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Green Marketing and Its Impact on Consumer Purchase Decision in Circular Economy. A Systematic Literature Review

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Abstract

The Study on consumer purchasing decisions, green marketing, and the circular economy which are published between the year 2015 and 2025. Thematic analysis, keyword co-occurrence mapping, and descriptive statistics were used to analyze 65 articles which were taken from Scopus. The annual distribution shows increase in publications after 2020, with 2024 and 2025 recording the highest articles, which indicates a growing global focus on sustainability. Whereas, predominance of Quantitative studies indicates a strong interest in measuring consumer attitudes and behavioral outcomes. Country-wise analysis reveals widespread international contributions but citation impact seems to be more concentrated in countries such as the United Kingdom and Hungary. And Sustainability (Switzerland) journal seems to be the leading sources of publication and citations. Through keywords co-occurrence analysis three themes have been identified sustainability, marketing, and consumption behavior; consumer attitudes, perceptions, and digital influence, and green marketing strategies and sustainable consumption. In order to increase consumer trust and green purchase intentions, credible and transparent sustainability communication is vital. Studies also show that digital platforms play an important role in influencing consumers about sustainability but, green washing remains a major barrier, weakening consumer confidence and widening the attitude-behavior gap. Thus, the review shows authenticity, clear communication, and integration of

circular economy practices are important for effective green marketing strategies. This review highlights that businesses, policymakers, as well as researchers need to promote sustainable green consumption and should strengthen environmental responsibility.

Keywords: *Circular economy, consumer purchase decision, digital platform, green marketing, sustainability*

introduction

Concerns about the increasing amount of waste, pollution, and climate change have led consumers, industries, as well as governments to rethink traditional consumption and production systems for many years (Gierszewska & Seretny, 2019). This pressure has increased interest in extending the life of products through reuse, repair, recycling, and resource recovery in the form of the circular economy (Chamberlin & Boks, 2018; Prieto-Sandoval et al., 2022). Nowadays, companies' communication strategies are changing because they are trying to adopt circular and sustainable practices as far as possible (Nga & Tam, 2024; Putra et al., 2024). Thus, this shift has given rise to green marketing, which helps to promote products, services, and behaviors that claim to be environmentally responsible (Nekmahmud & Fekete-Farkas, 2020; Rahman & Luomala, 2021).

In the same way, green marketing has become a central tool that influence consumer decision-making in sustainability-focused markets (Cui et al., 2024; Duque-Oliva et al., 2024). Today's consumers, especially younger generations, expect brands to show real and original environmental commitment (Essiz & Mandrik, 2022; Kabaja et al., 2023). Greenwashing usually reduces trust and weakens purchase intention among Gen Z, as these groups show high sensitivity to environmental honesty (Di Pillo et al., 2025; Rehman et al., 2025). Although, consumers want to support ecofriendly alternatives, but their purchase intention depends on the credibility of the information. Thus, when companies overemphasize or misrepresent environmental claims, buyers become cautious and less motivated to choose the product (Lopes et al., 2023).

Not only credible and reliable message but there are other factors such as psychological and behavioral factors to influence green purchasing behaviors. In the same manner, sustainability messages also depend upon consumers' perceptions of green value, lifestyle, and self-concept (Garnelo-Gomez et al., 2025). For instance, individuals who value green identities or social responsibility tend to support ecofriendly brands (Villavicencio & Schlesinger, 2023; Li & Kim, 2024). So green marketing helps raise awareness and offers clear explanations about

environmental values and benefits (Iliopoulou et al., 2024). However, when sustainability claims are vague or difficult to understand, they create confusion and lower purchase intention (Apostolopoulos et al., 2025).

Companies are also benefiting from digital tools and artificial intelligence to strengthen green marketing activities, understand consumer preferences, personalize sustainability messages, and forecast green purchase intentions (Sohaib et al., 2025). Nowadays, artificial intelligence also seems to support circular economy processes by improving product design, tracking environmental performance, and enhancing transparency of sustainability data (Yan et al., 2024; Diao et al., 2025). And these developments correspond with circular economy principles, which rely on transparency, accessibility of information, and long-term engagement (Chamberlin & Boks, 2018).

