

Knowledge management based on the consumption of green products

Gestión del conocimiento basado en el consumo de productos verdes

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Abstract

This document presents the results of a study aimed at evaluating the perception of green product consumption. The research design was non-experimental, and the study was explanatory, applied to a non-probabilistic sample of 215 subjects. The results report a Chi-square (X^2) association in 19 out of 21 variables addressing green product consumption and information structures. The study concludes that consumption is defined by information structures related to product packaging, habits, responsible purchasing, or energy savings.

Keywords: Explicit knowledge, green consumers, green products, green segments.

JEL: M3, M31

Resumen

Este documento presenta los resultados de un estudio cuyo objetivo fue evaluar la percepción del consumo de productos verdes. El diseño de investigación fue no experimental y el estudio explicativo, aplicado a una muestra no probabilística de 215 sujetos. Los resultados reportan asociación a X^2 en 19 de 21 variables que abordan el consumo de productos verdes y las estructuras de información. El estudio concluye que el consumo está definido por estructuras de información relacionadas con el empaque de los productos, hábitos, compras responsables o el ahorro de energía.

Palabras clave: Conocimiento explícito, Consumidores verdes, productos verdes, segmentos verdes.

JEL: M3, M31

Introduction

Knowledge Management Based on Green Consumption

Knowledge management is a management method whose purpose is to use knowledge generated in a structured and systematic way to achieve goals and optimize decision-making, (Villasana, Hernández & Ramírez, 2021:56). As a system, it defines the steps that make knowledge a cyclical, sequenced process of facts, objectives, and events that generate information for its classification and coding to become knowledge, (Farfán & Garzón, 2006:8). As a process, knowledge management follows a systematic, logical, and organized order for its application, (Perdomo, 2023:513). This knowledge formalizes the management and use of intellectual assets, analyzes their evolution, and creates value for the organization, (Rao, 2005 cit., en Alberghini, Cricelli & Grimaldi, 2010; Abbas, Zhang, Hussain, Akram, Afaq & Afzal, 2020:2). From this, data and information are distinguished, enabling decision-making in hierarchical management structures, with information at the mid-level and data at the lower level, (Becerra & Leidne, 2008). This management underpins the acquisition of knowledge at the right time and place and promotes the use and exchange of information, (Suryani, Munadi, Idroes & Sofyan, 2020).

Knowledge resides in people, products, and processes, which fosters the development of



integrative approaches for collaboration, creation, organization, access, and use of assets, (Grant, 2007 cit., en Alberghini, et. al., 2010). Therefore, as a process of creation, revision, evaluation, and organization, information structures are created originating from business operations. Regarding green consumption, these dynamics favor access to information, highlighting its importance and benefits for market segments, whether through the website or digital tools. In these processes, background information on product use, including individual experiences and impacts, forms the information structure for companies marketing environmentally friendly products. These are communication processes aimed at defined customer segments to encourage the use of durable, renewable, recyclable, non-polluting, and environmentally friendly products. In this regard, (Tharian, 2023:13) in his study presents the characteristics associated with the “green” nature of a product, the observance of non-polluting manufacturing processes, the use of raw materials from renewable energy sources, purchased at fair prices. All of this implies the manufacture of sustainable, durable, reusable, easily recyclable products with added value, deposited in landfills or post-consumption product collection and replacement systems, as well as waste reduction. Equally important are the health and safety care of the supply chain, as well as the preservation of endangered species, consumer awareness, and sensitivity. In this direction, environmental management still faces challenges, as responsibility for environmental care and preservation requires committed participation from both businesses and society in sustainable actions. In this context, strategies are debated on environmental issues, ethical consumption, and the psychological aspects of practices addressing desires, emotions, and satisfaction levels in products and services and the transition to ecological lifestyles, supported by sustainable consumption, (Nassani, Yousaf, Grigorescu & Popa, 2023:1-3). This implies systematizing and monitoring consumer profiles, their needs, and satisfaction levels with products to manage real, reliable, and specific knowledge that supports the design of a coherent marketing mix for market segments. Of course, this information assumes the consumers’ sensitivity

to adopting ecological habits that preserve the environment, as it favors the integration of tools on responsible consumption and strategies for a marketing mix (price, product, place, promotion) in companies supporting sustainability. As a result of these processes, in the short or medium term, the transition to sustainable consumption habits is favored.

