



Research trends in green marketing and intentions to purchase: A bibliometric analysis

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ABSTRACT

The recent rise of environmental issues requires business units to prioritize sustainability in their systems and products, including marketing. People are increasingly aware of environmental damage and strive to preserve the environment. In this case, several companies have come up with several environmentally friendly products and services. This study aims to determine the trend of previous research from 2006 to 2023 on how green marketing influences consumers' intention to purchase green products and make recommendations for future research directions. The research method uses descriptive bibliometric analysis. Based on the result of data retrieved from the Scopus database, 94 recent scientific articles are used in this review which are then converted into RIS format and processed with VOSviewer. The main findings of this study are: (1) The research on green marketing and the intention to purchase a green product emerged in 2011 and has experienced rapid development in the last decade; (2) the number of authors, institutions, and countries producing research in this field is still very limited; (3) research collaboration has not been significantly established; (4) the most productive journals in this field is Sustainability (Switzerland); (5) there are four common themes discussed in the literature on green marketing and intention to purchase green products over the last 17 years: the concept of green marketing; green purchasing behavior and intentions; environmental awareness and consumer behavior in relation to green products; and the influence of green marketing and behavior of consumer to purchase green products. The findings are discussed and the authors conclude by proposing possible avenues for future research.

KEYWORDS: bibliometric analysis; green marketing; green product; purchase intention

1. Introduction

Environmental problems have become one of the most important issues of our time (Pertwi and Sulistyowati, 2021), due to human activities and irresponsible manufacturing industry activities that have become a global conversation today. Environmental problems that are often discussed include global warming, seawater pollution, deforestation, clean water scarcity, and declining biodiversity (Lestari et al., 2020). Worsening environmental conditions urge companies to integrate sustainability into their (strategic) business activities (Hristov et al., 2022). At the same time, various stakeholders, such as governments, media, citizen groups, and other stakeholders, are pressuring companies to act on these environmental issues when carrying out their activities (Wang et al., 2020). The government has also attempted to address these issues in various ways, one is by setting a policy that companies must produce green products (Ramadhana et al., 2020). In addition, many consumers have begun to hunt for more ecologically conscious products due to their

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growing concerns about the planet's limited resources, health, and environmental damage (Mubarok and Sholahuddin, 2023). Public awareness and concern about these environmental issues demand the responsibility of businesses in conducting business activities.

Over the past two decades, companies have begun to recognize the need to adopt sustainable practices (Cantele and Zardini, 2018), including recognizing the environmental impact of business activities and realizing the importance of jointly addressing sustainability issues in the social, environmental, and economic scope. Innovative companies will take this opportunity to meet the needs and desires of potential consumers by innovating environmental products (Ahmad et al., 2020). With the idea to innovate products, it is necessary to approach consumers by implementing an environment-based marketing strategy. By green marketing, companies can promote or show that the company is very concerned about the environment as an attraction for consumers, as stated by (Karunarathna et al., 2020), which states that companies make efforts to improve their environmental footprint and business activities by adding environmentally friendly features to the products and services offered.

According to (Gelderman et al., 2021) in adopting and implementing green marketing strategies, companies must integrate ecological issues into the company's marketing mix. This is supported by the opinion of (Manongko, 2018), which states that the green marketing mix approach is believed to increase the integration of environmental issues in all aspects of company activities, from strategy formulation, planning, and preparation to production and distribution or distribution with customers to influence purchasing decisions. Based on this opinion, the research results (Krisdayanti and Widodo, 2022) state that green marketing has a vital role in influencing purchase intention. Companies that implement the concept of green marketing will undoubtedly be more sought after and favored by consumers, especially consumers who are selective in purchasing green products.

The realization of environmentally friendly consumption behavior is expected to minimize environmental damage, to improve people's welfare. This goal will be achieved if the company can understand the factors that drive environmentally friendly consumption behavior. According to (Iqbal et al., 2023) the quality of environmentally friendly products, environmentally friendly values, and environmental concerns are factors that encourage environmentally friendly consumption behavior. According to (Naalchi Kashi, 2020) the factors that influence consumer intention to buy green products are environmental beliefs, environmental concern, positive emotions, and attitudes toward green products. Meanwhile, according to (Zhuang et al., 2021) green perceived value, attitude, and green trust are factors that influence consumer intention to buy environmentally friendly products. Thus, from some of the expert opinions above, it can be concluded that manufacturers can take these factors into account when designing environmentally friendly products and marketing strategies to increase consumer interest in purchasing these products.

