

The Role of Green Marketing in Driving Circular Economy: A Systematic Literature Review with Bibliometric Insights from Database Scopus

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ABSTRACT

The integration of green marketing and circular economy has gained significant attention in recent years as businesses and policymakers seek sustainable solutions to environmental challenges. This study employs a Systematic Literature Review (SLR) combined with bibliometric analysis using Vosviewer to examine research trends, key themes, and academic contributions related to green marketing in the circular economy framework. Based on 76 articles from the Scopus database (2020–2025), the findings indicate a rising research interest, peaking in 2024, before declining in 2025, highlighting potential shifts in academic focus or industrial implementation challenges. The bibliometric analysis reveals that China and India dominate research contributions, while business, management, and environmental sciences are the most explored disciplines. However, gaps remain in the digitalization of green marketing, sector-specific implementation, consumer behavioral impact, and policy effectiveness in fostering circular economy adoption. The study also notes the lack of empirical studies on emerging economies, suggesting a need for further research into how developing countries navigate green marketing challenges within the circular economy. Addressing these research gaps will contribute to enhancing sustainable business strategies, refining environmental policies, and accelerating the global transition toward a circular economy.

Keywords: *Green marketing, Circular economy, Bibliometric analysis, Systematic Literature Review*

1. INTRODUCTION

In recent decades, the concept of circular economy (CE) has become a major focus in global efforts towards sustainability (Megawati et al., 2024). A circular economy describes a production and consumption system designed to recover and regenerate natural resources to fulfil current and future needs (Sönnichsen, 2023). Circular economy offers an economic approach to reduce waste and maximize resource use through principles such as reuse, repair and recycling (Copernicana et al., 2024). Green marketing is emerging as a business strategy that aims to promote environmentally friendly products and services and raise consumer awareness about the ecological impact of their purchasing decisions, along with increasing attention to sustainability. (Huang et al., 2024). Green marketing plays a crucial role in maintaining business sustainability amid global warming and climate change, as it allows organizations to adapt from conventional marketing strategies to remain competitive and profitable (Sumarsono et al., 2025). Many companies implement green marketing strategies to improve their business performance, so information reliability is a very important factor (Jamal et al., 2021).

The relationship between green marketing and circular economy has increasingly attracted the attention of academics and business practitioners (Mostaghel et al., 2023). Green marketing is a promotional tool and is important role in driving the transition to a circular economy by changing consumption and production patterns (Chen et al., 2024). Through green marketing strategies, companies can emphasize the value of sustainability, increase customer loyalty, and strengthen a brand image that cares about the environment (Saputra & Shihab Saggaff, 2024). However, green marketing has two sides like a coin. On the one hand, it can reflect real concern for the environment, but on the other hand, it can turn into a green washing practice that is full of manipulation and self-interest (Sedky & AbdelRaheem, 2022). Therefore, with increasing environmental regulations and policies, companies must be more committed to implementing Circular Economy principles through innovation and effective marketing communications (Chen et al., 2024).

Furthermore, Green marketing in the circular economy is increasingly emphasizing product innovation (Q. Li et al., 2020), supply chain sustainability (Bag et al., 2022), and business practices supporting the green economy.

Product innovation focuses on developing goods that are more environmentally friendly, recyclable, and use sustainable materials (Moshood et al., 2022). Supply chain sustainability ensures that the entire production to distribution process minimizes environmental impacts, such as using renewable energy and reducing carbon footprint (Wen et al., 2025). Meanwhile, business practices that support the green economy include sustainable business models, such as Product-as-a-Service (PaaS) systems (Kjaer et al., 2019), carbon-neutral policies (Kjaer et al., 2019), and customer education for responsible consumption (Al-Nuaimi & Al-Ghamdi, 2022). With this approach, green marketing becomes a marketing strategy and part of business transformation towards a more sustainable circular economy (Studi et al., 2024).

Although many studies have addressed both green marketing and circular economy, a gap exists in the understanding how green marketing strategies can concretely drive circular economy implementation. Therefore, this study aims to systematically review the literature available in the Scopus database to identify research trends, key findings, and gaps in this area. This study provides in-depth insights into the evolution of research and collaboration networks between researchers, which are the main topics that dominate academic discussions on green marketing in the circular economy context.

