Navigating the Green Shift: Consumer Trends and the Impact of Sustainable Marketing

Omama Zaman* Mohammad Zain Khan** Dr Asad Rehman***

* Research scholar, Department of Business Administration, Aligarh Muslim University, Aligarh

**Research scholar, Department of Management Studies, Jamia Millia Islamia, New Delhi

*** Associate Professor, Department of Business Administration, Aligarh Muslim University, Aligarh

Abstract

Green or Sustainable marketing has become a significant focus for businesses in recent years. Companies are increasingly adopting green marketing strategies due to benefits like competitive advantages, enhanced credibility, and improved brand image. As consumers grow more aware of environmental issues, they scrutinize product ingredients, packaging, and design before making purchases. This paper reviews research from 2015 to 2025 on consumer trends related to green products, using bibliometric analysis and content analysis of heavily cited papers. It highlights key contributions, emerging trends, and the relationship between consumer behavior and green products. The analysis covered about 162 references from the Core Collection database and utilized the VOS Viewer program for graphical representation. The findings reveal trends concerning impactful journals, topics, authors, and institutions. This study offers insights into various green products, including detergents, cosmetics, organic foods, and consumer electronics, helping researchers and practitioners understand the evolving landscape of sustainable consumer behavior.

Keywords-Green marketing, VOS viewer, green products, content analysis

1. Introduction

The escalating environmental concerns across the globe have propelled sustainable marketing into the forefront of both academic research and corporate strategy. This shift towards sustainability transcends traditional "green" or "eco-friendly" definitions, necessitating a comprehensive adaptation of marketing functions to address broader environmental and social responsibilities (Yadav et al., 2024). Consumers are exhibiting a heightened sensitivity to ecological degradation, which is catalyzing a shift in consumption patterns and amplifying the call for corporations to be more transparent about their environmental stewardship (Paul et al., 2015).

The essence of green marketing lies in producing and promoting goods and services that are not only reasonably priced but also designed to minimize environmental harm (Bai et al., 2020).

De Souza Zampese et al. (2016) argued that green marketing evolved in three phases. The first is the ecological phase, during which the government realized its necessity. Second is the environmental phase, where the marketer uses cleaner technology to design eco-friendly products; third is the sustainable phase, which focuses on the specific requirements of products. Pettie Ken (1995) described the new concept of green marketing as the holistic marketing approach responsible for profitably anticipating, satisfying, and identifying the needs of customers and society. Since the advent and comprehension of green marketing, businesses have been pushed to include environmental concerns in their marketing plans (Huang et al., 2024). Green marketing is more than just promoting products with environmentally friendly features; it represents a comprehensive strategy that integrates environmental considerations into every aspect of a company's operations, from product design and packaging to corporate philosophy and commitment to sustainable development (Vilkaitė-Vaitonė & Skačkauskienė, 2020). Moreover, the rise in ecological consciousness among consumers is reshaping purchasing behaviors, making it increasingly important for marketers to fully understand and respond to these evolving consumer preferences. This understanding involves recognizing that today's consumers are more informed and critical, demanding greater transparency and authenticity from brands regarding their environmental claims (Dutta, 2012). Brands that genuinely incorporate sustainability into their core values tend to cultivate deeper consumer loyalty and stronger brand equity (Singh et al., 2023). Companies are adopting green marketing strategies along a continuum, ranging from holistic integration throughout the business to superficial "greenwashing" aimed at projecting a more environmentally conscious image. Authentic green marketing necessitates a genuine commitment to sustainability, communicated transparently to build consumer trust (Rathore, 2018). The implementation of such strategies varies, with some businesses fully integrating sustainability into their core business model and others only implementing superficial initiatives for marketing purposes. It is crucial for consumers to distinguish between genuine efforts and mere greenwashing, which requires a critical evaluation of the environmental claims made by companies. Greenwashing, defined as the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service, can lead to consumer distrust and skepticism. According to Shamdasani et al. (1993), "green products" are "items that will not

pollute the earth or deplete natural resources, and can be recycled or conserved. As people's knowledge of environmental concerns grows, so does the use of sustainable marketing.

To effectively encourage green product consumption, marketing strategies must deeply resonate with consumer preferences and decision-making processes (Paul et al., 2015). It is essential to consider that many consumers are willing to support green products, but only if these products align with their personal values and meet their functional needs (Moser, 2015). Companies that adopt a green orientation often experience greater profitability, increased market share, enhanced employee commitment, and improved customer satisfaction (Moser, 2015). To successfully promote green products, marketing strategies must emphasize not only the environmental benefits but also the personal advantages to consumers. Marketers also need to employ transparent pricing and labeling practices to bridge the attitude-behavior gap. To foster a sense of commitment towards a green community, marketing strategies should leverage social identity and community building (Yadav et al., 2024).

Enterprises that proactively embed sustainability into their foundational business practices are increasingly witnessing improved financial metrics and strengthened brand images, underscoring the growing salience of ecological factors in both consumer purchasing choices and investor capital allocation strategies.

Consumers who prioritize environmental values are more receptive to products marketed with sustainability attributes and green claims. Marketers are advised to design strategies and promotional messages that mirror the cultural environment to harness Indian consumers' favorable value orientation and sustainability consciousness for environmentally friendly products (Kautish et al., 2020). By communicating the utilitarian benefits of eco-friendly practices, such as cost savings and health advantages, marketers can further motivate consumers to adopt sustainable behaviors (Taufique & Vaithianathan, 2018). Additionally, marketing campaigns that emphasize social responsibility, community involvement, and environmental preservation can resonate with consumers who seek to align their purchases with their values. It is crucial to strengthen customers’ knowledge and beliefs about green products to positively influence their purchase decisions, particularly among those who are skeptical (Goh & Balaji, 2016). Further exploration is required to fully understand how high-tech tools can be leveraged to influence consumer behavior in favor of green products.

