
The Impact of Green Marketing on Consumer Purchase Decisions in the Fashion Industry: A Systematic Review

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Abstract

The fashion industry is an integral aspect of modern lifestyle. However, fast-fashion practices also make it a major contributor to environmental pollution. As environmental awareness increases, green marketing strategies are becoming a relevant approach to encourage sustainable consumption. This study explores the implementation of green marketing in the fashion industry and identifies key factors influencing consumer purchasing decisions toward sustainable fashion products. The method in this research uses a Systematic Literature Review Study with PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis), analyzing 19 peer-reviewed articles published between 2023 and 2025 with Q1 and Q2 journal rank. The articles were sourced which is then filtered according to the research concept. Articles are selected according to the keywords used in the research and explained according to the research problem formulation and documentation is carried out. The findings indicate that green marketing has a significant impact on consumer purchasing decisions, shaped by three main dimensions: individual factors, product and marketing attributes, and social influences. Among these, individual factors particularly environmental awareness and knowledge play the most dominant role, with 70% of the studies reporting a strong positive effect on purchase intention. These insights provide a solid foundation for fashion industry stakeholders to develop more effective and sustainable green marketing strategies.

Keywords: green marketing; fashion; purchase decision; sustainable

Introduction

Fashion serves both as a basic necessity and a hallmark of modern lifestyle (Valencia-Arias et al., 2025; Khan et al., 2024). Nevertheless, fast-fashion practices have reshaped consumption patterns, leading to substantial textile waste and environmental degradation (Sarkis et al., 2025; Aydin, 2024). As a result, the fashion industry ranks among the world's top polluters (Kemi & Zilahy, 2025; Ronda, 2024). On the other hand, awareness of environmental issues is now a major concern for consumers and producers. The increasing concern for sustainability is driving the creation of environmentally friendly products and services in response to the needs of a more sustainability-conscious market (Zhang et al., 2024; Irshad, 2025).

This is in line with Sustainable Development Goal (SDGs) 12 set by the United Nations (UN), specifically related to sustainable and responsible consumption and production (Gomes & Pinho, 2023; Montiel et al., 2021). The implementation of sustainable marketing strategies is an important element in supporting the achievement of these goals. Green marketing is an effective strategy for reducing environmental impacts and for meeting consumer preferences who are increasingly concerned about environmentally friendly products (Heidenstrøm, 2025). The application of green marketing in the fashion industry is particularly relevant given the significant environmental impacts of the production, distribution and waste management processes (Apaolaza et al., 2023; Jiang et al., 2023). Green marketing has been recognized as a key

element in sustainable business strategies, contributing to shaping consumer behavior, especially in the context of corporate social responsibility (Ali, 2021; Irshad, 2025). Therefore, sustainability-focused marketing strategies are urgently needed to create fashion products that are environmentally friendly and in line with the expectations of consumers who are increasingly concerned about sustainability (Vehbi et al., 2025).

Although green marketing has been widely researched, there is a research gap related to exploring the factors that influence the successful implementation of this strategy. Previous research tends to focus on the conceptual aspects of green marketing or its direct impact on consumer purchasing decisions (Nekmahmud and Fekete-Farkas, 2020; Suryahanjaya et al., 2024). The lack of attention to the factors that influence the implementation of this strategy indicates the need for further research. This study aims to fill the knowledge gap by conducting a rigorous and transparent Systematic Literature Review (SLR). The research follows Kitchenham's guidelines, which include the formulation of research questions using the PICOC framework, a systematic literature search, and the application of rigorous quality assessment and transparent data synthesis (Kitchenham et al., 2020). Thus, this research can provide a comprehensive understanding of the determinants of successful green marketing implementation and its influence on consumers' purchasing decisions for fashion products.

