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Systematic Review

Sustainable Style: Unraveling the Trends and Future of Green Marketing in the Textile and Apparel Industry

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Abstract: With the rise of the green economy and the increasing awareness of consumer sustainability, green marketing has become a global competition strategy adopted by the textile and apparel industry. This study explores key factors and challenges in green marketing to support the industry's sustainable development. Using the PRISMA 2020 methodology, 54 studies were systematically reviewed to identify core themes: green marketing and branding, consumer behavior and green consumption, circular economy and sustainability, green supply chain management, and textile and fashion culture. The findings reveal that consumers' understanding of green knowledge and corporate green branding strategies are key factors in the success of green marketing. This review integrates effective strategies for practitioners and new directions for future research. It also highlights the added value of green marketing in fostering sustainability and proposes a conceptual framework for industry application. By addressing gaps in existing research, this study provides actionable recommendations for bridging theory and practice in green marketing. Future research should investigate region-specific dynamics and further develop strategies to enhance the industry's sustainability efforts. This work contributes to a deeper understanding of the interplay between green marketing and sustainable development in textiles and apparel.

Keywords: green marketing; PRISMA method; systematic literature review; textile and apparel industry; sustainability

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1. Introduction

During the last few years, with the rise of the green economy and increasing consumer awareness of sustainability, green marketing has become a practical global competitive strategy many companies adopt, particularly in the textile and apparel industries [1–3]. Green marketing is characterized as a marketing endeavor that fosters integrated and sustainable marketing practices, addressing the requirements of both industry and customers while mitigating negative environmental effects [4]. Modifications in green marketing concerning product design, textile material selection, packaging, promotional strategies, advertising instruments, and related activities all signify consumer demands and objectives for the sustainable advancement of textiles and apparel [5–7]. This idea is extensively assessed for retail operations in the textile and apparel industries to secure profitability and address global issues.

Over the past few years, increasing academic literature has emphasized the significance of green marketing within the textile and apparel industries. The scholars examined green marketing strategies through different perspectives and analytical frameworks. Dangelico

and Vocalelli [8] pointed out that, unlike ecological marketing driven by ethical issues, the environmental friendliness advocated in green marketing is driven by market pressure. Green marketing should help companies expand their market segments and understand what their customers need, rather than focusing just on identifying green consumers [9]. The green marketing strategy has four main steps: refinement, targeting, positioning, and differentiation [10]. From a consumer perspective, green marketing can maintain an environmentally responsible image and provide quality green products to improve customer satisfaction [11]. Chen et al. [1] have demonstrated that keeping an ecologically responsible image while providing quality green products is crucial for enhancing customer satisfaction. Their research highlights the positive relationship between green products and consumer satisfaction, suggesting that consumers prefer to allocate greater resources toward ecologically sustainable and high-quality products [1,5,11]. However, some scholars hold different opinions. They find that green marketing strategies bring some practical challenges, including elevated costs, the reluctance of price-sensitive customer segments to pay premiums, and the potential for "greenwashing" concerns [6,12].

The aforementioned distinctions indicate that while green marketing offers numerous benefits for brand development and market competition, its actual effect is still affected by many factors. Green marketing strategies have attracted widespread attention and discussion among scholars. Some scholars have examined the issue from the perspective of enterprises, suggesting that green marketing can facilitate a transformation in organizational behaviors within textile enterprises, rendering them more environmentally sustainable. For instance, textile enterprises may minimize waste disposal, enhance recycling efficiency, innovate new technologies, and utilize more eco-friendly materials to manufacture sustainable consumer products [5,6,13]. Other studies propose, from a social perspective, that green marketing helps companies achieve social responsibility and sustainable development objectives [14,15]. Green marketing in sustainable consumption integrates the concepts and practices of the ecological environment and social activities, reduces environmental pressure, and addresses ecological issues [16,17]. Some studies also believe that the success of green marketing is closely related to the diversification of textile and apparel products, brand positioning, and marketing communication [18,19]. The market acceptance of green marketing is a challenge faced by price-sensitive consumer groups. In addition, the long-term effects of focusing on green marketing are also studied, including whether consumer loyalty can truly be maintained after the strategy is implemented [1,20].

The post-epidemic economy has altered the green marketing of textiles and garments during the past five years and requires more detailed and comprehensive exploration. To thoroughly investigate the impact of green marketing on textiles and apparel and to comprehend the current state of this research domain, it is essential to analyze the knowledge structure, knowledge focus, prominent trends, and developing directions within this topic. Nevertheless, there seems to be a deficiency of sustained attention to the issue in current publications. Many scholars have summarized and reviewed green marketing from different perspectives such as those of stakeholders, the market, energy consumption, policy formulation, consumer purchasing behavior, strategies, and methods [1,3,5,7,15,20,21]. However, their research on green marketing in the field of textiles and apparel has a narrow focus rather than a more comprehensive and integrated perspective, which means that it lacks a panoramic view and does not depict the overall development trend of this research field. This restricts future academic study by scholars or entrepreneurs in the textile and apparel industries from incorporating diverse ideas into green marketing.

Consequently, it is necessary to synthesize the research findings and employ visual data to elucidate the prominent trends in green marketing within the textile and apparel industries. This approach aims to comprehend the current frontiers and focal points in this

domain, foster novel insights and perspectives, and enhance the efficacy and efficiency of green marketing research, thereby offering significant guidance for future green marketing endeavors of relevant professionals in the textile and clothing industry.

Based on this, this research focuses on the development and trends of green marketing within the textiles and apparel industry, rather than providing a comparison of contracts or single articles. The main purpose is to provide a comprehensive reference for future research. According to the purpose of the study, the research questions are as follows: How does the literature approach green marketing within the textile and apparel industry? This study seeks to provide a thorough evaluation of green marketing strategies by synthesizing available data from 2019 to 2024, focusing on the underdeveloped aspects of implementing these strategies in the textile and apparel industry. This study identifies the distinctive traits, success factors, advantages, and marketing strategies associated with green marketing in the textile and apparel industry.

The paper is structured as follows: Section 2 delineates the methodological details of the data sources, software selection, and research process for this survey. Subsequently, Section 3 provides a comprehensive analysis of the relevant literature. Section 4 presents the results and discussion of the findings, building the intellectual framework. The paper concludes by pointing out the limitations of the study and proposing directions for further research, thus enhancing the understanding of the topic.

2. Materials and Methods

This study employs a systematic review to clarify specific research questions on green marketing strategies within the textile and apparel industry, provides a comprehensive summary of the data, identifies knowledge gaps in green marketing in the textile and apparel industry, and propels future research endeavors [22,23]. The PRISMA method was selected because it provides a structured and standardized approach for reviewing literature, reducing bias and increasing the reliability of results. Using PRISMA ensures a rigorous, comprehensive process for selecting, analyzing, and synthesizing relevant studies, which is essential for producing valid and credible findings in systematic reviews [23,24].

The review protocol that was developed (Table 1) is a comprehensive plan that is essential to achieve objectivity in the study and enhance the overall integrity of the review through a systematic and transparent approach [25]. The WOS database was selected because of its extensive collection of high-quality, peer-reviewed journals. It also provides better citation tracking and indexing of key journals in this field. The 2019–2024 time frame was selected to focus on the most recent advancements in green marketing and sustainability practices within the textile and apparel industry. A review from this interval would capture the most relevant and current research trends.

This study followed the PRISMA 2020 approach, which provides a framework for reporting systematic reviews. The process includes a four-stage flowchart including identification, screening, eligibility, and inclusion [23,25]. Scholars have widely adopted the PRISMA 2020 methodology for performing systematic literature reviews across several disciplines [22,26,27]. Figure 1 shows and provides details of the four stages of PRISMA 2020.

Studies were included based on predefined criteria focusing on sustainable marketing in textiles and apparel. Interventions were categorized by their green marketing approach, such as product claims, eco-friendly processes, and corporate responsibility. The grouping followed the original plan, ensuring consistency, with differences in interventions addressed during synthesis.

Data were extracted and combined by calculating effect sizes for each study. In cases where effect sizes were missing, this research employed imputation methods to estimate the

missing values, ensuring no study was excluded due to incomplete data. Where necessary, we transformed data into a consistent format for comparability across studies.

Table 1. Review protocol.

