EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2026): 8.752 ISSN: 2348 – 814X
Volume: 13 | Issue:2 | February 2026 -Peer Reviewed Journal

UNDERSTANDING GREEN MARKETING INFLUENCE ON CONSUMER BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW

Ruma Kumari Sah[1], Dr. Gautam Patikar[2]
[1]*Research Scholar, Department of Commerce, Nagaland University, Kohima Campus*
[2]*Professor, Department of Commerce, Nagaland University, Kohima Campus*

Article DOI: https://doi.org/10.36713/epra26216
DOI No: 10.36713/epra26216

ABSTRACT

Green marketing has gained growing attention in today's businesses and also in research community. The current research aims to examine the scholarly literature on green market influence on consumer. A total of 66 empirical studies were selected by structed keywords from SCOPUS database published from 2015 to 2024. PRISMA framework has been utilized in this study. The study analysis the trend, identify influential journal, most cited work, nations, and assess consumer behavior. The major finding is that most of studies employed TPB model to investigated the determinants of green consumer buying behavior. It was found that the consumers are continuously gaining awareness towards green product and there is a positive response towards environmental concern. The study also shed light on different aspect of consumer behavior. The findings offer a comprehensive insight into green consumerism and base for prospect researchers and aids marketing managers in formulating marketing strategies to promotion of green products.

KEY WORDS: *Green Marketing, Consumer Behavior, SLR, Green Product.*

1. INTRODUCTION

With increasing global environmental issues, it requires one's active awareness in consumption choices. Li (2025) In recent times, the growing environmental responsibility and adoption of sustainable practices have been gaining momentum. Green consumerism has emerged as a prominent concept. Consumer environmental awareness is an important factor in determining green consumerism and motivating manufacturers to delve into the production and promotion of green options (Chen et al., 2024; Kaur et al., 2022; Ghobrial & Ajban, 2024).

Green marketing had evolved from the term 'marketing of ecologically friendly products to 'marketing of environmentally friendly products', then to 'sustainability'. It has evolved over a period of time. The progression of green marketing has three phases. At first it was termed as "ecological" marketing, and it was narrowly focused on environmental problems as a reactive approach. The second phase was "environmental" green marketing, which was proactive approach focusing on broader environmental issues. The latest is "sustainable" green marketing, a holistic approach focusing on meeting present needs while safeguarding the needs of future generations (Peattie, 2004). The term 'green marketing' was notable in late 1990s and early 2000s. Polonsky (1994) conceptualised green marketing as an intention to delight consumer needs or wants in such a manner that the natural environment deteriorates with minimal impact.

According to the American Marketing Association, green marketing refers to "the development and promotion of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality)." Su & Li (2024) It comprises green product design, price strategies, responsible place, and promotion that influences consumers' environmental attitudes and green purchase intentions and serves as a sensitive and responsible act towards nature. Although many studies largely focused on green marketing, conflating the multifaceted aspect of green consumerism (Machová et al. 2022). Therefore, a comprehensive review of literature depicting the green marketing concept in the context of consumer behaviour is necessary.

The key objective of this paper is to explore and understand the body of knowledge about green marketing and its influence on consumer behavior. The study specifically aims to accomplish following goals:

1) To review existing literature on the green marketing on consumer behavior across different regions.
2) To examine current trend and development in green marketing strategies.
3) To analyze the extend of green marketing influence on consumer behavior.

2. RESEARCH QUESTIONS

1. What theories have been applied by existing scholars to analyze the green marketing influence on consumer behavior?
2. What is the role of green marketing strategies in shaping consumer purchasing behavior?

3. RESEARCH METHODOLOGY

The study adopted a systematic literature review (SLR) approach through the PRISMA 2020 protocol to investigate the association between green marketing and consumer behavior. It involved a transparent search strategy for rigorous process of literature identification and selection from Scopus database as shown in the below table 1. The Scopus database is of the world's largest multidisciplinary database known for its comprehensive coverage of peer-reviewed literature (Chandra et al. 2025). At the preliminary stage, the conceptual boundaries of the search protocol were specified as the "Understanding Green Marketing Influence on Consumer Behaviour". Therefore, Green marketing and Consumer behaviour were identified as the two core keywords or themes for searching in the database. The search was performed in September 19, 2025 using Boolean operator *(TITLE-ABS-KEY ("Green market*") AND ("Consumer behav*")* in the database. Finally, a total of 66 articles met the inclusion criteria and were selected for the further analysis under the Protocol, while 261 articles were met the exclusion criteria.

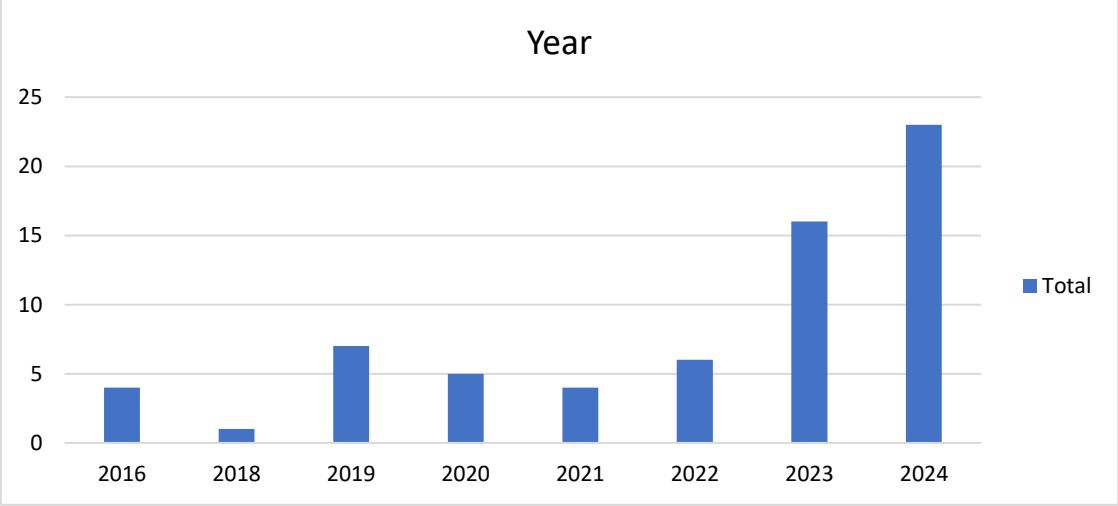
Table 1: The step-wise description of filtration strategy to ensure the relevancy and quality.

