

Green Marketing and Consumer Behavior in Emerging Economies: A Systematic Literature Review with Bibliometric Analysis

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Abstract

Despite heightened consumer awareness of environmental issues, pro-environmental intentions do not always translate into actual purchasing behavior. The significance of green marketing in facilitating sustainable consumption becomes particularly critical in emerging economies where environmental challenges are rapidly intensifying. This study employs a dual approach combining bibliometric analysis and systematic review with 382 articles retrieved from the Scopus database from 2000 to 2025 to examine the evolution, theoretical foundations, identify key determinants, and emerging directions in green consumer behavior research. Results indicate that, although consumers hold positive attitudes toward green products, actual purchase behavior is constrained by factors such as price sensitivity, distrust, and social influence. By integrating psychological and contextual factors, this study proposes a broad conceptual framework intended to guide future research as well as managerial strategies. The findings offer useful guidance for marketers in designing effective green marketing initiatives and enhancing consumer engagement in sustainable consumption. This study contributes to the behavioral perspective within green marketing research by delivering actionable insights to improve sustainable consumption practices.

Keywords: Green Marketing, Consumer Behavior, Developing Countries, Bibliometric Analysis

1. Introduction

The growing magnitude of environmental degradation, climate change, and resource depletion has brought to the forefront the new priorities of governments, organizations, and consumers everywhere (Kulkarni, 2024). Over the last few decades, both companies and consumers have become more aware of environmental issues. The development and manufacture of products or services that are environmentally sustainable is crucial for reducing the ecological footprint of industrial activities and encouraging cleaner production (Dangelico & Vocalelli, 2017a). That further led to a lot of academic interest in the theoretical frameworks related to green marketing and consumption (R. Kumar et al., 2024). As people become more aware of ecological issues, their expectations of products and practices have shifted toward green products.

In response, businesses have shifted their strategies, creating green marketing and sustainable consumer behavior (Nath et al., 2013). At the same time, consumer behavior has dramatically changed by integrating ecological factors into product development, pricing, promotion, and distribution strategies by showing a preference for sustainable products and services (Joshi & Rahman, 2015; B. Kumar et al., 2017; Peattie & Crane, 2005). Green marketing is widely defined as the process of creating, promoting, and delivering products with minimal negative impact on the environment while fulfilling customer needs (Polonsky, 1994). It includes a broad array of practices such as designing eco-friendly products, using sustainable packaging, producing energy-efficiently, communicating responsibly, etc., as firms try to align their operations with sustainability goals (Dangelico & Vocalelli, 2017b; Peattie & Crane, 2005).

Green marketing has moved up from compliance to be a source of competitive advantage and brand differentiation. This evolution reflects growing recognition that being environmentally responsible is not only ethically desirable but also economically beneficial in the long run. Consumer behavior has become more complicated and multidimensional, parallel to the progress of green marketing. Today's consumers do not just passively receive marketing messages; they actively assess the environmental consequences of their buying choices. Research shows that environmental concern, awareness, and knowledge have a significant effect on consumers' attitudes toward green products (Bamberg & Möser, 2007; Yadav & Pathak, 2017). Since these cognitive factors create perceptions about sustainability which eventually lead to pro-environmental intentions. This relationship between awareness and behavior is not direct because it is mediated by several psychological, social, and economic factors (Chekima et al., 2016; Kollmuss & Agyeman, 2002). A large amount of literature has used theoretical frameworks that include the Theory of Planned Behavior. According to this model, behavioral intention is a function of attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Empirical studies have consistently validated this framework's applicability in predicting green purchase intentions across different contexts (Chen & Tung, 2014; Han et al., 2010; Paul et al., 2016).

Although it is widely used, the theory has been critiqued for its poor descriptive power because it focuses on intention and not action (Carrington et al., 2010; Sheeran, 2002). This has led researchers to add constructs like perceived consumer effectiveness, trust, and moral obligation in order to better understand the complexity of green consumption (Ellen et al., 1991; White et al., 2019). One of the most persistent challenges in green marketing research is the existence of the attitude-behavior gap, which refers to the discrepancy between consumers expressed environmental concerns and their actual purchasing behavior. Such an attitude-behavior gap exists if many consumers express positive attitudes toward environmentally friendly products, but do not buy them (Carrington et al., 2010). Many factors create this gap: high prices, limited availability, lack of trust in green claims, and habitual consumption patterns expose the need for a more detailed understanding of both drivers and barriers to green consumer behavior (Joshi & Rahman, 2015). Trust plays a particularly critical role in shaping consumer responses to green marketing. As firms increasingly promote their environmental credentials, concerns about greenwashing the practice of making misleading or exaggerated environmental claims have become more prominent (Chen & Tung, 2014; Delmas & Burbano, 2011). Consumers who perceive green claims as unreliable are less likely to engage in green purchasing even if they have positive environmental attitudes. This highlights the importance of transparency, credibility, and effective communication in building consumer trust and fostering consumption (Dangelico & Vocalelli, 2017b).

Economic considerations also significantly influence green consumer behavior. Green products are often associated with higher prices due to the costs of sustainable production and certification. As a result, price sensitivity remains a major barrier to adoption, particularly in developing economies (Biswas & Roy, 2015; B. Kumar et al., 2017). Inconsistencies between stated preferences and actual behavior suggest that consumers frequently face a trade-off between environmental values and financial constraints; thus, economic factors must be integrated into theoretical models for a more comprehensive explanation of green consumption. Apart from economic and psychological factors, social and cultural influences play a big part in shaping how consumers act. Social norms, peer pressure, and cultural values can either encourage or discourage environmentally friendly actions (Han et al., 2010; Wang, 2014). In collectivist societies, for instance, people may be more willing to go green if they see it as something good for society. The growing use of digital platforms and social media has made the effect of social influence even bigger since consumers are now exposed to many different pieces of information and opinions about sustainability (White et al., 2019). Even though there has been much research on green marketing and consumer behavior, the literature is still fragmented with little integration between different theoretical perspectives and empirical findings. Bibliometric studies have revealed that this research area is rapidly growing but also pointed out the need for a more comprehensive, interdisciplinary approach (Donthu et al., 2021; Kalpana, 2025). In particular, there is an urgent need to go beyond intention-based models toward developing frameworks that accommodate behavioral, emotional, and contextual factors.

Table 1: Recent Review articles

Authors	Methodology	Articles and Database	Key Variables	Findings
Agarwal et al. (2025)	Systematic Literature Review with Bibliometric Analysis	61 Scopus and WoS	Environmental Marketing, Circular Economy, Sustainable Branding, Green Consumerism	Branding has a valuable impact in the long run, and the circular economy increases efficiency
Bhardwaj et al. (2025)	Bibliometric Analysis	311 Scopus	Environmental policy, sustainable consumption, Green Marketing	Grow in Policies, Consumer and corporate adoption of green products
Irfan & Bryła (2025)	Bibliometric Analysis with TCCM	44 Scopus	Green Marketing, Sustainable Food, Consumer Behavior	Niche in sustainable food, Campaign for promotion, Methodology advancement
Maduwinarti et al. (2025)	Bibliometric Analysis	1074 Scopus	Digital Green Marketing, social media, Green Innovation	Use of social media for green marketing, marketing strategies for digital transformation towards sustainable consumption

Nascimento & Loureiro (2024)	Bibliometric Analysis	1509 Scopus	Sustainable Branding, Social Image, Consumer Brand Relationship	Sustainable Business development, ethical consumption, Brand Management, Corporate reputation
Ktisti et al. (2022)	Systematic Literature Review with Bibliometric Analysis	161 Scopus	Green advertisement, social media, consumer behavior, green washing	Sifting of traditional advertisement towards green advertisement, sustainable strategies for green consumption promotion

This study aims to bridge these gaps (see Table 1) by conducting a bibliometric analysis alongside a systematic literature review (SLR) to provide a comprehensive understanding of green marketing and consumer behavior. The intellectual structure of green marketing and consumer behavior research will be uncovered through Multiple Correspondence Analysis and thematic maps to identify prominent research clusters and emergent themes. Subsequently, we will propose an integrated framework that combines cognitive, psychological, and contextual factors to explain consumer behavior in regard to green marketing. Specifically, our research aims to examine and analyze the extant literature on green marketing and consumer behavior to synthesize prior work and identify trends in the field. Specifically, the study has the following principal objectives:

- To assess the characteristics of authors and manuscripts on green marketing in relation to consumer behavior,
- To examine the thematic areas addressed and the current developments in this research domain,
- To identify potential avenues for future research,
- To examine the leading contributors by country, institution, and author,
- To explore the key determinants of green marketing.