Research Methods

The method used in this research is Systematic Literature Review (SLR) with the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) approach. Sohrabi et al., (2021) & Snyder (2019) state that systematic review is a research method that aims to identify all empirical evidence that matches predetermined inclusion criteria to answer specific research questions or hypotheses. Meanwhile, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach is a guideline designed to improve transparency, quality, and consistency in reporting systematic reviews and meta-analyses (Page et al., 2021). The focus of this research is the influence of green marketing on purchasing decisions for fashion products.

The first step to take is to look for articles related to green marketing and fashion. To find relevant articles regarding green marketing and fashion, a search is carried out in the article database using the "publish or publish" application, integrated with a Scopus API key. The search was limited to articles published between 2023 and 2025 using the keywords "green marketing" and "fashion," initially yielding 144 records. The second step involved screening the articles based on inclusion and exclusion criteria. This included removing duplicate entries, articles without abstracts, articles published outside the specified years (2023-2025), articles that did not directly address green marketing in the fashion industry, and articles that were not indexed in Q1 or Q2 journals according to Scimago Journal Rank (SJR). After this process, 22 relevant articles remained. One article was inaccessible, and two articles were excluded after further screening, resulting in 19 eligible articles. The main objective of this research is to map knowledge related to green marketing in the context of fashion and to explore the extent to which issues or factors may influence the purchase decision of green fashion products. To achieve these objectives, this research developed supporting categories and analyzed the full text to identify consumer purchasing behavior. The questions that arose in this study were:

QRI = What factors influence green purchase decisions?

QR2 = How does green marketing influence fashion purchasing decisions?