Stages	Criteria Applied	Rationale	Records
1.Time Frame	Publications from 2015 to 2024	Ensures contemporary relevance and alignment with current green marketing trends	327 (from initial 503)
2. Language	English-language articles only	Maintains consistency in comprehension and analysis	319
3.Subject Area	Business , Management and Accounting , Social sciences, Arts and Humanities , and Psychology	Focuses on literature relevant to the research objectives	228
4.Document Type & Publication Status	Final stage journal articles only	Ensures scholarly rigor and peer-reviewed quality	165
5.Accessibility	Open access only	Guarantees availability for full-text review and transparency	78
6.Manual Screening	Excluded: 8 review papers, 2 not relevant; 2 not retrievable	Filters out non-empirical or irrelevant studies, and addresses technical access limitations	**66 (Final Selection)**

4. FINDINGS

Distribution of papers by year

Figure 1. Publication by Year



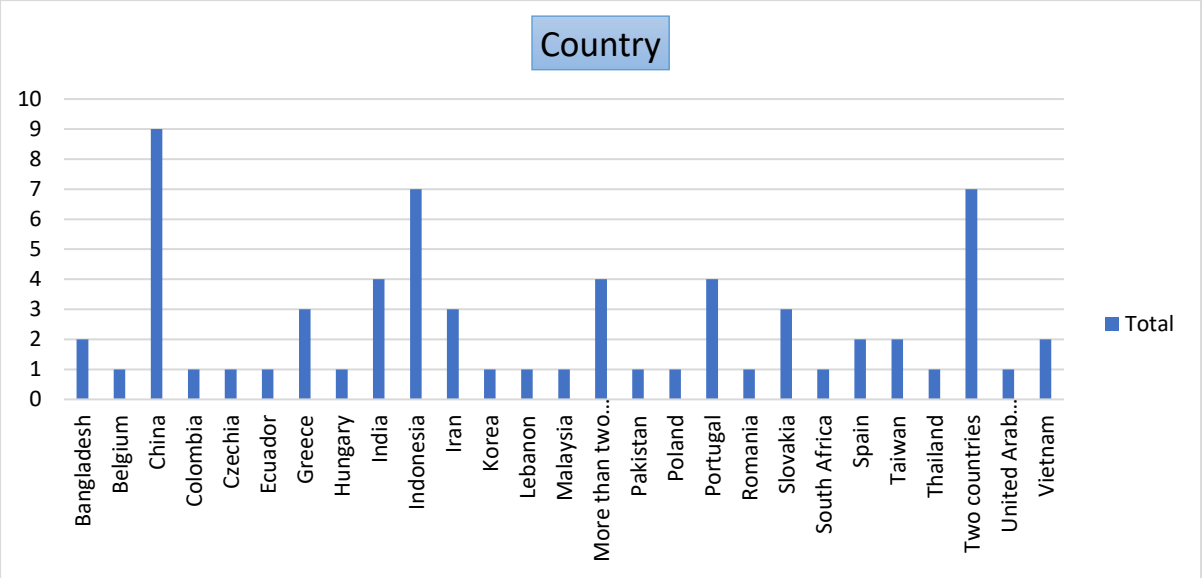
Source: Complied and calculated by the researcher from Scopus database using MS Excel

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2026): 8.752 ISSN: 2348 – 814X
Volume: 13 | Issue:2 | February 2026 -Peer Reviewed Journal

In the above Figure 1 illustrates the growing progress and interest in the number of journal articles each year on green marketing and their influence on consumer behavior during the last decades. Based on data, there are 27 articles distributed over the years 2016 to 2022, with an uneven distribution. The number of articles published in 2023 and 2024 is higher compared to other years. There is a sharp rise, with 16 articles published in 2023. The trend continued at its peak with 23 articles published in 2024, indicating the highest number of publications within the decade.

