

Mapping greenwashing research in digital marketing: a ten-year bibliometric review

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ABSTRACT

Greenwashing has emerged as a significant concern in digital marketing as firms increasingly communicate sustainability claims through online platforms. Although scholarly attention to this issue has grown rapidly, existing studies remain fragmented across disciplines and perspectives. This study aims to map the intellectual structure and thematic evolution of greenwashing research in digital marketing using bibliometric analysis. A total of 67 peer-reviewed journal articles published between 2015 and 2025 were retrieved from the Scopus database and analyzed using VOSviewer. Bibliometric techniques, including citation analysis and keyword co-occurrence analysis, were employed to identify publication trends, influential contributions, and dominant research themes. The findings reveal two dominant thematic clusters are identified: sustainability and greenwashing. This study provides a comprehensive overview of the field and offers directions for future research on ethical and transparent digital marketing practices.

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1. INTRODUCTION

In recent years, sustainability has become a central narrative in digital marketing as consumers increasingly favor brands that demonstrate environmental responsibility (Peattie & Crane, 2005; Delmas & Burbano, 2011). This shift has encouraged companies to emphasize eco-friendly values across digital platforms; however, it has simultaneously contributed to the rise of *greenwashing*. Greenwashing refers to deceptive marketing practices in which firms exaggerate, misrepresent, or falsely claim the environmental benefits of their products, services, or operations in order to gain a competitive advantage (Lyon & Montgomery, 2015). Within the digital marketing landscape characterized by rapid information diffusion, social media amplification, and limited regulatory control greenwashing can easily mislead eco-conscious consumers and distort sustainable consumption choices (Nyilasy, Gangadharbatla, & Paladino, 2014). As sustainability-driven communication increasingly shapes consumer decision-making online, understanding the prevalence and implications of greenwashing in digital marketing has become critical for maintaining transparency, consumer trust, and ethical marketing practices.

The rapid expansion of digital platforms particularly social media, brand websites, and online advertising has significantly amplified the scope and impact of greenwashing practices. Digital marketing enables firms to disseminate sustainability-related messages quickly, visually, and persuasively, often without rigorous verification or regulatory scrutiny (Delmas & Burbano, 2011). Through curated content, influencer endorsements, and emotionally driven storytelling, companies can construct an environmentally responsible brand image that may not accurately reflect their actual environmental performance (Nyilasy et al., 2014). The interactive and algorithm-driven nature of digital platforms further complicates consumers' ability to critically evaluate green claims, as repeated exposure and social validation can enhance perceived credibility (Torelli, Balluchi, & Lazzini, 2020). As a result, eco-conscious consumers face increasing difficulty in distinguishing genuinely sustainable brands from those strategically employing greenwashing tactics, raising concerns about consumer deception and the erosion of trust in digital sustainability communication (Lyon & Montgomery, 2015).

In the last decade, greenwashing has attracted growing scholarly attention, particularly within the context of digital marketing, as online platforms have become dominant channels for sustainability communication. Researchers increasingly recognize that digital environments characterized by high information asymmetry, persuasive visual content, and rapid message diffusion create fertile ground for misleading environmental claims (Lyon & Montgomery, 2015; Torelli et al., 2020). As a result, studies on greenwashing in digital marketing have expanded across multiple disciplines, including marketing, business ethics, sustainability, and consumer behavior (Delmas & Burbano, 2011; Gatti, Pizzetti, & Seele, 2021). Despite this growing body of literature, existing research remains fragmented, with diverse theoretical perspectives, methodologies, and thematic emphases. This fragmentation highlights the need for an in-depth and systematic review of prior studies to map the intellectual structure of the field, identify dominant research themes, and uncover emerging trends. A comprehensive review is therefore essential to advance theoretical development, guide future empirical research, and support more transparent and ethical digital marketing practices.

