

Cross-Cultural & Regional Trends in Green Marketing- A Bibliometric Study

Sourav Choudhury¹ and Dr Lakshmi K S²

¹FPM Scholar, ISBR Bangalore

²Associate Professor, ISBR Bangalore

Received: 10/09/2025;

Revision: 25/09/2025;

Accepted: 08/10/2025;

Published: 29/10/2025

*Corresponding author: Sourav Choudhury

Abstract: This bibliometric study explores the evolving landscape of green marketing research, focusing on cross-cultural and regional trends over the past two decades. By analysing a comprehensive dataset of scholarly publications from SCOPUS and Web of Science, this research identifies key themes, influential authors, and geographic patterns in the field. The study employs co-citation analysis, keyword co-occurrence, and thematic mapping to uncover the intellectual structure and emerging areas of interest. Findings reveal significant variations in green marketing adoption and research focus across different cultural and regional contexts, with western economies emphasizing consumer behaviour and sustainability, while emerging economies prioritize regulatory frameworks and eco-innovation. The analysis also highlights the growing interdisciplinary nature of green marketing, integrating insights from environmental science, psychology, and economics. This study contributes to the literature by providing a holistic view of the field's evolution, identifying research gaps, and offering directions for future studies. The insights generated are particularly valuable for policymakers, marketers, and researchers aiming to align green marketing strategies with cultural and regional nuances to foster sustainable consumption.

Keywords: Green marketing, cross-cultural trends, regional trend, sustainability Marketing, sustainability, consumer behaviour, green consumerism.

INTRODUCTION

Demand for eco-friendly items has grown recently in both developed nations and underdeveloped ones alike (S. Kumar & Yadav, 2021). The biggest obstacle to the acceptance of environmentally friendly products is their more expensive nature relative to conventional ones. Studies show that price premiums deter consumers, so promoting green buying behaviours calls for reasonably priced goods (F. Chen et al., 2023; Xu et al., 2020). In order to better grasp green consumerism, research examines several factors that encourage the acceptance of green premiums. This means looking at consumer traits like environmental awareness and eco-literacy to better know how these factors affect consumers' readiness to pay extra for sustainable goods. In (Fraccascia et al., 2023; Wei et al., 2018; Zhang et al., 2020) furthermore, the concept of "green consumerism" empowers consumers with the important obligation to solve environmental problems by means of their purchases. Embracing environmentally friendly practices, such as utilizing clean and renewable energy sources, organic products, and purchasing items from companies that have a minimal environmental footprint will help consumers significantly contribute to environmental sustainability.

This approach creates a positive feedback loop that drives more innovations in sustainable production and consumption by motivating companies to embrace greener approaches and arming individuals with the ability to make a difference (ElHaffar et al., 2020). Businesses and consumers have become very informed about sustainable

consumption as they come to see how crucial environmental problems are. By means of a continuous search for and application of green products and services, this raised awareness has spurred eco-innovations, improved corporate performance, and raised knowledge competency. Consumer behaviour and firm strategy are dynamically engaging in the search of a more sustainable future as shown by the mutual increase in awareness and acceptance of sustainable practices (Khanra et al., 2022). Furthermore, investors are dynamically interacting with their corporate strategy as demonstrated by the reciprocal increase in knowledge and acceptance of sustainable practices (Khanra et al., 2022). To get ready for the consequences of forthcoming climate policies, investors also shift their assets away from companies that pollute (Net zero goals by 2050 by BlackRock, the biggest asset management company worldwide). Higher ESG rated companies outperforming their rivals are driving an influx of financing for green businesses. This evolution emphasizes the need of the financial sector in supporting environmentally friendly business policies and forward sustainability (Mendiluce Maria, 2021).

Although green marketing has been studied in great detail, its regional and cultural variances are still under explored. This paper aims to investigate, using a bibliometric approach, the geographical distribution, developing patterns, and topic evolution of green marketing research. By use of citation patterns, keyword co-occurrence, and author collaboration networks, bibliometric analysis—a quantitative research tool—evaluates academic literature

((Zupic & Čater, 2015)). This paper investigates the worldwide trends in green marketing research over the past two decades using bibliometric approaches, therefore highlighting the most important authors, publications, and research topics.

LITERATURE REVIEW:

Cultural Influences on Green Marketing Strategies

This issue explores how the green marketing strategies employed by companies everywhere are influenced by customer behaviour, cultural values, and standards. Research shows that such factors as collectivism vs. individualism, uncertainty avoidance, and long-term orientation strongly influence the positioning of green products in different markets. In addition, the employability of Western green marketing strategies within a non-Western context is highly contestable, requiring more culturally attuned models which address indigenous environmental issues and consumer attitudes.

