Contrary to green-preference expectations, environmental attributes were secondary to brand and price, and the energy-rating preference appeared	**Research design:** Quantitative, cross-sectional survey with conjoint analysis. **Sampling method:** Non-probability purposive sampling. **Respondents:** 648

							programme features and load capacity were least important.	driven by electricity costs rather than environmental concern.	households in the City of Tshwane. **Data collection:** Structured face-to-face interviews with a pre-tested questionnaire. **Data analysis:** Conjoint utility estimation and cluster analysis.
56.	Struwig, M., & Adendorff, C.	2018	Consumers' perception of eco-labels in South Africa	Athens Journal of Business & Economics	South Africa	Consumer products (appliances, deodorants)	Most respondents recognised the EU energy label and the Ozone-Friendly label and were generally aware of products' environmental impact; eco-labels were seen as aiding awareness.	No hypotheses tested.	**Research design:** Quantitative, exploratory cross-sectional survey. **Sampling method:** Non-probability convenience sampling, one area. **Respondents:** 120 consumers. **Data collection:** Self-administered structured questionnaire. **Data analysis:** Descriptive statistics.
57.	Beck, S.B; Deliwe, A.P; Smith, E.E.	2021	Assessing SME perceptions of using green social media marketing	GATR Journal of Management and Marketing Review	Eastern Cape	SMEs (cross-sector)	Most Eastern Cape SMEs do not use green social media marketing, although they recognise its potential benefits	No hypotheses tested.	**Research design:** Quantitative, descriptive cross-sectional survey. **Sampling method:** Non-probability sampling of SMEs. **Respondents:** 150 SMEs in Nelson Mandela Bay and Buffalo City **Data collection:** Self-administered structured

									questionnaires. **Data analysis:** Descriptive statistics.
58.	Synodinos, C.	2026	The influence of eco-labeling in green beauty products: Shaping attitudes and driving purchase intentions	Sustainability	South Africa	Beauty / personal care	Eco-labelling, green packaging and environmental concern each significantly improved attitudes towards green beauty products; attitude strongly predicted purchase intention; attitude.	Gender and age were not significant predictors of attitude or intention;	**Research design:** Quantitative, explanatory cross-sectional survey. **Sampling method:** Non-probability convenience sampling via a research panel. **Respondents:** 500 South African consumers. **Data collection:** Structured electronic questionnaire on an online survey platform. **Data analysis:** CFA and SEM (SPSS/AMOS 31)
59.	Synodinos, C., & Bevan-Dye, A. L.	2014	Determining African Generation Y students' likelihood of engaging in pro-environmental purchasing behaviour	Mediterranean Journal of Social Sciences	Gauteng	Higher education / general green products	Environmental attitudes, subjective norms and perceived behavioural control were positively associated with African Gen Y students' likelihood of pro-environmental purchasing.	No hypotheses tested.	**Research design:** Quantitative, cross-sectional descriptive survey. **Sampling method:** Non-probability convenience sampling. **Respondents:** 500 full-time African Gen Y students at four Gauteng HEI campuses **Data collection:** Self-administered structured

									questionnaire. **Data analysis:** PCA and canonical correlation.
60.	Taljaard, H., Sonnenberg, N. C., & Jacobs, B. M.	2018	Factors motivating male consumers' eco-friendly apparel acquisition in the South African emerging market	International Journal of Consumer Studies	South Africa	Fashion / apparel	Self-efficacy, attitude and awareness of consequences predicted male consumers' intent to acquire apparel in a pro-environmental way.	Social norms and moral norms were not significant predictors, and controllability over the availability of eco-friendly apparel was non-significant.	**Research design:** Quantitative, explanatory cross-sectional survey. **Sampling method:** Non-probability purposive sampling. **Respondents:** 305 male consumers aged 18+. **Data collection:** Online (SurveyMonkey) and paper-based questionnaires. **Data analysis:** Multiple regression.
61.	Tustin, D. H., & De Jongh, D.	2008	Ethical consumerism as a key consideration for future brand strategy development in South Africa	Southern African Business Review	South Africa	Cross-sector consumer markets	CSR, company reputation and good corporate citizenship influenced ethical purchasing more among central than peripheral metropolitan consumers; SA consumers' interest in CSR-based purchasing was lower than UK benchmarks.	Some responsible-purchasing differences were attributed to consumers not understanding what socially responsible products are.	**Research design:** Mixed methods (qualitative groups and quantitative survey). **Sampling method:** Multi-stage systematic sampling by metropolitan area. **Respondents:** 900 consumers across Tshwane, Johannesburg, Cape Peninsula and eThekwini (central vs peripheral). **Data collection:** Interviewer-administered telephone (central) and in-home

									personal interviews (peripheral). **Data analysis:** Population-proportion tests at 95% confidence.
62.	van Niekerk, A., & Conradie, M.	2020	The 'currency' of cultivating a green brand: Representation practices for green branding and green washing in print magazine advertising in South Africa	Communitas	South Africa	Advertising / consumer brands (print media)	Distinguishes two types of green print advertising in SA magazines: green branding (substantive pro-environmental positioning) and greenwashing	Green branding and greenwashing were hard to separate at the representational level. So consumers may not easily tell credible from manipulative claims.	**Research design:** Qualitative, discourse/content analysis. **Sampling method:** Purposive selection of advertisements. **Respondents:** 100 print advertisements from general-circulation South African magazines (2008–2017). **Data collection:** Archival collection of magazine advertisements. **Data analysis:** Critical discourse analysis.
63.	Visser, R., & Dlamini, S.	2021	Green purchasing behaviour towards compostable coffee pods	Sustainability	South Africa	Food & beverage (coffee pods / packaging)	Interpersonal influence and altruistic values→environmental attitude; environmental attitude→green purchasing behaviour for compostable coffee pods.	Environmental knowledge→environmental attitude was not significant. Gender and income did not moderate the attitude→behaviour link.	**Research design:** Quantitative, cross-sectional survey. **Sampling method:** Non-probability sampling (online). **Respondents:** 133 compostable coffee-pod consumers **Data collection:** Online structured questionnaire. **Data analysis:** PLS-SEM (SmartPLS).