According to Deloitte's green marketing research, 28 percent of customers had ceased purchasing some items owing to ethical or environmental concerns. Consumer purchasing

decisions are anticipated to be influenced by this growing interest in and understanding of sustainable consumption (De Moura et al., 2012). From an operational standpoint, promoting green products can lead to sustainable consumption. The interplay between consumer awareness, corporate responsibility, and marketing innovation will define the trajectory of sustainable consumption, emphasizing the need for businesses to adopt sincere and transparent practices. The influence of celebrities and influencers on consumer awareness and attitudes toward sustainable consumption behaviors needs more investigation, and this knowledge can be used to modify attitudes.

The public thus wants businesses and economic undertakings to be conducted responsibly (Krisdayanti & Widodo, 2022; Prieto-Sandoval et al., 2022). The popularity of ISO-14000 indicates that attention has been paid to these factors due to the growing demand from environmentally concerned customers. (Arocena & colleagues, 2023). Notably, most of the demand for sustainable goods comes from consumers who want businesses to switch to less damaging manufacturing methods (P.-C. Lin & Huang, 2012). Consumers have altered their perspectives on environmental issues because they are now more conscious of the detrimental effects of their choices and consumption patterns (Antonetti & Maklan, 2014; Buerke et al., 2017; Tsuda et al., 2013; White et al., 2019). However, despite the relevance of the shift towards green products and the existence of studies in the area, no study has analyzed the existing literature on the subject. To identify patterns that are to be studied. This is necessary to provide an overview of what exists in the theme and provide insights for future studies. Van Eck and Waltman (2010) argued that software that generates bibliographic mapping can benefit this study. It is precisely within the context of a literature analysis through Vos Viewer on Trends in green marketing that this study benefits. Through bibliometric research, this paper aims to understand how the literature on green products is currently structured. For this, the thematic subdivisions within that subject (thematic clusters) are analyzed, the networks between authors and their countries, and the chronological co-occurrence of terms over the years. The findings presented may be interesting to guide future studies on the theme. In addition to this introduction, this article is composed of four sections. Section 2 presents the theoretical background; section 3 presents the methodological procedures used to achieve the results; section 4 shows the results found and the associated debates; and, finally, section 5 presents the conclusions and final considerations.

2. Theoretical Background

Green marketing is one of the trending topics in the marketing world, with campaigns of going green around the corner, as the majority of market players are switching to more sustainable strategies for their products. According to Shazia Bukhari (2011) Green marketing started to buzz in the late 1990s and became popular in the early 2000s. In her study, she aimed to find whether there is any influence on consumer behavior due to green marketing done by companies. Green marketing has its roots in an ecological workshop that was held in Austin by the American Marketing Association (AMA), after which the first book related to green marketing was published, which was named "Ecological Marketing". Polonsky (1994)In his paper, he defined green marketing as the marketing of products that are assumed to be environmentally friendly, either because of modification in product, production process, labelling, or packaging. He also elaborated on other trending terms in green marketing, the reasons to adopt green strategies, why people are choosing green, and the problems in going green. The essence of green marketing lies in promoting products or services by emphasizing their environmental benefits, thereby appealing to consumers who are increasingly conscious of ecological issues (Singh et al., 2023). The escalating awareness of environmental degradation, intensified by visible manifestations such as climate change and pollution, has acted as a key catalyst, galvanizing both businesses and consumers towards a critical re-evaluation of their operational modalities and consumption patterns, thereby accelerating the momentum of green marketing (Dhanda & Gupta, 2015). Over the past few decades, there has been a marked increase in awareness worldwide regarding the critical importance of preserving environmental health, with numerous studies highlighting the environmental risks linked to escalating consumerism and industrial production (Bhardwaj et al., 2020). This heightened consciousness has spurred a notable shift in consumer attitudes and behaviors, inclining them towards products and services that not only fulfill their needs but also align with their environmental values (Ansar, 2013). This research seeks to examine certain inquiries on developing trends, providing a more accurate and thorough analysis. It examines inquiries such as the annual pattern in publications. Which nations have the highest publication output, and how has their contribution evolved over time? Which sources provide the highest volume of publications, and which authors exhibit the most commitment to this study domain? Which countries and publications garner the most citations for their research? What is the nature of collaboration between countries and writers in sustainable consumption research, and who are the prominent authors and countries in this field?

Methodology

The research procedure had a systematic structure, which is described in Figure 1 and discussed in more detail later on. The first step included building a theoretical background to enhance our comprehension of the main terms and issues connected to consumer trends within green products. In order to find related terms to analyze more thoroughly, we read a range of articles. We developed a search string: ((“Sustainable product” OR “Green products”) AND (“Consumer Trends” OR “Consumer perception”) OR (“Consumer behavior”)), which was applied to the Scopus database. Scopus was chosen due to its comprehensive nature and its inclusion of articles from reputable journals worldwide. The first search returned 1,312 results that met the search criteria. These 1,312 documents were later filtered more accurately based on the title, keywords, and abstracts to measure their relevance. We read the full article whenever we were uncertain about relevance and ensured the articles met our research goals. Then, after the filtering, there were 162 articles left, which were shortlisted for analysis by the Vos viewer software. To increase the quality and reliability of the analysis, we produced a Thesaurus file to instruct the software to identify synonyms, plurals, alternative spellings (e.g., American vs. British English), acronyms, and expanded forms. Without this action, the software could have used similar terms to different ones, undermining the analysis. We performed the same for author names, considering minor variations in spelling. The following analyses were performed: (1) the top authors with the most publications, (2) the top co-authorship network, (3) the country-to-country co-authorship network, (4) the top cited journals, (5) the top cited references, (6) co-occurrence analysis for keywords, (7) clusters derived from co-occurrence analysis, and (8) chronological co-occurrence analysis for keywords. Science mapping investigates intellectual and structural connections within a research domain using citation analysis, co-citation analysis,co-word analysis, and co-authorship analysis (Donthu et al., 2021). Citation analysis determines significant works by citation frequencies (Appio et al., 2014), but co-citation analysis uncovers theme clusters by analyzing frequently co-cited publications (Small, 1973). Co-word analysis emphasizes term co-occurrence to reveal conceptual patterns and predict future trajectories (Donthu et al., 2020). Co-authorship analysis delineates cooperation networks, providing insights into academic engagement and advancement across geographies and institutions (Crane, 1969).

