

# Green marketing for sustainability business: A bibliometric analysis



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**Abstract** Green marketing is a theme of international interest that invites attention among scholars from multidisciplinary areas. The popularity of green marketing is also acknowledged as a prominent tool for business sustainability strategies, which are considered the drivers of innovative changes towards environmental degradation. Therefore, the purpose of the study aims to identify, organize, and analyze the trends and clusters for green marketing for sustainability businesses. This review paper involved 1252 articles from the Scopus database from 2004 to 2024 using bibliometric analysis with VOSviewers. The main results of this study indicate that the theme of green marketing has been increasing demand among scholars in the last two decades in various countries and organizations, such as India, China, and Malaysia. This study also reveals some affiliation contributors to this theme, including the Bucharest University of Economic Studies and the Universidad da Beira Interior. While the scientific journals, such as Sustainability, Journal of Cleaner Production, and Journal of Business Research are the three most active in publishing papers on this theme. In addition, the keywords co-occurrence analysis indicates that green marketing practices are grouped by several clusters, including green consumerism, attributes, strategic approach, economic and business, background of green marketing, education and other factors. The results of this review indicate the increasing demand for collaboration between companies, education institutions, and governments to increase the awareness for consumers and producers to reach business sustainability. This study also invites future scholars to elaborate variables and clusters proposed in this study as well as proposes an insight into the trajectory of green marketing.

**Keywords:** green marketing, sustainability business, bibliometric analysis

## 1. Introduction

Insert business and economic activities often sacrifice environmental degradation, and companies and governments have responded to this issue by promoting sustainable business practices and campaigning for green initiatives (Maniu et al., 2021). Green marketing is a strategy for promoting products and services that are environmentally friendly to reduce environmental damage (Groening et al., 2018). The main purpose of green marketing is to increase awareness among consumers in the consumption of certain products to be more environmentally safe (Ara et al., 2020). A preliminary study mentioned that green marketing addresses practices with the aim of diminishing waste and conserving natural resources throughout the product lifecycle (Moravcikova et al., 2017).

Several studies have claimed that increasing green marketing is straightforward, with consumer and producer awareness of the environment and sustainability. For example, a prior study by Ansu-Mensah (2021) revealed that responsible consumer behavior is associated with green product awareness. The increased awareness of sustainability among consumers has increased the demand for sustainable products. Indeed, pro-environmental behavior also robustly influences the intention to purchase green products (Zameer & Yasmeen, 2021). Other studies mentioned that the practice of green marketing also increases their brand image, which is concerned with environmental issues and sustainable principles (Majeed et al., 2022; Bashir et al., 2020). A recent study reported that consumers were more confident in consuming green products and that young consumers were more passionate about environmental issues (Riva et al., 2022).

Considering the movement of lifestyle and initiation to be more green, green marketing is prominent for driving business sustainability (Sarkar, 2012). As a consequence, the theme of green marketing has attracted the attention of scholars and companies in recent decades to respond to global environmental issues (e.g., Garg, 2015; Govender & Govender, 2016; García-Salirrosas et al., 2022). The popularity of green marketing is also acknowledged as a prominent tool for business sustainability strategies (Ayandibu & Akbar, 2021). Preliminary work has shown that a green marketing strategy influences sustainability performance in industries such as apparel manufacturing, with a focus on economic, environmental, and social parameters (Ara et al., 2019).



A growing number of studies are examining the rapid development of green marketing (e.g., García-Salirrosas et al., 2022; Mukonza et al., 2021; Garg, 2015). Thus, more studies are needed to comprehend the map of green marketing studies and understand the key terms connected with green marketing. Preliminary studies have reviewed green marketing with a focus on design and theory exposure (Bhardwaj et al., 2023), theoretical roots and research trajectories (Wang et al., 2022), trends and collaborative patterns (Saleem et al., 2020). This study complements the previous reviews and fills the existing gaps by proposing several research questions, including the following:

RQ1: What are the trends and profiles of the extant research on green marketing in the last two decades?

RQ2: What are the cluster areas in the theme of green marketing?

RQ3: What are the directions and avenues for future scholars and policymakers?

The structure of the paper is presented as follows. The first section addresses the need for review papers, followed by appropriate methods to address the research questions. The following section shows the output from Scopus visualization and VOSviewers, while the last section provides a conclusion and directions for future scholars and policymakers.

