

Review

# Sustainable Brand Advertising—The Green Advertising for Generation Z, a Qualitative LRSB Analyze

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**Abstract:** Advertising has been one of brands' main allies in successfully promoting their products and services, creating trends and changing consumer mindsets, which allows them to increase sales and consequently achieve commercial success. The advertising medium has been evolving, increasingly encompassing new technologies as well as expanding its areas of intervention. This research article uses the Systematic Bibliometric Literature Review methodology, and its main objective is to clarify the state of the art regarding advertising and sustainability, since if advertising is one of the main allies for the success of brands, sustainability has become one of its main strategies. The starting question is whether advertising has been used to communicate sustainability. The methodology used in this study is a systematic bibliometric literature review (LRSB) to collect, analyze and synthesize data on advertising and sustainability, and covers a period of publications from the year 2007 to 2024, with the support of visual maps of the research indexed in the Scopus Database, created with VOSViewer. The aim was to give an overview of the studies published in this scientific area. The qualitative results of the analysis suggest that the theme of sustainability has been studied and associated with brands and sectors of activity such as luxury brands. The analysis leads to the suggestion of a reduced connection between sustainability and advertising, with studies on "green advertising" being mentioned, which allows us to affirm that this is an area that requires more in-depth studies, despite the fact that these initial results, on the one hand, help professionals in the field of digital marketing to make decisions, as well as clarifying the topic from a research point of view.

**Keywords:** sustainability advertising; green advertising; brand strategies; generation Z



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## 1. Introduction

Sustainability is crucial across various domains due to its multifaceted impacts and benefits [1]. Sustainability's definition points out that is essential for ensuring a safe and liveable future for everyone by conserving resources, reducing energy usage, promoting a healthy habitat, and making a positive societal impact. Sustainability ensures that we meet our present needs without compromising the ability of future generations to do the same.

Some authors present studies [2] wherein they developed their research around the concept of sustainability associated with the "three pillars", environmental, economic and social, citing the economic pillar as seen by many researchers in the field as a means of producing systemic changes, and who consider the economy subordinate to social well-being and environmental health.

Sustainability is crucial for companies as it improves economic results, enables brand differentiation and increases competitive advantages [3]. It is also important to highlight that sustainability initiatives lead to cost reduction, operational efficiency, and greater effectiveness and efficiency, ultimately increasing the sustainability of the business [4]. In the

end, it allows companies to achieve long-term success [5]. In the business sector, sustainable entrepreneurship and innovation are essential for enabling sustainability innovation and driving positive environmental and social outcomes [6]. Sustainable marketing strategies are vital for meeting present needs without compromising the ability of future generations to meet their own needs [7]. All of these business strategies can only be successful if they are properly communicated to the public and consumers. Consumers' environmental sustainability beliefs and activism play a crucial role in driving sustainable practices and behaviors [8].

Marketing and advertising are closely interconnected elements in the business sector. Marketing involves the strategic process of promoting and selling products or services, encompassing market research, product development, pricing, distribution, and promotion. Advertising, on the other hand, is a specific component of marketing that focuses on creating and delivering promotional messages to target audiences through various channels to drive awareness, interest, and ultimately, sales. Communications are integral to any marketing strategy [9]. These critical interactions among businesses and consumers increasingly take place through digital media and devices [10].

The definition of advertising has been evolving as society has changed its methods of communicating, increasingly incorporating technologies. Moving away from classic advertising media, such as television, the press and radio, consumers have begun to adopt more digital platforms, making online advertising the most direct way of reaching younger consumers.

The definition of advertising can be stated as "brand-initiated communication intent on impacting people" [11,12]. This definition emphasizes the purpose of advertising as a form of communication initiated by a brand with the intention of influencing individuals. Additionally, advertising is described as a message transmitted from an organization to a large audience with the aim of increasing awareness or the likelihood of purchasing a product [13]. This highlights the role of advertising in disseminating messages to a broad audience to drive consumer awareness and interest in products or services.

Quoting Rosenbaum-Elliott, 2020, p. 8 [14] "Advertising is meant to turn us towards a product or service by providing information or creating a positive feeling. Advertising is an indirect way of turning a potential customer towards the advertised product or service by providing information that is designed to effect a favourable impression, what we will call a positive brand attitude. This favourable brand attitude then helps to place the consumer on the path towards seeking out the product or service advertised".

Online advertising and social media have opened up a wide variety of new ways of delivering advertising, but not altered the purpose of advertising, which is to sell more of the branded product or service, or to achieve a higher price that consumers are willing to pay than would be obtained in the absence of advertising [14].

Globally, these definitions underscore the role of advertising as a strategic communication tool used by brands to reach and engage with target audiences for various purposes, such as increasing brand awareness, promoting products, and influencing consumer behavior.

Following the above, since one of the pillars of sustainability most highlighted by researchers is the economic one, because this allows the development of and increases in corporate business, it is possible to state that there is a connection to advertising, this being one of the aspects of marketing that makes it possible to publicize products and services with the aim of attracting consumers, which we must analyze. Therefore, the main objective of this research work is to address and clarify the state of the art regarding advertising and sustainability.

Advertising and sustainability are two research fields that have been associated in the last few years because of business strategies that have adopted sustainability as one of their strategic pillars [15], which has become one of the most important messages to communicate given its economic, social and cultural importance.

Studies by [16] highlight the importance of effective communication in conveying sustainability practices from corporate websites to e-commerce platforms, enhancing transparency and building trust with stakeholders and consumers.

The research work of Gregori and Holzmann (2020) [17] stresses that a sustainable business model should be economically, environmentally, and socially sustainable, providing benefits while delivering products or services.