64.	Volschenk, J., Gerber, C., & Santos, B. A.	2022	The (in)ability of consumers to perceive greenwashing and its influence on purchase intent and willingness to pay	South African Journal of Economic and Management Sciences	South Africa	General green consumer products	Consumers rewarded greenwashing when it went undetected; consumers educated about greenwashing who detected it imposed a greenwash penalty knowledge and greenwashing explained ~36% of WTP variance.	General environmental knowledge (a control) did not help consumers detect greenwashing. With non-greenwashed adverts there was no significant WTP difference between knowledgeable and non-knowledgeable groups.	**Research design:** Quantitative, 2×2 between-subjects experiment. **Sampling method:** Non-probability sampling of middle- to upper-income consumers. **Respondents:** 120 South African consumers. **Data collection:** Online experiment manipulating greenwashing knowledge and greenwashed adverts. **Data analysis:** ANOVA / regression.
65.	Zulu, M., Muposhi, A., Matselale, N., & Parbhoo, N.	2025	Juxtaposing Generation Z consumers' consumption behaviour of local versus global sustainable fashion brands	Young Consumers	South Africa	Fashion (local vs global sustainable fashion brands)	Local brands: environmental concern, cultural mindfulness and social influence→attitude. Global brands: environmental concern and perceived value→attitude. Attitude→consumption intention in both models; materialism moderated attitude→intention.	For global brands, cultural mindfulness, social influence and trust had negative or non-significant effects. Trust had a negative influence on attitude towards local brands,	**Research design:** Quantitative, cross-sectional survey **Sampling method:** Non-probability purposive sampling of Gen Z aged 18–28. **Respondents:** 504 Gen Z consumers who buy local and global sustainable fashion brands **Data collection:** Online questionnaire. **Data analysis:** PLS-SEM (SmartPLS 4) with moderation; CMB checked.

Table S2: Conditions (Antecedents) and Consequences (Outcomes) of Green Marketing Adoption

No.	Author(s)	Year	Underpinning theory	Specific antecedents	Specific outcomes
1.	Anvar, M., & Venter, M.	2014	Theory of Reasoned Action (TRA) / Theory of Planned Behaviour (TPB)	Social influence; environmental awareness; price	green purchase behaviour; sales/market share
2.	Bendixen, M. T., Sandler, M., & Seligman, D.	1994	-	Consumer awareness of green products; perceived price competitiveness; scepticism about environmental benefits	Consumer perceptions and purchase of environmentally friendly products
3.	Bevan-Dye, A. L., & Synodinos, C.	2025	Theory of Planned Behaviour (TPB), extended	Perceived environmental knowledge; perceived behavioural control; ethicality beliefs; attitudes; socio-altruistic values; subjective norms	Green beauty product brand purchase intention
4.	Bisschoff, C., & Liebenberg, P.	2016	-	Environmental concern; environmental beliefs; environmental awareness; environmental attitude; environmental social consciousness; purchase intention; environmental knowledge	Green purchasing behaviour
5.	Chihwai, P.	2024	-	Organisational values, availability of resources, environmental management	sustainable marketing practices; greener buyung and consumption
6.	Chiloane-Tsoka, E., Mabiza-ma-Mabiza, J., & Mbohwa, C.	2014	-	Government green-economy policy (NDP 2030, targets); knowledge and skills in green technology; intellectual property support; SEDA training; youth technology skills	Green economy participation of SMMEs; job creation; economic inclusion
7.	de Freitas, D., van Eeden, T. S., & Christie, L.	2020	Theory of Planned Behaviour (TPB), augmented	Attitude; subjective norms; perceived behavioural control; anticipated regret; perceived moral obligation; environmental knowledge	Intention to purchase

8.	Dilotsotlhe, N., & Duh, H. I.	2021	Theory of Consumption Values (TCV); Diffusion of Innovations (DOI); Theory of Planned Behaviour (TPB); Community-Based Social Marketing (CBSM) framework	Functional, conditional, epistemic, emotional and social values; relative advantage, complexity, compatibility, observability; attitude; subjective norms; PBC	Purchase intention and actual purchase behaviour; energy and water saving
9.	Dlamini, S., & Mahowa, V.	2024	Alphabet Theory	Awareness; product information; product availability; environmental concern; perceived barriers; perceived price; attitude	Green cosmetic purchase intention, green purchase behaviour
10.	Dorsamy, B., & Govender, J. P.	2023	Theory of Planned Behaviour (TPB), modified	Pro-environmental attitude; perceived value (quality); perceived price	Green purchase intention; actual green FMCG purchase behaviour
11.	Dubihlela, J., & Ngxukumeshe, T.	2016	-	Eco-friendly retail product attributes; customer-related attributes (environmental sensitivity); eco-friendly consumption decisions	Eco-friendly product repurchase intentions
12.	Duffett, R., Edu, T., Haydam, N., Negricea, I.-C., & Zaharia, R.	2018	-	Green marketing tools (selling biodegradable/recycled/refurbished products, eco-friendly brands, community environmental involvement, communicating environmental endeavours)	Green competitive advantage (differentiation, cost, image, etc.)
13.	Ellis, D., & Mkhize, N.	2025	-	Awareness of environmental issues; perceived consumer effectiveness; environmental concern	Green (ecologically conscious) consumer behaviour
14.	Fatoki, O.	2019	Natural-Resource-Based View (NRBV); Stakeholder Theory	Green marketing orientation (strategic, tactical, and internal GMO); stakeholder pressure for social and environmental responsibility	Environmental performance; social performance
15.	Fatoki, O.	2023	Value-Attitude-Behaviour (VAB) theory integrated with the Theory of Planned	Biospheric, altruistic, and egoistic values; attitude; subjective norms; perceived behavioural control	Green purchase intention; green purchase behaviour