Consumers evaluate repairable goods, recycled materials, or long-lasting items to gain environmental and functional value. When environmental benefits are communicated clearly, and the products meet expected quality and convenience standards then consumers want to buy circular or sustainable products (Yuan et al., 2022). However, when circular features are not explained well or appear confusing, then the purchase intention decreases (Apostolopoulos et al., 2025).

Consumers are more aware of their environmental impact, and brands with strong environmental commitments benefit from higher customer loyalty (Ko & Jeon, 2024). Many studies identify an attitude–behavior gap, where consumers express support for sustainability but do not always choose green products (Bizarrias et al., 2024; Sari et al., 2025). Issues like higher prices, limited availability, and lack of clear information regularly hinder sustainable purchasing (Lopes et al., 2024). Therefore, to increase consumer purchase intention, green marketing should try to address both environmental as well as functional value (Chen et al., 2024). Circular economy strategies require strong consumer participation and clear communication (Cai et al., 2025). Therefore, transparency is essential for green marketing (Rehman et al., 2025) because misleading or inconsistent sustainability claims may weaken brand credibility, reduce trust, as well as might decrease purchase intention (Lopes et al., 2023).

This paper reviewed various studies related to green marketing and its impact on consumer purchase decision in circular economy. Which is searched on the Scopus database till the middle of November 2025. This study tries to fulfill some objectives as it tries to identify the general characteristics of various studies related to green marketing and its impact on

consumer purchase decision in circular economy. Likewise, it tries to analyze the importance of selected articles in the research field of green marketing and circular economy. In the same way, it helps to identify the major keywords used and their relationship with other keywords and helps to find the themes of green marketing and consumer behavior in circular economy.

Methods of Data Collection and Analysis

Sources of Data and Search Strategy

This study focuses on a systematic review of papers related to the impact of green marketing on consumer purchase decision in circular economy. For this study, only the papers published in Scopus until 2025 are considered. English language-based articles from environment science, social sciences and business, management and accounting are included in the study. To include all these keywords and to extract the papers related to the green marketing and its impact on consumer purchase decision in circular economy the following Boolean operators has been used as search strategy for this systematic review;

("GREEN MARKETING" OR "ECO-FRIENDLY MARKETING" OR "SUSTAINABLE MARKETING") AND ("CONSUMER PURCHASE DECISION" OR "PURCHASE INTENTION" OR "BUYING BEHAVIOR" OR "CONSUMER BEHAVIOR") AND ("CIRCULAR ECONOMY" OR "SUSTAINABLE CONSUMPTION" OR "GREEN CONSUMPTION" OR "ECOFRIENDLY CONSUMPTION")

Data Collection Process and Articles Screening

Using the above-mentioned search strategy, a total of 199 articles were extracted on 20 November 2025. Then after 189 articles were extracted by limiting the time frame from year 2015 to 20 November 2025. After that, articles are screened on the basis of given below inclusion and exclusion criteria and a total of 68 articles were extracted. Then while doing the title review 2 were found review paper and while doing the full test review, 1 article found irrelevant so that 3 articles were removed, and the final list included 65 articles. The inclusion and exclusion criteria are mentioned below.