Sustainable advertising refers to the practice of promoting products or services while incorporating environmental, social, and economic sustainability principles. It involves communicating the benefits of sustainable practices, such as reducing environmental impact, promoting social responsibility, and ensuring economic viability. Sustainable advertising aims to make positive contributions to the environment and society, while effectively promoting products or services.

Sustainable advertising is a communication approach whereby companies convey information to markets transparently, ensuring information symmetry and straightforward interpretation. This form of advertising aims to be non-misleading, respecting consumer protection rights and business ethics principles [18]. It goes beyond traditional advertising by promoting environmental benefits based on consumer outlook, encouraging sustainable consumption practices [19].

Other studies have concentrated on evaluating eco-friendly advertising formats for different generations [20], the role of advertising in entrepreneurship sustainability [21] and the communication of sustainability information in advertising [22]. This approach aligns with the concept of sustainable marketing, encompassing various aspects from ecological to economic sustainability [23].

Moreover, sustainable advertising plays a crucial role in promoting sustainable development and addressing societal challenges. It involves integrating sustainability principles into advertising strategies to drive positive change and contribute to a more environmentally conscious society [24]. By focusing on sustainability in advertising, companies can gain a competitive advantage, enhance brand equity, and foster sustainable consumption practices [25]. Sustainable advertising also involves using emotional and rational appeals to influence consumer behavior positively, and promote sustainable products and services.

The relationship between sustainability and advertising in academia is a topic of growing interest and research. Studies such as those by Xu et al. and Ying et al. delve into the impact of advertising on firms' financial performance and consumer intentions to purchase eco-labeled products, respectively. These studies highlight the role of advertising in influencing business outcomes and consumer behavior related to sustainability.

Moreover, some researchers [25,26] explore how advertising strategies, such as emotional appeals and human-centered approaches, can affect sustainable consumption and consumer choice. Understanding the effectiveness of different advertising approaches in promoting sustainable behaviors is crucial for developing impactful marketing campaigns.

Overall, the academic literature on sustainability and advertising provides valuable insights into how advertising practices can contribute to promoting sustainability, influencing consumer behavior, and driving positive environmental and social outcomes.

Therefore, the integration of sustainability messaging in advertising campaigns plays a vital role in promoting sustainable business practices, enhancing brand reputation, and fostering consumer trust and loyalty.

In view of the above, it makes sense to define the main objective of this study as clarifying the state of the art regarding advertising and brand sustainability, since if advertising is one of the main allies for the success of brands, sustainability has become one of its main strategies. The starting question is whether advertising has been used to communicate sustainability.

In short, sustainable advertising is a strategic communication approach that promotes transparency, ethical practices, and environmental responsibility. By incorporating sustainability principles into advertising campaigns, companies can not only attract environmentally conscious consumers, but also drive positive change towards a more sustainable future.

Advertising is linked to sustainability and is a topic that has been studied in different aspects, either as a way of publicizing companies' sustainable strategies or as a more sustainable advertising medium. In this sense, a bibliometric study was conducted on articles published in full text form on the SCOPUS platform, presented below.

## 2. Methodological Procedures

In this research work, a systematic literature review on advertising and sustainability is presented following Ktisti et al.'s [27] approach. For this purpose, after the introductory literature review, a search is carried out in the SCOPUS database, following the PRISMA 2020 Protocol [28] in terms of exclusion criteria and with an analysis using the VOSviewer (version 1.6.20), a software tool for constructing and visualizing a bibliometric network that can be constructed based on citation, bibliographic coupling, co-citation, or co-authorship relations, in different research fields [29,30].

The research was conducted on the SCOPUS platform. SciVerse Scopus is a database of abstracts and citations of articles for academic journals/magazines. It covers approximately 19,500 titles from more than 5000 international publishers, including coverage from 16,500 peer-reviewed journals in the scientific, technical, medical and social science fields. SCOPUS is an online service that indexes the most cited periodicals in their respective scientific areas, and allows one to identify the number of times each article is cited during a given period of time [31].

In this paper, we followed the PRISMA checklist from the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology, which is a set of guidelines developed to enhance the transparency, completeness, and accuracy of reporting in systematic reviews and meta-analyses. It provides a structured framework for authors to clearly outline the rationale behind their review, detail the methods used in study selection, appraisal, and synthesis, and accurately present their findings [28].

The PRISMA methodology has been widely adopted across different fields, including healthcare, psychology, and environmental research, to improve the quality of systematic reviews. It has been instrumental in standardizing the reporting of systematic reviews, enabling researchers to conduct more rigorous and transparent reviews of the existing literature [32].

Using the methodology described, the inclusion and exclusion criteria will be presented below.

### *Inclusion and Exclusion Criteria*

The search used the initial key word "advertising" (87,850) in the SCOPUS database, then the key words "sustainability" (751) and "brands" (133) were added.

The exclusion criteria applied were studies in areas of exact sciences, such as materials science, chemistry, agricultural and biological sciences, biochemistry, and nursing.

Additionally, we applied the following filters: document types, publication years, open access, abstract, and author keywords as inclusion criteria. Master's dissertations, doctoral theses, and articles that after reading the abstract did not correspond to the research objectives were excluded.

In order to systematize the article selection process, we used the PRISMA protocol, which stands for Preferred Reporting Items for Systematic Reviews and Meta-Analyses. This is a widely recognized guideline for conducting and reporting systematic reviews and meta-analyses in various fields, including social sciences. It consists of a checklist accompanied by a detailed guidance document that provides researchers with a structured approach for documenting a systematic review protocol [28]. Researchers use the PRISMA protocol to ensure transparency, rigor, and reproducibility in their systematic review processes. The protocol outlines steps such as identification, selection, synthesis, and summary to guide researchers through the review process [33]. Below are presented the steps of the PRISMA 2020 methodology [34], in the form of a flow diagram—Figure 1, PRISMA 2020 flow diagram, following PRISMA indications.