Despite the growing volume of studies examining greenwashing within the context of digital marketing, the existing literature remains largely fragmented and dominated by conceptual discussions, qualitative analyses, and empirical studies focusing on specific industries or consumer responses (Delmas & Burbano, 2011; Gatti et al., 2021). While several narrative and systematic reviews have attempted to synthesize findings on greenwashing, there is a notable lack of bibliometric analyses that quantitatively map the intellectual structure, thematic evolution, and research hotspots of greenwashing studies in digital marketing over the past decade. Bibliometric analysis offers a robust and objective approach to identifying publication trends, influential authors, leading journals, and emerging themes through citation, co-citation, and keyword co-occurrence analysis (Donthu et al., 2021). Addressing this gap is essential to provide a comprehensive overview of how greenwashing research in digital marketing has evolved, to reveal underexplored areas, and to guide future research agendas in this rapidly developing field.

The objective of this bibliometric review is to systematically analyze and synthesize research on greenwashing in the context of digital marketing published over the past decade. By employing bibliometric methods, this study aims to map publication trends, identify influential authors, institutions, and journals, and uncover key research themes and intellectual structures within the field. Furthermore, the review seeks to examine the thematic evolution and emerging research hotspots related to greenwashing practices across digital platforms, thereby providing a comprehensive overview of the development of this research domain and offering direction for future scholarly inquiry.

2. METHOD

In this study, bibliometric analysis is utilized to map the research landscape on greenwashing in digital marketing. The analysis involves collecting data from multiple academic databases, focusing primarily on articles published between 2015 and 2025. The selection of documents was based on keywords such as greenwashing, "digital marketing", "online marketing", "social media" OR "digital advertising" which were carefully chosen to ensure comprehensive coverage of the topic. To narrow the scope and improve relevance, only journal articles published in English were included. The data

was filtered further to exclude non-journal articles, such as conference papers and book chapters, ensuring that the analysis was based on high-quality peer-reviewed publications.

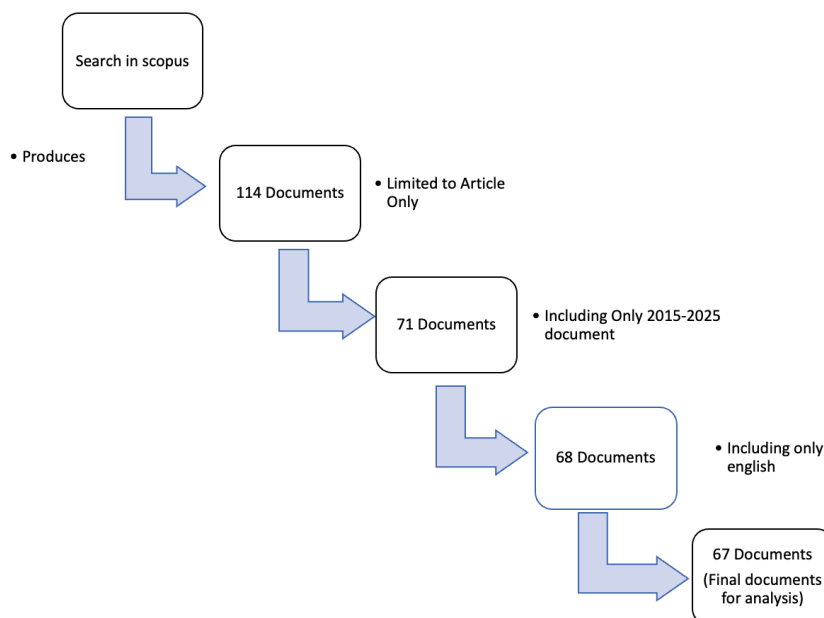


Figure 1. Data Filtering Process for Bibliometric Analysis

Figure 1 explains the steps of finding the final articles. The first step is search in scopus using the keyword explained before, there are 114 documents. Second, the search is limited to only articles, it generates 71 documents. After that the time phase only includes the article that was published in the year of 2015 until 2025, it results 68 documents. The final filtering stage is the only article in English that was included, it resulted in 67 documents. The final dataset consists of articles indexed in databases from Scopus, which provide extensive coverage of academic literature. This refined dataset was then analyzed using VOSviewer, a tool that enables the visualization of bibliometric networks. By employing VOSviewer, the study explores trends, thematic clusters, and key contributions within the greenwashing and digital marketing research space. This tool generates co-citation networks and keyword co-occurrence maps, which allow for a deeper understanding of the evolution of research topics, author collaborations, and the central themes driving scholarly discussions on greenwashing in digital marketing.

