

# Green Marketing and Consumer Behavior: A Systematic Literature Review and Bibliometric Analysis

**Mrs. Pooja**

Research Scholar

Department of Management Studies, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, India

[Poojakumari881488@gmail.com](mailto:Poojakumari881488@gmail.com)


**Professor -Ipshita Bansal**

Bhagat phool singh mahila vishwidalya Khanpur kalan Sonipat-Haryana



<https://doi.org/10.55041/ijst.v2i5.392>

**Cite this Article:** Pooja, (2026). Green Marketing and Consumer Behavior: A Systematic Literature Review and Bibliometric Analysis. International Journal of Science, Strategic Management and Technology, 02(05). <https://doi.org/10.55041/ijst.v2i5.392>

**License:**  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

## Abstract

This systematic literature review and bibliometric study investigates the role of green marketing in shaping consumer behavior, highlighting the growing importance of sustainable practices in marketing strategies. As environmental concerns escalate globally, businesses increasingly adopt green marketing to appeal to an environmentally conscious consumer base. This study synthesizes existing research, identifying key themes, trends, and gaps in the literature over the last two decades. To achieve the study goal, we conducted a bibliometric analysis and a systematic literature evaluation. The data for this was retrieved from the Scopus database. 25 papers were utilized for the systematic literature review, and 177 papers were used for bibliometric analysis. Both R Studio and Vosviewer were used to analyze the collected data. Utilizing bibliometric analysis, we examine publication patterns, influential authors, and seminal works within the field, providing a comprehensive overview of how green marketing impacts consumer attitudes, purchase intentions, and brand loyalty. The findings reveal a significant correlation between green marketing initiatives and positive consumer behavior, emphasizing the necessity for brands to align their marketing efforts with sustainable values. This review not only contributes to the academic discourse on green marketing but also offers practical insights for marketers aiming to enhance engagement with eco-conscious consumers. Recommendations for future research are provided to further explore the nuances of consumer attitudes toward green products and the effectiveness of various marketing strategies. Furthermore, the bibliometric analysis offers guidance for future research directions, emphasizing the need for cross-disciplinary studies and longitudinal investigations to deepen insights into the long-term effects of green marketing on consumer behavior.

**Keywords:** Green Marketing, Consumer Behaviour, Bibliometrics Analysis, systematic literature review

## Introduction

The urgent climate crisis and the rampant environmental fears have given a high status to the sustainability agenda on business and consumers' tables. Consumers are also demanding that companies become eco-friendly in their practices, and commercial organizations in turn are adopting a green policy and are also dwelling more on the environmental character of their products and processes (Ezeh & Dube, 2025). Green marketing, which is broadly defined as designing and selling environmentally friendlier products and practices, has evolved as a strategic way of responding to this demand

(Liu et al., 2023). This refers to innovations in green product design, green production, and communication that emphasize sustainability benefits (Ezeh & Dube, 2025). Environmental issues caused by industry have become a public concern in industrialized nations, prompting rising countries like India to prioritize environmental preservation efforts (Kautish et al., 2020; Mehraj & Qureshi, 2022). Despite global environmental concerns, people's desire to consume remains strong (Ginsberg & Bloom, 2004). In Lebanon, people believe green items do not benefit the environment (Dagher & Itani, 2014). In Mauritius, customers are unwilling to engage in green purchasing, despite their environmental awareness (Juwaher et al., 2012). Consumers' excessive spending habits have resulted in the rapid depletion of resources, causing environmental devastation. Green marketing has emerged as a significant channel for satisfying human desires while minimizing detrimental impacts on the environment (Agarwal & Dubey, 2024). Environmental recognition is a popular marketing strategy adopted by enterprises to attract eco-friendly customers and promote product sustainability. Sustainable development has become a key strategy for fashion firms in response to global climate and environmental concerns. Green marketing is a crucial tool for achieving this goal. However, many fashion businesses struggle with low awareness and inadequate green marketing tools (Thorisdottir, 2020; Guo, 2023). In recent decades, environmental degradation has emerged as one of humanity's challenges. In this scenario, deforestation for the expansion of urban and agricultural areas, together with the uncontrolled emission of atmospheric pollutants from the burning of fossil fuels, has contributed to the deterioration of air quality (Lima et al., 2024). Conventional company operations techniques are insufficient to meet evolving environmental legislation, stakeholder expectations, and competition for new goods and services. Integrating sustainable techniques and monitoring their implementation. Effective operational processes can improve sustainability performance (Li et al., 2018). Mechanization throughout the Industrial Revolution prioritized output for all stakeholders (Alaloul et al., 2020). The revolutionary paradigm focuses on output quantities, earnings, and labor use, emphasizing the manufacturing cycle (Phuc et al., 2023). However, focusing solely on output has resulted in a lack of attention to environmental problems (Patel & Mehta, 2023). Human-caused environmental mishaps, including pollution, ecological devastation, and resource depletion, have significantly impacted the global ecosystem (Prati and Zani, 2013; Gyenes and Wood, 2014). Masson-Delmotte et al. (2019) argue that responsible consumption is necessary for the safeguarding and health of future generations.

Companies utilise "green marketing" to market sustainable products and services that have minimal environmental impact. This is a marketing approach that focuses on the environmental advantages of items such as low ecological footprint, conservation of energy, and the ability to be reusable. The companies need to rethink their environmental footprint in response to the present ecological movement. When the customer became more aware, several firms began to offer environmentally friendly products and marketing. "Green marketing" was founded in the late 1980s and was considered an important marketing strategy. At the beginning, green marketing was focused on eco-labeling and the benefits of products for the environment. Enterprises are promoting energy-efficient equipment and recyclable materials, and also work on things with less packaging (Deshmukh & Tare, 2024).

### **Rationale of the Study**

Notwithstanding an increased volume of literature published in green marketing, there are important gaps, such as the synthesis of findings across disciplines, as well as attention to consumer behaviour. Previous reviews cannot be considered timely or comprehensive in analyzing the response of consumers. A systematic review can bring together knowledge on motivations and attitudes, and a bibliometric analysis can outline crucial trends and writers. This combined line of approach caters to the necessity of an integrated acknowledgment of the way green marketing affects consumers. Through both qualitative and quantitative approaches, this study explains current insights, unveils emerging themes, and contributes knowledge and practice in a more sustainability-focused marketplace.

### **Research Objective**

To explore the existing literature, collaboration and identify the gap and future research directions in green marketing and consumer behavior.

## Research Questions

This study examines the subsequent research questions (RQs):

**RQ1:** What bibliometric patterns characterize this field, specifically, how have publication volumes, prominent journals, and leading publications evolved in research on green marketing and consumer behavior?

**RQ2:** How are research collaborations and citation networks structured among scholars studying green marketing and consumer behavior?

## Research Methodology

As the amount of literature grows, researchers have challenges reviewing pertinent papers and their connections. Literature evaluations provide valuable insights for academics and practitioners (Mumu et al., 2021). Reviewing previous research is a popular technique for establishing objectives and evaluating material. Literature reviews might be narrative, systematic (Khatib et al., 2021a), or thematic. Pritchard (1969) created the bibliometric review, a quantitative method for evaluating content (Donthu et al., 2021).

This structured procedure categorizes published material based on leading sources, nations, institutions, and writers. Khatib et al. (2021b) describe a strategy for examining academic work holistically. Donthu et al. (2021) identify performance analysis and scientific mapping as the major techniques for bibliometric analysis. This research uses performance analysis to evaluate productivity and science mapping to understand the subject's structure.

## Data Source

The study's bibliometric analysis was based only on the Scopus database. Scopus was selected because it has a wide coverage of peer-reviewed literature in business management and marketing domains (Donthu et al., 2021). Its compatibility with the bibliometric tools (such as VOSviewer) also encourages its usage (Gan et al., 2022). May 01, 2025, is the date used to retrieve all data. The search query applied was the exact string "Green Marketing AND Consumer Behaviour" (used for titles, abstracts, and keywords) for inclusion of relevant publications on green marketing and consumer behavior.

