

MAPPING THE NEXUS OF GREEN MARKETING, RELIGIOSITY, AND CONSUMER BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW

<https://doi.org/10.38214/jurnalbinaummatstidnatsir.v8i2.294>

Submitted: 02-10-2025 Reviewed: 15-11-2025 Published: 13-12-2025

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ABSTRACT

The increasingly dire state of the environment worldwide has made sustainable consumption a major focus, placing green marketing in the forefront as an important corporate strategy. Similarly, the role that religiosity, especially in Muslim consumer settings, plays concerning purchase intention has gained considerable attention. This systematic literature review aggregates findings from 50 recent scholarly articles that examine interlinkages between green marketing strategies, religious values, and consumers' decision-making processes. The review revealed that although green marketing significantly leads to consumer behavioral change, perceived authenticity, transparency, and reduction of green washing often act as moderators that impede or enhance its performance. Besides, religiosity was proven to be one of the strong predictors of green purchase intention, and studies have emphasized its role in setting ethical consumption patterns among Muslim consumers. The review summarized that the Theory of Planned Behavior was the most used theoretical framework, and there is an increasing trend in bibliometric and systematic review approaches. The main challenges for green marketing strategies include consumer skepticism and high prices of green products, while digital transformation and social media were identified as key enablers for future green marketing strategies. The study offers an integrated framework for this multidisciplinary area and suggests some actionable insights for academia and practitioners.

Keywords : Green Marketing; Religiosity; Muslim Consumer Behavior; Green Purchase Intention; Systematic Literature Review.

ABSTRAK

Kondisi lingkungan yang semakin memprihatinkan di seluruh dunia telah menjadikan konsumsi berkelanjutan sebagai fokus utama, yang menempatkan *green marketing* (pemasaran hijau) di garis depan sebagai strategi perusahaan yang penting. Demikian pula, peran religiusitas, khususnya dalam konteks konsumen Muslim, terhadap niat beli telah mendapatkan perhatian yang cukup besar. Tinjauan literatur sistematis ini mengagregasi temuan dari 50 artikel ilmiah terkini yang meneliti keterkaitan antara strategi *green marketing*, nilai-nilai religius, dan proses pengambilan keputusan konsumen. Tinjauan ini mengungkapkan bahwa meskipun *green marketing* secara signifikan mengarah pada perubahan perilaku konsumen, persepsi keaslian, transparansi, dan pengurangan *green washing* sering kali menjadi moderator yang menghambat atau meningkatkan kinerjanya. Selain itu, religiusitas terbukti menjadi salah satu prediktor kuat bagi niat beli produk hijau, dan studi-studi menekankan perannya dalam membentuk pola konsumsi etis di kalangan konsumen Muslim. Tinjauan ini menyimpulkan bahwa *Theory of Planned Behavior* (Teori Perilaku Terencana) adalah kerangka teori yang paling banyak digunakan, dan terdapat tren peningkatan dalam pendekatan tinjauan bibliometrik dan sistematis. Tantangan utama bagi strategi *green marketing* meliputi skeptisisme konsumen dan harga produk hijau yang tinggi, sementara transformasi digital dan media sosial diidentifikasi sebagai pendorong utama untuk strategi *green marketing* di masa depan. Studi ini menawarkan sebuah kerangka kerja terpadu untuk bidang multidisiplin ini dan memberikan beberapa wawasan yang dapat ditindaklanjuti bagi kalangan akademisi dan praktisi.

Kata kunci : Pemasaran Hijau; Religiusitas; Perilaku Konsumen Muslim; Niat Pembelian Hijau; Tinjauan Literatur Sistematis.



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INTRODUCTION

The modern global market is undergoing a profound transformation, driven by increased environmental awareness and a significant shift in consumer value systems toward sustainability. Because of this growing ecological concern, Green Marketing has evolved from a novelty strategy into a core element of corporate policy, focusing on the promotion of products and services with minimal environmental impact. As Hazaea et al. (2022) and Yusoff et al. (2023) highlight, this shift is not a passing fad but a fundamental change in how companies communicate their commitment to the environment and align their brands with the increasing consumer demand for responsible business practices. This evolution represents an advanced and necessary enterprise response to market demands (Agarwal et al., 2025; Hidayat et al., 2024).

However, the successful implementation of green marketing is severely complicated by significant challenges, foremost among them the pervasive problem of greenwashing. This deceptive practice, which involves exaggerating or misrepresenting environmental commitments, is well-documented in sectors like fashion and textiles. Such actions lead to widespread consumer skepticism and an erosion of trust (Badhwar et al., 2024; Deshmukh & Tare, 2024). Consequently, greenwashing creates a critical credibility gap for businesses. This gap forces firms to reconcile commercial objectives with the escalating consumer demand for genuine sustainability and full transparency (Abedin et al., 2024; Žemigala et al., 2025).