Distribution of paper by country

Figure 2: Publication by Country

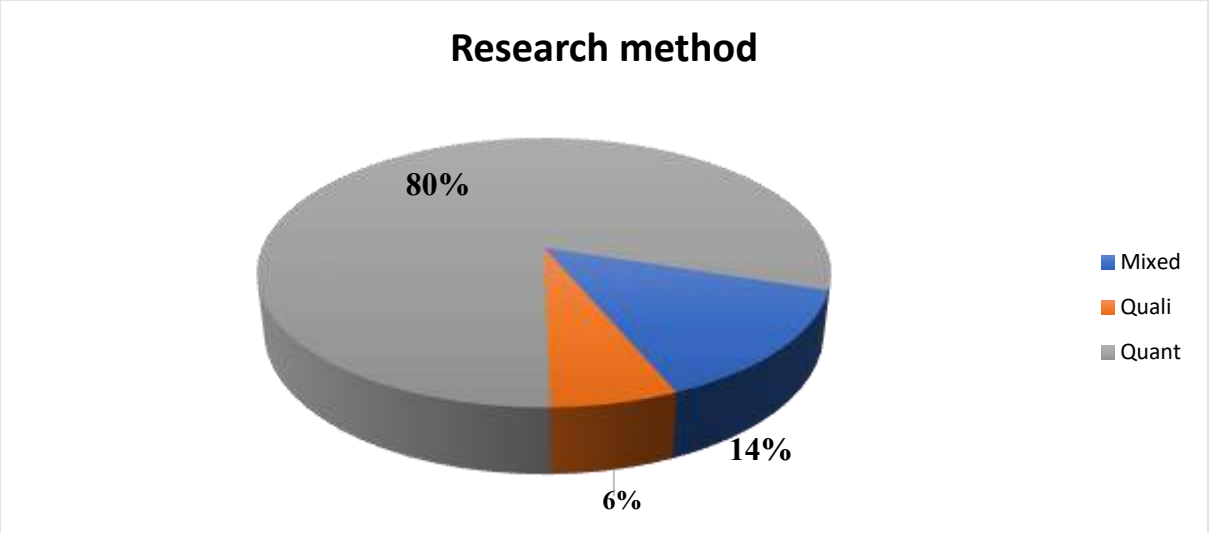


Source: Complied and calculated by the researcher from Scopus database using MS Excel

In the above Figure 2, the highest contribution is done by China with 9 article publications, followed by Indonesia with 7 articles. India and Portugal each have 4 articles, whereas countries like Greece, Iran, and Slovakia have 3 each, and Bangladesh, Spain, Taiwan, and Vietnam have 2 each. The publication trend indicates that developing countries have strong interest and commitment to developing sustainability in business practices, likely due to industrial growth, raising consumer awareness, legislative drive, and promotions (Hunjra et al. 2024). On the other hand, developed countries' contribution is comparatively less and is often through collaborative and comparative research.

Distribution of papers by the research method

Figure 3: Applied Research Methods



Source: Compiled and calculated by the researcher from Scopus database using MS Excel

In the above Figure 3 shows research in this area is largely driven by quantitative analysis, with limited use of qualitative or mixed approaches. Research methods often vary across different fields and topics, but for this study, it has been broadly categorized into quantitative, mixed methods, and qualitative based on extraction of main data source. From the data, it is evident that 80% of the papers used a quantitative approach, while 14% adopted a mixed method combining both qualitative and quantitative techniques. Only 6% of the studies were based on qualitative research.

Distribution of papers by citation

In the below Table 2 illustrates the top 10 most cited journal papers on the impact of green marketing on consumer behaviour. The most cited work is by Gonçalves et al. (2016), which has received 301 citations, indicating strong scholarly interest in consumers' driving factors in developed countries, followed by Paco et al. (2019), with 293 citations, focusing on consumer prosocial attitude and green communications. Other important works include studies by Nekmahmud et al. (2022) with 207 citations, again Nekmahmud et al. (2020) with 206 citations. Then, Witek (2021) with 133 citations, Shabbir et al. (2020) with 131 citations, Kaur et al. (2022) with 127 citations, Huang et al. (2024), Mele et al. (2019), and Machová et al. (2022) with over 50 citations. These studies focused on the rising importance of conscious green consumerism.

Table 2: Description of Top Ten Cited Papers

Authors	Year	Title	Citation
H.M., Gonçalves, Helena Martins; T.F., Lourenço, Tiago Ferreira; G.M., Silva, Graça Miranda	2016	Green buying behaviour and the theory of consumption values: A fuzzy-set approach	301
A.M., Finisterra do Paço, Arminda Maria; C., Shiel, Chris; H.M.B., Maria Batista Alves, Helena Maria Batista	2019	A new model for testing green consumer behaviour	293
M., Nekmahmud, Md; M., Fekete-Farkas, Maria	2020	Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation	207
M., Nekmahmud, Md; F., Naz, Farheen; H.R., Ramkissoon, Haywantee Rumi; M., Fekete-Farkas, Maria	2022	Transforming consumers' intention to purchase green products: Role of social media	206
L., Witek, Lucyna; W., Kuźniar, Wiesława	2021	Green purchase behavior: The effectiveness of sociodemographic variables for explaining green purchases in emerging market	133
M.S., Shabbir, Muhammad Salman; M.A., Sulaiman, Mohammed Ali; N.H., Al-Kumaim, Nabil Hasan; A., Mahmood, Arshad; M., Abbas, Mazhar	2020	Green marketing approaches and their impact on consumer behavior towards the environment—a study from the UAE	131
B., Kaur, Balween; V.P., Gangwar, Veer P.; G., Dash, Ganesh	2022	Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context	127
L., Huang, Li; Y.A., Solangi, Yasir Ahmed; C., Magazzino, Cosimo; S., Ahmed, Sheeraz	2024	Evaluating the efficiency of green innovation and marketing strategies for long-term sustainability in the context of Environmental labeling	103
P.M., Mercadé-Mele, Pere Mercatore; J., Molina-Gómez, Jesús; L.A., Garay, Lluís Alfonso	2019	To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry	81
R., Máchová, Renáta; R., Ambrus, Rebeka; T., Zsigmond, Tibor; F., Bakó, Ferenc	2022	The Impact of Green Marketing on Consumer Behavior in the Market of Palm Oil Products	72

Source: Compiled and calculated by the researcher from Scopus database using MS Excel

Distribution of Papers by Journals

Table 3 below shows the distribution of academic articles on green marketing and consumer behaviour across various journals. Most journals featured only one paper on the topic, indicating scatter and diverse interest. The only journal that stands out by publishing 28 articles is Sustainability (Switzerland), showing significant focus on

this sustainability research area. Moreover, it is Q1 indexed, indicating a top-notch and influential source. The second most active journal is The Journal of Cleaner Production Research with 4 papers, followed by the Journal of Infrastructure, Policy and Development with 3 articles, and Cogent Business and Management with 2 articles.

