

# Green Marketing and Sustainability in GCC-Linked Research: A Scopus-Based Systematic Literature Review with Bibliometric Mapping, 2025–2026

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## ABSTRACT:

This paper presents a Scopus-based systematic literature review of recent studies on green marketing and sustainability in the Gulf Cooperation Council (GCC) countries, along with descriptive bibliometric maps. An eight-step approach to conducting a systematic literature review (SLR) was employed, which includes the formulation of a research question, definition of a keyword and search methodology, selection of a database, application of inclusion and exclusion criteria, selection of studies through the PRISMA method, assessment of studies, and a synthesis of the findings. The search employed Scopus as the sole database, used the TITLE-ABS-KEY field for the terms "green" and "marketing," and was restricted to English-language journals dated 2025-2026 published in the selected GCC countries. Eighty-five records were generated. After screening for eligibility, 20 records were deemed relevant, and qualitative synthesis was conducted on 8 of them. Recent findings on green marketing research show strong linkages between environmental marketing, consumer perception, corporate reputation, business performance, green corporate social responsibility, corporate social responsibility, competitive advantage, and artificial intelligence. The studies reflect a growing emphasis on the sustainability strategy and digital transparency with evidence-based value creation.

**Keywords:** green marketing, sustainability, GCC, Scopus, systematic literature review.

## 1. Introduction

Green marketing has expanded beyond promoting eco-friendly products to become a strategic approach linked to consumer trust, corporate reputation, innovation, business performance, and sustainability. Recent studies have emphasized the mediating roles of corporate social responsibility, green corporate image, green innovation, green perceived value,

and green skepticism in explaining green marketing outcomes (Alnasser, 2025; Alkandi, 2025; Hanaysha & Alhyasat, 2025; Alkhofaily & Noureldin, 2026). In the Gulf Cooperation Council (GCC), sustainability has become increasingly important across tourism, hospitality, manufacturing, digital commerce, and services. This study focuses on GCC-linked Scopus-indexed literature from Oman, Bahrain,

Qatar, Kuwait, the United Arab Emirates, and Saudi Arabia. Using a Scopus CSV dataset, PRISMA-based screening, and VOSviewer bibliometric mapping, the paper synthesizes recent green marketing and sustainability research published in 2025–2026. The review highlights how green marketing is connected to consumer behavior, business performance, reputation, innovation, digital technologies, and artificial intelligence.

## 2. Methodology

This study used a systematic literature review design supported by descriptive bibliometric mapping. The systematic review logic governed the selection and synthesis of the final studies, whereas the bibliometric mapping was used to describe the broader Scopus corpus of 85 records. This separation is important because the VOSviewer network and corpus statistics describe the retrieved records, while the substantive qualitative synthesis is based on the eight final studies.

An eight-step systematic literature review (SLR) process was adopted in this study. The process included formulation of the research question, development of the search strategy and keywords, database selection, application of inclusion and exclusion criteria, PRISMA-based screening and study selection, quality appraisal, data extraction, and synthesis of findings. This structured approach ensured transparency, consistency, and methodological rigor throughout the review process.

### 2.1 Research Question

The main research question was: What does recent Scopus-indexed GCC-linked literature from 2025–2026 reveal about the role of green marketing in sustainability-related consumer and organizational outcomes? This question was supported by three sub-questions: how is green marketing linked to business and performance

outcomes; how is it linked to consumer perception, trust, value, and scepticism; and how are digital technologies and artificial intelligence being integrated into green marketing research?

### 2.2 Keywords and Search Strategy

The literature search was conducted in Scopus using the following search query reported in the uploaded search screenshot: TITLE-ABS-KEY ( green AND marketing ) AND PUBYEAR > 2024 AND PUBYEAR < 2027 AND ( LIMIT-TO ( AFFILCOUNTRY, "Oman" ) OR LIMIT-TO ( AFFILCOUNTRY, "Bahrain" ) OR LIMIT-TO ( AFFILCOUNTRY, "Qatar" ) OR LIMIT-TO ( AFFILCOUNTRY, "Kuwait" ) OR LIMIT-TO ( AFFILCOUNTRY, "Yemen" ) OR LIMIT-TO ( AFFILCOUNTRY, "United Arab Emirates" ) OR LIMIT-TO ( AFFILCOUNTRY, "Saudi Arabia" ) ) AND ( LIMIT-TO ( SRCTYPE, "j" ) ) AND ( LIMIT-TO ( PUBSTAGE, "final" ) )

The search terms were intentionally broad at the identification stage because the review aimed to capture the broader field of green marketing rather than a single narrow theoretical mechanism. Screening and eligibility assessment were then used to narrow the corpus to studies most directly aligned with the final review question.