## Search Strategy

The initial search returned **344 records** published between 1997 and 2025. This raw dataset was then refined through a series of filters to ensure relevance and quality. In line with bibliometric best practices, we first restricted the subject area to *Business, Management, and Accounting* – the core fields for marketing research. After this subject-area filter, 262 items remained. Next, we limited the document types to peer-reviewed *articles* and *reviews* (standard in systematic reviews), yielding 207 items. Finally, we applied a language filter, retaining only English-language publications, which resulted in 201 records.

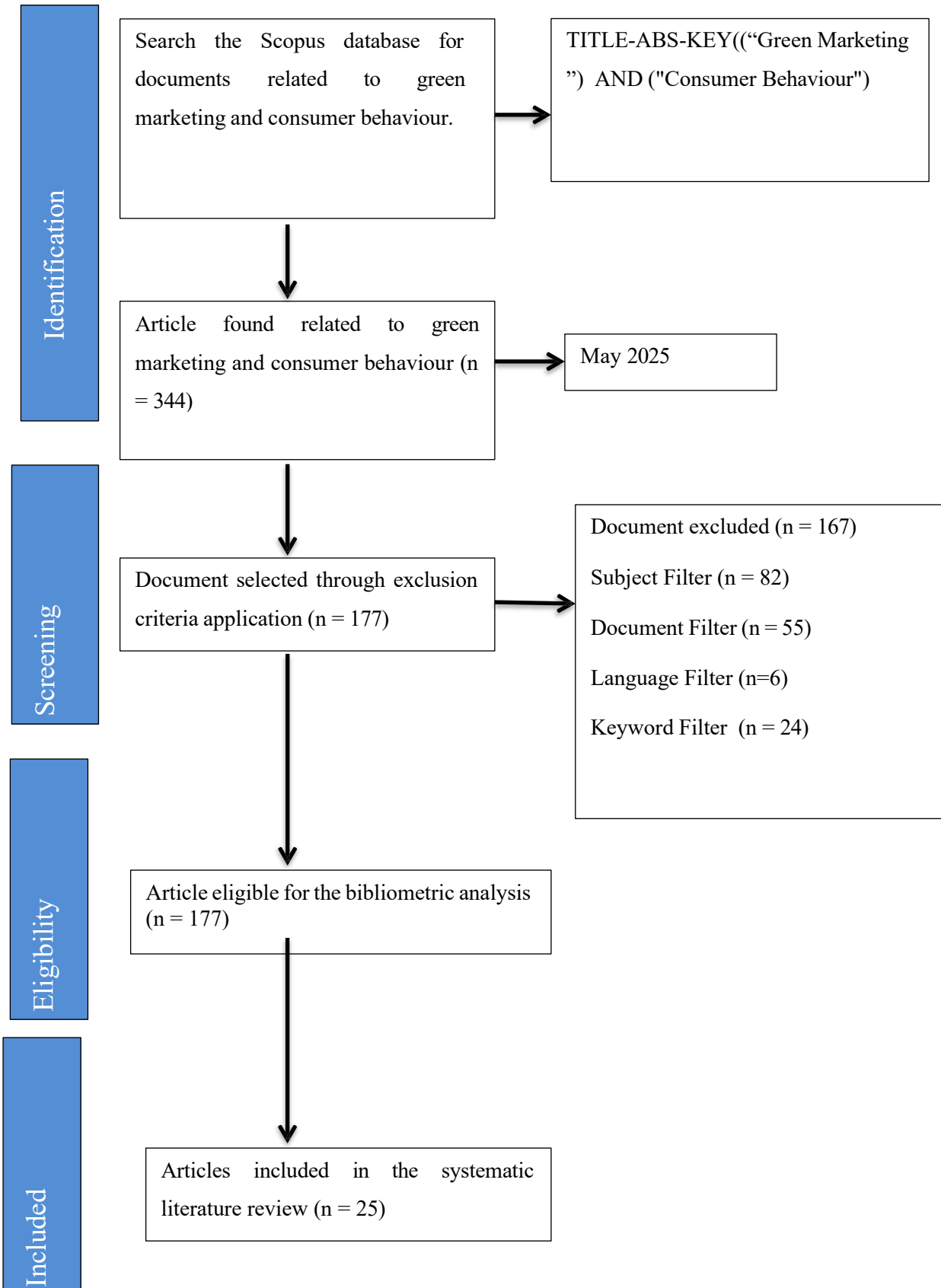
## Inclusion and Exclusion Criteria

The stepwise following inclusion/exclusion criteria were applied to the 201 items, in line with the principles of transparency of screening of PRISMA:

- Subject Area: Only documents belonging to the subject area "Business, Management and Accounting" were utilized. After applying this filter, the set of articles amounted to 262.
- Document Type: Articles and reviews were the only ones that were kept. This step took the number down to 207 items.
- Language: Only English-language publications were kept. This filter resulted in 201 items.
- Keyword Screening: The rest of the records were screened manually about title and abstract for relevance. We searched to ensure whether there are core terms connected to our topic (e.g., "green marketing", "consumer behavior" or "consumer

behaviour”, “sustainability”, “marketing”, “consumption behaviour”) that are used. Titles and abstracts were checked to be sure they addressed green marketing and consumer behavior, and according to the PRISMA-style review process. After this last relevance screening, the dataset was reduced to 177 articles for analysis.

**Figure 1: Flow Chart illustrating the PRISMA bibliometric analysis & systematic review**



Source: Compiled by the author.

© Author(s). This work is peer-reviewed, openly published, and permanently archived  
 This article is openly accessible and reusable with proper attribution.

<https://ijsmt.org/>, Email: [editor@ijsmt.org](mailto:editor@ijsmt.org)

## Analysis Techniques

Our methodology was a systematic literature review with quantitative bibliometric analysis. For the systematic review, we carried qualitative synthesis of the results of the selected 25 articles to yield common themes and gaps. At the same time, we performed a bibliometric performance and mapping analysis based on the guidelines by Donthu et al. (2021) and others. Later, this model gained popularity in management (Arunprasad et al., 2022; Chawla and Goyal, 2022; Farrukh et al., 2022; Goswami and Goswami, 2022).

## Bibliometric Analysis

### Main Information

The table below shows the main information about the data. The table below shows the period of the 177 documents from 97 sources from 1997 to 2025. The average number of citations received per document is 83.88. The 177 articles are published with 514 author keywords. When discussing the authorship of the collected data, the number of single-authored documents is only 17, but on the other hand authors of multi-authored manuscripts is 442. Only 19 out of the 177 articles were authored by a single individual. The international collaboration index is 2.8.

