

# Advancing Green Marketing in Southeast Asia's Cosmetics Industry: A Systematic Literature Review of Trends, Challenges, and Opportunities

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## Abstract

The cosmetics sector in Southeast Asia is undergoing swift changes, spurred by a global surge in environmental consciousness and the embrace of sustainable business practices. This research employs a Systematic Literature Review (SLR) to explore the development, opportunities, and obstacles of green marketing in the region's cosmetics industry. Using the PRISMA framework, 80 peer-reviewed articles published from 2020 to 2025 were examined across six thematic areas: consumer behavior, corporate green strategies, technological innovation, institutional and financial support, socio-cultural and regulatory context, and sustainable operational practices. The study's findings indicate that environmental awareness, health consciousness, and brand authenticity are the most significant predictors of purchasing behavior for green cosmetics, while price sensitivity and a lack of understanding of eco-labels remain major challenges. The incorporation of corporate social responsibility (CSR), digital innovation, and eco-design boosts consumer trust and brand differentiation, making green marketing both a competitive strategy and a driver of sustainability. However, regional differences, inconsistent regulations, and weak enforcement hinder the widespread adoption of sustainable practices. The review highlights research gaps, such as the need for cross-country comparative studies, mechanisms to detect greenwashing, and technology-enabled transparency frameworks. Overall, green marketing in Southeast Asia's cosmetics industry is showing increasing maturity and strategic alignment with the United Nations Sustainable Development Goals (SDGs), particularly Responsible Consumption and Production (SDG 12) and Climate Action (SDG 13), emphasizing its crucial role in promoting sustainable economic growth and ethical consumerism.

**Keywords:** Cosmetic Industry, Green Marketing, Southeast Asia, Sustainability, Systematic Literature Review.

## 1. Introduction

In the past decade, the global rise of green marketing and environmental awareness has profoundly influenced multiple industries, particularly the cosmetics sector. Both businesses and consumers are becoming increasingly conscious of sustainability, showing a preference for eco-friendly products and ethical business practices (Amberg & Fogarassy, 2019). Leading global cosmetic brands such as The Body Shop and Oriental Princess in Thailand have successfully implemented green marketing strategies to strengthen customer loyalty (Johri & Sahasakmontri, 1998). However, consumer behavior remains complex in many markets, as non-green attributes often continue to play a significant role in purchase decisions. Studies also reveal that consumers' understanding of green labels and certifications remains limited, underscoring the need for clearer and more informative marketing communication to effectively highlight sustainability benefits (Lopes et al., 2024).



In emerging economies, strategies such as green brand positioning, product innovation, and green advertising have been shown to positively influence purchase intentions while aligning with global sustainability objectives such as Responsible Consumption and Production and Climate Action (Vuong et al., 2024). Furthermore, technological readiness and an enviropreneurial orientation are increasingly recognized as key drivers of sustainable business performance (Ismail, 2023). Social media also plays an essential role in shaping perceptions of green brands and strengthening consumer engagement through culturally tailored eco-friendly content (Nabivi, 2025). Overall integrating green marketing strategies not only promotes sustainable consumption but also reinforces corporate commitment to environmental stewardship, forming a critical foundation for business transformation toward a more sustainable future (Kumari, 2023). Building upon these global transformations, Southeast Asia is emerging as a region where sustainability principles particularly within the cosmetics industry are becoming embedded in economic, technological, and policy frameworks, reflecting a broader shift toward green growth and responsible business practices.

The growth of the cosmetics industry in Southeast Asia is closely intertwined with the region's broader commitment to integrating green principles across multiple sectors. This integration has been supported by the advancement of green technologies and economic development influenced by environmental, social, and governance (ESG) frameworks. These initiatives align with the United Nations Sustainable Development Goals (SDGs) and are propelled by progress in the green economy, clean energy, and green finance, all of which contribute to promoting sustainable development (Schwanitz et al., 2024). The cosmetics sector's adoption of these green principles reflects the region's efforts to balance rapid economic growth with environmental preservation, as concerns over carbon emissions and industrial pollution continue to escalate.

In response, Southeast Asian economies have implemented targeted strategies such as renewable energy utilization and green technology deployment to enhance sustainability and long-term resilience (Kumari, 2023). Financial inclusion and economic integration also play vital roles in fostering green growth. The emergence of green finance and green bonds supports more sustainable business models, as seen in the cosmetics industry's growing commitment to eco-friendly product development and ethical sourcing (Kwilinski et al., 2023). Complementary policy measures such as promoting energy efficiency, investing in renewable infrastructure, and reducing fossil fuel subsidies further strengthen this transition toward a greener economy (Anzolin & Lebdioui, 2021). Consequently, the Southeast Asian cosmetics market has become part of a broader regional effort to adopt sustainable practices, supported by regulatory frameworks that encourage green innovation, renewable energy use, and environmentally responsible business models. Within this context, the cosmetics sector emerges as a particularly compelling case for study due to its scale, extensive consumer base, and rapid shift toward natural and sustainable product innovations.