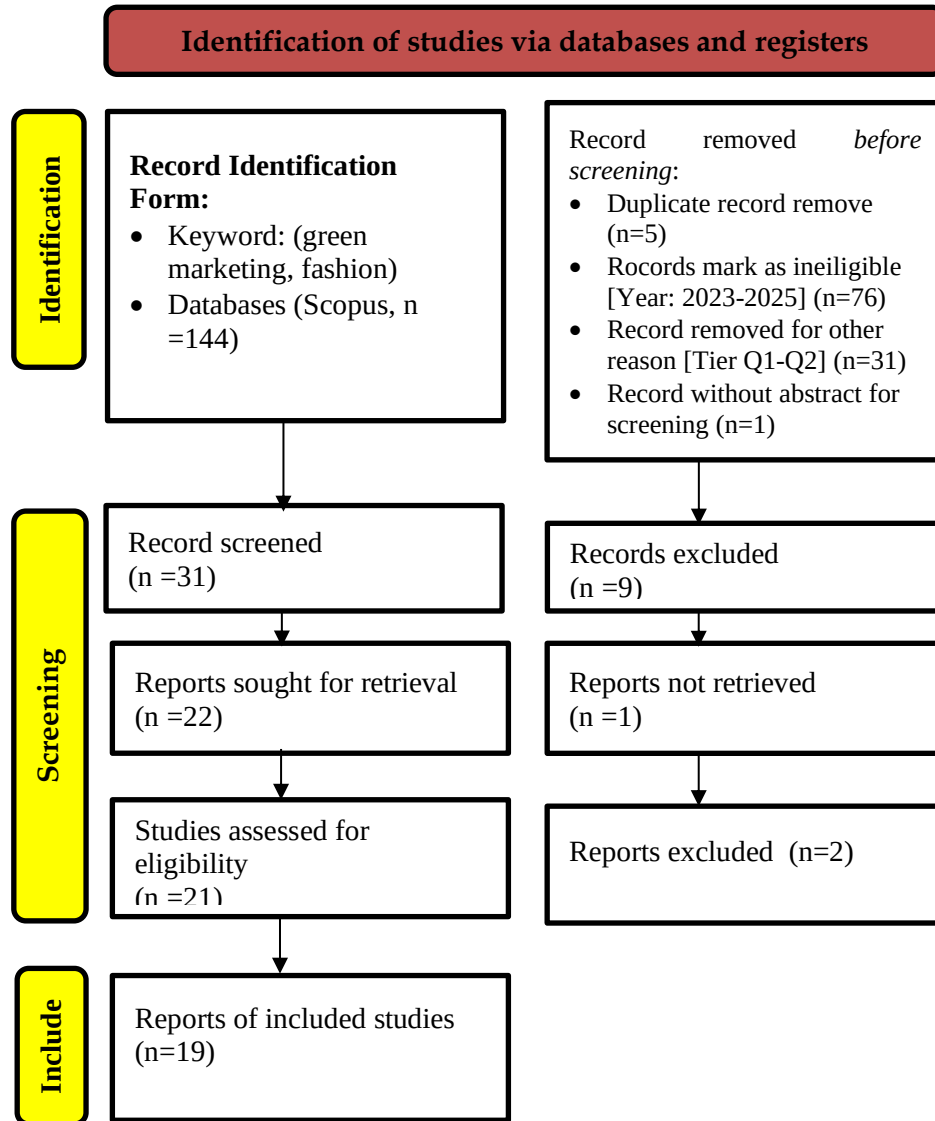


Figure 1. PRISMA Method
 Source: Research Primary Data, 2025.

Results & Discussion

Table 1. Comparative Summary of Research Articles Reviewed

Author	Methods	Context	Result
(Yang et al., 2024)	Survey	Consumer behavior & sustainability	Good presentation of information about environmentally friendly products can increase consumer behavior to choose green products.
(Kolacz & Bhaduri 2024)	Survey	Consumer behavior & sustainability	Effective and authentic presentation of green information from fashion brands can encourage green behavior through enhanced perceptions and positive emotions, with green engagement as a factor that amplifies the influence.
(Moraga et al.,	Survey	Consumer	An effective marketing strategy that

2025)		behavior & sustainability	emphasizes authentic and engaging green advertising is crucial to raising consumer awareness and interest in purchasing sustainable fashion products.
(Aydin, 2024)	Survey	Consumer behavior & sustainability	Eco-fashion purchasing behavior is influenced by social factors, values and personal attributes, with variations between consumer segments indicating the need for a tailored marketing approach that addresses both status and sustainability aspects simultaneously.
(Han et al., 2024)	Mixed methods	Consumer behavior & sustainability	Accurate knowledge of sustainable fashion increases consumer purchase intention.
(Bakış & Kitapçı, 2023)	Survey	Consumer behavior & sustainability	Symbolic meanings of green clothing (status, environmental sustainability, innovation, and fashion trends) have a positive effect on purchase intentions and have an indirect impact through consumer attitudes towards the product.
(Tran & Uehara, 2023)	Mixed methods	Consumer behavior & sustainability	KOLs can be an effective tool in building trust and encouraging buying behavior for green fashion products, especially through the features and content they create and their compatibility with the promoted products.
(Lee et al., 2024)	In-depth interview	Sustainable marketing	Sustainability communication strategies should be considered contextually and flexibly, taking into account managers' and stakeholders' conceptual levels, as well as their levels of knowledge and perception of sustainability.
(Busalim, et al., 2024)	Survey	Consumer behavior & sustainability	Perceptions, social norms, social risks, and value barriers are the main factors that must be addressed to encourage increased consumption of sustainable fashion globally.
(Geninatti et al., 2024)	Survey	Consumer behavior & sustainability	Green marketing is proven to have a positive effect on purchasing decisions
(Fan & Chang, 2023)	Mixed methods	Consumer behavior & sustainability	Sustainability-minded fast fashion consumers rate corporate responsibility and product value as key and emphasize the need for increased understanding and education to encourage more sustainable consumption behavior.
(Zhang et al., 2024)	Survey	Consumer behavior & sustainability	The level of environmental knowledge positively increases green fashion purchase intention through perceived value and moral benefits. At the same time, the effect of greenwashing is not significant in general and is influenced by the category of green clothing.
(Chen et al.,	Survey	Consumer	Providing honest and attractive green