Table 3. Distribution of Selected Article Source

Journal	No. of paper	Quartile	Journal	No. of paper	Quartile
Sustainability (Switzerland)	28	Q1	Journal of Distribution Science	1	Q3
Journal of Cleaner Production	4	Q1	Journal of Ecohumanism	1	Q3
Journal of Infrastructure, Policy and Development	3	Q3	Journal of Economics and Management (Poland)	1	Q3
Cogent Business and Management	2	Q2	Australasian Accounting, Business and Finance Journal	1	Q2
Business Strategy and the Environment	1	Q1	Journal of Social Economics Research	1	Q3
Cleaner and Responsible Consumption	1	Q1	Management and Marketing	1	Q1
Asian Social Science	1	Q2	Market-Trziste	1	Q3
Contemporary Management Research	1	Q2	Public Administration Issues	1	Q3
E a M: Ekonomie a Management	1	Q2	Revista de Ciencias Sociales	1	N/A
Frontiers in Psychology	1	Q1	Revista de Gestao Social e Ambiental	1	Q1
Gadjah Mada International Journal of Business	1	Q3	SAGE Open	1	Q1
International Journal of Social Ecology and Sustainable Development	1	Q4	Serbian Journal of Management	1	Q1
International Review of Management and Marketing	1	Q3	Asian Journal of Business Research	1	Q2
Journal of Applied Business Research	1	Q4	TalTech Journal of European Studies	1	Q1
Journal of Business Research	1	Q1	Technological Forecasting and Social Change	1	Q1
Administrative Sciences	1	Q2	Webology	1	Q2
Journal of Communication Management	1	Q1			

5. DISCUSSION

Environmental concern, value, and psychological factors: Environmental awareness is widely acknowledged as an influential factor of green buying behavior (Babu et al., 2024; Mohd Noor et al., 2016). Consumers' intrinsic traits like perceived effectiveness, personal values, and green skepticism impact eco-conscious attitudes and behavior (Li & Kim, 2024). Nekmahmud & Fekete-Farkas (2020) eco-consciousness and environmental concern are core psychological factors influencing one's green purchase decision. Kolodenko et al. (2024), De Keyzer (2023), and Tseng et al. (2021) found a lack of knowledge and poor communication strategies leading to misperception about the product. Green consumer value influences brand awareness, environmental concern, and eco-conscious consumer behavior (Chen et al., 2023). Gu et al. (2022) found emotional appeal as an effective component in green advertising to an audience with low environmental awareness. Moreover, Sheikh et al. (2023) perceived risk associated with green products plays a crucial role in shaping consumer attitude towards green products. Negative emotions like perceived environmental consequences affect consumer attitude and cognitive perceptions towards green ads, leading to favorable purchase intention for green products (Liu et al., 2024; Yu and Lu, 2023; Balaskas et al., 2023; Chen et al., 2024). Paco et al. (2019) highlight prosocial attitudes as green values as antecedents in green purchase behavior, which explains the predisposition to believe in green marketing persuasive strategies and exhibit green purchase behavior. However, inadequate green strategies can magnify the

impact of personal beliefs, values, attitudes, and personal norms and can negatively affect the brand and green purchase intention (Wang et al., 2024; Fernanda, 2023).

Demographic and socio-economic factors: Although psychological elements explain the mechanism of consumer buying behavior, socio-demographic determinants also affect the process. Witek and Kuźniar (2021), Kabaja et al. (2023), Joo and Hwang (2023), and Gonçalves et al. (2016) found consumers showed different green purchase decisions based on gender, age, and marital status. Additionally, Prieto-Sandoval et al. (2022), Kardos et al. (2019), and Kaur et al. (2022) income and education significantly influence the green buying intention. However, Kuchinka et al. (2018) found no significant difference in sustainable attitude among different genders and regions. While Apipuchayaku and Vassanadumrongdee (2020) emphasized only certain socio-demographic variables' effect on purchase behavior. People with higher income and education have favorable intentions to purchase green products.

Behavioral and social influence: Behavioral and social factors like personality traits and subjective norms significantly impact green advertising and eco-friendly product attractiveness (Noubar et al., 2023). Similarly, the lifestyle of consumers also plays a crucial role in predicting the ecologically conscious behavior (Ahmada et al. 2019). People often see green products as status symbols, which influence what they purchase (Chu, 2023). However, often expressed consumer intentions do not align with their actual behavior, highlighting the attitude-behavioral gap (Lopes et al., 2024). Cespedes-Dominguez et al. (2021) found that environmental congruence between celebrity and brand significantly influences the brand perception, followed by brand ethicality and credibility, suggesting social cues as essential component. Zhang et al. (2019) found that consumers' social power and resource dependence impact sustainable consumption, where management image mediates this process. Overall social norms, consumer attitude, and behavioral traits together determine that actual purchase behavior (Apipuchayaku & Vassanadumrongdee, 2020; Jabbour Al Maalouf et al., 2024; Dlamini & Mahowa, 2024).