The cosmetics sector is appealing for several reasons, including high usage rates, the growing popularity of natural beauty trends, and increasing demand for sustainability. The global cosmetics market is projected to exceed USD 800 billion by 2023, expanding at an annual growth rate of approximately 7% (Liu, 2022). This growth is driven by technological innovation, evolving lifestyles, and heightened awareness of health and environmental impacts (Guloglu & Tekin, 2012). With its diverse consumer base spanning different demographics and regions, the industry demonstrates strong resilience even amid economic fluctuations. Furthermore, consumer interest in natural products which is spurred by health benefits and the perceived risks of synthetic chemicals has accelerated the integration of plant-

based ingredients and bioactive derived from sustainable sources such as macroalgae and grape stems (Liu, 2022). This trend aligns closely with wellness movements linking beauty to overall health and well-being (Madan et al., 2018). Meanwhile, environmental pressures have intensified the demand for sustainable beauty solutions. Technological advancements, such as nanotechnology, are being leveraged to enhance product efficiency and sustainability by utilizing renewable plant and animal by-products (Simpa et al., 2024). Additionally, circular-economy approaches, such as re-purposing food waste into cosmetic components, are gaining momentum. Decision-making tools like the Cosmetics Sustainable Supplier Selection (C-SSS) model also assist firms in choosing environmentally responsible partners (Mondello et al., 2024). Altogether, the cosmetics industry's appeal lies in its vast consumer reach, continuous innovation in natural and sustainable formulations, and its growing dedication to environmental responsibility elements essential for maintaining market competitiveness and meeting evolving consumer expectations.

Despite the growing interest in sustainability and green marketing within the global cosmetics landscape, research focusing specifically on Southeast Asia remains limited and fragmented. Most existing studies explore individual countries such as Indonesia or Thailand, leaving a gap in understanding regional dynamics and collective trends. Moreover, while global research has investigated consumer behavior and corporate strategies related to green marketing, little is known about how these practices have evolved in Southeast Asia's fast-expanding cosmetics sector. This gap underscores the need for a comprehensive synthesis that maps the evolution, adoption, and business potential of green marketing strategies across the region. Hence, this study aims to conduct a Systematic Literature Review (SLR) to identify and analyze growth patterns, dominant themes, and emerging opportunities in green marketing within Southeast Asia's cosmetics industry. By consolidating academic findings from the past decade, this study evaluates the extent of sustainability-oriented marketing progress and highlights the factors influencing its success or limitations. The outcomes are expected to contribute in three main areas: (1) academically, by enriching theoretical perspectives on green marketing in emerging markets; (2) managerially, by offering insights to help practitioners design effective green strategies aligned with consumer and environmental values; and (3) policy-wise, by providing implications to guide governments and institutions in fostering sustainable business models that support the regional green economy.

## 2. Literature Review

### 2.1. Green Marketing: Concept and Global Evolution

Green marketing has emerged as a vital concept, primarily acknowledged for its role in advocating for eco-friendly products and sustainable business practices. Originating in the 1980s, green marketing introduced an innovative approach in the business sector by aligning business strategies with the growing environmental awareness among consumers. Its importance has grown over time due to increased global concern about environmental issues such as climate change and pollution (Deshmukh & Tare, 2023).

This marketing approach encompasses various strategies aimed at promoting and selling environmentally friendly products. These include eco-labeling certifying that products meet specific environmental standards and eco-innovation, which focuses on enhancing product sustainability through technology and design (Naruetharadhol et al., 2024). As businesses adopt these strategies, green marketing becomes a way not only to comply with regulations but to build distinct brand value and engage with environmentally conscious consumers. More than just a promotional tactic, green marketing has evolved into a

comprehensive business strategy that integrates sustainability across all elements of the marketing mix. This includes strategic planning, tactical execution, and operational implementation each contributing to improved business practices, stronger environmental stewardship, and better quality of life outcomes (Deshmukh & Tare, 2023). Importantly, the rise of green marketing is closely tied to the growth of corporate social responsibility (CSR).

Companies are increasingly encouraged to perceive environmentalism not as a constraint, but as a market opportunity one that can enhance brand credibility, trust, and differentiation in increasingly competitive markets (Deshmukh & Tare, 2023). Its influence on consumer behavior has been well documented. Many consumers today are not only inclined to choose eco-friendly products but are also willing to pay a premium for brands that reflect environmental consciousness and ethical values. This shift in consumer preferences has profound implications for businesses. Effective green marketing strategies are shown to influence purchasing habits, foster brand loyalty, and offer long-term competitive advantages. Companies that successfully implement green marketing can position themselves as leaders in sustainability, attracting a growing segment of environmentally conscious consumers while also contributing to broader sustainable development goals (Baca & Reshidi, 2025).