2. Methodology

Data were gathered using a systematic research approach in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework, which delineates the essential phases for conducting a literature review presented in Figure 1.

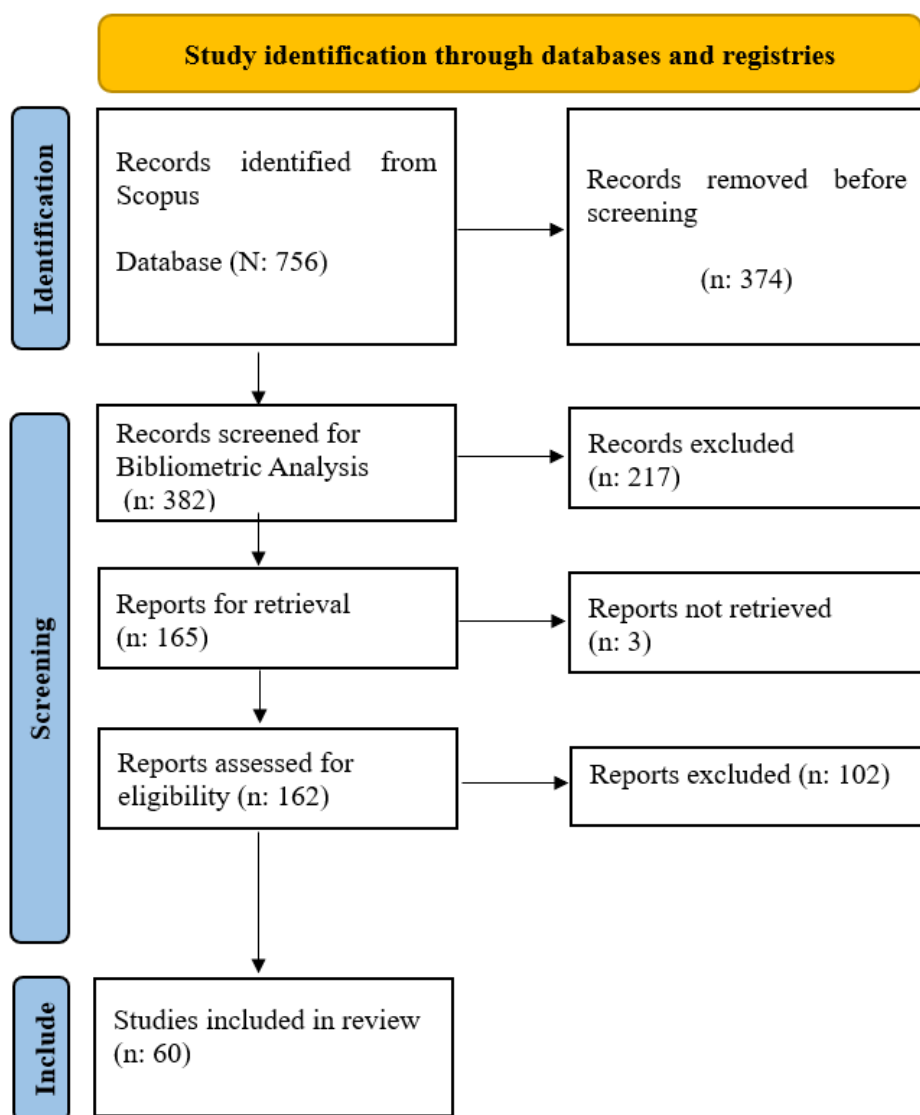


Figure 1: PRISMA framework

The identification criteria underpin the entire process of defining the study scope, formulating an execution strategy, and subsequently developing guidance. This guidance encompasses the components related to search keywords and databases, the application of exclusion criteria, the categories of articles to be considered, and the specified research timeframe (Page et al., 2020). A bibliometric study applies quantitative methods to analyze the intellectual, social, and conceptual connections among scientific elements such as publications, authors, keywords, sources, institutions, and nations. This approach yields a comprehensive overview of the discipline, identifies knowledge gaps, inspires new research concepts, and evaluates scholarly contributions (Nascimento & Loureiro, 2024). The search strategy for Green Marketing with consumer behavior, as outlined in Figure 2, was conducted from 2000 to 2025. The principal search string used for bibliometric analysis was applied in Scopus with TITLE-ABS-KEY "Green Marketing" OR "Sustainab* Marketing" OR "Environmentally Friendly Marketing" AND "Consumer Behavior" OR "Green

Consumer Behavior". This produced an initial set of results comprising 756 publications; data retrieval occurred on April 15, 2026. Then we applied subject filters "Social Economics, Science, Finance, Econometrics, Business Management, and Accounting Multidisciplinary" together with document type filters Articles and Review and Language filter English, which narrowed down our selection to 395 publications that met our study criteria and were thus included after removing outliers, for the bibliometric analysis that is done through Biblioshiny by R. This study comprises articles fulfilling the study objective of analyzing consumer behavior patterns and the impact of green markets on emerging economies. After reading the abstracts thoroughly, it was found that 322 papers could be eliminated. In order to accomplish the SLR, a total of 60 publications have been taken from among 382 bibliometric documents.

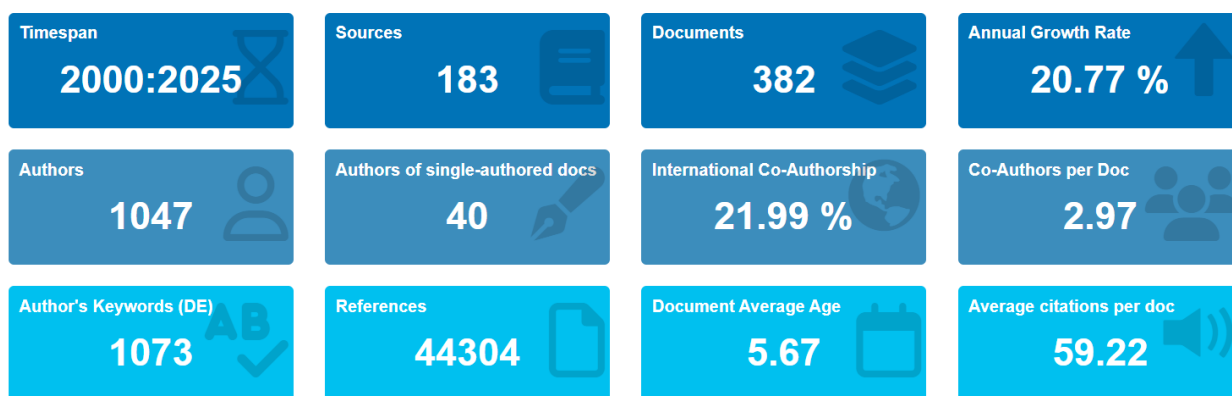


Figure 2: Information Retrieved from Bibliometric Analysis

3. Result and Discussion

This study employs bibliometrics to analyze the intellectual, social, and conceptual relationships among scientific elements, including publications, authors, keywords, sources, institutions, and nations. Well-executed bibliometric research establishes a robust foundation for the innovative and substantial advancement of a field. The following section presents the progression of articles over the past two decades, highlighting the most influential countries, affiliations, authors, journals, and intellectual networks.

3.1 Annual Production

Figure 3 presents the yearly scientific output with total Articles, average citation (AC), and total citations (TC) using a subset of articles for the period from 2000 to 2025 in the Green marketing and consumer behavior domains. It was during the early years that the first business practice article played a role in developing relational marketing theories and growing interest in cross-functional issues, networks, and strategic alliances (Reid & Plank, 2000). Between 2000 and early 2012, there were single-digit publications, fewer than 10 articles per year, which indicated that this field was still at its nascent stage. Nevertheless, between 2013 and 2023, some publications started to come out, though very few in number, going up to a maximum of 26 articles, but the TC trajectory did not show any consistent growing pattern over time and instead followed an increasing wavy pattern throughout the entire time frame. The trend line clearly shows an increase in the number of articles over the years, with a high peak in 2025 with 112 articles, followed by another peak in 2024 with 55 articles.