Running parallel to the shift toward green marketing, the role of religiosity in shaping consumer behavior has gained considerable scholarly attention (Santovito et al., 2023; Šmakova & Piligrimienė, 2022). Religious beliefs provide a powerful framework for ethical consumption, particularly within Islamic contexts, where tenets guide choices beyond mere halal products to increasingly include environmentally friendly goods. Specifically, the core Islamic concepts of halal (permissibility) and tayyib (goodness or quality) naturally extend to principles of environmental stewardship. This convergence places Muslim consumers at a unique intersection where religious duty and sustainable consumption mutually reinforce each other (Iswanto et al., 2025; Alimusa et al., 2025; Lestari et al., 2025).

Despite this growing body of literature, the intricate interrelationship among green marketing, religiosity, and consumer behavior remains fragmented across academic disciplines. While some studies focus in detail on general drivers of green purchasing, such as environmental concern and social norms (Patiño-Toro et al., 2024; Tan et al., 2025), others delve into the specifics of halal consumption without fully incorporating environmental concerns (Iranmanesh et al., 2022; Fenitra et al., 2024). This disciplinary separation highlights the need for a comprehensive synthesis to map current knowledge, identify synergistic insights, and clearly elucidate how these powerful forces interact in shaping modern consumer behavior.

Therefore, this systematic review of the literature seeks to fill this gap by consolidating findings from 50 recent articles. The review's objectives are threefold: first, to identify the major research themes and methodological trends in this domain; second, to analyze the key factors that influence green purchase behavior, with a specific focus on the moderating role of religiosity; and third, to highlight knowledge gaps and propose a coherent agenda for future research. By integrating these diverse yet interconnected streams of research, this review aims to offer a holistic understanding of how green marketing can be effectively aligned with deep-seated religious values to foster truly sustainable consumption patterns.

Literature Review

Green marketing encompasses diverse strategies focused on selling environmentally friendly products and promoting sustainable practices. Research consistently emphasizes that effective green marketing requires integration beyond mere promotion; it must be embedded across all business functions, from product design and packaging to supply chain management (Kumar et al., 2025; Abedin et al., 2024). Despite its necessity, a significant risk remains: greenwashing, which is the misrepresentation of a firm's environmental performance. This deceptive practice engenders

consumer distrust and undermines the overall positive impacts of valid sustainability efforts. Furthermore, the digital era has profoundly transformed green marketing; while social media and e-commerce enable greater transparency and consumer involvement, they also simultaneously create new channels for disseminating misleading claims (Maduwinarti et al., 2025; Iswanto et al., 2025).

The decision to purchase green products is underpinned by a complex array of factors. Core psychological drivers, such as environmental concern, perceived consumer effectiveness, and subjective norms, have been frequently cited in research (Patiño-Toro et al., 2024; Chauhan & Singh, 2025). These behavioral intentions are commonly described and modeled by established frameworks, most notably the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) (Rozenkowska, 2023; Yusoff et al., 2023). Beyond individual attitudes, a range of external factors critically influence the final buying decision. These include product availability, price sensitivity, and the perceived credibility of eco-labels and certifications (Żemigala et al., 2025; Azhar & Asim, 2025).

Within the marketplace setting, religiosity serves as a robust predictor of various consumption behaviors, primarily concerning halal goods and services. Indeed, religious adherence already shapes Muslim consumers' decisions regarding food, finance, and even fashion choices (Iranmanesh et al., 2022; Noor, 2025). Growing scholarship, however, demonstrates that these religious values extend beyond ritualistic purity to encompass broader ethical concerns, particularly the care of the environment (Çiçek & Ayten, 2023; Sabir et al., 2025). This crucial linkage is often underpinned by the Islamic notion of *khalifah* (stewardship of the earth), which conceptually binds religious obligation directly to pro-environmental behavior.

The convergence of the green and halal paradigms defines a crucial market niche: the ecologically conscious Muslim consumer. For this segment, studies suggest that religiosity functions as a positive moderator, enhancing both environmental concern and, consequently, green purchase intention (Lestari et al., 2025; Ruslan et al., 2023). Success in this niche hinges on building a strong brand image, trust, and open communication, which reassure consumers that products simultaneously comply with religious (halal) and quality/environmental (tayyib) requirements (Bakhtiar et al., 2021; Nurhamidah, 2025). However, the integration of these dual demands presents significant challenges, notably the higher production cost associated with these products and the need for clearer legal and regulatory frameworks to mitigate marketplace confusion.