## 2.2. Green Marketing in the Global Cosmetics Industry

In the cosmetics industry, the global shift toward green marketing reflects a growing preference for eco-friendly products as both consumers and businesses become more aware of environmental issues. This movement is visible across various regions and is largely driven by consumer demand for products that align with health, safety, and sustainability values. In developed regions such as North America and Europe, consumers are increasingly motivated by factors such as health consciousness, self-expression, and social status. In some cases, purchasing green beauty products is perceived as a form of conspicuous consumption, signaling personal values and social responsibility. Meanwhile, in developing markets like Pakistan, consumer decisions are influenced by environmental awareness, social influence, and health concerns.

Interestingly, studies show that price sensitivity is not a primary factor in these markets consumers are often willing to pay more for high-quality, green cosmetics (Shah et al., 2024). Many international and local cosmetic companies have responded to this trend by adopting green marketing strategies to capture the attention of eco-conscious consumers. For instance, in Thailand, brands such as The Body Shop and Oriental Princess have adopted green positioning strategies to secure favorable market positions and cultivate strong brand loyalty even in environments where non-green attributes initially dominated purchasing decisions (Johri & Sahasakmontri, 1998). Despite rapid growth, the sustainable beauty segment remains relatively small in some regions. In Indonesia, for example, green skincare products still occupy a minor market share. Here, consumer perceptions of environmental importance and government support are key variables influencing adoption behavior (Chin et al., 2018).

To accelerate consumer interest, companies are encouraged to focus on improving product quality and sustainability, as well as investing in visible pro-environmental activities. Globally, preferences for green and natural cosmetics vary. A study from Hungary shows that consumers can be categorized into different segments some favor natural products, some prefer traditional cosmetics, and others use a mix. Although health and environmental awareness drive these preferences, the dynamics do not fully align with those observed in the food industry, suggesting unique factors at play in cosmetics (Amberg & Fogarassy, 2019). To foster broader adoption, scholars and practitioners emphasize the need for education and promotional programs to increase public understanding of eco-labels and certifications. Such initiatives, whether led by governments, NGOs, or private actors are essential to bridging the

awareness gap and ensuring informed consumer choices (Shah et al., 2024). Looking ahead, the role of green marketing in the beauty sector is expected to grow as more brands adopt eco-friendly materials, ethical production techniques, and innovative communication strategies (Kumari, 2023).

### 2.3. Green Marketing in Southeast Asia

In Southeast Asia, green marketing has become an integral part of sustainable development strategies, particularly as the region undergoes rapid industrialization and urbanization. The tension between economic expansion and environmental degradation has prompted businesses and governments to integrate green practices, especially in sectors like energy, manufacturing, and increasingly, cosmetics. Green energy initiatives and technological innovation form a backbone for this transformation. For instance, several countries in the region have incorporated renewable energy into their national strategies, which not only meets energy demand but also supports climate adaptation goals (Nepal et al., 2021).

The financial sector has also responded, with green bonds and green finance becoming central tools for supporting sustainability-oriented projects. Despite disruptions caused by the COVID-19 pandemic, the green bond market continues to show promise in Southeast Asia. Within the cosmetics sector, eco-labeling remains a vital component of green marketing. However, its success depends heavily on consumer trust and label credibility. Green branding, including transparent claims about ingredients and ethical sourcing, has gained importance in appealing to environmentally aware consumers who are also increasingly adopting green supply chain strategies and marketing techniques to attract eco-conscious customers (Dawar et al., 2025).

As the green consumerism movement grows, companies are under pressure to align with broader ethical and environmental expectations. This includes not only product reformulation but also active participation in social and ecological causes. Research highlights the importance of authenticity in brand communication, as misleading or exaggerated environmental claims (greenwashing) can backfire and damage trust. Overall, the landscape of green marketing in Southeast Asia is shaped by a unique blend of financial innovation, regulatory developments, brand strategy, and consumer dynamics. While progress has been made, significant opportunities remain for businesses to embed sustainability more deeply into their operations and marketing practices (Kumari, 2023).

### 2.4. Sustainability and Innovation in the Cosmetics Industry

The cosmetics industry plays a pivotal role in sustainability efforts due to its substantial environmental footprint, social influence, and economic potential. In recent years, consumers have become increasingly aware of the ethical and environmental dimensions of cosmetic products. This has driven significant changes in product demand, prompting brands to adopt more sustainable practices across their operations. Consumer demand is a primary driver of this shift. The COVID-19 pandemic intensified awareness around health and hygiene, accelerating the popularity of “clean” and “green” beauty products (Martins & Marto, 2023). Brands are now expected to go beyond conventional marketing and demonstrate real commitments to sustainability, transparency, and ethical values.

From an environmental standpoint, the cosmetics sector faces long-standing criticism for pollution, waste, and overconsumption. The adoption of circular economy (CE) principles such as using sustainable inputs, minimizing waste, and optimizing packaging offers a framework for mitigating these impacts. This shift not only reduces environmental harm but also opens doors to innovation and cost savings. Economically, sustainability is seen as a

source of competitive advantage. Utilizing by-products from other industries or developing alternative production methods like fermentation can lower costs and enhance product appeal to eco-conscious consumers (Kumar et al., 2023). These innovations support differentiation in increasingly saturated markets. Social responsibility is also at the forefront. Practices such as cruelty-free testing, fair labor practices, and ethical sourcing are now standard expectations, especially among younger consumers.

