

Bibliometric Analysis of Green Marketing on Consumer Behavior Using R Studio

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ABSTRACT

The analysis was comprehensively conducted on 326 research articles and reviews published in 149 journals listed in the Scopus database from 1995 to 2024, providing measurable and valuable insights into research trends in green marketing and consumer behavior. The results of this study indicate an increase in the literature on this topic, especially since 2022 to 2024. The average number of publications over the last 10 years is 10.7, and the average number of citations per document is 10.7. Researchers from 59 countries have so far conducted research on consumer behavior and green marketing. India has 124 publications, followed by the USA with 113 publications, and China with 65 publications. According to our analysis, elements such as environmentally-based tourism destinations, creative marketing strategies, sustainable consumer behavior, and the increasing importance of green labeling are highlighted. Additionally, areas requiring future research include environmental awareness, waste management, certification of eco-friendly products, and sustainable consumer behavior across all types of eco-friendly product use. Therefore, collaboration between individuals, groups, and companies, both locally and internationally, should be enhanced, with a specific focus on developing innovative green marketing methods to encourage sustainable consumer behavior with a focus on environmental care.

A. INTRODUCTION

Green marketing is a marketing approach that focuses on sustainability and environmental responsibility. This approach emerged in response to increasing consumer awareness regarding environmental issues such as climate change, pollution, and ecosystem degradation. (Cherian & Jacob, 2012). Modern consumers tend to choose products that are environmentally friendly and have minimal

impact on nature. Therefore, companies adapt their marketing strategies to this demand by developing more environmentally friendly products and communicating their concern for sustainability.

In addition, pressures from government regulation and public policy are also driving the development of green marketing. (Prakash, 2002). Many countries and international organizations impose standards and regulations that require companies to reduce carbon emissions, waste, and the use of hazardous chemicals. Complying with these regulations makes companies not only legally compliant but also creates a positive image in the eyes of consumers and other stakeholders. Therefore, green marketing strategies have become essential for companies to remain competitive in an increasingly environmentally conscious market.

This approach is also recognized as an opportunity for companies to differentiate themselves from competitors through environmentally friendly product and service innovations. (Moravcikova et al., 2017).. By offering more environmentally friendly products, companies can create added value and strengthen consumer behavior towards environmental awareness. Thus, this approach allows companies to combine commercial goals with sustainable goals, thus promoting not only profit but also environmental friendliness.

Between consumer behavior and green marketing, there is a gap in the *attitude-behavior gap* or *values-action gap*. Many consumers express their concern about environmental issues, and describe themselves as wanting to support green products. However, consumers show difficulty in converting these behaviors to purchase decisions. For example, about 30% of consumers are said to be concerned about environmental issues, but the market share for green products such as ethical food is still low, only about 5% of total sales (Young et al., 2010). (Young et al., 2010). There are three variables that explain the gap. The first is consumer perception, that green products are more expensive and of lesser quality than conventional products. Time constraints are the second factor, where consumers find it difficult to prioritize green products in their daily lives. Finally, there is a *gap* due to the absence of clear and reliable information that supports these environmental claims. (Samarasinghe, 2014). This results in consumer distrust of green statements made by companies, especially due to *greenwashing* practices. Therefore, a more transparent marketing strategy and education about green products can help reduce this gap.

The main objectives of this study are to describe and systematize the existing literature on green marketing innovations and consumer behavior, namely (a) to describe the characteristics and relevance of relevant research, (b) to produce a systematic systematization of the content and results of such research, and (c) to determine the limitations and gaps in current knowledge, which ensures the scope for future research.

B. METHOD

To evaluate the impact of publications, research (review) "bibliometric analysis" is commonly used (Kar et al., 2022). Bibliometric methods are useful for visualizing subject frameworks, discovering current and emerging research topics, and summarizing the most important publications and academic literature. Cluster network mapping also allows visualization of the development of the field over time and an objective overview of the various elements used by different researchers within their respective courses of study. In addition, internet databases that can store citation data become more accessible and better analysis tools make them more desirable to academics and researchers. (Dominko & Verbič, 2019). A similar conceptual study was conducted by Maier et al. (2020) who used the Web of Science (WoS) database. However, their study only included research articles from the last ten years and was limited to a very restricted field (only business management and economics). On the other hand, we used Scopus.

Green marketing and consumer behavior are multidisciplinary and there is no common definition. Table 1 describes some research on keywords related to green marketing and consumer behavior.

