

Green Marketing Strategy in the Energy Sector: A Systematic Literature Review

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ABSTRACT

The global energy transition has encouraged energy companies to adopt sustainable marketing strategies to strengthen corporate reputation and enhance consumer trust in clean energy products. This study aims to systematically review the development of green marketing strategies in the energy sector, with a particular focus on sustainability branding, consumer perception, and ESG communication. The study employs a Systematic Literature Review (SLR) approach using the PRISMA framework by analyzing articles published in reputable international databases. The findings reveal that green marketing plays a significant role in enhancing corporate reputation, increasing consumer trust, strengthening purchase intention, and creating competitive advantages within the energy industry. In addition, sustainability branding and ESG communication have increasingly become strategic tools for supporting business decision-making processes and promoting the adoption of clean energy. However, several challenges remain, particularly issues related to greenwashing and inconsistencies in sustainability communication. This study contributes to the strategic marketing literature by providing comprehensive insights into the role of green marketing innovation in supporting business sustainability and long-term competitiveness in the energy sector.

Keywords: *Green Marketing, Sustainability Branding, ESG Communication, Clean Energy, energy sector, Renewable Energy, systematic literature review.*

1. INTRODUCTION

The global energy transition has encouraged companies in the energy sector to adopt more sustainable business strategies, including the implementation of green marketing practices. Increasing public awareness of environmental issues, climate change, and clean energy has significantly influenced consumer behavior in evaluating corporate reputation and environmentally friendly energy products. In this context, green marketing functions not only as a promotional strategy but also as a strategic instrument for strengthening corporate image, enhancing consumer trust, and improving business competitiveness (Agarwal et al., 2025).

The development of sustainability branding and ESG communication has also become an important concern in the modern energy industry. Energy companies increasingly integrate sustainability values into their brand identity and corporate communication strategies to attract environmentally conscious consumers. Previous studies indicate that green marketing significantly influences green consumer behavior, purchase intention, and green brand equity (Górska-Warsewicz et al., 2021; Haryono et al., 2025).

However, the existing literature on green marketing in the energy sector still reveals several research gaps. Most previous studies have primarily focused on the food, tourism, and consumer goods industries, while systematic reviews specifically discussing green marketing strategies in the energy sector or remain limited. In addition, issues such as greenwashing, inconsistent ESG communication, and low corporate transparency continue to challenge the development of consumer trust (Babu et al., 2026; Ktisti et al., 2022).

Therefore, this study aims to conduct a Systematic Literature Review (SLR) on the development of green marketing strategies in the energy sector. The study specifically focuses on sustainability branding, consumer perception, ESG communication, and greenwashing challenges within the energy industry. This research is expected to contribute theoretically to the development of strategic marketing and business sustainability literature.

2. RESEARCH METHODS

This study employs a Systematic Literature Review (SLR) approach using the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to systematically identify, screen, evaluate, and synthesize previous studies related to green marketing strategies in the energy sector. The PRISMA framework was selected because it provides a transparent and structured procedure for conducting systematic reviews in academic research (Agarwal et al., 2025; Mohammad et al., 2025)

The literature search was conducted using reputable international databases, including Scopus, Web of Science, ScienceDirect, and Google Scholar. The search process applied Boolean operators to improve the relevance and accuracy of the retrieved articles. The Boolean search string used in this study is as follows: ("green marketing" OR "sustainable marketing") AND ("energy sector" OR "renewable energy")