Table 1

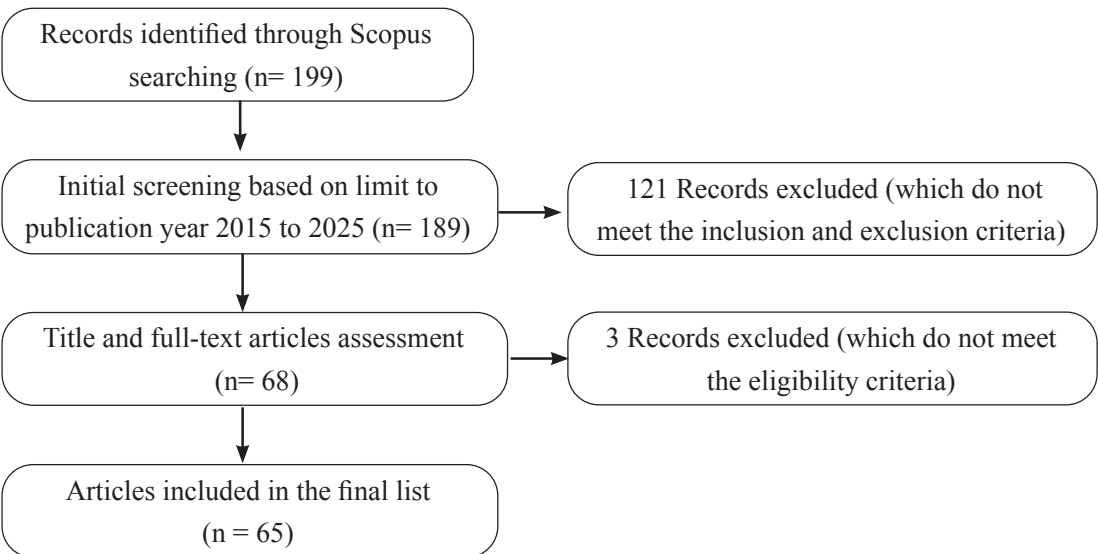
Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
<ul style="list-style-type: none">• Document Type: Articles• Language: English• Subject Area: Environment Science, Social Science and Business, Management and Accounting• Focused on green marketing, consumer purchase decision and circular economy	<ul style="list-style-type: none">• Books• Non-English articles• Review articles• Study not related to green marketing, consumer purchase decision and circular economy

The inclusion and exclusion criteria used for the selection of articles are given in table 1. For this systematic review, journal articles papers that are English language-based from Environment science, social science and Business, Management and Accounting are included. Likewise, the studies conducted to study green marketing, consumer purchase decision and circular economy are only considered. Those documents which are non-English articles, review articles, published as book chapters, and that are not related green marketing, consumer purchase decision and circular economy are not included in this study.

Figure 1

PRISMA Framework



Data Analysis Techniques

Data analysis used to fulfill the objectives of the study are mentioned below:

- The general characteristics of the papers have been analyzed using yearly distribution, distribution as journals, country-wise distribution, and types of articles.
- Citation analysis has been used to see the importance of retrieved articles and a keyword co-occurrence map has been used to show the relationship between the major keywords. Both citation analysis and bibliographic map are developed using VOSviewer software.
- Finally, a thematic analysis has been done to synthesize key insights from the study.

Results and Discussion

This systematic literature review identified 65 articles till the November 3rd on green marketing, consumer purchase decision and circular economy all the retrieved articles are presented in Table A1. This section shows the overall analysis of the retrieved articles.

Descriptive Analysis

To know the overall characteristics of selected studies, we have conducted different analysis in this section such as yearly distribution, distribution as journals, country-wise distribution, data sources, and statistical tools used in the selected studies.