### 2.3 Database and Sample

Scopus was the only database used in this review. The uploaded CSV export contained 85 records and 45 original metadata columns, including authors, title, year, source title, DOI, affiliation information, abstract, author keywords, index keywords, document type, language, publication stage, and source. These 85 records are treated as the search corpus. The qualitative synthesis corpus consists of the eight studies retained after screening, eligibility assessment, and quality appraisal.

### 2.4 Inclusion and Exclusion Criteria

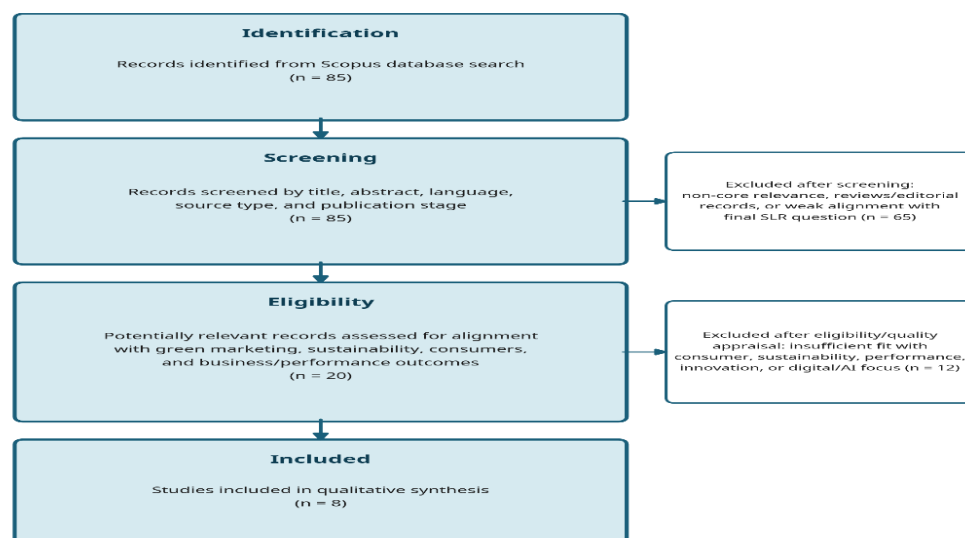
**Table 1. Inclusion and exclusion criteria**

| Criterion          | Included                                                                                                                                            | Excluded                                                                                |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Publication period | Published in 2025 or 2026                                                                                                                           | Published outside 2025–2026                                                             |
| Language           | English-language records                                                                                                                            | Non-English records                                                                     |
| Source and stage   | Journal-source records in the final publication stage                                                                                               | Records not in the final stage or not aligned with the journal-source requirement       |
| Document type      | Empirical or directly relevant article records                                                                                                      | Editorial records, non-core reviews, and records not suitable for qualitative synthesis |
| Topical relevance  | Direct focus on green marketing, sustainability, consumer behavior, business performance, corporate sustainability, innovation, social media, or AI | Studies only indirectly or weakly related to green marketing                            |
| Regional link      | Records linked to GCC-affiliated countries or GCC-relevant context as retrieved through Scopus filters                                              | Records without a useful connection to the review scope after screening                 |

## 2.5 PRISMA-Style Study Selection

The study selection process followed the PRISMA 2020 guidelines. The PRISMA flow diagram is designed to show how records move through identification, screening, eligibility, and inclusion, and to document the number of

included and excluded records (PRISMA, 2020). In this review, 85 records were identified and screened from the Scopus export. Twenty records were deemed potentially eligible after title and abstract screening, and eight studies were ultimately included in the qualitative synthesis.