**Table 1: Main Information about the Data**

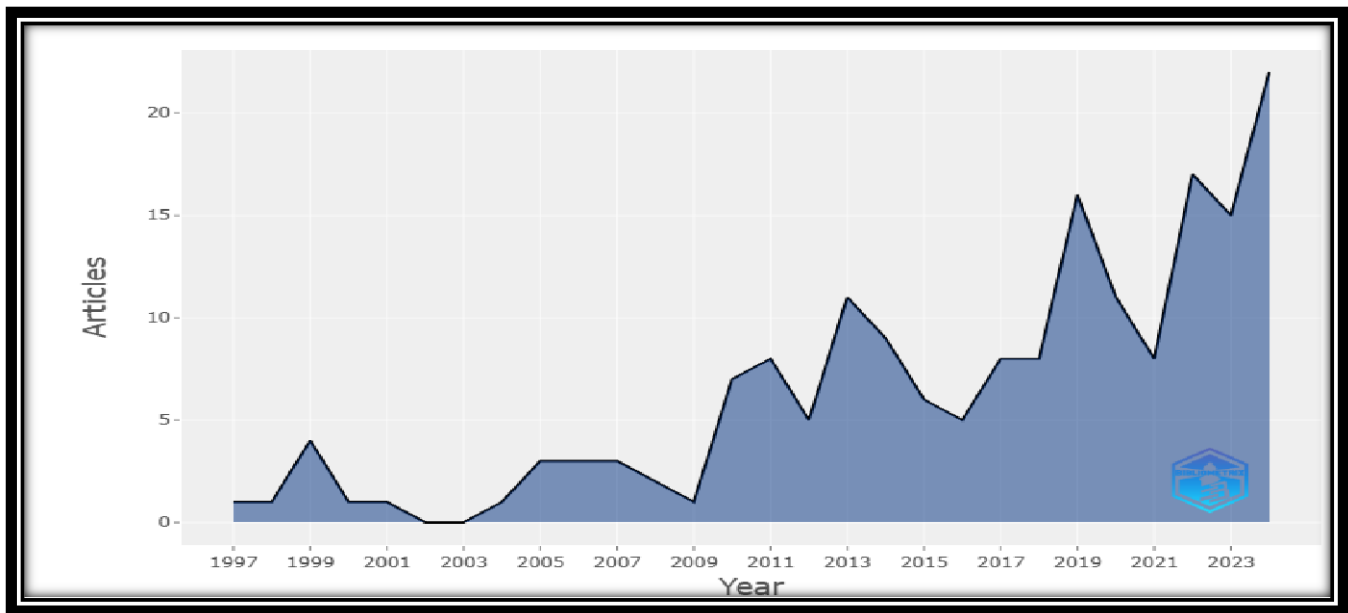
MAIN INFORMATION ABOUT DATA	
Timespan	1997:2025
Sources (Journals, Books, etc)	97
Documents	177
Average citations per document	83.88
References	10516
DOCUMENT TYPES	
article	177
DOCUMENT CONTENTS	
Keywords Plus (ID)	375
Author's Keywords (DE)	514
AUTHORS	
Authors	459
Authors of single-authored documents	17
Authors of multi-authored documents	442
AUTHORS COLLABORATION	
Single-authored documents	19
Authors per Document	2.59
Co-Authors per Documents	2.81
Collaboration Index	2.8

Source: Extracted from R Studio

### Current Publication Trend

Figure 2 depicts the annual scientific production of the documents from 1997 to 2025. In the initial years, the total number of publications was very few. In the first year, which is 1997 is only 1 article. In 1998, 1999, 2000, 2001, 2002, 2003, and 2004, the number of articles published was 1, 4, 1, 1, 1, 3, and 3, respectively. This shows a minimal growth in the number of published documents. If we are talking about the second phase, which is from 2005 to 2015, a slight growth was observed from 3 to 11. In the third phase, which is from 2016 to 2025, a significant increase in the number of articles published is shown. The highest number of articles was published in the year 2025, with a total number of 22 articles.

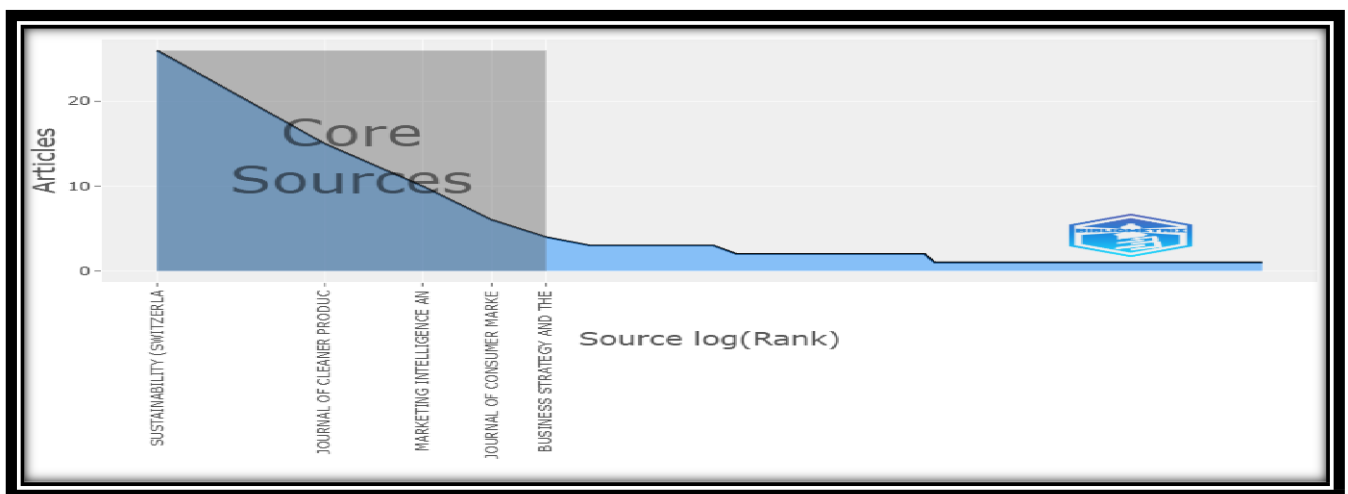
Figure 2: Annual Scientific Production



Source: Extracted from R Studio

### Most Relevant Source

Figure 3: Bradford's Law



Source: Extracted from R Studio

Figure 3 represents Bradford’s law of core sources, which helps to identify the most influential source in the related field of the study. It helps to determine the core journals of the related subject/field, and a small number of journals tend to publish a large volume of research in niche domains. In this study, Bradford's Law is applied to identify the core journals in the subject area. These core journals serve as the epicenter for most of cross-listing research publications. As a result, researchers can easily recognize that the most relevant articles on this subject are predominantly found in the key journals of the core zone (Batra et al., 2022). Table 2 shows the top prominent publications in the field of the role of green marketing on consumer behavior. The leading publication was "Targeting consumers willing to pay more for environmentally friendly products," with 1895 citations.

**Table 2: Most Prominent Publication**

Paper	Document Title	Total Citations
LAROCHE M, 2001	“Targeting consumers who are willing to pay more for environmentally friendly products”	1895
STRAUGHAN RD, 1999	“Environmental segmentation alternatives: a look at green consumer behavior in the new millennium”	937
MANAKTOLA K, 2007	“Exploring consumer attitude and behavior towards green practices in the lodging industry in India”	683
KALAFATIS SP, 1999	“Green marketing and Ajzen’s theory of planned behavior: a cross-market examination”	679
LEE K, 2008,	“Opportunities for green marketing: young consumers”	610