Figure 2

Yearly Distribution of Articles

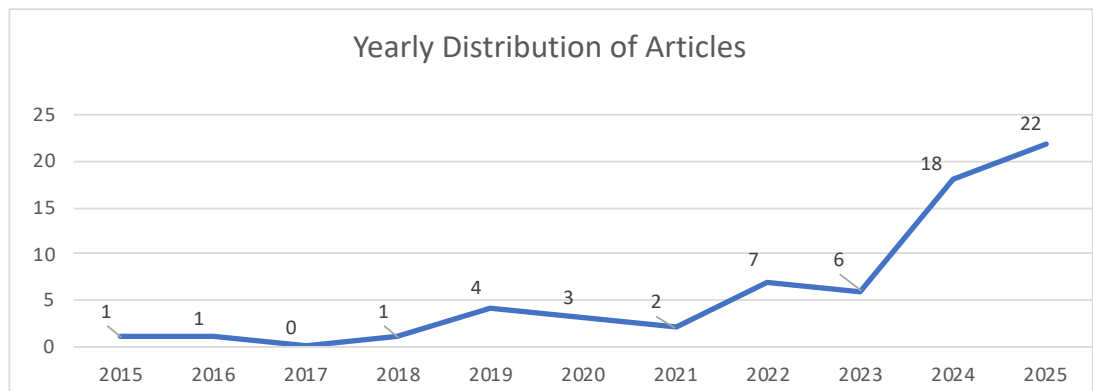


Figure 2 shows the clear rise in research on green marketing, consumer purchase decision and circular economy from 2015 to 2025. In the early years, only a limited number of studies existed: just 1 article in 2015, 2016, 2018 but no any article in 2017. After those 4 articles in 2019, 3 articles in 2020 and 2 articles in 2021 confirming that the topic was being introduced.

Research activity increased noticeably in 2022 with a total of 7 publications and 2023 with 6 publications, further peaking in 2024 and 2025 to record 18 and 22 articles, respectively, reflecting wider academic interest in the field.

Figure 3

Types of Articles

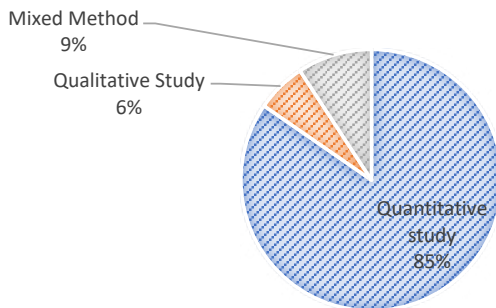


Figure 3 presents the distribution of articles with respect to their types. From the reviewed articles, 85% are quantitative study, indicating that most of the researchers depend on quantitative analysis of data. 9% of the articles have used both quantitative and qualitative study and only 6% of the articles are qualitative study. It is observed that most of the research in the reviewed literature preferred primary data analyzed through different analysis tools and techniques.

Table 2

Country Wise Distribution of Articles

Country	Frequency	Percent	Country	Frequency	Percent
China	14	12.96	Macao	2	1.85
United Kingdom	8	7.41	Saudi Arabia	2	1.85
India	7	6.48	Thailand	2	1.85
Malaysia	7	6.48	Viet Nam	2	1.85
Indonesia	6	5.56	Austria	1	0.93
South Korea	6	5.56	Belarus	1	0.93
Australia	4	3.7	Cyprus	1	0.93
Portugal	4	3.7	Finland	1	0.93
Hungary	3	2.78	Germany	1	0.93
Italy	3	2.78	Iran	1	0.93

Norway	3	2.78	Ireland	1	0.93
Poland	3	2.78	Jordan	1	0.93
Spain	3	2.78	Kazakhstan	1	0.93
Taiwan	3	2.78	Lithuania	1	0.93
UAE	3	2.78	New Zealand	1	0.93
Brazil	2	1.85	Russia	1	0.93
Colombia	2	1.85	South Africa	1	0.93
Ecuador	2	1.85	Turkey	1	0.93
Greece	2	1.85	United States	1	0.93

Table 2 shows the distribution of studies by country. We can see that China has the highest number of contributions of 14 studies that means China is more concerned towards green marketing and circular economy. Likewise, United Kingdom have 8 studies, India and Malaysia each account 7 studies show a strong presence in these regions. Indonesia and South Korea each account for 6 studies reflecting moderate representation. Australia and Portugal show 4 studies each. Similarly, Hungary, Italy, Norway, Poland, Spain, Taiwan and United Arabs Emirates each shows 3 studies. Brazil, Colombia, Ecuador, Greece, Macao, Saudi Arabia, Thailand and Viet Nam each shows 2 studies and Austria, Belarus, Cyprus, Finland, Germany, Iran, Ireland, Jordan, Kazakhstan, Lithuania, New Zealand, Russian Federation, South Africa, Turkey and United States 1 studies. Thus, the research related to green marketing and circular economy has been widely spread in different countries.