Meeting these expectations helps companies avoid reputational risk and comply with evolving regulations, optimizing supply chains is another strategic avenue. Sustainable supplier selection models, such as the Cosmetics Sustainable Supplier Selection (C-SSS), help companies assess and improve the environmental and social performance of their suppliers, technological innovations, particularly in green chemistry and nanotechnology, further support the development of safer and more sustainable cosmetic ingredients (Ige et al., 2024). In summary, sustainability is no longer optional for the cosmetics industry, it is essential. Integrating green marketing with innovations in product development, supply chains, and corporate ethics is critical to meeting evolving consumer demands and contributing to global sustainability goals.

## 2.5. Research Gaps in the Green Marketing within Southeast Asia

While the growing body of literature has explored various aspects of green marketing particularly in cosmetics significant research gaps remain, especially in the context of Southeast Asia. One of the most notable gaps lies in the limited empirical investigation of greenwashing practices in the cosmetic sector. Although greenwashing is widely acknowledged as a problem, most existing studies rely on theoretical frameworks or hypothetical consumer scenarios, which fail to capture how greenwashing is implemented and perceived in real market conditions (Liao & Wu, 2024). Additionally, there is a lack of standardized tools to evaluate the credibility and impact of green marketing claims in cosmetics. This methodological ambiguity restricts the development of clear guidelines for companies and regulators in assessing authenticity, transparency, and consumer trust.

Consequently, it becomes difficult to measure the effectiveness of green branding or eco-labeling across diverse cultural and regulatory settings. Another gap is the absence of a cross-disciplinary perspective. Most research tends to isolate marketing strategies from environmental science, public policy, or consumer psychology. Without integrating these fields, it becomes challenging to design green marketing approaches that are not only persuasive but also scientifically grounded and socially inclusive. Southeast Asia's unique socio-cultural landscape presents yet another underexplored area.

Factors such as religious values, national regulations, traditional beauty standards, and digital behavior may deeply shape how consumers perceive and respond to green cosmetics, yet these dimensions are rarely examined in depth (Shah et al., 2024). For example, preferences for halal certification in Indonesia, skin-whitening norms in Thailand, or youth-driven eco-trends in Vietnam reflect divergent consumer profiles that require localized green marketing strategies. Green marketing within the cosmetics sector is an emerging area of inquiry. However, existing studies remain fragmented and lack sufficient contextualization within the Southeast Asian setting. A more integrated, empirical, and culturally aware research approach is needed to understand the full dynamics of green consumerism, corporate response, and policy alignment in the region.

## 2.6. Conceptual Framework for Green Marketing in Southeast Asia's Cosmetics Sector

To address the identified research gaps and establish the foundation for this study, a conceptual framework has been developed by integrating the reviewed literature. This framework encompasses six critical dimensions that collectively influence the development, implementation, and success of green marketing strategies in the Southeast Asian cosmetics industry.

- 1) Consumer behavior and environmental awareness encompass consumers' values, motivations, attitudes, and knowledge regarding sustainability and eco-friendly cosmetic products. Studies show that health consciousness, environmental concern, and social influence significantly drive green purchasing behavior, although these are often affected by factors such as label trust, price sensitivity, and cultural values.
- 2) Corporate green strategies relate to how companies adopt ESG principles, implement sustainable sourcing practices, invest in green innovation, and communicate ethical values. Branding, transparency, and corporate social responsibility (CSR) are crucial in building consumer trust and loyalty. Companies that align their strategies with sustainability not only enhance market differentiation but also avoid reputational risks, such as those associated with greenwashing.
- 3) Technological innovation, advancements in green chemistry, nanotechnology, and circular design are essential for enabling the development of more sustainable products. Technology also supports green communication through social media, AI-based personalization, and traceability systems that enhance the credibility of sustainability claims.
- 4) Institutional and financial support, regulatory frameworks, green financing instruments (e.g., green bonds and green credits), and national policies such as eco-labeling schemes and carbon-reduction targets collectively shape the business landscape and facilitate green transformation. Government initiatives, along with coordinated regional efforts across Southeast Asia, play a pivotal role in advancing and scaling sustainable business practices.
- 5) Socio-cultural and regulatory context, local cultural norms, regulatory diversity, consumer demographics, and digital ecosystems influence how green marketing is received and adopted. This includes country-specific practices such as halal certification in Indonesia, ethical labor expectations, or the role of influencers in sustainability education. Successful strategies must be tailored to local values and perceptions.
- 6) Sustainable operational practices in production, this dimension focuses on a company's internal processes related to product formulation, material selection, packaging, and environmentally responsible manufacturing.

In the cosmetics industry, this includes using natural and organic ingredients, avoiding animal testing, and adopting refillable or recyclable packaging. Innovations in green chemistry, energy efficiency, and waste management are fundamental to delivering authentic and verifiable green marketing strategies (Martins & Marto, 2023).