The main contribution of the present study is a bibliometric analysis of research on green marketing and intention to purchase green products and related issues for the period 2006-2023. The results of the study include trends in publication and citation; top papers; leading authors, journals, institutions and countries; and a network analysis of the co-occurrence of keywords provided by the authors, green marketing and intention to purchase green products. The findings will provide researchers and readers with insights into the development and growth of and growth of green marketing and purchase intentions, and identify current and potential areas of research.

There are a few studies that have conducted literature reviews on green marketing, but known to the authors, no study that has conducted a bibliometric analysis on green marketing and intention to purchase of green products. Accordingly, this fills this gap by conducting a bibliometric analysis of green marketing and green product purchase intentions over the period 2006-2023 and explores the research gaps in this area.

This research discusses the trend of green marketing and purchase intention of green products from 2006 to 2023. Therefore, this study aims to:

1. Reviewed publication trends related to green marketing and intention to purchase green product.
2. Reviewed citation trends related to green marketing and intentions to purchase green product.
3. Reviewed the distribution of publications and patterns of cooperation between countries in research related to green marketing and intentions to purchase green product.
4. Reviewed the distribution of journal rankings based on quartile scores related to green marketing and intentions to purchase green product.
5. Reviewed research focuses on green marketing and intentions to purchase green product.

2. Methods

This study uses a bibliometric approach to map the research literature on green marketing and intention to purchase green products using metadata extracted from Scopus database. The review included only empirical and review articles and was written in English. Other forms of literature, such as books, book chapters, and conference proceedings, were not included in the analysis. The data collection and data analysis methods in this study is depicted in Figure 1. There are five stages in a typical bibliometric analysis: research design, data 'gathering, analysis, visualization, and interpretation (Zupic and Čater, 2014).

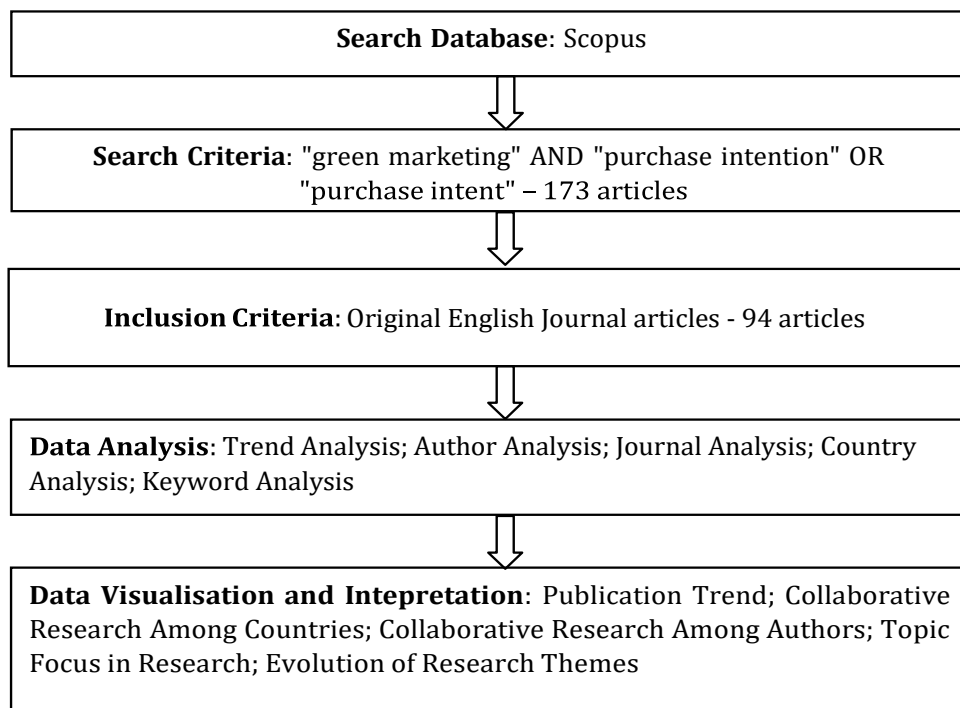


Figure 1. Paper methodology (Adapted from (Zupic and Čater, 2014))