Table 3

Publications per Journal

Source	Frequency	Percent
Sustainability (Switzerland)	26	40
International Review of Management and Marketing	3	4.62
Journal of Cleaner Production	3	4.62
Business Strategy and the Environment	2	3.08
Cogent Business and Management	2	3.08
Environment and Social Psychology	2	3.08
Journal of Infrastructure, Policy and Development	2	3.08
Psychology and Marketing	2	3.08
Other journals having 1 article each	23	35.42

Table 3 is about publication per journal. It shows that research on green marketing and circular economy is spread across various journals, reflecting the multidisciplinary nature of

the topic. The Journal of Sustainability (Switzerland) have the highest number of publications of 26 articles, representing 40% which shows that strong academic interest in green marketing and circular economy. In the same way International Review of Management and Marketing and Journal of Cleaner Production each shows 4.62% of articles, while Business Strategy and the Environment, Cogent Business and Management, Environment and Social Psychology, Journal of Infrastructure, Policy and Development, and Psychology and Marketing each shows 3.08% of articles indicating a close connection between green marketing and circular economy. Likewise, 35.42%, of the articles are published in just 1-1 journals, which indicates the broad and growing scholarly interest in the subject area.

Citation Analysis

Citation analysis shows the number of citations a document or an author or a journal etc. has received during a certain period. This paper includes citations by country, citations by journals, and citations by articles.

Table 4

Citation by Country

Country	No of Articles	No of Citations
United Kingdom	8	760
Hungary	3	440
Norway	3	353
Portugal	4	331
Australia	4	288
Malaysia	7	277
South Africa	1	225
China	14	169
New Zealand	1	139
Austria	1	90
Turkey	1	90
Taiwan	3	87
India	7	71
Colombia	2	67
Germany	1	43
Ireland	1	43
Indonesia	6	36
Finland	1	29

United Arab Emirates	3	28
Poland	3	26
South Korea	6	23
Viet Nam	2	20

Table 4 shows the country-wise citations of the documents with the numbers of the document cited. For this study articles are studied from 38 different countries, but 22 countries met the threshold of at least 20 citations, highlighting their significant contributions to the field. Here The United Kingdom ranks highest with 760 citations from 8 documents, indicating the high influence of its research. Hungary follows with 440 citations, while Norway 353, Portugal 331, and Australia 288 driven largely by highly cited individual papers. China has produced the highest number of articles but received only 169 citations, this shows high productivity of China but comparatively lower citation impact than other countries. Countries like Malaysia, India, Indonesia, and South Korea show moderate article counts but fewer citations, suggesting that research from these regions is still growing in global visibility. In general, the data reflect a diverse global contribution in the field of green marketing and circular economy.

Table 5

Citations by Journals

Source	No of Articles	No of Citations
Sustainability (Switzerland)	26	492
Journal of Cleaner Production	3	375
Technological Forecasting and Social Change	1	225
Journal of Marketing Management	1	139
Psychology and Marketing	2	133
International Journal of Environmental Research and Public Health	1	62
Journal of Consumer Marketing	1	49
European Journal of Marketing	1	35
Journal of International Consumer Marketing	1	29
Cogent Business and Management	2	22

Table 5 shows the number of citations by the journal with at least 20 citations. The Sustainability Switzerland has got the highest no of citations of 492 indicating high influence in the field. After that the Journal of Cleaner Production has got 375 citations and Technological Forecasting and Social Change with 222 citations, and Technology in Society, with 143 citations, thus revealing their great scholarly impact. Other influential sources include Journal

of Marketing Management with 139 citations, Psychology and Marketing with 133 citations, and International Journal of Environmental Research and Public Health with 62 citations. Journals such Journal of Consumer Marketing, European Journal of Marketing, Journal of International Consumer Marketing, Cogent Business and Management have their citations falling within the moderate level. In general, citations reflect a heterogeneous set of journals contributing to green marketing and circular economy.