The findings of these analyses were subsequently discussed, and conclusions and final thoughts of the study were drawn. “Furthermore, content analysis of the most influential documents was carried out to provide deeper insights.

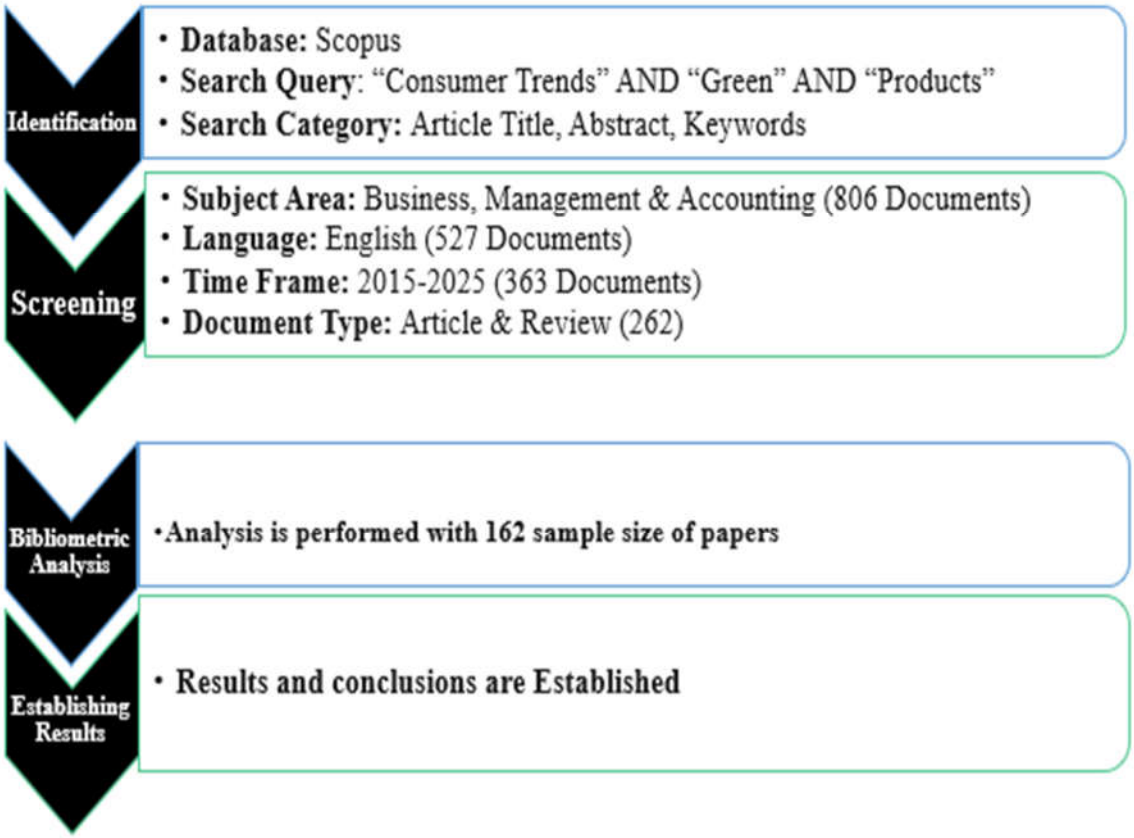

Figure 1: Steps of Conducting Research

3. Results and Discussion

The results are initially presented in a descriptive manner, followed by an analysis of word co-occurrence clouds that facilitate a more organized discussion. In terms of the sample analyzed, the authors with the most published studies dominate the initial findings. Table 1 highlights these results, with a focus on Amandeep Dhir, who has authored three documents. The co-authorship network among researchers was also examined, with Figure 2 illustrating the connections among 10 authors and their organization into smaller clusters. Isolated networks and individual authors are not shown in this figure. Notably, the red cluster serves as

a central hub linking the other clusters. Further expanding on co-authorships, we analyzed the involvement of countries, applying a criterion of at least three shared documents. Figure 3 displays the primary network. Next, the most cited journals and references from the analyzed articles were identified. As shown in Table 2, the leading journals include the *Journal of Cleaner Production*, *Business Strategy and the Environment*, *Journal of Retailing and Consumer Service*, *Technological Forecasting and Social Change*, *Innovative Marketing*, *Cogent Business*, and *Management*. Table 3 lists the most frequently cited references, with a particular emphasis on the article *"Predicting green product consumption using theory of planned behavior and reasoned action"* by Justin Paul.