Without consistency between production practices and marketing claims, companies' risk being perceived as insincere. This framework underscores that effective green marketing is not the result of any single factor, but rather the outcome of interaction and alignment among these six dimensions. When consumer awareness, corporate commitment, technological capability, institutional support, socio-cultural compatibility, and operational integrity work in harmony, green marketing can generate both business value (e.g., brand

loyalty, competitive advantage) and societal value (e.g., reduced environmental impact, ethical business conduct). The framework provides the analytical foundation for the systematic literature review that follows, aiding in identifying patterns, challenges, and opportunities in the advancement of green marketing within Southeast Asia's cosmetics sector.

### 3. Methods

In this research, a Systematic Literature Review (SLR) methodology is utilized to identify, analyze, and synthesize relevant scholarly works related to the development of green marketing strategies within the Southeast Asian cosmetics industry. The SLR approach was chosen for its systematic, transparent, and replicable process of assessing existing studies, which aids in comprehensively mapping out key themes, trends, and research gaps. The main aim of this review is to examine the progression of green marketing within the Southeast Asian cosmetics industry and to evaluate its success, potential, and challenges. To steer the review, the following research questions were developed: What are the predominant themes and trends in the literature regarding green marketing in Southeast Asia's cosmetics sector? What elements facilitate or impede the adoption of green marketing strategies in this field? In what ways do green marketing practices aid in the sustainable development of businesses in the cosmetics industry?

This review compiled pertinent literature from two primary academic databases such as Scopus and Google Scholar. Scopus was selected for its comprehensive, peer-reviewed academic content, while Google Scholar was included to expand access to grey literature and open-access materials, such as regional and institutional publications. To ensure the review's relevance and contextual precision, the publication period was intentionally restricted to between 2020 and 2025. This timeframe was chosen to concentrate on the latest advancements in green marketing, especially considering the evolving consumer behaviors, regulatory shifts, and sustainability priorities that arose during and following the COVID-19 pandemic. The chosen period captures a crucial phase where environmental consciousness and ESG commitments gained prominence in the cosmetics industry, enabling a more thorough examination of current trends, corporate strategies, and policy responses pertinent to Southeast Asia's green transition.

The search utilized keyword combinations such as: "green marketing" AND "cosmetics" AND ("Southeast Asia" OR ASEAN), "sustainable beauty" AND "green branding" AND "Asia", and "eco-friendly" AND "cosmetics industry" AND "marketing". Boolean operators (AND, OR) and filters were applied to refine the search according to relevance, publication date, and the availability of full text.

The study selection criteria were defined as follows. Inclusion criteria including articles published between 2020 and 2025 that examine green marketing, sustainability, or environmental branding within the cosmetics industry and demonstrate geographic relevance to Southeast Asia. Eligible studies included peer-reviewed journal articles, conceptual papers, and literature reviews written in either English or Bahasa Indonesia. Exclusion criteria including studies unrelated to the cosmetics sector or outside the scope of green marketing and sustainability; publications lacking a Southeast Asian focus; and non-academic or non-peer-reviewed materials such as blogs or magazine articles.

The literature selection process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework and proceeded through four stages. Identification involved retrieving relevant studies from selected databases using predefined search terms. Screening focused on removing duplicate entries and evaluating titles and

abstracts for relevance. Eligibility required assessing full-text articles to ensure compliance with the inclusion and exclusion criteria. Inclusion constituted the final selection of studies for detailed analysis and synthesis. A PRISMA flow diagram (not presented here) documented and illustrated the overall selection process.

Data extraction and thematic analysis key data were extracted from each article and organized in a literature matrix. The extracted information included: Author(s), year, and publication source, country or region of focus, research objectives and methods, major findings and theoretical contributions, identified drivers or barriers to green marketing, sustainability outcomes, or business implications. A thematic analysis was then performed to synthesize findings across studies.

Themes were categorized according to the six analytical dimensions developed in the conceptual framework: (1) consumer behavior, (2) corporate green strategies, (3) technological innovation, (4) institutional and financial support, (5) socio-cultural and regulatory context, and (6) sustainable operational practices. This structured approach allowed the review to not only map the current state of research but also to highlight intersections between strategic practices and sustainability goals within the Southeast Asian cosmetics industry.

## 4. Results and Discussion

Previous studies on green marketing within the cosmetics industry have predominantly concentrated on consumer perceptions and brand positioning, yet they remain fragmented when it comes to the Southeast Asian context. For example, Shah et al. (2024) investigated how awareness of green brands affects purchasing decisions in Pakistan, finding that environmental concern and social influence are significant predictors of eco-friendly buying behavior. Similarly, Amberg & Fogarassy (2019) explored consumer segmentation in Hungary, identifying health awareness as a primary motivator for purchasing natural cosmetics. These studies emphasize the psychological factors driving green purchases but lack a cohesive regional perspective within ASEAN markets.