Step	Description
Research Question	How does the literature approach green marketing within the textile and apparel industry?
Population Targeted	Papers related to green marketing within the textile and apparel industry.
Search Strategy	Databases: Web of Science Search terms: "Green Marketing AND Textile OR Apparel" Timeframe: January 2019–October 2024
Inclusion and Exclusion Criteria	Document Type: journal articles, review articles Area: Green marketing related to textiles and apparel Language: English
Data Tabulation	Coding categories: subject area, document type, year, terminology, citation, aim, marketing approach, type of study, methodological procedures, the geographical scope of the analysis, the concept of green marketing, characteristics/factors of green marketing, main findings, limitations, future agenda
Data Analysis	Content analysis
Expected Results	Overview of the literature on green marketing within the textile and apparel industry Analysis of papers Future research agenda

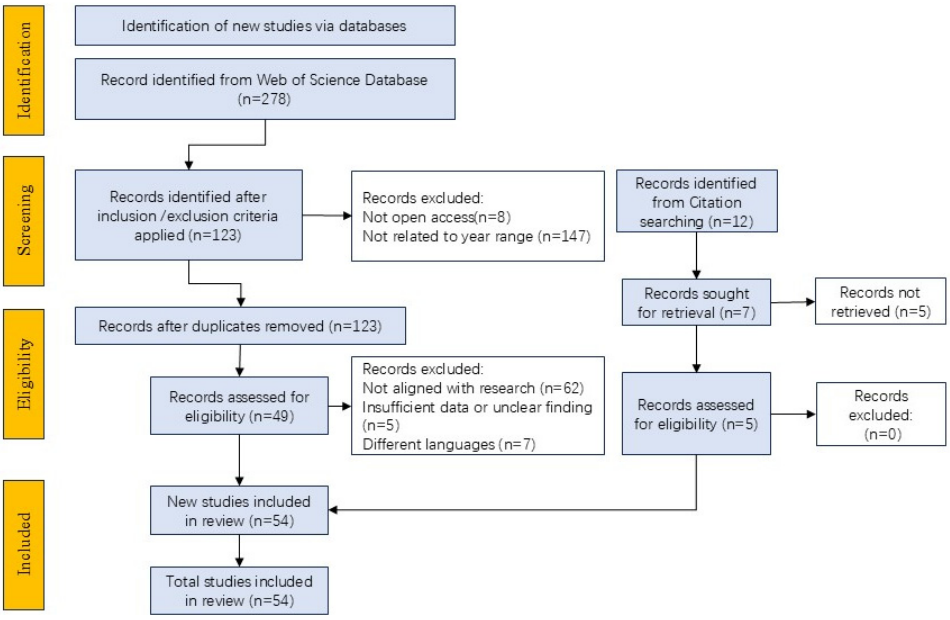


Figure 1. PRISMA procedure.

Each study's results are presented in summary tables and charts, listing characteristics, sample sizes, and reported outcomes under different themes. Visualizations allow for a clear comparison of results and highlight the thematic trends of green marketing in textiles and apparel.

This study employed a mixed-methods approach, combining quantitative and qualitative methods to provide a comprehensive analysis of green marketing in sustainable textiles and apparel. Quantitative data were visualized through charts to identify trends and assess the effectiveness of green marketing strategies. This method was chosen because it allows

for clear comparisons across studies and quantifies the relationship between marketing strategies and sustainability outcomes.

In addition, qualitative research was used for thematic analysis to explore the context and underlying mechanisms of green marketing in this sector. This approach was selected because it captures nuances and factors that quantitative data may not, such as cultural, organizational, and strategic aspects of green marketing. By combining both methods, we ensure a more robust and complete understanding of how green marketing influences sustainability in textiles and apparel.

In this review, several analyses were conducted to explore the sources of heterogeneity between studies on green marketing in textiles and apparel, in order to identify and assess the causes of variability in results. Subgroup analyses were performed based on the types of green marketing interventions used in the studies, with research categorized into different themes. This approach examined whether different types of interventions had varying effects on sustainability outcomes in textiles and apparel. The study also considered how contextual factors (such as industry-specific factors and cultural influences) might affect the effectiveness of green marketing strategies. These issues were explored through a qualitative analysis of the study contexts.

To assess the stability of the synthesized results, a sensitivity analysis was conducted during the data selection phase by excluding studies that were related to textiles and apparel marketing but not directly focused on green marketing, as well as studies with a high risk of bias or methodological flaws. The risk of reporting bias was assessed by evaluating the completeness of outcome reporting across studies. The PRISMA checklist is presented in Supplementary Materials.

2.1. Identification

This study commenced the data collection procedure by collaboratively developing inclusion and exclusion criteria for articles. The intervention analysis utilized data from the Web of Science database. The use of a transparent selection process based on PRISMA criteria guaranteed the reliability and validity of this limited systematic literature review. The selection criteria comprised peer-reviewed journal articles selected to provide comprehensive information across a variety of themes, hence contributing to the fulfillment of the research objectives. Incorporating peer-reviewed sources as a quality control measure guarantees quantifiable academic rigor in the collected information. Articles were identified with the keywords “green marketing”, “textile”, or “apparel”. Boolean search technology employed “green marketing AND textile OR apparel” as the search string. A database search yielded 278 initial research resources with the keyword “green marketing”.

2.2. Screening

Among the 278 articles, 147 were eliminated because they did not meet the specified year range, and 8 were excluded due to a lack of open availability for download. The time limit was expanded from 2019 to 2024, and 123 paper records were identified. This period covers nearly five years of evolution, offering a comprehensive analysis of trends, transformations, and innovations in the field of the textile and apparel industry.

All records were screened independently by the researchers, including initial screening of titles and abstracts as well as full-text review, without the use of automation tools.

2.3. Eligibility

Starting from the initial identification of 123 research resources, a thoughtful screening process based on relevance, language, and the inclusion and exclusion criteria outlined in Table 1 yielded a final candidate list of 49 research resources for the systematic review. A total of 62 articles were excluded because the title or abstract was assessed as irrelevant to

the study, 5 were excluded because there were insufficient data or unclear findings, and 7 were removed due to the language not being English. Furthermore, while screening research materials, 5 additional literature sources pertinent to this study were identified from the article references using a snowball strategy. Finally, 54 records were identified for retrieval and their eligibility was comprehensively evaluated. Data extraction was conducted independently by the researcher without collaboration or the use of automation tools, with all information obtained from publicly available study reports in the Web of Science database.

The risk of bias for each included study was independently assessed by two reviewers based on predefined criteria. The criteria covered several bias domains, including selection bias, detection bias, and reporting bias. Any discrepancies between the two reviewers were resolved through discussion, and consensus was reached.

2.4. Included

Following a thorough screening process, 54 studies were found to be eligible for inclusion in the review and consistent with the overall aims of the study.

3. Results and Analysis

3.1. Word Cloud of Green Marketing

First, this study generated the following word cloud (Figure 2) based on the analysis of original documents. As can be seen from Figure 2, the most prominent words in the word cloud are "green marketing", "clothing industry", "sustainability", "sustainable textile", "advertising", "consumer behavior", "green economy", and "consumer attitudes", which indicates that these words appear more frequently in the articles. These words reflect the recurring themes in the reviewed articles, indicating their significant relevance to the research focus on green marketing in the textile and apparel industry. The frequent appearance of terms such as "green marketing" and "consumer behavior" suggests that the relationship between marketing strategies and consumer attitudes plays a crucial role in promoting sustainability within the industry. Additionally, terms like "sustainable textiles" and "green economy" highlight the importance of environmental issues in shaping industry practices. The prominence of "advertising" and "consumer attitudes" further underscores the critical role of marketing strategies in influencing consumer perceptions and behaviors regarding sustainability. As mentioned earlier, the focus of this research is green marketing related to the textile and apparel industry. The word cloud shows the main terms for the topic.



Figure 2. Word cloud generated from 54 articles.

3.2. Green Marketing Usage Within Studies

Table 2 shows the implementation of green marketing in various dimensions in the textile and apparel industry. Most academic scholars emphasize sustainability principles and consumer intentions or behaviors, indicating that researchers prioritize future-oriented and human-centered concepts.

Table 2. The main focus of papers.