It stresses the significance of adapting marketing strategies to suit local cultural standards and consumption patterns, reiterating that successful green marketing relies on an in-depth understanding of regional variances (Leonidou et al., 2013)

While much literature on green marketing has been published, some scholarly articles emphasized the need for empirical research in terms of the effectiveness of practices in various cultural contexts (Dangelico & Vocalelli, 2017) Even though green marketing has great potentials for businesses, it is misinterpreted and misused normally. Companies can genuinely engage consumers and push for sustainability when they pursue genuine, transparent, and honesty-based policies (Peattie & Crane, 2005). By tailoring their strategies to the cultural standards of each market, marketers will increase participation and effectiveness (Khanra et al., 2022).

Regional Regulatory Frameworks and Policies

This theme looks at how local regulatory settings affect environmentally friendly marketing strategies. Studies show that strict environmental rules in rich nations encourage creative green marketing ideas, whereas poor nations sometimes suffer from lack of control and enforcement, therefore posing problems. With a critical assessment of how legislators may promote a balanced strategy that improves green marketing without thus hindering economic development, the speech emphasizes the conflict between environmental sustainability and economic development.

Although green marketing has great promise, consumer mistrust and a weak legislative framework usually compromise its efficacy (Peattie & Crane, 2005). One needs a customized approach to green marketing that takes local cultural values and legal surroundings into account. (Leonidou et al., 2013)

Although a lot of research on green marketing is already available, there are still notable gaps especially in knowledge of cross-cultural variations. More empirical

studies looking at how green marketing efficacy interacts with cultural elements are much sought for. (Dangelico & Vocalelli, 2017)

Designing green marketing initiatives calls for marketers to take cultural quirks into account. Future studies are suggested to be based on a framework combining cultural aspects with green marketing techniques to improve efficacy in many different areas. (S. Kumar & Yadav, 2021)

Consumer Perception and Attitudes Towards Green Products

Inspired by cultural, financial, and educational aspects, this theme centers on customer impressions and changing opinions of green products. Studies show that customer behaviour is much influenced by knowledge of environmental problems, which increases acceptance of green products. The crucial argument here centers on the efficiency of greenwashing, a tactic that can mislead customers and compromise real sustainability initiatives, thereby demanding better openness and authenticity in green marketing.

Although green marketing has great promise, consumer cynicism and the flimsiness of some marketing assertions usually compromise it. They support brands using more real and open communication. (Peattie & Crane, 2005).

More empirical research on customer behaviour in various cultural settings is needed, hence future studies should concentrate on the success of green marketing techniques over several marketplaces. (Dangelico & Vocalelli, 2017) Companies who successfully include green ideas into their marketing mix can strengthen consumer loyalty and brand image. Depending on the cultural setting, these techniques have somewhat varying efficacy. (Leonidou et al., 2013)

Strong determinants of green purchase behavior are environmental concern, social impact, and perceived consumer effectiveness. They underline the need of matching marketing plans to customer expectations and cultural values. (P. Kumar & Ghodeswar, 2015)

Digital Transformation and Green Marketing Communication

This theme looks at how the advent of digital media has changed green marketing's communication approaches in many different areas. The spread of social media and internet channels lets companies interact with customers more directly and successfully on sustainability problems. Critics of the unequal access to digital technologies in different global settings, however, highlight issues with the inclusiveness of digital green marketing methods. This encourages a more general conversation on efficient engagement of several customer segments.

Though it has promise, green marketing is sometimes misinterpreted and used incorrectly. A more complex approach that takes consumer behaviour and cultural variances in environmental values into account is much needed. (Peattie & Crane, 2005)

Consumer behaviour toward sustainability can be much influenced by green marketing. Circular economy ideas should be applied in marketing plans by businesses to improve consumer involvement and brand loyalty. (Dangelico & Vocalelli, 2017)

Good green marketing plans have to be customized for every cultural setting. More integrated strategy combining knowledge of regional environmental issues with conventional marketing ideas should be possible. (Leonidou et al., 2013)

Impact of Economic Factors on Green Marketing Adoption
This theme explores how global acceptance of green marketing ideas is influenced by economic situation. Encouragement of companies to use environmental marketing depends critically on economic incentives as tax rebates for sustainable activities or financial support for green product development. The literature criticizes the differences between industrialized and underdeveloped countries, where financial restrictions sometimes prevent the acceptance of green marketing strategies. This theme starts a larger conversation on creative finance ideas to help green projects in economically troubled areas.