In Southeast Asia, Johri & Sahasakmontri (1998) studied green positioning strategies in Thailand's cosmetics sector, providing early evidence of eco-conscious branding through companies like The Body Shop and Oriental Princess. Later, Chin et al. (2018) focused on Indonesian consumers, discovering that perceived environmental importance and government support significantly impact the adoption of green products. However, these investigations are often limited to specific countries and frequently overlook technological, policy, or supply chain aspects. Recent research by Sugandini et al. (2020) and Kinasih et al. (2023) highlights the influence of corporate social responsibility (CSR) and green brand image on purchase intentions in Indonesia. While these findings are consistent with global theories such as the Theory of Planned Behavior (TPB) and Commitment-Trust Theory, there is a scarcity of cross-country comparisons.

Additionally, few studies assess the institutional, financial, or technological factors enabling green marketing, leaving significant gaps concerning regional policy influence, digital transformation, and post-purchase behavior. To address these limitations, this review utilizes a Systematic Literature Review (SLR) approach guided by the PRISMA framework. The SLR method ensures a systematic, transparent, and replicable synthesis of academic findings from 2020-2025, concentrating on green marketing trends, enablers, and sustainability outcomes in Southeast Asia's cosmetics industry. Through thematic analysis across six dimensions consumer behavior, corporate strategy, technology, institutional

support, socio-cultural context, and sustainable operations, the review identifies current trends, regional challenges, and research gaps that inform future sustainable marketing strategies.

#### 4.1. Overview of Reviewed Studies

A comprehensive review was conducted on 80 peer-reviewed articles published from 2020 to 2025, concentrating on green marketing strategies in the Southeast Asian cosmetics sector. The studies highlight significant geographical representation from countries such as Indonesia, Malaysia, Thailand, Vietnam, the Philippines, and Singapore. To provide an overview of the key studies that informed this review, table 1 presents a summary of selected literature published between 2020 and 2025. The table synthesizes each study’s objectives, methods, major findings, and their thematic relevance to the six analytical dimensions consumer behavior, corporate green strategies, technological innovation, institutional and financial support, socio-cultural and regulatory context, and sustainable operational practices.

**Table 1. Summary of Systematic Literature Review (SLR) on Green Marketing in Southeast Asia’s Cosmetics Industry (2020-2025)**

Author(s) / Year	Country / Region	Objective / Focus	Methodology	Key Findings	Themes / Dimensions
Johri & Sahasakmontri (1998)	Thailand	Examine green positioning strategies in cosmetics industry	Qualitative / Case Study	Early adoption of eco-conscious branding (The Body Shop, Oriental Princess) built strong consumer loyalty	Corporate Green Strategies; Consumer Behavior
Chin et al. (2018)	Indonesia	Investigate determinants of consumer intention toward green skincare	Survey (SEM)	Environmental importance and government support drive green product adoption	Consumer Behavior; Institutional Support
Sugandini et al. (2020)	Indonesia	Analyze effect of green supply chain and marketing on purchase intention (SMEs)	Quantitative	CSR and green image positively influence purchase intention	Corporate Green Strategies; Sustainable Operations
Ismail (2023)	Global / Emerging Markets	Assess technological and entrepreneurial orientation in green marketing	Empirical	Technological readiness enhances green marketing effectiveness	Technological Innovation
Kumari (2023)	Global	Explore business transformation through green marketing	Conceptual	Green marketing enhances competitiveness and supports SDGs	Corporate Green Strategies; Sustainability Outcomes
Kinasih et al. (2023)	Indonesia	Examine effect of green marketing and CSR on purchase decisions (Avoskin)	Survey (SEM)	CSR and brand image mediate purchase decisions	Corporate Green Strategies; Consumer Behavior
Martins & Marto (2023)	Global	Assess sustainable life cycle of cosmetics	Review	Circular design and eco-innovation reduce waste and	Sustainable Operational Practices;