Green Consumption

Green Consumption, also known as: (socially responsible consumption, conscious consumption, environmentally responsible consumption, friendly consumption, and pro-environmental consumption), is defined as the use of products made from non-polluting materials during their manufacturing process, (Lian & Chen, 2024:2). These products are recyclable and aim to raise awareness, hold consumers accountable, and encourage their commitment. From this perspective, environmental degradation has altered lifestyles, productive and commercial activities, and consumption habits, redefining purchasing behavior and promoting Eco-Marketing, (Dikici, Cakrak & Demirci, 2022:191), environmental marketing, green marketing, and sustainable marketing, (Aguilar, 2016, cit., Maldonado & Villavicencio, 2022:60). However, these definitions may be confusing because “green” implies conservation of natural resources, while “consumption” suggests some form of “destruction”, (Nguyen, Nguyen & Hoang, 2019:118; Nguyen, 2023:2,3). Considering the contributions of theorists and experts on the subject, the definition integrates essential elements that structure the pillars of sustainable actions, involving the exchange of consumer needs with minimal environmental impact and the consumption of environmentally friendly products, (Parkman & Krause, 2022:86,87).

Green Consumption is based on the preservation and protection of the environment for future generations. While consumers have transitioned towards eco-consumerism, it is important to clarify that consumerism dates back to the 1950s, as a result of overproduction after World War II, where consumers became the market and the target of advertising and marketing of new products. When production exceeded

demand, other marketing methods were created to sustain or increase demand, leading to what is known as consumerism (Tharian, 2023:11). As such, consumerism is a term with various definitions depending on the context in which it is used. For some social scientists, it is more than the satisfaction of individual needs, as brands sustain the market and create lifestyles that function as substitute identities, replacing traditional ethnic and cultural identities, (Portin, 2020:4,5). Consumerism contributes to the destruction of traditional values and ways of life, the exploitation of consumers by large companies, environmental degradation, and negative psychological effects, (Hayes, 2024). Therefore, the acquisition of goods that do not satisfy real needs, but rather display a high status, is a shared concern, (Duignan, 2023). At the same time, it is relevant to acquire products with minimal environmental impact, organic items that are easy to dispose of through recycling, biodegradable products, ethical use and post-use to reduce waste in packaging, emissions, and pollutants during production and transportation processes, and greater energy efficiency (etzc, 2020), which, when used, promote water and electricity savings, low carbon emissions, ecological disposal (recycling), and the exchange and/or donation of unused items, (Lian & Chen, 2024:2). Moreover, (Meza, 2022) points out that 76% of Mexican consumers are shifting to sustainable products because they are more aware of the environmental impact of their purchases, leading them to make decisions based on sustainable lifestyles. For example, 90% use reusable bags, and 36% avoid brands that do not contribute to the environment. However, high prices are a factor that limits the acquisition of green products. The change in sustainable habits and lifestyles has been slower due to the development of content (information) promoting preservation and environmentally friendly practices for future needs, (Luo, Zheng & Guo 2023:3; EconoSus, 2023). In this context, companies play a strategic role in marketing because in their supply chains, they must evaluate the environmental performance of their own suppliers in product manufacturing, which encourages positive commercial management (Dikici, et.al., 2022:191).

Green Consumer Behavior

Consumers support companies that adhere to ecological principles, where manufacturing operations involve environmentally friendly production techniques, reduced use and waste of resources, and an impact on sustainable preferences and choices. These actions cultivate trust and reinforce their reputation, resulting in higher purchase intentions, (Shehawy & Faisal, 2024:3,4). Green trust refers to the beliefs and expectations formed by consumers based on the competence, reliability, and goodwill of the green product and its manufacturer, so trust could originate from intuition and emotion. Therefore, trust in the product's ecological attributes motivates consumers with high information capacity to be more willing to buy, (Luo, et. al., 2023:4). Over the years, concern for environmental preservation has gained momentum in the development of policies aimed at environmental protection with sustainable development goals, as environmental impact is associated with consumption behaviors and processes used in product manufacturing. For example, previous studies identified in Hong Kong that indirect water usage related to food consumption in households is 15 times greater than direct water consumption (Sandoval & Neumann, 2023:85). This study aims to identify and evaluate the perception of green product consumption. The study will allow for an understanding of preferences for green products and optimize purchasing decisions (inventory) to create conditions that support profitability in the medium and long term. The beneficiaries will be suppliers, consumers, and society because it would create conditions to increase green consumption, improving health and physical well-being. As a methodological utility, infographics will be designed about the characteristics and attributes of products to promote consumption and purchase intention.