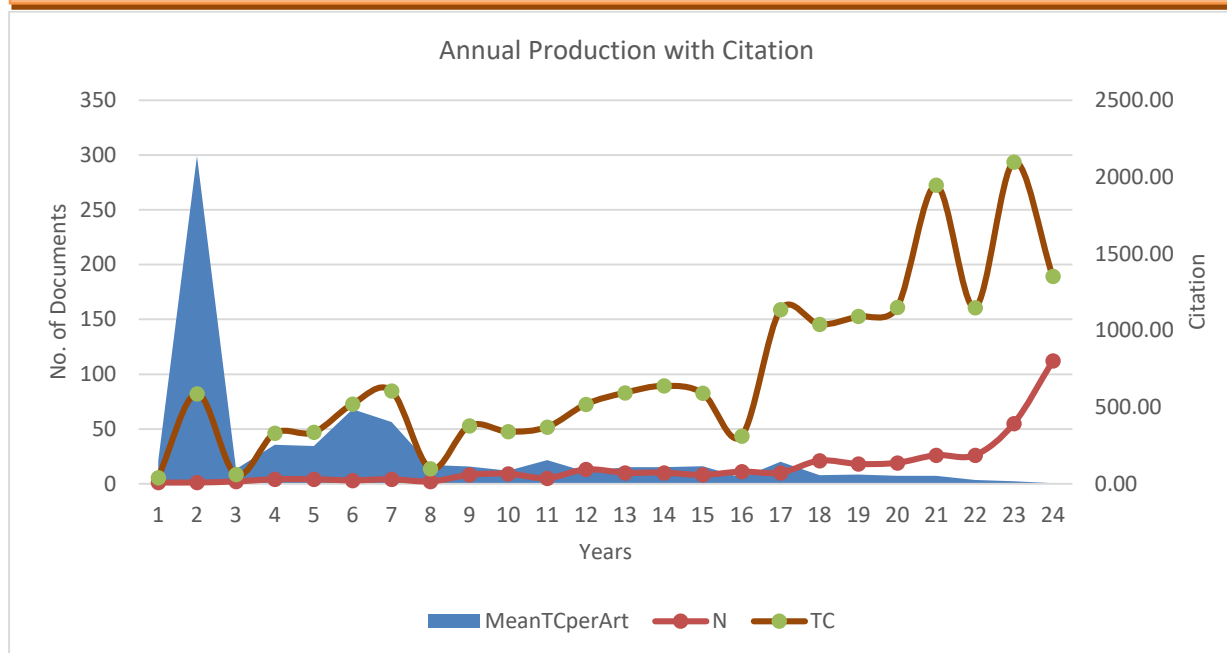


Figure 3: Annual Production

3.2 Most Impactful Sources

An examination of the most influential sources yields valuable insights into the intellectual diffusion and consolidation of green marketing and consumer behavior research. The findings indicate that Sustainability stands as the most influential source with regard to productivity and is among the top 10 most-cited studies, recording the highest publication count (NP: 60) and a substantial citation impact (TC: 2,256), underpinned by a high h-index (25) and g-index (47). Its relatively recent inception in 2017, coupled with a high m-index (2.5), signals rapid growth and strong contemporary relevance in sustainability-driven scholarship.

Table 2: Most Impactful Sources

Sources	h_index	g_index	m_index	TC	NP	PY_start
Journal of Consumer Marketing	7	8	0.269	3726	8	2001
Journal of Cleaner Production	17	19	1.417	2562	19	2015
Sustainability (Switzerland)	25	47	2.5	2256	60	2017
Marketing Intelligence and Planning	12	13	0.6	2131	13	2007
International Journal of Consumer Studies	6	6	0.3	1302	6	2007
International Journal of Contemporary Hospitality Management	3	3	0.15	925	3	2007
Business Strategy and The Environment	6	8	0.286	915	8	2006
Journal of Business Research	4	4	0.286	620	4	2013
Journal of International Consumer Marketing	3	3	0.111	517	3	2000
Journal of Marketing Communications	4	4	0.308	445	4	2014

Journal Cleaner Production has a similar impact with high h-index (17) and comparable total number of citations (TC: 2,562). Journal Cleaner Production's high ratings suggest its significance as a leading source of environmental focused research. This journal's subject focus on sustainability and environment-based management closely aligns with thematic topic trends in green marketing literature, which consistently points to the multidisciplinary nature of this phenomenon. Legacy marketing journals like Journal of Consumer Marketing and Marketing Intelligence and Planning also had high impacts in earlier years. The presence of these journals showcases how sustainability has been weaved into traditional marketing pillars. Journals with a wider scope of business-related research such as Journal of Business Research and Business Strategy and Environment also support the cross-functional nature of green marketing research. In general, the distribution of articles across journals appears to transition from traditional marketing journals to journals with a sustainable lens. Not only does this transition illustrate environmental aspects becoming more prevalent in consumer research over time, but it also suggests that the two topics are frequently discussed together in an interdisciplinary fashion. The presence of both disciplinary journals will likely persist in future research as they are coupled to build upon theory and practice.

3.3 Most Productive Institutions

An examination of institutional productivity reveals the geographical and scholarly concentration of research in green marketing and consumer behavior. The results indicate that Symbiosis International University leads in publication output (13 articles), reflecting a strong emphasis on sustainability and consumer behavior research within emerging economies and highlighting the growing participation of Indian academic institutions in the global sustainability discourse.

Table 3: Most Productive Institutions

Affiliation	Country	Articles
Symbiosis International University	India	13
Inti International University	Malaysia	12
University Of Beira Interior	Portugal	11
RMIT University	Australia	9
University Of Economics Ho Chi Minh City	Vietnam	9
Amity University	India	8
Lusófona University	Portugal	7
Universiti Putra Malaysia	Malaysia	7
Foreign Trade University	Vietnam	6
Imam Abdulrahman Bin Faisal University	Saudi Arabia	6

INTI International University and the University of Beira Interior also emerge as notable contributors, suggesting a balanced representation between Asian and European institutions. RMIT University and the University of Economics Ho Chi Minh City, with 9 articles each, also highlight the contribution from universities across different economies. Contributions from institutions such as Amity University and Universiti Putra Malaysia showcase developing economy challenges, driving research efforts towards

sustainable issues. On the other hand, universities such as Lusófona University in Europe help drive theoretical advancements in the field. Overall, it shows that green marketing research is not confined to developed countries and is influenced by emerging markets where the impacts of sustainability are higher.

3.4 Most Impactful Author

Several researchers have contributed to green marketing and consumer behavior throughout time. Based on citation impacts (TC: 400) and ongoing scholarly publishing patterns, it is clear that Arminda Maria Finisterra do Paço is an important contributor to green marketing and consumer behavior. Another leading researcher is Khan Md Raziuddin Taufique, whose citation count (TC: 516) and a relatively high m-index demonstrate his rapid influence over a brief time span. Rupesh Kumar and Rajat Agrawal from India have contributed substantially as well, which indicates a growing involvement of developing countries in this area of research. In addition, João M. Lopes has a high m-index, which indicates a strong and new impact in this area of research. The distribution of author affiliated institutions is multinational in nature (e.g., Portugal, Malaysia, India, and Hungary), which reflects the global aspect of research in this area. This type of diversity contributes to the body's understanding of green consumer behavior in differing cultural/economic circumstances.