2. RESEARCH METHODS

This research applies descriptive statistical methods to analyze techniques in collecting, presenting, and processing research data (Soesatyo et al., 2020). Data were systematically analyzed using tables and graphs through two methods: analysis of the Scopus database and VOSviewer software. First, the Scopus analysis included publication year, author name, country of origin, affiliation, and subject area. Second, Vosviewer software visualizes networks, overlays, and data density (Akhtar et al., 2023). With the help of Vosviewer, this research produced a bibliometric network visualization. Bibliometric analysis is a quantitative approach used to assess scientific literature based on bibliographic data, such as the number of publications, citation patterns, and collaboration between researchers (Donthu et al., 2021). This analysis is mainly aims to identify research trends, emerging topics, and the contributions of individuals and institutions in a discipline (Aria & Cuccurullo, 2017).

This research relies on article publication data from the Scopus database in the range of 2020-2025 with a focus on Green Marketing in Circular Economy. Articles relevant to the theme were downloaded from Scopus in the "RIS" document format using the keywords "GREEN MARKETING, CIRCULAR ECONOMY". Based on the search results, 76 articles published in that period. Next, the articles were analyzed using VosViewer software to obtain data related to bibliometric network visualization.

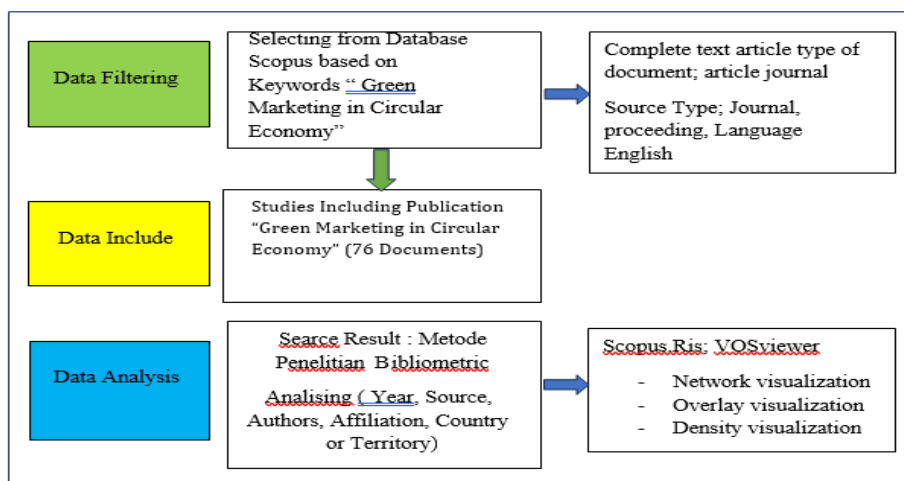


Figure 1. Stage of Data Collection Method

3. RESULTS AND DISCUSSION

Some indicators used to determine the tendency of researchers' interest in green marketing and circular economy topics are the number of documents/articles with green marketing and circular economy themes.