Functional attributes: According to Gonçalves et al. (2016), the functional values of the product widely explain the green purchase behavior. The studies showed that green promotion has a considerable effect on the consumer purchase intention (Su & Li, 2024; Kremmydas & Kostis, 2024; Kapse et al., 2023; Lopes et al., 2023; Hermanto et al., 2024), whereas environmental attitudes do not always moderate this relationship (Matova et al., 2024). The effectiveness of a green marketing mix depends on product, price, and promotion elements and has the potential to attract non-green consumers to adopt eco-friendly products (Chockalingam and Isreal, 2016). It can reduce the inherent risk related to high-priced green products and can enable consumers to pay a premium for them (Guerreiro et al., 2023; Lorenzo-Romero et al., 2021; Dropulic & Krupka, 2020). The core idea of greenness in green marketing holds as safe, recyclable, clean, smart, and healthy values to consumers (Lee & Hong, 2019). However, Venture & Norrgard (2016) note the limited impact of green marketing, as it largely focuses on promoting green consumption rather than reusing and reducing consumption. Sekar et al. (2023) demonstrated that functional, environmental, and safer perceptions act as pull factors to influence consumer adoption of green products. Further, brand credibility is a valuable asset, and eco-labelling (EL) and strategic partnerships are also impactful green marketing strategies and innovative tactics (Shabbir et al., 2020; Haung et al., 2024; Maimunah et al., 2024). However, Yousefi and Noruzi (2020) found consumers pay less attention to reading eco labels, suggesting possible reasons as lack of awareness and trust. This indicates that the effectiveness of green marketing tools does not solely depend on their mere implication but also on practical assessment of consumers' understanding. Mawardi et al. (2024) found that consumers' trust in green products enhances their intention to repurchase the products.

Moving on to the digitalization and social media aspect in green marketing, it plays a significant role in shaping consumer eco-conscious attitudes, which impact green purchase behavior and future purchase intention along with other variables such as environmental-centric lifestyle, subjective norms, and readiness to spend on green products (Štofejová et al., 2023; Mansour et al., 2024). Similarly, digital communication like social media platforms, media persuasion, e-word-of-mouth, and green marketing can magnify green trust and environmental attitude, which influence green buying behavior (Iliopoulou et al., 2024; Nekmahmud et al., 2022; Kremmydas & Kostis, 2024; Yu et al., 2024; Nguyen-Viet & Tran, 2024; Mele et al., 2019).

Institutional and regulatory influence: Along with socio-demographic factors, government regulation and policy also impact green marketing by setting standards to promote sustainability (Zulganef et al., 2019). Adi Purwanto (2024) states that governmental regulation supports the influence of green marketing to motivate and capture consumer intention to adopt eco-friendly options. However, Nga & Tam (2024) highlighted that policy regulation mainly supports the marketers and neglects the consumer side, leading to an imbalance in demand and supply for green products. He et al. (2023) found that network externality influences the green strategies within supply chains and subsequently affects green consumer decision-making. Moreover, greenwashing and

asymmetrical information indirectly have a negative impact on consumer green purchase intention (Lopes et al. 2023; Lu et al., 2022). With the changing and adaptive nature of consumer behavior in the circular economy, authentic claims, transparent and ethical practices, and effective information communication strategies can promote the eco-friendly benefits of the product to consumers (Machová et al. 2022).

Overall, the combination of this reviewed literature emphasizes that green marketing has a significant role in shaping green consumerism by not only focusing on environmental concern but also on other substantial aspects. The green marketing concept may be seen as a simple marketing concept, but it continues to reveal the complexity of green marketing adjoining with different psychological theories and models. It was observed that the Theory of Planned Behavior (TPB) has been extensively used to understand the influence of green marketing on consumer behavior, followed by the Attitude Behavior Context theory (ABC). The studies relied on a rational decision-making framework along with normative elements. Hence, the theory of Normative Activation Theory (NAT), Value-Belief Norm theory (VBM), and the Norm Activation Model (NAM) is also being employed. With the gaining popularity of the green marketing field, researchers attempt to obtain deeper insight into green consumer behavior by studying crucial parts like antecedents, mediators, and consumer reactions.

6. CONCLUSION

Thus, it can be concluded that this paper offers a comprehensive analysis of existing literature on green marketing influence on consumer behaviour in the past decade. This SLR synthesised several complex concept and framework commonly used in research area. Based on the literature review, green marketing has been an effective approach to promote sustainability in consumer behaviour. Implication of green marketing mix strategies in business practise have impact not only consumer but also on environment, thereby promoting healthy competition in the market. With increase in unlimited need and wants, where resources are limited, it becomes necessary to delve into sustainable approach and consider future consequences as well. Overall, the combined efforts of different stakeholder can exhibit better and sustainable outcome, making it a holistic approach in development of responsible and societal progress.

Despite the significance of the research, some limitations should be highlighted. Firstly, the articles analysed were limited to only Scopus database, other source database may provide deeper insight of the concept therefore, the findings cannot be generalised. Secondly, only English written journal articles were included in the study and conference paper, book chapters, dissertations and commercial paper were excluded. The study suggest future researcher should focus on qualitative or mixed method type of data collection and interpretation to develop practical and in-depth knowledge on green marketing literature.