Table 4: Most Impactful Author

Author	NP	g_index	m_index	h_index	TC	Country	PY_start
Arminda Maria Finisterra do Paço	4	4	0.222	4	400	Portugal	2009
Khan Md Raziuddin Taufique	3	3	0.333	3	516	Malaysia	2018
Rupesh Kumar	3	3	0.214	3	155	India	2013
Rajat Agrawal	3	3	0.214	3	135	India	2013
Aditya Gautam	3	3	0.214	3	135	India	2013
Vishnu Nath	3	3	0.214	3	135	India	2013
Vinay Sharma	3	3	0.214	3	135	India	2013
João M. Lopes	3	3	0.75	3	90	Portugal	2023
Helena Martins Gonçalves	2	2	0.133	2	769	Portugal	2012
Maria Fekete Farkas	2	2	0.286	2	492	Hungary	2020

3.5 Corresponding Authors' Countries Analysis

Analysis of corresponding authors' countries yields important insights into the geographic distribution and collaboration patterns within green marketing and consumer behavior research. The accompanying figure differentiates Single Country Publications (SCP) from Multiple Country Publications (MCP), highlighting both domestic research strength and international collaboration dynamics. The results show that India is the leading contributor, with 52 articles and substantially more publications than other nations. A large share of these is SCP (48), suggesting that domestic collaborations largely drive research output and reflecting a robust internal research ecosystem and growing academic engagement with sustainability issues in emerging markets. Following India, China accounts for 24 articles (SCP: 13, MCP: 11) and the United States accounts for 21 articles (SCP: 19, MCP: 2), indicating a combination of strong national research capabilities and active involvement in international collaborations.

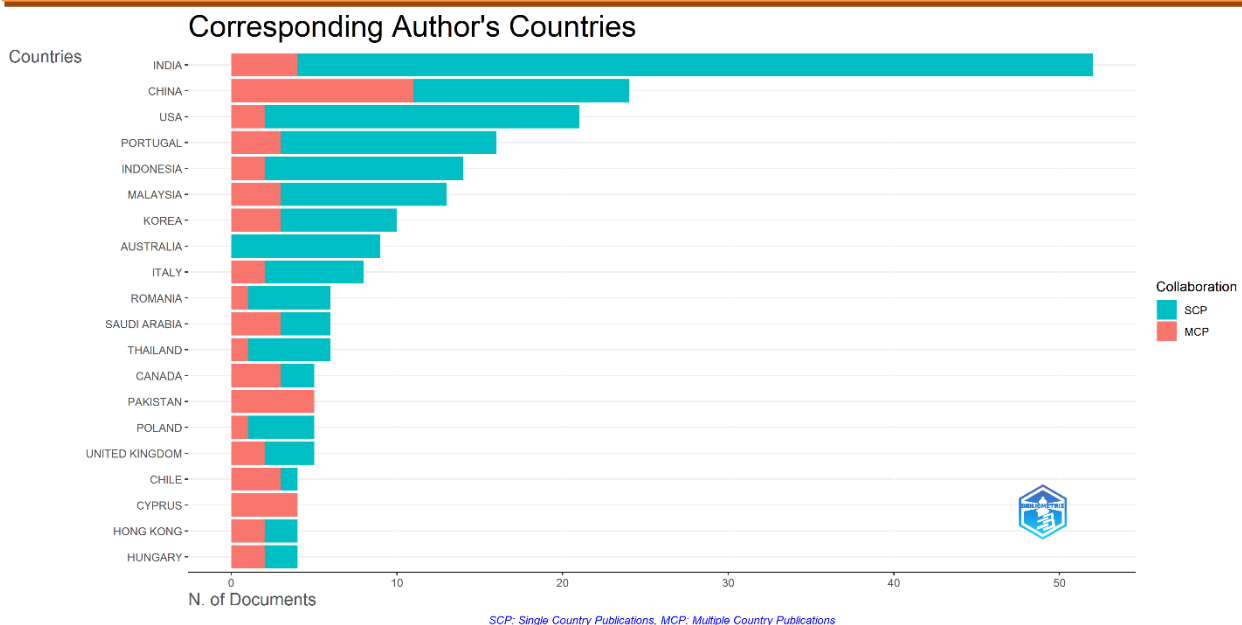


Figure 4: Corresponding Authors' Countries Analysis

Countries such as Portugal exhibit 16 articles, with SCP at 13 and MCP at 3, while Italy, with 8 articles, shows SCP of 6 and MCP of 2, and both display strong interest in collaborative research, indicating their integration into global academic networks. Other nations, including Malaysia, Indonesia, and Australia, contribute moderately, reflecting growing interest in sustainability research across the Asia-Pacific region. Meanwhile, the United Kingdom, Saudi Arabia, and Canada contribute smaller yet meaningful amounts, typically through collaborative publications. Overall, the distribution reveals a bimodal trend: emerging economies lead in publication volume, whereas developed nations exhibit more pronounced international collaboration. The relatively lower MCP counts in several leading countries suggest opportunities to enhance cross-border research partnerships. Strengthening such collaborations could facilitate knowledge exchange, bolster methodological rigor, and contribute to a more globally integrated understanding of green consumer behavior.

3.6 Top Documents

Based on an analysis of scientific articles indexed in the Scopus database, Table 1 lists the top 10 most cited articles. These studies have been considered the basic pillars of contemporary research on green marketing and consumer behavior and can be used by scholars for further studies through replication, extension, or critique. The most cited article, "Targeting consumers who are willing to pay more for environmentally friendly products," discusses demographic, psychological, and behavioral profiles of those who are ready to pay more for eco-friendly products. This study found that married females place a high value on security and warm relationships with others and that they often consider ecological issues when making a purchase decision (Laroche et al., 2001). This is followed by another study entitled "Exploring consumer attitude and behavior towards green practices in the lodging industry in India." The latter emphasizes consumer attitude and behavior towards green practices in the lodging industry in India and indicates that consumers express environmental consciousness but do not show willingness to pay more for these services (Manaktola & Jauhari, 2007).

Table 5: Top Documents

Documents	TC	Author
"Targeting consumers who are willing to pay more for environmentally friendly products"	2136	Laroche M, 2001
"Exploring consumer attitude and behavior towards green practices in the lodging industry in India"	775	Manaktola K, 2007
"Pro-environmental products: Marketing influence on consumer purchase decision"	732	Pickett-Baker J, 2008
"Opportunities for green marketing: Young consumers"	706	Lee K, 2008
"Green marketing: Legend, myth, farce or prophesy?"	608	Peattie K, 2005
"Gender differences in Egyptian consumers' green purchase behavior: The effects of environmental knowledge, concern and attitude"	548	Mostafa MM, 2007
"Re-examining green purchase behavior and the green consumer profile: New evidences"	446	Akehurst G, 2012
"Green marketing consumer-level theory review: A compendium of applied theories and further research directions"	443	Groening C, 2018
"Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices"	422	Antonetti P, 2014,
"A fresh look at understanding Green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior"	394	Taufique KMR, 2018

Other top studies highlight the green brands, greener patterns of consumers' lifestyle, green purchasing behavior (Manaktola & Jauhari, 2007), perceived environmental responsibility, perceived seriousness of environmental problems, and consumers' ecological knowledge (Pickett-Baker & Ozaki, 2008), environmental concern, gender attitude on green product, perceived effectiveness of environmental behavior, social influence, environmental attitude, environmental concern, etc., are important factors that affect consumers' green purchasing behavior (Lee, 2008; Mostafa, 2007).

3.7 Thematic Evolution

The thematic analysis, grounded in Callon's measures of centrality and density, provides insight into the development, maturity, and strategic significance of major research themes within green marketing and consumer behavior, which is divided into four part started from: 2010 to 2015, 2016-2020, 2020-2023, and 2024-2025 because the publication start spiking from 2024 that is why the study takes close look on last two years themes.