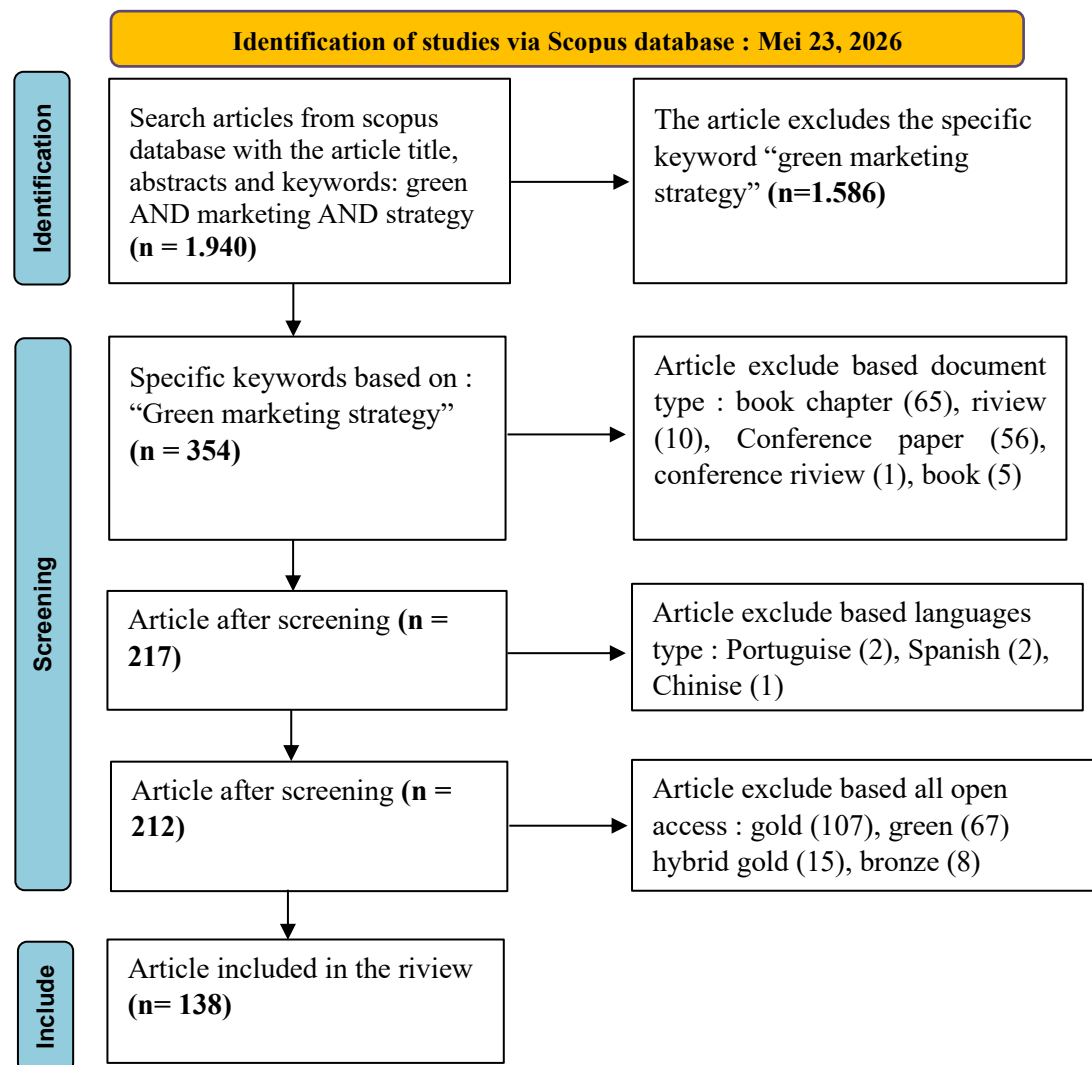


Figure 1. Systematic Literature Riview Information Flow Using PRISMA

Based on the search results obtained on May 23, 2026, from the Scopus database using article titles, abstracts, and keywords related to "Green Marketing Strategy", a total of 1,940 documents across various academic disciplines were identified. Subsequently, an identification process was conducted by excluding articles that did not specifically focus on green marketing strategy, resulting in the elimination of 1,586 documents and leaving 354 documents for further screening.

The screening stage was then carried out based on document type and relevance to the research scope. The excluded documents consisted of book chapters (65), reviews (10), conference papers (56), conference reviews (1), and books (5), leaving 217 articles. Furthermore, language-based screening was applied by excluding articles written in Portuguese (2), Spanish (2), and Mandarin (1), resulting in 212 remaining articles. At the

final stage, articles with limited accessibility categories, including gold (107), green (67), hybrid gold (15), and bronze (8), were excluded. Therefore, the total number of articles fully analyzed in this study was 138 articles. The research questions (RQ) proposed in this study are as follows: RQ1: How has green marketing strategy research evolved in the energy sector? RQ2: How is the distribution and focus of studies related to Green marketing strategy in various regions and disciplines? RQ3: What is understood theoretically and practically that can support green marketing strategy policy reform towards environmental sustainability? RQ4: What are the major challenges in implementing green marketing, particularly regarding greenwashing and corporate transparency?