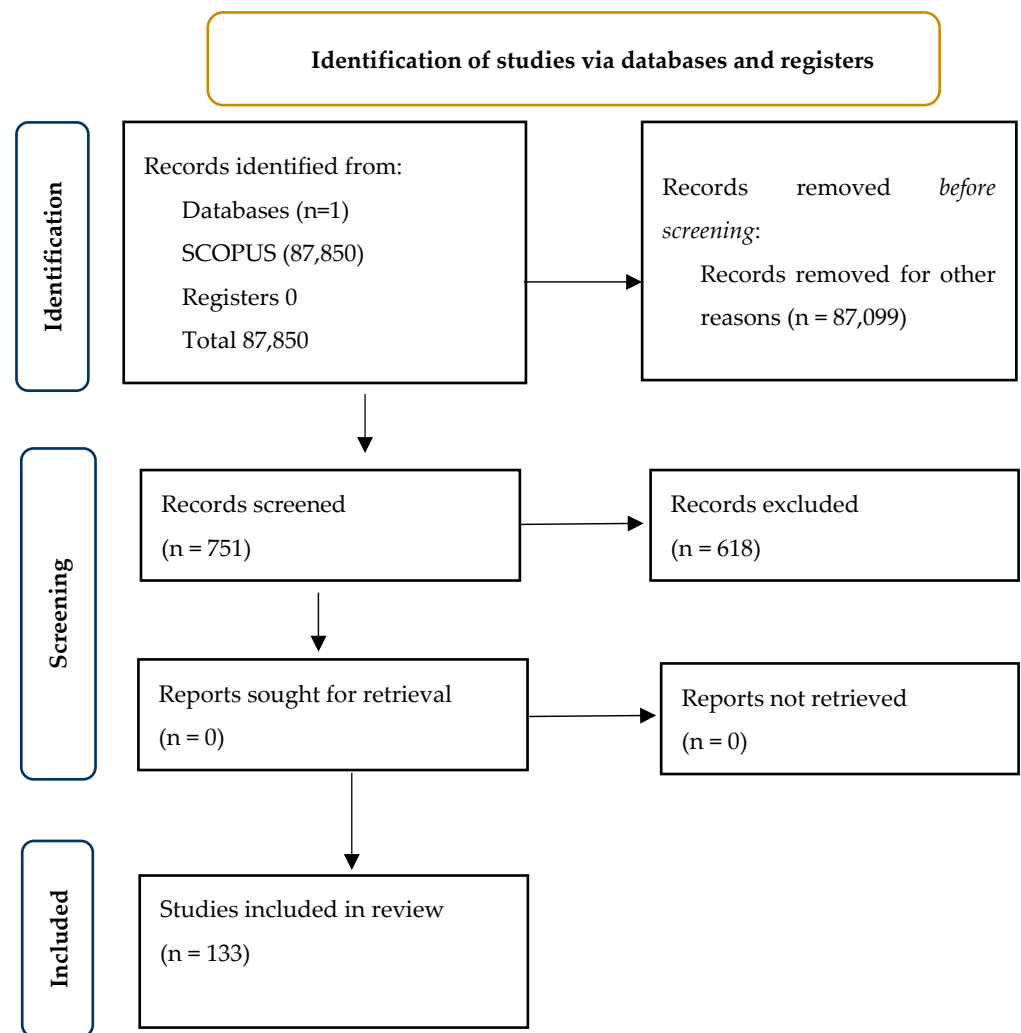


Figure 1. PRISMA 2020 flow diagram. Source: Adapted from Page et al., 2021 [34].

After explaining the methodology used, it will be presented, and the results from the SCOPUS database and VOSviewer Software analysis follow.

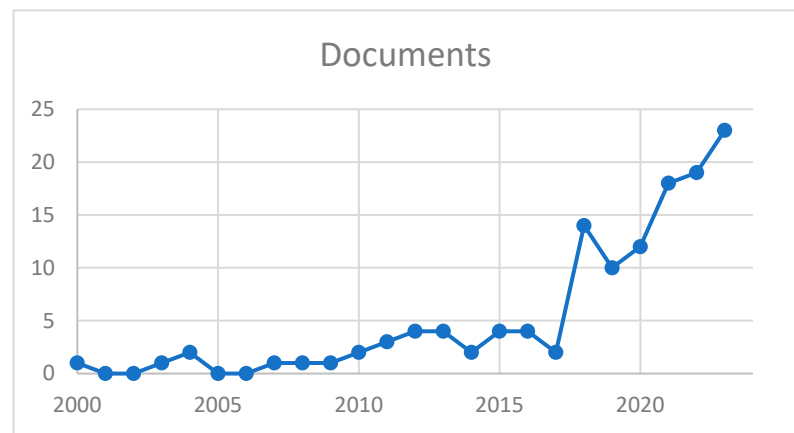
### 3. Results

The articles published on advertising and sustainability from 2000 until 2023 registered the highest number in 2023, reaching 23 articles in this year, as it is possible to see in Figure 2, that presents a graphic from this period.

The United States was the country that registered most of the publications on this theme, with 20 documents, followed by Spain (12), South Korea (11), the United Kingdom (11), China (10), India (8), Italy (7) and Portugal (4). Other countries registered fewer documents.