Source: Compiled by the author itself

### Word Cloud

**Figure 4: Word Cloud**



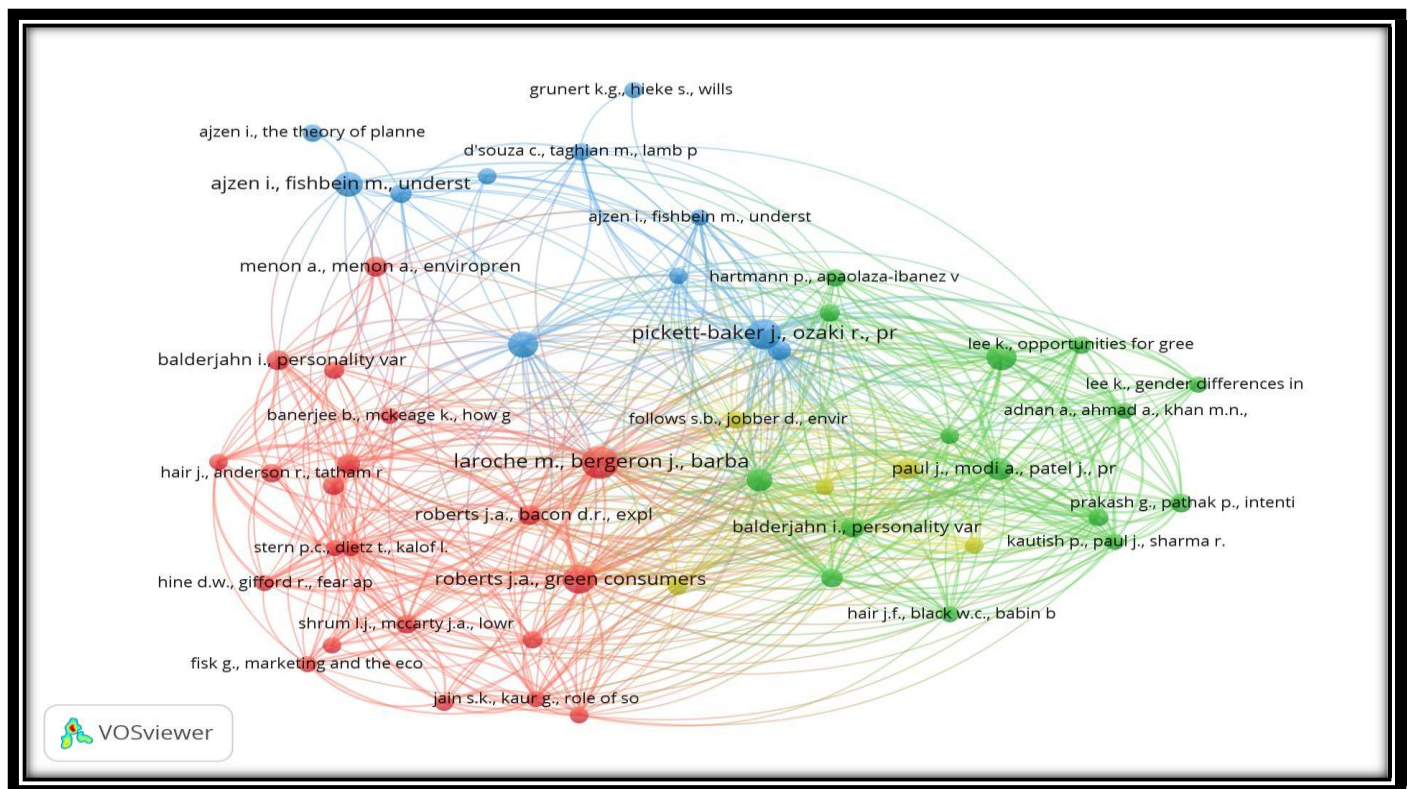
Source: Extracted from R Studio

This word cloud, as shown in Figure 4, reflects the most common keywords, which can be found in academic literature bearing on green marketing, sustainability, and consumer behavior. The relative frequency or significance of each term in the analyzed dataset is illustrated by the size of each term. Key words such as “marketing,” “consumption behaviour,”

and “consumer behavior” that are used are key indications of having a significant focus on research regarding how sustainability affects purchasing habits and brand involvement. The keywords like “sustainability”, “green marketing”, and “green economy” are a free indication of the increasing interest in the environmental attitude of business and appealing to eco-conscious consumers. Other memorable terms, such as “public attitude,” “perception,” “decision making,” and “questionnaire survey,” imply that the bulk of this research uses empirical approaches to study psychological and physical reactions to green initiatives. The fact that there is “commerce,” “sales,” and “advertising” indicates an interplay between sustainability and business results. Accordingly, the diagram brings out the multidisciplinary aspect of this field as ways of connecting environmental science, consumer psychology, and marketing strategy.

## Co-Citation Analysis

**Figure 5: Co-Citation Analysis**



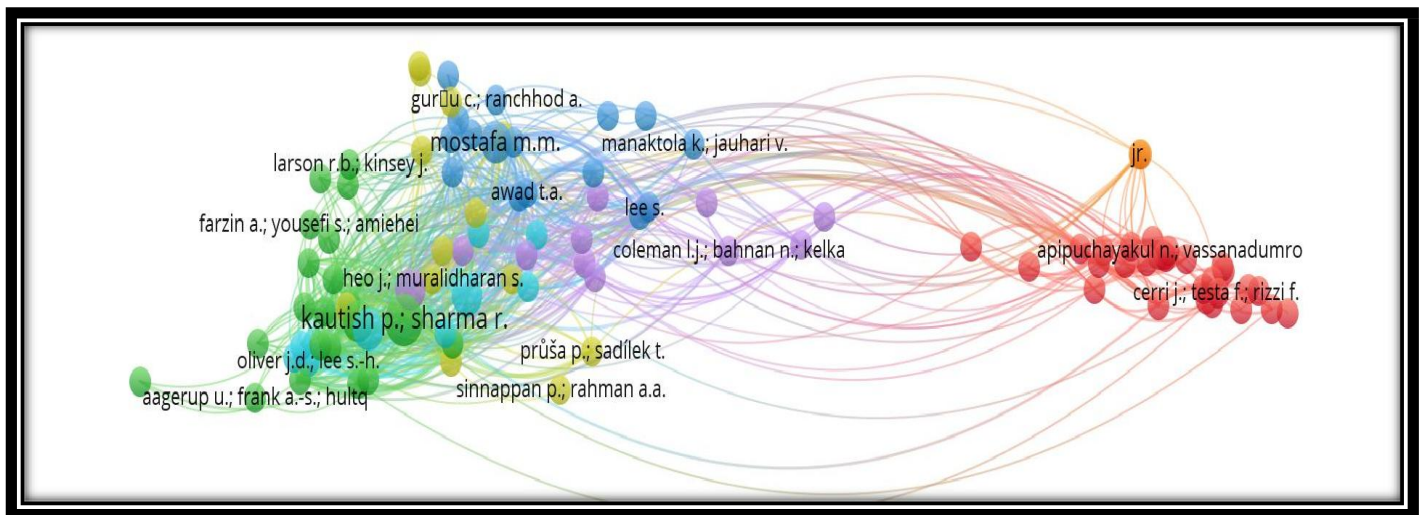
Source: Extracted from the Vos Viewer

This is a co-citation network as shown in Figure 5 visualization of the intellectual framework of research relating to green marketing and sustainable consumer behaviour that was created using VOSviewer. Nodes are cited authors or papers, and the size of each node represents the frequency of citation. The links represent a co-citation relationship – how frequently two sources are cited together, meaning that the two sources are similar conceptually. The diagram is broken up by clusters of various colors, indicating major thematic areas. For example, the red cluster (e.g., Laroche, Bergeron, Roberts) would probably correspond to fundamental studies in green consumer behaviour. The green cluster (for example, Paul, Patel, Lee) could be associated with the current empirical work done on sustainable consumption and behavioral intention. The blue cluster (e.g., Ajzen, Fishbein) indicates the theoretical framework, especially the Theory of Planned Behavior. Center nodes such as “Laroche M.” and “Ajzen I.” imply that they are eminent influencers in the field. All in all, the provided diagram reflects on the interdisciplinary and dynamic character of green marketing research, combining behavioral theories, marketing, and environmental research.

## Bibliographic Coupling

Bibliographically connected refers to two articles that share the same reference. Sharing a common reference also suggests that their substance is comparable. The writers employed bibliographic coupling to comprehend the domain's emergent topic. From the filtered documents, a total of 7 clusters have been identified. Cluster 1, has been recognized as the factors that affect consumer behavior. Chen et al., 2023 studied the impact of green marketing on consumer behavior. If we talk about cluster 2 identifies the theme which is based on the effect of different factors like ecology, purchase intentions, preference, and willingness to purchase behavior of the consumers who are going to purchase green products. Cluster 3 deals with reviewing green marketing customers utilizing the "ecologically conscious consumer behavior (ECCB) paradigm and profiling green consumers". The identified theme in cluster 4 is marketing segmentation and millennial purchase behavior towards eco-friendly products. Cluster 5 enucleated the application of different theories like "Ajzen's theory of planned behavior, Theory of Reasoned Action, and theory of consumption values" in the assessment of consumer behavior. Cluster 6 cognizes consumer preference and marketing strategies and the last Cluster 7 deals with understanding "consumer energy efficiency behaviors" using "the planned behavior theory and the value belief norm theory".