The search was conducted from 2006 to 2023 in the second week of August 2023. Three key terms were entered into the database to create a representative set of documents for the study: "green marketing" AND "purchase intention" OR "purchase intention". The search

was limited to the title column to avoid unnecessary results and resulted in a total of 173 publications. These publications have been filtered by language and document type. The researcher only took into account journal articles and those that were written in English, which resulted in 148 documents. The researcher then had a look at the abstracts and titles of the 148 documents and an evaluation of the publications. At the end of the stage, the study produced 94 publications and for each document retained, the authors extracted bibliometric data related to the year of publication, number of citations, authors, institution, country, journal, references cited, and keywords from the document.

This study used bibliometric analysis techniques to explore the trend of publication, source analysis, country analysis, author analysis, and keyword analysis. Finally, data is visualized using tables and figures including publication trend; collaborative research among countries; collaboration research among authors, topic focus, and evolution of research themes. Next, these tables and figures are interpreted to derive meaningful conclusions.

3. Results and Discussion

3.1 Publication Trend

To analyze the progress of this research area, the number of published articles related to the topic should be considered (Khan et al., 2021). Figure 2 shows the publication trend since 2006. The growth was almost stable until 2019. There are three waves to observe: the first wave peaked in 2016 with 6 publications; the second wave peaked in 2020 with 17 publications; the third wave peaked in 2022 with 21 publications. This trend continued in 2023 with 13 publications published.

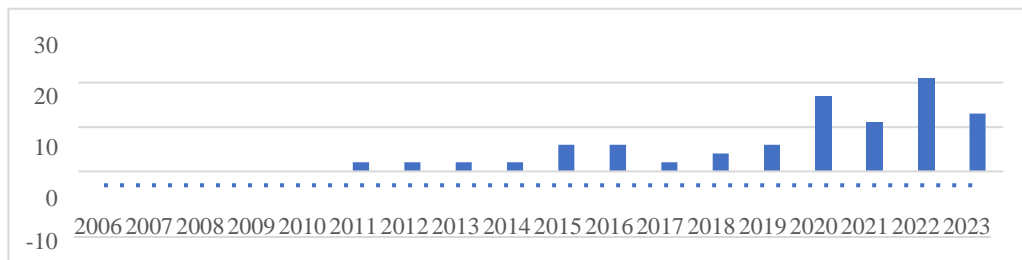


Figure 2: Publication trends
(Constructed by the authors)

Publications with the highest number of documents are presented in Table 1. Based on the dataset Sustainability (Switzerland), has the highest number of published articles on green marketing and intention to purchase with 11 documents. The Frontiers in Psychology and Journal of Environmental Protection and Ecology has published the same as 4 documents, while other sources only have a small number of publications on this topic.

Table 1. Top 5 most productive journals

Title of the Journal	Total Articles
Sustainability (Switzerland)	11
Frontiers in Psychology	4
Journal of Environmental Protection and Ecology	4
Journal of Retailing and Consumer Services	3
Environment, Development and Sustainability	2

(Processed Data, 2023)

Although Sustainability (Switzerland) has more documents, it tends to be less cited. As shown in Table 2, the Journal of Retailing and Consumer Services is one of the top ten most influential publications in terms of number of citations. At the top of the list is the article on "Predicting green product consumption using theory of planned behavior and reasoned action" written by (Paul et al., 2016a) which was cited 1004 times. This research contributes to provide a better understanding of the psychological factors that influence consumer behaviour towards green products, which can help companies to develop more effective marketing strategies for green products.