**Figure 1. PRISMA-style selection process for the Scopus-based SLR.**

## 2.6 Quality Appraisal

The eight included studies were evaluated based on their relevance to the review objectives, methodological clarity, empirical usefulness, metadata completeness, and contribution to thematic synthesis. All studies met the minimum

## 2.7 Data Extraction and Synthesis Approach

Data were pulled from the Scopus CSV fields to create a structured table. The data focused on the authors and year, title, location, source, method, sample, DOI, summary, main findings, limitations, and gap contribution. Synthesis was done narratively by identifying similar mechanisms and outcomes in the studies. The descriptive bibliometric layer used counts of years, document types, and keywords, mentions of GCC country/context, and the VOSviewer keyword network.

## 3. Results

### 3.1 Descriptive Profile of the Retrieved Scopus Corpus

The Scopus search generated 85 results. The year-of-publication analysis showed 53 results for 2025 and 32 for 2026. Analysis of document types showed the corpus included 76 articles, 8 reviews, and 1 editorial. This shows that the journal-source filtering did not automatically eliminate all non-target document types, and further screening was required before the final synthesis. The GCC country/context mention

quality requirements and were therefore retained for the final qualitative analysis. The appraisal confirmed that each study provided sufficient evidence to support the review themes relating to green marketing, sustainability, consumer behavior, business performance, innovation, and digital technologies.

analysis indicated that Saudi Arabia and the United Arab Emirates were the most visible country links in the retrieved corpus. Because the Scopus filter was based on the country of affiliation, these results should not be interpreted as exact empirical field-site counts. They are better understood as descriptive indicators of regional visibility in the search corpus.

### 3.2 Bibliometric Keyword Mapping

The VOSviewer keyword map provides a visual description of the broader 85-record search corpus. VOSviewer defines maps as networks of items connected by links, with link strength indicating the strength of relationships such as term co-occurrence; it also groups items into non-overlapping clusters and displays higher-weight items more prominently (Van Eck & Waltman, 2023). In the uploaded map, sustainability is the largest and most central term, and it is surrounded by themes such as green marketing, tourism, greenwashing, Saudi Arabia, social media, artificial intelligence, consumer behavior, structural equation modeling, green innovation, and climate change.

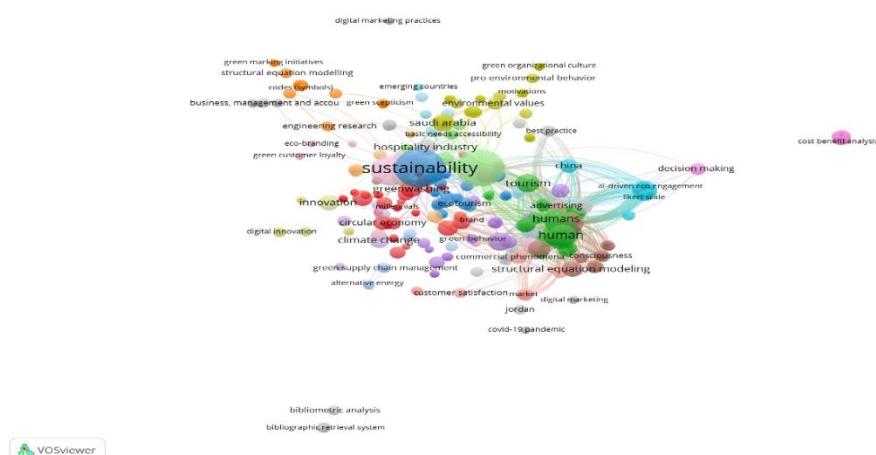


Figure 2. VOSviewer keyword co-occurrence network of the retrieved Scopus corpus.

The map should be interpreted as contextual bibliometric evidence rather than as the direct result of the eight-paper synthesis. Its value lies in showing how the broader retrieved literature is organized around sustainability, consumer, and tourism themes, methodological terms, and emerging digital/AI-related topics. The map also helps explain why the final synthesis is strongly quantitative, as the retrieved corpus includes terms such as structural equation modeling,

questionnaire, consumer behavior, and human-related index terms.