Authors	**Documents**	**Authors**	**Documents**
Dhir A	4	Mason Mc	2
Agag G	2	Mohd Suki N	2
Dangelico Rm	2	Paul J	2
Fraccascia L	2	Kautish P	2
Islam Mm	2		
Kaur P	2		

Source(s): Data generated using the VOS viewer software

Table 1. Authors with the highest number of documents in the analyzed sample

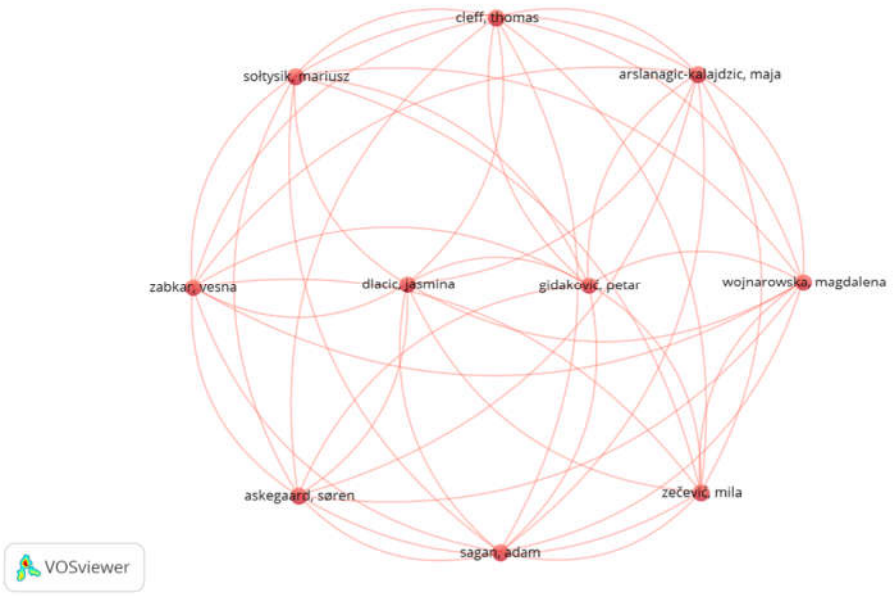

Figure 2. The network of identified co-authorships

Source(s): Data generated using the VOS viewer software

Journal	References
Journal Of Cleaner Production	*49*
Business Strategy and The Environment	*38*
Journal Of Retailing and Consumer Services	*23*
Technological Forecasting and Social Change	*11*
Innovative Marketing	*10*
Cogent Business and Management	*6*
International Review of Retail, Distribution and Consumer Research	*3*
Journal Of Business Research	*3*
Marketing Intelligence and Planning	*3*
Asia-Pacific Journal of Business Administration	*3*
Indian Journal of Marketing	*2*
Industrial Marketing Management	*2*
Journal Of Business Ethics	*2*
Journal Of Consumer Marketing	*2*
Journal Of Distribution Science	*2*
Journal Of Islamic Marketing	*2*
Journal Of Product and Brand Management	*2*

Source(s): Data generated using the VOS viewer software

Table 2. Most cited journals in the references of the articles analyzed

The keyword co-occurrence analysis was conducted by considering all relevant keywords, including those mentioned by the authors in their papers and additional ones indexed by scientific databases, with a minimum frequency of six appearances. This process resulted in creating a keyword network, shown in Figure 4, which highlights the formation of six distinct clusters. Figure 5 provides a clearer view of these clusters. The first cluster, represented in red, includes consumer behavior and sustainability terms. These areas are the primary contexts where green marketing concepts first emerged. Focus has been placed on integrating these concepts within these contexts, particularly concerning organizations and key terms such as environmental concern, purchase intention, sustainable development, and sustainability. This integration is inherently complex, requiring commitment, problem-solving, and sound decision-making, which justifies the formation of this cluster.

Shifting to the green cluster, the key terms identified include Consumption Values, Green Consumption, Environmental Sustainability, Environmental Protection, Green Products, and Green Purchase Intention. As a result, the green cluster aligns with a sector increasingly adopting more sustainable practices, with expectations for significant growth in the future.

Title	Author(s)	Journal	Citations	Findings
Predicting green product consuming using theory of planned behavior and reasoned action	Justin Paula, Ashwin Modi, Jayesh Patel (2015)	Journal of Retailing and Consumer Services	1146	The extended Theory of Planned Behavior (TPB) model is better than TPB and TRA in predicting green product purchase intention in India. Environmental concern positively affects attitude, subjective norm, perceived behavioral control, and purchase intention, mainly through TPB variables. Attitude is the strongest predictor of green purchase intention
Time for sustainable marketing to build a green conscience in consumers. Evidence from a hybrid review.	Mahima Yadav, Ruchi Gupta, Kiran Nair(2016).	Journal of Cleaner Production	899	The study reviews sustainable marketing literature, noting increased interest since 2016. It identifies the USA as a top contributor and addresses the "green attitude-behavior gap". Using the TCM framework, it suggests future research, providing practical solutions for companies to promote sustainable products and bridge the gap between consumer attitudes and purchasing behavior

Title	Author(s)	Journal	Citations	Findings
Thinking green, buying green? Drivers of pro-Environmental purchasing behavior	Andrea K. Moser (2015).	Journal of Consumer Marketing	455	The study reveals that WTP and personal norms significantly drive green purchasing behavior, while attitude plays a negligible role. This suggests that strategies enhancing perceived value and ethical considerations are vital for promoting green consumption
Green products: An exploratory study on the consumer behavior in emerging economies of the East	Aindrila Biswas and Mousumi Roy. (2015).	Journal of Cleaner Production	407	The study investigates green consumerism in India, finding that social and knowledge values drive sustainable consumption, while price sensitivity remains a significant barrier. Consumers who prefer green products value environmental factors more highly, but strategic awareness campaigns and incentives can encourage broader adoption
An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention	Vivek Kumar Verma∗, Bibhas Chandra (2018).	Journal of Cleaner Production	376	The study highlights the importance of understanding young consumers' environmental concerns and moral values in promoting green hotel visits. It also suggests that hotel managers should focus on environmental features that appeal to young consumers and develop communication strategies that emphasize moral values and environmental