Paper	Main Focus
[22]	Greenwashing and green marketing
[1]	Green marketing and green information presentation methods
[28]	Green marketing and clothing buying
[29]	Green marketing and branding
[30]	Green marketing and sustainable fashion
[31]	Green marketing and sustainable clothing
[32]	Green knowledge and green marketing
[33]	Psychological benefits of green clothing and green marketing
[34]	Green clothing purchasing and green marketing
[35]	Green marketing and sustainable fashion marketing
[36]	Green marketing affects green customer value and behavior
[37]	Luxury goods and green marketing
[38]	Environmental knowledge and green marketing
[39]	Lean management, green market, and marketing
[40]	Green clothing and fashion marketing
[41]	Sustainable textiles and marketing
[42]	Fashion branding and marketing
[43]	Eco-friendly handmade fashion and marketing
[44]	The impact factors of green marketing on purchase intention
[21]	Green marketing in the apparel rental market
[45]	Green marketing and relational legitimacy
[46]	Green marketing 3P (protection, public, and performance) model
[6]	Green marketing and green bleaching strategies
[7]	Green marketing and circular textile
[20]	Reduce consumers' perceived risks in green marketing
[47]	Recycled apparel companies optimize green marketing strategies to attract environmentally friendly consumers
[15]	The impact of green marketing on corporate performance
[5]	Green marketing strategies in textiles
[48]	Green marketing in sustainable consumption
[3]	Green marketing strategies influence green purchase intentions through brand image and consumer environmental beliefs
[49]	Key variables influence consumer purchasing behavior in green marketing
[50]	Green marketing bibliometric analysis
[51]	Green clothing manufacturing and marketing
[52]	Sustainable strategy and marketing of textile enterprises
[53]	Green marketing promotes sustainability in the textile industry
[16]	Green marketing improves the competitive advantage of textile enterprises
[54]	Green market orientation and green supply chain management capabilities, environmental performance, and economic performance
[2]	Green marketing stimulates the Indian consumer market
[55]	Green products affect industrial buyer–seller relationships
[56]	Personalized green marketing strategies for different consumer groups
[57]	Green marketing strategies for retail companies
[58]	Green marketing strategies help achieve SDGs
[18]	Green marketing boosts SME performance
[59]	The moderating role of green marketing on green purchasing behavior
[17]	Green marketing for Chinese Generation Z consumers

Table 2. *Cont.*

Paper	Main Focus
[14]	Green marketing links GEO, MO, and GSCM to sustainability
[60]	The cultural influence of religious beliefs on green marketing
[61]	The contradiction between fashion brands' green marketing and "feminism"
[13]	Global green R&D, green manufacturing, green marketing, and green service risk management
[62]	Green marketing and consumers' green purchasing decisions
[63]	Capacity constraints and green marketing
[64]	Social media and green marketing
[65]	Green marketing drives performance through corporate environmental ethics
[26]	Green marketing and supply chain

3.3. Geographical Focus of Research Papers

Figure 3 shows the initial results of the geographical distribution analysis of research publications. The report shows that countries like the USA, China, and India have consistently high publication volumes, especially from 2021 onwards, with the USA taking a dominant lead in 2022. This suggests that these countries have strong academic and research infrastructures and may be leading global academic contributions. Additionally, the publication volumes from countries like Bangladesh, Brazil, and Pakistan vary, indicating potential fluctuations in research funding, institutional support, or research priorities. Moreover, different trends may also signal shifts in global academic interests, particularly in fields aligned with each country's strengths.

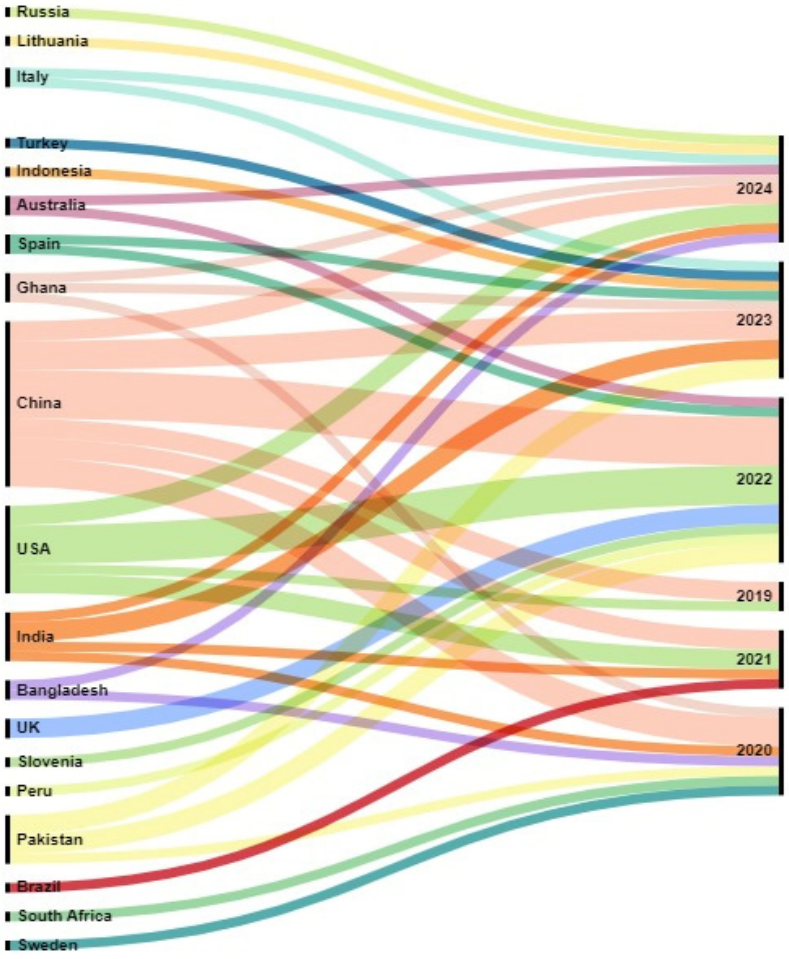


Figure 3. Countries of studies and years of publication with the number of articles.

The studies were conducted in both developed and developing nations. The research topic of green marketing is more prominent in Asia based on the quantity of articles published. The distribution pattern of relevant locations indicates that research is concentrated in countries rich in textile resources, promoting the significance of green marketing in textiles and apparel, and offering prospects for the economic advancement of local populations.

3.4. Document Category Distribution Journals

According to Figure 4, the sources of the articles are distributed in 14 academic journals. The analysis of published literature shows that the Journal of Fashion Marketing and Management is the first choice among green marketing researchers. The Journal of Cleaner Production, Sustainability, Cogent Business & Management, Business Strategy and the Environment, and Journal of Business & Industrial Marketing are popular choices among researchers. Most journals focus on marketing.

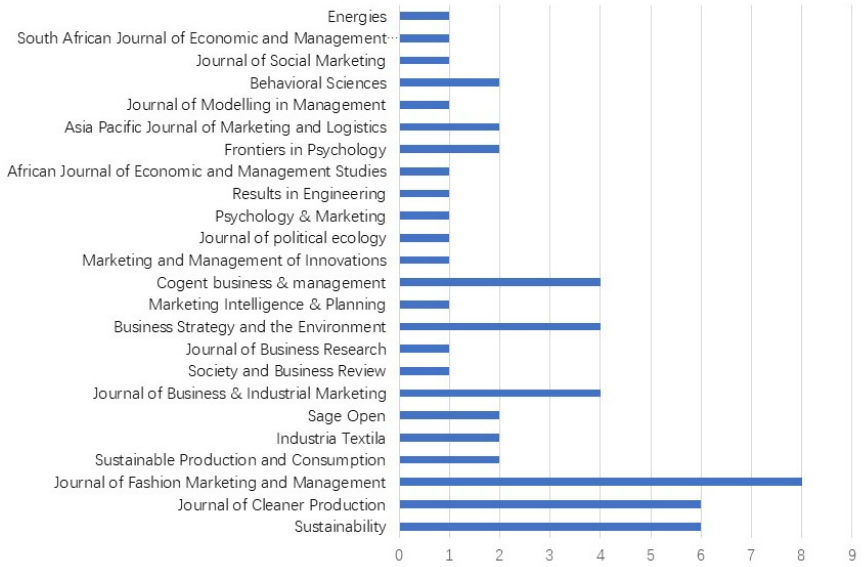


Figure 4. Sources of the publications.

3.5. Research Methodologies Used Within Research Papers

The distribution of research strategies in Figure 5 shows that survey research represented by questionnaires or interviews is the most popular research strategy. Furthermore, literature review, empirical research, and theoretical or conceptual research emerged as other popular research techniques.

3.6. The Use of Green Marketing in Textile and Apparel Industries

As shown in Figure 6, academics frequently examine green marketing and consumer behavior [47]. Subsequently, branding and sustainable consumption, purchase intention and decision-making, the circular economy, and sustainable development are studied [1,14,48]. Supply chain management and corporate social responsibility in the textile industry and apparel industry have been deliberated on numerous occasions [15,54]. Knowledge management, environmental management, green technology, and eco-labeling are rarely mentioned [14,17].