3.3 Data Extraction from the Eight Included Studies

Table 2. Descriptive extraction table for the eight included studies

| Authors, Year                | Title                                                                                                     | Country/Context | Method              | Sample                                 | Source                               | DOI                           |
|------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------|---------------------|----------------------------------------|--------------------------------------|-------------------------------|
| Al-Ahmed et al. (2025)       | The Impact of Green Marketing Strategies on Accounting Performance: The Moderating Role of AI Utilization | Saudi Arabia    | Quantitative survey | Marketing managers and company reports | Heritage and Sustainable Development | 10.37868/hsd.v7i1.1074        |
| Alkandi al. (2025)           | Nexus Between Green Practices, Green Marketing, and Business Performance                                  | Saudi Arabia    | PLS-SEM Survey      | 400 managers                           | Discover Sustainability              | 10.1007/s43621-025-01182-0    |
| Alnasser al. (2025)          | Green Marketing Practices and Product Success                                                             | Saudi Arabia    | PLS-SEM Survey      | 297 manufacturing employees            | Innovative Marketing                 | 10.21511/im.21(2).2025.05     |
| Alhemimah al. (2025)         | Green Dynamic Capabilities, Ethical Leadership and Competitive Advantage                                  | Saudi Arabia    | Quantitative survey | 213 managers                           | Management of Environmental Quality  | 10.1108/MEQ-10-2024-0433      |
| Mushtaq al. (2025)           | Evaluating Green Marketing Strategies: Consumer Perceptions and Sustainability in Brand Development       | UAE             | Quantitative survey | Questionnaire respondents              | Evergreen                            | 10.5109/7363489               |
| Hanaysha Alhyasat al. (2025) | Technological Innovation, Social Media and Green Marketing for                                            | UAE             | Quantitative survey | SME owners and managers                | Cogent Business & Management         | 10.1080/23311975.2025.2518249 |

| Authors, Year                     | Title                                                                                               | Country/Context       | Method         | Sample          | Source         | DOI                |
|-----------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------|----------------|-----------------|----------------|--------------------|
|                                   | Corporate Reputation                                                                                |                       |                |                 |                |                    |
| Alsaffarini & Awwad al. (2026)    | Integration Between Green Marketing and Artificial Intelligence to Achieve Corporate Sustainability | Bahrain-linked corpus | PLS-SEM Survey | 500 respondents | Sustainability | 10.3390/su18073597 |
| Alkhofaily & Noureldin al. (2026) | Digital Sustainable Marketing and Green Consumer Choices                                            | Saudi Arabia          | PLS-SEM Survey | 400 consumers   | Sustainability | 10.3390/su18031269 |

Table 3. Synthesis-oriented extraction table

| Authors, Year                 | Key Findings                                                                                                              | Research Gap Contribution                                                                             |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Al-Ahmed et al. (2025)        | Green marketing positively influences accounting performance, and AI strengthens this relationship.                       | Future studies should examine AI-augmented green marketing across different industries and countries. |
| Alkandi et al. (2025)         | Green practices and green marketing improve business performance through CSR.                                             | Longitudinal research is needed to examine CSR-related mechanisms.                                    |
| Alnasser et al. (2025)        | Product success is achieved through green corporate image and green innovation.                                           | Future studies should examine more sectors and alternative mediation mechanisms.                      |
| Alhemimah et al. (2025)       | Green dynamic capabilities and ethical leadership enhance competitive advantage through green marketing strategy.         | More research is needed on leadership and capability-oriented approaches.                             |
| Mushtaq et al. (2025)         | Consumer perceptions strongly influence sustainable brand development.                                                    | Future studies should integrate consumer perception, performance, and loyalty.                        |
| Hanaysha & Alhyasat (2025)    | Technological innovation, social media, and green marketing improve corporate reputation through business sustainability. | More research is needed on digital communication across sectors.                                      |
| Alsaffarini & Awwad (2026)    | AI and green marketing jointly support corporate sustainability objectives.                                               | Future studies should examine AI governance, accountability, and transparency.                        |
| Alkhofaily & Noureldin (2026) | Digital sustainable marketing influences green consumer choices through perceived value and scepticism.                   | More cross-cultural GCC research is needed on green scepticism.                                       |