3. RESULTS AND DISCUSSIONS

3.1. PRISMA Flow Diagram

The results of this study focus on findings from 138 articles in the Scopus database related to Green Marketing Strategy. The data were obtained through the identification of the number of published articles, the distribution of publications over the years, and journal sources. This study also highlights the most influential elements in research on green marketing strategy, particularly in the energy sector, including authors, institutional affiliations, and countries of origin.

3.2. Study Characteristics

Most studies were published between 2020 to 2026 and predominantly employed quantitative approaches. The primary research themes included sustainability branding, green consumer behavior, ESG communication, corporate reputation, and greenwashing. The majority of studies originated from developing countries in Asia and Europe undergoing transitions toward sustainable energy systems.

Based on the study characteristics, research on Green Marketing Strategy is predominantly concentrated in the fields of Social Sciences (22.6%), Environmental Science (18.2%), and Energy (13.7%), indicating that this area of study has evolved into a multidisciplinary field and is closely associated with sustainability issues, consumer behavior, and the energy sector. In terms of publication distribution by region, China has the highest research contribution, followed by Malaysia, India, Indonesia, and Vietnam, reflecting the strong interest of Asian countries in the development of green marketing strategies and sustainable development.

3.3. Synthesis of Findings

The synthesis of findings suggests that green marketing strategies generally contribute positively to consumer trust, purchase intention, and corporate competitiveness in the energy sector. Most studies indicate that sustainability-oriented branding enhances corporate image and customer loyalty. Nevertheless, several studies also highlight that greenwashing practices and inconsistent ESG communication may weaken public trust, indicating the need for more transparent and credible sustainability strategies. (Kim & Yang, 2026; Kusmendar et al., 2025).

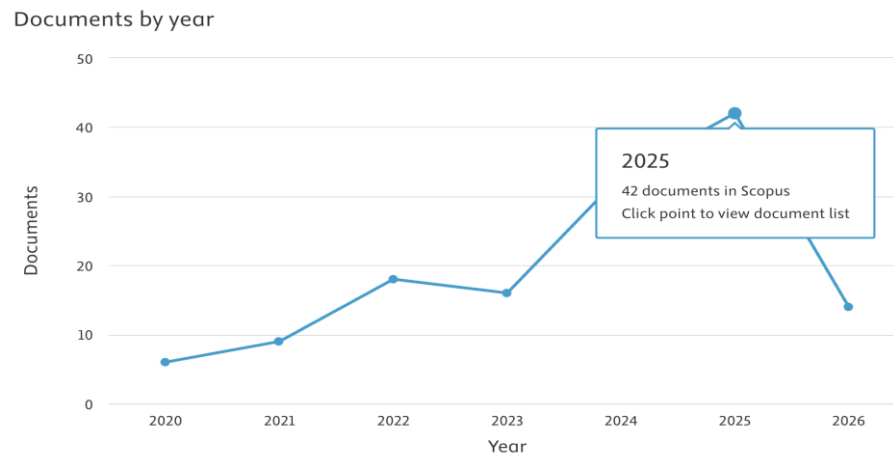
3.4. Discussion

The findings suggest that green marketing has evolved beyond a promotional tool for environmentally friendly products and has become a strategic instrument for strengthening corporate reputation and achieving long-term business sustainability. Sustainability branding enables energy companies to create competitive differentiation amid increasing consumer awareness of environmental issues.

RQ1: How has green marketing strategy research evolved in the energy sector?

Research on green marketing strategy in the energy sector has shown a significant upward trend during the 2020–2025 period. The number of publications increased from 6 documents in 2020 to 42 documents in 2025, representing the highest publication output during the observed period. Although there was a slight decline in 2023, the overall trend indicates a consistent increase in research activity. This growth suggests increasing academic interest in integrating green marketing strategies within the energy sector, particularly in supporting sustainability initiatives, energy transition, environmentally responsible consumer behavior, and enhancing the

competitiveness of energy companies. The decline in publication numbers in 2026 is likely attributable to incomplete publication data, as the year is still ongoing.