REFERENCES

1. *Ahmada, A., Adnanb, A., & Khanb, M. N. (2019). Lifestyles concepts and ecological behavior: An empirical study in India. Serbian Journal of Management, 14(2), 405–419. https://doi.org/10.5937/sjm14-16114*
2. *Apipuchayakul, N., & Vassanadumrongdee, S. (2020). Factors affecting the consumption of energy-efficient lighting products: Exploring purchase behaviors of Thai consumers. Sustainability (Switzerland), 12(12). https://doi.org/ 10.3390/SU12124887*
3. *Babu, M. A., Ejaz, F., Nasir, A., Jaman, S. M. S., Fodor, Z. J., & Hossain, M. B. (2024). The behaviorof students in relation to green marketing as green consumers: A reasoned action approach (RAA). Journal of Infrastructure, Policy and Development, 8(4). https://doi.org/10.24294/jipd.v8i4.3253*
4. *Balaskas, S., Panagiotarou, A., & Rigou, M. (2023). Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences. Sustainability (Switzerland), 15(17). https://doi.org/10.3390/ su151713204*
5. *Cespedes-Dominguez, C., Fernandez-Robin, C., & McCoy, S. (2021). The effects of celebrity characteristics on purchase intentions: A focus on consumer concern of environmental issues. Sustainability (Switzerland), 13(8). https://doi.org/10.3390/ su13084083*
6. *Chandra, A., Verma, A., and Handique, K. (2025). Asian Perspectives on AI in Teacher Education: A Post-Covid Research Synthesis. i-manager's Journal of Educational Technology, 22(3), 16-31. https://doi.org/10.26634/jet.22.3.2235*
7. *Chandra, A., Verma, A., Sharma, K., & Guite, T.Mapping the Landscape of DigCompEdu: A BibliometricApproach. The Journal of Development Practice, 9(1),135-155. https://journals.dbuniversity.ac.in/ojs/index.php/jdp/article/view/4418*
8. *Chen, L., Haider, M. J., & He, J. (2024). Should "green information" be interactive? The influence of green information presentation on consumers' green participation behavior for driving sustainable consumption of fashion brands. Journal of Cleaner Production, 470. https://doi.org/10.1016/j.jclepro.2024.143329*
9. *Chen, L., Matloob, S., Sunlei, Y., Qalati, S. A., Raza, A., & Limón, M. L. S. (2023). A Moderated–Mediated Model for Eco-Conscious Consumer Behavior. Sustainability, 15(2), 897. https://doi.org/10.3390/ su15020897*

10. *Chockalingam, S. N., & Isreal, D. J. (2016). Redesigning the marketing mix for eco-friendly product consumption among non-purchasers in India. Management and Marketing, 11(1), 355–370. https://doi.org/10.1515/mmcks-2016-0002*
11. *Chu, L. (2023). Why Do Consumers Buy Green Smart Buildings without Engaging in Energy-Saving Behaviors in the Workplace? The Perspective of Materialistic Value. Sustainability (Switzerland), 15(12). https://doi.org/10.3390/ su15129278*
12. *De Keyzer, F. (2023). #ThisIsSustainable: The Effect of Disclosures in Influencer Marketing for Sustainable Food. Sustainability (Switzerland), 15(12). https://doi.org/10.3390/ su15129501*
13. *Dlamini, S., & Mahowa, V. (2024). Investigating factors that influence the purchase behaviour of green cosmetic products. Cleaner and Responsible Consumption, 13. https://doi.org/10.1016/j.clrc.2024. 100190*
14. *Do Paco, A., Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. Journal of cleaner production, 207, 998-1006.*
15. *Dropulić, B., & Krupka, Z. (2020). Are consumers always greener on the other side of the fence? Factors that influence green purchase intentions – the context of croatian and swedish consumers. Market-Trziste, 32(Special Issue), 99–113. https://doi.org/10.22598/mt/2020.32.spec-issue.99*
16. *Fernanda, M. (2023). Octubre-Diciembre 2023. Revista de Ciencias Sociales, XXIX(4), 31–49*
17. *Ghobrial, R., & Ajban, B. (2024). The mediating role of awareness and trust in the relationship between green marketing and green purchasing intentions: An Empirical study on environmentally friendly cleaning products (Vol. 5, Issue 1).*
18. *Gonçalves, H. M., Lourenço, T. F., & Silva, G. M. (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. Journal of business research, 69(4), 1484-1491.*
19. *Gu, C., Liu, S., & Chen, S. (2022). Does Viewing Green Advertising Promote Sustainable Environmental Behavior? An Experimental Study of the Licensing Effect of Green Advertising. Sustainability (Switzerland), 14(22). https://doi.org/10.3390/ su142215100*
20. *Guerreiro, J., Loureiro, S. M. C., Nascimento, J., & Duarte, M. (2023). How to earn a premium price: the effect of green marketing and brand coolness. Journal of Communication Management, 27(1), 35-63.*
21. *He, B., Cai, H., Ji, Y., & Zhu, S. (2023). Supply chain green manufacturing and green marketing strategies under network externality. Sustainability, 15(18), 13732. https://doi.org/10.3390/su151813732*
22. *Hermanto, H., Astuti, W., Sugito, P., & Triatmanto, B. (2024). Can green attitude complement the influence of green marketing on green purchase intention for fast food products?. Journal of Economics & Management, 46, 584-612. https://doi.org/10.22367/jem.2024.46.20*
23. *Huang, L., Solangi, Y. A., Magazzino, C., & 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. https://doi.org/10.1016/j.jclepro.2024.141870*
24. *Hunjra, A. I., Bouri, E., Azam, M., Azam, R. I., & Dai, J. (2024). Economic growth and environmental sustainability in developing economies. Research in International Business and Finance, 70, 102341.*
25. *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*
26. *Jabbour Al Maalouf, N., Sayegh, E., Inati, D., & Sarkis, N. (2024). Consumer motivations for solar energy adoption in economically challenged regions. Sustainability, 16(20), 8777.*
27. *Joo, K., & Hwang, J. (2023). Do Consumers Intend to Use Indoor Smart Farm Restaurants for a Sustainable Future? The Influence of Cognitive Drivers on Behavioral Intentions. Sustainability (Switzerland), 15(8). https://doi.org/10.3390/ su15086666*
28. *Kabaja, B., Wojnarowska, M., Ćwiklicki, M., Buffagni, S. C., & Varese, E. (2023). Does Environmental Labelling Still Matter? Generation Z's Purchasing Decisions. Sustainability (Switzerland), 15(18). https://doi.org/10.3390/ su151813751*
29. *Kapse, U., Mahajan, Y., Hudnurkar, M., Ambekar, S., & Hiremath, R. (2023). The Effect of Sustainable Packaging Aesthetic on Consumer Behavior: A Case Study from India. Australasian Accounting, Business and Finance Journal, 17(1), 236-246.*
30. *Kardos, M., Gabor, M. R., & Cristache, N. (2019). Green marketing's roles in sustainability and ecopreneurship. Case study: Green packaging's impact on Romanian young consumers' environmental responsibility. Sustainability (Switzerland), 11(3). https://doi.org/10.3390/ su11030873*
31. *Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. Sustainability (Switzerland), 14(10). https://doi.org/10.3390/su14106107*
32. *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, 8(12), 9045. https://doi.org/10.24294/jipd.v8i12.9045*
33. *Kremmydas, C., & Kostis, P. C. (2024). Advancing Sustainability: Green Product Satisfaction, Circularity, and Sustainable Development. International Journal of Social Ecology and Sustainable Development, 15(1). https://doi.org/10.4018/IJSESD. 335037*