Methodology

The research design was non-experimental, and the study was explanatory, applied to a non-probabilistic sample of 215 subjects. The research hypothesis (Hi) was defined as: Perception of green product consumption is defined by the information provided to market segments. It was operationalized



with the variables Information Structures and Green Product Consumption and evaluated with a 21-item questionnaire with a 6-point Likert scale and response alternatives (Always, Almost always, Sometimes, Almost never, Never, I don't know about this topic) (Lozano, 2018), see Table A1 in the Appendix section. From the above, the questionnaire reports positive internal consistency (Cronbach's Alpha), see Table 1.

Table 1. Operationalization of Variables

Dimension	Conceptual Definition	Operational Definition	Items	Cronbach Alpha
Information Structures	Content related to the characteristics of green products and their importance in environmental preservation, (Kantar Wordlpanel, 2010; Calomarde, 2000 cit. en Haman 2013:41, Lozano, 2018:221).	La variable es The variable is assessed through a 9-item questionnaire with a 6-point Likert scale.	(P16), (P22), (P23), (P27), (P28), (P29), (P30), (P40), (P42).	0.732
Green Product Consumption	Willingness to acquire and use products made with environmentally friendly, non-polluting, recyclable materials, based on awareness, responsibility and commitment, (Kantar Wordlpanel, 2010; Lozano, 2018: 221, Nguyen, Nguyen, Hoang, 2019:118; Nguyen, 2023:2,3; Nassani, Yousaf, Grigorescu).	The variable is assessed through a 12-item questionnaire with a 6-point Likert scale.	(P5), (P10), (P11), (P21), (P24), (P25), (P26), (P31), (P33), (P39), (P41), (P43).	0.817
Total			21	

Source. Own elaboration.

The demographic profile of the study subjects was structured with the demographic variables: Age, Biological Gender, Marital Status, and Education, see Table 2.

Table 2. Operationalization of the Demographic Profile Variable

Variable	Indicator	Measurement Level
Age	Age in years	Ordinal
Biological Gender	Male Female	Nominal
Marital Status	Married, Single, Divorced, Widowed, Common-law, Other	Nominal
Education	Current career being pursued	Ordinal

Source. Own elaboration.

Results

Demographic Profile.

The frequency distribution results highlight that 69% of the subjects are women with a single status and age ranges under 20 years old, with ongoing professional education in the field of Marketing, as shown in Table 3 marked with an asterisk.

Table 3. Demographics of Study Objects

Gender	(N=215) / %
Male	31%
Female	69%*
Marital Status	(N=215) / %
Single	95%*
Common-law	4%
Age Range	(N=215)
Under 20 years old	156*
21 to 25 years old	48
26 to 30 years old	9
31 years and older	2
Ongoing Professional Education	(N=215)
Marketing	86%*
Tourism	4%
Common Core	10%

Source. Own elaboration.

Non-parametric Tests

To identify possible relationships between the items of the variables Consumption of Green Products and Information Structures, the Chi-Square statistic was applied, considering (P33) Acquisition of products that protect the environment and (P40) Willingness to receive ecological information as the main item for each variable, and (P5), (P10), (P11), (P21), (P24), (P25), (P26), (P31), (P39), (P41), (P43), (P16), (P22), (P23), (P27), (P28), (P29), (P30), (P42) as secondary items. In this case, the expected frequencies (f_e) were compared with the observed frequencies (f_o) in the cross-tabulation to calculate the statistic (Levin & Rubin, 2004:448) using the following formula:

$$\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

The frequencies of each cell were calculated using the formula:

$$F_e = \frac{n_r - n_c}{n}$$

n_r = Total number in the row.
 n_c = Total number in the column.
 n = Sample size.

The results report an association to χ^2 in 19 out of 21 variables. The p-value < .005 rejects (H_0) for 2 items, see table 4.