Finally, the strategies governing green and halal consumption are being fundamentally reshaped by the globalized digital economy. Platforms like e-commerce and social media have a dual role: fostering community creation and brand loyalty while simultaneously facilitating the verification of product claims (Nurhamidah, 2025; Hazaea et al., 2022). Furthermore, nascent technologies such as Blockchain are being explored as crucial tools for achieving enhanced product traceability. This innovation directly supports the fight against greenwashing and aims to build robust consumer trust in both environmental and religious claims (Agarwal et al., 2025; Kumar et al., 2025). This digital layer introduces a vital new dimension to consumer behavior that warrants continued, focused academic exploration.

Methodology

This research employed a Systematic Literature Review (SLR) approach to ensure the transparency, comprehensiveness, and reproducibility of the knowledge synthesis. The review protocol rigorously followed the PRISMA guidelines for identifying, selecting, and critically appraising relevant studies (Patiño-Toro et al., 2024; Iswanto et al., 2025). We utilized the PRISMA framework to mitigate potential biases and establish a transparent audit trail for the entire review process. This methodology is increasingly favored in recent literature reviews within the fields of green marketing and consumer behavior due to its rigorous nature (Yusoff et al., 2023; Lestari et al., 2025).

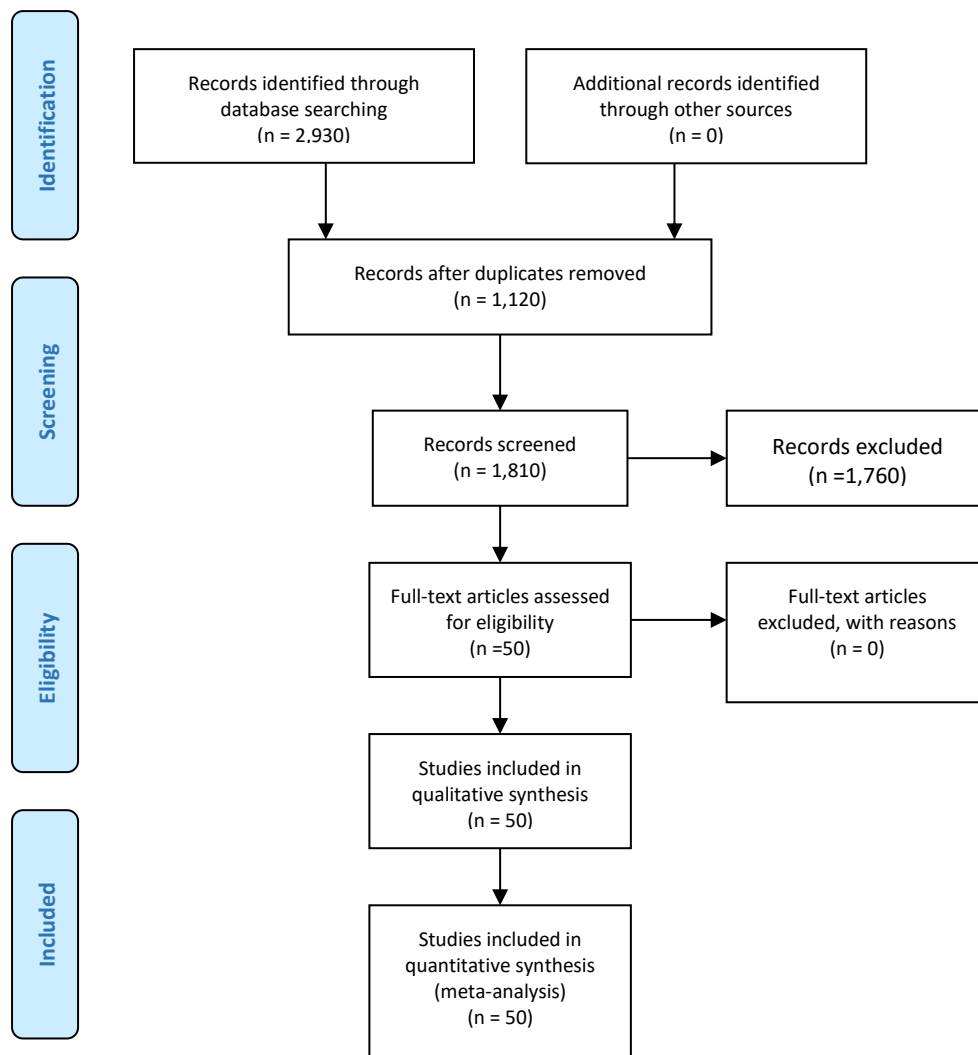
The literature search was meticulously designed to capture the intersection of several key concepts. The primary search terms included: "Green Marketing," "Religiosity," "Muslim Consumer Behavior," "Green Purchase Intention," and "Systematic Literature Review." These terms were strategically combined using Boolean operators (AND, OR) to construct a comprehensive search string. The search was executed in the major academic databases, Scopus and Web of Science (WoS), due to their established reputation for high-quality, peer-reviewed content relevant to social sciences and business studies (Iranmanesh et al., 2022; Noor, 2025). We focused the search strategy exclusively on titles, abstracts, and keywords to ensure the retrieval of only the most central and relevant publications.