## 2. Materials and Methods

### 2.1. Design

This review aims to identify and analyze the research theme of green marketing from 2004-2024. To address this issue, this study adopted bibliometric analysis with VOSviewer, as it is suitable for large amounts of data from various databases compared with systematic literature reviews to address narrow data. In addition, using bibliometric analysis is beneficial for grouping data on the basis of certain clusters. In addition, it allows scholars to understand fields of study thoroughly and present a more rigorous examination.

### 2.2. Data collection

The data were retrieved from the Scopus database, which is largely known to have reputable and large datasets. This study provided search strings in the title, abstract, and keywords using the single term "green marketing." As this study aims to identify studies in the last two decades, we applied a time frame from 2004-2024. In addition, we screened English papers and published them in scientific journals, while review papers, book chapters, and proceedings were excluded from this review. This study has not included specialized areas of marketing to obtain an overview of various implementations in the field. In the last search, we found 1252 documents for further analysis.

### 2.3. Data analysis

The obtained data were further analyzed via analysis results for demographics in Scopus platforms to identify trends and demographics of organizations, countries, and journals. The data from the Scopus database were further transferred into the VOSviewer application to show the linkages between terms to cluster the theme of green marketing. While primarily used for bibliometric analysis, VOSviewer has been demonstrated to be effective for text analysis and visualization, offering a workflow for preparing datasets and proving its ability to analyze text networks in various fields (Bukar et al., 2023). This study used keyword co-occurrence analysis to comprehend knowledge structures, research trends, and connections between articles. It supports the exploration and identification of key thematic areas and emerging topics via keyword co-occurrence analysis (Burhaein et al., 2023).

## 3. Results

There were 1252 publications in Scopus-indexed journals published between 2004 and 2024. Figure 1 shows an upward trend in the theme of green marketing. At the beginning of the period, fewer than 18 papers were published on this topic, which remained stable over the three years. It experienced an exponential movement in the rest of the years and reached almost 75 documents in 2013. From 2013-2018, it experienced fluctuations, and it escalated dramatically to reach a peak from 2022-2023.

Figure 2 shows the distribution of articles included in the analysis over the last two decades. India is the most productive country in which to publish articles concerning green marketing, with 195 documents, followed by the United States, with 190 articles on this topic. In addition, China is also concerned with green marketing, accompanied by Malaysia and Taiwan, with 170 and 88 documents, respectively. Indonesia contributed approximately 52 documents during this period of observation, more than two other countries, Iran and South Korea.

In terms of the organization's demographic characteristics, the Bucharest University of Economic Studies has gained attention in terms of green marketing, followed by the Universidad da Beira Interior. Among Malaysian universities, Universiti Utara Malaysia and Universiti Teknikal Malaysia contributed nine documents, whereas Universiti Kebangsaan Malaysia

contributed more than 6 documents from 2004-2024. Other universities in Asia, such as Hong Kong Polytechnic University and Tangkang University, contributed 10 and 9 documents, respectively.

To obtain the main clusters of studies on green marketing, this review involved co-occurrence analysis of keywords. As shown in Figure 4, the cluster is divided on the basis of color. The first cluster (red) focuses on green consumerism, which covers terms such as sustainable consumption, consumer attitudes, and purchase intentions, whereas the second cluster (yellow) addresses attributes such as brand image, brand equity, and brand awareness. The next cluster (green) addresses strategic approaches, which cover several terms, e.g., competitive advantage, corporate strategy, eco-design, and ecology. The fourth cluster is shown in blue and covers economics and business. This cluster covers the background of green marketing, including climate change, environmental issues, and energy consumption. The last cluster combines purple and orange to cover education and other factors, such as the supply chain, tourism, and hospitality. In addition, the detailed terms of each cluster are provided in Table 1 to 2.

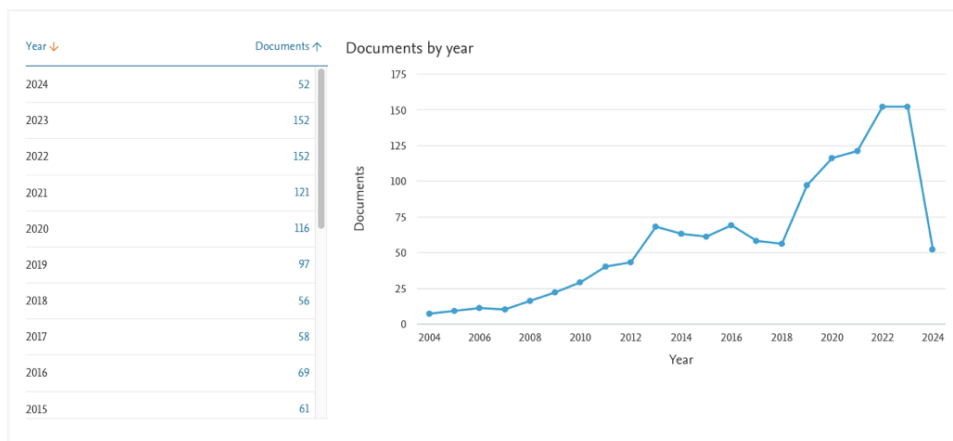


Figure 1 The distribution of articles in green marketing from 2004-2024.