### 3.4 Thematic Synthesis

The qualitative synthesis identified four main themes. The first theme relates to green

marketing and business results. Al-Ahmed et al. (2025) examined the impact of green marketing on accounting performance and the moderating role of AI. Similarly, Alkandi (2025) linked corporate performance through CSR to green marketing and green initiatives. These studies suggest that green marketing and green initiatives are corporate strategic actions rather than mere eco-activism. The second theme consists of green marketing, product success, and consumer perceptions. Alnasser (2025) studied the mediation of green corporate image and green innovation in the relationship between green marketing and product success, while Mushtaq et al. (2025) studied consumer perceptions and sustainable brand development. The third theme concerns marketing and sustainability strategy. Alhemimah et al. (2025) connected green

dynamic capabilities and ethical leadership to green competitive advantage through green marketing strategy. The last theme is green marketing using digital technologies and artificial intelligence. Hanaysha and Alhyasat (2025) examined green marketing, corporate reputation, business sustainability, social media, and technology. Alsaffarini and Awwad (2026) studied artificial intelligence and corporate sustainability, while Alkhofaily and Nouredin (2026) examined how digital sustainable marketing affects green consumer choices through green perceived value and green skepticism. These findings indicate that digital technologies and AI can improve the impact of green marketing, while also creating challenges related to trust, transparency, and skepticism.

**Table 4. Main synthesis themes**

| Theme                                               | Main concepts                                                                 | Supporting studies                                                                   | Interpretation                                                                                          |
|-----------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Green marketing and performance                     | Accounting performance, business performance, and CSR mediation               | Al-Ahmed et al. (2025); Alkandi (2025)                                               | Green marketing is increasingly framed as a performance-relevant strategy.                              |
| Consumer perception, image, and product success     | Green corporate image, innovation, brand development, and consumer perception | Alnasser (2025); Mushtaq et al. (2025)                                               | Credibility and perceived value shape the success of green marketing.                                   |
| Capabilities, leadership, and competitive advantage | Green dynamic capabilities, ethical leadership, green competitive advantage   | Alhemimah et al. (2025).                                                             | Internal capabilities and leadership support a credible green strategy.                                 |
| Digital and AI-enabled green marketing              | Social media, technological innovation, AI, perceived value, green scepticism | Hanaysha & Alhyasat (2025); Alsaffarini & Awwad (2026); Alkhofaily & Nouredin (2026) | Digital tools expand the influence of green marketing but increase the need for trust and transparency. |

#### 4. Discussion

The findings indicate that green marketing in GCC-related research has evolved into a strategic sustainability tool linked to business performance, corporate reputation, innovation, consumer value, and competitive advantage. The reviewed studies show that CSR, green

innovation, ethical leadership, and dynamic capabilities strengthen green marketing outcomes. Digital technologies, social media, and artificial intelligence are increasingly integrated into sustainability marketing practices. However, concerns regarding trust, transparency, greenwashing, and AI governance remain

important challenges. The review is limited to Scopus-indexed studies published during 2025–2026 and to a final sample of eight studies.

## 5. Conclusion

This study presented a Scopus-based systematic literature review of GCC-linked research on green marketing and sustainability published during 2025–2026. Of the 85 retrieved records, eight studies were included in the final synthesis. The findings demonstrate that green marketing

contributes to business performance, corporate reputation, sustainability, innovation, and green consumer behavior. Bibliometric mapping highlighted the growing importance of sustainability, social media, artificial intelligence, consumer behavior, and green innovation. Future research should focus on cross-country GCC comparisons, longitudinal designs, and ethical issues related to AI, transparency, and greenwashing.

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**8. Author Declaration**

The authors declare that this manuscript is an original work and has not been published previously, nor is it under consideration for publication elsewhere. All sources used in this study have been appropriately cited and referenced. The authors further declare that there are no financial, professional, or personal conflicts of interest that could have influenced the research, analysis, interpretation of findings, or preparation of this manuscript. All authors have read and approved the final version of the manuscript and agree to its submission for publication.