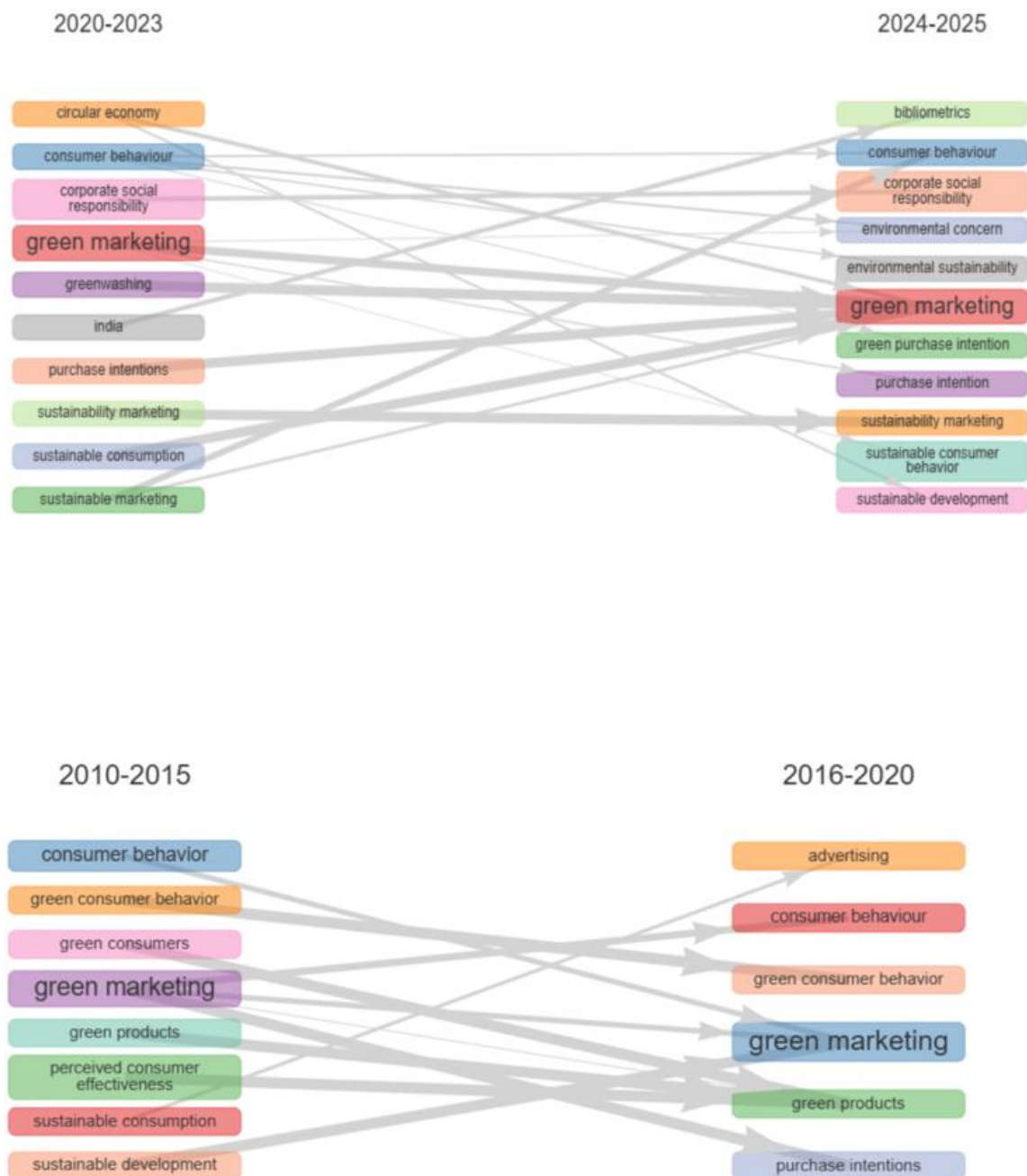


Figure 5: Thematic Evolution

The positioning of themes in the strategic diagram indicates their relative influence and their level of maturation in the literature. From 2010 to 2025, “green marketing” is the biggest idea that comes up (appearing 486 times) and is very central to the subject (0.167), so it's a main, important driver of how the field is going. It is connected to other ideas in a reasonable way (a density of 6.022), and from 2016 to 2025, “sustainable marketing” (43 times) and “sustainability marketing” (14 times) have grown as ideas, even though they aren't quite as central (0.05). They do have fairly strong links with each other (density of 7.143)

and are more specialist areas. These are well-thought-out ideas, but are not connected to that much larger body of green marketing research, which means it might be useful to combine them. “Green purchase intention” shows up 96 times, is fairly central (0.053), and very strongly linked to itself (9.093), so it is a key idea that gets things moving towards “Circular Economy” and “consumer behavior”. It is strong on its own and is becoming more important, and it is mainly about what consumers intend to do, and how that links with their attitudes and behavior when it comes to being sustainable. “Marketing”, however, is now not very central at all (0) but is still quite tightly linked to itself (8.333) and seems to be becoming less important.

3.8 Conceptual Structure Map

Multiple Correspondence Analysis has created a map of the main ideas in green marketing, what makes people buy, and how they behave. This map, using two dimensions (called Dim1 and Dim2), shows keywords falling into two different but related areas of research.

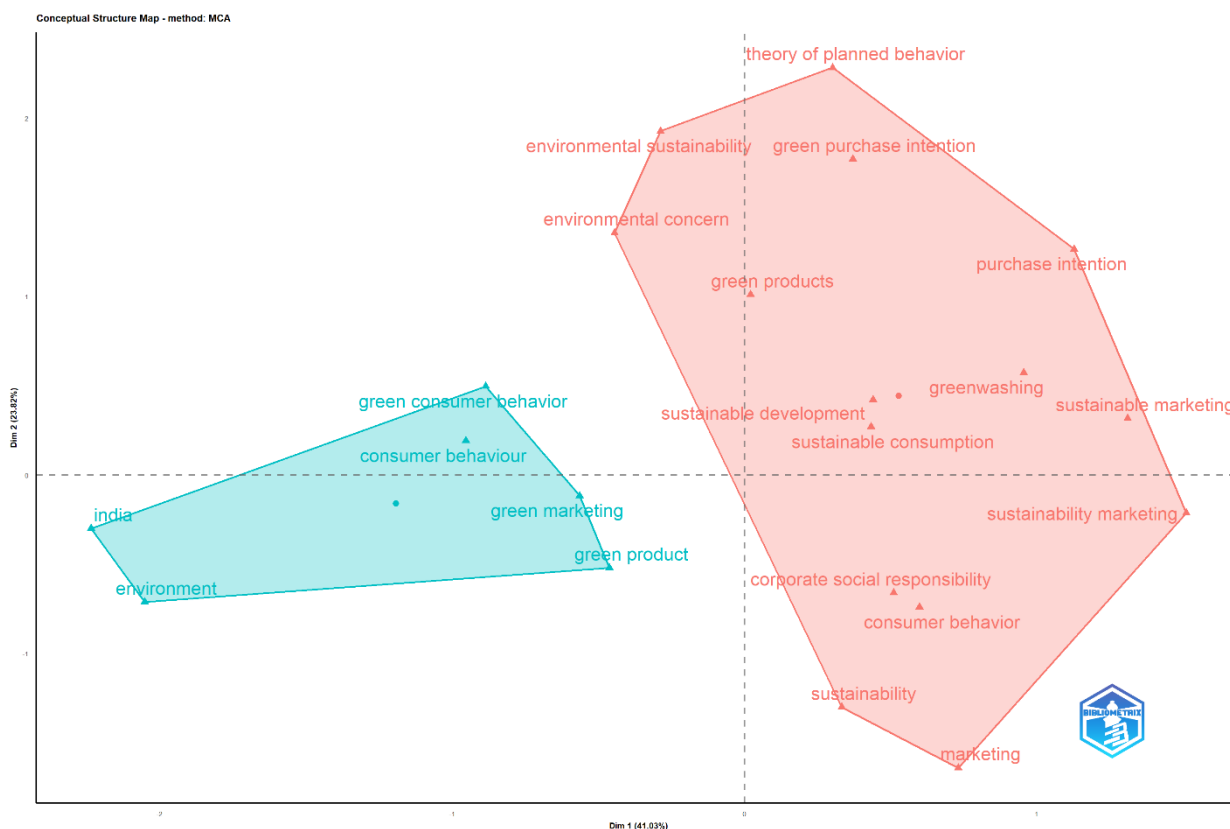


Figure 6: Conceptual Structure

Cluster 1 is mostly on the negative side of Dim1 and includes “green marketing”, “green product”, “green consumer behavior”, “environment”, and India. This is research that's about doing green marketing, and looking at specific places and situations, with a focus on how to use green marketing, how consumers act, and how aware people are of the environment. Because it includes “green product” and “green consumer behavior”, it's obviously about using these ideas in the market and how people react to them, especially in emerging economies.

In contrast, Cluster 2 resides mainly on the positive side of Dim1 and occupies a broader conceptual space, incorporating terms such as “sustainability”, “sustainable marketing”, “corporate social responsibility”,

“sustainable development”, “green purchase intention”, “greenwashing”, and “Theory of Planned Behavior.” This cluster embodies a theory-driven and intention-centered research domain, underscoring the influence of psychological constructs, sustainability frameworks, and models of behavioral intention. The high Dim2 values for terms such as “environmental sustainability” and “theory of planned behavior” reflect their conceptual centrality in explaining pro-environmental decision-making. The separation between the two clusters implies a dual trajectory in the literature, where one stream emphasizes practical implementation and regional context, while the other is propelled by theoretical frameworks and behavioral modeling.