2024)		behavior & sustainability	information from fashion brands can increase people's trust, care and desire to participate in green activities.
(Javed et al., 2024)	Survey	Consumer behavior & sustainability	Social sustainability claims enhance green brand image and satisfaction, which in turn strengthens green product purchase intentions
(Vehbi et al., 2025)	Survey	Consumer behavior & sustainability	The internal and external capabilities of Indonesian MSMEs Fashion EcoPrint womenpreneurs significantly influence the success of sustainable business practices and green innovation.
(Valencia-Arias et al., 2025)	Survey	Consumer behavior & sustainability	Centennials show more positive attitudes towards sustainable fashion consumption and are more willing to pay premium prices for such products, although in general sustainable fashion consumption in developing countries has not widely increased willingness to pay.
(Benhissi & Hamouda, 2024)	Survey	Consumer behavior & sustainability	Lack of information and negative confusion significantly influence perceived value and purchase intention of slow fashion products.
(Vehbi et al., 2025)	Survey	Consumer behavior & sustainability	Green marketing secara positif berpengaruh terhadap strategi bisnis hijau dan keunggulan kompetitif, dengan pengaruh tersebut dipengaruhi oleh tingkat turbulensi lingkungan
(Heidenstrøm, 2025)	Content narrative analysis.	& Consumer behavior & sustainability	Marketing narratives in the fashion industry are used to reinforce certain myths and ideologies, shaping linear and optimistic perceptions of sustainability, while transcending time and real responsibility for environmental impacts.

Source: Research Primary Data, 2025.

Table 1. presents a comparative summary of several studies that highlight the relationship between consumer behavior and sustainability in the context of fashion. All studies use a survey or mixed-methods approach, focusing on factors that influence consumers' attitudes and purchase intentions towards green fashion products. These studies also emphasize the importance of effective communication, the role of social factors, and the contribution of businesses in encouraging sustainable fashion consumption.

Number and Year of Publication

Based on the screening of the articles used in this study, Findings show that green marketing significantly affects purchasing decisions on fashion purchasing decisions. Until now, many universities and even researchers have conducted research on this topic. Classification by year of publication shows that researchers are very interested in reviewing green marketing on green purchase behavior. Research conducted over the past three years, which in 2023 found 6 articles (31,58%), in 2024 found 11 articles (57,89%), and in 2025 found 2 articles (10,53%).

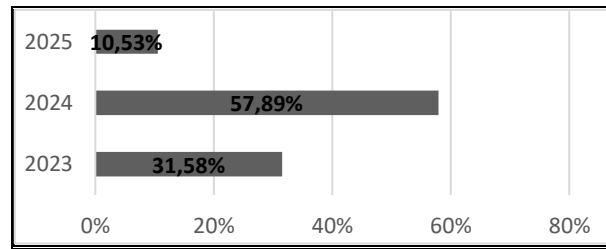


Figure 2. Number and Year of Publication
Source: Research Primary Data, 2025.

Journal Qualification

Based on the screening of articles used in this study, the results obtained are articles that discuss green marketing on fashion purchasing decisions, namely the journal paper category based on data analysis consisting of Q1 and Q2 verified through “Scimago Journal Rank (SJR)”. Q1 journals obtained from the screening process were 12 articles (63.16%), and Q2 journals were 7 articles (36.84%).