Source: Scopus database, 2026

Figure 2. Number of Green fiscal policy publication

Based on the identification results obtained from the Scopus database, a total of 138 articles related to Green Marketing Strategy were identified, demonstrating a significant increase in research development during the 2020–2026 period. This publication trend reflects growing academic interest in green marketing issues, particularly those associated with sustainability and the energy sector. In 2020, research emphasized that green marketing strategy plays a crucial role in shaping consumer values and attitudes toward sustainable products, which, in the context of the energy sector, serves as a strategic factor in promoting the adoption of environmentally friendly energy, enhancing public trust, and strengthening the transition toward sustainable energy systems (Alamsyah, Aryanto, et al., 2020; Alamsyah, Othman, et al., 2020; Liao et al., 2020; Setyawati et al., 2020; Sugandini et al., 2020). Furthermore, recent studies in 2026 revealed that attitudes, subjective norms, and perceived behavioral control are significant predictors of consumers' intentions to purchase environmentally friendly products (Engidaw et al., 2026; Gustafson & Clark, 2026; Salimi et al., 2026; Samaniego-Arias et al., 2026; B. Zhou et al., 2026). These findings indicate that research on Green Marketing Strategy has evolved dynamically and is increasingly recognized as an important issue in supporting sustainable business practices, energy transformation, and strengthening corporate competitiveness.

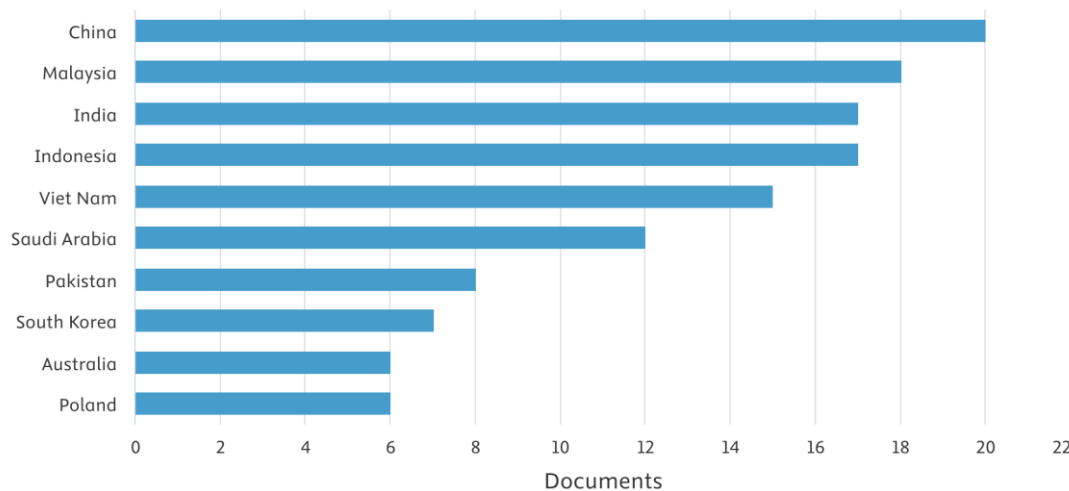
RQ2: How is the distribution and focus of studies related to Green marketing strategy in various regions and disciplines?

The distribution analysis of research on Green Marketing Strategy across 138 articles was conducted by categorizing the articles based on classifications such as country, region, affiliation, source, and author, with the limitation of including only the top 10 articles in each classification category. This classification aims to identify the countries and academic communities that are most actively involved in discussing the development and implementation of Green Marketing Strategy.

The results indicate that China significantly dominates the number of scientific publications with 20 articles, followed by Malaysia with 18 articles, India and Indonesia with 17 articles each, Vietnam with 15 articles, and Saudi Arabia with 12 articles. Meanwhile, contributions from other developing countries include Pakistan with 8 articles, South Korea with 7 articles, and Australia and Poland with 6 articles each. This geographical distribution suggests that although interest in Green Marketing Strategy has increased globally, knowledge production remains concentrated in specific regions and is still unevenly distributed across different parts of the world, particularly in countries within the Global South.