Table 2. Most influential publications by total of citations

	Title	Publisher	Year	Cited
1	Predicting green product consumption using theory of planned behavior and reasoned action	Journal of Retailing and Consumer Services	2016	1004
2	Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust	Management Decision	2012	633
3	Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers	Journal of Retailing and Consumer Services	2018	341
4	Environmental and economic dimensions of sustainability and price effects on consumer responses	Journal of Business Ethics	2011	206
5	Message framing in green advertising: The effect of construal level and consumer environmental concern	International Journal of Advertising	2015	197
6	Green product purchase intention: Impact of green brands, attitude, and knowledge	British Food Journal	2016	185
7	Green marketing' functions in building corporate image in the retail setting	Journal of Business Research	2013	154
8	Greenwash and green purchase intention: The mediating role of green skepticism	Sustainability (Switzerland)	2019	93
9	Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits	Journal of Marketing Communications	2014	81
10	Green consumption values and Indian consumers' response to marketing communications	Journal of Consumer Marketing	2016	66

(Processed Data, 2023)

3.2 Leading Authors, Institutions and Countries/Regions

The 94 articles in this dataset were published by 290 authors affiliated with 217 institutions in 32 countries around the world. According to the dataset, only one author has more than one documents published in Scopus on this topic, Norazah Mohd Suki, who has two documents totalling 201 citations. That means only one out of 93 authors produced at least 2 articles, which means 98.92% of the authors in our dataset published only 1 article. This is probably because the topic of green marketing and intention to purchase green product is a relatively new one among researchers.

On the other hand, based on the number of citations, the composition of the leading authors is very different. As listed in Table 2, even (Paul et al., 2016a) who is not among most prolific authors has 1004 citations with the title "Predicting green product consumption using theory of planned behavior and reasoned action" in the Journal of Retailing and Consumer Services published by Elsevier Ltd. This is significantly higher than Norazah Mohd Suki as the most prolific author in this field with 2 documents and 201 citations.

The leading institution conducting research related to green marketing and intention to purchase green product are Tamkang University in Taiwan and Binus University in Indonesia with 2 documents each. These institutions are located in Asia, which means that Asia dominates the research and publications in this area although other continents have started research related to green marketing and intention to purchase green product.

The leading countries for total research on green marketing and intention to purchase green product are presented in Table 3 which lists the top countries that published at least 2 articles. China is the country with the highest number of publications with a total of 20 articles with 247 citations. Followed by India in second place with 19 documents. Despite having only one document difference, India has a very significant citation with China, which has 1598 citations. Taiwan and Pakistan have the same number of publications with a total of 11 articles. Despite having the same number of publications, Taiwan has more citations (797) than Pakistan, making it rank third. Then United States has 10 documents, cited 1343 times. Of the 15 countries, 10 are in Asia, while the rest represent each of the other continents.

Table 3. Top countries by number of publications and citations

No	Country	Documents	Citations
1	China	20	247
2	India	19	1598
3	Taiwan	11	797
4	Pakistan	11	99
5	United States	10	1343
6	Malaysia	9	298
7	Indonesia	9	102
8	Australia	6	284
9	South Korea	4	171
10	Vietnam	4	112
11	United Kingdom	4	91
12	Hongkong	3	62
13	Iran	3	21
14	Canada	2	227
15	Hungary	2	18

(Processed Data, 2023)

3.3 Collaboration Network Between Author and Country

One indicator to measure effective research results can be seen through citations and collaborations. With increased research collaboration across institutions and countries, research results will be disseminated more widely (Melati et al., 2023). Figure 2 shows the research collaboration between countries. A total of 23 out of 32 countries in the dataset were found to have academic collaboration for at least 1 publication. There are 7 clusters in this country collaboration with different countries involved. The large nodes represent the intensity of collaboration. Based on Figure 3, China has more collaboration activities compared to other countries. This is followed by India, Taiwan, Pakistan, and United States. Although dominated by Asian and European countries, Sudan are in the process of collaborating with countries around the world.

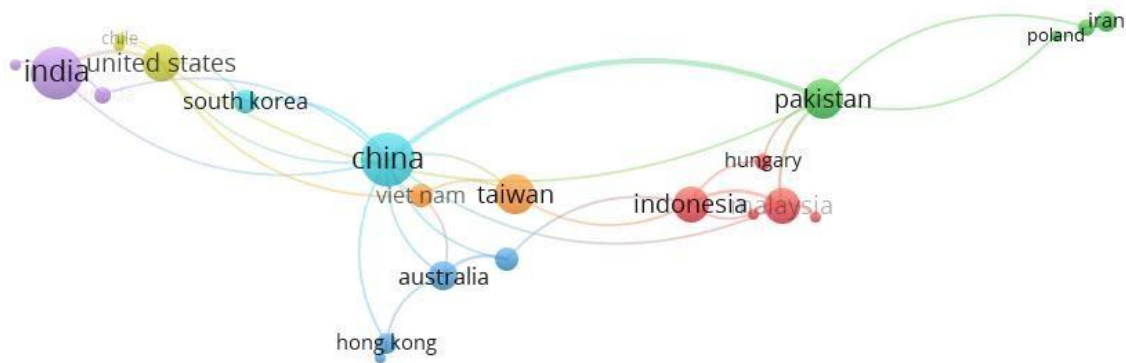


Figure 3. Collaborative research among countries (Vosviewer, 2023)