Regarding the type of publication, in first place are articles published in journals (75.9%), followed by book chapters (9.8%), then reviews (3.8%). Other types of documents such as conferences or books recorded lower percentages.

The academic journals that published the most articles on advertising and sustainability, listed in Table 1, are *Sustainability Switzerland*; *Corporate Reputation Review*; *Developments In Marketing Science Proceedings Of The Academy Of Marketing Science*; *Business Strategy*, and *The Environment and Corporate Communications*. Others contained fewer academic articles, such as *International Journal Of Advertising*; *Journal Of Brand Strategy*; *Journal Of Marketing*; *Australasian Marketing Journal*; and *International Journal Of Consumer Studies*.



**Figure 2.** Documents by year. Source: own elaboration.

**Table 1.** The distribution of articles published by journals.

Publication Source (SCOPUS)	Number of Documents
<i>Sustainability Switzerland</i>	16
<i>Corporate Reputation Review</i>	4
<i>Developments In Marketing Science Proceedings Of The Academy Of Marketing Science</i>	4
<i>Business Strategy And The Environment</i>	3
<i>Corporate Communications</i>	3
<i>Emerald Emerging Markets Case Studies</i>	3
<i>Journal Of Business Research</i>	3
<i>Asian Case Research Journal</i>	2
<i>Australasian Marketing Journal</i>	2
<i>International Journal Of Advertising</i>	2
<i>International Journal Of Consumer Studies</i>	2
<i>Journal Of Brand Strategy</i>	2
<i>Journal Of Business Ethics</i>	2
<i>Journal Of Marketing</i>	2
<i>Springer Proceedings In Business And Economics</i>	2
<i>African Journal Of Hospitality Tourism And Leisure</i>	1
<i>Annals Of The International Society Of Dynamic Games</i>	1
<i>Anuario Electronico De Estudios En Comunicacion Social Disertaciones</i>	1
<i>British Food Journal</i>	1
<i>Cirugia Espanola</i>	1
<i>Cogent Psychology</i>	1
<i>Communitas</i>	1
<i>Competitiveness Review</i>	1
<i>Cornell Hospitality Quarterly</i>	1
<i>Cultural Trends</i>	1
<i>Digital Journalism</i>	1
<i>Doxa Comunicacion</i>	1

Table 1. Cont.

Publication Source (SCOPUS)	Number of Documents
<i>Economics Management And Financial Markets</i>	1
<i>Ekonomski Pregled</i>	1
<i>Energy Research And Social Science</i>	1
<i>Environmental Footprints And Eco Design Of Products And Processes</i>	1
<i>Ernahrung</i>	1
<i>European Journal Of Marketing</i>	1
<i>Frontiers In Communication</i>	1
<i>Frontiers In Psychology</i>	1
<i>Heliyon</i>	1
<i>Historia Y Comunicacion Social</i>	1
<i>IEEE International Professional Communication Conference</i>	1
<i>Ilu</i>	1
<i>Ink World</i>	1
<i>International Journal Of Bank Marketing</i>	1
<i>International Journal Of Electronic Commerce Studies</i>	1
<i>International Journal Of Environment And Waste Management</i>	1
<i>International Journal Of Management</i>	1
<i>International Journal Of Market Research</i>	1
<i>International Journal Of Pharmacy And Technology</i>	1
<i>International Journal Of Recent Technology And Engineering</i>	1
<i>International Journal Of Supply Chain Management</i>	1
<i>International Journal Of Wine Business Research</i>	1
<i>Journal Of Brand Management</i>	1
<i>Journal Of Consumer Culture</i>	1
<i>Journal Of Consumer Marketing</i>	1
<i>Journal Of Distribution Science</i>	1
<i>Journal Of Environmental Protection And Ecology</i>	1
<i>Journal Of Global Fashion Marketing</i>	1
<i>Journal Of Global Responsibility</i>	1
<i>Journal Of Global Scholars Of Marketing Science Bridging Asia And The World</i>	1
<i>Journal Of Indian Business Research</i>	1
<i>Journal Of Interactive Advertising</i>	1
<i>Journal Of Macromarketing</i>	1
<i>Journal Of Marketing Theory And Practice</i>	1
<i>Journal Of Nonprofit And Public Sector Marketing</i>	1
<i>Journal Of Pharmaceutical Policy And Practice</i>	1
<i>Journal Of Retailing And Consumer Services</i>	1
<i>Journal Of Social Marketing</i>	1
<i>Journal Of The Korean Society Of Clothing And Textiles</i>	1
<i>Korean Journal Of Sport Science</i>	1

**Table 1.** *Cont.*

Publication Source (SCOPUS)	Number of Documents
<i>Laws</i>	1
<i>Lecture Notes In Information Systems And Organisation</i>	1
<i>Lecture Notes In Networks And Systems</i>	1
<i>Marketing Intelligence And Planning</i>	1
<i>Media E Jornalismo</i>	1
<i>Or Spectrum</i>	1
<i>Packaging Digest</i>	1
<i>Resources Conservation And Recycling</i>	1
<i>Revista De Saude Publica</i>	1
<i>Revista Mediterranea De Comunicacion</i>	1
<i>Sage Open</i>	1
<i>Search Journal Of Media And Communication Research</i>	1
<i>Smart Innovation Systems And Technologies</i>	1
<i>Studies In Systems Decision And Control</i>	1
<i>Substance Use And Misuse</i>	1
<i>Tobacco Control</i>	1
<i>Transportation Research Part D Transport And Environment</i>	1
<i>Universidad Y Sociedad</i>	1

Source: own elaboration.