			Behaviour (TPB)		
16.	Govender, J. P., & Govender, T. L.	2016	-	Environmental knowledge; green marketing mix (green promotion, packaging, labelling, product information, price, place/accessibility); retailer social responsibility	Green purchasing behaviour; patronage of socially responsible retailers
17.	Green, V. E. A., & Erasmus, A. C.	2024	-	Green customer orientation; green competitor orientation; green interfunctional coordination; consumer and stakeholder pressure	Green (environmental) performance
18.	Hamilton, B., & Terblanche-Smit, M.	2018	Theory of Planned Behaviour (TPB); hierarchical attitude–behaviour model	Attitude; subjective norm; perceived behavioural control	Intention to purchase green (alternative fuel) vehicles
19.	Hlaba, Z., & Shava, H.	2025	Theory of Planned Behaviour (TPB)	Consumer attention to green communication; green attitude; climate change awareness	Green purchase behaviour
20.	Hodgkinson, S., & Hoogendoorn, G.	2024	-	Environmental motives; financial motives; concern about fast-fashion labour practices; quality; preference for locally made products	Sustainable (second-hand/thrifting) fashion consumption
21.	Kanonuhwa, M., & Chimucheka, T.	2014	Theory of Reasoned Action (TRA); Theory of Planned Behaviour (TPB)	Environmental awareness; environmental concern; attitudes; subjective norms; green marketing mix (product, price, promotion, eco-labels)	Green purchase behaviour of Generation Y
22.	Khumalo, A. P., Raula, N. R., & Msosa, S. K.	2025	-	Eco-labelling; environmental aspects of products; green advertising	Customer purchasing behaviour
23.	Koloba, H. A.	2020	Theory of Planned Behaviour (TPB)	Attitudes; subjective norms; perceived behavioural control; environmental concern; environmental knowledge	Purchase intention towards environmentally friendly products

24.	Kutama, Z. N., & Deliwe, A. P.	2023	-	General and product knowledge; information search; price consciousness; awareness of consumer protection laws	Green product consumer awareness and purchase decisions
25.	Lekhanya, L. M.	2014	-	Awareness of green marketing; environmental legislation (National Environmental Management Act); Consumer Protection Act	Awareness and managerial adoption of green marketing strategies
26.	Lupindo, M., Madinga, N. W., & Dlamini, S.	2024	Theory of Planned Behaviour (TPB)	Health consciousness; environmental concern; perceived behavioural control; perceived quality	Purchase intention towards organic personal care products
27.	Maadza, A. M., & Shava, H.	2026	Theory of Planned Behaviour (TPB); Norm Activation Theory	Interpersonal influence; green trust; media exposure (external green influence)	Green purchasing behaviour
28.	Mabaso, B., Osakwe, C. N., & Jibril, A. B.	2025	Theory of Planned Behaviour (TPB), expanded	Environmental concern; personal norms; attitude; subjective norms; PBC; willingness to pay a premium	Green purchase intention; actual green purchase behaviour, willingnessnnto pay
29.	Maccaferri, M., & Maluleka, M. L.	2026	-	Physical attributes, preceptual attributes, reflexive attributes	Green attributes (waste reduction, energy conservation, environmental health)
30.	Madinga, N., Aspeling, D., & Dlamini, S.	2025	Value–Attitude–Behaviour (VAB) hierarchy	Self-transcendence and self-enhancement values; environmental concern; durability; fashion leadership; fashion consciousness; price sensitivity	Purchase of sustainable fashion
31.	Makhitha, K. M.	2024	Theory of Planned Behaviour (TPB)	Environmental knowledge; social/peer influence	Green clothing purchase intention and behaviour
32.	Makhitha, K. M.	2021	-	Consumer green consciousness; climate change; drought; electricity shortages	Product recycling, Green behaviour
33.	Maree, T., & Wiese, M.	2026	Social Identity Theory (SIT)	Brand bravery in environmental-sustainability communication	Brand attitude; advertisement attitude; purchase intent

34.	Masocha, R.	2018	-	Customer awareness of sustainability; sustainable marketing efforts; sustainability knowledge; perceived sustainability benefits	Sustainable consumer (purchasing) behaviour
35.	Masocha, R.	2021	Natural-Resource-Based View (NRBV)	Eco-branding; eco-labelling; environmental advertising	SME firm performance
36.	Maziriri, E. T.	2020	-	Green packaging; green advertising	Competitive advantage; business performance
37.	Maziriri, E. T., & Chinomona, E.	2016	Resource-Based Theory (RBT)	Green marketing activities	SMME business performance (competitive position, business performance)
38.	Mbokane, L., & Modley, L. A.	2024	-	Income; awareness; price; quality; green advertising; eco-labels	green purchasing
39.	Mhlanga, G., & Beharry-Ramraj, A.	2026	Theory of Planned Behaviour (TPB); Stakeholder Theory; Triple Bottom Line (TBL)	Climate change pressure; stakeholder and consumer demand for transparency and authenticity; reputational motives	Sustainable branding; SDG-aligned marketing; consumer behaviour
40.	Mhlophe, B.	2016	Theory of Planned Behaviour (TPB), extended	Consumer attitude; health consciousness; perceived price; perceived availability; subjective norms; environmental concern	Purchase intention for organic food
41.	Molebatsi, P. L., Nkoyi, A., & Van der Walt, F.	2024	Theory of Planned Behaviour (TPB) based model	Environmental attitude; social influence; product knowledge; perceived price	Green buying intention and behaviour
42.	Mtshali, L., & Beharry-Ramraj, A.	2025	-	Financial costs; infrastructure; consumer awareness; regulatory frameworks; community engagement	Sustainable ecotourism practices; equitable community benefits
43.	Mukonza, C., & Muposhi, A.	2025	-	Consumer prioritisation of sustainability and social responsibility; integration of green marketing into operations	Reduced environmental footprint; brand reputation; corporate image long-term growth