To determine the patterns of scientific collaboration between authors, institutions and countries in green marketing and intention to purchase green product research, a series of co-authorship analyses were conducted. Figure 4 presents the collaboration of authors in writing publications related to green marketing and intention to purchase green product with at least 1 published document. Since publications in this area are still very limited, the largest set of connected authors consists of only 11 of the 290 authors in three clusters.

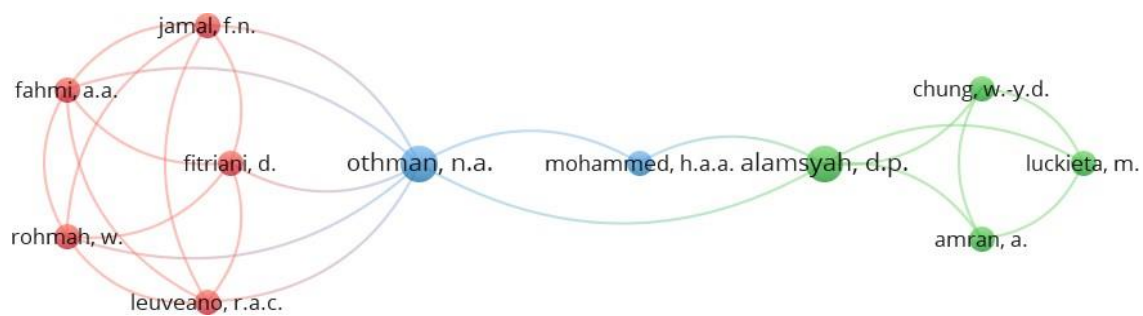


Figure 4. Collaborative research among authors (Vosviewer, 2023)

3.4 Research Focus and Research Novelty

A co-occurrence analysis was conducted to examine the common themes of publications on green marketing and intention to purchase green product. It analysed the keywords in the title, abstract, and list of keywords in the word set. Eligible keywords are keywords that appear at least 5 times in the word set. From 451 keywords after setting the threshold to only 28 keywords as shown in Figure 5.