Table 6

Citations by Articles

Articles	No of Citations
Finisterra Do Paço (2019)	296
Nekmahmud (2022)	225
Nekmahmud (2020)	215
Mcdonald (2015)	139
Essiz (2022)	90
Chamberlin (2018)	85
Chen (2020)	62
Prieto-Sandoval (2022)	60
Laheri (2024)	49
Lu (2022)	45
Rowe (2019)	43
Yuan (2022)	35
Rahman (2021)	29
Lopes (2023)	27
Tseng (2021)	21
Zhang (2019)	21

Table 6 presents the citations of various papers used in this study with at least 20 citations. Among the 65 papers used for the study, only 16 papers have more than 20 citations. The most highly cited paper is Finisterra Do Paço (2019), with 296 citations, which shows a very strong academic impact and contribution in the subject area. After that by Nekmahmud (2022) with 225 citations, Nekmahmud (2020) with 215 citations and Mcdonald (2015) with 139 citations also shows their important contribution in the field. Mid-level citations stand for works of Essiz (2022), Chamberlin (2018), Chen (2020) and Prieto-Sandoval (2022) having citations of 90, 85, 62 and 60 respectively. These show the growing importance of these works. The rest of the documents of Laheri (2024), Lu (2022), Rowe (2019), Yuan (2022), Rahman (2021), Lopes (2023) and Tseng (2021) have 21 to 49 citations, which shows a moderately relevant

recognition within the academia. Thus, the table shows that researcher and academician are actively involved in research related to green marketing and circular economy

Keyword Co Occurrence

Figure 4

Keyword Co-occurrence

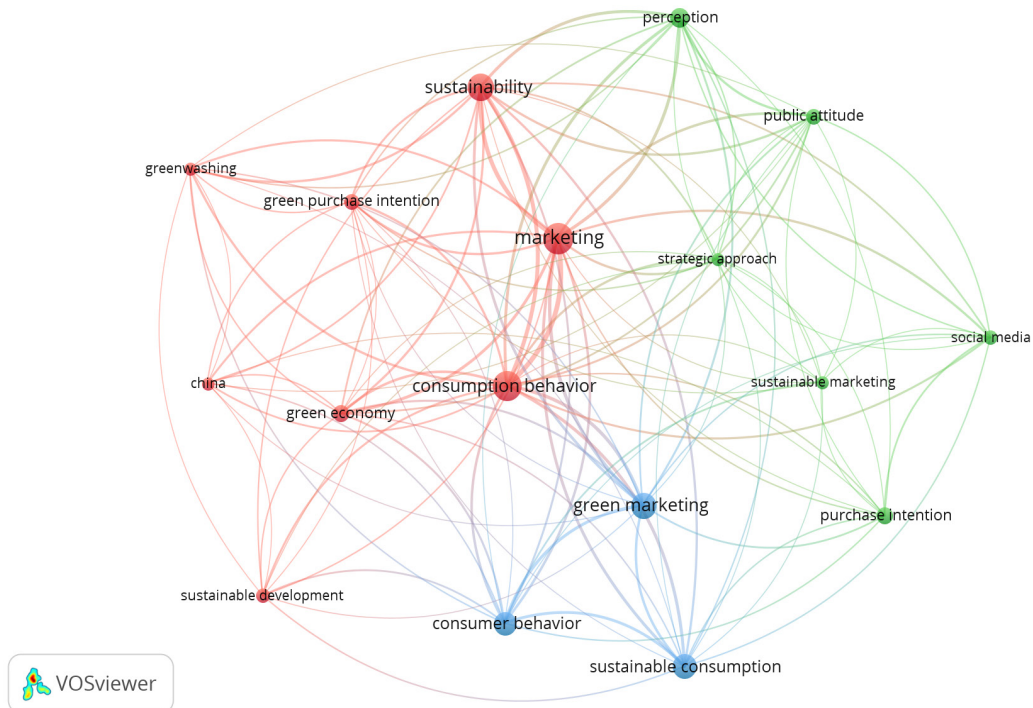


Figure 4 is created with VOS viewer software which shows the keyword co-occurrence map of the main keywords used in the selected studies, we included only keywords that appeared at least 5 times. Out of 396 keywords there are only 17 major keywords that meet this criterion. Major keywords are consumption behavior, sustainability and marketing which appears most frequently and co-occurs with the highest number of related terms so these keywords show central focus in this field. The next key terms are green marketing, sustainable consumption and consumer behavior which highlights the major concern on green marketing strategies. And the keywords like green washing, public attitude, social media, China, strategic approach, sustainable development and green economy focus on sustainability and communication tools.