Table 4. Association Test

Variables	Main item	Secondary Item	Items Associated with χ^2	Items NOT Associated with χ^2
<i>Information Structures</i>	(P40). Willingness to receive ecological information	(P16), (P22), (P23), (P27), (P28), (P29), (P30), (P42).	(P16), (P22), (P23), (P29), (P30), (P42).	(P27), (P28)
<i>Green Product Consumption</i>	(P33). Acquisition of products that protect the environment.	(P5), (P10), (P11), (P21), (P24), (P25), (P26), (P31), (P39), (P41), (P43).	(P5), (P10), (P11), (P21), (P24), (P25), (P26), (P31), (P39), (P41), (P43).	/
Total		21	19	2

Source. Own elaboration. .

Hyphotesis Testing.

The alternative hyphotesis (H_i) was formulated as follows: The perception of green product consumption is defined by the information provided to market segments. The results indicate that, at this moment, the information shaping green product consumption is structured around two mains axes: Environmental factors (such as product packing, responsible purchases, consumption habits, and energy savings) and Stakeholder groups (which include information and participation with environmental organizations). Furthermore, the results suggest that there is no relationship

between the willingness to receive information and collaboration with eco-conscious consumer groups or green campaigns. See table 5.

Information structures for green consumers

The results reject H_0 , as the value < 0.005 indicates an association with χ^2 in 6 out of 8 variables. This suggests that information structures for consumers create a willingness to receive ecological information about product packaging (P16), which contributes to modifying sustainable consumption habits (P22, P30), esponsible purchasing practices for the environment.

Table 5. Chi-Square Test Results for the Variable: Green Product Consumption

(P33). Acquisition of products that protect the environment	Value	df	Asymptotic Sig.	Association with χ^2
Axis 1: Willingness to Pay for Green Products				
(P39). Willingness to pay a premium for green products.	117.505 ^a	30	0.000	Related
Axis 2: Green Product Consumption				
(P5). Consumption of products that consider environmental impact.	78.557 ^a	25	0.000	Related
(P25). Consumption of recycled products.	78.823 ^a	30	0.000	Related
(P26). Purchase of disposable products.	147.805 ^a	25	0.000	Related
Axis 3: Product Acquisition				
(P10). Purchase of organic products.	81.797 ^a	20	0.000	Related
(P21). Purchase of products with a green label	206.728 ^a	25	0.000	Related
(P24). Adquisición de productos desechables	48.258 ^a	20	0.000	Related
Axis 4: Consumers Actions				
(P11). Recommendations regarding the consumption of organic products.	86.489 ^a	25	0.000	Related
(P31). Responsible purchasing decisions (considering origin and end-of-life of products)	120.076 ^a	25	0.000	Related
(P41). Contributions to green products as solutions to environmental issues.	102.400 ^a	30	0.000	Related

Source. Own elaboration.

(P23), promotes energy savings (P29), and fosters participation in environmental groups (see Table 6).

Table 6. Chi-Square Test Results for the Variable: Information Structures

(P40). Willingness to receive ecological information.	Value	df	Asymptotic Sig.	Association with X^2
Axis 5: Environment				
(P16). Information about the environmental impact on product packaging	152.801 ^a	30	0.000	Related
(P22). Modification of sustainable product consumption habits.	98.863 ^a	30	0.000	Related
(P30). Promotion of consumption habits compatible with the environment.	279.265 ^a	36	0.000	Related
(P23). Responsible purchasing practices for the environment.	132.799 ^a	36	0.000	Related
(P29). Energy resource savings.	66.284 ^a	30	0.000	Related
Axis 6: Stakeholder Groups				
(P42). Contribution to environmental groups	128.401 ^a	36	0.000	Related

Source. Own elaboration.

Regarding frequency distribution, the results indicate that 76% of participants always show interest in content related to product packaging, with 42% willing to receive ecological information. Notably, most responses from the study participants were in the “Sometimes” category on the Likert scale, where they reported engaging in responsible purchasing, maintaining environmentally

friendly consumption habits, and participating in ecological groups (see Figure 1).