The identification and screening process strictly adhered to the structured phases of the PRISMA flow diagram (see Figure 1). An initial search, executed in March 2025, yielded 2,930 records. After removing 1,120 duplicate articles, 1,810 records remained for the formal screening phase, where we reviewed titles and abstracts against predefined inclusion criteria. These criteria restricted the publication type to journal articles, conference proceedings, or systematic reviews, required the language to be English, demanded a primary focus on at least one of the core keywords, and mandated a direct contribution to understanding the nexus among green marketing, religiosity, and consumer behavior. Following this rigorous screening, 1,760 records were excluded due to irrelevance or failure to meet the established criteria, resulting in 50 articles retained for full-text review.

The eligibility phase involved the full-text retrieval and in-depth evaluation of the remaining 50 articles. This rigorous appraisal confirmed that all 50 studies satisfied both the research objectives and the established quality threshold, aligning with the standards of other systematic literature reviews (Sabir et al., 2025; Rozenkowska, 2023). Consequently, all 50 articles were retained and moved forward for qualitative synthesis. We then meticulously extracted data from these studies. This extracted data was thematically analyzed to identify dominant research themes, methodological trends, and common theoretical frameworks, which subsequently served as the foundation for the Findings and Discussion sections of this review.

Figure 1:

PRISMA Flow Diagram of the Article Selection Process



RESULT AND DISCUSSION

Publication Trend by Year.

Analysis of the 50 selected articles reveals a marked and increasing publication trend, particularly evident from 2020 onwards. The significant concentration of studies published in 2024 and 2025 underscores the finding that the nexus among green marketing, religiosity, and consumer behavior is a rapidly evolving and contemporary area of academic inquiry. This upward acceleration of research output strongly coincides with major global developments, including the intensified focus on the United Nations Sustainable Development Goals (SDGs) and the increasing economic prominence of Muslim consumers worldwide. This growing scholarly interest demonstrates a clear recognition that sustainability challenges and religious ethical frameworks are critical, intertwined drivers of modern markets. The temporal analysis thus signals the robustness and enduring pertinence of this topic within the marketing and consumer behavior literature.

Diversity of Research Methods.

A key finding of this review is the notable diversity in the methodological approaches employed across the literature. A significant proportion of the analyzed articles were themselves literature reviews, utilizing either systematic (SLR) or bibliometric methodologies. For instance, several studies strictly applied the PRISMA protocol to synthesize findings on topics such as green purchase intention (Patiño-Toro et al., 2024) and the impact of green marketing on loyalty (Iswanto et al., 2025). Concurrently, bibliometric analysis, frequently aided by software like VOSviewer, was common for mapping the intellectual structure and evolution of domains, including pro-environmental behavior (Goyal & Goyal, 2024) and sustainable Muslim consumer fashion (Ruslan et al., 2023). The observed prevalence of review papers strongly suggests that this field is currently in a necessary phase of consolidation, actively working to structure and integrate a rapidly expanding body of knowledge.

Empirical and Theoretical Contributions.

Beyond the literature review methodologies, the overwhelming majority of empirical research employed quantitative approaches. Survey methods, analyzed using advanced statistical techniques like Structural Equation Modeling (SEM), served as the primary instrument for testing hypotheses derived from established theoretical frameworks (Rozenkowska, 2023; Çiçek & Ayten, 2023). Among these frameworks, the Theory of Planned Behavior (TPB) emerged as the dominant lens for investigating the psychological antecedents of green purchase decisions (Yusoff et al., 2023; Lestari et al., 2025). Qualitative approaches, though less frequent, offered rich contextual insights, exemplified by phenomenological studies on Muslim consumer experiences in e-commerce (Nurhamidah, 2025). Furthermore, a small number of studies utilized mixed-methods designs, such as thematic analysis complemented by the Analytic Hierarchy Process (AHP) to prioritize influencing factors, signaling an emerging trend toward methodological triangulation for robust findings (Jaber et al., 2024). This resulting methodological ecosystem—comprised of consolidating reviews, quantitative verification, and qualitative exploration—jointly enhances the understanding of complex drivers at the nexus of sustainability and faith.

