

RESEARCH ARTICLE

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DOI URL: <http://dx.doi.org/10.21474/JNBMS01/107>**“MAPPING THE LANDSCAPE OF GREEN MARKETING: A BIBLIOMETRIC APPROACH”**Anusree C V¹ and Siraj P P²

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Corresponding Author: Anusree C V**| ABSTRACT**

The United Nations' Sustainable Development Goals (SDGs) are closely related to Green Marketing, emphasising Environmental Sustainability and Responsible Consumption. Green Marketing is a strategic approach that allows businesses to align their products, services, and branding with eco-friendly practices.

| KEYWORDS

Green marketing, Sustainable marketing, Bibliometric analysis, UN's SDGs, CSR, Eco-friendly products, Consumer behaviour.

| ARTICLE INFORMATION**RECEIVED:** 12 October 2025**ACCEPTED:** 14 November 2025**PUBLISHED:** December 2025**Abstract:**

The United Nations' Sustainable Development Goals (SDGs) are closely related to Green Marketing, emphasising Environmental Sustainability and Responsible Consumption. Green Marketing is a strategic approach that allows businesses to align their products, services, and branding with eco-friendly practices. The primary objective of this study is to perform a bibliometric analysis of "Green Marketing" within scholarly literature. Data was collected from the SCOPUS database spanning 2013 to 2023. Initially, the dataset included 1,776 entries, but after a thorough filtering process, it was reduced to 339. The analysis was conducted using the Bibliometrix library and the biblioShiny platform in RStudio. The year 2022 saw the highest number of publications, with 45 articles, marking a new peak. By employing advanced bibliometric tools to analyse publication trends, citation analysis was performed to identify key authors and significant works in the field of Green Marketing. Additionally, co-occurrence analysis of keywords and thematic mapping were utilised.

Introduction:-

Green marketing is a strategic approach that integrates environmental considerations into various business endeavours. Interest in this topic developed in the late 1970s when the American Marketing Association conducted a workshop on Green Marketing in 1975 (Michulek, n.d.). From the marketing perspective, marketing and sustainability have drawn a lot of interest from academics and are important in green marketing research. The world aims to achieve the Sustainable Development Goals (SDGs) by 2030, and green marketing is becoming increasingly vital in guiding various enterprises toward a more sustainable future. Along with quality, pricing, and other considerations, consumers also consider commercial characteristics like appearance and packaging, as well as safety, health, and environmental effects (Witek, 2020). The Twelfth Sustainable Development Goal of the UN says that Responsible Consumption and Production is a major issue for society today because of

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the increasing scarcity of natural resources required to generate goods and services (Prieto-Sandoval et al., 2022). As the interest in consumer resources increases, businesses are seeing the advantage of green marketing (Haba et al., 2023). Also, consumers are willing to spend extra for a cleaner, greener environment (Mishra & Sharma, n.d.).

Scholars have increasingly developed quantitative research methodologies for literature reviews by moving from qualitative analysis of literature reviews to analysis of literature based on the significance of green marketing research and the present state of existing research (Liu et al., 2023). Our study fills the gaps in the body of current literature by using bibliometric analysis to capture recent advances in green marketing. The paper is organised as follows: Section 2 explains the methodology used to conduct the study. Section 3 presents and discusses the results; Section 4 presents the conclusion. There are many studies conducted in the field of green marketing, but it is obvious that there isn't a thorough, organised, and current assessment or review of green marketing conducted. We try to perform a bibliometric analysis of green marketing.

To perform this, we asked the following research questions:

1. What are the publication patterns that exist in the field of green marketing in the years 2013-2023?
2. Are there any networks or groups of researchers that are concentrated on the aspect of green marketing?
3. Which keywords are frequently used in scientific publications on green marketing?
4. Which papers are most cited in the field of green marketing?
5. Which journal publishes the most on green marketing?

Methodology:-

The bibliometric analysis method was used to assess and identify publishing patterns and trends within green marketing. The data required for the analysis is extracted from the Scopus database. Found the information by searching "green marketing" in Scopus; the information was gathered between 2013 and 2023. The initial data comprised 1776 datasets; after the thorough filtering process, it was reduced to 339. The language is limited to English, and the subject area is limited to business, management, and accounting. Document type selected to articles only, and the keyword is green marketing. The 396 results were imported into an Excel file, and no duplicates were found. The analysis was conducted using the Bibliometrix library and the biblioShiny platform. RStudio software. Trend analysis, network analysis, keyword

Table 1: An overview of the steps in the article (Michulek, n.d.)