### VOSviewer Results

The results of a VOSviewer analysis can provide valuable insights into bibliometric data, allowing researchers to visualize and interpret complex relationships within a body of literature. VOSviewer, a software tool commonly used for bibliometric analysis, offers various visualization options such as network visualization, overlay visualization, and density visualization. These visualizations can help researchers identify patterns, connections, and trends within a dataset, enabling a deeper understanding of the research landscape. By leveraging VOSviewer in marketing research, scholars can conduct in-depth analyses of marketing literature, track research trends over time, and identify potential research gaps or areas for further exploration. The software’s visualization capabilities enable researchers to make sense of large volumes of data, facilitating evidence-based decision-making and enhancing the overall quality of marketing research.

The first analysis of VOSviewer refers to the network visualization map of all keywords of the 133 articles selected after applying the PRISMA method.

Articles on advertising, sustainability and brands were the basis of this research, and the VOSviewer network map of all keywords is presented in Figure 3, which shows the connections of the keywords related to the topics studied by the researchers and making it possible to identify future research trends. In Figure 3, the VOSviewer network visualization results are divided into the specific groups.

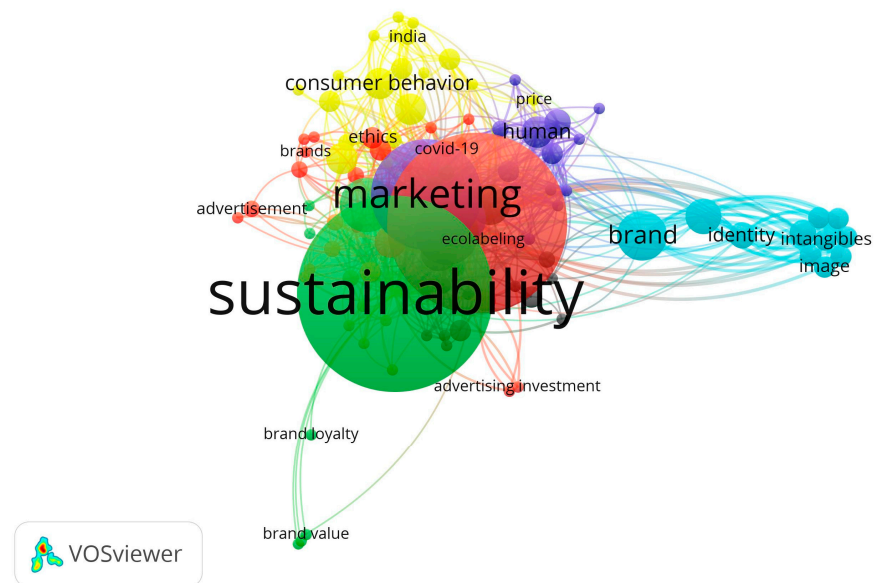
Cluster one is red, presenting the advertising field and related keywords, such as green marketing and social media.

Cluster two is yellow, which stands for consumer behavior and green consumption.

Cluster three is navy blue, which refers to behavioral changes.

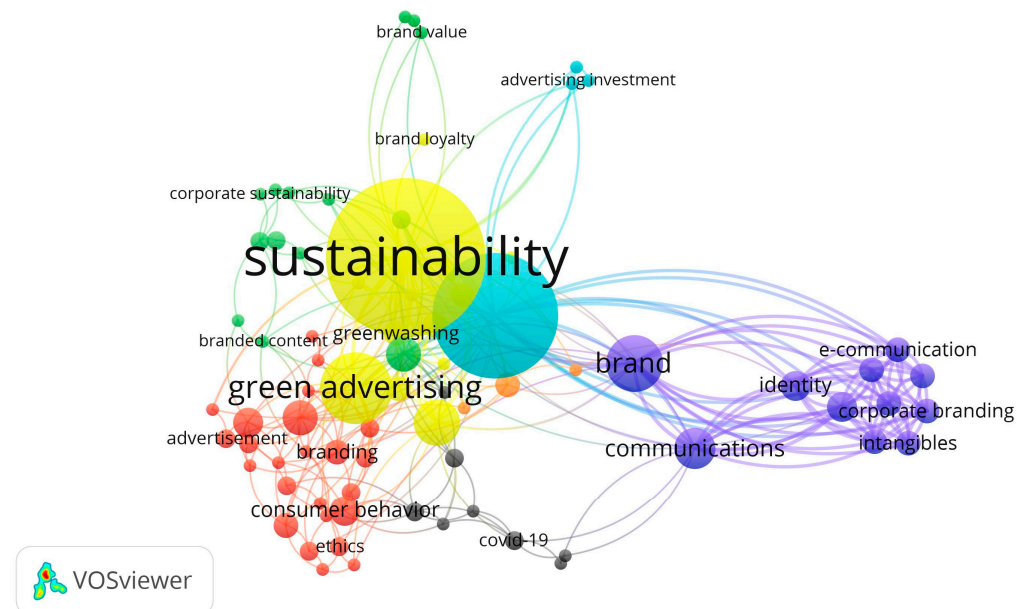
Cluster four is green, encompassing the keywords related to sustainability and advertising.

Cluster five is lighter blue, and is about brand issues, such as brand identity and brand image.



**Figure 3.** VOSviewer map of the network visualization of all keywords. Source: own elaboration.

The VOSviewer author keywords map (Figure 4) shows a similar distribution of keywords, presenting advertising (red cluster 1), sustainable (yellow cluster 2), brands (blue cluster 3), corporate sustainability (green cluster 4) and a small keyword group with COVID-19 and generation Z (black cluster 5) as keywords, which may indicate that some authors study the consequences of COVID-19 in terms of consumer habits, and also the differences in consumer behavior in generation Z.