3.9 co-occurrence network analysis

The analysis of the co-occurrence network offers a comprehensive view of the relationship between green marketing and consumer behavior research through the identification of three major thematic clusters, based on keyword associations and frequency of occurrence.



Figure 7: co-occurrence network analysis

The largest and most visible cluster (Red) has been classified as a macro-level, strategy-oriented research stream that includes marketing (88), sustainability (49), and perception (24). The Red cluster has incorporated various concepts into this stream, including, but not limited to, “environmental impact”, “public opinion”, “green economy”, and “corporate social responsibility”, and therefore, allowed for an understanding of the transition of Marketing from being solely an economic function to being a sustainability-based discipline. The interconnectedness of these keywords suggests that the concept of sustainability is becoming a more integral part of overall marketing strategies and conversations around policy issues. Furthermore, the use of terms associated with methodology, such as “empirical analysis” and “literature

review," indicates that this research area is already a well-defined research area that has developed into a mature methodology. The second group of terms (blue) relates to "consumption behavior" (68), "consumer behavior" (29), "decision processes" (15) and "purchases" (9), which together create a more narrow, behavioral perspective that is about more micro-processes and behaviors of individuals, namely how consumers look at products as green or eco-safe, make their decisions and use sustainable consumption. Also included in this group of terms, and thereby showing the influence of technology, social media (12) and sales (12), demonstrate that there is a trend in which researchers are now seeking to identify what behavioral mechanisms are associated with converting environmental awareness into an actual purchase decision. The third group of terms (green) is much smaller in size, the focus of that cluster is more about "advertising" (7), "public attitude" (18), and pertains to demographic indicators (e.g., adult and female related), thus, it indicates that it is more of a communication or demographic oriented group of terms. This cluster highlights the role of promotional strategies and socio-demographic factors in shaping environmental attitudes and behaviors.

3.10 The three-field plot Analysis

The three-field plot-based bibliometric analysis provides a broad view of the intellectual framework and geographical distribution of research related to green marketing and consumer behavior. The diagram amalgamates three principal dimensions: Author Keywords (DE), Authors' Countries (AU_CO), and Sources (SO) to illustrate the connections among keywords, contributing regions, and publication venues.

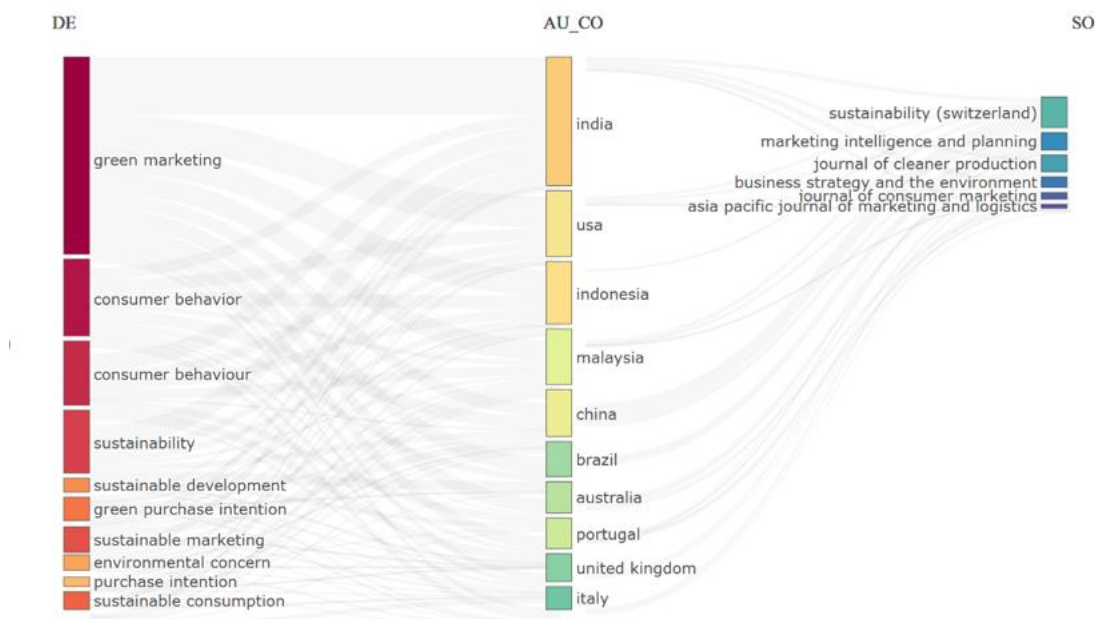


Figure 8: The three-field plot Analysis

Among the author keywords, "green marketing," "consumer behavior," and "sustainability" emerge as the most dominant and frequently occurring terms, underscoring their central role in shaping the research landscape. Additional themes such as "sustainable development," "green purchase intention," "environmental concern," and "sustainable consumption" reflect a growing interest in this field, extending toward behavioral and environmental dimensions. These keywords also indicate a strong alignment between marketing strategies and sustainability-driven consumer decision-making. India is identified as a leading contributor geographically, followed by the United States, Indonesia, Malaysia, and China. This pattern

indicates rising research interest from emerging economies where sustainability challenges and market transformations are most pronounced. Developed nations such as the United Kingdom, Australia, and Italy also contribute, illustrating participation at a global level. Regarding publication sources, journals like Sustainability, Journal of Cleaner Production, and Journal of Consumer Marketing serve as important platforms for disseminating research in this area. The linkages among authors' keywords, countries, and sources demonstrate that sustainability-focused journals play a significant role in advancing scholarship on green marketing. Overall, the analysis reveals a strong thematic convergence around sustainability and consumer behavior, supported by diverse geographical contributions and interdisciplinary publication venues. This interconnected structure evidences the maturity and global relevance of research into green marketing and its behavioral implications.

4. Components of Green Marketing and Consumer Behavior

Green consumer behavior is viewed as a result of an interactive system that includes marketing stimuli, cognitive antecedents, psychological mediators, and contextual moderators. The bibliometric and SLR insights derived from the Intellectual structure, like factor and thematic analyses, will be used in this section to discuss the major elements of green marketing and consumer behavior in an organized way in Figure 9.

4.1 Green Product Attributes and Perceived Value

In the present conceptual framework, green product attributes are considered as the main stimulus variables affecting cognition. Green products are defined by their environmentally friendly design, low resource consumption, and recyclability over the entire life cycle of a product. Consumers are motivated to purchase sustainable food for a variety of reasons, including sensory appeal, nutritional benefits, health considerations, aesthetic level, environmental concerns, and support for farmers' well-being. At the same time, they encounter several barriers whose significance varies across studies, such as limited product variety and availability, low market visibility, higher costs, shorter shelf life, insufficient knowledge, lack of trust, time constraints, and other related challenges (Kushwah et al., 2019). However, product quality does not appear to influence the connection between general environmental attitudes and green purchasing behavior (Cheung & To, 2019). Literature shows that consumers increasingly judge products on ecological criteria such as energy efficiency, organic content, and eco-certifications. Empirical studies have proven that product-related cues significantly affect both attitude formation and purchase intention (Paul et al., 2016; Yadav & Pathak, 2017). However, green product strategies will only be effective if the consumer can correctly decode the environmental information provided (Bamberg & Möser, 2007). When information is ambiguous or too technical, it may create confusion in consumers, hence reducing the possibility of green purchase behavior (Chen & Tung, 2014). Additionally, perceived trade-off between environmental benefits and performance of products is another major issue for concern. Studies have shown that consumers always doubt functional quality in green products which can prevent them from adopting such products even with a positive attitude toward the environment; hence this emphasizes more on firms to ensure sustainability does not compromise performance in their products (White et al., 2019).

Perceived value can be understood as a set of evaluative criteria through which consumers assess utility across multiple dimensions, ultimately shaping their choice behavior. In this context, perceptions related to price and knowledge emerge as key drivers influencing the outcomes of sustainable green consumption. Furthermore, consumers' willingness to pay a premium for environmentally friendly products is largely determined by their continued engagement in sustainable consumption practices (Biswas & Roy, 2015).