The Centrality of Trust and Authenticity in Green and Halal Markets.

A key thematic finding that emerges from this integrated analysis is the critical, shared challenge of building and sustaining consumer trust. In the green market, greenwashing—particularly in sectors like fashion—is identified as a principal limitation, actively eroding confidence and undermining genuine sustainability initiatives (Badhwar et al., 2024; Deshmukh & Tare, 2024). Crucially, this need for authenticity is mirrored in halal markets, where the credibility of certification and integrity of the brand image are instrumental to consumer acceptance (Bakhtiar et al., 2021; Noor, 2025). Therefore, transparency is not merely beneficial but represents an existential necessity for success in both ecologies. The exploration of digital verification technologies, such as blockchain, offers a tangible solution, promising enhanced traceability and reduced spurious claims, thereby reinforcing consumer confidence across both the green and halal product landscapes (Agarwal et al., 2025; Kumar et al., 2025).

Religiosity as a Potent Driver of Sustainable Consumption.

This review powerfully highlights religiosity not as a peripheral cultural variable but as a central, influential determinant of consumer behavior, especially within Muslim populations. Empirical studies consistently demonstrate that religiosity is positively related to the intention to purchase environmentally friendly products, indicating that environmentalism can be deeply motivated by a religious worldview and inherent ethical obligations. This finding is often theoretically underpinned by concepts such as *khalifah* (stewardship), derived from Islamic jurisprudence, which places religious duty in concert with pro-environmental action. Consequently, for a sizable segment of the market, sustainability messages are most resonant and effective when framed within a religious context, shifting the appeal from secular arguments to deeper value systems that govern daily consumption choices.

The Transformative Impact of Digitalization.

The digital revolution emerges as a major theme in the literature, fundamentally reshaping the landscape of green and halal marketing. Research identifies the convergence of green marketing and social media as one of the fastest-growing clusters, holding particular importance in dynamically developing regions like Southeast Asia. Digital platforms, encompassing social media and e-commerce, transcend simple communication; they function as a vital means for eco-branding by facilitating transparent communication, fostering community creation, and validating halal information. These functions are paramount for increasing customer engagement and loyalty in the digital era. Furthermore, the rise of online shopping has intensified the need to understand how digital interfaces and trust signals specifically influence sustainable consumption decisions, thereby making the study of online green purchase behavior increasingly critical.

Theoretical Convergence and the Path Forward.

Most importantly, the literature collectively demonstrates a powerful convergence between theoretical and practical areas. The Theory of Planned Behavior (TPB) remains the most frequently used framework, effectively explaining the cognitive and social antecedents of green purchase intention across diverse contexts (Rozenkowska, 2023; Yusoff et al., 2023). Concurrently, a deeper theoretical understanding confirms the inherent conceptual alignment of halal and tayyib with the core principles of sustainability (Alimusa et al., 2025). This integration is most evident in niche industries like Muslim fashion, where research is only beginning to explore the specific faith-based motivations for sustainable consumer behavior (Ruslan et al., 2023). This synthesis establishes a fertile ground for future research focused on developing integrated marketing strategies and product offerings that can simultaneously fulfill religious obligations and environmental responsibilities, thereby successfully appealing to the evolving identity of the conscious Muslim consumer.

CONCLUSION

This systematic review successfully synthesized the available knowledge on the dynamic interplay among green marketing, religiosity, and consumer behavior. The analysis confirms that effective green marketing is a powerful driver of sustainable consumption, but its success remains critically dependent on authenticity and the active mitigation of greenwashing. A central and compelling finding is that religiosity—particularly within Muslim communities—serves as a profound, culturally significant driver that powerfully shapes and amplifies green purchase decisions. Furthermore, the integration of digital tools, such as social media and blockchain, with established frameworks like the Theory of Planned Behavior (TPB) offers the conceptual and practical mechanisms for future initiatives. By consolidating these critical insights, this paper provides a robust foundation for academic research and offers actionable guidance for marketers and policy-makers in effectively navigating and influencing the complex, value-driven landscape of sustainable consumer behavior within the multi-faith global economy.

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