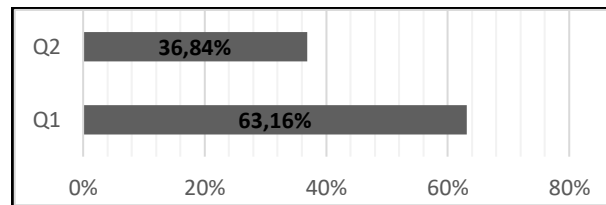


Figure 3. Journal Qualification
Source: Research Primary Data, 2025

Journal Publishing

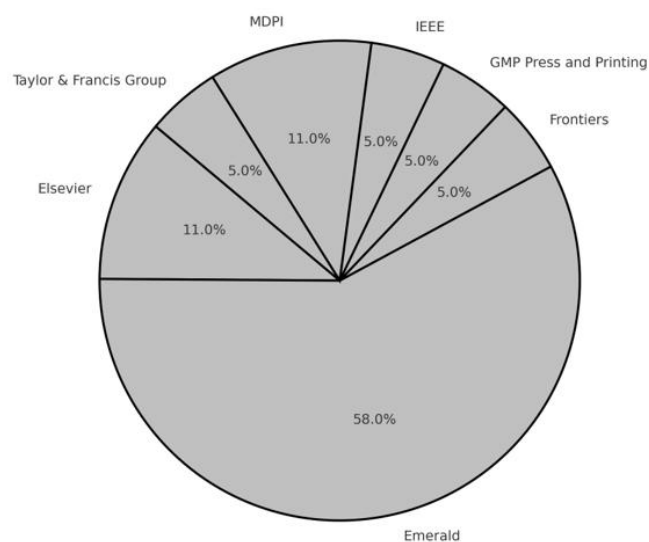


Figure 4. Journal Publishing
Source: Research Primary Data, 2025

Figure 3. Journal Publishing illustrates the distribution of journal publishers based on the

number of articles identified in the systematic literature review related to sustainable fashion. The majority of research articles related to sustainable fashion were published by Emerald Publishing, which accounted for 58% of the total journal sources included in this study. This was followed by MDPI and Elsevier, each contributing 11%, while GMP Press and Printing, Frontiers, Taylor & Francis Group, and IEEE each contributed 5% respectively. The concentration of articles in a limited number of publishers, especially Emerald, reflects a significant thematic alignment between the publisher's scope and the topic of sustainable fashion.

Journal Grouping

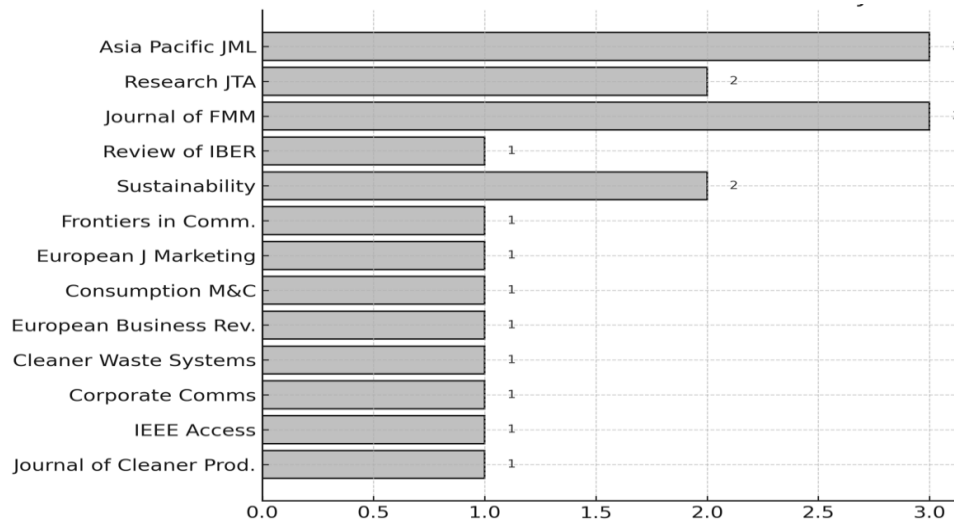


Figure 5. Journal Grouping
 Source: Research Primary Data, 2025

From a total of 19 articles reviewed, the distribution of publications was spread across 13 scientific journals, with the dominance of the Asia Pacific Journal of Marketing and Logistics and the Journal of Fashion Marketing and Management, which each accounted for 15.80% of the total publications. Other journals, such as Research Journal of Textile and Apparel and Sustainability accounted for 10.53%, while the rest, such as Review of Integrative Business and Economics Research, Frontiers in Communication, European Journal of Marketing, Consumption Markets & Culture, and Journal of Cleaner Production, accounted for 5.26% each. These findings show that sustainable fashion topics are mostly discussed in the context of marketing and consumer behavior, but also extend to the environment, technology, and communication, reflecting its multidisciplinary nature and opening up opportunities for future cross-field collaboration.