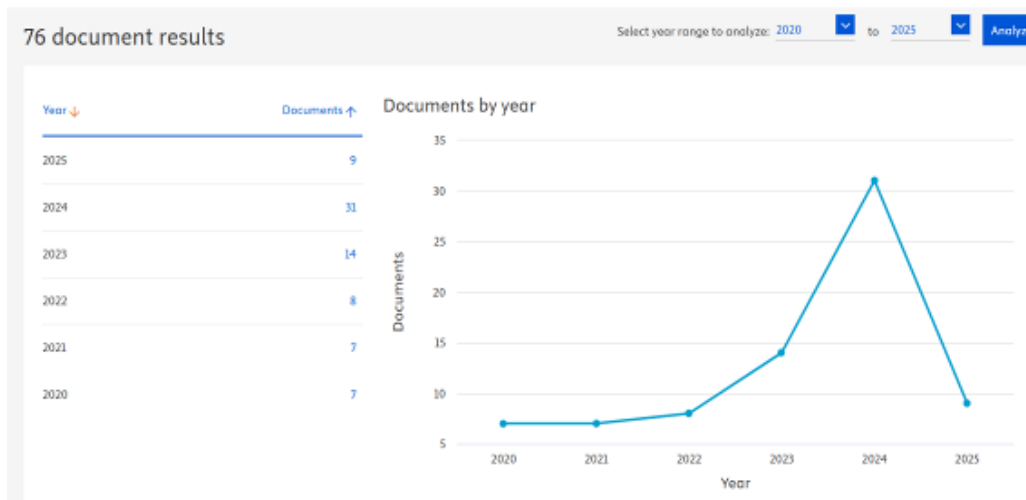


Figure 2. Number of Document per Year

Figure 2 describes the trend of publications related to Green Marketing in Circular Economy, it shows a significant increase from 2020 to 2024, the highest spike in 2024 reaching 31 documents. The number of publications was relatively stable between 2020 and 2022, with 7 to 8 documents, then increased to 14 in 2023. However, in 2025, there was a decline to 9 documents, which may be due to delays in recording, implementation difficulties in the industry or a shift in research focus. The sharp increase in 2024 may reflect the increasing global awareness of sustainability and circular economy policies, while decreasing in 2025 needs to be further analyzed to understand the factors affecting it.



Figure 3. Number of Documents per Year by Source

In Figure 3 above, the number of documents per year by source from 2020 to 2025 shows that the Journal of Cleaner Production has the highest number of publications with a fluctuating trend, peaking around 2023 before declining sharply in 2024 and 2025. Business Strategy And The Environment shows a relatively stable trend with a slight increase in 2024. Meanwhile, Business Strategy And Development remained constant throughout the years. IEEE Transactions On Engineering Management and International Journal Of Logistics Research And Applications have a lower number of publications, with patterns that do not undergo significant changes. The publication trend tends to increase until 2023 before decreasing in the following years which indicate a shift in research trends or publication focus in related fields.

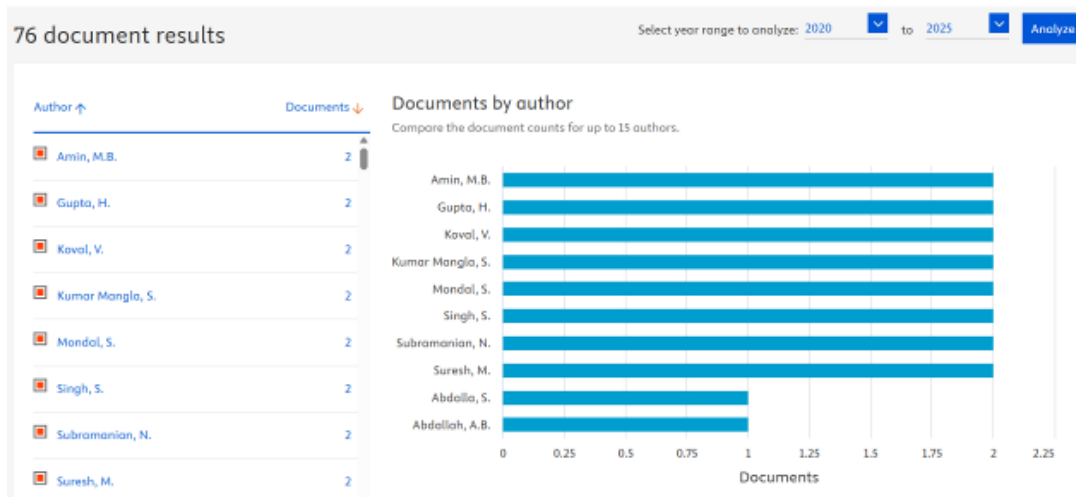


Figure 4. Number of Documents by Author

Figure 4 shows the number of publications by top authors on Green Marketing in Circular Economy from the Scopus database during the period 2020-2025. Of the 76 documents analysed, no author dominates significantly, as each top author has only two publications. Some authors with the same number of publications include Amin, M.B., Gupta, H., Koval, V., Kumar Mangla, S., Mondal, S., Singh, S., Subramanian, N., Suresh, M., Abdalla, S., and Abdallah, A.B. This even distribution reflects that research in this area is still evolving with contributions from a wide range of academics, without any one dominant figure.