44.	Mukonza, C., & Swarts, I.	2020	Dynamic capabilities theory / resource-based view	Green marketing strategy (eco-friendly products, recyclable/decomposable packaging, pollution prevention, energy efficiency); green economy imperatives	Business performance; corporate image; competitive advantage
45.	Muposhi, A.	2019	-	Profit motive/commercialisation; green economy policy (plastic bag levy); eco-labels; ISO 14001 EMS; organic food market; green marketing metrics	Green economy transition; environmental sustainability; social justice
46.	Muposhi, A., & Dhurup, M.	2017	Legitimacy Theory; Self-efficacy Theory	Eco-labels; eco-brands; green advertising; green eating efficacy	Green eating efficacy; green eating behaviour
47.	Naidoo, M., & Gasparatos, A.	2023	-	Consumer environmental worldviews (NEP); visibility of corporate environmental sustainability (CES) initiatives (recycling, packaging reduction, sustainable products)	acceptance of retailer sustainability initiatives; sustainable purchasing decisions
48.	Owusu-Sekyere, E., Abdulai, A., Jordaan, H., & Hansson, H.	2020	-	Water-footprint and carbon-footprint product attributes; environmental attitudes; knowledge of environmental sustainability; socio-economic factors	Willingness to pay for ecologically sustainable products
49.	Parker, H., Bhatti, W. A., Chwialkowska, A., & Marais, T.	2023	Theory of Consumption Values (TCV)	Knowledge-seeking; emotional value; social value	Green purchase behaviour
50.	Pooe, B., & Dobbelstein, T.	2024	-	Sustainability core values (prioritisation, planning/habits, commitment/sacrifice, knowledge/information); clothing preferences (exclusivity, functionality, price-insensitivity, aesthetics)	Intention and actual sustainable clothing purchases

51.	Rossouw, N., & Boon, A.	2024	-	Green marketing (eco-labelling, social media, product attributes); price; quality; convenience; health; awareness; availability	Consumer buying behaviour
52.	Shava, H.	2026	Value–Belief–Norm (VBN) theory, extended	Perceived green values; environmental consciousness;	Pro-environmental consumer behaviour
53.	Shimul, A. S., Cheah, I., & Khan, B. B.	2021	Theory of Planned Behaviour (TPB), extended	Ecological motive; environmental knowledge; health consciousness; subjective norm; perceived behavioural control	Purchase intention for green cosmetics
54.	Simango, T., Truter, L., & Masondo, P.	2026	Theory of Planned Behaviour (TPB), extended	Attitude; subjective norms; perceived behavioural control; perceived consumer effectiveness; environmental concern; environmental knowledge; situational context	Intention to purchase sustainable fashion
55.	Sonnenberg, N. C., Erasmus, A. C., & Schreuder, A.	2014	-	Environmental product attributes (energy and water efficiency), brand and price	Preference for eco-friendly appliances; pro-environmental choice behaviour
56.	Struwig, M., & Adendorff, C.	2018	-	Eco-label awareness; ability to evaluate label information; environmental concern	Consumer perception and recognition of eco-labels
57.	Beck, S.B; Deliwe, A.P; Smith, E.E.	2021	-	Perceived environmental sustainability; stakeholder expectations; awareness of social media benefits; funding and technical capacity	brand differentiation/positioning
58.	Synodinos, C.	2026	Theory of Planned Behaviour (TPB), extended	Eco-labelling; green packaging; environmental concern; attitude	Purchase intention for green beauty products
59.	Synodinos, C., & Bevan-Dye, A. L.	2014	Theory of Planned Behaviour (TPB)	Environmental attitudes; subjective norms; perceived behavioural control	Pro-environmental purchasing behaviour

60.	Taljaard, H., Sonnenberg, N. C., & Jacobs, B. M.	2018	Norm-Activation Theory (NAT); Theory of Planned Behaviour (TPB)	Awareness of consequences; social norms; moral norms; attitudes; self-efficacy; controllability	Intent to acquire apparel in an eco-friendly manner
61.	Tustin, D. H., & De Jongh, D.	2008	-	Consumer ethical expectations; perceptions of corporate citizenship; ethical purchasing (incl. products with recycled content)	Ethical/green brand strategy; market share; brand reputation
62.	van Niekerk, A., & Conradie, M.	2020	-	Consumer environmental concern	Green brand reputation; green branding vs greenwashing communication
63.	Visser, R., & Dlamini, S.	2021	-	Interpersonal influence; altruistic values; environmental knowledge; environmental attitude	Green purchasing behaviour (compostable coffee pods)
64.	Volschenk, J., Gerber, C., & Santos, B. A.	2022	-	Greenwashing knowledge; environmental knowledge; presence of greenwashing	Purchase intent; willingness to pay a green premium
65.	Zulu, M., Muposhi, A., Matselale, N., & Parbhoo, N.	2025	Social Cognitive Theory	Environmental concern; cultural mindfulness; social influence; perceived value; materialism; trust	consumption intention towards local/global sustainable fashion brands