Although green marketing is sometimes seen as a marketing ploy even if it has great potential to promote sustainable consumer behaviour. Green marketing cannot be successful if businesses only apply sustainable practices as a marketing technique; they must really commit to them. (Peattie & Crane, 2005)

Encouragement of customers to adopt sustainable activities by green marketing is essential for driving the circular economy. Effective communication of green projects by companies helps to build consumer confidence and brand loyalty, therefore strengthening their business model and promoting sustainability. (Dangelico & Vocalelli, 2017)). Adoption of green marketing methods is much influenced by customer demand, governmental pressure, and organizational commitment as well as by To improve their competitive advantage, companies must match their marketing initiatives with environmental sustainability. (Leonidou et al., 2013)

Understanding cultural and regional variations in customer perceptions of green marketing is really important. To maximize the success of green marketing projects, marketers should customize their approaches to fit local values and tastes. (V. Kumar et al., 2013)

Overview and Future Directions

The research on cross-cultural and regional trends in green marketing shows general increasing interest in how various cultural and geographical settings affect consumer behaviour and marketing tactics linked with sustainability. Using bibliometric analysis, several studies have mapped the development of the subject and shown important trends in publication patterns, eminent writers, and main study topics. Usually stressing the junction of consumer values, environmental awareness, and marketing techniques, these studies reveal how cultural aspects such as individuality

against collectivism and uncertainty avoidance can influence attitudes toward environmentally friendly products and projects.

Analyzing different areas of study shows that consumers from industrialized countries often show more environmental concern, which translates into more advanced green marketing plans. Scholars point out, however, differences in consumer involvement and acceptability of green marketing in developing nations where variables such financial level, education, and cultural views toward sustainability have major influence. Moreover, a lot of research highlights the need of localized marketing initiatives that fit the particular values and customs of particular ethnic groups, so supporting the requirement of customized message in green marketing campaigns.

Research have also shown that the efficacy of green marketing techniques is much influenced by cultural variances. Research indicates, for example, that whilst individualistic societies may give personal gains connected with green products top priority, collectivist societies may react more favorably to social responsibility messaging. By tackling these variations, marketers may strengthen their engagement plans and raise the global acceptance rates for sustainable practices. The differences in adoption rates highlight the need of brands realizing their green marketing strategies by knowing and negotiating cultural sensitivity. Examining the social benefit of this study, the knowledge gained from literature on regional and cross-cultural tendencies in green marketing supports the more general awareness of consumer behaviour toward sustainability. Companies can better customize their marketing strategies by overcoming cultural divides and offering practical insights, hence improving customer environmental stewardship. Furthermore, the synthesis of several points of view on green marketing can promote cross-cultural cooperation in environmental projects, therefore enabling development toward world environmental targets.

There are various areas of more study that want focus going ahead. First of all, more thorough research concentrating on regional variations inside developing countries could offer important new perspectives on consumer behaviour and acceptance of environmentally friendly products. Furthermore, investigating how social media and digital marketing shape cross-cultural opinions on green marketing offers a chance to look at modern communication techniques. Future studies should also look at how well successful green marketing initiatives affect consumer buying behaviour and environmental results, therefore clarifying the causality in this field.

Objectives of the study:

1. To study the green marketing publishing trends and notable periods of increase.
2. To rank the most impactful authors and journals.
3. To evaluate the most commonly occurring themes or areas of research.
4. To study how culture impacts green marketing.

- 5. To study the evolution of green marketing in different regions worldwide.

METHODOLOGY:
(Goodell et al., 2021)Goodell claims that Scopus gives the fastest update cycle, the most collection of peer-reviewed research in marketing, and data analysis and evaluation tools. For this study, the Scopus database was used.

This work analyses research trends in green marketing using a thorough bibliometric approach. Publications with Scopus-indexation ranging 1974 to 2025 make up the dataset. Extracted and examined were essential metadata fields: author names, journal titles, keywords, abstracts, references, affiliations, DOI, references and publication years etc.

A total of 72 open access articles were studied that were filtered from 518 articles that were searched in Scopus Journal data base with the keywords. The hierarchy of filtering was as given in Fig.1