Data Analysis Technique

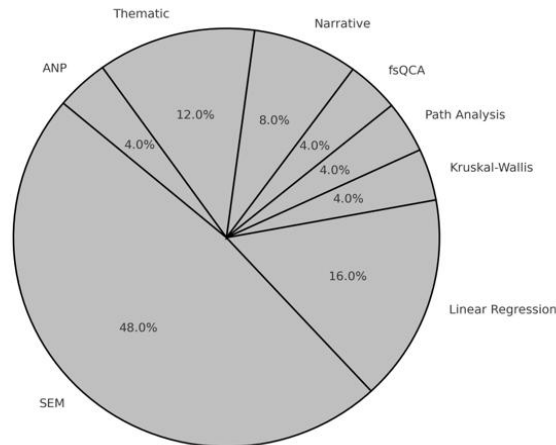


Figure 5. Data Analysis Technique
Source: Research Primary Data, 2025

Based on the screening of articles used in the research, the results obtained are articles that discuss green marketing on fashion purchases, namely journal paper category articles based on data analysis. The results showed that 14 articles (74%) used survey methods, while the other 5 articles (26%) used qualitative or non-survey approaches, such as in-depth interviews, case studies, and document analysis. While the data analysis that is often used in relevant research is Structural Equation Modeling (SEM), which is used in 48% of articles, with the help of SmartPLS or AMOS tools and multiple linear regression analysis, as much as (16%) with the help of SPSS tools. There are several articles that combine several analytical techniques, namely in the articles conducted by Bakış & Kitapçı (2023), Busalim (2024), Yang et al. (2024), and Javed et al. (2024) who used SEM and Linear Regression in analyzing their data. The article from Tran & Uehara (2023) used SEM and thematic analysis, and the article from Fan & Chang (2023) used ANP, narrative, and thematic analysis.

Factors influence green purchase fashion decisions

The results of the review reveal that the Individual factor with environmental awareness emerges as the most prominent factor influencing green fashion purchase decisions. Consumers with a higher level of knowledge and concern about environmental issues are more likely to engage in sustainable consumption behaviors. In addition to the Individual factor, other influential factors include social factors, product attributes, and marketing factors.

Table 6. Factors Influence Green Purchase Fashion Decisions

Drivers	Attribute	Author
Individual factor	Environmental knowledge, environmental awareness, attitude towards green products, demographic characteristics, attitudes and perceptions, motivation, emotions, and personal responsibility	(Yang et al., 2024); (Kolacz & Bhaduri, 2024); (Moraga et al., 2025); (Aydin, 2024); (Han et al., 2024); (Bakış & Kitapçı, 2023); (Tran & Uehara, 2023); (Lee et al., 2024); (Geninatti et al., 2024); (Fan & Chang, 2023); (Zhang et al., 2024); (Chen et al., 2024); (Javed et al., 2024); (Alfarizi et al., 2024); (Busalim et al., 2024); (Benhissi & Hamouda, 2024); (Vehbi et al., 2025); (Valencia-Arias et al., 2025)