**Figure 4.** VOSviewer author's keywords map. Source: own elaboration.

The results of the keyword analyses (all keywords and author keyword maps) show that there is a big concentration of key words in the sustainability field and sustainable advertising, as well as green marketing or green advertising.

However, the connection between advertising keywords and the relationship with keywords in the brand field is at a distance, which leads to the suggestion that there are few studies on brand advertising messages and the sustainable strategy of companies.

The groups of keywords related to consumer behavior change are sparse, which leads to the suggestion that there are few studies that analyze behavior change, which could be a clear trend that has spread through advertising campaigns in different advertising media, such as television, radio, outdoor advertising, the press and online advertising.

Generation Z appears as a keyword in a less intense way in cluster five, which leads to the suggestion that there are few studies that relate the impact of sustainable advertising on young people.

The keywords “Generation Z” and “Social Networks” appear in the same cluster on the author keywords map, which leads to the suggestion that brands may be using social networks to communicate their sustainability strategy through adequate information management in their social media.

Figure 5 shows a VOSviewer map of studies related to the themes of this article.

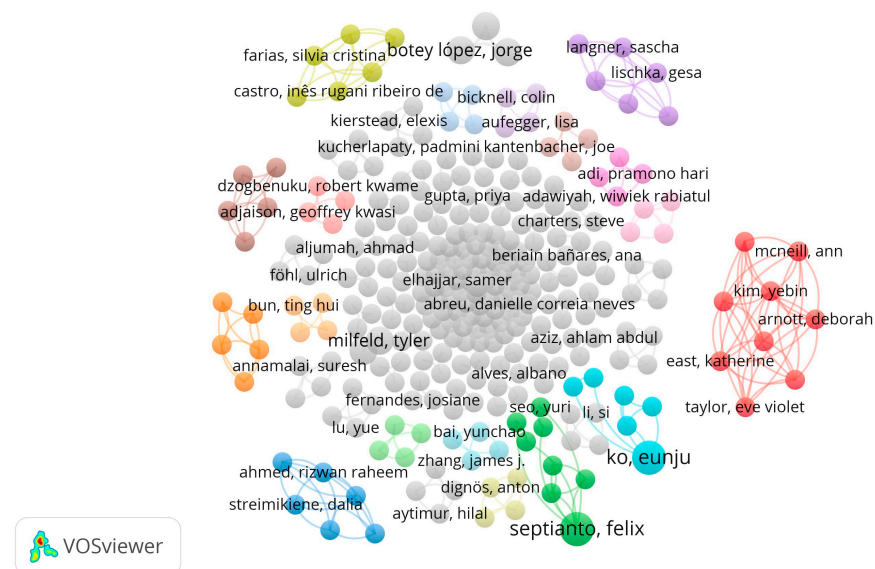


Figure 5. VOSviewer map of authors network visualization. Source: own elaboration.

The map of author network visualization presents a group of authors who apparently have no connection with each other, or with the themes they investigate. Sustainable advertising has been studied in conjunction with other areas of knowledge, such as sustainable fashion.

The analysis of countries crossed with universities and authors who publish on sustainable advertising leads to the suggestion that the United States of America is ahead in terms of the number of articles published; then comes Spain with the second number of publications, and a set of Spanish-speaking countries. Portugal and Brazil represent Portuguese-language authors. Other countries in Eastern and Western Europe are fragmented in terms of the research they have been developing in these areas.

All these aspects allow us to interpret the representation of authors on the VOSviewer map. Additionally, there are authors who stand out in advertising studies, such as Yoon Cho and Charles Taylor [35] (United States of America); Azevedo Maldonado and colleagues (Brazil) [36] in terms of marketing and communication; and Isabel Palomo-Dominguez, Rodrigo Elías-Zambrano and Victor Alvarez-Rodriguez [37] in terms of sustainable brands (Spain).

The content analysis of the abstracts makes it possible to understand the themes studied by the authors and the ways in which the subjects are related.

A recurring topic is online advertising about sustainable fashion, related to the following authors: Essiz and Senyuz [38]; Palomo-Dominguez et al. [37]; Danielle Abreu and Juciano Lacerda [39]; Shina Kim, Eunju Ko and Sang Kin [40]. Online or social media advertising appears to be associated with sustainability and fashion, and in other cases, with generation Z [41–44].

Although some authors address studies on advertising or promotional campaigns in their articles, only two articles present the term advertising campaigns in the title [45,46], which leads to the suggestion that this is an analysis of advertising campaigns that aim to disseminate brand sustainability. It is an aspect that remains under-studied by researchers.

The results of the VOSviewer analysis make it possible to understand which researchers are investigating which topics, with the keywords “advertising”, “sustainability” and “brands”, as well as which countries this line of research is most developed in, and what are the trends associated with this theme.

This SLR helps us to define research trends that reflect the different approaches to sustainable advertising and brand connections.

#### 4. Research Trends

The SLR has made it possible to highlight some research trends that it makes sense to address. In this way, we intend to present some concepts in accordance with the study themes addressed by the different authors. In the literature review, it is possible to see that new trends have been emerging in business strategies associated with sustainability that bring new research currents to the agenda. In this way, it is possible to highlight green advertising [47,48]; green brands [49]; greenwashing [50] and green marketing [51,52].

Sustainability luxury brands [48,53–55] and eco products are also important topics [56].

##### 4.1. Green Advertising

Green advertising refers to marketing activities whereby firms promote the environmentally friendly aspects of their business operations, and demonstrate their commitment to pro-environmental efforts. Green advertising is a creative communication tool or a mode of mindful advertising that seeks to influence consumption behavior, such as in the studies of Shikalgar et al. [57] and Milfeld et al. [58].