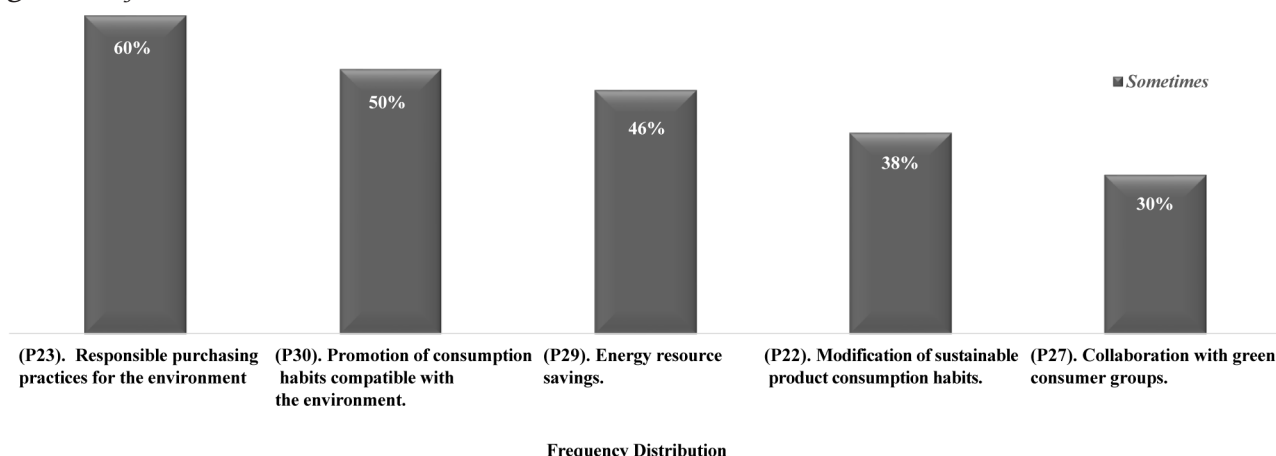
The Consumption of Green Products

Green consumers adopt behaviors that improve society and the environment (Fassou, Bredillet & Dastane, 2023:2). For this variable, the results reject H_0 , as the value < 0.005 indicates an association with χ^2 in 12 variables (see Table 7). These results are classified into four axes:

- Axis 1. Willingness to pay for green products with higher prices, (P39, P43).
- Axis 2. Consumption of products that consider environmental impact. (P5), recycled products (P25), and products made with natural ingredients (P26).
- Axis 3. Purchase of organic products (P10), products with Green Label (P21), disposable products (P24), and products that protect the environment (P33).
- Axis 4. Consumers actions, including making recommendations regarding the consumption of organic products. (P11), being conscious of their purchases (P31) and contributing to problem-solving (P41).
- Recommendations regarding the consumption of organic products.

For the frequency analysis, the highest values obtained for each item were considered. According to the response alternatives in the questionnaire (Always, Almost always, Sometimes, Almost never, Never, Unfamiliar with the topic), in this case,

Figure 1. Information Structures



Source. Own elaboration

the highest values from the study subjects were placed in the “Sometimes” alternative. Therefore, the description of the results will be based on this alternative. The frequency distribution reports that, regarding the consumption of green products, only 65% of the subjects acquire products that protect the environment (P33), organic products (P10), products with a green seal (P21), and disposable products (P24). 67% consume of products that consider environmental impact (5), 63% consume products made with natural ingredients (P26), and 59% consume recycled products (P25). These actions motivate the willingness to pay a premium (P39), and 45% recommend the consumption of organic products (P11), see Table 9. For Axis 4, Consumer Actions, responsibility in purchasing

Discussion

The results from the perception of Information Structures and Green Product Consumption, as described so far, suggest marketing efforts aimed at interest groups and active environmentalists with information strategies defined in the attributes of products, technical sheets, benefits, and sustainable actions to drive and ensure commitment to environmental care, see Table 7. In these structures, it is necessary to add decision-making criteria for purchasing seasonal products, locally sourced products, and environmental impact, as well as actions that promote food waste reduction (Ford, Gould, Danner, Bastian & Yang, 2023:5). This implies efficiency in communication and uniformity in structures, processes of reflection