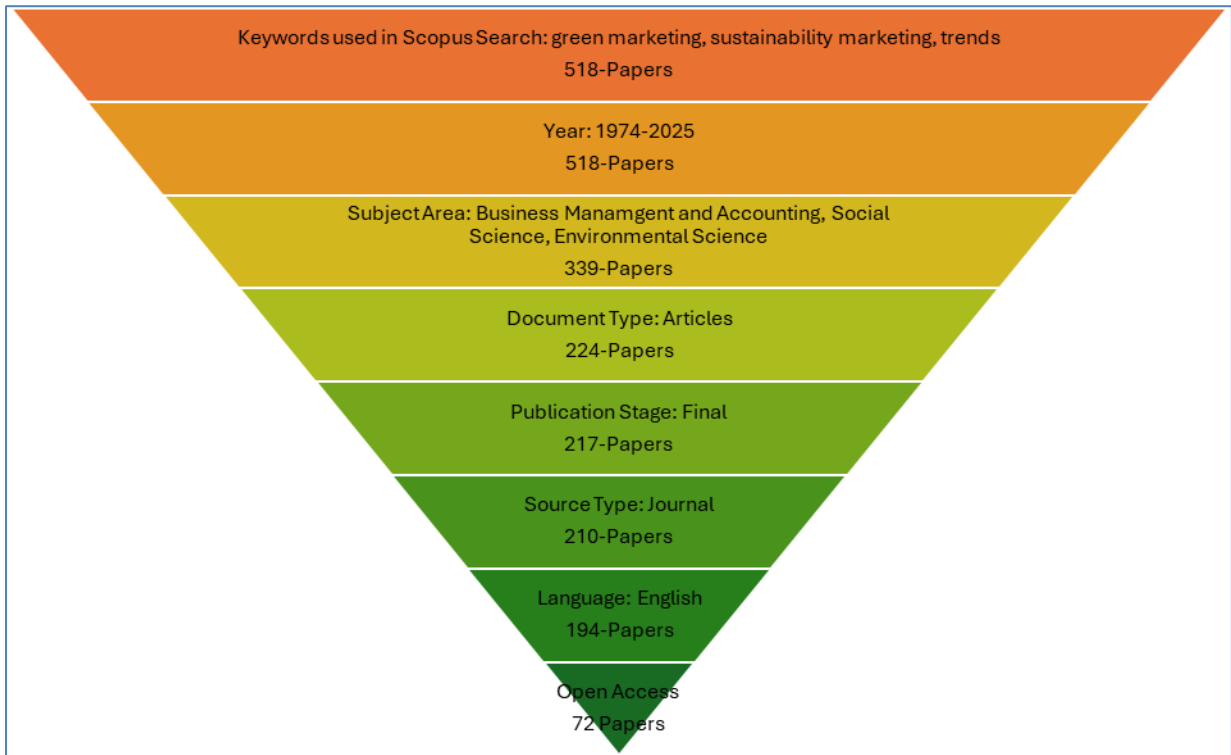


Fig.1: Hierarchy Of FilteringDescriptive Analysis:

Studying the publication distribution over time, spotting top journals, and evaluating top author’s contributions helps one to do descriptive analysis.

Keyword analysis:

That is, by means of author-assessed keywords—identifying recurrent and developing themes.

Collaboration Analysis:

Evaluating trends of multi-author projects and figuring the average number of authors per paper is part of cooperation metrics.

Citation Analysis:

Evaluating the influence of papers by means of citation counts helps one to find strongly referenced publications.

Geographic and Institutional Mapping:

It is the study of the spatial distribution of research outputs with an eye on top universities. Bibliometric tool (VOSviewer) was used to process and visualize data in order to produce insightful analysis and trend identification with regard to actions.

Findings:

Trends in Publishing:

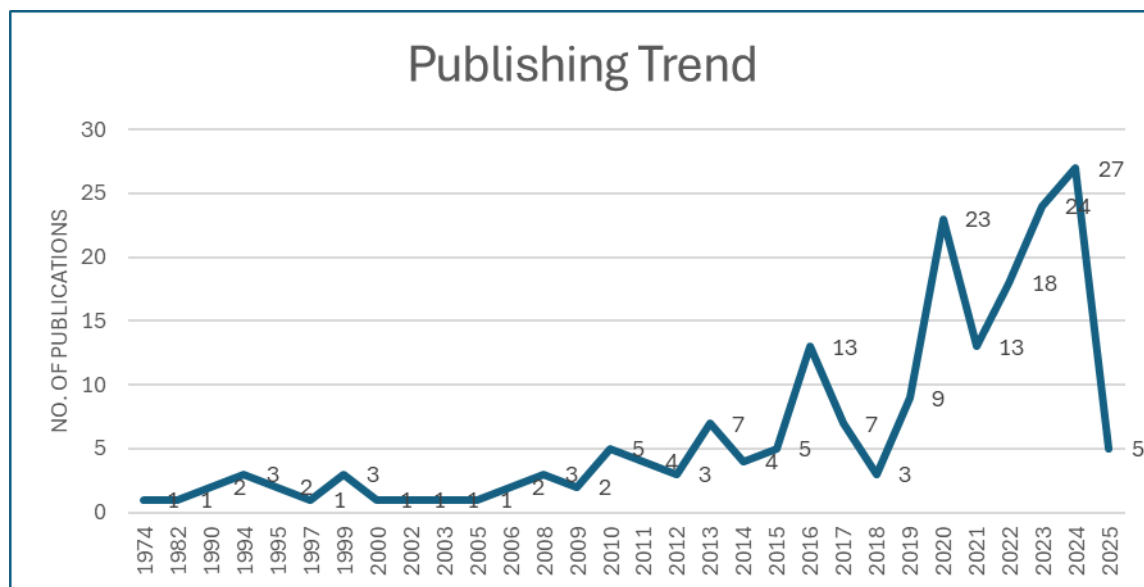


Fig 2: Trends in Publishing

Over time, the publication patterns in green marketing show the growing scholarly interest in environmentally friendly marketing and sustainable corporate strategies. Green marketing is the approach of advertising goods or services depending on their environmental advantages. Originally used in the late 20th century, the word gained especially significance with the growing worldwide environmental consciousness. Research output in this subject has grown substantially as more companies understand the need of sustainability.(Leonidou et al., 2013)