This type of advertising typically highlights the overall environmental benefits associated with purchasing specific products, such as reducing greenhouse gas emissions and water pollution, and supporting ecological preservation. Green advertising plays a crucial role in communicating the environmentally friendly image of a brand or company to consumers, aiming to influence their attitudes and purchase intentions in relation to eco-labeled products.

Lim et al. [47,48] pointed out that marketers often use the word green in marketing communications to signal sustainability. Lim et al. [48] stated that green messages in advertisements conveying a firm’s commitment to the environment can effectively influence consumer attitudes and behavioral intentions. The results provide empirical evidence that green ads presenting a firm’s commitment to the environment can effectively influence consumers when brands are used to promote eco-friendly products on the luxury market.

Companies utilize green advertising as a strategic tool to support ecosystem-based marketing strategies, regardless of their industry focus, to appeal to environmentally conscious consumers. By emphasizing environmental benefits and sustainability in their advertising campaigns, businesses aim to attract consumers who prioritize eco-friendly products and services. The research conducted by Lee and Lin [59] studies the effects of advertisements with a sustainability message on consumers’ perceptions of the brand’s image and their attitude toward the brand.

The effectiveness of green advertising lies in its ability to convey information about green energy-saving products through various channels, including television, social media platforms like Weibo and TikTok, and other digital mediums. This SLR stresses that green advertising is often associated with digital advertising or social media advertising, as in the studies of Hasbullah [60].

Green advertising aims to raise awareness about environmental issues, promote green products, and encourage consumers to make environmentally friendly purchase decisions. Moreover, green advertising is essential for facilitating corporate green marketing initiatives and promoting the adoption of green products. By highlighting the environmental impacts

of products, production processes, and business practices, green advertising contributes to shaping consumer perceptions, attitudes, and behaviors towards sustainability.

#### 4.2. Green Brands

One of the concepts that arises in association with brand sustainability is green brands.

A green brand is a brand associated with environmentally friendly attributes and practices. Some authors [49] imply that brands rely on ecolabeling as an associative branding strategy for communicating their sustainability performance. Consumers focus on intrinsic characteristics of products, such as sustainable materials and production processes that benefit the environment, as well as extrinsic business practices supporting environmental causes. Green brand associations refer to consumers' knowledge, perceptions, and evaluations of green brands. The green brand image significantly influences consumer behavior, impacting brand love, attitude, personality, and trust. Consumers view green brands positively due to their pro-environmental characteristics, leading to improved brand attitude and purchase intentions.

Additionally, green advertising highlighting a firm's commitment to the environment can effectively influence consumers, especially in luxury markets [48].

#### 4.3. Greenwashing

To gain a competitive advantage and maintain their sustainable corporate images, some brands use greenwashing and/or bluewashing strategies [50], which makes consumers more sympathetic to the brand, helping them make a purchasing decision, this being a strategy used sometimes by fashion brands.

Greenwashing strategies involve companies misleadingly portraying themselves as environmentally friendly without implementing impactful environmental practices, as described in one study [60]. Greenwashing can occur at both the firm level, where companies create a false impression of their overall environmental commitment, and at the product level, where specific products are marketed as more environmentally friendly than they truly are.

This deceptive strategy aims to enhance the company's reputation and increase sales by capitalizing on the growing consumer demand for eco-friendly products and services. Greenwashing involves exaggerating or distorting the environmental benefits of products or services, leading consumers to believe they are making environmentally conscious choices when the claims are misleading.

Greenwashing can have detrimental effects on stakeholders' perceptions, eroding trust and credibility in a company's environmental claims. It undermines genuine efforts towards sustainability and can lead to skepticism among consumers regarding green marketing initiatives.

Overall, greenwashing is a strategic practice that involves misrepresenting environmental efforts to appear more sustainable than the actual practices warrant. It is essential for companies to prioritize genuine sustainability initiatives and transparent communication to build trust with consumers and stakeholders.

#### 4.4. Green Marketing

The concept of green marketing has emerged as a means to reduce the negative environmental impacts of business activities.

The research work [51] reveals that green marketing has been a growing trend in recent years, as companies aim to align their business practices with environmental sustainability. The results suggest that green marketing positively impacted all green outcomes, and that green advertising, brand loyalty, brand equity, and brand innovativeness positively impacted repurchase intention.

Other present research work's [52] findings provide insights into how marketing strategies affect consumer purchasing decisions and brand loyalty. The findings reveal a positive relationship between green marketing and purchase behavior. The empirical

results of this study also confirm the mediating role of price in the relationship between green marketing strategies and purchase behavior.

Green marketing is a strategic approach adopted by businesses to promote products or services that are environmentally friendly. It involves creating, communicating, and delivering offerings with minimal environmental impact. Green marketing strategies focus on developing safe, eco-friendly goods and services through the use of recyclable packaging, pollution prevention methods, and energy-efficient practices. De Chiara [56] pointed out the importance of the use of ecolabels in order to improve credibility, which is an essential aspect in building strong associations with the brand.

Green marketing orientation entails incorporating green initiatives at strategic, tactical, and internal levels within an organization. It involves a commitment to the development of sustainable products and services that align with environmental goals. Green marketing aims to satisfy consumer desires while ensuring profitability and sustainability in a socially responsible manner [38,61].

Green marketing strategies encompass various elements such as ecolabeling, green branding, and green advertising to promote environmentally friendly products. These strategies play a crucial role in shaping consumer perceptions, attitudes, and behaviors towards sustainability. Green marketing is essential for companies to communicate their environmental commitments, attract environmentally conscious consumers, and differentiate themselves in the market.