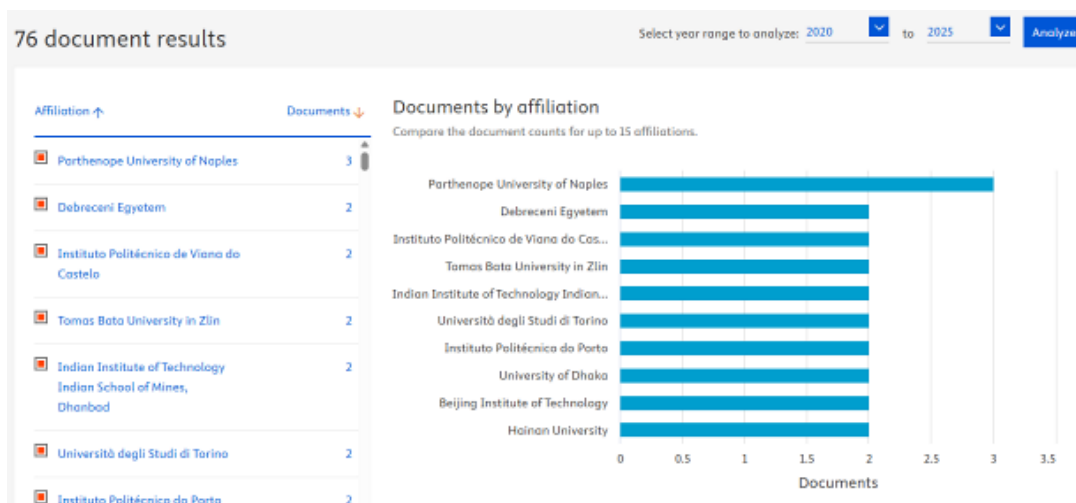


Figure 5: Number of Documents by Affiliation

Figure 5 shows the distribution of publications by institutional affiliation in Green Marketing in Circular Economy research from the Scopus database for 2020-2025. Of the 76 documents analyzed, Parthenope University of Naples has the most publications (three papers), followed by several other institutions with two publications each. The dominance of Parthenope University of Naples, although slight, shows that research in this area is spread across different institutions without any dominant center. This even distribution reflects that Green Marketing in a Circular Economy attracts academics from different countries and institutions, with no one university leading the field.

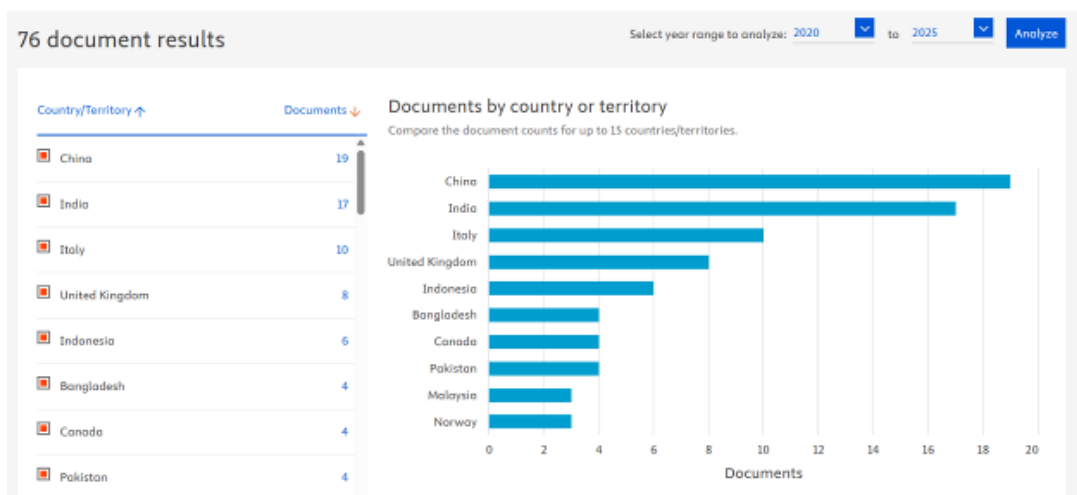


Figure 6: Number of Documents by Territory

Figure 6 shows the distribution of publications by country or region in Green Marketing in Circular Economy research from the Scopus database for 2020-2025. Of the 76 documents analyzed, China has the most publications (19 documents), followed by India (17 documents), and Italy (10 documents). The UK and Indonesia have eight and six publications respectively. Other countries such as Bangladesh, Canada and Pakistan have four publications, while Malaysia and Norway have fewer. The dominance of China and India reflects their high attention to sustainability, influenced by economic growth and government policies. Indonesia is the only Southeast Asian country in the top five, signaling increased sustainability awareness in the region.