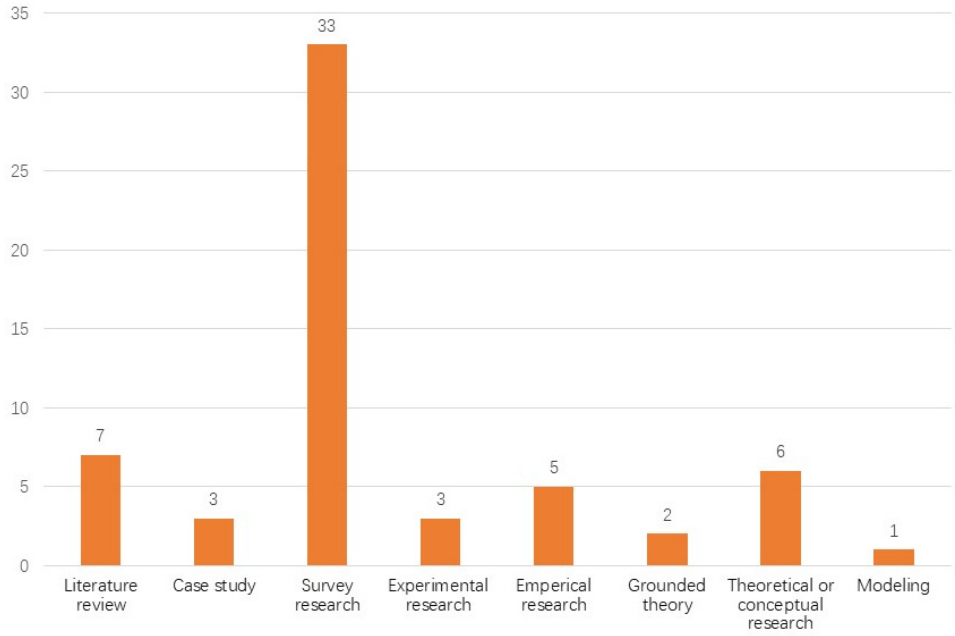


Figure 5. Research strategies of the publications.

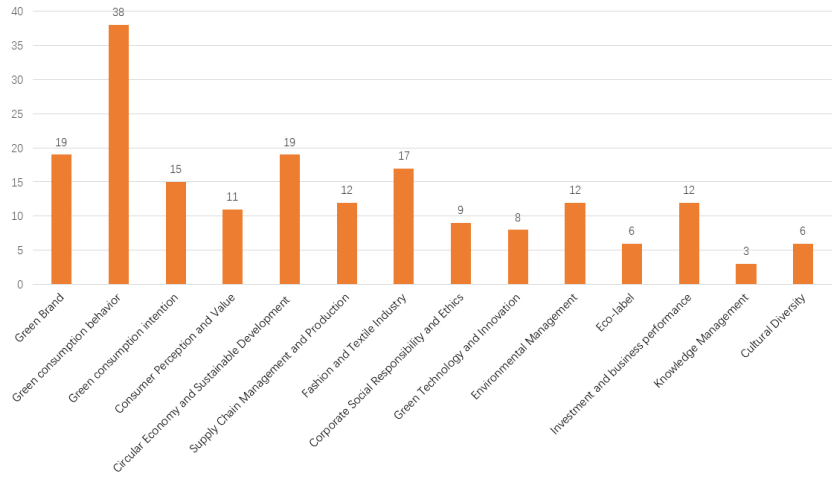


Figure 6. Study areas of the publications.

3.7. The Theme Trends of Green Marketing

Table 3 below lists thematic trends and patterns for selected publications. Initially, there were 16 coding attributes; however, after renaming and consolidation, the coding outcomes were refined to five themes: green marketing and branding, consumer behavior and green consumption, the circular economy and sustainable development, the transformation of the apparel and textile industry, and enterprise strategy and green management. The subsequent section will provide a detailed analysis of these five themes. A significant number of studies in the selected articles concentrate on brand research or consumer behavior research about green marketing. Research also prioritizes sustainability and the circular economy. Topics such as industry transformation, corporate strategy, and green management have also received attention in recent years.

Table 3. The themes of green marketing.

Theme	2019	2020	2021	2022	2023	2024	Totals
Green marketing and branding	1	2	0	6	1	3	13
Consumer behavior and green consumption	0	4	1	2	4	5	16
Circular economy and sustainability	0	1	1	3	1	1	7
Green supply chain and management	1	3	4	5	0	1	14
Textile and apparel culture	1	1	1	2	3	1	9
Totals	3	11	7	18	9	11	59

This review reveals a significant concentration of research on green marketing practices in the textile and apparel industry, particularly among studies published in 2019–2024 across different subject areas. Research in this field is mainly concentrated in business and economics disciplines, and most publications are journal articles [6,61]. Geographically, Asia emerges as a major contributor to this category of literature. This shows that compared with countries in other regions, these regions pay significant attention to green marketing strategies due to the concentration of the textile industry [1,20]. The identified studies reveal the adoption of green marketing in various textile and apparel industry stages, especially green brands, consumer behavior and green consumption, the circular economy, and sustainable development [32,35,36,44]. It is worth noting that green marketing is also indispensable to the textile and apparel industry itself. Supply chain management and corporate social responsibility are phases that necessitate a focus on green marketing [14,15].

The assessment of reporting bias in this study was conducted during the screening phase. We carefully examined the reports of each included study to ensure that all pre-specified outcomes were reported. No issues of selective reporting were found, and missing data had minimal impact on the results. Therefore, no significant reporting bias risk was identified in this review. This review did not conduct a systematic assessment of the evidence's credibility as no meta-analysis was performed to combine effect sizes.

4. Findings and Discussion

This section focuses on explaining the themes that emerged from answering the research questions after reviewing relevant literature. The themes and directions of green marketing in the textile and apparel industries were first coded. These codes were then synthesized and summarized to further identify theories and concepts that the researchers thought about and studied extensively. Five themes were finally determined, namely (1) green marketing and branding; (2) consumer behavior and green consumption; (3) the circular economy and sustainability; (4) green supply chain and management; and (5) textile and fashion culture, as shown in Figure 7. These themes do not exist alone, they may overlap between studies. The subsequent sections provide an in-depth discussion of each issue, referencing findings outside of the examined publications to address the research objectives and build a conceptual framework for green marketing within the textile and apparel industry.

4.1. Theme 1: Green Marketing and Branding

The exploration of "green marketing and branding" in the context of the textile and apparel industries reveals the marketing techniques employed by companies that integrate environmentally sustainable practices across the product or service life cycle and their influence on brand perception. This theme is effectively demonstrated in the subsequent literature review. Key research findings in this area encompass the influence of green advertising, eco-labeling, and green brand image on consumer perception and trust. This

topic also relates to how green marketing strategies can enhance brand competitiveness and ultimately influence consumers' green purchasing behavior and corporate performance.

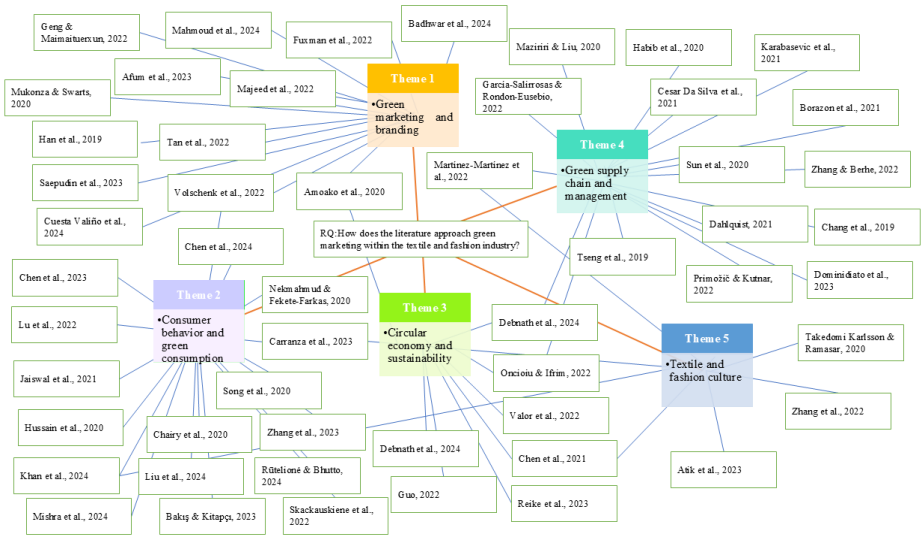


Figure 7. Overall network of the themes [1–3,5–7,13–18,20–22,26,28–31,33–65].