3. RESULTS AND DISCUSSION

The bibliometric analysis conducted in this study provides a comprehensive overview of the greenwashing research landscape within the context of digital marketing over the past decade. By leveraging tools such as VOSviewer, the analysis reveals key trends, influential authors, and the evolution of research topics related to greenwashing.

3.1 Publication Trends and Yearly Growth

The dataset reveals a steady increase in publications related to greenwashing in digital marketing over the past decade, with a notable surge in the last five years. This rise in research output suggests a growing academic interest in addressing the implications of greenwashing in digital platforms and the sustainability discourse. The period between 2021 and 2023 represents a significant acceleration in publication output.

Table 1. Publication Trends by Year

Year	Number of Publications	Qualitative Notes / Key Moments
2015	2	Early conceptual discussions on greenwashing and sustainability communication.
2016	2	Limited empirical attention to greenwashing in digital marketing contexts.
2017	3	Initial linkage between digital media and environmental marketing claims.
2018	4	Growing focus on social media as a channel for sustainability communication.
2019	4	Emergence of consumer perception and trust-related studies.
2020	6	Increased interest driven by digital acceleration and online engagement during COVID-19.
2021	8	Expansion of empirical studies on social media, ESG, and greenwashing practices.
2022	12	Significant growth alongside ESG discourse and platform-based sustainability narratives.
2023	13	Consolidation phase with diverse methodological approaches and cross-country studies.
2024	10	Integrative perspectives linking CSR communication, stakeholder accountability, and digital platforms.
2025	3	Emerging research on influencers, AI, and advanced digital sustainability communication.
Total	67	

Source: Data Processed (2026)

Based on the table, publication trends on greenwashing in digital marketing demonstrate a gradual yet consistent growth over the 2015–2025 period, reflecting the increasing scholarly attention to this topic. In the early years (2015–2016), research activity remained limited, indicating that greenwashing had not yet emerged as a prominent focus within digital marketing studies. From 2017 to 2019, a modest increase in publications can be observed, suggesting the initial recognition of digital platforms particularly social media as relevant contexts for sustainability communication and misleading environmental claims.

A more pronounced acceleration in research output is evident from 2020 onwards, coinciding with the rapid expansion of digital marketing practices during the COVID-19 pandemic. This period marks a shift toward empirical investigations of online sustainability communication, consumer perceptions, and engagement with green claims in digital environments. The upward trend continued between 2021 and 2023, representing the most productive phase in the dataset, driven by heightened interest in ESG narratives, social media visibility, and stakeholder scrutiny. In the most recent years, research has increasingly adopted integrative perspectives linking greenwashing, corporate social responsibility, and accountability in digital ecosystems, indicating a maturation of the field rather than mere quantitative expansion.

3.2 Citations Analysis

Citation analysis is a key method for evaluating the impact and influence of scholarly works within a particular field. In the context of greenwashing in digital marketing, citation analysis helps to identify the most influential research articles that have contributed to shaping the discourse and understanding of the topic. By examining the number of citations each document receives, we can gauge its relevance, the extent of its academic reach, and its role in advancing knowledge in this area. The following table presents the ten most cited documents in the field of greenwashing research within digital marketing, highlighting studies that explore the role of digital platforms, social media, and sustainability claims. These studies have significantly contributed to understanding how greenwashing is propagated in digital marketing practices, focusing on the effectiveness of online engagement, consumer behavior, and the ethical implications of corporate messaging.