The term used for searching	The term used for searching	The term used for searching	The term used for searching	The term used for searching
Green marketing	2013-2023	Scopus	Bibliometric analysis	RStudio

Source: own processing

The analysis includes annual scientific production, average citation per year, three field plots of keywords, references and authors, source impact factor, keyword analysis, trendy topics, and thematic map.

Results:-

Basic Information:-

Based on the information obtained from the Scopus database from 2013 to 2023, the main information about data comprises 339 articles focused on green marketing with 38.76 average citations per document. This matrix represents the average number of times these articles are referred to or cited for scholarly work. 497 distinct keywords plus identifiers associated with the documents in this dataset. It refers to terms provided by the database to enhance keyword searches and identify related concepts. A total of 847 unique authors has contributed to the 339 documents related to green marketing within this dataset. On average, each document has contributions from 2.77 authors. This suggests collaboration among multiple authors for most documents.

Table 2: general information of the data set

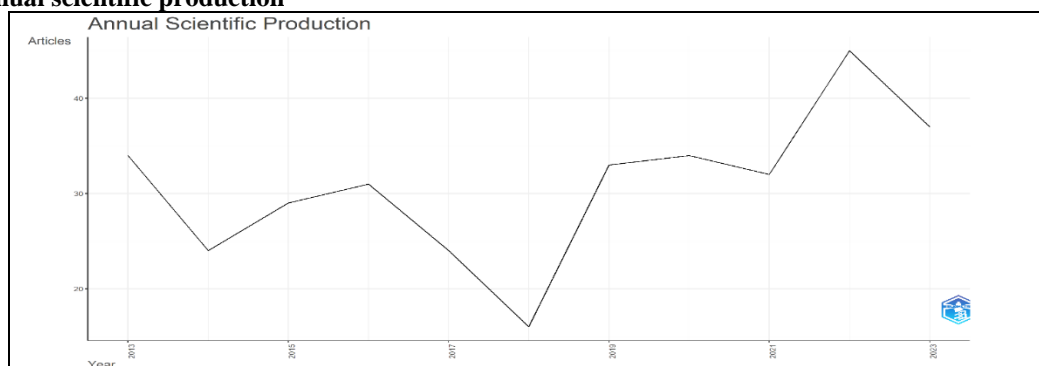
Description	Results
Main information about the data	
Timespan	2013-2023
Document-type article	339
Average citation per doc	38.76
References	19891