Table S3: Breakdown Analysis of Conditions (Antecedents) that Shape Green Marketing Adoption by Authors

			Market Pressure					Organisational Readiness			Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
1.	2014	Anvar, M., & Venter, M.	✓		✓		✓						
2.	1994	Bendixen, M. T., Sandler, M., & Seligman, D.	✓			✓	✓						
3.	2025	Bevan-Dye, A. L., & Synodinos, C.	✓	✓	✓								
4.	2016	Bisschoff, C., & Liebenberg, P.	✓	✓									
5.	2024	Chihwai, P.							✓		✓		
6.	2014	Chiloane-Tsoka, E., Mabiza-ma-Mabiza, J., & Mbohwa, C.							✓			✓	
7.	2020	de Freitas, D., van Eeden, T. S., & Christie, L.	✓	✓	✓								
8.	2021	Dilotsotlhe, N., & Duh, H. I.	✓	✓	✓		✓						

			Market Pressure					Organisational Readiness				Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
9.	2024	Dlamini, S., & Mahowa, V.	✓	✓			✓						
10.	2023	Dorsamy, B., & Govender, J. P.	✓				✓						
11.	2016	Dubihlela, J., & Ngxukumeshe, T.		✓			✓						
12.	2018	Duffett, R., Edu, T., Haydam, N., Negricea, I.-C., & Zaharia, R.						✓		✓		✓	✓
13.	2025	Ellis, D., & Mkhize, N.	✓	✓									
14.	2019	Fatoki, O.						✓		✓			✓
15.	2023	Fatoki, O.	✓	✓	✓								
16.	2016	Govender, J. P., & Govender, T. L.	✓				✓			✓			
17.	2024	Green, V. E. A., & Erasmus, A. C.	✓					✓		✓			✓

			Market Pressure					Organisational Readiness			Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
18.	2018	Hamilton, B., & Terblanche-Smit, M.	✓		✓								
19.	2025	Hlaba, Z., & Shava, H.	✓										
20.	2024	Hodgkinson, S., & Hoogendoorn, G.		✓			✓						
21.	2014	Kanonuhwa, M., & Chimucheka, T.	✓	✓	✓								
22.	2025	Khumalo, A. P., Raula, N. R., & Msosa, S. K.	✓										
23.	2020	Koloba, H. A.	✓	✓	✓								
24.	2023	Kutama, Z. N., & Deliwe, A. P.	✓				✓						
25.	2014	Lekhanya, L. M.							✓			✓	
26.	2024	Lupindo, M., Madinga, N. W., & Dlamini, S.		✓			✓						

			Market Pressure					Organisational Readiness				Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
27.	2026	Maadza, A. M., & Shava, H.			✓	✓	✓						
28.	2025	Mabaso, B., Osakwe, C. N., & Jibril, A. B.	✓	✓	✓		✓						
29.	2026	Maccaferri, M., & Maluleka, M. L.	✓										
30.	2025	Madinga, N., Aspeling, D., & Dlamini, S.		✓	✓		✓						
31.	2024	Makhitha, K. M.	✓		✓								
32.	2021	Makhitha, K. M.	✓					✓					
33.	2026	Maree, T., & Wiese, M.	✓										
34.	2018	Masocha, R.	✓										
35.	2021	Masocha, R.								✓			

			Market Pressure						Organisational Readiness			Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
36.	2020	Maziriri, E. T.								✓			
37.	2016	Maziriri, E. T., & Chinomona, E.								✓			
38.	2024	Mbokane, L., & Modley, L. A.	✓				✓			✓			
39.	2026	Mhlanga, G., & Beharry-Ramraj, A.	✓			✓						✓	✓
40.	2016	Mhlophe, B.	✓	✓	✓		✓						
41.	2024	Molebatsi, P. L., Nkoyi, A., & Van der Walt, F.	✓		✓		✓						
42.	2025	Mtshali, L., & Beharry-Ramraj, A.	✓								✓	✓	✓
43.	2025	Mukonza, C., & Muposhi, A.						✓					✓
44.	2020	Mukonza, C., & Swarts, I.						✓		✓	✓		

			Market Pressure					Organisational Readiness				Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
45.	2019	Muposhi, A.								✓			
46.	2017	Muposhi, A., & Dhurup, M.								✓			
47.	2023	Naidoo, M., & Gasparatos, A.	✓	✓									
48.	2020	Owusu-Sekyere, E., Abdulai, A., Jordaan, H., & Hansson, H.	✓				✓						
49.	2023	Parker, H., Bhatti, W. A., Chwialkowska, A., & Marais, T.	✓	✓	✓								
50.	2024	Pooe, B., & Dobbelstein, T.	✓	✓			✓						
51.	2024	Rossouw, N., & Boon, A.	✓				✓						
52.	2026	Shava, H.		✓									
53.	2021	Shimul, A. S., Cheah, I., & Khan, B. B.	✓	✓	✓								

			Market Pressure					Organisational Readiness			Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
54.	2026	Simango, T., Truter, L., & Masondo, P.	✓	✓									
55.	2014	Sonnenberg, N. C., Erasmus, A. C., & Schreuder, A.	✓				✓						
56.	2018	Struwig, M., & Adendorff, C.	✓	✓									
57.	2021	Beck, S.B; Deliwe, A.P; Smith, E.E.							✓	✓	✓		✓
58.	2026	Synodinos, C.	✓	✓									
59.	2014	Synodinos, C., & Bevan-Dye, A. L.	✓		✓								
60.	2018	Taljaard, H., Sonnenberg, N. C., & Jacobs, B. M.	✓	✓	✓								
61.	2008	Tustin, D. H., & De Jongh, D.		✓									
62.	2020	van Niekerk, A., & Conradie, M.	✓	✓									