Table 2. Ten Most Cited Documents in the Field of Greenwashing in Digital Marketing

Authors	Title	Year	Cited by
Rabah, S.; Safdar, G.; Raïq, H.; Karkour, S.	Public perceptions of environmental, social, and governance (ESG) based on social media data: Evidence from China	2023	160
Tan, T.; Yan, Y.; Yuan, X.; Gao, Z.	Social media visibility: challenges to activism	2018	110
Hong, M.; Kim, J.	Does Social Media Pressure Induce Corporate Hypocrisy? Evidence of ESG Greenwashing from China	2025	78
Kokash, H.A.; Ahsan, M.N.; Hafeez, M.H.; Khattak, A.N.; Ahmed, S.; Alam, S.S.	Greenfluencing. The Impact of Parasocial Relationships with Social Media Influencers on Advertising Effectiveness and Followers' Pro-environmental Intentions	2022	70

Olbermann, Z.; Schramm, H.	Greenwashing and Bluewashing in Black Friday-Related Sustainable Fashion Marketing on Instagram	2022	64
Guercini, S.; Monteverde, G.; Runfola, A.; Milanesi, M.	The effect of greenwashing on online consumer engagement: A comparative study in France, Germany, Turkey, and the United Kingdom	2020	52
Chan, T.J.; Jahid, A.Md.; Kamar, N.S.; Silvianita, A.; Ng, M.L.; Huam, H.T.	Determinants of corporate sustainability message sharing on social media: A configuration approach	2022	51
Balaskas, S.; Stamatiou, I.; Komis, K.; Nikolopoulos, T.	Can We Tweet, Post, and Share Our Way to a More Sustainable Society? A Review of the Current Contributions and Future Potential of #socialmediaforsustainability	2016	48
Erokhin, D.	From green advertising to greenwashing: content analysis of global corporations' green advertising on social media	2024	47
Cisneros, M.; Olano Pozo, J.X.; Boqué-Ciurana, A.; Cimolai, C.; Dermit, D.; Arnal, A.; Masip, M.; Sigo, J.; Aguilar, E.	Corporate Sustainability Communication as 'Fake News': Firms' Greenwashing on Twitter	2023	40

Source: Data Processed (2026)

Based on the table above, we present the ten most cited documents in the field of digital innovation and quality assurance in higher education, focusing specifically on greenwashing in digital marketing. The table highlights the authors, titles, publication years, and the number of citations each document has received. Notably, the article by Rabah et al. (2023) on public perceptions of environmental, social, and governance (ESG) based on social media data from China leads the list with 160 citations, underscoring the growing interest in ESG-related research in the context of greenwashing. Other articles, such as those by Tan et al. (2018) and Kokash et al. (2022), also reveal a strong focus on the role of social media in influencing consumer behavior and the effectiveness of digital greenwashing strategies.

These highly cited works reflect the increasing academic attention on how digital platforms and social media influence consumer perceptions of sustainability and greenwashing. As research continues to explore the intersection of digital marketing, consumer behavior, and sustainability, these foundational articles contribute to understanding the impact of greenwashing in various digital contexts. The growing citation count of these studies signals their importance in shaping future research in the area of sustainability marketing and digital ethics.

3.3 Key Research Themes and Emerging Areas

Key research themes and emerging areas in greenwashing studies within digital marketing can be identified through keyword co-occurrence analysis. This approach allows researchers to capture dominant concepts, thematic concentrations, and evolving research directions by examining how frequently keywords appear together across publications. Using VOSviewer, this study maps the intellectual structure of greenwashing research and highlights the central themes that shape scholarly discussions in the digital marketing context. The results of this analysis are presented in the following table, which summarizes the most frequently occurring keywords along with their total link strength, reflecting the intensity of relationships among research themes.

Table 3. Most Frequent Keywords and Link Strengths in Greenwashing Research (VOSviewer Analysis)

Selected	Keyword	Occurrences	Total link strength
<input checked="" type="checkbox"/>	social media	26	42
<input checked="" type="checkbox"/>	greenwashing	27	37
<input checked="" type="checkbox"/>	sustainability	17	37
<input checked="" type="checkbox"/>	corporate social responsibility	8	19
<input checked="" type="checkbox"/>	marketing	9	17
<input checked="" type="checkbox"/>	communication	6	16
<input checked="" type="checkbox"/>	sustainable development	6	15
<input checked="" type="checkbox"/>	stakeholder	6	13

Source: Data Processed (2026)