Table 7. Perception of Green Product Consumption Based on Frequency Distribution

Questions	Always	Almost always	Some times	Almost never	Never	Unfamiliar with the topic	NC
Axis 1: Willingness to Pay for Green Products							
(P39). Willingness to pay a premium for green products.	7%	22%	51%	14%	4%	1%	1%
(P43). Willingness to pay higher prices for green products.	7%	18%	49%	15%	10%	1%	
Axis 2: Consumption off Green Products							
(P5). Consumption of products considering environmental impact.	1%	13%	67%	11%	4%	4%	0%
(P25). Consumption of recycled products.	4%	27%	59%	10%	1%	1%	1%
(P26). Consumption of products made with natural ingredients.	5%	25%	63%	6%	1%	1%	
Axis 3: Acquisition of Products							
(P10).Purchase of organic products.	1%	16%	56%	20%	7%		
(P21). Purchase of products with a green label.	1%	11%	56%	20%	5%	8%	
(P24). Purchase of products with a green label.	4%	18%	44%	32%	2%		
(P33). Acquisition of products that protect the environment.	4%	19%	65%	9%	2%	1%	
Axis 4: Consumers Actions							
(P11). Recommendations regarding the consumption of organic products	4%	14%	45%	22%	14%	2%	
(P31). Responsible purchasing decisions (considering origin and end-of-life of products)	6%	22%	41%	23%	7%	1%	
(P41). Contributions to green products as solutions for environmental issues.	4%	12%	45%	23%	9%	5%	1%

Source. Own elaboration.

involves knowing where products originate and where they end up (P31), as well as contributions to solving environmental problems (P41), see Table 9. This is consistent with the results of the study conducted by Pieters, Cascone, Rogers, Pankratz & Waelter (2023), where they found that 44% place great importance on product packaging, 41% on durability, and 19% on the availability of information about environmental impact, see Table 7.

and observation, identification, and evaluation of the evolution of consumer segments, production, and consumption of ecological products, and their contribution to health, etc. (Das, 2023). The development of information structures generates strategic knowledge for organizations to achieve a competitive advantage in marketing green products, (Villasana, Hernández & Ramírez, 2021:54). In these strategies, organizations can monitor consumption habits and identify changes in sustainable lifestyles



supported by a proper market mix relevant to the needs of their segments (product, price). Based on the above, these information structures contribute to and encourage awareness, environmental sensitivity, and values in ecological consumption, (Dikici, et. al., 2022:196). Thus, business decisions about sustainable purchases should be based on the evaluation of inventories regarding fast, slow, and non-moving products, the perception of consumers with field interventions that provide information on behavior and willingness to consume green products (Li, 2020:587). This involves disseminating information that promotes the use of energy-saving, non-polluting, recyclable products, etc. In this context, previous studies document that some companies disseminate non-financial information on carbon footprints, water use, generated waste, and their social impact, as this improves public perception and image and supports knowledge management based on the needs of market niches and experiential marketing strategies. This explicit knowledge should be accessible to all consumers in the informational structure (website) of companies, as it implies the design of information strategies for green products to boost their consumption and the internal valuation of companies selling green products, because perception does not always reflect willingness to buy, and this creates a gap between environmental awareness and buying behavior (Bian, 2020:5). Based on the above, information structures would support defining consumer segments still undecided, whose responses were placed in the “Sometimes” alternative. Therefore, by adopting environmentally friendly behaviors, using organic products, clean and renewable energy, and products made by committed companies, customers could also take on environmental commitments, (Fassou, et. al., 2023:2).

Conclusion

Based on the research objective, this study concludes that, at this moment, the perception of green product consumption is assessed through willingness to pay for products (Axis 1), Consumption (Axis 2), Product Acquisition (Axis 3), Consumer Actions (Axis 4), Environment (Axis 5), and Stakeholder Groups (Axis 6), as shown in Table 9, with a significant shift towards sustainable consumption habits. However, the level of knowledge (information structures) remains a key factor, as it is very dynamic and

could redefine undecided consumers through communication objectives that highlight the actions of environmental groups and the preservation of the environment in product attributes.

Therefore, it is recommended that companies implement information and consumer education actions regarding sustainable products (circularity and recycling), organic products, farm-raised products, and those without genetically modified organisms, (Pieters, et. al., 2023), as well as their origin, manufacturing processes, impact on local communities, supply chains, and commitment to sustainability. All these actions will help build consumer trust and may attract environmentally conscious buyers, thus ensuring a smoother transition to green consumption, (Dueñas, 2023). As limitations, the need to expand the sample of subjects for the next stage of the study is identified, as well as the incorporation of qualitative techniques, such as consumer stories and experiences, to gain deeper insights into their consumption habits.