Keyword plus (ID)	497
Authors	847
Co-authors per doc	2.77
Single authors doc	45

Source: biblioShiny

Number Of Publications Per Year:-

Figure 1: Annual scientific production



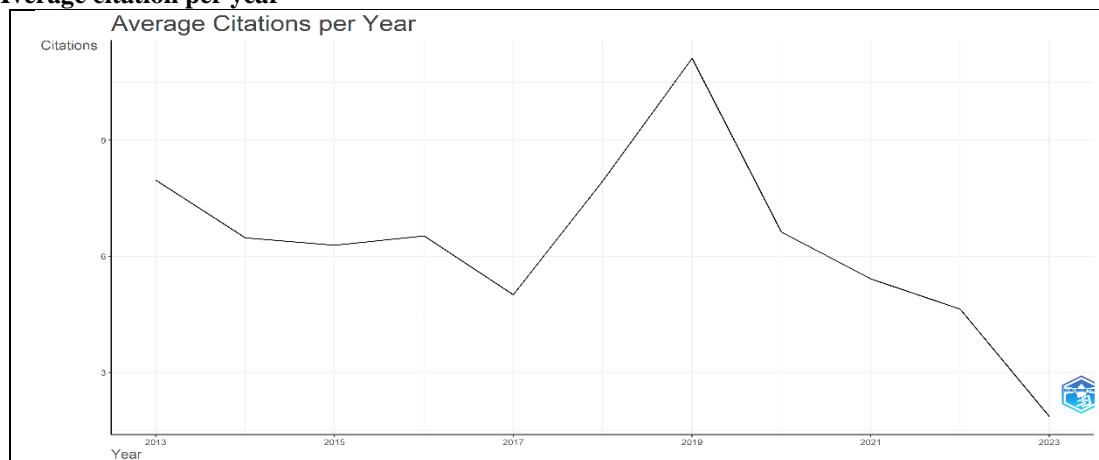
Source: biblioShiny

339 articles were extracted from the Scopus database on green marketing. From the figure, there is an upward trend in publications after 2019 and a slight decline in 2023. It is clear that the greatest number of publications in the year 2022 is 45, that is, after the COVID-19 pandemic, slight changes have arrived in human thought about their health and well-being.

Average Citations Per Year:-

A citation is a reference in which the author of the research appreciates the contributions of earlier scholars; the greater the number of citations, the higher the quality of the publication (Silintowe & Made Sukresna, 2023).

Figure 2: Average citation per year



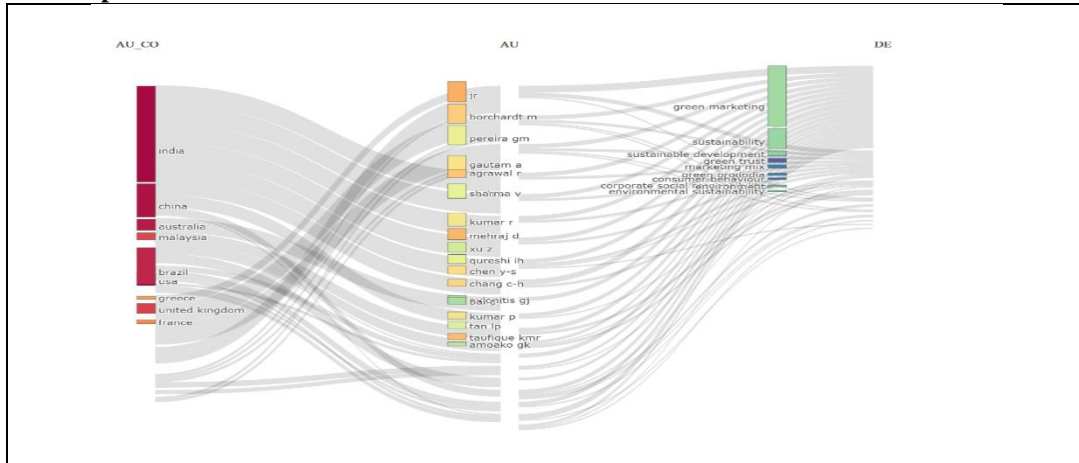
Source: biblioShiny

The highest number of mean citations is in the year 2019, with a value of 9.26.

Three-field plot:-

In a three-field plot, the important elements are shown in multicoloured rectangles. It shows major components in articles and their relationships. The components may be authors, keywords, references, countries, etc. The higher the rectangle, the greater the connection. The grey line connects them.