Additionally, the relatively high demand sensitivity of conventional products indicates that even small price changes can shift consumer preferences toward more environmentally friendly alternatives (Morone et al., 2021). A certain segment of consumers is willing to pay more for environmentally friendly products; however, in broader markets, price sensitivity acts as a major barrier. However, premium pricing does not appear to moderate this relationship, suggesting that it may not be as strong a barrier to translating intention into actual behavior as previously indicated (Chekima et al., 2016). Literature also highlights that perceived value, not price, determines consumer acceptance of green products (Zubair et al., 2020). When consumers see the environmental benefits as real and personally connected to them, they are more willing to pay a higher price. But, because of financial limitations, there is often a gap between what people say they are willing to pay and what they actually buy, which strengthens the attitude-behavior gap (Chekima et al., 2016; Laroche et al., 2001).

4.2 Cognitive Antecedents: Awareness, Knowledge, and Values

Cognitive factors are the main basis for the conceptual framework since they shape how customers view and judge green products. Environmental awareness and knowledge are often mentioned as major factors influencing pro-environmental attitudes (Pickett-Baker & Ozaki, 2008). The value–attitude–behavior model indicates that information about green products plays a crucial role in shaping consumers' environmentally responsible purchasing decisions (Cheung & To, 2019). Nonetheless, the literature suggests that awareness is not sufficient to bring about a behavior change. Consumers may have high levels of environmental knowledge, but do not act because of competing priorities, convenience, and habit (B. Kumar et al., 2017). This underscores the necessity for interventions that convert cognitive understanding into actionable behavior. Moreover, a higher level of knowledge about green products enhances the impact of environmental and social awareness on consumers' purchase intentions (Truong et al., 2026). For sustainable online brands, favorable emotional reactions to a brand's environmentally oriented innovations can strengthen customer satisfaction and foster loyalty. In addition, the level of brand knowledge plays a crucial role in shaping this relationship, as it can either amplify or weaken the effect of perceived innovativeness on brand attachment. Well-informed consumers are more likely to develop deeper emotional connections with brands they perceive as pioneers in sustainability (Akehurst et al., 2012; Fazal-e-Hasan et al., 2025).

4.3 Psychological Mediators: Attitude, Perceived Effectiveness, and Moral Norms

Psychological mediators are crucial in connecting cognitive antecedents with behavioral outcomes. As established by the Theory of Planned Behavior, attitude toward green products is one of the most significant predictors of purchase intention. The Theory of Planned Behavior has been widely applied by incorporating factors such as environmental attitudes, subjective norms, perceived consumer effectiveness, and behavioral intention to examine their impact on environmentally responsible consumer actions. Numerous studies have utilized this framework to understand eco-conscious behavior (Chen & Tung, 2014; Maulana et al., 2025; Paul et al., 2016; Yadav & Pathak, 2017). However, evidence from research conducted in India indicates that subjective norms, which reflect social pressure, do not significantly affect behavioral intention (Taufique & Vaithianathan, 2018). The theory of green purchase behavior offers a comprehensive explanation of consumers' environmentally responsible buying decisions, particularly green products. Grounded in a psychometric perspective, the theory suggests that factors such as attitude, ascribed responsibility, and social norms directly influence the formation of personal norms. These activating factors are, in turn, shaped by elements like awareness of consequences, self-image, ecological worldview, and environmental values

(Han, 2020). Perceived consumer effectiveness supports behavioral intention by strengthening the belief that individual actions can help improve the environment. In addition to this, moral norms and ethical issues have been seen to play a role in green consumption among consumers who are environmentally conscious. Anticipated emotions influence green purchase decisions in different ways depending on consumers' level of environmental consciousness. When environmental awareness is low, anticipated pride tends to enhance purchase intention, whereas anticipated guilt may reduce it. However, among highly environmentally conscious consumers, anticipated guilt becomes a motivating factor that increases green purchase intention, while anticipated pride shows little effect. These findings contribute to a more nuanced understanding of how anticipated emotions shape green purchasing behavior (Groening et al., 2018; Haj-Salem et al., 2022). The value–attitude–behavior model indicates that the perceived quality of green products strengthens the link between attitudes toward eco-social benefits and actual purchase behavior, as well as the relationship between product information and purchasing behavior (Cheung & To, 2019). A stronger external locus of control tends to reduce consumers' intentions to engage in green consumption, whereas collectivist values positively encourage such behavior (Wang, 2014).