**Figure 6: Cluster Analysis**



Source: Extracted from the Vos Viewer

## Systematic Literature Review

**Table 3: Systematic Literature Review**

S.No.	Author (Year)	Title	Objectives	Research Methodology	Findings
1	(Salloum et al., 2025)	“A Moderated Mediation Analysis of Lebanon’s Food Consumers’ Green Purchasing Intentions: A Path Towards Sustainability”	To assess the effect of environmental concern and knowledge on green purchase intentions, mediated by attitude and	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Convenience sampling <b>Data collection</b> <b>Instrument:</b> Structured questionnaire	Environmental concern and knowledge positively affect attitudes, which in turn influence green purchase intentions. Green trust enhances this relationship.

			moderated by green trust.	<b>Target Population:</b> Lebanese food consumers <b>Statistical Tools:</b> SEM, PROCESS macro (moderated mediation analysis)	
2	(Phan-Le et al., 2024)	“An Integrated Model of the Sustainable Consumer”	To develop a systems-based theoretical framework (ISMC) that defines and segments sustainable consumers across psychological, social, and environmental domains.	<b>Research type:</b> Conceptual/Theoretical <b>Data Type:</b> Secondary (literature review) <b>Statistical Tools:</b> Qualitative synthesis and thematic framework development	Proposes a multi-layered model of the sustainable consumer integrating worldviews, social/community factors, and personal psychological traits.
3	(Azam et al., 2024)	“A Review of Psychological Resilience: Paving the Path for Sustainable Consumption”	To explore how consumer psychological resilience contributes to sustainable consumption, and identify its antecedents and mechanisms.	<b>Research type:</b> Narrative literature review <b>Statistical Tools:</b> Thematic synthesis (qualitative, conceptual)	Defines consumer psychological resilience as a key enabler for sustainable behaviors amid adversity (e.g., eco-anxiety).
4	(Maaliky, Massoud & Choughari, 2025)	“Assessing the Influence of Green Marketing on Consumers’ Word-of-Mouth Through the Mediating Effect of Brand Equity Dimensions”	To examine how green marketing influences consumer word-of-mouth, with brand equity dimensions as mediators.	<b>Research type:</b> Quantitative (Descriptive-Causal) <b>Data Type:</b> Primary <b>Sampling technique:</b> Convenience sampling <b>Data collection Instrument:</b> Questionnaire <b>Target Population:</b> Lebanese consumers <b>Statistical Tools:</b> Structural Equation Modeling (SEM), Hayes’ PROCESS macro	Green marketing significantly boosts word-of-mouth via brand trust and perceived quality. Brand trust showed the strongest mediation effect, while brand loyalty had a weaker impact.
5	(Krishnan & Arun, 2025)	“A Study on Environmental	To explore the influence of	<b>Research type:</b> Quantitative	Prosocial attitudes and openness to green

		Prosocial Attitudes to Green Consumption Values, Openness to Green Communication, and Its Relationship with Buying Behavior”	environmental prosocial attitudes, green values, and green communication on green buying behavior.	<b>Data Type:</b> Primary <b>Sampling technique:</b> Not explicitly stated <b>Data collection</b> <b>Instrument:</b> Structured survey <b>Target Population:</b> Organized retail supermarket customers in Trivandrum, India <b>Statistical Tools:</b> Regression analysis, model testing	communication significantly influence green consumption values, which in turn drive green buying behavior.
6	(Kolodenko et al., 2024)	“Bridging Consumer Behavior and Green Marketing in Czech Retail Chains: Applying Insights from Davari & Strutton Research”	To test how green marketing mix strategies affect brand equity dimensions in Czech retail settings, using Davari & Strutton's model.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Non-random (online convenience panel) <b>Data collection</b> <b>Instrument:</b> Online survey <b>Target Population:</b> Czech consumers (4700 responses) <b>Statistical Tools:</b> Linear regression, moderation analysis	Green product and promotion strategies significantly influence brand trust, loyalty, perceived quality, and brand associations. Environmental concern moderates these effects.
7	(Jabbour Al Maalouf et al., 2024)	“Consumer Motivations for Solar Energy Adoption in Economically Challenged Regions”	To explore the role of environmental and social factors influencing consumer adoption of solar energy in crisis-hit Lebanon using TRA and TPB.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Random sampling <b>Data collection</b> <b>Instrument:</b> Structured questionnaire <b>Target Population:</b> Lebanese energy consumers (n = 450) <b>Statistical Tools:</b> SEM	Attitude strongly predicts solar purchase intention; key drivers include environmental concern, solar value perception, and subjective norms.
8	(Li & Kim, 2024)	“Consumers’ Green Attitude and Behavior in China and Singapore: The Role of Altruistic Value and Perceived Consumer	To compare the effects of intrinsic traits and contextual factors on green attitudes and behavior in China and Singapore.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Stratified sampling <b>Data collection</b> <b>Instrument:</b> Survey questionnaire	Altruistic values, perceived consumer effectiveness, and environmental involvement drive green attitudes.

		Effectiveness, Economic Motive”		<b>Target Population:</b> Consumers in China and Singapore <b>Statistical Tools:</b> SEM, moderation analysis	
9	(Mansour et al., 2024)	“Developing Green Marketing Strategies: A Comprehensive Analysis of Consumer Behaviour and Business Practices”	To assess consumer attitudes and behaviors toward green marketing and evaluate business responses via case studies.	<b>Research type:</b> Mixed methods <b>Data Type:</b> Primary (survey) and Secondary (case studies) <b>Sampling technique:</b> Stratified random sampling (quantitative); purposive sampling (qualitative) <b>Data collection Instrument:</b> Questionnaire; case analysis <b>Target Population:</b> 500 global consumers; top firms like Nike, Starbucks, Toyota <b>Statistical Tools:</b> SPSS, R, descriptive & inferential statistics	While 70% of consumers consider environmental concerns when buying, only 45% are willing to pay more. Trust in green claims remains low (30%). Business strategies vary from supply chain transparency to CSR involvement.
10	(Kireyeva, A. et al., 2025)	“Economic Aspects of Sustainable Development: Eco-Branding in Manufacturing Enterprises from Kazakhstan”	To assess the impact of eco-branding on the sustainable development of manufacturing enterprises in Kazakhstan.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Stratified sampling <b>Data collection Instrument:</b> Questionnaire survey <b>Target Population:</b> Managers of manufacturing enterprises in Kazakhstan <b>Statistical Tools:</b> Structural Equation Modeling (SEM), SmartPLS	Eco-branding strategies significantly enhance a company’s reputation and financial performance. Environmental protection efforts and eco-certifications influence consumer behavior positively.
11	(Alamsyah, D.P. et al., 2023)	“Exploring the Green Brand Awareness and Its Impact on Green Purchase	To explore the influence of green brand awareness on green purchase	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Purposive sampling	Greenbrand awareness positively affects green brand image and green satisfaction, which in

		Intention: The Mediating Role of Green Brand Image and Green Satisfaction”	intention, considering the mediating effects of green brand image and green satisfaction.	<b>Data collection Instrument:</b> Online questionnaires <b>Target Population:</b> Indonesian millennial consumers <b>Statistical Tools:</b> Structural Equation Modeling (AMOS)	turn significantly influence green purchase intention. The mediating roles of brand image and satisfaction are crucial in shaping consumer intent to buy eco-friendly products.
12	(Dangelico, R.M. et al., 2024)	“From Knowledge to Action: The Power of Green Communication and Social Media Engagement in Sustainable Food Consumption”	To analyze how green communication and social media engagement affect consumer behavior toward sustainable food consumption.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Convenience sampling <b>Data collection Instrument:</b> Online survey <b>Target Population:</b> European consumers active on social media <b>Statistical Tools:</b> Partial Least Squares Structural Equation Modeling (PLS-SEM)	Social media engagement and green communication significantly influence sustainable food consumption. Consumers who actively engage with environmental content are more likely to adopt sustainable habits.
13	(Deshmukh & Tare, 2024)	“Green marketing and corporate social responsibility: A review of business practices”	To explore the integration of green marketing and CSR, their historical evolution, theoretical underpinnings, and future prospects.	<b>Research type:</b> Review article <b>Data Type:</b> Secondary (literature, case studies) <b>Statistical Tools:</b> Conceptual/Theoretical Synthesis	The study finds that merging green marketing with CSR enhances brand loyalty, consumer trust, and long-term business sustainability. It also emphasizes the role of legal frameworks and government incentives in promoting ethical practices.
14	(Salhab et al., 2025)	“Green marketing and sustainable consumer behavior in Jordan: Advancing SDGs through localized strategies and environmental awareness”	To evaluate the impact of green marketing strategies on consumer behavior in Jordan, including purchase intentions, loyalty, and	<b>Research type:</b> Quantitative, cross-sectional <b>Data Type:</b> Primary <b>Sampling technique:</b> Stratified random sampling <b>Data collection Instrument:</b> Structured	Green marketing positively influences purchase intention and brand loyalty, particularly among consumers with higher education and income. However, high product costs and cultural factors