34. *Kuchinka, D. G. J., Balazs, S., Gavriletea, M. D., & Djokic, B. B. (2018). Consumer attitudes toward sustainable development and risk to brand loyalty. Sustainability (Switzerland), 10(4). https://doi.org/10.3390/ su10040997*
35. *La Venture, K., & Norrgard, C. (2016). In With The Old, Out With The New: Green Marketing And The Used Merchandise Sector. Journal of Applied Business Research, 32(3), 707.*
36. *Lee, H. S., & Hong, S. (2019). Revisiting of Greenness to Consumers in Green Purchases. Journal of Distribution Science, 17(10), 107–114. https://doi.org/10.15722/jds.17.10.201910.107*
37. *Li, D. (2025). Impact of green advertisement and environmental knowledge on intention of consumers to buy green products. BMC Psychology, 13(1). https://doi.org/10.1186/s40359-025-02538-x*
38. *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), 9278. https://doi.org/10.24294/jipd9278*
39. *Liu, L., Zhang, W., Li, H., & Zheng, Z. (2024). The impact of environmental accidents on the green apparel purchase behavior of Generation Z. Frontiers in Psychology, 15. https://doi.org/10.3389/fpsyg.2024. 1338702*
40. *Lopes, J. M., Gomes, S., & Trancoso, T. (2023). The dark side of green marketing: How greenwashing affects circular consumption?. Sustainability, 15(15), 11649. https://doi.org/10.3390/su151511649*
41. *Lopes, J. M., Pinho, M., & Gomes, S. (2023). From green hype to green habits: Understanding the factors that influence young consumers' green purchasing decisions. Business Strategy and the Environment, 1-13. https://doi.org/10.1002/bse.3602*
42. *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*
43. *Lorenzo-Romero, C., Alarcón-Del-amo, M. D. C., & Crespo-Jareño, J. A. (2021). An explanatory model of the ecotourists behaviour: Management strategies for tourism sector. E a M: Ekonomie a Management, 24(3), 224–238. https://doi.org/10.15240/TUL/001/2021-3-013*
44. *Machová, R., Ambrus, R., Zsigmond, T., & Bakó, F. (2022). The Impact of Green Marketing on Consumer Behavior in the Market of Palm Oil Products. Sustainability (Switzerland), 14(3). https://doi.org/10.3390/su14031364*
45. *Machová, R., Ambrus, R., Zsigmond, T., & Bakó, F. (2022). The Impact of Green Marketing on Consumer Behavior in the Market of Palm Oil Products. Sustainability (Switzerland), 14(3). https://doi.org/10.3390/ su14031364*
46. *Maimunah, S., Maisyura, Nainggolan, K. K., & Nisa, N. (2024). The Influence of Green Marketing Communication and Brand Credibility through the Mediation of Environmental Attitudes and Moderation of Income Levels on Purchasing Decisions of Green Marketing Products in Aceh. Journal of Ecohumanism, 3(8), 161–179. https://doi.org/10.62754/joe.v3i8. 4720*
47. *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.*
48. *Maťová, H., Triznová, M. O., Kaputa, V., Loučanová, E., & Vlosky, R. P. (2024). Strategic Environmental Consumer Segmentation: An Exploratory Case Study in Slovakia. SAGE Open, 14(1). https://doi.org/10.1177/21582440241240638*
49. *Mawardi, M. K., Iqbal, M., Astuti, E. S., Alfisyahr, R., & Mappatompo, A. (2024). Determinants of green trust on repurchase intentions: a survey of Quick Service Restaurants in Indonesia. Cogent Business and Management, 11(1). https://doi.org/10.1080/23311975.2024. 2318806*
50. *Mele, P. M., Gomez, J. M., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. Sustainability (Switzerland), 11(17). https://doi.org/10.3390/su11174623*
51. *Mohd Noor, M. N., Masuod, M. S., Abu Said, A. M., Kamaruzaman, I. F., & Mustafa, M. A. (2016). Understanding consumers and green product purchase decision in Malaysia: A structural equation modeling - partial least square (SEM-PLS) approach. Asian Social Science, 12(9), 51–64. https://doi.org/10.5539/ass. v12n9p51*
52. *Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. Sustainability (Switzerland), 12(19), 1–31. https://doi.org/10.3390/su12197880*
53. *Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. Technological Forecasting and Social Change, 185, 122067. https://doi.org/10.1016/ j.techfore.2022.122067*
54. *Nga, L. P., & Tam, P. T. (2024). Critical factors influencing green consumer behavior: A case study in Vietnam. Journal of Social Economics Research, 11(1), 1–11. https://doi.org/10.18488/35.v11i1.3599*
55. *Nguyen-Viet, B., & Tran, C. T. (2024). Sustaining organizational customers' consumption through corporate social responsibility and green advertising receptivity: The mediating role of green trust. Cogent Business & Management, 11(1), 2287775. https://doi.org/10.1080/23311975.2023.2287775*
56. *Noubar, H. B. K., Holagh, S. R., & Sadri, A. (2023). Identifying Factors Affecting Green Consumer Purchase Behavior on E-Commerce Websites. TalTech Journal of European Studies, 13(1).*