Title	Author(s)	Journal	Citations	Findings
				responsibility. The inclusion of moral reflectiveness and conscientiousness enhances the predictive power of the TPB model, providing valuable insights for both theory and practice in the context of green consumerism in the hospitality industry. The research contributes to the broader efforts of developing a sustainable environment by offering insights into consumer behavior related to green hotels
A fresh look at understanding green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior,	Khan Md. Raziuddin Taufique, Sridhar Vaithianathan(2018).	Journal of Cleaner Production	358	The study investigates factors influencing ecologically conscious consumer behavior (ECCB) among young urban consumers in India, using the Theory of Planned Behavior. Attitudes and perceived consumer effectiveness significantly and positively influence ECCB, while subjective norms, measuring social demand, do not significantly influence behavioral intention toward ECCB

Title	Author(s)	Journal	Citations	Findings
Values, sustainability consciousness, and intentions for SDG advancement	Pradeep Kautish, Arpita Khare, Rajesh Sharma (2019).	Journal of Cleaner Production	321	The key findings highlight that terminal and instrumental values influence consumer sustainability consciousness, which subsequently shapes behavioral intentions that endorse consumers' SDG support. Notably, instrumental value exerts a greater impact on both consumer sustainability consciousness and behavioral intentions compared to terminal value. Consumer sustainability consciousness partially mediates the connection between terminal/instrumental value and behavioral intentions for endorsing SDGs. This suggests that consumers who prioritize instrumental values, such as convenience and quality, are more likely to exhibit sustainable behaviors and support SDGs
An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior,	Millissa F.Y. Cheung, W.M. To(2019).	Journal of Retailing and Consumer Services	319	The research highlights the importance of transparent and credible information in promoting green products, particularly through online platforms, and encourages firms to develop visually appealing, high-quality green products that outperform

Title	Author(s)	Journal	Citations	Findings
				non-green alternatives. Future research could explore personality traits and reference group opinions to provide a more holistic view of green purchase behavior
Bridging the gap: Consumers' purchase intention and behavior regarding sustainable clothing,	Theresa Maria Rausch, Cristopher Siegfried Kopplin (2012).	Journal of Cleaner Production	306	This study explores factors influencing consumers' sustainable clothing purchase intentions and behaviors, using an extended Theory of Reasoned Action (TRA) model. Attitude towards sustainable clothing strongly impacts purchase intention, but is negatively affected by greenwashing concerns. Perceived aesthetic risk also negatively impacts the intention-behavior relationship. Economic risk, however, shows no significant impact
Linking green skepticism to green purchase behavior,	Dr. Goh See Kwong and Dr. M S Balaji (2016).	Journal of Cleaner Production	305	The research highlights the importance of environmental concern and knowledge in driving green purchase intentions. Customers who are more knowledgeable and concerned about environmental issues are more likely to purchase green products. This underscores the need for

Title	Author(s)	Journal	Citations	Findings
				businesses to strengthen customers' knowledge and beliefs about green products to positively influence their consumption behaviors. The study suggests that businesses should focus on communicating the benefits of green products and providing transparent information to address skepticism and promote green purchases
Green buying behavior and the theory of consumption values: A fuzzy-set approach	Helena Martins Gonçalvesa, Tiago Ferreira Lourenço a, Graça Miranda Silva (2016).	Journal of Business Research	300	This study uses fuzzy-set qualitative comparative analysis to investigate consumer values and green buying behavior. It found that functional value is almost always necessary, but is not sufficient by itself for predicting green buying. Three “causal recipes” formed with the functional value are sufficient