			Market Pressure					Organisational Readiness				Institutional and Stakeholder Pressure	
No	**Year**	**Author(s)**	Green demand signals	Values & motivations	Social influence	Trust & credibility	Price considerations	Green marketing orientation	Managerial skills & training	Green marketing capabilities	Firm resources	Policy & regulations	Stakeholder expectations
63.	2021	Visser, R., & Dlamini, S.	✓	✓	✓		✓						
64.	2022	Volschenk, J., Gerber, C., & Santos, B. A.	✓			✓							
65.	2025	Zulu, M., Muposhi, A., Matselale, N., & Parbhoo, N.		✓	✓	✓	✓						

Table S4: Breakdown Analysis of Conditions (Antecedents) that Shape Green Marketing Adoption by Specific Indicators

Broad antecedents of green marketing adoption

No	Broad antecedent	Study numbers highlighting the antecedent	No. of studies
1.	Market Pressure	1, 2, 3, 4, 7, 8, 9, 10, 11, 13, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 38, 39, 40, 41, 42, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 58, 59, 60, 61, 62, 63, 64, 65	52
2.	Organisational Readiness	5, 6, 12, 14, 16, 17, 25, 32, 35, 36, 37, 38, 42, 43, 44, 45, 46, 57	18
3.	Institutional and Stakeholder Pressure	6, 12, 14, 17, 25, 39, 42, 43, 57	9

Market Pressure

No	Antecedent	Study numbers highlighting the antecedent	No. of studies
1.	Green demand signals	1, 2, 3, 4, 7, 8, 9, 10, 13, 15, 16, 17, 18, 19, 21, 22, 23, 24, 28, 29, 31, 32, 33, 34, 38, 39, 40, 41, 42, 47, 48, 49, 50, 51, 53, 54, 55, 56, 58, 59, 60, 62, 63, 64	44
2.	Values & sustainability motivations	3, 4, 7, 8, 9, 11, 13, 15, 20, 21, 23, 26, 28, 30, 40, 47, 49, 50, 52, 53, 54, 56, 58, 60, 61, 62, 63, 65	28
3.	Social influence	1, 3, 7, 8, 15, 18, 21, 23, 27, 28, 30, 31, 40, 41, 49, 53, 59, 60, 63, 65	20
4.	Trust & credibility	2, 27, 39, 64, 65	5

No	Antecedent	Study numbers highlighting the antecedent	No. of studies
5.	Price considerations	1, 2, 8, 9, 10, 11, 16, 20, 24, 26, 27, 28, 30, 38, 40, 41, 48, 50, 51, 55, 63, 65	22

Organisational Readiness

No	Antecedent	Study numbers highlighting the antecedent	No. of studies
1.	Green marketing orientation	12, 14, 17, 32, 43, 44	6
2.	Managerial awareness, skills & training	5, 6, 25, 57	4
3.	Green marketing capabilities	12, 14, 16, 17, 35, 36, 37, 38, 44, 45, 46, 57	12
4.	Firm resources	5, 42, 44, 57	4

Institutional and Stakeholder Pressure

No	Antecedent	Study numbers highlighting the antecedent	No. of studies
1.	Regulatory and policy environment	6, 12, 25, 39, 42	5
3.	Stakeholder expectations	12, 14, 17, 39, 42, 43, 57	7

Note: Studies can support more than one antecedent, so counts within a table sum to more than the number of studies in that broad antecedent.

Table S5: Breakdown Analysis of Consequences (Outcomes) that Shape Green Marketing Adoption by Authors

			Consumer Behaviour				Firm Performance				Sustainability		
No	**Year**	**Author(s)**	Purchase Intention	Purchase Behaviour	Preference & Willingness to purchase	Repurchase	Business Perf	Comp. advantage	Image & reputation	Market share	Env. Perf.	Resource efficiency	Social benefit
1.	2014	Anvar, M., & Venter, M.		✓						✓			
2.	1994	Bendixen, M. T., Sandler, M., & Seligman, D.		✓									
3.	2025	Bevan-Dye, A. L., & Synodinos, C.	✓										
4.	2016	Bisschoff, C., & Liebenberg, P.		✓									
5.	2024	Chihwai, P.											
6.	2014	Chiloane-Tsoka, E., Mabiza-ma-Mabiza, J., & Mbohwa, C.											✓
7.	2020	de Freitas, D., van Eeden, T. S., & Christie, L.	✓										
8.	2021	Dilotsotlhe, N., & Duh, H. I.	✓	✓								✓	
9.	2024	Dlamini, S., & Mahowa, V.	✓										
10.	2023	Dorsamy, B., & Govender, J. P.	✓	✓									
11.	2016	Dubihlela, J., & Ngxukumeshe, T.				✓							
12.	2018	Duffett, R., Edu, T., Haydam, N., Negricea, I.-C., & Zaharia, R.						✓	✓				
13.	2025	Ellis, D., & Mkhize, N.		✓									
14.	2019	Fatoki, O.									✓		✓
15.	2023	Fatoki, O.	✓	✓									
16.	2016	Govender, J. P., & Govender, T. L.		✓									✓