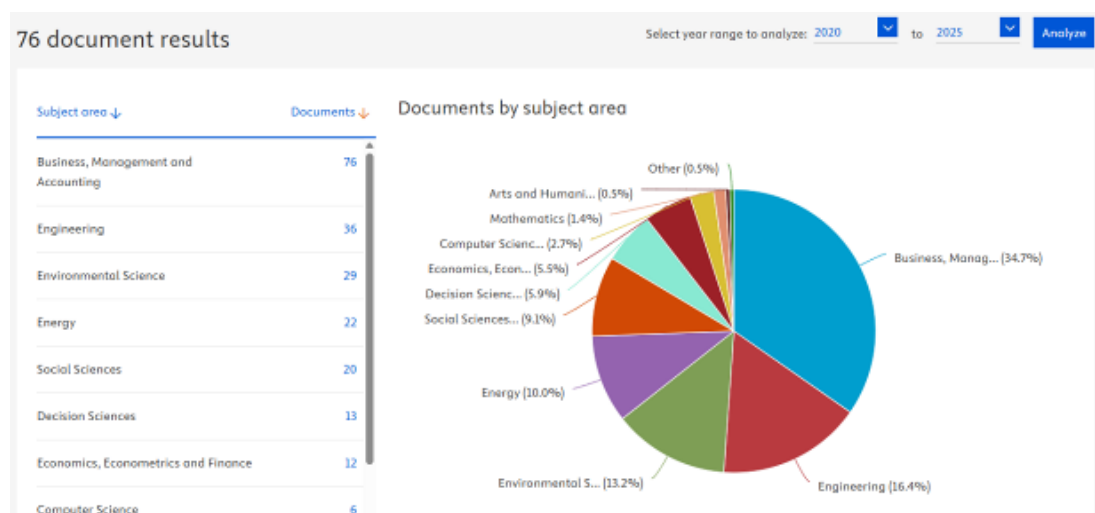
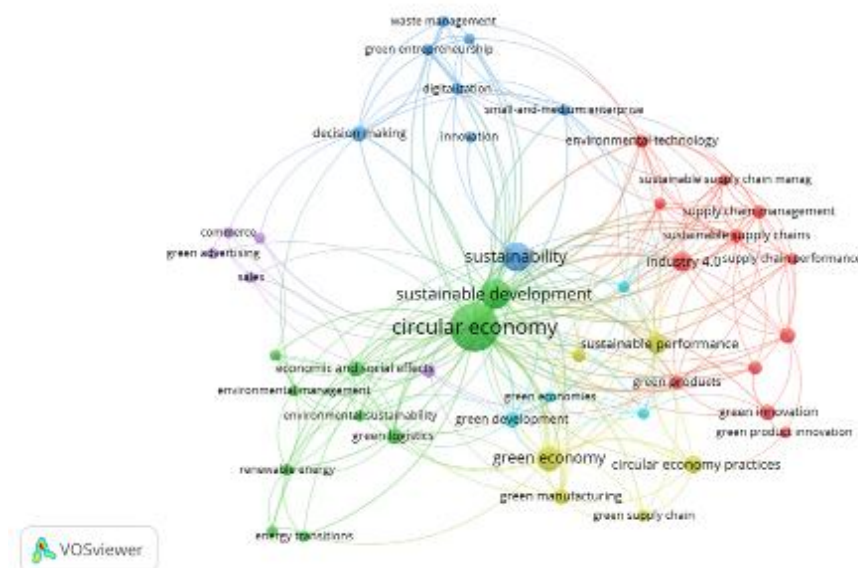