Table3. Content Analysis of Most Cited Documents

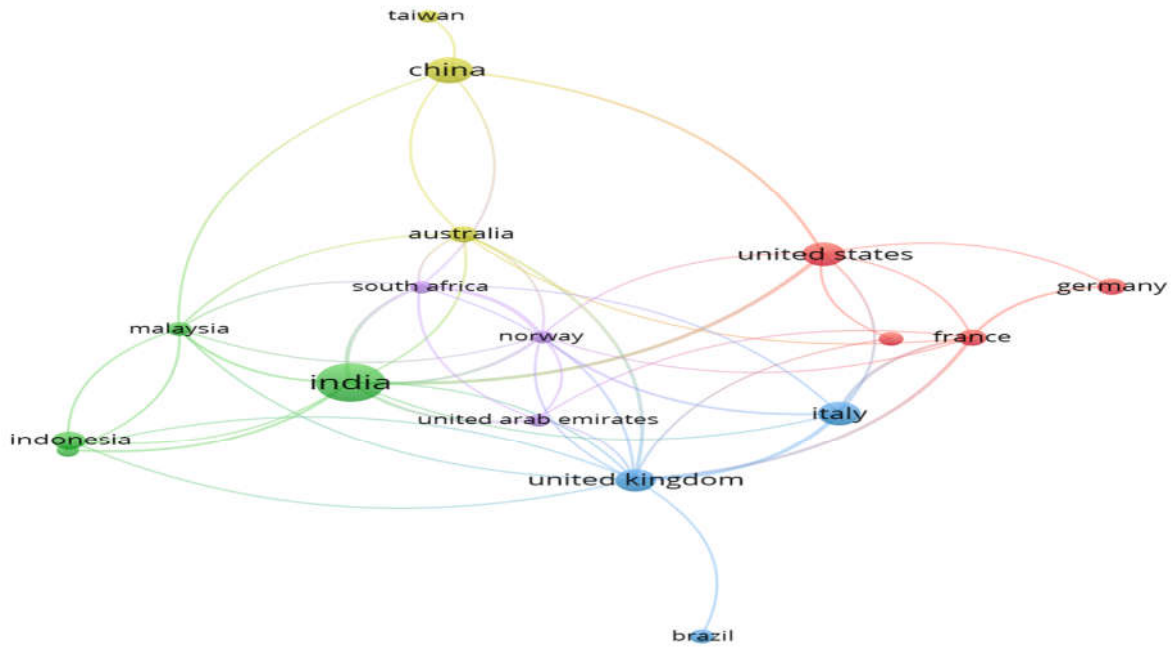

Figure 3. The leading co-authorship network between countries

Source(s): Data generated using the VOS viewer software

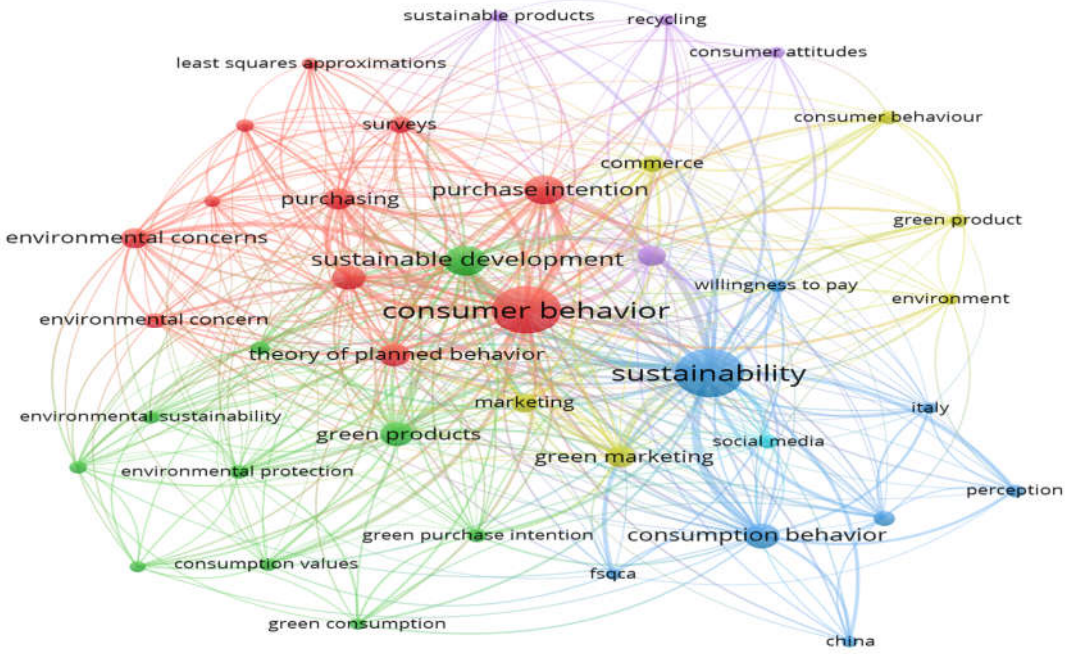

Figure 4. Result of co-occurrence analysis for keywords

Source(s): Data generated using the VOS viewer software

The co-occurrence network (Figure 5) was also examined over time, revealing the average publication year of the documents in which the terms appear. The results are depicted in Figure 6. The yellow color indicates the highest average publication year for the papers in which the terms are mentioned. A more intense yellow color corresponds to a later average publication year. These findings highlight that the topic is currently relevant, with academia increasingly exploring integrating consumer behavior, attitudes, and perceptions with green products across various sectors and how companies can achieve sustainability and gain a competitive edge (Paul J,2015)