Majeed et al. [3] studied how green marketing strategies influence green purchase intentions through brand image and consumer environmental beliefs. The moderating influence of green brand image and environmental attitude was validated through a questionnaire survey. This research underscores the critical role of green branding in shaping consumer purchase intentions, demonstrating that an authentic green image enhances consumer trust and motivates sustainable purchase behaviors. Companies are advised to enhance their brand image by minimizing packaging waste and highlighting the eco-friendly attributes of their products, thus reinforcing the connection between effective green branding and consumer loyalty.

Similarly, Tan et al. [44] also used empirical investigation to analyze the impact of green marketing variables on purchase intentions by collecting data from 300 Pakistani consumers. This study extends the concept of green branding by illustrating how brand trust and image act as mediators between consumer knowledge and purchase behavior, emphasizing that brand strength is pivotal in converting consumer attitudes into actual purchasing decisions. This study shows that green products with high ecological quality can enhance consumer choice intentions, while green marketing can promote brand equity, suggesting that a strong green brand identity not only attracts consumers but also cultivates long-term brand loyalty.

Amoako et al. [58] examined the role of green marketing techniques in facilitating the attainment of sustainable development goals. They broaden the scope by demonstrating how green marketing, specifically brand positioning and green communication, contributes to broader sustainability objectives, while also influencing brand perception. They conducted empirical research through questionnaire surveys to analyze the relationship between advertising, packaging, pricing, and purchase behavior. This study demonstrates a positive correlation between green marketing and purchase behavior among consumers in emerging markets. Simultaneously, it is argued that pricing serves as an intermediary factor in the interaction between green marketing tactics and purchasing behavior, while green marketing techniques influence consumer decision-making and brand loyalty. Their research adds a layer of complexity by showing how pricing strategies and green brand positioning can coexist to reinforce positive consumer attitudes toward sustainable brands.

Also studying consumers, Fuxman et al. [46] proposed a new 3P (protection, public, and performance) marketing framework and analyzed its role in sustainable fashion brands for designing marketing strategies, educating consumers, and disseminating concepts. This new framework enriches the understanding of how green brands can differentiate themselves in the fashion industry, by focusing on both consumer education and sustainable brand performance. It enhances the conventional 4P marketing theory and offers pragmatic tactics for the apparel industries in the post-pandemic period, highlighting the evolving role of green marketing in enhancing brand perception and creating stronger connections with eco-conscious consumers.

Mukonza and Swarts [57] and Han et al. [65] both discussed the relationship between green marketing and brands from a corporate perspective. Mukonza and Swarts [57] analyzed the green marketing strategies of South African retail giants Woolworths and Pick n Pay through case studies and in-depth interviews and found that green marketing strategies have a positive impact on corporate image and business performance. Their findings illustrate how green branding not only improves brand image but also drives corporate performance, showcasing the significant value of a green brand in competitive retail markets. This research also provides a specific practical framework for green marketing in the retail industry. Han et al. [65] also discussed how corporate environmental ethics affect company performance through green marketing projects from a corporate perspective. Combining empirical data to analyze green marketing, it is believed that companies with high corporate environmental ethics are more likely to implement green marketing projects, thereby improving company performance. This emphasizes the importance of aligning corporate environmental values with green branding efforts to foster a sustainable competitive advantage. The results indicate the impact of strategy and individuals on context-dependent performance, particularly with collaborative trust.

The integration of green marketing and brand initiatives presents challenges, including greenwashing and bluewashing. Badhwar et al. [22] found that some companies engage in greenwashing by projecting a green image rather than demonstrating actual change. Demonstrating consumer misunderstanding of green terminology highlights the need for transparency in marketing strategies. The study proposes that consumer education should be strengthened to promote sustainable consumption and prevent misunderstandings of green terminology. With a consistent emphasis on greenwashing and bluewashing issues, Sailer et al. [6] examined the sustainable fashion businesses' methods for green and blue bleaching during Black Friday sales. Studies indicate that customers who prioritize environmental and social sustainability are inclined to endorse "sustainable" Black Friday advertisements, but those who engage in sustainable practices do not automatically support them. The study presents nine tactics for green and blue bleaching and examines consumer assessments of advertising, thereby enhancing research on sustainable fashion marketing.

Collectively, these studies form a coherent narrative that highlights the diverse strategies of green marketing in brand maintenance and promotion (Figure 8). Overall, these studies emphasize the balanced integration of brand promotion and green marketing concepts to promote a sustainable textile and apparel industry ecology. These studies put forward a series of suggestions on brand price, advertising, education, and environmental ethics, calling on companies to use green marketing strategies to strengthen consumers' awareness of green brand image and environmental beliefs, thereby promoting green purchasing behavior, and thereby exerting influence on companies with a positive impact on image and performance.

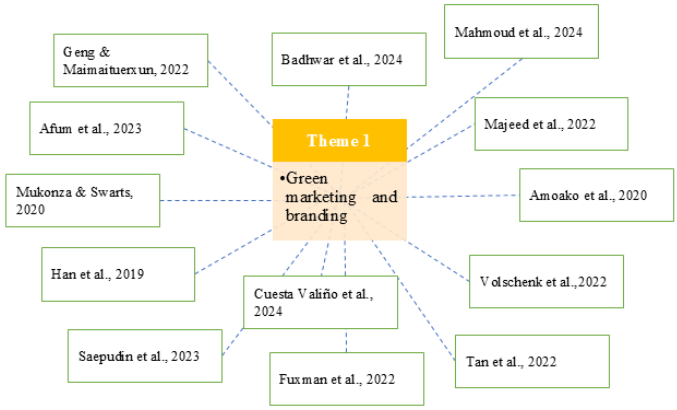


Figure 8. Theme 1 network [3,6,22,29,32,39,43,44,46,48,57,58,65].

4.2. Theme 2: Consumer Behavior and Green Consumption

This theme aims to examine consumer behavior patterns and decision-making influences within the context of green marketing consumption. It focuses on consumers' environmental awareness, green purchasing intentions, and preference for green products. By analyzing mediating variables such as perceived risk, environmental awareness, and perceived benefits, this theme reveals how consumers respond to green marketing initiatives from psychological, emotional, cognitive, and behavioral perspectives (Figure 9).

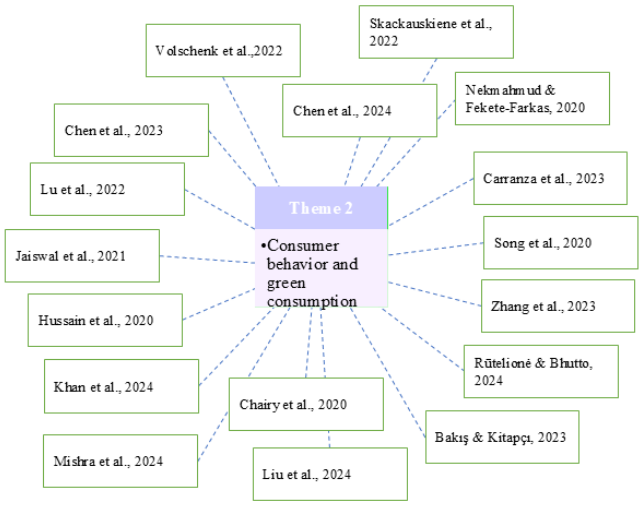


Figure 9. Theme 2 network [1,2,6,12,17,20,28,30,34,36–38,40,49,59,60,62].