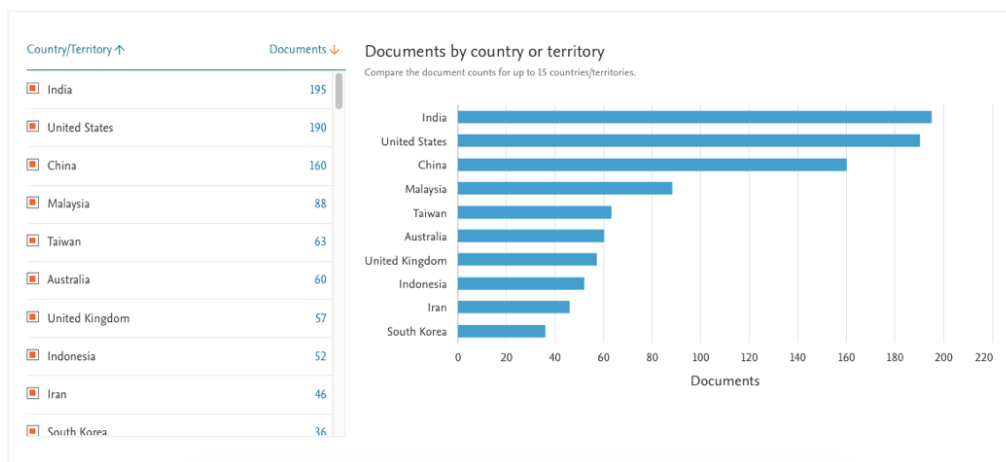


Figure 2 The distribution of articles by country.

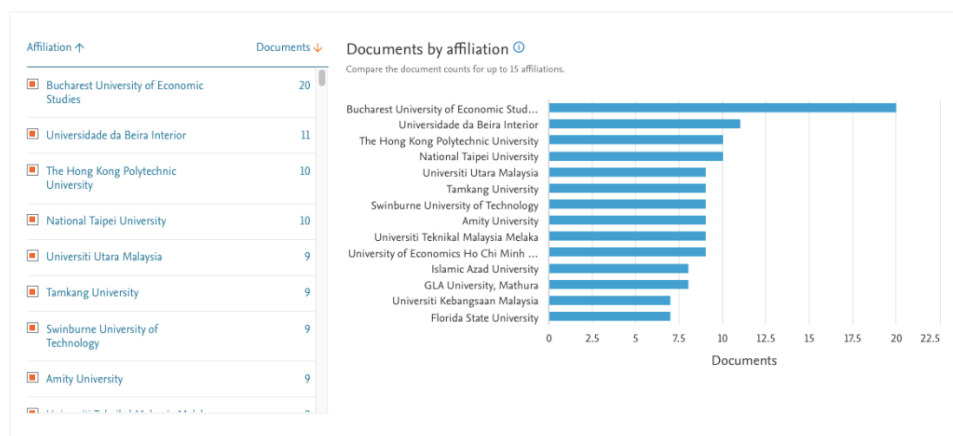
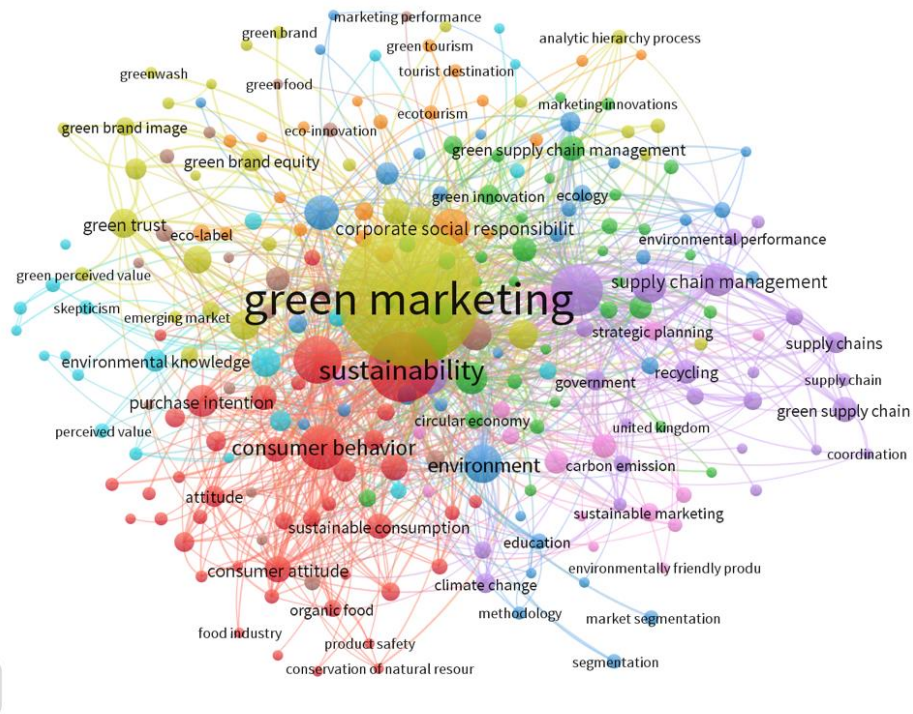