Studies show that green marketing research has changed to fit consumer demand for sustainable goods and environmental issues. Rising awareness about climate change, customer preferences for green products, and laws pushing companies to embrace sustainable practices have caused publications to explode recently.(P. Kumar, 2016)

Knowing the publication trend over the years helps one to grasp the scholar interest in green marketing as well as its development. According to the study:

A consistent rise in the volume of publications in recent years suggests rising curiosity in environmentally friendly marketing strategies.

Peaks in some years could be explained by world events or legislative changes emphasizing green marketing more scholarly. Based on the general trend, green marketing appears to be a dynamic and new area of research with growing contributions from scholars all around.

Plotting a line graph to demonstrate the evolution of research output throughout the years helps one to understand this pattern.

Prominent Authors and Publications:

Author	Publications
Nie Y.	2
Leonidou C.N.	2
Hall L.	2
Oliver M.	2
Coleman L.J.	2
Chekima B.	2
Hultman M.	2
Palihawadana D.	2
Chekima S.	2
Leonidou L.C.	2

Table 1: Prominent Authors and Publications

Bibliometric analytics of authors offers understanding of the important scholars influencing green marketing research. Many times, these authors lead the creation of ideas, theories, and empirical investigations impacting next paths of research. Knowing

which authors are prolific in this discipline helps researchers to pinpoint important publications, key scholars, and the main emphasis of their work.(Dangelico & Vocalelli, 2017)

Finding prominent authors help one to identify eminent scholars and main contributors. The investigation revealed that: Few authors have several publications, suggesting their great focus on green marketing in their research. Among these outstanding scholars are several affiliates of well-known universities or research institutes. Author collaboration is evident, implying that green marketing research usually requires multidisciplinary effort.

For researchers searching for possible collaboration or influential articles to cite, this information may be quite helpful.

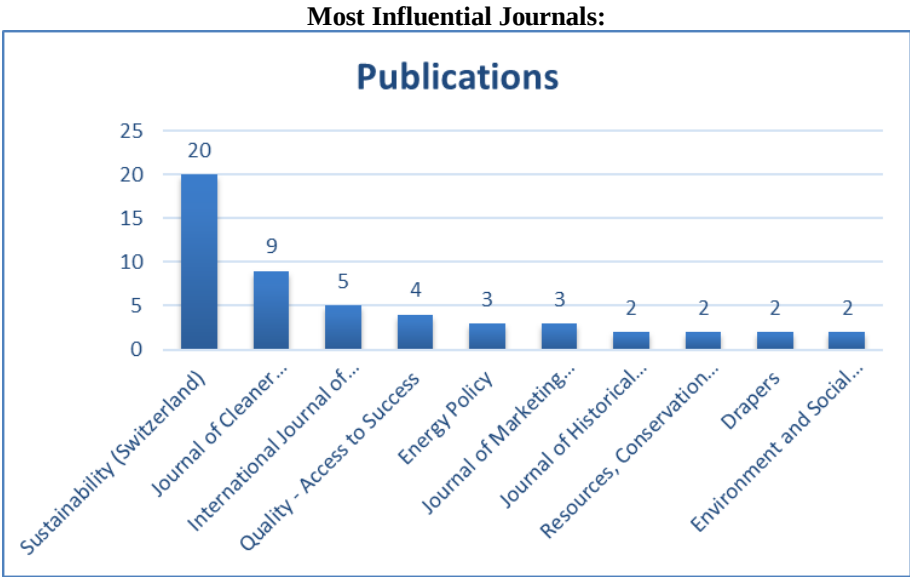


Fig 3: Most Influential Journals

Finding reliable sources for their study depends on researchers in bibliometric research locating influential journals. High publication counts in green marketing usually translate into significant impact factors, a thorough peer-review process, and much-read by scholars in journals. Research influencing marketing theory, sustainability practices, and policymaking finds great venues in these publications. (Peattie & Crane, 2005)

Papers on sustainable business methods, environmental branding, consumer attitudes toward green products, and corporate social responsibility (CSR) abound among the top green marketing publications. Scholar’s publishing in these publications help to mainstream commercial and scholar knowledge of green marketing.