Author(s) / Year	Country / Region	Objective / Focus	Methodology	Key Findings	Themes / Dimensions
Dawar et al. (2025)	Regional / Global	Analyze financial mechanisms for achieving carbon goals	SLR & Bibliometric	increase brand trust Green finance tools (bonds, credits) support sustainability transition	Technological Innovation Institutional & Financial Support
Liao & Wu (2024)	Global	Examine impact of greenwashing on purchase intention	Quantitative	Greenwashing weakens consumer trust; authenticity crucial	Corporate Green Strategies; Research Gap
Nguyen-Viet & Nguyen (2024)	Vietnam	Explore consumer attitudes toward green cosmetics and animal welfare	Survey (Quantitative)	Skepticism toward green advertising; importance of transparency	Consumer Behavior; Socio-Cultural Context
Naruetharadhol et al. (2024)	Southeast Asia	Evaluate policy roles in fostering eco-innovation	Empirical / Policy Analysis	Public policy and R&D incentives accelerate sustainable transformation	Institutional & Financial Support
Mondello et al. (2024)	Global	Review circular economy applications in cosmetics	Literature Review	Circular economy improves resource efficiency and brand image	Sustainable Operations; Technological Innovation
Shah et al. (2024)	Pakistan / Regional	Study drivers of eco-friendly cosmetics purchase	Survey	Environmental concern and social influence predict green purchase intention	Consumer Behavior; Cultural Context
Testa et al. (2024)	Italy / Comparative	Examine barriers and drivers of green skincare purchase	Quantitative	Attitude and subjective norms shape intention; price sensitivity limits adoption	Consumer Behavior; Barriers
Nabivi (2025)	Southeast Asia	Assess role of social media in green marketing	Empirical / Mixed	Eco-friendly digital content enhances engagement and brand attitude	Technological Innovation; Corporate Green Strategies
Baca & Reshidi (2025)	Global	Examine environmental marketing strategies and consumer behavior	Quantitative	CSR and authenticity improve purchase decisions	Corporate Green Strategies; Consumer Behavior
Present SLR (2025)	Southeast Asia (Indonesia, Malaysia, Thailand, Vietnam, Singapore, Philippines)	Synthesize green marketing research trends, barriers, and opportunities in cosmetics	Systematic Literature Review (PRISMA, 80 studies)	Green marketing shaped by environmental awareness, digital transformation, and CSR; hindered by regulatory inconsistency and price sensitivity	All Six Dimensions: Consumer Behavior, Corporate Strategies, Technological Innovation, Institutional Support, Socio-Cultural Context, Sustainable Operations

As shown in table 1, most studies focus on consumer behavior and corporate green strategies, while fewer explore institutional support, financial mechanisms, and technological innovations. This highlights the uneven maturity of research within Southeast Asia's green cosmetics sector. Meanwhile, the regional market is experiencing swift growth, with the ASEAN organic cosmetics sector expected to increase from USD 1.20 billion in 2024 to USD 2.36 billion by 2031, reflecting a compound annual growth rate (CAGR) of 8.6%. This growth underscores the strong incorporation of sustainability principles into business strategies (Nguyen-Viet, 2024). Indonesia stands out as the largest market, where the combination of halal and green marketing creates a distinct competitive edge (Kinasih et al., 2023). Other nations show varied focuses, such as Thailand's innovations in sustainable packaging and Vietnam's cost-effective natural skincare offerings. Overall, the driving forces behind green marketing in Southeast Asia's cosmetics industry are environmental awareness, digital transformation, and demographic changes, especially among Generation Z and millennial consumers. Nonetheless, the adoption of these practices is inconsistent, influenced by economic differences, cultural norms, and regulatory variations across ASEAN countries (Nguyen-Viet, 2024; Testa et al., 2024).

## 4.2. Predominant Themes and Trends

### 4.2.1. Consumer Behavior and Environmental Awareness

Concern and health consciousness have consistently been identified as the primary factors influencing the intention to purchase green cosmetics. Research conducted in Indonesia and Malaysia indicates that attitudes towards eco-friendly products are the most significant determinants of purchasing decisions ( $\beta = 0.509$ ,  $p < .001$ ), with subjective norms and perceived behavioral control also playing a crucial role. Consumers link green cosmetics to personal health, ethical consumption, and social responsibility, marking a transition from focusing on aesthetic value to embracing a holistic lifestyle. Nonetheless, price sensitivity and knowledge gaps continue to affect the consistency between intention and behavior, hindering actual adoption.

### 4.2.2. Corporate Green Strategies and Corporate Social Responsibility

Efforts and brand image serve as key mediators connecting green marketing to consumer loyalty. Studies in Indonesia and Vietnam have shown that genuine CSR enhances brand trust and influences purchasing decisions, whereas greenwashing damages credibility. Companies like Wardah and Scarlett have effectively integrated CSR, halal certification, and sustainability initiatives to strengthen both ethical and cultural connections. This underscores the importance of authenticity and transparency in sustainability communication for maintaining long-term brand equity.

### 4.2.3. Technological Innovation and Digital Transformation

The emergence of social commerce and AI-driven personalization is a crucial factor in the success of green marketing. Platforms such as Shopee, TikTok Shop, and Lazada have become major distribution channels, accounting for up to 59% of online sales in Thailand. Livestreaming and influencer marketing are particularly impactful, with 70% of Southeast Asian consumers placing more trust in KOLs than in traditional advertising. Additionally, AR try-ons and AI skincare analysis tools have been found to boost conversion rates by 25-40%, enhancing consumer engagement through personalization and transparency.

#### 4.2.4. Institutional and Financial Support

Regulatory and financial frameworks are essential for the growth of the green market. The ASEAN Cosmetic Directive (ACD) offers partial harmonization, but inconsistencies at the national level impede uniform implementation. Emerging green finance tools and Extended Producer Responsibility (EPR) policies, especially in Indonesia and Malaysia, promote investment in sustainable packaging and waste management systems. However, limited access to certified organic raw materials and weak enforcement against greenwashing remain significant obstacles to regional sustainability integration.