			brand reputation.	questionnaire (Likert scale) <b>Target Population:</b> 672 Jordanian consumers <b>Statistical Tools:</b> Multiple regression analysis	can moderate this effect.
15	(Mahardika et al., 2025)	“Green marketing in the coffee shop: Gen Z repurchase intention through customer satisfaction”	To examine how the green marketing mix influences Gen Z's repurchase intention through the mediating effect of customer satisfaction.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Cluster sampling <b>Datacollection Instrument:</b> Online questionnaire (Likert scale) <b>TargetPopulation:</b> 150 Gen Z coffee shop consumers in Sleman Regency, Indonesia <b>Statistical Tools:</b> PLS-SEM (Partial Least Squares Structural Equation Modeling)	Green pricing and green physical evidence significantly influence repurchase intentions via customer satisfaction. Gen Z consumers are willing to pay more for green products and prefer eco-friendly environments.
16	(Ocke & Teixeira, 2024)	“Green marketing practices in coastline resorts of Santa Catarina State”	To examine the presence, effectiveness, and outcomes of green marketing practices in resorts in Santa Catarina.	<b>Researchtype:</b> Qualitative, exploratory-descriptive <b>Data Type:</b> Primary <b>Sampling technique:</b> Multiple case studies <b>Data collection Instrument:</b> In-depth interviews and documentation <b>Target Population:</b> 3 selected resorts <b>Statistical Tools:</b> Theoretical proposition and cross-case analysis (Yin, 2015)	Green marketing in resorts aligns with consumer expectations and provides competitive advantage. However, the use of green certifications and branding alone was not found to influence consumer decisions significantly.
17	(Chotisarn & Phuthong, 2025)	“Green production processes and consumer behaviour: A theory-context-characteristics-methodology framework-based systematic review	To systematically review literature linking green production and consumer behavior and propose a	<b>Research type:</b> Systematic literature review <b>Data Type:</b> Secondary (Scopus-indexed articles from 1997–2024) <b>Sampling technique:</b> Purposive (protocol-driven inclusion/exclusion)	Identified five research clusters (e.g., strategic sustainability, green marketing) and major gaps, including disconnects between consumer intentions and actual behavior. It emphasized digital

		and future research agenda”	future research agenda.	<b>Data collection Instrument:</b> Literature search & bibliometric analysis <b>Target Population:</b> Academic research corpus (n=97) <b>Statistical Tools:</b> Bibliometric & TCCM analysis using VOSviewer	tech and cross-cultural studies as future focus areas.
18	(Lopes et al., 2024)	“Green Purchase Determinants in a Peripheral Region of Europe: How Can Green Marketing Influence Consumers’ Decisions? The Mediating Role of Green Awareness of Price”	To examine how green marketing influences consumer decisions in Portugal, emphasizing the role of green price awareness.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Non Probability <b>Data collection Instrument:</b> Structured survey <b>Target Population:</b> 1,255 Portuguese consumers in peripheral regions <b>Statistical Tools:</b> Multiple linear regression	Environmental concerns, perceived quality, and future orientation positively affect green purchase decisions. Green price awareness significantly mediates these relationships, amplifying consumer responsiveness.
19	(Shrivastava & Rathi, 2024)	“Impact of Food Labelling on Consumer Behaviour – A Green Marketing Initiative”	To assess the influence of food labeling as a green marketing strategy on consumer choices regarding sustainable products.	<b>Research type:</b> Empirical, quantitative <b>Data Type:</b> Primary and secondary <b>Sampling technique:</b> Practical sampling <b>Data collection Instrument:</b> Likert scale questionnaire <b>Target Population:</b> 126 respondents (mainly students) <b>Statistical Tools:</b> Correlation analysis (SPSS 28.0)	Food labels including nutritional, allergen, and environmental information significantly impact consumer decisions. Clear labeling builds trust and supports health and eco-conscious behavior.
20	(Nga & Tam, 2024)	“Managerial Recommendations for Enhancing Green Consumption Behavior and Sustainable Consumption”	To identify and analyze factors that affect green consumption behavior and its link to sustainable consumption in Vietnam.	<b>Research type:</b> Mixed-methods (qualitative and quantitative) <b>Data Type:</b> Primary <b>Sampling technique:</b> Convenient random sampling <b>Data collection Instrument:</b>	Environmental awareness, green product traits, marketing, pricing perception, social influence, and policy significantly affect green behavior. Green consumption behavior strongly

				Structured questionnaires + expert interviews <b>Target Population:</b> 360 consumers from 4 major Vietnamese cities <b>Statistical Tools:</b> Structural Equation Modeling (SEM)	correlates with sustainable consumption.
21	(Yu et al., 2024)	“Mechanisms of Media Persuasion and Positive Internet Word-of-Mouth Driving Green Purchasing Behavior: Evidence from China”	To examine how media persuasion and internet word-of-mouth (IWOM) affect green purchasing behavior in China.	<b>Research type:</b> Quantitative <b>Data Type:</b> Primary <b>Sampling technique:</b> Simple random sampling <b>Data collection instrument:</b> Online questionnaire. <b>Target Population:</b> 357 Chinese online consumers <b>Statistical Tools:</b> Structural Equation Modeling (SEM)	Media persuasion and IWOM positively affect environmental attitudes, which in turn drive green purchasing. Environmental knowledge moderates these effects, strengthening informed decision-making.
22	Cui et al. (2025)	“Sustainable Style: Unraveling the Trends and Future of Green Marketing in the Textile and Apparel Industry”	To systematically review green marketing strategies and their impact on sustainability in the textile and apparel industry, while outlining future research directions.	<b>Research type:</b> Systematic review <b>Data Type:</b> Secondary <b>Sampling technique:</b> PRISMA protocol (purposeful inclusion/exclusion) <b>Data collection instrument:</b> Literature extraction from Web of Science (2019–2024) <b>Target Population:</b> 54 peer-reviewed articles <b>Statistical Tools:</b> Content and thematic analysis	The study identifies five core themes: green marketing & branding, consumer green behavior, circular economy, green supply chain, and textile culture. It emphasizes the importance of branding, eco-labeling, and green innovation while calling out issues like greenwashing.
23	(Ku et al., 2012)	“Communicating Green Marketing Appeals Effectively: The Role of Consumers' Motivational Orientation to	To investigate how regulatory focus (promotion vs. prevention) affects the effectiveness of green marketing	<b>Research type:</b> Experimental <b>Data Type:</b> Primary <b>Sampling technique:</b> Not specified <b>Data collection instrument:</b> Controlled lab experiments	Promotion-focused individuals respond better to green messages highlighting gains (e.g., environmental benefits), while prevention-focused individuals respond

		Promotion versus Prevention”	appeals in advertising.	<b>Target Population:</b> Consumers <b>Statistical Tools:</b> ANOVA, regression analysis	to messages emphasizing risk avoidance (e.g., harm reduction).
24	(Faludi, 2025)	“Sustainable Fashion, Circularity and Consumer Behavior – Systematic Review and a Social Marketing Research and Policy Agenda”	To synthesize literature on sustainable fashion and consumer behavior, and propose a social marketing and policy agenda.	<b>Researchtype:</b> Systematic Literature Review <b>Data Type:</b> Secondary <b>Datacollection Instrument:</b> Scientific mapping and qualitative thematic coding <b>TargetPopulation:</b> Academic literature on fashion and consumer behavior <b>StatisticalTools:</b> Thematic analysis, mapping techniques	Identifies six key themes and barriers circularly; proposes action goals and a systems approach for social marketing strategy.
25	(García-Salirrosas & Rondon-Eusebio, 2022)	“Green Marketing Practices Related to Key Variables of Consumer Purchasing Behavior”	To identify green marketing practices related to consumer purchasing behavior and propose a model for sustainable value generation.	<b>Researchtype:</b> Systematic Review <b>Data Type:</b> Secondary <b>Datacollection Instrument:</b> PRISMA methodology using Scopus and Web of Science <b>TargetPopulation:</b> Academic literature on green marketing <b>Statisticalools:</b> Content analysis	Identified five categories of green marketing practices and related them to key consumer behavior variables; proposed a 'green consumption cycle for sustainable value'.