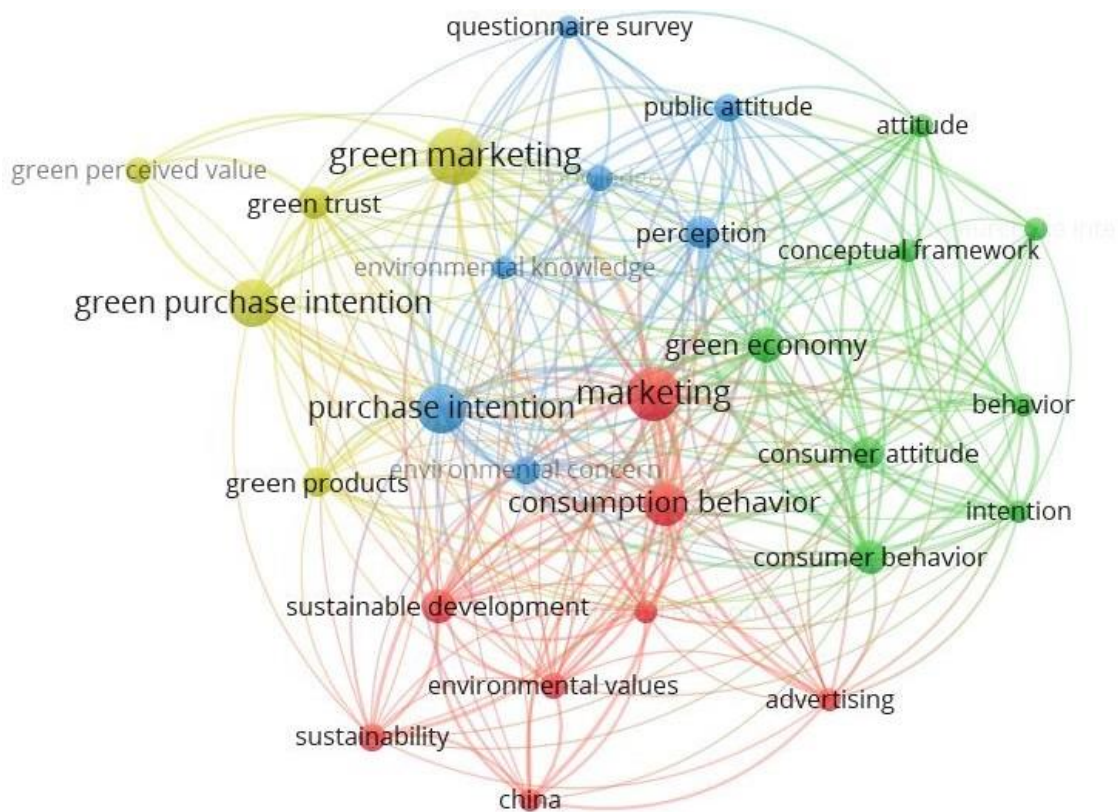


Figure 5. Topic focus in research
(Vosviewer, 2023)

The research focus can be seen from the clusters displayed, in Figure 5 above there are several different colors. These colors indicate research clusters related to green marketing and intention to purchase green product. There are four clusters, the red color is the largest cluster followed by green, blue, and yellow. This means that color of the keyword indicates its cluster and can be interpreted as a common theme in the field. Red nodes correspond to the keywords used at the beginning of the study period and yellow nodes correspond to the keywords that have appeared more recently. It can be found that Figure 5 has grouped the keyword terms into four major nodes visualization: marketing, green economy, purchase intention and green marketing.

Based on Figure 5, the first cluster consists of 8 items related to the concept of green marketing such as marketing, advertising, consumption behavior, environmental economics, environmental values, sustainability, sustainable development and China. Cluster 2 consists of 8 items related to green purchasing behaviour and intentions such as green economy, attitude, behavior, conceptual framework, consumer attitude, consumer behavior, green purchase intention, and intention. Meanwhile, cluster 3 focuses on environmental awareness and consumer behaviour in relation to green products such as environmental concern, environmental knowledge, knowledge, perception, and public attitude. Cluster 4 consists of five items, green marketing, green perceived value, green product, green purchase intention, and green trust. This cluster focuses on the influence of green marketing and behavior of consumer to purchase green products.

The red colored cluster with marketing being the largest node in Figure 5 indicated the theme areas used in the initial phase of the research concerning the green marketing and intention to purchase of green product. The keywords that appear indicate that in the early

stage of the research leading to the concept of green marketing. In terms of marketing, companies and stakeholders are looking for ways to promote green consumption and overcome the barriers consumers face in adopting green lifestyles, such as uncertainty, financial constraints and concerns. Further, only one country, that is China, appears in the red-colored keywords, indicating the significant early contribution of the researchers from the China in the area of green marketing and intention to purchase of green product. This coincides with what was revealed in the country productivity.

The second cluster in the data set shows that most of the publications are related to green purchasing behaviour and intentions. Research in this area aims to understand the factors that influence consumer intentions and behaviour towards green products, in order to help companies develop more effective marketing strategies for their products. Research in this area also often uses theories such as the Theory of Planned Behavior (Paul et al., 2016; Waris & Ahmed, 2020) and Theory of Reasoned Action (Liu & Tsaur, 2020) to examine the relationships between these different factors and to provide guidance for marketing practice and public policy in relation to green product.

The third cluster focuses on environmental awareness and consumer behaviour in relation to green products. Publications in this cluster focus on how consumers' awareness and knowledge of environmental issues affect their attitudes and behaviour towards green products. Environmental values are a key factor in influencing consumer purchase intentions, and increasing consumer willingness to buy green products is essential for the development of a sustainable environmental environment (Li et al., 2021). Environmental knowledge has a significant impact on wanting to buy green products (Mohd Suki, 2018; Xiong & Fang, 2022). Consumers who are concerned about the environment tend to respond more positively to products that have an environmental sustainability dimension, even if the price is higher (Choi & Ng, 2011). This shows that consumer awareness can influence consumer behaviour when buying green products. They will also promote their green behaviour.