Table 1. Variations in definitions of green marketing and consumer behavior

Term	Definition	Reference
Green marketing	"Green marketing involves strategies that not only benefit the company but also have a positive impact on the environment, making it a top concern among managers and stakeholders."	(Cronin et al., 2011)
Green consumption value	"Consumers' response to sustainability-focused marketing communications is strongly influenced by their environmental values."	Bailey et al., (2016)
Green marketing strategy	"Integration with sustainable development goals, which include efforts to address pressing environmental issues."	(Widyastuti, 2019)
Green products	"Green products are products that reduce or eliminate the use of hazardous materials, pollution and waste, and focus on energy and resource efficiency."	Dangelico & Pujari, (2010)
Green purchase	"Green purchasing is the process by which companies choose to purchase products and services that have a lower environmental impact compared to conventional alternatives, and involves selecting suppliers that meet certain environmental criteria"	Slašćanová et al., (2019)
Consumer behavior	"Consumer behavior is influenced by a variety of factors, including cultural, social, psychological, and situational, all of which contribute to the way consumers interact with products and brands"	Rinuastuti et al., (2018)
Environmental knowledge	"Good environmental knowledge can increase employees' green behavior, which shows that environmental knowledge is not only important for consumers, but also for individuals in organizations"	Zhang et al.(2021)
Green purchase intention	"Green purchase intention is significantly determined by consumer attitudes towards green products, where these attitudes are influenced by consumer environmental knowledge and awareness"	Wei & Jung, (2017)

This article uses the same approach as that used by Chistov et al., (2021) for green marketing with questions that represent a sequence of important stages in a systematic literature review. This includes a stepwise selection of data: the database is selected (stage 1), search keywords are stepwise selected (stage 2), relevant articles are stepwise selected (stage 3), and a stepwise application of inclusion and exclusion criteria (stage 4). After a thorough literature check is completed, relevant articles are evaluated using scientific mapping and bibliometric tools (stage 5). Bibliometrics analyzes and measures the meta-data of publications.

1. Database selection

This study uses the Scopus citation index, which is widely used around the world to conduct bibliometric and systematic literature evaluation. Researchers generally use only one database, especially for bibliometric evaluation, due to the technical difficulties in combining multiple databases. Since each index has a limited scope, they may not reflect the entire scope of scholarly research on a particular topic. As a result, the validity of such analyses is often questioned (Chistov et al., 2021). Therefore, this study used the Scopus database to avoid relevant and high-quality articles.

2. Keyword selection

The identification of keywords relating to sustainable consumption and innovation in green marketing is a complex endeavor, due to the fact that both paradigm components are characterized by a large number of synonymous terminology and intersecting concepts, thus making scientific inquiry less uniform and inherently multidisciplinary. The keywords selected for analysis were derived from extant bibliometric studies. A bibliometric examination of continuous consumption conducted by Liu et al. (2017) suggests that sustainable consumption can also be denoted as "green consumerism." Paul & Bhukya, (2021) asserts that the notion of sustainable consumption can be associated with expressions such as "green purchasing behavior," "green consumption," "green consumer," "green consumerism," "green behavior," and "green purchasing intentions." Nova-Reyes et al. (2020) contributed additional terminology such as "responsible consumption" and "ethical consumption." Furthermore, the bibliometric study "Sustainability in the collaborative economy" by Ertz & Leblanc-Proulx, (2018) included terms including "collaborative consumption," "ethical consumption," and "collaborative economy," covering perspectives from both marketers and consumers. These buzzwords are also represented in this investigation (Corsini et al., 2019). Based on an initial evaluation of the literature on green marketing innovation, we have included terms such as green product innovation and sustainable marketing (Albort-Morant et al., 2017), "green branding," "green labeling" Khandelwal et al., (2024), and green product strategy (Saleem et al., 2021). In line with the investigation by (Chistov et al., 2021), the conclusive search string consisted of the following keywords, which are integral to sustainable consumption; therefore, we conducted a two-tier analysis that included a systematic review of the literature alongside an additional bibliometric evaluation of documents (articles and review papers) sourced from WoS and Scopus databases, in addition to further content analysis. A systematic and organized methodology for conducting a literature review serves as a framework for researching, categorizing, and interpreting scholarly articles. (Hasbullah, 2021). This approach facilitates the refinement of the search for academic discourse on a topic with significant contributions and guarantees a transparent and replicable methodological framework. (Todeschini et al., 2020).. While alternative methodologies exist to combine counts and titles, keywords, and abstracts:

("green marketing innovation" OR "sustainable marketing" OR "green marketing innovation" OR "green innovation") OR ("sustainable consumerism" OR "green consumption" OR "green purchasing") AND ("green labeling" OR "green product" OR "green product strategy" OR "green marketing")

3. Inclusion Criteria

There were three stages used to assess the documents found. First, duplicates were removed; second, articles were evaluated by considering inclusion and exclusion requirements; and third, articles were read thoroughly and checked against titles, abstracts, and keywords. At the beginning of the analysis, we found and eliminated eleven and thirteen duplicate records from WoS and Scopus databases. Then, we only considered studies that were relevant from the point of view of our study and eliminated unnecessary data (Chistov et al., 2021). In the database, publications in languages other than English were excluded (Kar et al., 2022). After the second and third steps, 589 Scopus articles and 798 WoS papers were used for additional research. The researchers investigated the overlap and found 266 (46%) of them overlapped in both datasets. In addition to the overlap, 323 papers were from Scopus and 532 were from WoS. We also found 1121 relevant publications for further analysis after merging both datasets using Citespace. Here it is emphasized that the simultaneous examination of both databases is very important and should be prioritized in future research of sustainable consumption and environmentally friendly marketing innovations.

4. Bibliometric Analysis

The software often used for bibliometric analysis is R studio (bibliometric package). Bibliometrix (Biblioshiny) software, which is convenient to use for non-coders and easy to operate is used for statistical computing and further analysis in the research field. (Aria & Cuccurullo, 2017).

C. RESEARCH FINDING AND DISCUSSION

An article titled "Environmental issues in the green consumer debate: A contemporary guide" is the oldest of this selection. After examining the key information obtained from the analysis in Table 2, we found that only ten documents were published between 1990 and 2000. Articles on "sustainable consumption" and "green marketing innovation" doubled after 2010. With the increasing awareness of environmental issues and increased attention to sustainability since 2010, researchers have been increasingly interested in this concept. As shown in Figure. 1, research articles increased by 350% in five years from 42 in 2015 to 188 in 2020. A total of 255 documents were published in 2021. This shows that the field has grown in recent years, and this is expected to continue in the future. Nevertheless, document citations show repeated variations, indicating that the field is immature and still in an emergent phase (Aksnes et al., 2019)

Table 2. Key information from the set of articles to be analyzed

Attributes	Set criteria
Search within results	Title, Abstract and Keywords
Time span	1995 - 2024
Database	Scopus

Search theme	green marketing and consumer behavior
Source type	Journal
Document type	Articles and Reviews
Language	English
Field of study	Business, Management and Accounting Environmental Science Economy Social Science Multidisciplinary Arts and humanities

Description

Source (Journal)	149
Document	323
Average years since publication	13.51
Average citations per document	87.81
Document type	
article	1047
review	74
Document content	
Keyword Plus (ID)	2162
Author	2628
Author Appearance	3544
Author of the document written by one person	115
Author documents with many authors	2513
AUTHOR COLLABORATION	
Documents with a single author	133
Documents per author	0.447
Author per document	2.23
Co-Author per document	3.01
Collaboration Index	2.41

Results

Source: Data analyzed

Figure 2. Keyword network visualization map around the topic of green marketing and consumer behavior

The figure displays a network visualization map of keywords related to the topics of green marketing and consumer behavior, where "marketing" is at the center of the network, signifying its central role in related research. Emerging key topics such as "green marketing," "consumer behavior," "sustainable development," and "consumption behavior" show that these aspects are often studied in interrelated contexts. The relationship between these keywords illustrates how sustainable marketing strategies and consumer behavior are closely intertwined with other issues, such as environmental knowledge and sales.

Other keywords such as "environmental impact," "green purchasing," and "economic and social effects" indicate a focus on important relevant aspects of green marketing studies. Smaller subgroups of topics, such as "food packaging" and "perception," highlight more focused, specialized research. The map as a whole shows the relationship and density of connections between topics, identifying areas that are often studied together and demonstrating the complexity of interactions between keywords in the context of green marketing and consumer behavior.

Beyond frequency and connectivity, the network structure suggests several underexplored yet promising research avenues. For instance, while "green marketing" and "sustainable development" are central nodes, terms like "green economy", "decision making", and "consumer trust" remain marginal. This indicates an opportunity for future research to explore the institutional and psychological dimensions that influence sustainable purchasing. Additionally, linking keyword clusters with behavioral outcomes, such as repeat purchase or post-consumption behavior, remains rare in the literature and merits scholarly attention.