Source: Compiled by the Author

### Conclusion and Discussion

Environmental recognition is a common marketing approach used by firms to attract environmentally conscious customers and encourage product sustainability. In response to global climate and environmental concerns, fashion companies have prioritized sustainable development as a fundamental strategy. Green marketing is an essential instrument for accomplishing this objective. The study objectives are to know current publication trends, the most prominent source, publication, and research theme. The author conducted the publications search on 19 October 2024 by using the search string "Green Marketing AND Consumer Behaviour". The initial search using the search query yields 344 items. The collection period for the articles is 1997-2024. After applying all the filters the result yielded a total of 177 articles. In the third phase which is from 2016 to 2024 a significant increase in the number of articles published is shown. The highest number of articles was published in the year 2024 with a total number of 22 articles. The Journal of "Sustainability" has a total number of 26 documents in the field of the role of green marketing on consumer behavior have the highest number of articles. The most prominent publication was "Targeting consumers willing to pay more for environmentally friendly products" with 1895 citations. From the bibliographic coupling, a total of 7 clusters have been identified. Most of the themes focus on factors that affect consumer behavior. Key words such as “marketing,” “consumption behaviour,” and

“consumer behavior” that are used are key indications of having a significant focus on research regarding how sustainability affects purchasing habits and brand involvement.

### Limitations and Implications

The main limitation of this study is that the data collected for bibliometric analysis are extracted from the Scopus database only. Future studies can be suggested using another database, like a Web of Science. Another limitation is that only bibliographic coupling is used in network analysis; other analyses, like co-occurrence and co-citation analysis, can also be performed in future studies. This research helps marketers create effective green marketing approaches that resonate with environmentally conscious consumers, enhancing brand loyalty and competitive advantage in the market. The study contributes to the field of consumer behavior by highlighting the influence of green marketing on purchasing decisions, thus expanding frameworks of sustainable consumption and behavioral theories.

### References

- Agarwal, S. and Dubey, R.S., 2024. A bibliometric and thematic review of green marketing and green consumer behavior research from 2000 to 2022. *Serbian Journal of Management*, 19(1), pp.51-70.
- Alaloul, W.S., Liew, M.S., Zawawi, N.A.W.A. and Kennedy, I.B., 2020. Industrial Revolution 4.0 in the construction industry: Challenges and opportunities for stakeholders. *Ain Shams Engineering Journal*, 11(1), pp.225-230.d
- Arunprasad, P., Dey, C., Jebli, F., Manimuthu, A. and El Hathat, Z., 2022. Exploring the remote work challenges in the era of COVID-19 pandemic: review and application model. *Benchmarking: An International Journal*, 29(10), pp.3333-3355.
- Azam, H., Muhamad, N., & Syazwan Ab Talib, M. (2024). A review of psychological resilience: paving the path for sustainable consumption. In *Cogent Business and Management* (Vol. 11, Issue 1). Cogent OA. <https://doi.org/10.1080/23311975.2024.2408436>
- Batra, S., Saini, M., Yadav, M. and Aggarwal, V., 2022. Mapping the intellectual structure and demystifying the research trend of cross-listing: a bibliometric analysis. *Managerial Finance*, 49(6), pp.992-1016.
- CG, M. K., & G, A. (2025). A study on environmental prosocial attitudes to green consumption values, openness to green communication, and its relationship with buying behavior. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2443050>
- Chawla, R.N. and Goyal, P., 2021. Emerging trends in digital transformation: a bibliometric analysis. *Benchmarking: An International Journal*, 29(4), pp.1069-1112.
- Chen, L., Matloob, S., Sunlei, Y., Qalati, S.A., Raza, A. and Limón, M.L.S., 2023. A moderated–mediated model for eco-conscious consumer behavior. *Sustainability*, 15(2), p.897.
- Chotisarn, N., & Phuthong, T. (2025). Green production processes and consumer behaviour: a theory-context-characteristics-methodology framework-based systematic review and future research agenda. In *International Journal of Sustainable Engineering* (Vol. 18, Issue 1). Taylor and Francis Ltd. <https://doi.org/10.1080/19397038.2025.2480100>
- Cui, C., Shaari, N., Zainal Abidin, S., & Mohd Ali, N. A. (2025). Sustainable Style: Unraveling the Trends and Future of Green Marketing in the Textile and Apparel Industry. In *Sustainability (Switzerland)* (Vol. 17, Issue 1). Multidisciplinary Digital Publishing Institute (MDPI). <https://doi.org/10.3390/su17010292>

Dagher, G.K. and Itani, O., 2014. Factors influencing green purchasing behavior: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), pp.188-195.

Davidenko, L., Titkov, A., Sherimova, N., & Beisembina, A. (2025). Economic Aspects of Sustainable Development: Eco-Branding in Manufacturing Enterprises from Kazakhstan. *Sustainability (Switzerland)*, 17(1). <https://doi.org/10.3390/su17010036>

De Oliveira Lima, L.A., da Silva, J.M.S., de Oliveira Santos, A., Marques, F.R.V., da Silva Leão, A.P., Carvalho, M.D.C.L., Estevam, S.M. and Ferreira, A.B.S., 2024. The Influence of Green Marketing on Consumer Purchase Intention: a Systematic Review. *Revista de Gestão Social e Ambiental*, 18(3), pp.e05249-e05249.

Deshmukh, P. and Tare, H., 2024. Green marketing and corporate social responsibility: A review of business practices. *Multidisciplinary Reviews*, 7(3), pp.2024059-2024059.

Deshmukh, P., & Tare, H. (2024). Green marketing and corporate social responsibility: A review of business practices. In *Multidisciplinary Reviews* (Vol. 7, Issue 3). Malque Publishing. <https://doi.org/10.31893/multirev.2024059>

Devi Juwaheer, T., Pudaruth, S. and Monique Emmanuelle Noyaux, M., 2012. Analyzing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), pp.36-59.

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N. and Lim, W.M., 2021. How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, pp.285-296.

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of business research*, 133, 285-296. <http://dx.doi.org/10.1016/j.jbusres.2021.04.070>

Ezeh, P. C., & Dube, K. (2025). Trends and development in green and sustainability marketing: a bibliometrics analysis using VOSviewer. *Discover Sustainability*, 6(1), 324. <https://doi.org/10.1007/s43621-025-01159-z>

Faludi, J. (2025). Sustainable Fashion, Circularity and Consumer Behavior – Systematic Review and a Social Marketing Research and Policy Agenda. *Social Marketing Quarterly*. <https://doi.org/10.1177/15245004241309660>

Farrukh, M., Raza, A., Mansoor, A., Khan, M.S. and Lee, J.W.C., 2023. Trends and patterns in pro-environmental behavior research: a bibliometric review and research agenda. *Benchmarking: An International Journal*, 30(3), pp.681-696.

Gan, Y. N., Li, D. D., Robinson, N., & Liu, J. P. (2022). Practical guidance on bibliometric analysis and mapping knowledge domains methodology–A summary. *European Journal of Integrative Medicine*, 56, 102203. <http://dx.doi.org/10.1016/j.eujim.2022.102203>

García-Salirrosas, E. E., & Rondon-Eusebio, R. F. (2022). Green Marketing Practices Related to Key Variables of Consumer Purchasing Behavior. In *Sustainability (Switzerland)* (Vol. 14, Issue 14). MDPI. <https://doi.org/10.3390/su14148499>

Ginsberg, J.M. and Bloom, P.N., 2004. Choosing the right green marketing strategy. *MIT Sloan Management Review*, 46(1), pp.79-84.

Goswami, M. and Goswami, A.K., 2023. A comprehensive examination of psychological capital research using bibliometric, TCCM, and content analysis. *Benchmarking: An International Journal*, 30(5), pp.1588-1622.

