

Greener green is better - the importance of sustainability in garden centre purchasing. An empirical study focusing on the purchase of plants and flowers based on a customer survey at garden centres in South Germany

Ludin, Daniela; Wellbrock, Wanja; **Mueller, Erika**; Boeck, Dominik; Fendrich, Karen International Journal of Services, Technology and Management 2023 / p. 410 - 424 <https://doi.org/10.1504/IJSTM.2023.135110> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)