The fourth cluster focuses on green marketing and behavior of consumer to purchase green products. Publications in this cluster focus on factors that influence green purchasing intentions, such as green marketing, green perceived value dan green trust. Green marketing is one of the most powerful strategies in the business world to respond to the growing demand for green products. Green marketing can have an impact on customer trust and purchase intention for green products (Shafiee & Shahin, 2021). Research by (Chen & Chang, 2012; Román-Augusto et al., 2022) shows that green trust and green perceived value have an impact on the purchase of green products. It can be concluded that psychological factors may influence consumer behaviour when purchasing green products from some of these studies.

Figure 6 show the evolution of research themes on green marketing and intention to purchase from 2006 to the present (2023). The first article on green marketing and intention to purchase green products was published in 2011 under the title "Environmental and Economic Dimensions of Sustainability and Price Effects on Consumer Responses" published in the *Journal of Business Ethics* by (Choi & Ng, 2011) from School of Business, University of Northern British Columbia which states that consumers tend to give positive evaluations of companies and show higher purchase intentions for products that have sustainability in both environmental and economic dimensions.

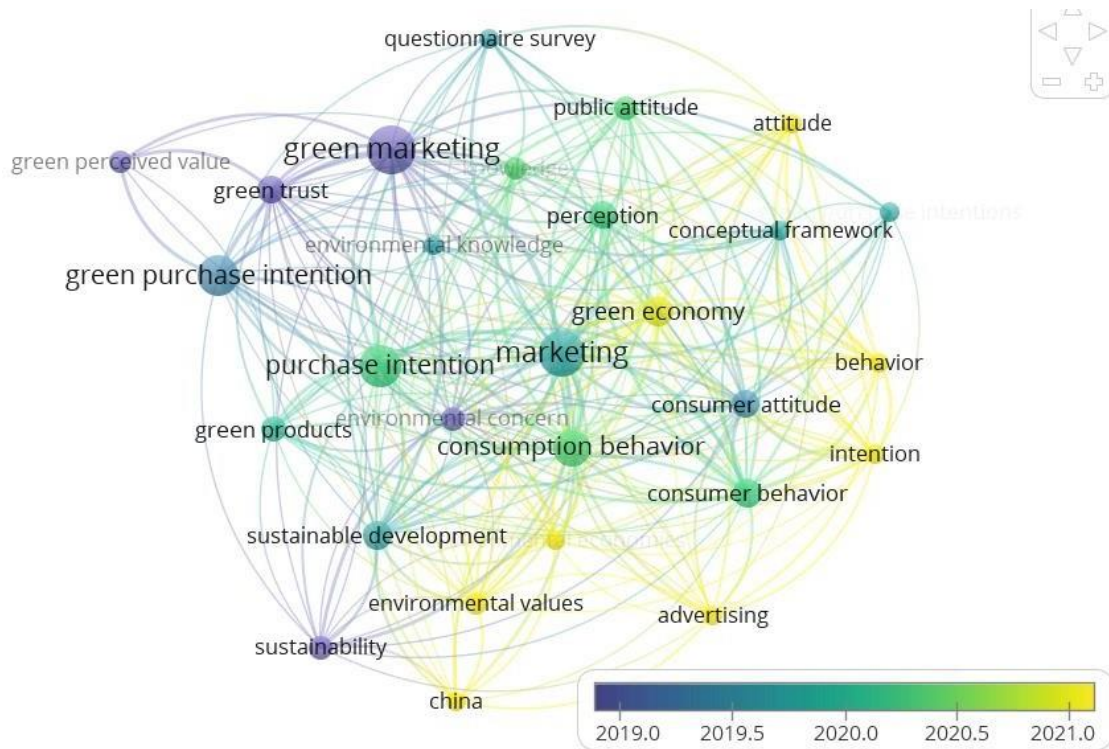


Figure 6. Evolution of Research Themes
(Vosviewer, 2023)

The authors would like to suggest some research prospects based on the findings of this study and make recommendations for the future. The data visualization of this study illustrates that researchers related to the theme of entrepreneurial education and readiness can contribute to designing strategies that focus on topics that are currently being developed. Predictions and research trends related to green marketing and intention to purchase are: green economy, advertising, intention, behavior, attitude, and environmental values.