Overall, green marketing is a holistic strategy that not only benefits the environment but also contributes to competitive advantage, customer satisfaction, and long-term business success. By integrating green marketing practices, businesses can enhance their corporate image, meet consumer expectations, and drive demand for sustainable products.

## 5. Results

After the SLR and the analysis of the abstracts, it is possible to state that the main objective of this study was achieved, which is related to clarifying the state of the literature on sustainable brand advertising.

In this sense, the main research trends of recent years have been presented above.

Regarding the research question that led the development of this academic article, and which is related to the use of advertising in its various forms, such as television, radio, the press, outdoor advertising and online advertising, it is here studied from the perspective of communicating sustainability strategies to brand consumers. We found that there are few studies that specifically cover advertising campaigns.

However, online sustainable advertising or that which is related to social networks appears in some studies, referring to the strong connection between sustainability and digital platforms. The digital environment, whether in the format of digital marketing or advertising, refers to the implementation of advertising in the digital environment, which allows a reduction in material and economic resources. As an example, we can mention that outdoor advertising is sometimes seen as an unsustainable medium, as it involves the use of paint and posters, as opposed to online advertising, which is an image/film disseminated digitally.

## 6. Conclusions

In conclusion, green advertising serves as a powerful communication tool for companies to showcase their environmental commitments, promote eco-friendly products, and influence consumer behavior towards making environmentally conscious choices.

This academic article made it possible to clarify the state of the literature review regarding sustainable advertising for brands, making it possible to understand that there are still few studies on sustainable advertising campaigns for brands, despite the importance of disseminating sustainable brand strategies, which is achieved via advertising campaigns, and which has a positive effect on consumer purchasing behavior.

Sustainable brands are also seen very positively by consumers, and can help in their decision to purchase eco-friendly products.

It is also concluded that fashion is associated with the concepts of sustainable advertising and marketing, probably because it is a sector that needs to become increasingly sustainable, and published studies reveal the importance of sustainable communication on the part of fashion brands.

Although some studies have been carried out on digital advertising or on social networks, it was not possible to determine via studies whether advertising media in themselves would become more sustainable, which could be a suggestion for future studies.

Research on sustainable brand advertising has several theoretical and practical implications: (i) Research in this area contributes to the development of sustainable marketing theories by examining the role of advertising in promoting sustainability initiatives and fostering environmentally and socially responsible consumer behaviors. (ii) Studies on sustainable brand advertising provide insights into consumer perceptions, attitudes, and behaviors related to sustainability issues. This helps in understanding how advertising messages influence consumer choices and preferences regarding sustainable products and brands. (iii) Research explores how sustainable advertising campaigns shape brand image and identity, particularly in terms of perceived environmental and social responsibility. Understanding these dynamics contributes to theories of branding and brand management in the context of sustainability. (iv) Sustainable brand advertising research investigates effective communication strategies for conveying sustainability messages to consumers. This includes examining message framing, appeals, and channels to enhance message resonance and engagement. (v) Sustainable advertising can help brands differentiate themselves in the market by highlighting their commitment to environmental and social causes. This can attract environmentally and socially conscious consumers and enhance brand loyalty. (vi) Effective sustainable advertising campaigns can build consumer trust and engagement by demonstrating a brand's authenticity and sincerity in addressing sustainability issues. This trust can lead to stronger relationships with consumers and positive word-of-mouth advocacy. Market expansion and growth—research suggests that there is a growing market segment of consumers who prioritize sustainability in their purchasing decisions. Sustainable brand advertising can help brands tap into this market segment and expand their customer base, leading to potential growth opportunities. (vii) Sustainable advertising research informs how brands can integrate their CSR initiatives into their advertising strategies effectively. This alignment enhances brand credibility and reinforces the brand's commitment to social and environmental causes. (viii) Research in sustainable advertising helps brands navigate regulatory frameworks related to environmental and social responsibility in advertising. Understanding legal requirements and best practices ensures compliance and mitigates the risk of greenwashing accusations. (ix) Investing in sustainable brand advertising contributes to long-term brand value by building a positive brand image associated with sustainability and social responsibility. This can result in enhanced brand equity and resilience in the face of changing consumer preferences and market dynamics.

Research in sustainable brand advertising has both theoretical and practical implications for understanding consumer behavior, shaping brand strategies, and promoting sustainability in the marketplace. By leveraging insights from this research, brands can effectively communicate their sustainability efforts and contribute to positive societal and environmental outcomes.

Future lines of research in how artificial intelligence (AI) can leverage relationship marketing strategies could explore several avenues: (i) Investigate the ethical implications of AI-driven relationship marketing, including issues of privacy, transparency, fairness, and accountability. Research could focus on developing frameworks and guidelines for ethical AI usage in marketing contexts. (ii) Explore advanced AI techniques for enhancing personalized marketing efforts, such as deep learning algorithms for analyzing unstructured data such as images and videos to better understand customer preferences and sentiments.

(iii) Examine how AI can optimize dynamic pricing strategies based on individual customer characteristics, behaviors, and market conditions to maximize revenue while maintaining customer satisfaction and loyalty. (iv) Investigate the use of AI-generated content, such as personalized product recommendations, automated email campaigns, and dynamic website content, in enhancing engagement and building stronger connections with customers. (v) Develop methodologies for evaluating the effectiveness and impact of AI-driven relationship marketing strategies, including key performance indicators (KPIs), metrics, and benchmarks for assessing ROI and customer satisfaction.

These research directions can contribute to a deeper understanding of the opportunities and challenges associated with leveraging AI in relationship marketing, ultimately helping businesses develop more effective and ethical strategies for engaging with customers in the digital age.

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