Figure 3: three field plots



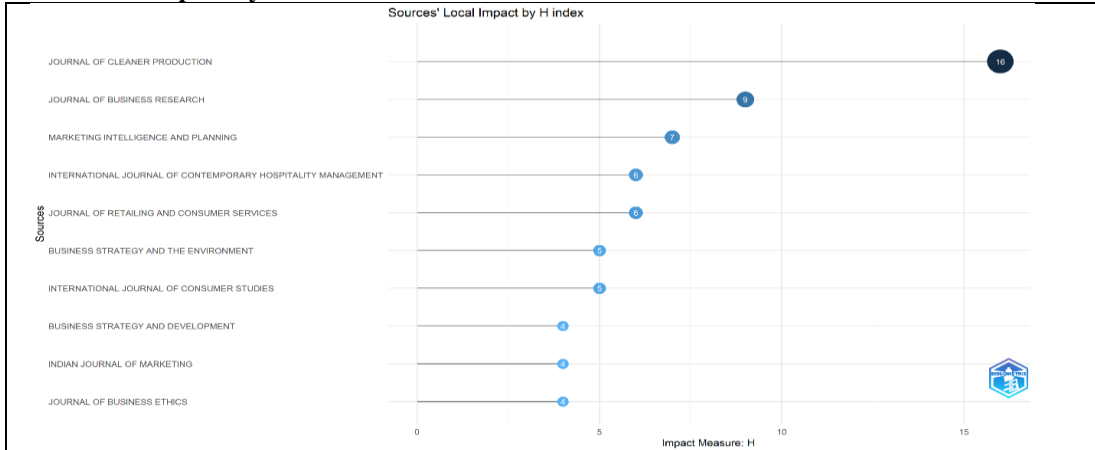
Source: biblioShiny

It is the three-field plot of green marketing, which describes the relationship between country, author, and keyword. The keyword is on the left, the author is in the centre, and the country is on the right. The primary keyword used is green marketing, and it has 60 items, sustainability in 20, and sustainable development in 5 items, showing their relationship between multiple countries. India, China, and Australia are the leading nations, and Jr., Borchardt, m and Pereira are the leading authors.

Sources Local Impact:-

The H-Index of the journal offers quantifiable measurements of its impact factor. The Hirsch index, or H-index, is the total number of published articles (h) by a writer or journal that have each been mentioned at least h times in other publications(. & Anand, 2022)

Figure 4: Sources' local impact by H index



Source: biblioShiny

The Journal of Cleaner Production, Journal of Business Research, and Marketing Intelligence and Planning are the journals with the highest impact with respective H indexes of 16, 9, and 7.

Word Analysis:-

The word cloud, created using the keyword plus, shows the words in different sizes according to how often they have appeared in all of the publications. While the rather random word placement, the key phrases are positioned in the centre.

Figure 5: word cloud



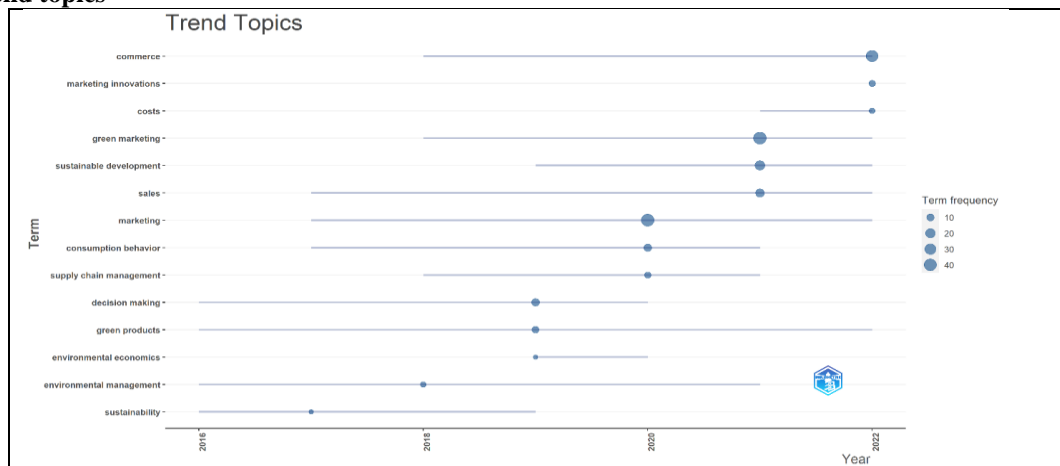
Source: biblioShiny

From Figure 5, the most often occurring word was marketing, followed by green marketing and commerce.

Trend Topics:-

The topic trends assess how different themes have developed throughout time, allowing one to determine which subjects have recently gained popularity and which have been popular for a while. It is also influenced by how frequently the word comes up in research on the current topic.

Figure 6: trend topics



Source: biblioShiny

The term is used more frequently when it is higher in the graph and more recently when it is further to the right (. & Anand, 2022). The trend topics are commerce in 2022, followed by marketing innovation and cost.