3.5 Discussion

This study presents a bibliometric analysis of the literature on green marketing and intention to purchase green products between 2006 to 2023. The research is based on the 94 publications concerning green marketing and intention to purchase extracted from the Scopus database. The finding summarizes publications in this domain by highlighting published research like publication trends; leading authors, institutions and countries/regions; collaboration network between author and countries.

It is found that research in the field of green marketing and intention to purchase of green products spans over the last 17 years. From a slow beginning, the trajectory has been exponential after the year 2019 with the period 2020-2022 being the most productive. The field has received research contributions from as many as 32 countries. It is further found that the maximum number of global publications has been contributed by the China. Despite the fact that China contributes more publications, India is in the lead in terms of citations, followed by the United States. Further, a number of high-impact journals have also contributed to the growth of research in the field of green products. Sustainability (Switzerland) Journal was the top-ranked journal, publishing a total of 11 articles.

The findings also reveal that Norazah Mohd Suki is the top author with the highest number of publications in the area of green marketing and intention to purchase green products research. However, the most cited article is by (Paul et al., 2016a). Further, the most productive institute in the field of green marketing and intention to purchase is the Tamkang University in Taiwan. Findings on publication patterns, citations and author influence on the topics of green marketing and intention to purchase green products provide an opportunity to assess the development of the field and inform about the contribution of various actors in this research area.

The present study also provides insights into the development and growth of research in the field of green products. field of green marketing and the intention to purchase green products. For this purpose, a network diagram showing the co- occurrence of the keywords provided by the author. This network diagram has been able to illustrate the such as marketing, green economy, purchase intention and green marketing, that have ultimately led to the interest of researchers in the field of green marketing and intention to buy green product. Using this diagram, the study has also been able to identify the thema areas in which green product research is advancing in recent times. These theme areas include green economy, advertising, intention, behavior, attitude, and environmental values. As such, the study provides useful information and research trends on the past, present and future of the green product sector. The study offers a guide for researchers who wish to conduct research in this area.

The results also show that research on green marketing and intention to purchase green products is relatively recent. It can be assumed that the topic is of current relevance for the researchers. The topic seems to be advancing into a variety of green issues related to the environment, consumer green awareness, branding and loyalty, and health awareness. It seems that researchers wishing to undertake studies in this area have an exciting journey ahead as there is still much to discover.

4. Conclusions

This study focuses on an overview of published research on green marketing and intention to purchase green products. Developing and developed countries should conduct green marketing research to promote sustainable consumption (Hosta & Zabkar, 2021). However, no bibliometric analysis was conducted from 2006 to 2023 for the Scopus database with the keywords mentioned above. The data visualization of this study illustrates that researchers related to the theme of green marketing and purchase intention of green products can contribute to designing strategies that focus on these topics currently being developed.

For future research, some potential can be explored, such as focusing on narrower topics such as green advertising, consumer green behavior, and consumer green attitudes. The research presented here has contributed to the knowledge of green marketing and the intention to purchase green products by analyzing 173 articles published in journals from Scopus.

The limitations of this study are: 1) the data analyzed comes from the Scopus database, so there are still many other databases that can be used such as Wos to produce a more varied bibliometric map; 2) this study only discusses how green marketing from the producer side affects consumer intention to purchase green products, so there are many other factors that can be further researched; 3) the data in this study taken on August 8, 2023, cannot reflect research after that time, so there may be slight differences.

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Author Contributions

Conceptualization, N.A., R.H., S.B.B.; Methodology, N.A., R.H., S.B.B.; Validation, N.A., R.H., S.B.B.; Formal Analysis, N.A., R.H., S.B.B.; Investigation, N.A., R.H., S.B.B.; Resources, N.A., R.H., S.B.B.; Data Curation, N.A., R.H., S.B.B.; Writing - Initial Draft Preparation, N.A., R.H., S.B.B.; Writing - Review and Editing, N.A., R.H., S.B.B.; Visualization, N.A., R.H., S.B.B.

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Conflicts of Interest

The authors declare no conflict of interest.

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