As shown in the table, social media, greenwashing, and sustainability emerge as the most prominent and interconnected themes, indicating that the literature largely focuses on how misleading environmental claims are communicated through digital platforms and perceived by audiences. Consistent with the dominance of greenwashing, social media, and sustainability in the keyword network, several documents in the dataset explicitly investigate how sustainability narratives are produced and circulated in digital platforms. For instance, Rabah et al. (2025) discusses sustainability discourses in digital contexts, while Tan et al. (2025) examines sustainability-related communication on TikTok, reflecting the centrality of social media as a key arena where green claims are promoted, negotiated, and potentially contested. Furthermore, the presence of keywords such as corporate social responsibility, marketing, and communication suggests that greenwashing is increasingly analyzed as part of strategic brand communication rather than isolated deceptive behavior. Emerging themes related to stakeholders and sustainable development reflect a growing concern with accountability, trust, and long-term sustainability outcomes, signaling a shift toward more critical and integrative perspectives in greenwashing research within digital marketing ecosystems.

After we analyzed the key research themes and emerging areas, the keyword co-occurrence mapping generated by VOSviewer provides a clearer visualization of how the main research topics are structured and interconnected within the greenwashing and digital marketing literature. The map reveals the presence of two dominant clusters that align closely with the themes identified in the keyword table, indicating a coherent intellectual structure across the dataset rather than fragmented research streams.

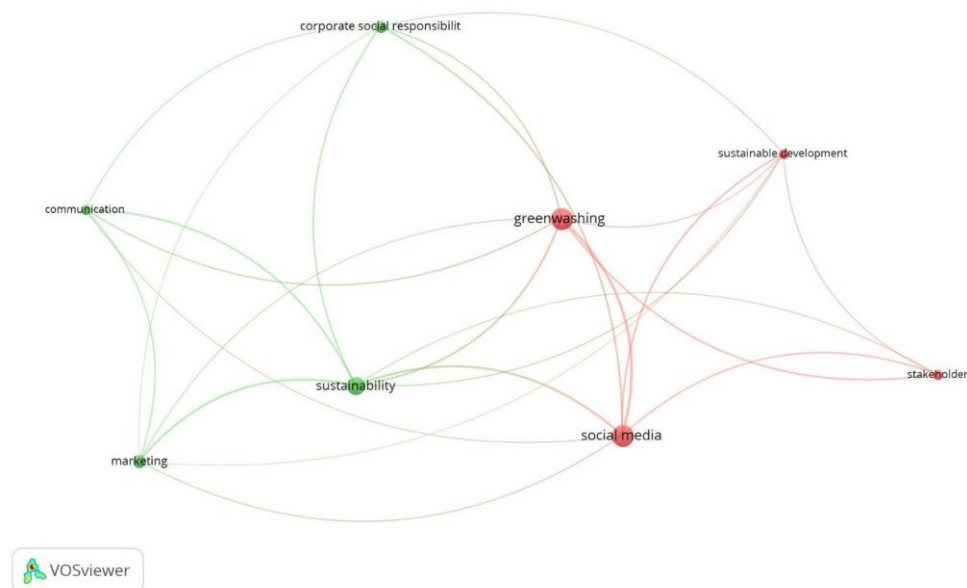


Figure 2. Cluster Map Visualization

The first cluster (green-colored) is centered on sustainability, with strong connections to corporate social responsibility, marketing, and communication. This cluster reflects a strategic and managerial perspective, where greenwashing is examined within the context of corporate communication, branding strategies, and CSR narratives. Studies in this cluster tend to conceptualize greenwashing as part of broader marketing and communication practices used by firms to construct legitimacy and convey sustainability-oriented messages. In contrast, the second cluster (red-colored) positions greenwashing and social media as central nodes, closely linked to stakeholders and sustainable development. This cluster represents a more critical and impact-oriented perspective, focusing on how greenwashing is amplified through digital platforms, how stakeholders interpret and respond to environmental claims, and what implications these practices

have for trust, accountability, and long-term sustainability goals. Overall, the co-occurrence map reinforces the findings from the thematic analysis, suggesting that greenwashing research in digital marketing has evolved toward more integrative frameworks that connect strategic communication with stakeholder-oriented and sustainability-driven concerns.