- Guo, H., 2023. Analyzing the barriers to green apparel manufacturing implementation. *Journal of Fashion Marketing and Management: An International Journal*, 27(3), pp.531-560.
- Gyenes, Z. and Wood, M.H., 2014. Lessons learned from major accidents involving fertilizers. *Loss Prevention Bulletin*, 242, pp.15-18.
- Huang, L., Solangi, Y.A., Magazzino, C. and Solangi, S.A., 2024. Evaluating the efficiency of green innovation and marketing strategies for long-term sustainability in the context of Environmental labeling. *Journal of Cleaner Production*, 450, p.141870.
- Iliopoulou, E., Koronaki, E., Vlachvei, A., & Notta, O. (2024). From Knowledge to Action: The Power of Green Communication and Social Media Engagement in Sustainable Food Consumption. *Sustainability (Switzerland)*, 16(21). <https://doi.org/10.3390/su16219202>
- Jabbour Al Maalouf, N., Sayegh, E., Inati, D., & Sarkis, N. (2024). Consumer Motivations for Solar Energy Adoption in Economically Challenged Regions. *Sustainability (Switzerland)*, 16(20). <https://doi.org/10.3390/su16208777>
- Kautish, P., Paul, J., and Sharma, R., 2019. The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, pp.1425-1436.
- Khatib, S.F., Abdullah, D.F., Elamer, A., Yahaya, I.S. and Owusu, A., 2023. Global trends in board diversity research: A bibliometric view. *Meditari Accountancy Research*, 31(2), pp.441-469.
- Khatib, S.F., Abdullah, D.F., Elamer, A.A. and Abueid, R., 2021. Nudging toward diversity in the boardroom: A systematic literature review of board diversity of financial institutions. *Business strategy and the environment*, 30(2), pp.985-1002.
- Kolodenko, M., Kalinová, K., Bočková, K., & Procházka, D. A. (2024). Bridging consumer behavior and green marketing in Czech retail chains: Applying insights from Davari & Strutton research. *Journal of Infrastructure, Policy and Development*, 2024(12), 9045. <https://doi.org/10.24294/v8i12.9045>
- Ku, H. H., Kuo, C. C., Wu, C. L., & Wu, C. Y. (2012). Communicating green marketing appeals effectively. *Journal of Advertising*, 41(4), 41–50. <https://doi.org/10.1080/00913367.2012.10672456>
- Li, J., & Kim, R. B. (2024). Consumers' green attitude and behavior in China and Singapore: The role of altruistic value and perceived consumer effectiveness, economic motive. *Journal of Infrastructure, Policy and Development*, 8(13). <https://doi.org/10.24294/jipd9278>
- Li, Y., Ye, F., Sheu, C. and Yang, Q., 2018. Linking green market orientation and performance: Antecedents and processes. *Journal of Cleaner Production*, 192, pp.924-931.
- Liu, L., Cui, H., & Nie, Y. (2023). Cite space-based bibliometric analysis of green marketing. *Sustainability*, 15(12), 9840. <https://doi.org/10.3390/su15129840>
- Lopes, J. M., Silva, L. F., Massano-Cardoso, I., & Galhardo, A. (2024). Green Purchase Determinants in a Peripheral Region of Europe: How Can Green Marketing Influence Consumers' Decisions? The Mediating Role of Green Awareness of Price. *Administrative Sciences*, 14(11). <https://doi.org/10.3390/admsci14110293>
- Maaliky, B., Massoud, M., & Choughari, R. (2025). Assessing the influence of green marketing on consumers' word-of-mouth through the mediating effect of brand equity dimensions. *Innovative Marketing*, 21(2), 79–92. [https://doi.org/10.21511/im.21\(2\).2025.07](https://doi.org/10.21511/im.21(2).2025.07)

- Mahardika, R. P., Ismoyowati, D., & Ushada, M. (2025). Green marketing in the coffee shop: Gen Z repurchase intention through customer satisfaction. *BIO Web of Conferences*, 167. <https://doi.org/10.1051/bioconf/202516707004>
- Mansour, A., Al-Ahmed, H., Deek, A., Alshaketheep, K., Al-Ma'aitah, M., Asfour, B., & Alshurideh, M. (2024). Developing Green Marketing Strategies: A Comprehensive Analysis of Consumer Behaviour and Business Practices. *International Review of Management and Marketing*, 14(6), 206–212. <https://doi.org/10.32479/irmm.17345>
- Mason, C.H. and Perreault Jr, W.D., 1991. Collinearity, power, and interpretation of multiple regression analysis. *Journal of marketing research*, 28(3), pp.268-280.
- Mehraj, D. and Qureshi, I.H., 2022. Does green brand positioning translate into green purchase intention?: A mediation–moderation model. *Business Strategy and the Environment*, 31(7), pp.3166-3181.
- Mumu, J.R., Saona, P., Russell, H.I. and Azad, M.A.K., 2021. Corporate governance and remuneration: a bibliometric analysis. *Journal of Asian Business and Economic Studies*, 28(4), pp.242-262.
- Naaman, D., Yeşilada, F., & Aghaei, I. (2025). A Moderated Mediation Analysis of Lebanon's Food Consumers' Green Purchasing Intentions: A Path Towards Sustainability. *Sustainability (Switzerland)*, 17(4). <https://doi.org/10.3390/su17041714>
- Nga, L. P., & Tam, P. T. (2024). Managerial Recommendations for Enhancing Green Consumption Behavior and Sustainable Consumption. *Emerging Science Journal*, 8(6), 2245–2266. <https://doi.org/10.28991/ESJ-2024-08-06-07>
- Ocke, M. A. M., & Teixeira, F. S. (2024). Green marketing practices in coastline resorts of Santa Catarina State. *Brazilian Journal of Tourism Research*, 18(1). <https://doi.org/10.7784/rbtur.v18.2821>
- Patel, N. and Mehta, D., 2023. The asymmetry effect of industrialization, financial development, and globalization on CO2 emissions in India. *International Journal of Thermofluids*, 20, p.100397.
- Phan-Le, N. T., Brennan, L., & Parker, L. (2024). An Integrated Model of the Sustainable Consumer. *Sustainability (Switzerland)*, 16(7). <https://doi.org/10.3390/su16073023>
- Phuc, N.T., Giang, N.T.H., An, V.N.T.T., Nam, N.T.H., Anh, L.D., Nguyen, H.C., An, H., Phong, M.T. and Hieu, N.H., 2023. Optimization of the eco-friendly synthesis of graphene oxide from graphite using Plackett–Burman and Box–Behnken models for industrial production orientation. *Carbon Letters*, 33(2), pp.489-500.
- Prati, G. and Zani, B., 2013. The effect of the Fukushima nuclear accident on risk perception, antinuclear behavioral intentions, attitude, trust, environmental beliefs, and values. *Environment and Behavior*, 45(6), pp.782-798.
- Pritchard, A., 1969. Statistical bibliography or bibliometrics. *Journal of Documentation*, 25, p.348.
- Salhab, H., Khanfar, S. M., Khrais, L. T., Zoubi, M., & Morshed, A. (2025). Green marketing and sustainable consumer behavior in Jordan: Advancing SDGs through localized strategies and environmental awareness. *International Journal of Innovative Research and Scientific Studies*, 8(1), 533–542. <https://doi.org/10.53894/ijirss.v8i1.4400>
- Shrivastava, G., & Rath, T. (2024). Impact of Food Labelling on Consumer Behaviour - A Green Marketing Initiative. *E3S Web of Conferences*, 527. <https://doi.org/10.1051/e3sconf/202452704002>
- Su, S., & Li, Y. (2024). Exploring the Impact of the Green Marketing Mix on Environmental Attitudes and Purchase Intentions: Moderating Role of Environmental Knowledge in China's Emerging Markets. *Sustainability (Switzerland)*, 16(24). <https://doi.org/10.3390/su162410934>
- Thorisdottir, T.S. and Johannsdottir, L., 2020. Corporate social responsibility influencing sustainability within the fashion industry. A systematic review. *Sustainability*, 12(21), p.9167.
- Yu, Z., Rosbi, S., & Amlus, M. H. (2024). Mechanisms of Media Persuasion and Positive Internet Word-of-Mouth Driving Green Purchasing Behavior: Evidence from China. *Sustainability (Switzerland)*, 16(15). <https://doi.org/10.3390/su16156521>