			Consumer Behaviour					Firm Performance			Sustainability		
No	**Year**	**Author(s)**	Purchase Intention	Purchase Behaviour	Preference & Willingness to purchase	Repurchase	Business Perf	Comp. advantage	Image & reputation	Market share	Env. Perf.	Resource efficiency	Social benefit
17.	2024	Green, V. E. A., & Erasmus, A. C.									✓		
18.	2018	Hamilton, B., & Terblanche-Smit, M.	✓										
19.	2025	Hlaba, Z., & Shava, H.		✓									
20.	2024	Hodgkinson, S., & Hoogendoorn, G.		✓									
21.	2014	Kanonuhwa, M., & Chimucheka, T.		✓									
22.	2025	Khumalo, A. P., Raula, N. R., & Msosa, S. K.		✓									
23.	2020	Koloba, H. A.	✓										
24.	2023	Kutama, Z. N., & Deliwe, A. P.		✓									
25.	2014	Lekhanya, L. M.											
26.	2024	Lupindo, M., Madinga, N. W., & Dlamini, S.	✓										
27.	2026	Maadza, A. M., & Shava, H.		✓									
28.	2025	Mabaso, B., Osakwe, C. N., & Jibril, A. B.	✓	✓	✓								
29.	2026	Maccaferri, M., & Maluleka, M. L.									✓		
30.	2025	Madinga, N., Aspeling, D., & Dlamini, S.		✓									
31.	2024	Makhitha, K. M.	✓	✓									
32.	2021	Makhitha, K. M.		✓									
33.	2026	Maree, T., & Wiese, M.	✓										

			Consumer Behaviour				Firm Performance				Sustainability		
No	**Year**	**Author(s)**	Purchase Intention	Purchase Behaviour	Preference & Willingness to purchase	Repurchase	Business Perf	Comp. advantage	Image & reputation	Market share	Env. Perf.	Resource efficiency	Social benefit
34.	2018	Masocha, R.		✓									
35.	2021	Masocha, R.					✓						
36.	2020	Maziriri, E. T.					✓	✓					
37.	2016	Maziriri, E. T., & Chinomona, E.					✓						
38.	2024	Mbokane, L., & Modley, L. A.		✓									
39.	2026	Mhlanga, G., & Beharry-Ramraj, A.							✓				
40.	2016	Mhlophe, B.	✓										
41.	2024	Molebatsi, P. L., Nkoyi, A., & Van der Walt, F.	✓	✓									
42.	2025	Mtshali, L., & Beharry-Ramraj, A.											✓
43.	2025	Mukonza, C., & Muposhi, A.					✓		✓		✓		
44.	2020	Mukonza, C., & Swarts, I.					✓	✓	✓				
45.	2019	Muposhi, A.									✓		✓
46.	2017	Muposhi, A., & Dhurup, M.		✓									
47.	2023	Naidoo, M., & Gasparatos, A.		✓									
48.	2020	Owusu-Sekyere, E., Abdulai, A., Jordaan, H., & Hansson, H.			✓								
49.	2023	Parker, H., Bhatti, W. A., Chwialkowska, A., & Marais, T.		✓									
50.	2024	Pooe, B., & Dobbelstein, T.	✓	✓									

			Consumer Behaviour					Firm Performance			Sustainability		
No	**Year**	**Author(s)**	Purchase Intention	Purchase Behaviour	Preference & Willingness to purchase	Repurchase	Business Perf	Comp. advantage	Image & reputation	Market share	Env. Perf.	Resource efficiency	Social benefit
51.	2024	Rossouw, N., & Boon, A.		✓									
52.	2026	Shava, H.		✓									
53.	2021	Shimul, A. S., Cheah, I., & Khan, B. B.	✓										
54.	2026	Simango, T., Truter, L., & Masondo, P.	✓										
55.	2014	Sonnenberg, N. C., Erasmus, A. C., & Schreuder, A.		✓	✓								
56.	2018	Struwig, M., & Adendorff, C.			✓								
57.	2021	Beck, S.B; Deliwe, A.P; Smith, E.E.							✓	✓	✓		✓
58.	2026	Synodinos, C.	✓										
59.	2014	Synodinos, C., & Bevan-Dye, A. L.		✓									
60.	2018	Taljaard, H., Sonnenberg, N. C., & Jacobs, B. M.	✓										
61.	2008	Tustin, D. H., & De Jongh, D.							✓	✓			
62.	2020	van Niekerk, A., & Conradie, M.							✓				
63.	2021	Visser, R., & Dlamini, S.		✓									
64.	2022	Volschenk, J., Gerber, C., & Santos, B. A.	✓		✓								
65.	2025	Zulu, M., Muposhi, A., Matselale, N., & Parbhoo, N.	✓										

Table S6: Breakdown Analysis of Consequences (Outcomes) that Shape Green Marketing Adoption by Specific Indicators

Broad Outcomes Across the Included Studies

No	Broad outcome	Study numbers highlighting the outcome	No. of studies
1.	Consumer Behaviour	1, 2, 3, 4, 7, 8, 9, 10, 11, 13, 15, 16, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 30, 31, 32, 33, 34, 38, 40, 41, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 58, 59, 60, 63, 64, 65	47
2.	Firm Performance	1, 12, 35, 36, 37, 39, 43, 44, 57, 61, 62	11
3.	Sustainability	6, 8, 14, 16, 17, 29, 42, 43, 45	9

Consumer Behaviour: Specific Outcomes Within Consumer Behaviour

No	Outcome	Study numbers highlighting the outcome	No. of studies
1.	Green purchase intention	3, 7, 8, 9, 10, 15, 18, 23, 26, 28, 31, 33, 40, 41, 50, 53, 54, 58, 60, 64, 65	21
2.	green purchase behaviour	1, 2, 4, 8, 10, 13, 15, 16, 19, 20, 21, 22, 24, 27, 28, 30, 31, 32, 34, 38, 41, 46, 47, 49, 50, 51, 52, 55, 59, 63	30
3.	Willingness to pay and product preference	28, 48, 55, 56, 64	5
4.	Repurchase and retailer patronage	11	1