The two-cluster structure implies that greenwashing in digital marketing is best understood as a legitimacy process that unfolds through communication. When sustainability messages are framed within CSR and marketing communication, firms effectively engage in signaling by attempting to shape perceptions of responsibility, credibility, and moral alignment. This helps explain why the literature consistently links sustainability discourse to branding and corporate narratives, because green claims often function as reputational resources in competitive digital markets. Evidence from the dataset supports this communication-as-legitimacy logic, particularly in studies that examine how sustainability or ESG narratives are constructed and interpreted in digital environments (e.g., Rabah et al., 2025), showing that “green” messaging is often embedded in broader persuasive communication rather than presented as purely factual environmental disclosure.

At the same time, the prominence of stakeholder and platform related keywords suggests that legitimacy is not controlled solely by firms but is co-produced through audience interpretation and public scrutiny in digital spaces. Social media increases visibility and contestability, enabling counter-discourse, activism, and rapid reputational feedback when claims are perceived as misleading. Highly cited work in the dataset illustrates this dynamic by showing how social media visibility shapes environmental activism and engagement (e.g., Tan et al., 2018), and how online discourse can be used to capture and analyze public perceptions of ESG-related legitimacy (e.g., Liu et al., 2023). Taken together, these findings indicate that current research is moving toward integrative explanations that link strategic sustainability communication with stakeholder sensemaking and accountability mechanisms, which is crucial for understanding why greenwashing persists and how it escalates into trust and credibility issues in digital marketing ecosystems.

4. CONCLUSION

This study provides a comprehensive bibliometric review of greenwashing research within the context of digital marketing over the past decade, offering systematic insights into the evolution, structure, and thematic focus of this rapidly growing research domain. By analyzing 67 peer-reviewed journal articles indexed in Scopus and employing VOSviewer for bibliometric mapping, the study reveals a clear and sustained increase in scholarly attention to greenwashing, particularly following the accelerated digital transformation and heightened sustainability discourse in recent years. The findings demonstrate that research on greenwashing in digital marketing has expanded significantly since 2020, reflecting growing concerns about the role of digital platforms, especially social media, in amplifying misleading environmental claims. Citation analysis highlights the dominance of studies examining ESG communication, influencer marketing, and social media-driven sustainability narratives, underscoring the central role of digital environments in shaping consumer perceptions of environmental responsibility. These highly cited works indicate that greenwashing is no longer viewed as an isolated marketing tactic but as a systemic issue embedded within broader digital communication and branding strategies. The thematic and cluster analyses further reveal a coherent intellectual structure organized around two dominant perspectives. The first emphasizes sustainability, corporate social responsibility, and strategic communication, framing greenwashing as part of firms' legitimacy-building efforts in competitive digital markets. The second adopts a more critical and stakeholder-oriented lens, focusing on the role of social media platforms in mediating, amplifying, and contesting green claims, as well as the implications for trust, accountability, and sustainable development. Together, these clusters suggest that contemporary greenwashing research increasingly recognizes legitimacy as a communicative process co-produced by firms, digital platforms, and stakeholders. Despite the growing body of literature, this review identifies persistent fragmentation in theoretical approaches and methodological designs, with many studies concentrating on specific industries, platforms, or consumer responses. By mapping publication trends, influential contributions, and emerging research hotspots, this bibliometric analysis addresses an important gap in the literature and provides an integrated overview of how greenwashing research in digital marketing has evolved. Overall, this study contributes to the field by clarifying the intellectual landscape of greenwashing research and highlighting the need for more integrative, theory-driven,

and methodologically diverse investigations. Future research should explore cross-platform dynamics, regulatory interventions, and the role of emerging technologies such as artificial intelligence in detecting and mitigating greenwashing. By advancing a more systematic and holistic understanding of greenwashing in digital marketing, this review supports the development of more transparent, ethical, and credible sustainability communication practices in digital ecosystems.

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