Documents by country or territory

Compare the document counts for up to 15 countries/territories.



Source: Scopus database, 2026

Figure 3. Number of articles by country or territory (top 10 country)

Understanding the distribution of research is important because it can reveal patterns in scientific development, identify countries or disciplines that are most actively investigating a particular topic, and uncover research gaps in regions or fields that remain underexplored. Such information also helps researchers determine future research directions that are more relevant, innovative, and capable of providing stronger contributions to scientific development and sustainable practices.

RQ3: What is understood theoretically and practically that can support green marketing strategy policy reform towards environmental sustainability?

The review of 138 articles from the Scopus database using VOSviewer demonstrates that bibliometric analysis provides a deeper understanding of the development of Green Marketing Strategy in the renewable energy sector. These findings have both theoretical and practical implications for researchers and policymakers in designing sustainable strategies, such as strengthening green energy incentives, increasing investment in environmentally friendly technologies, and accelerating the transition toward sustainable energy systems.

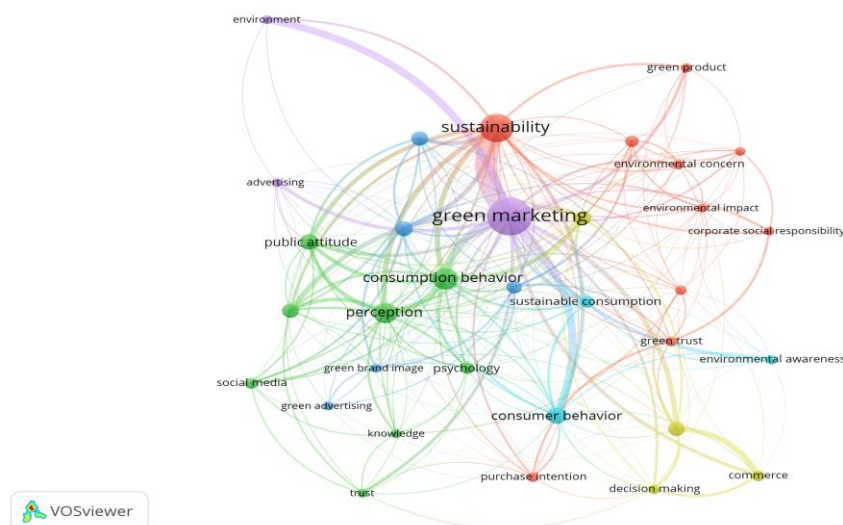


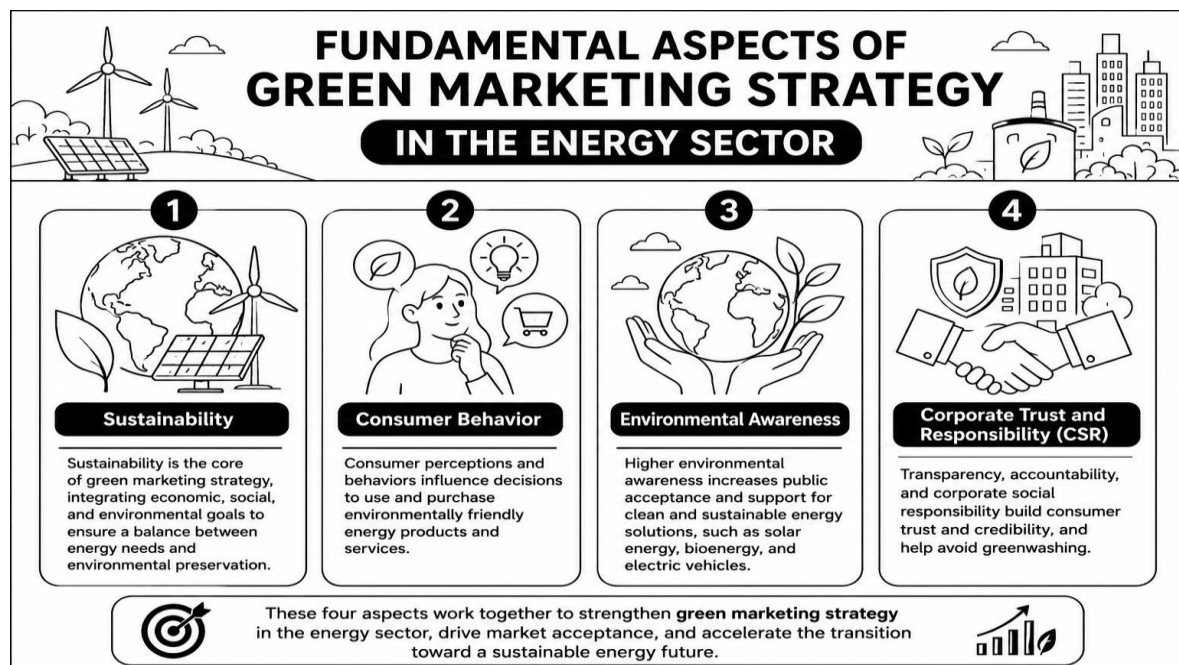
Figure 4. Co-occurrence framework and representation key terms