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Table A1. *Measurement Instrument*

Age

Biological gender. Male() Female ()

Marital Status: Married() Single () Divorced () Widowed() Common-law ()

Education

Question	Always	Almost always	Sometimes	Almost never	Never	Unfamiliar with the topic
(P5). Consumption of products that consider environmental impact.						
(P10). Purchase of organic products.						
(P11). Recommendations regarding the consumption of organic products..						
(P16).Information about the environmental impact on product packaging						
(P21). Purchase of products with green label.						
(P22). Modification of sustainable product consumption habits.						
(P23). Responsible purchasing practices for the environment.						
(P24).Purchase of disposable products.						
(P25). Consumption of recycled products.						
(P26). Consumption of products made with natural ingredients.						
(P27). Collaboration with eco-conscious consumer groups.						
(P28). Participation with green campaigns.						
(P29). Energy resource savings.						
(P30). Promotion of consumption habits compatible with the environment.						
(P31). Responsible purchasing decisions (considering origin and end-of-life of products)						
(P33). Acquisition of products that protect the environment						
(P39). Willingness to pay a premium for green products						

Question	Always	Almost always	Sometimes	Almost never	Never	Unfamiliar with the topic
(P40). Willingness to receive ecological information						
(P41). Contribution to green products as solutions to environmental issues						
(P43). Willingness to pay higher prices for green products.						
(P42). Contribution to environmental groups						

Table A2. *Theoretical Support of the Context*

Authors	Introduction	Method	Results	Discussion	Conclusions
Abbas, J. Zhang, Q., Hussain, I. Akram, S., Afaq, A. & Afzal, M. S. (2020).	✓				
Alberghini, E., Cricelli, L. & Grimaldi, M. (2010).	✓				
Becerra, F. I. & Leidne, D. (2008).	✓				
Bian, T., (2020).				✓	
Das, P. (2023).			✓		
Dikici, Z. Y., Cakrak, M. & Demirci, E. (2022).	✓		✓		
Duignan, B. (2023).	✓				
Dueñas, A. (2023).					✓
EconoSus. (2023).	✓				
et2c. (2020).	✓				
Farfán, B. D. Y., & Garzón, C. M. A. (2006).	✓				
Fassou, H. H., Bredillet, CH. & Dastane, O. (2023).				✓	
Ford, H., Gould, J., Danner, L., Bastian, S. E. P. & Yang, Q. (2023).			✓		
Hamann, P. A. (2013).		✓			
Hayes, A. (2024).	✓				
kantarworldpanel. (2010).		✓			
Levin, I. R. & Rubin, D. S. (2004).		✓			
Li, M. L. (2020).			✓		
Lian, CH. & Chen, X. (2024).	✓				
Lozano, R. M. C. (2018).		✓			
Luo, G., Zheng, H. & Guo, Y. I. (2023).	✓				
Maldonado, O. J. B. & Villavicencio, R. M. F. (2022).	✓				
Meza, R. E. (2022).	✓				
Nassani, A.A.; Yousaf, Z.; Grigorescu, A. & Popa, A. (2023).	✓	✓			
Nguyen, D.D. (2023).	✓				
Nguyen HV, Nguyen CH. & Hoang TTB. (2019).	✓	✓			
Parkman, I. D., & Krause, A. J. (2022).	✓				
Perdomo, R. R. (2023).	✓				
Pieters, L., Cascone, Rogers, S., Pankratz, D. & Waelter, A. (2023).	✓		✓		✓
Portin, F. (2020).	✓				
Sandoval, D. J. & Neumann, L. P. (2023).	✓				
Shehawy, Y. M. & Faisal, A. K. S. M. (2024).	✓				
Suryani, O. R., Munadi, K., Idroes, R. & Sofyan, S. (2020)	✓				
Tharian, B. (2023).	✓				
Villasana, A. L. M., Hernández, G. P. & Ramírez, F. E. (2021).			✓		

Source. Own elaboration.