The first part is the study of consumers' green purchasing intentions. Nekmahmud and Fekete-Farkas [62] studied the determinants of green purchasing decisions of Bangladeshi consumers and pointed out that environmental concern, green perceived benefits, and green awareness have a significant positive impact on green purchasing decisions, while green perceived quality has a significant positive impact on decision-making. This study emphasizes that consumer environmental awareness and perceived benefits play a key role in driving green consumption, highlighting the importance of green marketing's ability to address these factors in shaping consumer purchase intentions. Chairy et al. [60] explored the positive impact of "Kalma" on green purchase intentions among Indonesian Buddhist minority groups. Their findings underline the cultural dimensions of green consumption, suggesting that cultural beliefs can significantly shape consumer behavior towards sustainability. Lu et al. [20] examined the factors influencing green purchase intention among young Chinese consumers, highlighting that the perception of greenwashing adversely affects green purchase intention, which is influenced by consumers' perceptions of finan-

cial and environmental risks. This points to a critical barrier in green consumption: the perception of greenwashing undermines consumer trust, which can dampen the effectiveness of green marketing strategies. Impulse buying in the fast apparel industry indirectly exacerbates the favorable impact of greenwashing on the perception of financial risk. Also focusing on the green purchase intention of young Chinese consumers, Song et al. [17] confirmed the mediating role of product attributes, perceived consumer efficacy (PCE), and environmental awareness, and also pointed out that eco-labels significantly improved perceived consumer efficacy and environmental awareness. This research reinforces the importance of transparent communication through eco-labels, as they act as a signal of trust, enhancing consumers' belief in the environmental benefits of their purchases. These studies emphasize the pursuit of information symmetry in green marketing to reduce consumers' perceived risks, and at the same time help to better understand the psychological and attitudinal mediating roles in green consumption behavior, suggesting that addressing information asymmetry is essential for fostering trust and encouraging green purchases.

The second part is research directly focused on consumer behavior. Jaiswal et al. [2] explored the impact of green marketing stimuli (such as environmentally friendly labels, environmentally friendly brands, and environmental advertising) on Indian consumers' green purchasing behavior. They found that environmental labels and advertising positively influence green purchasing behavior, suggesting that clear and credible green marketing signals are essential for motivating sustainable consumption. However, the study indicates that simply promoting environmental brands may not be sufficient to change consumer behavior if environmental knowledge is not also emphasized. Hussain et al. [59] analyzed the moderating role of green advertising in the impact of environmental concerns, social influence, and self-image on green purchasing behavior. This suggests that green advertising plays a key role in shaping consumer decisions, with social and self-identity factors amplifying its effectiveness. Consumers may be more likely to engage in green behaviors when they perceive these actions as aligning with their social values and personal identity. Volschenk et al. [6] showed that consumers concerned about green and social sustainability may accept "sustainable" Black Friday advertisements, but consumers with actual sustainable behaviors do not necessarily support it. Chen et al. [36] explored the impact of green marketing and green customer value on consumer behavior, as well as the mediating and moderating effects of brand awareness, environmental concern, and felt obligation. It is proposed that green marketing and customer values positively affect brand awareness, environmental concern, and green awareness behavior; brand awareness and environmental concern partially mediate the relationship between green marketing, customer values, and green awareness behavior; and felt obligation has a regulating effect between brand awareness and green awareness behavior. Chen et al. [1] explored the impact of green information presentation on consumers' green participation behavior in promoting sustainable apparel consumption. Their study reinforces the importance of framing green information in ways that connect emotionally with consumers and guide their decision-making, demonstrating that effective green marketing should not only inform but also inspire action.

Overall, these studies reveal the role of green advertising, eco-labels, environmental perception, brand image, perceived quality, and other factors in promoting green consumption behavior, providing a theoretical basis and practical basis for green marketing strategies in specific cultural backgrounds.

4.3. Theme 3: Circular Economy and Sustainability

This topic explores textile and apparel industry practices based on circular economy principles. The research encompasses resource reuse, green supply chain management, and

the expansion of circular markets. The objective is to examine methods for minimizing resource waste via creative business models driven by green marketing within the textile and apparel industries while building environmental, economic, and social benefits (Figure 10).

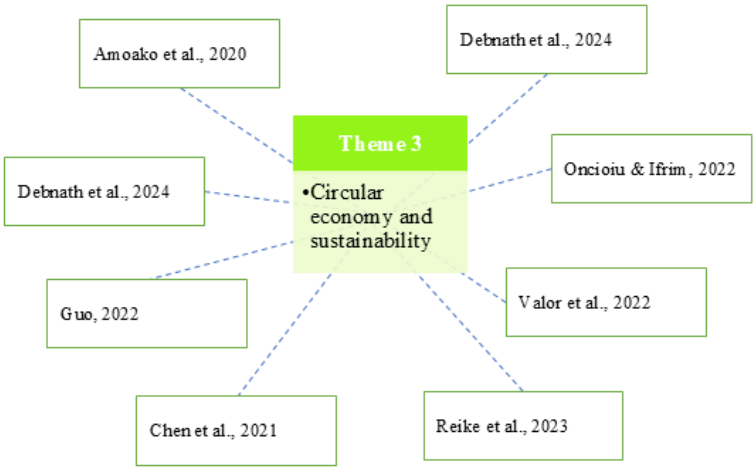


Figure 10. Theme 3 network [7,9,31,45,47,51,56,58].

Through the promotion of environmental protection benefits, green marketing can enhance consumer awareness of circular economy products, drive market demand, and facilitate the widespread adoption of circular economy models. Valor et al. [45] analyzed the expansion of the second-hand clothing market from the perspective of cultural construction. The study emphasizes that institutional actors, including sellers, media, and consumers, play a key role in reshaping perceptions of second-hand clothing. By addressing the green stigma and constructing relational legitimacy, these actors contribute to the broader acceptance of sustainable consumption practices. Institutional actors (such as sellers, media, and consumers) work through emotions and validation to construct relational legitimacy in the second-hand clothing market, thereby removing green stigma and enhancing market acceptance. Oncioiu and Ifrim [47] explored consumers' intentions and green behaviors toward purchasing recycled apparel products. It was found that social influence, attitude, perceived risk, environmental concern, and practicality have a significant positive impact on consumers' purchase intentions and are the factors that influence key consumer factors in the intention to purchase recycled apparel products. The study recommends that regenerative apparel businesses optimize their marketing strategies on online platforms to attract environmentally friendly consumers.

When studying how to help achieve sustainable development strategies through green marketing, Amoako et al. [58] explored the relationship between green marketing and consumer purchasing behavior in emerging markets, highlighting the intermediary role of pricing in green marketing strategies. Their research illustrates how green marketing not only influences consumer decisions but also contributes to brand loyalty, emphasizing the importance of pricing as a key factor in sustainability strategies. Chen et al. [56] examined the influence of green innovation by fashion firms on enhancing green purchase intentions, so directly contributing to sustainable development goals. By focusing on the "design phase", the study underscores the critical importance of sustainable product development in the circular economy. Green innovation mitigates environmental effects by utilizing sustainable materials, energy-efficient technology, and low-carbon manufacturing, underscoring the significance of the "design phase" within the circular economy. The research found that perceived value and customer innovation are critical factors in green purchasing behavior. This indicates that green innovation enhances customers' environmental consciousness and directs more sustainable consumption practices. Consequently, textile

and apparel manufacturers ought to implement individualized marketing strategies for distinct consumer segments to optimize the supportive impact of green innovation on the circular economy.

The implementation of the circular economy not only relies on technical and policy support but also requires the synergy of market mechanisms and consumer behavior. Relational legitimacy plays a key role in green transformation. Through cultural construction and innovation communication, green stigma can be effectively overcome, providing a new research perspective for the expansion of recycling markets. Secondly, green marketing strategies strengthen brand image and trust through effective price or advertising strategies, mobilize consumers' intention to purchase green products, and become an important bridge connecting the circular economy and consumers. In general, circular economy and green marketing complement each other in achieving sustainable development goals. Green marketing provides cultural communication and market demand support for the practice of circular economy, while circular economy provides content innovation and a technical foundation for green marketing.

4.4. Theme 4: Green Supply Chain and Management

This theme focuses on the role of green supply chain practices in improving corporate sustainability and competitive advantage. It highlights the critical role of green supply chain management in enhancing business performance and sustainable development in the textile and apparel industry, emphasizing the integration of green marketing, supply chain coordination, and advanced technologies to address global and localized sustainability challenges (Figure 11).

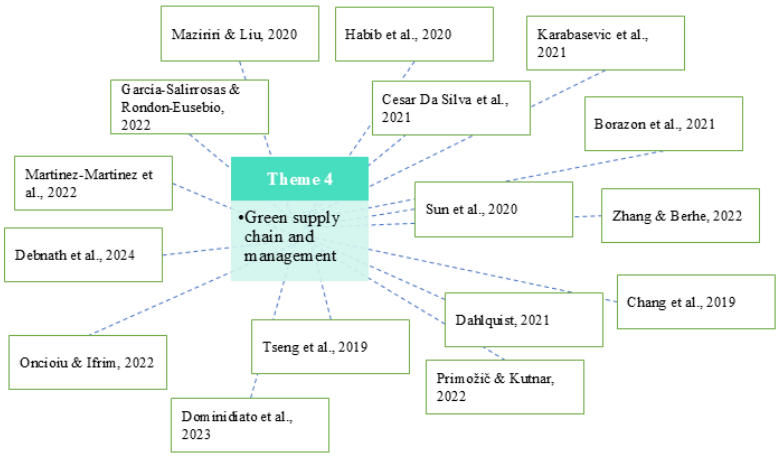


Figure 11. Theme 4 network [13–16,18,26,31,39,47,52–55,63,64].