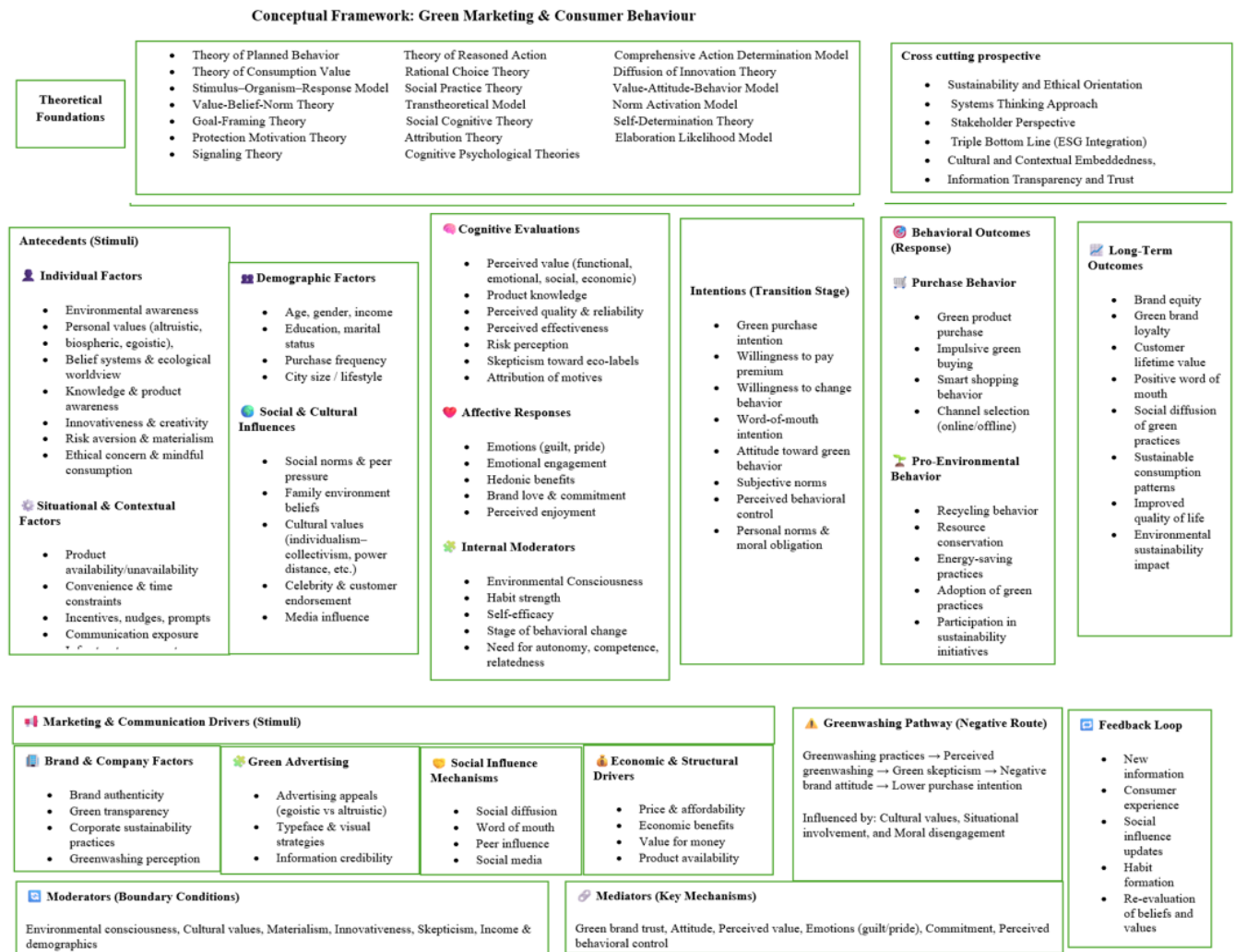


Figure 9: Summary of study

4.4 Green Promotion, Risk Perception, Greenwashing, and Trust Formation

Green promotion is an important way for companies to share their environmental value ideas. In this model, it serves as a link between marketing actions and psychological factors such as trust and attitude formation. Advertising, eco-labels, and sustainability reports are common tools used to shape how consumers think. However, the success of green communication depends on trustworthiness. Green advertising messages significantly shape consumers' intentions to purchase environmentally friendly products and their perceptions of information credibility, with self-focused (egoistic) appeals demonstrating a stronger impact than other-oriented (altruistic) appeals (Zhang et al., 2025). Green advertisements that feature handwritten-style fonts tend to be more effective in boosting purchase intentions than those using machine-style fonts, particularly when the message highlights benefits for others rather than personal benefits (Huang et al., 2025). More and more greenwashing has made consumers more skeptical about environmental claims. Studies show that misleading or exaggerated claims can greatly damage trust; thus, purchase intention and behavior will decrease (Antonetti & Maklan, 2014). Trust is an important middle factor in the model that shows how much consumers believe and respond to green marketing messages. Open communication, third-party certification, and steady company actions are very important for building and keeping consumer trust. Eco-labeling and Environmental, Social, and Governance initiatives are gaining prominence in the global forestry industry as mechanisms to support sustainable consumption. Among these, eco-labels serve as a key communication tool, conveying information about the environmental and social characteristics of products and reducing the information gap between producers and consumers (Truong et al., 2026). Promoting certified bio-based products can support the transition toward a circular bioeconomy by addressing economic barriers. Active social participation is essential to ensure that certification systems effectively inform consumers and encourage sustainable purchasing decisions (Morone et al., 2021).

Trust is an important factor in determining green consumer behavior especially now since there are increasing concerns about greenwashing. Consumers who find environmental claims credible will more likely buy green products while those who are skeptical will avoid them. An increasing number of companies are resorting to greenwashing by overstating or misrepresenting the environmental performance of their products or services. This rising trend can significantly undermine the confidence of both consumers and investors in genuinely sustainable offerings (Delmas & Burbano, 2011). Risk perception also matters in decision-making; consumers might see green products as risky regarding performance or value (Leonidou & Skarmeas, 2015). These issues need transparent communication and trustworthy certification systems to be resolved. Greenwashing has emerged as a growing concern for companies, regulators, researchers, and other stakeholders. It is a multifaceted issue that manifests in different forms and degrees, which makes it difficult to identify, assess, and control. This complexity also creates challenges in developing effective mechanisms to ensure the credibility, consistency, and quality of sustainability disclosures (Sneideriene & Legenzova, 2025). The influence of situational involvement in greenwashing practices plays a significant role in shaping consumers' perceptions of greenwashing and the level of skepticism they develop, which ultimately affects their attitudes toward the brand and their purchase intentions. Strengthening positive brand perceptions and encouraging green consumption can contribute to a better understanding of how consumers interpret and respond to greenwashing (Rehman et al., 2025). It can be further used to examine the possible relationship between consumers' perceptions of greenwashing and the development of word-of-mouth communication (Sajid et al., 2024). The Stimulus–Organism–Response framework can be applied to explain

how green marketing cues influence consumer outcomes. In this context, green transparency and perceived green value function as stimuli that shape internal evaluations, particularly green brand trust, which represents the organism. This trust then drives the response in the form of green brand loyalty. Evidence suggests that both transparency and perceived value act as positive antecedents of trust, which subsequently enhances loyalty toward green brands. Transparent and credible sustainability communication, especially in categories such as organic food, plays a crucial role in strengthening this trust–loyalty linkage. In this regard, trust reflects consumers’ confidence that a brand is dependable, credible, and sincerely committed to fulfilling its environmental claims (Uikey et al., 2026).

4.5 Social Influence and Cultural Context

Social influence works as a major contextual element within the framework, affecting both intention and behavior. Subjective norms, peer pressure, and cultural values shape consumer perceptions of what is socially acceptable behavior (Wang, 2014). Often, social influence criticized marketing for encouraging consumption patterns that contribute to unsustainable and uneven development. In response, marketers are expected to demonstrate genuine commitment through practices that are consistent with environmental responsibility (Kahle & Gurel-Atay, 2013). Reference group theory highlights the role of social groups in shaping environmentally responsible consumer behaviour. It integrates multiple factors influencing eco-friendly actions from different perspectives. While motivational frameworks for environmental behaviour remain important, incorporating social and media influences provides a more comprehensive understanding of how consumers adopt green products (Koo et al., 2015). In collectivist societies social approval is key for motivating green behavior. The digital platforms have increased this social influence by making sustainability information spread very fast. Enhancing workforce capabilities for green industries, encouraging the advancement and uptake of environmentally friendly technologies, and allocating greater public funding toward environmental research and development are essential measures for supporting sustainability (Doğan et al., 2025). Environmental attitude, eco-labeling, and cultural orientation toward the relationship between humans and nature have a significant impact on consumers’ intentions to purchase green products (Chekima et al., 2016; Jebarajakirthy et al., 2024). Drawing on social representation theory, sustainability can be understood as a set of shared meanings, collective values, ideas, and practices that shape how individuals think about and engage in sustainable consumption. At a more abstract level, these representations reflect ideals such as equity, environmental justice, and civic duty. At a practical level, they are expressed through everyday actions like recycling, responsible purchasing, and minimizing food waste. Distinguishing between these abstract and action-oriented dimensions helps explain how broad global agendas, including the Sustainable Development Goals, are translated into context-specific practices within different socio-cultural settings (Weder et al., 2025). Social media has reshaped the landscape of green consumption by significantly influencing consumer psychology and attitudes. In particular, it affects the younger generation’s sustainable consumption behavior by shaping subjective norms and enhancing perceptions of the value associated with green products (Xie & Madni, 2023).

5. Conclusion

The bibliometric and PRISMA-based synthesis with the time frame from 2000 to 2025 indicates that green marketing has evolved into a prominent and integrated component of sustainability research. It represents a conceptual fusion of green marketing and consumer behavior literature, incorporating multiple analytical

techniques, including conceptual structure mapping, thematic analysis, and performance indicators. The findings describe a layered and evolving research domain marked by the convergence of sustainability, behavioral theory, and marketing strategy. Thematic and conceptual analyses consistently position green marketing as a central construct that links environmental concerns with sustainable development through market-driven approaches. Conceptual structure mapping underscores its close ties to applied dimensions such as green products, environmental awareness, and regional contexts in emerging economies, exemplified by India. This implies that green marketing is not solely a theoretical construct but also a practice-oriented discipline addressing real-world environmental challenges.

5.1 Potential Area for Future Research:

Future research should consider integrating behavioral theories with practical marketing strategies to enhance explanatory and predictive capabilities. Secondly, the influence of emerging economies in shaping green consumer behavior warrants greater attention. With countries like India playing a dominant role, future studies should examine context-specific factors such as cultural values, infrastructural constraints, and policy environments that influence sustainable consumption. Thirdly, consumer skepticism regarding greenwashing requires further empirical investigation. Given its prominence as a key issue, forthcoming studies must assess its long-term effects on trust and brand loyalty while exploring approaches to improve transparency and credibility. Fourthly, research on digital and social media. Investigate how digital transformation intersects with green marketing through social media engagement, influencer marketing, and AI-driven personalization. As online platforms increasingly shape the communication of sustainability messages and their perception, future studies should explore how digital communication, influencer marketing, and social norms influence purchase intentions. Fifth, future research should longitudinally and experimentally examine behavioral changes and endeavor to establish causal relationships where feasible. This approach would address the limitations inherent in cross-sectional studies that currently predominate the literature. Sixth, interdisciplinary perspectives from fields such as psychology, sociology, and environmental science should be incorporated into the study of sustainable consumption, aligning with the growing emphasis on systems thinking and holistic methodologies within sustainability research. Emphasis should be placed on cross-cultural and comparative analyses to determine how green marketing strategies differ between developed and emerging economies, such as India. Cultural values, regulatory contexts, and market maturity considerably influence the effectiveness of green marketing initiatives. Finally, forthcoming studies should adopt policy-oriented research that investigates the role of government interventions, incentives, and regulatory frameworks in promoting green consumption. Such research can yield insights valuable to policymakers and practitioners aiming to cultivate sustainable transformations within markets.

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