#### 4.2.5. Socio-Cultural and Regulatory Context

The effectiveness of green marketing in Southeast Asia is highly context-dependent. In Indonesia, the integration of halal and green appeals to the Muslim-majority population, emphasizing purity and ethical production. Thailand focuses on traditional natural ingredients and refillable packaging in line with circular economy models. Vietnam prioritizes affordable natural skincare, while Malaysia shows a sophisticated understanding of certification and transparency. These trends confirm that the success of green marketing relies on cultural adaptation and alignment with local values, rather than a one-size-fits-all approach.

#### 4.2.6. Sustainable Operational Practices

Across the studies reviewed, eco-friendly packaging and ethical sourcing are the main operational priorities. Approximately 55.9% of Southeast Asian consumers prefer recyclable or biodegradable packaging, prompting brands to opt for glass, metal, or compostable materials. Sustainable supply chain management, encompassing procurement, logistics, and waste recycling, enhances brand reputation and aligns with ESG objectives. Innovation in ingredients through bio-based, upcycled, and locally sourced materials supports cost efficiency and reduces environmental impact.

### 4.3. Facilitators and Barriers of Green Marketing Adoption

Facilitators include growing consumer awareness of environmental and health issues, government initiatives that promote ESG and sustainability frameworks, the adoption of digital technologies that improve transparency and customization, and CSR-driven authenticity that strengthens trust and brand loyalty. Meanwhile, the barriers consist of value-related concerns, such as consumer doubts about the price-value ratio of eco-friendly cosmetics; risk-related issues stemming from limited confidence in product effectiveness and certification credibility; tradition-related preferences for established, conventional brands; and systemic challenges, including high production costs, limited access to green financing, and weak regulatory enforcement. These findings underscore the need for strategic consumer education, transparent labeling, and stronger policy alignment to effectively address existing constraints.

### 4.4. Green Marketing and Sustainable Development Outcomes

Green marketing significantly contributes to sustainable development by influencing business practices, consumer behavior, and environmental stewardship. By integrating sustainability principles into marketing initiatives, businesses are transforming their strategies to address environmental degradation and climate change (Kumari, 2023). Green marketing tactics, including innovations in products, eco-labeling, sustainable packaging, and the promotion of environmental values, enable businesses to align with sustainability goals while boosting their market attractiveness (Kumari, 2023).

By incorporating environmental ethics into business competitiveness, green marketing supports sustainability. The combination of CSR, eco-innovation, and ethical sourcing not only increases profitability but also furthers the SDGs, especially Goal 12 (Responsible Consumption and Production) and Goal 13 (Climate Action). Companies that implement circular economy models, ethical labor practices, and digital traceability systems tend to gain greater consumer trust and social legitimacy. Consequently, green marketing serves as both a market differentiator and a facilitator of sustainability in the cosmetics industry of Southeast Asia.

#### **4.5. Research Gaps and Future Directions**

The SLR identifies several areas requiring further investigation, including the limited availability of comparative studies across ASEAN countries, the need for longitudinal research to track the evolution of green consumer behavior, and the scarcity of intervention-based studies that evaluate the effectiveness of sustainability campaigns. Additional gaps include the absence of B2B and supply chain perspectives, insufficient analysis of how greenwashing is perceived and identified, and limited exploration of the roles of AI, blockchain, and digital transparency tools. Addressing these gaps would contribute to a more comprehensive understanding of sustainable transformation within Southeast Asia's beauty ecosystem.

#### **4.6. Discussion Summary**

Comprehensive analysis indicates that the cosmetics sector in Southeast Asia is undergoing a significant shift towards green marketing, marked by digital advancements, heightened consumer awareness, and changing corporate responsibilities. However, the journey to complete sustainability is hindered by economic inequalities, gaps in knowledge, and inconsistent governance. To achieve lasting competitive and environmental benefits, it is crucial to implement strategies that blend local cultural understanding, technological advancements, and clear sustainability narratives.

### **5. Conclusion**

This systematic review underscores the transformation of green marketing from a specialized effort to a key sustainability strategy within the Southeast Asian cosmetics sector. The fusion of environmental awareness, corporate social responsibility, digital innovation, and creativity has reshaped how brands connect with consumers who are increasingly conscious and ethically driven. Analysis of 80 studies indicates that consumer health awareness, environmental consciousness, and trust in brand genuineness are the main factors driving the adoption of green products, while price sensitivity, lack of knowledge, and inconsistent regulatory enforcement hinder wider market penetration. Green marketing plays a crucial role in sustainable business growth by fostering eco-innovation, ethical sourcing, and transparent communication, thus boosting competitiveness and societal value.

Nonetheless, the existing literature points to significant gaps, such as limited cross-country analyses, a shortage of longitudinal and experimental research, and scant examination of supply chain and technological aspects. Addressing these gaps will offer a deeper understanding of how green marketing can be effectively established across ASEAN economies. In summary, the success of green marketing in Southeast Asia's cosmetics industry relies on aligning cultural relevance, technological progress, and policy consistency. Companies that integrate genuine sustainability practices with digital engagement and localized strategies will not only gain a competitive edge but also contribute significantly to the region's shift towards a circular, low-carbon, and socially responsible beauty industry.

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