The first focus is research based on the supply chain perspective. Green market orientation affects organizational performance through green supply chain management capabilities. Borazon et al. [54] proposed that green market orientation has a significant positive impact on green supply chain management capabilities, environmental performance, and economic performance. Based on green market orientation, Habib et al. [14] researched green entrepreneurship orientation. It is believed that both play an important role in improving green supply chain management practices and sustainable development corporate performance. Chang et al. [63] analyzed the supply chain coordination issues under production capacity constraints and green marketing efforts. The study proves that the interactive relationship between green marketing and capacity expansion is effectively coordinated through contracts that share costs and revenues, and proposes a supply chain coordination mechanism that combines capacity expansion and green marketing.

In the textile and apparel industry, variations in environmental standards where raw materials are sourced, such as chemical usage restrictions or water management practices, significantly impact green supply chain management. Similarly, differences in logistics practices, including packaging sustainability and transportation emissions across regions, present unique challenges and opportunities. These aspects underscore the need for targeted strategies tailored to the industry's global and localized supply chain dynamics. Tseng et al. [64] demonstrated that social media has a significant impact on sustainable supply chain capabilities, especially in areas such as market perception and knowledge absorption. A decision-making model of sustainable supply chain capabilities was constructed using social media and quantitative data to provide decision-making support for sustainable development.

Green marketing also plays a positive role in corporate management. Zhang and Berhe [15] demonstrated that green marketing can enhance corporate performance, and corporate social responsibility plays a positive intermediary role. Their findings highlight how integrating sustainability into corporate strategies not only improves performance but also aids in decision-making for managers and policymakers, reinforcing the value of green marketing as an essential tool for long-term business success. Karabasevic et al. [53] integrated a multi-criteria decision-making approach with bipolar fuzzy logic to illustrate the efficacy of green ICT in enhancing the sustainability of the textile industry. This approach underscores the importance of adopting advanced technologies in green supply chain management to enhance efficiency and sustainability. In the context of the global value chain, Sun et al. [13] pointed out that green marketing risks are the highest among all risk categories, proposed a multi-dimensional risk management framework and countermeasures, and provided management guidelines for global green innovation practices.

The prior research clarified the relationship among supply chain management, business management, and green marketing, offering an innovative theoretical framework and practical approach for achieving sustainable development in the textile and apparel industry. This research explained the significant impact of green supply chain management on business performance and sustainable development by integrating green market orientation, multi-criteria decision-making methodologies, bipolar fuzzy logic, and natural resource-based perspectives. Green marketing acts as a nexus in this process. It enhances the alignment between brand image and consumer behavior while offering efficient methodologies to adapt to market demand and manage risks through supply chain coordination mechanisms, sustainable ICT initiatives, and social media decision-making frameworks.

4.5. Theme 5: Textile and Fashion Culture

This theme integrates cultural studies with the textile and apparel industries to examine the application and cultural significance of green marketing principles in textiles and apparel. The research focuses on the role of green innovation in brand value creation and how green consumption trends affect the apparel and textile industry chains, aiming to reveal the dynamic relationship between apparel culture and environmental sustainability (Figure 12).

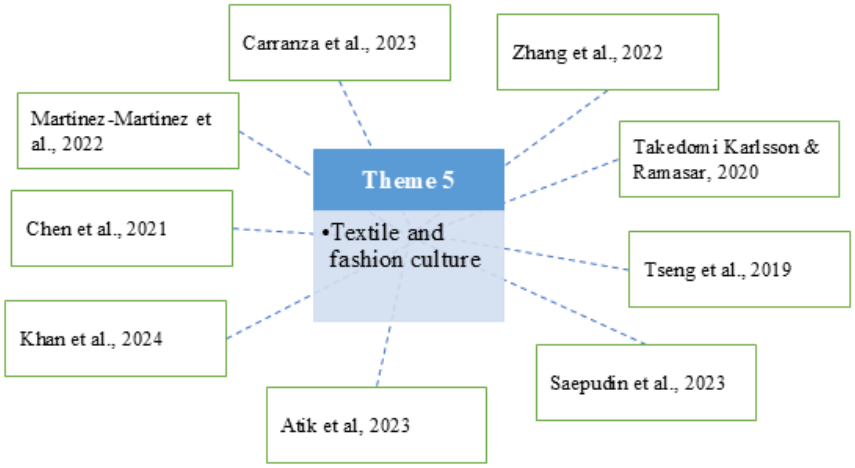


Figure 12. Theme 5 network [15,21,30,35,43,52,56,61,64].

Ray and Nayak [35] regarded green marketing as an important tool for the promotion of apparel culture and called for enhancing consumers' awareness of sustainable concepts through marketing practices. Their work underscores the importance of integrating green marketing into the cultural narrative of fashion, suggesting that sustainability can be positioned as a core value within the apparel industry, rather than just a marketing tactic. Analyzing the interaction between power structure and green advertising through game theory, Zhang et al. [21] revealed how green advertising investment shapes pricing and profit distribution in the apparel rental market. This study incorporates green marketing into the commercialization path of fashion culture, emphasizing the enhancement of brand value and market profits through cooperative green advertising. The article illustrates how apparel and textile culture promote the sharing economy and sustainable consumption model through marketing practices, hence enhancing the circular economy transition within the apparel industry. Chen et al. [56] indicated that the green innovation of apparel businesses can substantially augment people's purchase intents and behaviors, mediating this relationship through perceived value and consumer innovation propensity. This research highlights the critical role of green marketing in shaping brand culture and fostering customer engagement, illustrating how fashion and textile culture, when aligned with sustainable practices, can influence consumer behavior and contribute to sustainable development. In this context, green marketing serves as a pivotal strategy to enhance brand culture and engage customers, illustrating the impact of apparel and textile culture on consumer choices through green innovation and tailored communication tactics, therefore facilitating sustainable development. The research conducted by Takedomi Karlsson and Ramasar [61] employs discourse analysis to uncover the paradoxes inherent in the marketing of feminism and sustainability by fashion businesses. Although these products seemingly promote cultural ideas of sustainability and female empowerment, they may obscure environmental and social inequalities. The article posits that green marketing should represent the value of fashion and textile culture, rather than employing cultural features just as a means of commercial packaging.

4.6. Conceptual Framework of Green Marketing

Through the thematic analysis and review of the selected articles, green marketing may be categorized into five primary research directions:

a. Green marketing and branding

Examine the marketing strategies employed by companies that incorporate sustainable practices across the product or service life cycle and their effect on brand perception. Highlight the varied strategies of green marketing in brand maintenance and promotion.

b. Consumer behavior and green consumption

Examine consumer behavior patterns and decision-making influences within the context of green marketing, and clarify consumer responses to green marketing strategies from psychological, emotional, cognitive, and behavioral perspectives.

c. Circular economy and sustainability

Explore strategies for reducing resource waste through innovative business models informed by green marketing within the textile and apparel industries, while promoting a balanced and sustainable development of environmental, economic, and social advantages.

d. Green supply chain management

Investigate how the apparel and textile industries can achieve sustained economic and environmental advantages through green marketing and management strategies, as well as the impact of green supply chain practices on enhancing company sustainability and competitive advantage.

e. Textile and fashion culture

Explore the significance of fashion and textile culture as a medium for value transmission, while promoting the protection of the environment and cultural preservation through green marketing strategies.

This study develops a conceptual framework that integrates five research themes to apply green marketing to improving the textile and apparel industries. It clarifies the themes and concepts relevant to textile and clothing companies, customers, and green marketing while establishing their connection to the logical framework of sustainable development. The conceptual framework comprises the following distinct elements (Figure 13).