Firm Performance: Specific Outcomes Within Firm Performance

No	Outcome	Study numbers highlighting the outcome	No. of studies

No	Outcome	Study numbers highlighting the outcome	No. of studies
1.	Business and financial performance	35, 36, 37, 43, 44	5
2.	Competitive advantage	12, 36, 44	3
3.	Corporate image and brand reputation	12, 39, 43, 44, 61, 62	6
5.	Market share and positioning	1, 57, 61	3

Sustainability: Specific Outcomes Within Sustainability

No	Outcome	Study numbers highlighting the outcome	No. of studies
1.	Environmental performance	14, 17, 29, 43, 45	5
2.	Resource efficiency	8	1
3.	Social and community outcomes	6, 14, 16, 42, 45	5

Table S7: Studies that might appear to meet the inclusion criteria but which were excluded

References

S/N	Excluded on geographic scope
1.	Chikwere, D., Munuhwa, S., & Chibaro, M. (2025). Advancing sustainable green marketing agenda in Africa through green supply chain management. In Sustainable green marketing strategies for a circular economy: African realities and imperatives (pp. 161-182). Cham: Springer Nature Switzerland.
2.	Nyagadza, B. (2021). Fostering green economies in Africa through green marketing strategies for environmental sustainability: An overview. Journal of Environmental Media, 2(1), 17–22.
3.	Paiva, T. (2025). A systematic review of driving sustainability through circular economy marketing: insights and strategies for green marketing innovation. Encyclopedia, 5(2), 61.
4.	Mandina, S. P., Giwa, S., & Chikwanha, M. (2025). Evaluating green marketing strategies: Role of sustainability indicators. In Muposhi & Nyagadza (Eds.), Sustainable Green Marketing Strategies for a Circular Economy (pp. 39–61). Palgrave Macmillan.
5.	Braik, A., Saleh, Y., & Jaaron, A. A. (2024). Green marketing practices and organizational sustainable performance in developing countries context: an empirical study. Journal of Foodservice Business Research, 27(6), 769-809.
6.	Munuhwa, S., & Mawonde, D. (2025). Green reverse logistics as a sustainable strategy towards circular economies in Africa. In same volume (pp. 183–208).
7.	Gandhi, M., & Sen, K. (2013). Environmentally responsive consumption: A study of young consumers in India. International Journal of Multidisciplinary Thought, 3(2), 439–447.
8.	Zondi, T. G., Ntobaki, P. P., & Zungu, N. P. (2026). How effective are sustainable marketing strategies in the South African consumer market? A systematic review. In The BRICS imperative (pp. 213–230). Springer.
9.	Paiva, T. (2025). A systematic review of driving sustainability through circular economy marketing: insights and strategies for green marketing innovation. Encyclopedia, 5(2), 61.
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11.	Eyasu, A., & Negash, M. (2026). How and when green marketing works: a systematic review of consumer responses, moderators, and boundary conditions. Future Business Journal, 12(1), 127.
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13. Zhou, Z., & Chibaya, T. (2025). Fostering sustainable tourism through green marketing practices at World Heritage tourism sites. In same volume (pp. 125–159).

Excluded for not presenting conditions around green marketing practices, and excluded for providing insufficient discussion

1. Edeh, M. B. (2020). Green marketing as a marketing tool and consumer purchase behavior. Journal of Global Social Sciences, 1(3), 37–54.

2. Brand, S., Jacobs, B., & Taljaard-Swart, H. (2023). I rent, swap or buy second-hand–comparing antecedents for online collaborative clothing consumption models. International Journal of Fashion Design, Technology and Education, 16(3), 275-287.

3. Ntobaki, P. P., & Tshikovhi, N. (2026). The role of marketing in reducing carbon emissions: Perspectives from the South African consumer market. In Tshikovhi et al. (Eds.), The BRICS Imperative (pp. 231–251). Palgrave Macmillan.

4. Heyns, E., Herbst, F., & Bruwer, J. (2014). The relevance and acceptance of green wines in South Africa: Some marketing insights. Journal of Wine Research, 25(4), 243–264.

5. Ndlovu, S., & Ellis, D. (2025). Navigating Sustainability Marketing in an Emerging Market: Environmental Claims in Magazine Advertising. In Sustainability Marketing in Emerging Economies: Conceptual and Empirical Perspectives (pp. 171-195). Cham: Springer Nature Switzerland.

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7. Van Tonder, E., Fullerton, S., & de Beer, L. T. (2020). Cognitive and emotional factors contributing to green customer citizenship behaviours: A moderated mediation model. Journal of Consumer Marketing, 37(6), 639–650.

Table S8: Search Queries

Search Dates	
Search queries	**Scopus:** **https://www.scopus.com/pages/search/publications?searchId=bc29e586-e95e-4f7f-8102-af324afdc070** **https://www.scopus.com/pages/search/publications?searchId=811b98f8-dc08-4454-b396-accb40e4d54e** **Science Direct** **https://www.sciencedirect.com/search?qs=%E2%80%9CGreen+marketing%E2%80%9D+AND+%28%E2%80%9CSouth+Africa%E2%80%9D+OR+%E2%80%9CSouth+African%E2%80%9D%29** **Google was search manually. The actual result provided this** **https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=%E2%80%9CGreen+marketing%E2%80%9D+AND+%28%E2%80%9CSouth+Africa%E2%80%9D+OR+%E2%80%9CSouth+African%E2%80%9D%29&btnG=**

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