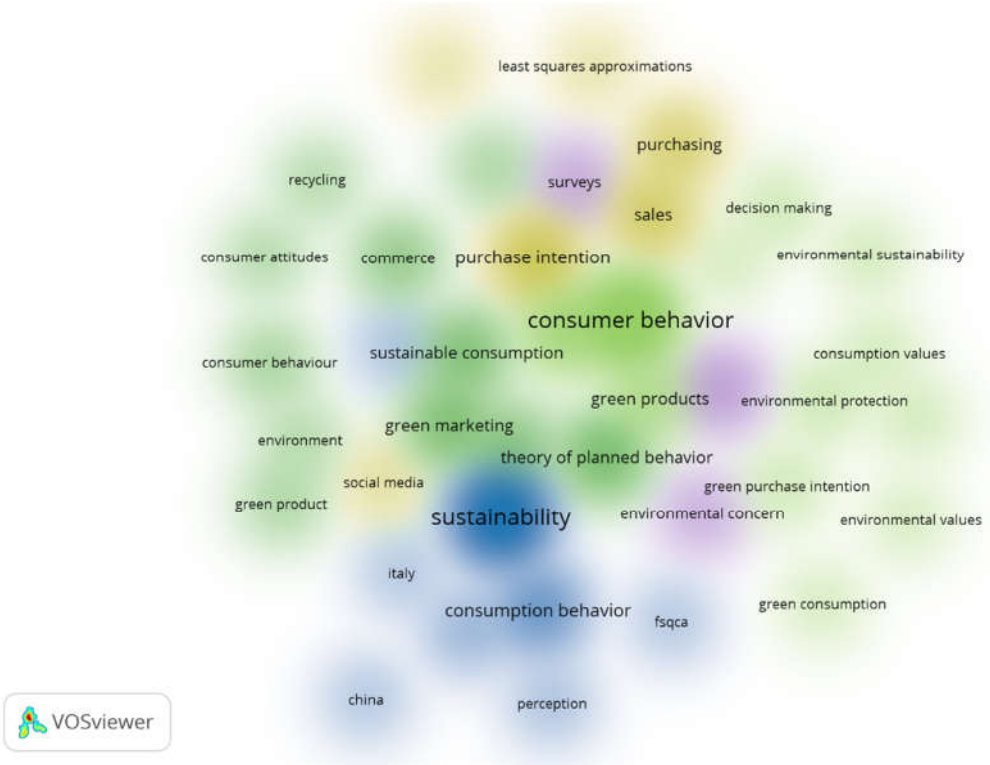

Figure 5. Clusters generated from the co-occurrence analysis

Source(s): Data generated using the VOSviewer software

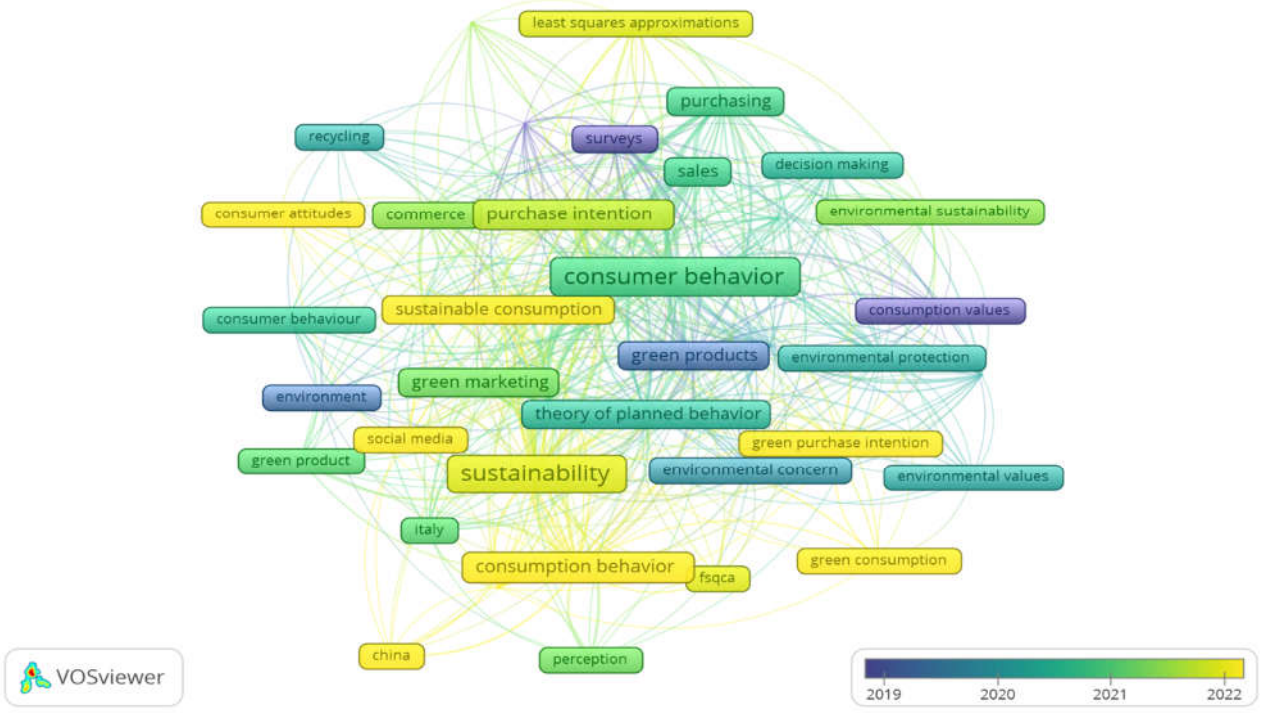

Figure 6. Co-occurrence analysis for keywords in chronological terms

Source(s): Data generated using the VOS viewer software.

4. Conclusion and Final Considerations

Green transformation throughout different industries relies heavily on sustainable marketing, which shapes customer trends. The analysis evaluated academic work about sustainable marketing through bibliometric methods by analyzing the Scopus database to discover significant research directions and intellectual patterns in this field. The study applied a structured bibliometric framework to explore co-authorship networks alongside citation patterns and co-citation to detect research clusters in sustainable marketing.

The analysis delivered both descriptive information, which benefits field researchers, and established fundamental thematic groups. Consumer behavior research forms a core cluster because sustainable awareness now strongly influences how consumers select brands and their loyalty preferences. The second cluster investigates corporate sustainability strategies where green marketing practices contribute to building a better company reputation while extending their long-term profitability. The third cluster demonstrates how government interventions, together with international sustainability standards, affect green marketing programs

throughout regulatory and policy frameworks. The conclusion cluster in this study presents technological developments that use digital resources and AI analysis along with social media strategies to boost sustainable product awareness among consumers.

This research brings theoretical value to sustainable marketing studies through its exploration of research domains and the detection of novel investigation topics. The research field demonstrates substantial investigation into manufacturing and retail sectors, but lacks adequate analysis of sustainable marketing actions within service sectors, including healthcare and education, together with public administration. Further research should address these domains to provide a deeper comprehension of sustainability implementation in different business fields.

The research results offer beneficial recommendations that assist marketers and policymakers through business leadership groups. Research shows which elements drive customer conduct toward green items and guides companies that want to merge sustainability methods with their promotional approach. The bibliometric analysis data reveal that sustainable marketing approaches need definition while regulatory pressures rise alongside digital innovations in marketing. Businesses use these insights to improve their sustainability programs and build consumer relationships, providing them with market dominance in the changing business environment.

The analysis strongly depends on the specific body of research identified within the Scopus database that serves as a data source. Research expansion in this domain should introduce data from alternative academic repositories and perform industry-specific case studies for the thematic clusters identified. Additional research on sustainable marketing dynamics through investigation would deliver an advanced understanding of these dynamics, as it expands academic discussion about this essential topic**.**

References

Ansar, N. (2013). Impact of Green Marketing on Consumer Purchase Intention. Mediterranean Journal of Social Sciences. https://doi.org/10.5901/mjss.2013.v4n11p650

Bai, K., Memon, M. S., & Mari, S. I. (2020). Analyzing the Consumer`s Buying Behavior towards Green Products. International Journal of Engineering Works, 7, 161. https://doi.org/10.34259/ijew.20.703161167

Bhardwaj, A. K., Garg, A., Ram, S., Gajpal, Y., & Cheng-si, Z. (2020). Research Trends in Green Product for Environment: A Bibliometric Perspective [Review of Research Trends in Green Product for Environment: A Bibliometric Perspective]. International Journal of

Environmental Research and Public Health, 17(22), 8469. Multidisciplinary Digital Publishing Institute. https://doi.org/10.3390/ijerph17228469