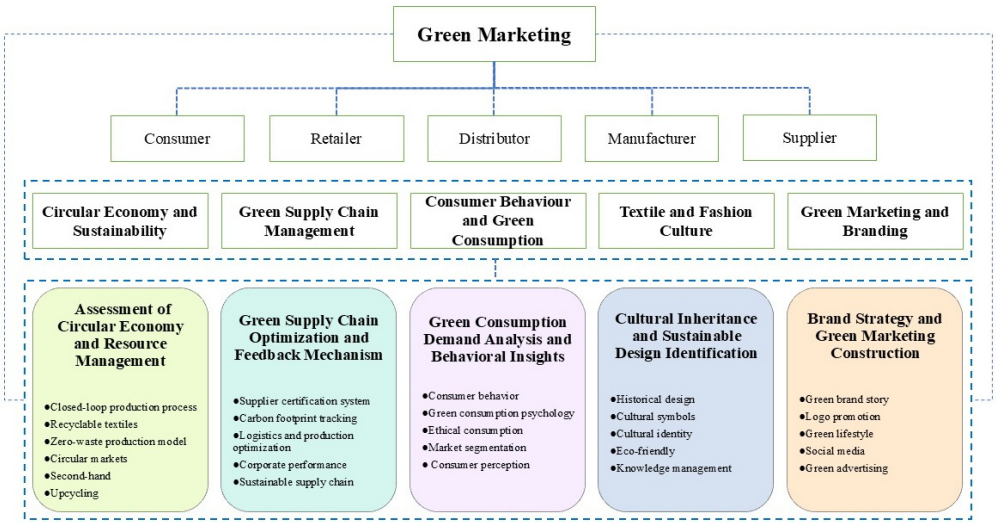


Figure 13. Conceptual framework.

This conceptual framework centers on the sustainable growth of green marketing within the textile and apparel industries, elucidating the multi-dimensional connections and related concepts of green marketing in the textile and apparel fields. This conceptual framework encompasses five fundamental modules, each contributing significantly to a distinct step of the value chain.

The initial focus is on the construction of brand strategy and green marketing. This module emphasizes enhancing consumers' knowledge of the brand's eco-friendly image through green brand narratives, distinctive promotions, sustainable lifestyle initiatives, social media engagement, and environmentally conscious advertising [7,31,45,47,56]. These techniques strengthen the emotional bond between firms and consumers, serving as a crucial source of brand distinctiveness.

The second is the assessment of the circular economy and resource management. This module focuses on optimizing resource utilization efficiency in the textile and apparel industries through methods including closed-loop production processes, recyclable fabrics, zero-waste production models, circular markets, and the upcycling of discarded apparel [16,19,26,31,52,54,64]. Implementing the circular economy model mitigates environmental impact while fostering the regeneration of economic value.

The third is the green supply chain optimization and feedback mechanism. The green supply chain management module encompasses supplier certification systems, carbon footprint monitoring, logistics and production optimization, corporate performance assessment, and the development of sustainable supply chains [2,28,36,37,60]. This module advocates for the sustainable transformation of the textile and apparel industry across the production and distribution processes, adopting a comprehensive life cycle approach to ensure the simultaneous achievement of environmental accountability and economic value.

The fourth is green consumption demand analysis and behavioral insights. This module enables firms to develop specific green marketing strategies through the analysis of consumer behavior, green consumer psychology, ethical consumption, market segmentation, and consumer awareness [15,37,43,61]. By comprehending consumer requirements, organizations can attain a more optimal alignment in design, advertising, and pricing.

The fifth relates to cultural heritage and the identification of sustainable design. The cultural heritage module emphasizes the significance of historical design, cultural symbols, cultural identity, sustainable design, and knowledge management [6,22,39,48,58]. This subject possesses cultural significance and offers inspiration and guidance for sustainable design within the textile and garment industry.

The modules are intricately linked via the five principal entities of the supply chain—suppliers, manufacturers, distributors, retailers, and consumers—constituting the comprehensive framework of green marketing, encompassing the entire continuum from resource procurement, production, and manufacturing to consumer feedback.

5. Conclusions

5.1. Significance of the Study

The implementation of green marketing within the textile and apparel industries demonstrates a diverse and complex field. This study establishes the scope of academic research on green marketing techniques across the textile and apparel industries. Examining green marketing enables practitioners in the textile and apparel industries to integrate marketing strategies with sustainability principles for the advancement of the industry. The study provides a detailed analysis that summarizes outcomes from 54 studies regarding the implementation of green marketing in the textile and apparel industry. A summary of contemporary research enhances awareness of current developments and guides future endeavors in unexplored areas. This study provides a comprehensive examination of green marketing practices within the textile and apparel industries, to inspire more academic research.

Previous research shows that green marketing in the textile and apparel industries has a good foundation in the circular economy, green supply chain management, consumer behavior, and green brand building [2,6,15,16,22,28,31,37]. However, considering the

mutually beneficial relationship between businesses and society, green marketing holds more strategic importance [48,49].

From a policy perspective, this study systematically reviews and synthesizes evidence showing how green marketing contributes to global sustainable development goals. By highlighting the importance of win–win situations between enterprises and society, this study provides a theoretical foundation and policy guidance for green marketing policymakers to help promote the development of environmental responsibility and economic growth in parallel. These policies can promote sustainable practices in the textile and apparel industry supply chains, laying the foundation for the industry's long-term resilience.

For textile and apparel industry managers, this study points out that green marketing integrates circular economy principles and green supply chain management practices. This includes strategies such as closed-loop manufacturing systems, the optimization of logistics, and the monitoring of carbon emissions by firms, which address sustainability challenges while improving operational efficiency. The review adds value by concurrently emphasizing product development and market demand, it equips managers with pragmatic green marketing strategies that balance market demand with environmental sustainability.

From the perspective of industrial innovation, this study reveals that green marketing drives transformational advancements, including recyclable textiles, used clothing upcycling, and zero-waste production models. By synthesizing findings on sustainable material innovations and life cycle management, this review highlights the role of green marketing in helping industries transition toward environmentally responsible leadership, providing both theoretical insights and practical strategies for innovation.

From the perspective of textile and apparel brand building, this study identifies green marketing as a key strategy for achieving competitive advantages and brand differentiation. By using green brand strategies, including eco-friendly advertising, social media engagement, and the promotion of sustainable lifestyles, organizations can appeal to environmentally sensitive consumers. These results demonstrate its critical role in influencing consumer behavior and fostering long-term brand loyalty.

5.2. Research Limitations

Although this study makes contributions, it also has its limitations. First of all, the PRISMA method limits the scope of the research by setting specific inclusion and exclusion criteria, which may result in some relevant studies being excluded and not considered. This research is based on the Web of Science database and is limited to the subdivision of textiles and apparel, which presents certain limitations. Secondly, this study is based on English-language journal papers and review articles published from 2019 to 2024, and while this offers a glimpse of current trends, it may not encompass the complete historical backdrop or new trends that remain undocumented in academic literature. Then, despite efforts to ensure objectivity, the application of PRISMA and systematic reviews may lead to selection bias, and the qualitative analysis of themes may be affected by the subjective interpretation of the researchers. This study also lacks a granular segmentation of the data in the existing literature, restricting deeper analysis of specific consumer subgroups' responses to green marketing.

5.3. Future Research Directions

This study provides insights into green marketing practices across different textile and apparel industries and can serve as a valuable resource for future research by highlighting a relatively unexplored area. This study provides the following suggestions for future research:

To begin with, attention should be directed toward the application of technology and data: realizing the transparency and traceability of the supply chain through digital means (such as blockchain), and further optimizing green marketing and carbon footprint management.

Subsequently, efforts should focus on continuing to strengthen cross-field collaboration: promote the joint development of standardized tools and evaluation systems for green marketing between academia and the textile and apparel industry to provide more practical guidance for relevant practitioners.

Moreover, it is essential to strengthen consumer education and communication: through social media and educational promotion, strengthen consumers' awareness of the value of green brands and products, and increase their willingness to consume green.

Finally, the focus should remain on cultural innovation and design: green marketing assumes the responsibility of cultural inheritance and encourages the integration of green culture into modern innovative design, making green products more market-attractive and culturally profound. These directions can broaden the research scope of green marketing in the field of textiles and apparel, and provide a deeper understanding of the strategic value of green marketing in promoting the sustainability of textiles and apparel.

Supplementary Materials: The following supporting information can be downloaded at: https://www.mdpi.com/article/10.3390/su17010292/s1, Table S1: The PRISMA checklist.

Author Contributions: Conceptualization, C.C.; methodology, C.C. and N.S.; software, C.C.; validation, N.S., S.Z.A. and N.A.M.A.; resources, C.C.; writing—original draft preparation, C.C.; writing—review and editing, C.C.; visualization, C.C.; supervision, N.S., S.Z.A. and N.A.M.A. All authors have read and agreed to the published version of the manuscript.

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