Figure 3 Universities with the greatest contribution to green marketing.



**Table 1** Most contributing journals.

No	Journal	Publisher	Total document
1	Sustainability	MDPI	93
2	Journal of Cleaner Production	Elsevier	50
3	Journal of Business Research	Elsevier	19
4	Business Strategy and the Environment	Wiley	16
5	Journal of Consumer Marketing	Emerald	14
6	Quality Access to Success	SRAC	13
7	Marketing Intelligence and Planning	Emerald	13
8	Journal of Retailing and Consumer Services	Elsevier	13
9	International Journal of Contemporary Hospitality Management	Emerald	13
10	Industrial Marketing Management	Elsevier	13
11	Journal of Environmental Protection and Ecology	Scibulcom Ltd	11
12	Journal of Business Ethics	Springer	11
13	International Journal of Consumer Studies	Wiley	11
14	Environmental Science and Pollution Research	Springer	11



**Figure 4** Keyword co-occurrence networks.

#### 4. Discussion

The findings of the literature review revealed that the theme of green marketing showed an increasing trend, which was a great deal among universities and countries. This result can be explained by the increasing awareness of environmental issues among consumers and producers. As a consequence, consumers, businesses, and governments prioritize environmentally friendly products to minimize environmental degradation. In addition, some preliminary studies mentioned that there is an increasing demand for eco-friendly products that require companies to adopt green marketing. To support this finding, the youth generation also posits green behavior as a new lifestyle that increases their confidence.

This literature review also provides some clusters on the basis of cooccurrences of keyword networking. The first cluster includes green consumerism, which covers several key terms, including consumer behavior, consumer attitude, consumer perception, and consumption behavior. Some preliminary studies have shown that consumers are more likely to purchase green products if they perceive personal health benefits and positive environmental impacts (Sedky & AbdelRaheem, 2022; Ekebas-Turedi et al., 2020). In this context, green consumerism is one of the greatest predictors for companies to adopt green marketing practices. Attitudes toward sustainable consumption are positively associated with sustainable behaviors, indicating a strong link between green behavior and the need for green marketing practices (Obłóza & Żurek, 2024).



**Table 2** Clusters based on co-occurrence.

Cluster	Keywords and Themes
Cluster 1: Green Consumerism	Consumer behavior, consumer attitude, consumer perception, consumption behavior, consumption values, consumer green behavior, consumer purchasing behavior, purchase intention, sustainable consumption, young consumer
Cluster 2: Attributes	Brand image, brand equity, brand awareness, brand loyalty, eco-friendly product, green advertising, green trust, green satisfaction
Cluster 3: Strategic Approach	Competitive advantage, corporate strategy, eco-design, ecology, marketing strategy, strategic planning, eco-innovation, digital marketing, price determination, green packaging
Cluster 4: Economic and Business	Business development, business performance, business sustainability, social and economic efficiency, economic development, economic growth, environmental economic, green economy, small-medium enterprises, circular economy, industrial performance
Cluster 5: Background of Green Marketing	Global warming, carbon emission, climate change, commerce phenomenon, environmental issue, environmental responsibility, social welfare, energy utilization, environmental concern, energy consumption, environmental regulation, law and legislation
Cluster 6: Educational and other factors	environmental education, environmental knowledge, environmental awareness, green awareness, general knowledge, tourism destination, tourism market, sustainable tourism, hotel industry, hospitality industry, supply chain

In addition, attributes also contribute to the initiation of green marketing. A prior study revealed that green marketing tools positively affect green brand image and trust, which in turn mediate the relationships among green marketing tools, motives, and green purchase intentions (Akram et al., 2024). Additionally, studies suggest that activities to promote green trust, green satisfaction, and green brand image are useful in improving green brand equity, which is essential for the initiation of green marketing (Ha, 2020). Another study noted that companies should focus on enhancing consumers' green brand awareness, quality, and image to encourage them to choose green products over conventional products, thereby contributing to the initiation of green marketing (Saeed et al., 2023).