57. *Peattie, K. (2004). Towards Sustainability: The Third Age of Green Marketing. The Marketing Review, 2(2), 129–146. https://doi.org/10.1362/1469347012569869*
58. *Polonsky, M. J. (1994). An Introduction to Green Marketing. Electronic Green Journal, 1(2). https://doi.org/10.5070/g31210177*
59. *Prieto-Sandoval, V., Torres-Guevara, L. E., & García-Díaz, C. (2022). Green marketing innovation: Opportunities from an environmental education analysis in young consumers. Journal of Cleaner Production, 363, 132509. https://doi.org/10.1016/j.jclepro.2022.132509*
60. *Purwanto, F. X. A., Harahap, N., Khusaini, M., Ciptadi, G., Aminuddin, M. F., & Badriyah, N. (2024). THE INFLUENCE OF REGULATIONS ON GREEN MARKETING THROUGH CONSUMER BEHAVIOR IN SHRIMP EXPORTING COMPANIES. Revista de Gestao Social e Ambiental, 18(9), https://doi.org/10.24857/ rgsa.v18n9-114*
61. *Sekar, A., Firdausi, M., & Dharmmesta, B. S. (n.d.). The Effect of Push, Pull, and Mooring Factors on Customers' Switching Intention to Green Cosmetics. Gadjah Mada International Journal of Business, 25(3), 2023. http://journal.ugm.ac.id/ gamaijb.*
62. *Shabbir, M. S., Sulaiman, M. A. B. A., Al-Kumaim, N. H., Mahmood, A., & Abbas, M. (2020). Green marketing approaches and their impact on consumer behavior towards the environment – a study from the UAE. Sustainability, 12 (21), 1–13.*
63. *Sheikh, A., Mirzaei, M., & Ahmadinejad, B. (2023). Factors influencing green purchase behavior: Price sensitivity, perceived risk, and attitude towards green products. Contemporary Management Research, 19(3), 153–174. https://doi.org/ 10.7903/cmr.22824*
64. *Štofejová, L., Král', Š., Fedorko, R., Bačík, R., & Tomášová, M. (2023). Sustainability and consumer behavior in electronic commerce. Sustainability, 15(22), 15902. https://doi.org/10.3390/su152215902*
65. *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*
66. *Tseng, M. L., Lin, C. W. R., Sujanto, R. Y., Lim, M. K., & Bui, T. D. (2021). Assessing sustainable consumption in packaged food in indonesia: Corporate communication drives consumer perception and behavior. Sustainability (Switzerland), 13(14). https://doi.org/10.3390/ su13148021*
67. *Wang, L., Chong, K. M., Lo, M. C., Cham, T. H., & Tan, T. H. (2024). I know who I am in green food consumption. Asian Journal of Business Research, 14(3), 136–158. https://doi.org/10.14707/ajbr. 240184*
68. *Witek, L., & Kuźniar, W. (2021). Green purchase behavior: The effectiveness of sociodemographic variables for explaining green purchases in emerging market. Sustainability (Switzerland), 13(1), 1–18. https://doi.org/10.3390/su13010209*
69. *Yousefi, S., & Noruzi, A. (n.d.). Effect of Green Marketing Instruments and Behavior Processes of Consumers on Purchase and Use of E-books. http://www.webology.org/2020/v17n1/a217.pdf*
70. *Yu, C. C., & Lu, C. (2023). Reassessing the Impact of Fear Appeals in Sustainable Consumption Communication: An Investigation into Message Types and Message Foci. Sustainability (Switzerland), 15(23). https://doi.org/10.3390/ su152316442*
71. *Yu, Z., Rosbi, S., & Amlus, M. H. (2024). Mechanisms of Media Persuasion and Positive Internet Word-of-Mouth Driving Green Purchasing Behaviour: Evidence from China. Sustainability (Switzerland), 16(15). https://doi.org/10.3390/ su16156521*
72. *Zhang, Y., Ao, J., & Deng, J. (2019). The influence of high–low power on green consumption: The moderating effect of impression management motivation. Sustainability, 11(16), 4287. https://doi.org/10.3390/su11164287*
73. *Zulganef, Z., Wijaya, A., & Astuti, P. S. (2019). Government efforts in managing plastic bags usage. Вопросы государственного и муниципального управления, (6), 135-154.*