Figure 7: Number of Documents by Subject Area

Figure 7 shows the distribution of publications by discipline related to Green Marketing in a Circular Economy from the Scopus database for 2020-2025. Of the 76 documents analyzed, the fields of Business, Management, and Accounting dominate with 34.7%, reflecting the focus on sustainability from a business and management perspective. Engineering came in second with 16.4%, showing the importance of technical aspects in the circular economy. Environmental Science accounted for 13.2%, highlighting the relevance of environmental issues, while Energy recorded 10%, showing the important role of energy resources. Social Sciences (9.1%) and Decision Sciences (5.9%) contributed to the understanding of social aspects and decision-making. Other fields such as Economics, Computer Science, and Mathematics made smaller contributions, indicating that circular economy studies are mostly conducted from a managerial and technical point of view.

Table 1. Five articles based on the highest number of citations

3.1. Bibliometric Analysis on Green Marketing in Circular Economy



This network visualization shows that Green Marketing in Circular Economy is closely related to sustainability, supply chain, innovation, and green marketing. Circular economy is a core concept connected to Sustainability, Sustainable Development, and Green Economy, emphasizing the importance of sustainability in business strategy. The green cluster focuses on environmental aspects such as Green Logistics and Renewable Energy. The red cluster highlights the role of sustainable supply chains and business performance in the circular economy. The blue cluster emphasizes innovation and digitalization such as Green Entrepreneurship and Waste Management that support the implementation of a circular economy. This visualization confirms that Green Marketing in Circular Economy requires a holistic approach that includes innovation, supply chain management, and sustainable marketing strategies to achieve optimal economic and environmental impact.

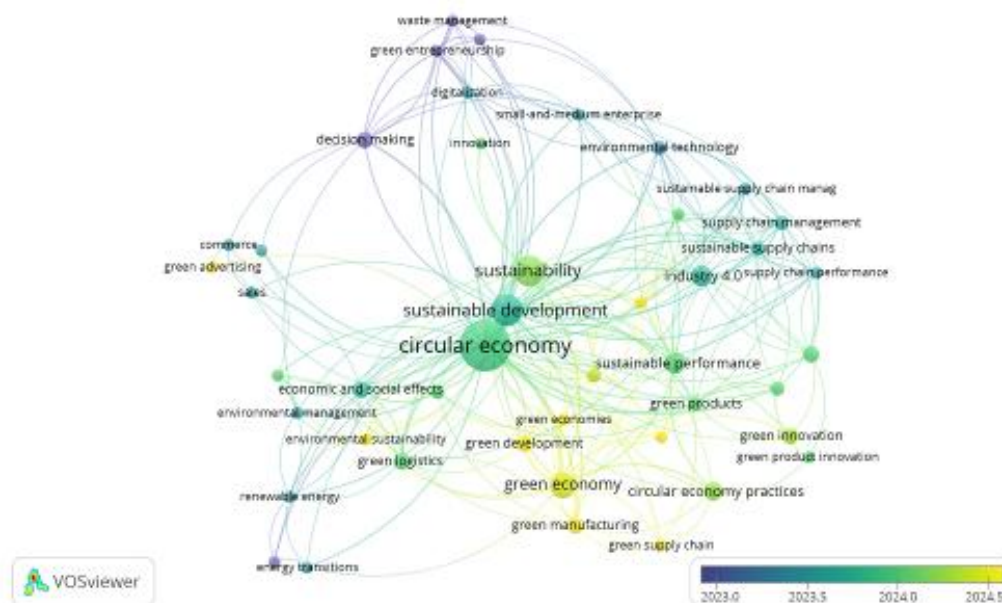


Figure 9. Keyword distribution in overlay visualization

This overlay visualization shows the relationship between various circular economy concept and sustainability from a time perspective from 2023 to 2024. Darker colors indicate concepts researched earlier, while lighter colors indicate newer and emerging ideas. In the context of green marketing in circular economy, terms such as green economy, green supply chain, green innovation, and green products appear as an important part of the current discussion. It shows that research focuses on green innovation, green product development, and more sustainable supply chains in the circular economy. In addition, sustainability, sustainable development, and circular economy remain central to the discussion, indicating that green marketing is increasingly linked to business practices emphasizing sustainability and resource efficiency. Overall, this research shows that green marketing in the circular economy increasingly focuses on product innovation, supply chain sustainability, and business practices that support a green economy.