The next cluster is strategic approaches, which represent keywords such as competitive advantage, corporate strategy, eco-design, ecology, marketing strategy, and strategic planning. The findings suggest that the concept of green marketing from a broad-based perspective emphasizes the need for a holistic viewpoint and a long-term approach to managing environmental factors, addressing the challenges associated with sustainable development and environmental issues (Izagirre-Olaizola, 2021). Considering this matter, a strategic approach cluster needs to be considered when driving green marketing. In addition, corporate strategies and green marketing strategic models need to be integrated to obtain overall green marketing performance.

Furthermore, economic and business clusters are linked with the initiation of green marketing. This is reasonable because there is a need for companies to balance economic, social, and environmental performance to meet the challenge of sustainable development (Mastrakoulis et al., 2020). A prior study reported that green marketing has a negative effect on economic performance but positively impacts environmental and social performance (Ara et al., 2020). The aforementioned study also noted that stakeholders' influence has a positive effect on environmental and social performance through green marketing, although it may have a negative effect on economic performance.

The need for green marketing is stimulated by several issues, such as global warming, carbon emissions, climate change, commerce, environmental issues, environmental responsibility, environmental concerns, energy consumption, environmental regulation, law, and legislation. The rise in global warming and climate change has led to increased consumer concern about nature and environmental safety (Panchasara & Dangarwala, 2022). Some studies are in consensus that green marketing aims to address issues such as energy utilization, energy consumption, and reducing pollution (e.g., Patil & Hasalkar, 2021; Naresh, 2013; Zameer & Yasmeen, 2022).

The last cluster is linked with educational and other factors, such as environmental education, environmental knowledge, environmental awareness, green awareness, and general knowledge. In comparison, a prior study noted a weak connection between environmental awareness and knowledge, whereas a robust relationship has been observed between awareness and attitudes toward the environment (Aminrad et al., 2013). Moreover, among scholars, environmental education has been identified as having a significant relationship with environmental knowledge and attitudes (Suendarti, 2022). Indeed,

another study mentioned that environmental education is prominent in creating awareness and attitudes toward the environment (Gules Bal & Karakas, 2018).

## 5. Conclusions

The purpose of the present study is to analyze and organize the theme of green marketing for sustainable business via bibliometric analysis. The results show an upward trend in this theme over the last two decades. The co-occurrence analysis demonstrated that the factors linked to green marketing can be divided into six clusters. First, there is green consumerism, which covers several terms, such as sustainable consumption, consumer attitudes, and purchase intentions, whereas the second cluster concerns attributes, including brand image, brand equity, and brand awareness. The next cluster addresses the strategic approach, which covers several terms, e.g., competitive advantage, corporate strategy, eco-design, and ecology. The fourth cluster addresses economics and business. The next cluster covers the background of green marketing, including climate change, environmental issues, and energy consumption. The last cluster covers education and other factors, such as environmental education, green education, the supply chain, tourism, and hospitality.

Green marketing is essential for businesses to remain sustainable in the era of global warming and climate change, as it helps organizations move away from traditional marketing strategies to remain competitive and profitable. The research findings are essential for policymakers and scholars to provide an effective framework for adopting sustainable strategies and generating value from green avenues of research and practice. In addition, this study provides implications for social and marketing research and corporate sustainability practices by categorizing the intellectual structural network within various streams and indicating the influence of social and cultural notions on consumer-focused sustainable marketing. Future agendas can be provided, including government regulations and incentives to influence green marketing and corporate social responsibility (CSR) practices, highlighting the significance of legal frameworks, tax breaks, and public-private partnerships.

The study revealed that there was a downward trend in research in 2024, which does not refer to the final studies on the theme of green marketing since we only applied it in April 2024. Furthermore, scholars can elaborate on longer data observations via several databases, such as Web of Science, EBSCO, and Proquest. The study of green marketing offers insights into the trajectory of green marketing, facilitating future research directions and contributing to advancing sustainable green marketing practices.

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## Ethical Considerations

Not applicable.

## Conflict of Interest

The authors declare no conflicts of interest.

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