Themes

Sustainability, Marketing and Consumption Behavior

Sustainability principles have integrated into modern marketing practices. Evidence shows that companies increasingly use sustainability-oriented strategies to build brand value to influence consumer decision (Di Pillo et al., 2025). Consumers prefer brands that shows environmental commitment, and when sustainability messages are aligned with real corporate behavior, then consumer trust towards brand increases (Nekmahmud & Fekete-Farkas, 2020; Finisterra do Paço & Reis, 2019). Here green washing is a major concern because it may lower brand credibility and thus reduce purchase intention (Essiz & Mandrik, 2022; Di Pillo et al., 2025). Consumers evaluate product quality and environmental impact through the lens of sustainability as well which affects product's overall value (Yuan et al., 2022; Prieto-Sandoval et al., 2022). Despite this, practical barriers such as higher prices and limited convenience might also restrict on sustainable consumer choices, which then contribute to the well-known attitude–behavior gap in green consumption (Rowe, 2019).

Consumer Attitude, Perception and Digital Influence

Consumer attitude and perception influence how people respond to sustainability claims. Many studies show that when consumers perceive green messages as credible and easy to understand, then their purchase intention increases (Apostolopoulos et al., 2025; Rahman et al., 2021). in the same way, digital platforms provide opportunities to communicate sustainability in more engaging ways, and therefore are recognized as important tools for influencing consumer purchase decisions (Wong et al., 2025; Suhud et al., 2025). Trust in digital sustainability content is essential for strengthening green purchase intention. Public attitudes also shape consumer behavior therefore when sustainability becomes a social or community norm then only individuals may choose eco-friendly products (Yuan et al., 2022; Rehman et al., 2025).

Green Marketing, Consumer Behavior and Sustainable Consumption

Green and sustainable marketing might help to increase consumer's awareness and knowledge about environmental benefits. So, when green claims are clear and reliable, then consumers will choose sustainable products. People who give priority to environmental responsibility tends to respond more positive about green marketing messages (Apostolopoulos et al., 2025; Yuan et al., 2022). But their purchase intention still depends on product quality, convenience, and functional value (Essiz, 2022; Rahman et al., 2021). Green marketing can also promote

long-term sustainable habits such as reuse, recycling, and mindful consumption; thus, this will support the goals of a circular economy (Prieto-Sandoval et al., 2022; Chen, 2020).

Discussion

This study tries to show how green marketing, consumer behavior and circular economy are interconnected within the existing literature. This study shows that green marketing emerges not only as a marketing strategy but also as a behavior-shaping factor influenced by consumer attitudes, digital communication, and the credibility of environmental claims. To attract environmentally conscious consumers, companies try to integrate sustainability as part of their brand identity (Di Pillo et al., 2025). A common issue is the tension between sustainability efforts and existence of green washing. Research shows that misleading environmental claims decreases trust and reduce consumer willingness to support green products (Essiz, 2022). This aligns with the findings of this study, where “green washing” appeared as a key term within the sustainability cluster. Similarly, although consumer’s express positive attitudes toward sustainable consumption, many exhibit a persistent attitude–behavior gap in which environmental concern does not always translate into eco-friendly purchases (McDonald, 2015; Rowe, 2019).

In the same way, consumer attitudes and perceptions toward sustainability are shaped through digital communication channels. Studies show that digital platforms play an essential role in influencing consumer trust and shaping green purchase intention (Wong et al., 2025; Suhud et al., 2025). This is consistent with the co-occurrence analysis, where terms related to “perception,” “attitude,” and “intention” were closely linked.