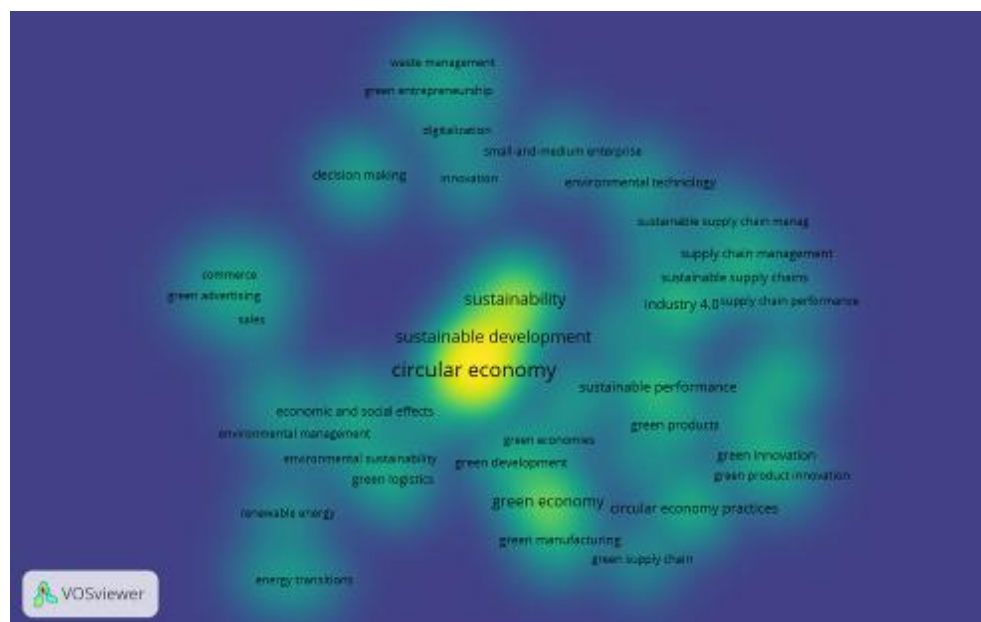


Figure 10. Distribution of keywords in density visualization

This density visualization shows the distribution of research related to circular economy and sustainability, with yellow areas representing the most discussed topics, while green and blue indicate lower density. In the context of green marketing, the concepts of circular economy, sustainability and sustainable development have the highest

density, highlighting the main focus of research on sustainability aspects. In addition, green economy, green innovation, green products and green supply chain also have significant densities, showing the close relationship between green marketing, product innovation and sustainable supply chain. Terms such as green advertising, commerce, and sales show that green marketing in a circular economy is also related to business and consumer decisions. These results confirm that green marketing focuses on environmental sustainability and is integrated with business strategies that support green innovation and supply chain efficiency.

4. CONCLUSION

4.1. Summary

This research shows that green marketing has a strategic role in driving the circular economy, as demonstrated by the increasing number of academic publications in recent years. Research trends from the Scopus database show a significant increase by 2024, reflecting the growing global awareness of sustainability and circular economy policies. Bibliometric analysis with Vosviewer revealed that green product innovation, sustainable supply chains, and green business practices are the main focus of business transformation towards a greener economy. In addition, the publication distribution analysis shows that research in this field is spread across different countries and institutions, with China and India being the main contributors. This researcher's most dominant fields of study are business, management and accounting, followed by engineering and environmental science, signaling an interdisciplinary approach in developing effective green marketing strategies.

4.2. Suggestion

The research revealed several gaps that could be further explored. One of them is the lack of studies on the role of digitalization such as AI, IoT, and blockchain in green marketing. Empirical research on the influence of green marketing on consumer behavior is also limited. In addition, the application of green marketing in certain industrial sectors such as manufacturing, automotive, and retail is still minimal. Policy aspects such as the effectiveness of environmental regulations also need further research. Finally, research on green marketing in developing countries and the decline in publication trends by 2025 are potential areas for in-depth study.

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