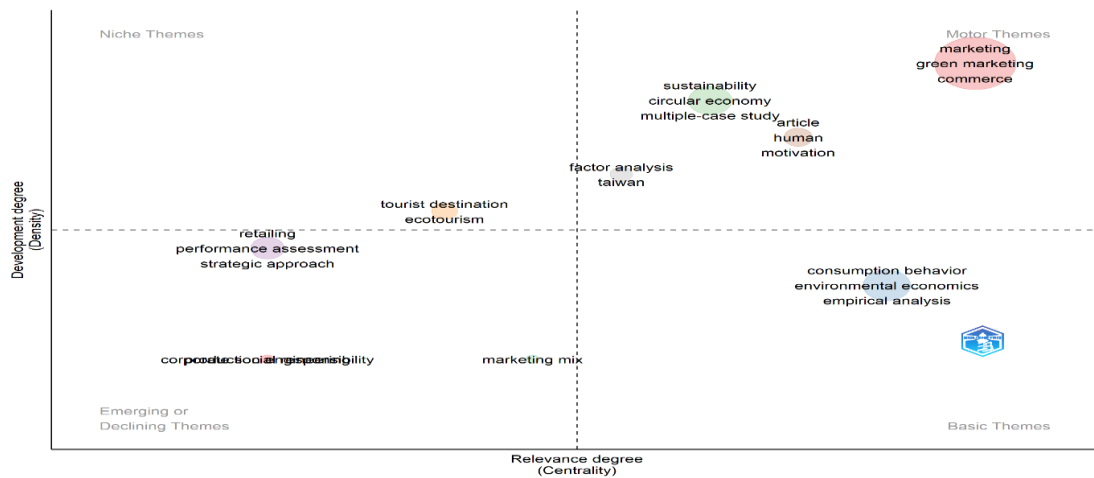
Thematic Map:-

The thematic map shows how different themes have changed over time so that one may determine which subjects have been popular recently. co-occurrence network clusters in the thematic mapping study were displayed as bubbles in a graph based on Callon's centrality and density rank(Afzaal et al., n.d.).

The cluster's word occurrences determine the bubble size(Afzaal et al., n.d.)Research topics can be mapped into four categories in R-Studio Cloud using Biblioshiny:

- Quadrant 1. Motor Theme,
- Quadrant 2. Niche Theme,
- Quadrant 3. Emerging or Declining Clusters and
- Quadrant 4. Basic Theme (Silintowe & Made Sukresna, 2023).

Figure 7: thematic map



Source: biblioShiny

The top right quadrant is a driving theme that needs further investigation and research because of its high density and centrality. There are four clusters in the motor theme; Cluster 1 relates to marketing, green marketing, and commerce. Cluster 2 relates to sustainability, circular economy, and multiple case studies. Cluster 3 relates to human motivation and Cluster 4 relates to factor analysis. The mapping results indicated that a good number of these clusters could be explored further in the study to come.

Findings and Discussions:-

A number of the shortcomings of the current study must be addressed. Initially, a small set of bibliometric approaches was used to analyse the published papers' content. Several data analysis techniques were probably used. Similar to this, data searches need to be widened by using several search engines and search terms to identify additional articles. An additional issue with the study is that publications were selected based just on titles and abstracts rather than full contents. While acknowledging certain limits of the studies is crucial, it's as vital to remember that these studies' shortcomings are typical of the bibliometric analysis area as a whole. To summarise the study, the results obtained from the bibliometric analysis show there is a future perspective on how green marketing might develop and go forward. The study discovered that green marketing, circular economy, and human motivation have a longer-term and future impact by analysing theme mapping.

Conclusion:-

This bibliometric research explores the extensive amount of academic literature on green marketing and finds it to be a vibrant and expanding topic that is closely related to the Sustainable Development Goals (SDGs) of the UN. The study was conducted through rigorous data collection and sophisticated bibliometric tools, showcased a significant surge in publications, particularly in 2022, significantly increasing academic interest and relevance in this domain. The analysis, utilising advanced techniques such as citation analysis, co-occurrence analysis of keywords, and thematic mapping, identified pivotal works, influential authors, and emerging themes within the realm of Green Marketing. It underscores the importance of Environmental Sustainability and Responsible Consumption in shaping contemporary business strategies, emphasising the integration of eco-friendly practices into products, services, and branding. The insights gleaned from this comprehensive bibliometric study not only contribute to the understanding of Green Marketing but also offer valuable guidance for researchers, practitioners, and policymakers aiming to align their initiatives with sustainable practices, thus advancing the objectives outlined in the UN's SDGs. The keywords identified in this analysis serve as essential markers in understanding the evolving landscape of consumer behaviour, eco-friendly product development, and the broader context of Sustainable Marketing.

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