Product attributes and marketing factors	Product quality, product price, green promotion and advertisement, product packaging, brand image, environmental certification and labeling, Product benefits, design and aesthetics of products	(Yang et al., 2024); (Kolacz & Bhaduri, 2024); (Moraga et al., 2025); (Aydin, 2024); (Han et al., 2024); (Bakış & Kitapçı, 2023); (Lee et al., 2024); (Zhang et al., 2024); (Chen et al., 2024); (Javed et al., 2024); (Alfarizi et al., 2024); (Busalim et al., 2024); (Valencia-Arias et al., 2025); (Vehbi et al., 2025)
social factors	Influence of reference groups, social status, social norms and values, influence of social media, KOLs	(Yang et al., 2024); (Aydin, 2024); (Han et al., 2024); (Bakış & Kitapçı, 2023); (Tran & Uehara, 2023); (Fan & Chang, 2023); (Chen et al., 2024); (Javed et al., 2024); (Busalim et al., 2024); (Benhissi & Hamouda, 2024); (Vehbi et al., 2025); (Valencia-Arias et al., 2025)

Source: Research Primary Data, 2025

The study showed that 100% of the 19 studies explained that individual factors have an influence on fashion purchasing decisions. Product attributes and marketing factors (79%), as well as social factors (78%), also have a significant influence on green purchasing decisions. Environmental knowledge and awareness are the main drivers that influence consumer behavior towards green products. Consumer attitudes towards green products, demographic characteristics such as gender, and motivation and emotions also play a significant role (Moraga et al., 2025). In addition, product design and aesthetics are also important indicators in encouraging consumers to decide to buy green products (Busalim et al., 2024; Fan & Chang, 2023; Geninatti et al., 2024).

Attributes such as product quality, price, promotion through advertising, packaging, brand image, and environmental certification and labeling are key to successful marketing of green products. Product benefits that match consumer needs also contribute to shaping purchasing decisions in favor of sustainability (Bakış & Kitapçı, 2023; Chen et al., 2024). Effective marketing strategies with an emphasis on sustainability values also support product appeal (Heidenstrøm, 2025 ; Vehbi et al., 2025; Javed et al., 2024)

Social influences from reference groups, social status, norms, and values that exist in society contribute to green purchasing decisions. Recommendations from the social environment are believed to shape consumer perceptions of the importance of supporting green products (Tran and Uehara, 2023; Aydin, 2024; Kolacz & Bhaduri, 2024). These factors are crucial elements in communication strategies that aim to increase consumer awareness.

The impact green marketing on fashion purchase decisions

Research shows that green marketing has a significant influence on consumer purchasing decisions for fashion products (Vehbi et al., 2025; Valencia-Arias et al., 2025; Geninatti et al., 2024). The green marketing concept focuses on developing and marketing products that are considered environmentally friendly, covering various aspects such as product design, production processes, and packaging methods (Costales, 2024). With the increasing public awareness of environmental issues, consumers are increasingly inclined to choose products that not only meet their needs but also contribute to environmental protection (Zhang et al., 2024; Vehbi et al., 2025).

A study shows that consumers who have positive feelings toward the environment tend to have better attitudes toward environmental protection, which in turn affects their purchasing behavior (Bakış & Kitapçı, 2023; Fan & Chang, 2023). In addition, consumers are willing to pay more for environmentally friendly products, suggesting that green marketing can increase

consumers' purchase intention and loyalty to brands that implement environmentally friendly practices (Yang et al., 2024). Therefore, effective marketing strategies that emphasize sustainability values can be key to attracting consumer attention and driving better purchasing decisions.

Conclusion and Suggestion

The results of this study show that green marketing has a significant influence on consumers' decisions to purchase green fashion products. Individual factors, especially environmental knowledge and awareness, product attributes such as green labeling and sustainable packaging, and social influences such as norms and peer pressure, are the main drivers. Individual awareness was the most dominant factor in influencing consumer decisions. This research reinforces the importance of personal psychological factors in green consumer behavior and highlights the need for fashion brands to educate consumers through credible environmental labeling, sustainable product innovation, and brand image building. In addition, this study also emphasizes the importance of building environmentally friendly social norms through community engagement. For future research, the role of digital and social media in amplifying the impact of green marketing through influencers and interactive content could be a promising direction. These insights can help the fashion industry align marketing strategies with sustainability goals and evolving consumer expectations.

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