Authenticity of sustainability messages is also shown in the literature. When consumers perceive authentic and reliable information, their trust increases, in turn increases consumer’s intention of choosing sustainable products (Apostolopoulos et al., 2025; Rahman, 2021). Conversely, unclear or exaggerated messages create suspicion, limiting the effectiveness of green marketing. Yuan et al. (2022) emphasize that individuals’ environmental attitudes can predict their behavioral outcomes, but this relationship is moderated by information quality, perceived risk, and cultural norms. The ability of digital tools to personalize content also strengthens consumer connection with green brands. These concise with the findings that consumer perceptions are shaped not only by product features but also by how sustainability messages are communicated across online environments.

Similarly, there is a connection between green marketing, consumer decision, and sustainable consumption patterns. Studies shows that green marketing serves as an important driver of consumer awareness and purchase intention, at that time when environmental benefits are clearly presented (Laheri et al., 2024; Zhang et al., 2019). Likewise, Prieto-Sandoval et al. (2022) highlight that green marketing influences purchase intention along with encouraging sustainable habits such as recycling and reuse. Therefore, marketing has both immediate and long-term behavioral impacts. Yuan et al. (2022) found that consumers with strong pro-environmental values respond more positively to sustainability messages. So, this study shows that sustainability-oriented consumer behavior is influenced by marketing strategies along with digital communication, individual attitudes, and message credibility. The literature supports the idea that sustainability has become central in modern marketing but still facing challenges because of inconsistent consumer behavior, varied perceptions, and ongoing concerns about trust.

Conclusions

In order to comprehend the growing notion of green marketing, consumer purchasing decisions, and the circular economy, this study reviewed 65 studies from Scopus published between 2015 and 2025. This study shows that there has been a significant increase in scholarly interest in this field due to growing environmental concerns, along with shifting consumer expectations, and pressure from international policy. Sustainability has developed from a peripheral marketing idea to a strategic pillar directing customer behavior and corporate operations.

The yearly distribution of articles shows that after 2019, research in this area has increased which shows growing trend of researcher interest in this subject area. According to researchers such as Finisterra do Paço (2019), Chen (2020), and Nekmahmud (2020), businesses and consumers all over the world are becoming more aware of how their choices affect the environment, thus this is generating high amount of academic interest.

The country-wise distribution shows that research is geographically diverse, covering 38 countries. Where, China shows strong engagement in environmental management and circular economy initiatives; but, countries such as the United Kingdom and Hungary have higher academic influence, with 760 and 440 citations respectively. This indicates that while China shows high productivity, Western countries still dominate scholarly influence and global citations. The journal distribution similarly shows that Sustainability (Switzerland) is the leading journal in this area. Other journals such as the Journal of Cleaner Production

and Business Strategy and the Environment also contribute significantly, reflecting that this domain spans marketing, environmental management, psychology, and business strategy.

Numerous studies argue that consumers expect companies to demonstrate genuine environmental commitment, and this expectation influences how they interpret marketing messages (Finisterra do Paço, 2019; Chen, 2020). Yet, despite rising environmental awareness, the attitude–behavior gap remains a major challenge (McDonald, 2015). Likewise, there is an important role of online platforms in shaping sustainability perceptions. Credibility, message clarity, and perceived usefulness of information determine whether consumers trust green claims (Apostolopoulos et al., 2025). Effective green marketing can encourage both immediate purchase decisions and long-term sustainable habits, and clear communication, environmental labeling, and value-based messaging positively influence behavior (Laheri, 2024; Zhang, 2019). Yet, greenwashing remains a major barrier, weakening the impact of marketing efforts and reducing consumer confidence (Essiz, 2022; Rahman, 2021).

So, more qualitative and mixed-method research could capture deeper consumer motivations because current studies mainly rely on quantitative surveys. Comparative cross-country studies are also needed because sustainability behavior varies by culture, economic development, and policy context. Thus, sustainability, green marketing, and circular economy models continue to receive significant attention in the literature. Understanding consumer behavior and creating trustworthy, transparent marketing strategies are essential for advancing sustainable markets. The findings of this review integrate descriptive patterns, thematic structures, and citation trends to provide a thorough understanding of how sustainability-driven marketing is still developing and influencing consumer choices.

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