Table 3. Frequently used keywords

Keywords.	≤ Year 2010	> Year 2010
Marketing	63	300
Consumption Behavior	29	160
Commerce	0	71
Consumer Behavior	0	65
Green Marketing	7	72
Sustainable Development	0	47
Sales	0	40
Decision Making	0	41
Environmental Economics	10	64
Green Economy	0	37

An audit of the most important keywords used by the authors in Table 3 to explain the preceding statements and arguments was conducted. Marketing, consumption behavior, green marketing, and trade were the most frequently occurring keywords. Table 1 shows that providing a clear definition of green marketing and consumer behavior is quite difficult. This is mainly because the concepts of green marketing and consumer behavior themselves do not have clear definitions. This allows terms such as sales and decision-making to diverge from the idea of green marketing and develop into different fields. Words such as environmental economics, sales, trade, and sustainable development have been discussed before, making the literature on the subject more diverse.

Leading Articles and Authors

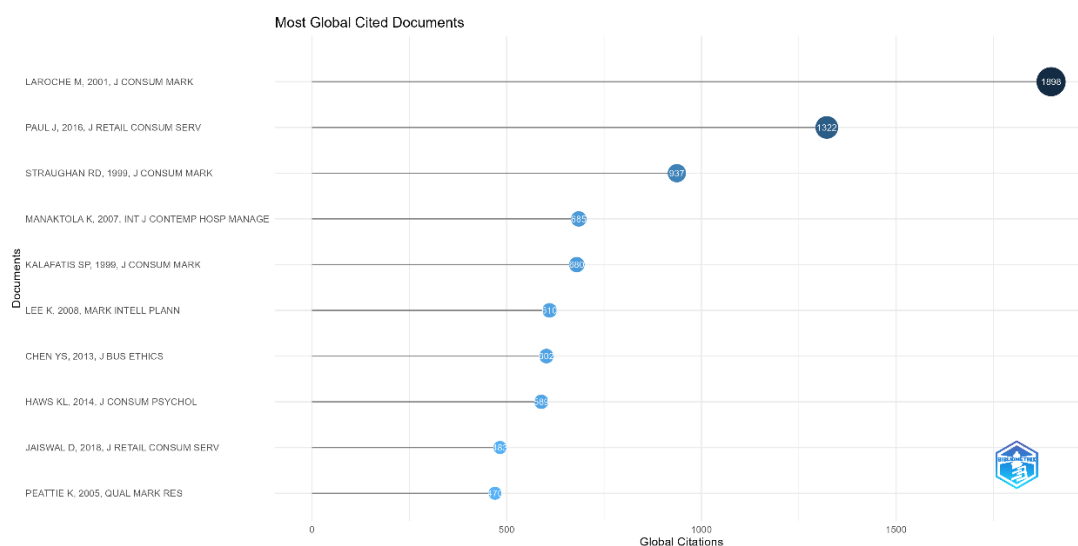


Figure 3. Number of article citations

Figure 3 above shows a graph depicting the top 10 most globally cited documents. To facilitate clustering, the minimum citation limit for each document was set at 50 due to the large number of articles under that subject. (Maier et al., 2020). Out of a total of 323 documents, 126 documents were cited more than 50 times. Most likely for this research is still in the development stage. The top-cited articles, including works by Laroche et al. (2001) and Paul et al. (2016), serve as intellectual anchors in the field, yet their insights have not been fully translated into cross-market or cross-generational analyses. Future studies could expand upon these findings by examining green consumer segmentation in developing economies or by investigating the longitudinal effects of green marketing interventions on actual behavior beyond stated intentions. It can be seen in Figure 4 that there are many groups of articles that are related to each other. Table 4 shows the most cited articles. An article written by Laroche et al. (2001) entitled "Targeting consumers who are willing to pay more for environmentally friendly

products" says that consumers who are willing to pay more for environmentally friendly products tend to be female, married, have children, and view ecological issues as serious, and consider it important to act ecologically and consider these issues when buying products. In the study "Predicting green product consumption using theory of planned behavior and reasoned action" written by Paul et al., (2016) Theory of Planned Behavior (TPB), which is expanded to include concern for the environment, has higher predictability than TPB and TRA in predicting consumer green product purchase intentions in India, namely attitudes and perceived behavioral control as the main predictors. In addition, the article entitled "Environmental segmentation alternatives: a look at green consumer behavior in the new millennium" by Straughan & Roberts (1999) states that it makes sense for businesses to segment their products not only on an environmental basis, but also on the basis of other important product qualities, where a combination of psychographic and socio-demographic data can be applied more easily. Overall, this graph provides an overview of the global distribution of citations for various publications, which can be used to understand the impact and contribution of research in green marketing and consumer behavior.

