

Green and Digital Marketing Promoting Responsible Consumption: A Systematic and Bibliometric Analysis

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Abstract. The digitalization has been fostering the innovation since its appearance. In particular, the digital Marketing is not only developing businesses from all over the world but also transforming patterns of consumption among people. The rise of the digital era notably artificial intelligence has modified numerous organizations practices resulting opportunities and challenges. Today, the world is interested in sustainable consumption, seeking reconciliation between technology progress and environmental preservation.

The main objective of this study is to examine the impact of sustainability on digital marketing following a systematic review while respecting PRISMA criteria and a bibliometric analysis using the software VOSviewer and R package Biblioshiny, the time spans from 2004 to 2025, with 118 documents extracted from Scopus, indicating an increase in scientific production in 2024. The analysis is limited to articles in English language covering only business, management and accounting as a sector. As for the keywords, we included green marketing, digital marketing, sustainable marketing and eco-friendly marketing

The purpose of this research is to highlight the trends of the research field and to analyze, compare and synthesize the methodologies, the results and the limitations of 13 articles about the green and digital marketing and the growth of the eco-friendly consumption in this field of research.

Keywords. Digital marketing, Green Marketing, Sustainable consumption, Eco-friendly consumption, Systematic literature Review, Bibliometric Analysis.