Biswas, A., & Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, *87*, 463–468. https://doi.org/10.1016/j.jclepro.2014.09.075

Borah, P. S., Dogbe, C. S. K., & Marwa, N. (2024). Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development? *Business Strategy and the Environment*, *33*(5), 4530–4546. https://doi.org/10.1002/bse.3714

Dasmi, C., Diletta, A., Mazzoli, V., & Donvito, R. (2024). How sustainability shapes consumer preferences on special occasions. *Business Strategy and the Environment*, *33*(6), 5797–5811. https://doi.org/10.1002/bse.3781

Dhanda, U., & Gupta, S. (2015). Exploring the Go Green Mantra in India. Indian Journal of Science and Technology, 8, 247. https://doi.org/10.17485/ijst/2015/v8is4/67056

Dutta, K. (2012). Green Marketing - A Marketing Practice with E-Marketing. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.2492663

Ferraz, S. B., Buhamra, C., Laroche, M., & Veloso, A. R. (2017). Green products: a cross-cultural study of attitude, intention and purchase behavior. *RAM. Revista De Administração Mackenzie*, *18*(5), 12–38. https://doi.org/10.1590/1678-69712017/administracao.v18n5p12-38

Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. Journal of Cleaner Production, 131, 629. https://doi.org/10.1016/j.jclepro.2016.04.122

Gonçalves, H. M., Lourenço, T. F., & Silva, G. M. (2015). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research*, *69*(4), 1484–1491. https://doi.org/10.1016/j.jbusres.2015.10.129

Gopinath, R. (2019). Factors Influencing Consumer Decision Behaviour In Fmcg Introduction. *International Journal of Research in Social Sciences*, *9*, 2249–2496. http://www.ijmra.us,http://www.ijmra.us,http://www.ijmra.us,

Kautish, P., Khare, A., & Sharma, R. (2020). Values, sustainability consciousness and intentions for SDG endorsement. Marketing Intelligence & Planning, 38(7), 921. https://doi.org/10.1108/mip-09-2019-0490

Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. Journal of Consumer Marketing, 32(3), 167. https://doi.org/10.1108/jcm-10-2014-1179

Ng, P. M. L., Cheung, C. T. Y., Lit, K. K., Wan, C., & Choy, E. T. K. (2023). Green consumption and sustainable development: The effects of perceived values and motivation types on green purchase intention. *Business Strategy and the Environment*, *33*(2), 1024–1039. https://doi.org/10.1002/bse.3535

Oesman, I. F., Sari, D., Helmi, A., & Komaladewi, R. (2024). Factors influencing consumers' willingness to pay more for green convenience goods in Indonesia. *Innovative Marketing*, *20*(3), 110–120. https://doi.org/10.21511/im.20(3).2024.09

Osburg, V., Yoganathan, V., Bartsch, F., Diallo, M. F., & Liu, H. (2024). How Sustainable Luxury Influences Product Value Perceptions and Behavioral Intentions: A Comparative Study of Emerging vs. Developed Markets. *Journal of Business Ethics*, *191*(4), 713–738. https://doi.org/10.1007/s10551-024-05661-8

Paul, J., Modi, A., & Patel, J. (2015). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, *29*, 123–134. https://doi.org/10.1016/j.jretconser.2015.11.006

Pendse, M. K., Nerlekar, V. S., & Darda, P. (2022). A comprehensive look at Greenwashing from 1996 to 2021: a bibliometric analysis. *Journal of Indian Business Research*, *15*(1), 157–186. https://doi.org/10.1108/jibr-04-2022-0115

Rathore, B. (2018). Navigating the Green Marketing Landscape: Best Practices and Future Trends. International Journal of New Media Studies, 5(2), 1. https://doi.org/10.58972/eiprmj.v5i2y18.113

R. V. ShabbirHusain, Renuka Kamath, Janakiraman Moorthy, Navigating the Sustainability–Luxury Paradox: Bibliometric Insights and Research Directions, Journal of Consumer Behaviour, 10.1002/cb.2469.

Setyawan, A., Noermijati, N., Sunaryo, S., & Aisjah, S. (2018). Green product buying intentions among young consumers: extending the application of the theory of planned behavior. *Problems and Perspectives in Management*, *16*(2), 145–154. https://doi.org/10.21511/ppm.16(2).2018.13

Singh, S., Chawla, U., & Iqbal, H. (2023). Relationship between social cause, environment conservation and environmental attitude, towards promoting green purchasing behavior. Serbian Journal of Management, 18(1), 27. https://doi.org/10.5937/sjm18-36157

Szaban, M., Szymkowiak, A., & Zdziennicka, A. (2025). Unpacking Consumer Price Perceptions: The role of sustainability and ethical labels in the cosmetics market. Jornal of cleaner production, .10.1016/j.jclepro.2025.144730

Taufique, K. Md. R., & Vaithianathan, S. (2018). A fresh look at understanding Green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior. Journal of Cleaner Production, 183, 46. https://doi.org/10.1016/j.jclepro.2018.02.097

Verma, V. K., & Chandra, B. (2017). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production*, *172*, 1152–1162. https://doi.org/10.1016/j.jclepro.2017.10.047

Vilkaitė-Vaitonė, N., & Skačkauskienė, I. (2020). Factors affecting implementation of green marketing orientation. SHS Web of Conferences, 74, 1036. https://doi.org/10.1051/shsconf/20207401036

Yadav, M., Gupta, R., & Nair, K. (2024). Time for sustainable marketing to build a green conscience in consumers: Evidence from a hybrid review. Journal of Cleaner Production, 443, 141188. Elsevier BV https://doi.org/10.1016/j.jclepro.2024.141188

Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, *135*, 732–739. https://doi.org/10.1016/j.jclepro.2016.06.120