Leading Journals

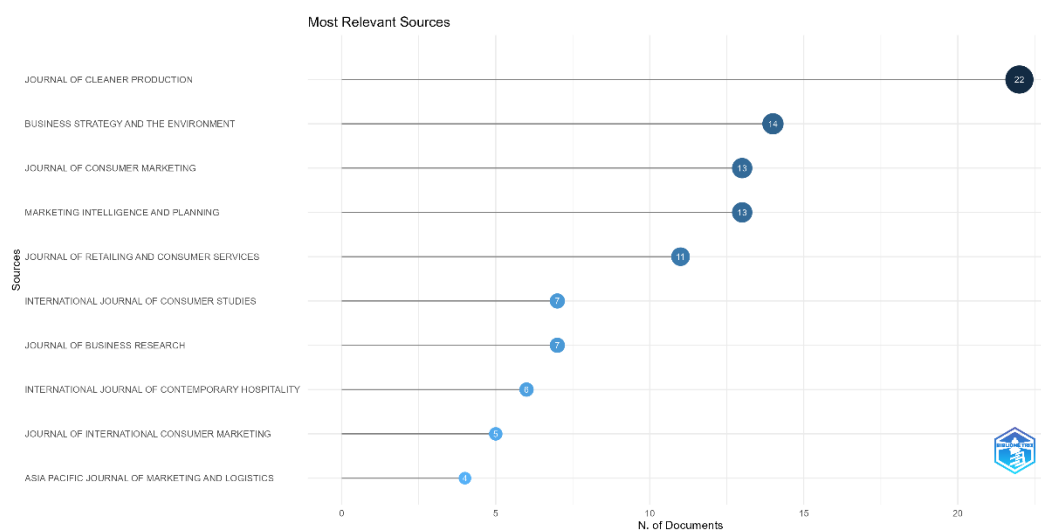


Figure 4. Relevant sources

In the subsequent analysis, the researcher sought to study the leading journals and sources in the field of "green marketing and consumer behavior". To achieve this goal, the researcher combined the bibliographies of the sources in the R viewer, as shown in Figure 4 taken from the 10 largest. The graph above illustrates the most relevant sources in the field of sustainable consumption and innovative marketing based on the number of published documents. The Journal of Cleaner Production is the source with the most documents, 22, followed by Business Strategy and the Environment with 14, and Journal of Consumer Marketing with 13. In addition, journals such as Marketing Intelligence and Planning, Journal of Retailing and Consumer Services, and International Journal of Consumer Studies published 7 documents each, indicating a significant contribution although not as many as the top journals. Meanwhile, the Asia Pacific Journal of Marketing and Logistics has only 4 documents, indicating a smaller contribution in this topic. Overall, this graph shows an uneven distribution of publications across journals related to sustainable consumption and innovative marketing.

Leading Countries

The figure below shows data taken from the top 10 largest scientific production by country, as measured by the frequency of scientific publications. India leads the way with the highest number of publications, at 124 documents, followed by the USA with 113 documents and China with 65 documents. Other countries with significant contributions include Malaysia with 41 documents, the UK with 32 documents, and Australia with 31 documents. Indonesia was recorded with 22 documents, while Portugal, Canada, and Iran had 17, 12, and 12 documents respectively. This data shows that India and the USA dominate scientific production in this area, while other countries such as Indonesia and Portugal also contribute smaller amounts.

Country Scientific Production

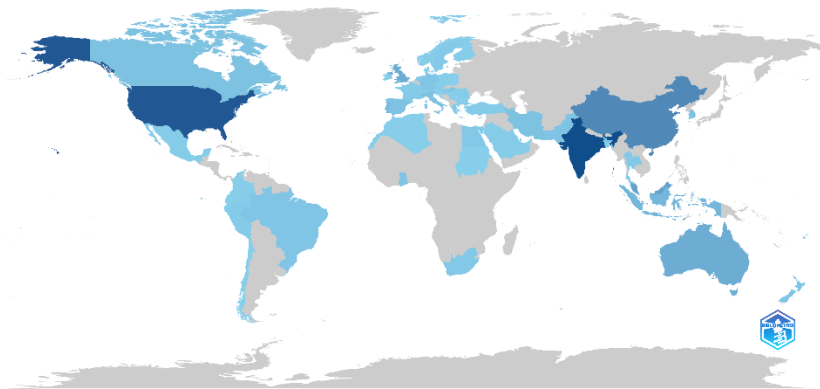


Figure 5. World map visualization of countries by publication size on green marketing and consumer behavior