Table 1 Keywords by authors

Rank	Keyword	Total link strength
1	Green marketing	46
2	Sustainability	31
3	Consumption behavior	22
4	Perseption	19
5	Consumer behavior	14
6	Green washing	12
7	Strategic approach	11
8	Public attitude	13
9	Sustainable development	10
10	Green marketing strategy	8

The geographical distribution of previous studies indicates an uneven concentration of research across countries, with publications predominantly originating from Asian countries. This suggests limited representation from other regions and highlights the need for broader cross-country studies, particularly in the context of the energy sector, to improve the generalizability and contextual understanding of Green Marketing Strategy.

Based on the results of the co-occurrence analysis on the VOSviewer map, the main keyword green marketing shows strong connections with sustainability, consumer behavior, environmental concern, green product, corporate social responsibility, environmental awareness, purchase intention, and consumption behavior. These interrelationships indicate that the fundamental aspects of green marketing strategy in the energy sector are not solely focused on promoting environmentally friendly products but are built upon several key elements : sustainability, consumer behavior and perception, environmental awareness, and green trust along with corporate social responsibility (CSR).



Source : (Al-Ahmed et al., 2025; Alamsyah, Othman, et al., 2020; Atshan et al., 2025; Feng et al., 2025; Mansour et al., 2024; Nguyen, Nguyen, et al., 2025; Nguyen, Pilík, et al., 2025; Nguyen-Viet & Thanh Tran, 2024; J. Zhou et al., 2025)

Figure 5. Fundamental aspects of Green Marketing Strategy

RQ4: RQ4: What are the major challenges in implementing green marketing, particularly regarding greenwashing and corporate transparency?

The main challenges in implementing green marketing are related to greenwashing practices, which occur when companies make exaggerated environmental claims or claims that do not accurately reflect actual conditions. Such practices can create consumer skepticism, reduce public trust, and weaken the effectiveness of green marketing strategies (Salimi et al., 2026; Senan et al., 2025; Tu et al., 2024; Vangeli et al., 2023). In addition, low levels of corporate transparency regarding sustainability information, ESG reporting, and environmental impacts also represent major obstacles to building corporate credibility. Therefore, the success of green marketing requires honest and transparent communication supported by genuine and sustainable business practices (Apostolopoulos et al., 2025; Sun et al., 2024; Thao et al., 2025).

4. CONCLUSION

This study concludes that green marketing strategy has evolved into an essential strategic approach within the energy sector, particularly in supporting the transition toward more sustainable business practices. The findings of this systematic literature review indicate that sustainability branding, ESG communication, and green consumer engagement play significant roles in enhancing corporate reputation, consumer trust, purchase intention, and the competitive advantage of energy companies. The study also demonstrates that consumer perception toward green marketing is strongly influenced by information transparency, consistency in sustainability communication, and corporate credibility in implementing environmentally responsible practices. Nevertheless, the major challenge remains the issue of greenwashing, which may undermine public trust in energy companies. Theoretically, this study contributes to the development of strategic marketing and sustainability communication literature within the energy industry context. Practically, energy companies are encouraged to consistently integrate sustainability values into their marketing and business communication strategies to strengthen consumer loyalty and accelerate the adoption of clean energy.

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