Emerging research trends

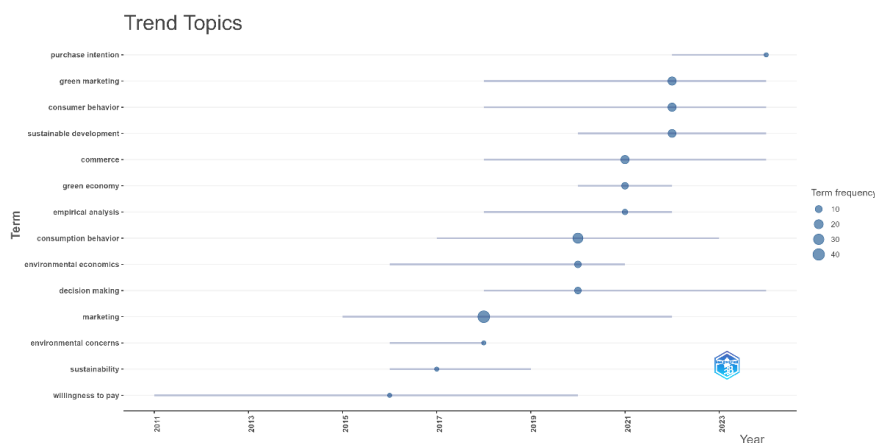


Figure 6. Topic Trend

Figure 6 shows trends in research topics related to consumer behavior, green marketing, sustainability and green economy from 2011 to 2023. The size of the circles indicates the frequency with

highlighted in the network analysis confirms the need for more integrative models that incorporate social norms, perceived behavioral control, and trust in eco-labels. These insights suggest the refinement of the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) frameworks to include cultural and contextual moderators in green purchase decisions.

From a managerial standpoint, the rising volume of publications from countries such as India, China, and Malaysia underscores the strategic relevance of green marketing in emerging markets. Managers should focus on transparency, credible certification (e.g., green labeling), and communication strategies that reduce consumer skepticism. Furthermore, the increasing attention to “purchase intention” and “green branding” highlights opportunities for product differentiation. Firms are encouraged to embed sustainability into their branding narratives and engage in consumer education to foster long-term loyalty among environmentally conscious consumers.

D. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The main objective of this research is to identify how green marketing and consumer behavior can collaborate and be studied interdisciplinarily in the future. This research will do so by identifying the intellectual structure, volume, and direction of knowledge development. Finally, we can say that green marketing and consumer behavior are very similar in terms of sustainable development. Taking into account the ever-changing global environmental regulations, attention to natural resource utilization, and the increasingly competitive business environment, it is possible to obtain a clear description of how companies should implement sustainability requirements in addition to prioritizing quality, innovation, and environmental protection. These new needs can be met with innovations that focus on sustainability and environmental sustainability.

Some of the obstacles that hinder the interpretation of research results are the weaknesses found in scientific mapping, which is supposed to evaluate the organization of the knowledge base. However, because it focuses on the "metadata" associated with the documents that make up the body of knowledge, scientific mapping cannot replace other review techniques that evaluate actual research results. Considering this limitation, it should be emphasized that this study is only the basis for future research analyzing research findings on consumer behavior and green marketing. To build a large enough database poses another challenge.

The researcher used various keywords to find articles to include during the search process. The keywords the researcher used included green marketing and consumer behavior with a sustainable development orientation. This method was based on the idea that if the researcher examined the topic of "sustainability", the title, abstract, or author keywords would reflect this. Although the researcher reduced the sample to only 323 articles after analyzing more than 500 articles, the researcher may have omitted some important perspectives from the sample database. Finally, although bibliometric research has mathematical precision, understanding the co-citation map is not always easy. Choosing the right threshold for citation analysis may also be an issue going forward.

Recommendation

The recommendation from this research is that the selection of keywords used for bibliometric analysis is very selective. This is related to the references that you want to use on a particular topic. Various indexations from Scopus, Web of Science, and others are very helpful for gathering information and the development of scientific journals in the world.

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