For scholars looking for credible sources, journals regularly publishing papers on green marketing are vital. The study highlights:

The top 10 journals producing green marketing research that includes well established publications in sustainability, business, and environmental studies, Research in green marketing and sustainability were originally published mostly in these publications.

High-ranking journals on this list are reliable sources for scholarly study since usually they have strong impact factors.

Articles by Subject Area:

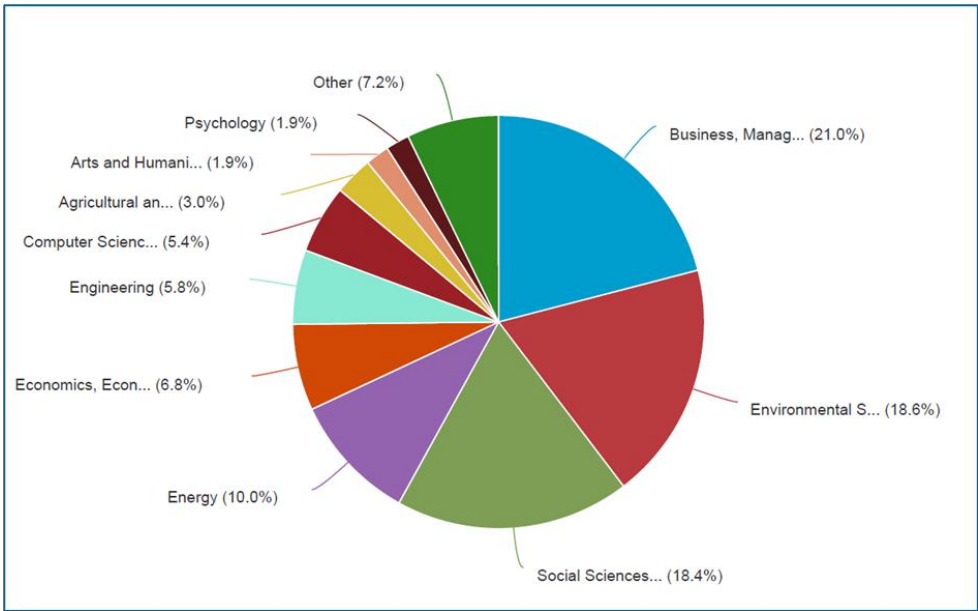


Fig 4: Articles by Subject Area

Citation Analysis:

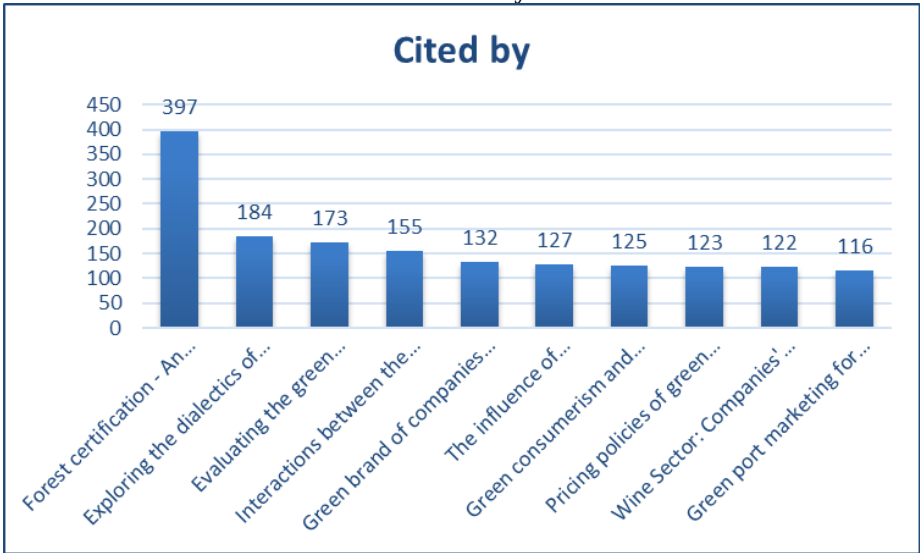


Fig 5: Citation Analysis

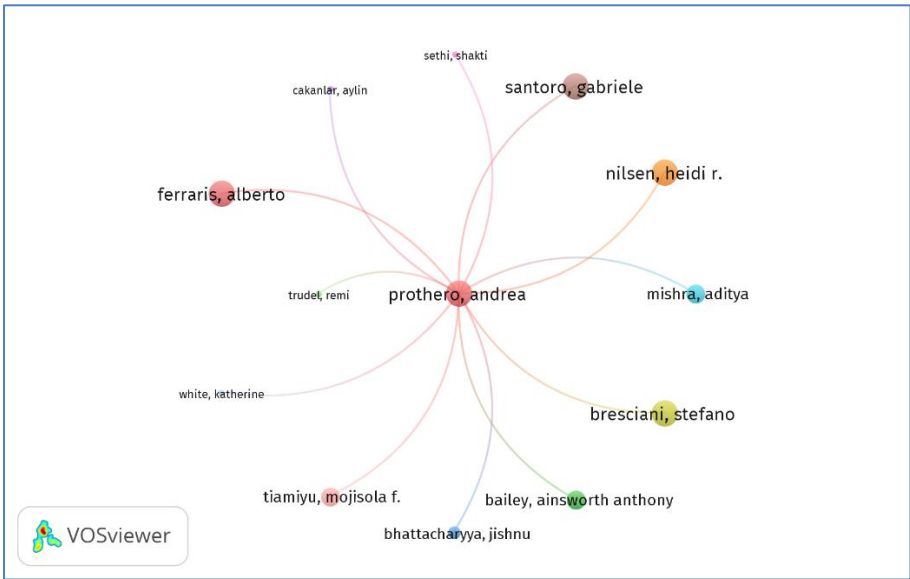


Fig 6:

Usually, the most referenced works in green marketing are research suggesting models for comprehending consumer behaviour, marketing tactics for green products, and sustainable business practices as well as review papers summarizing the evolution of the discipline. These seminal publications frequently investigate subjects including green consumerism, eco-labelling, and the financial benefits of sustainability. (Ottman et al., 2006)

Key Word Analysis:

Fig 7: Key Word Analysis

Fig 8: Co-occurrence-Author Keywords: -Items:513, Clusters:47, Links:1710

and the effects of these efforts on customer behaviour. -(Dahlsrud, 2008)

Prominent Academic Journals with High Citation Influence:

Table 2 lists the top research publications in the subject of green marketing assessed with respect to several impact metrics including total citations (TC), publication count (NP), year of first publication (PY_start), h-index, g-index, and m-index (Muzammil & Vijayaraj, 2024). Analysing these indicators helps one to identify publications with great impact and reach inside the sector. The Journal of Cleaner Production is the finest journal with g-index (9) and h-index (9). This suggests that citation rates are rather consistently affected by its articles. Not far behind is Sustainability (Switzerland), with a g-index of 10 and an m-index of 0.857, therefore reflecting its increasing sectoral importance since 2018. Among other interesting publications with influence are The International Journal of Consumer Research, Environmental Communication, Business Strategy and the Environment. These publications are essential hubs for the progress of green consumerism studies.

Basis	h-index	g-index	m-index	TC	NP	PY-start
Journal Of Cleaner Production	9	9	0.75	1411	9	2013
Business Strategy and The Environment	6	6	0.4	400	6	2010
Sustainability (Switzerland)	6	10	0.857	277	10	2018
Environmental Communication	4	4	0.286	104	4	2011
International Journal of Consumer Studies	4	4	0.267	431	4	2010
Environmental Politics	3	3	0.6	17	3	2020
International Journal of Production Economics	3	3	0.273	196	3	2014
Critical Criminology	2	2	0.182	63	2	2014
Environmental Science and Pollution Research	2	2	0.333	18	2	2019
International Journal of Environmental Research and Public Health	2	2	0.5	11	2	2021

Table 2: Top Research Publications In The Subject Of Green Marketing

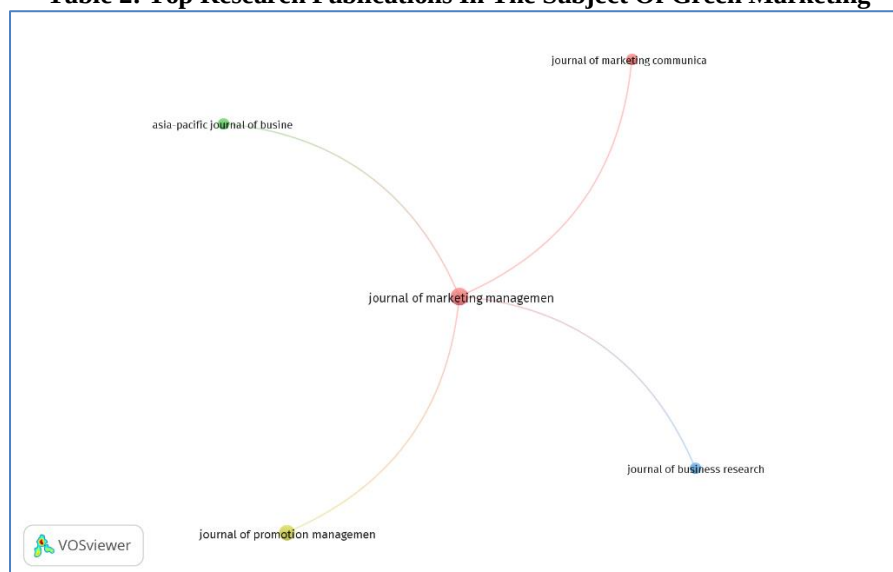


Fig 9: Citation-Source: -Items:5, Clusters:4, Links:4

Top 10 Countries:

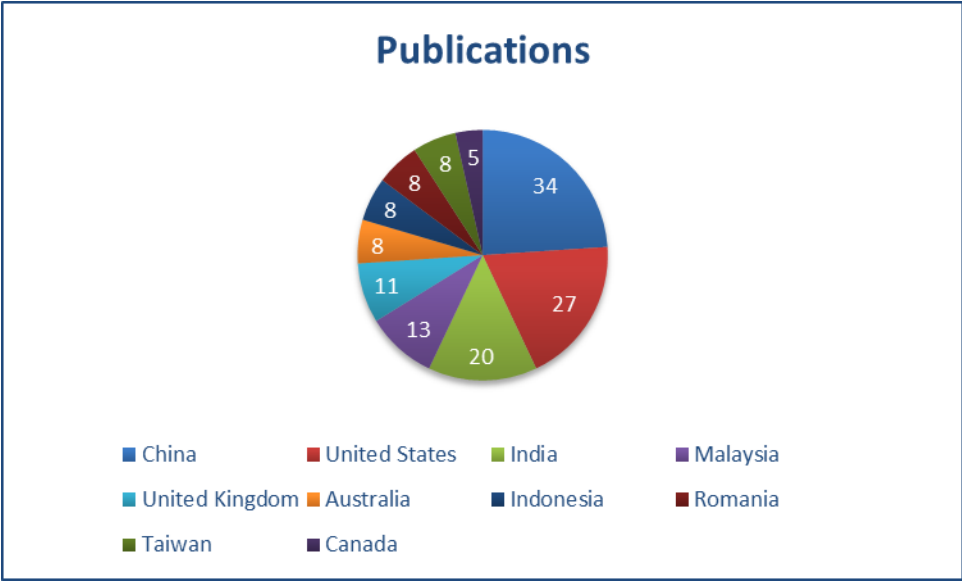


Fig 10: Prominent Countries in Research Article Production



Fig 11: Co-authorship-Countries: - Items:41, Clusters:11, Links:71

Affiliations:

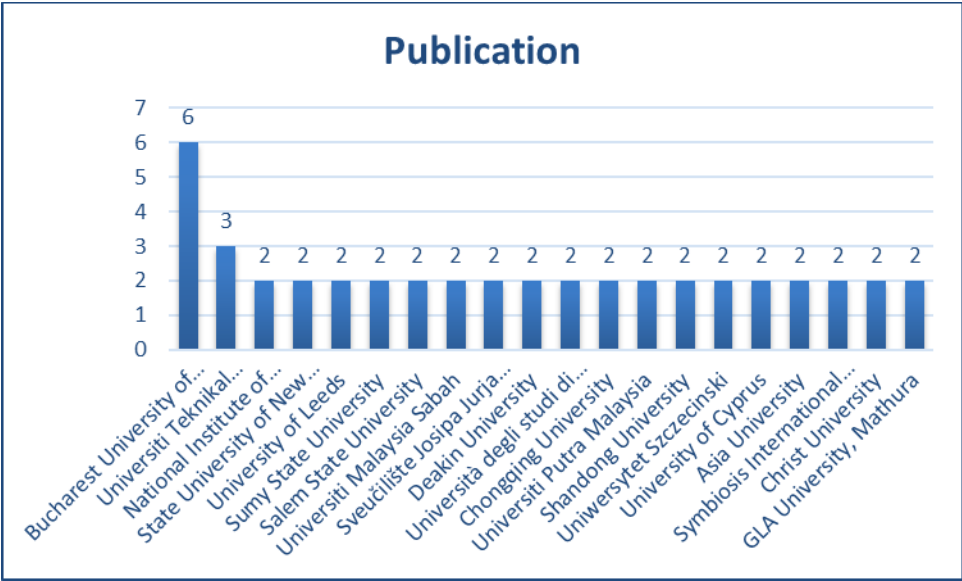


Fig 12: Prominent Institution Affiliations in Research Article Production

Collaboration Networks (Future Analysis):

Understanding the collaborative scene of a research topic depends on knowing the author affiliations and co-authorship networks. In green marketing, these studies assist to pinpoint the main institutions promoting research and the cooperative networks among authors. This paper attempts to give a thorough analysis of the affiliations of authors supporting green marketing research as well as the trends of co-authorship in the sector. With 1:4.5 average authors per manuscript, Green Marketing research is clearly collaborative as shown in Fig 13 below.

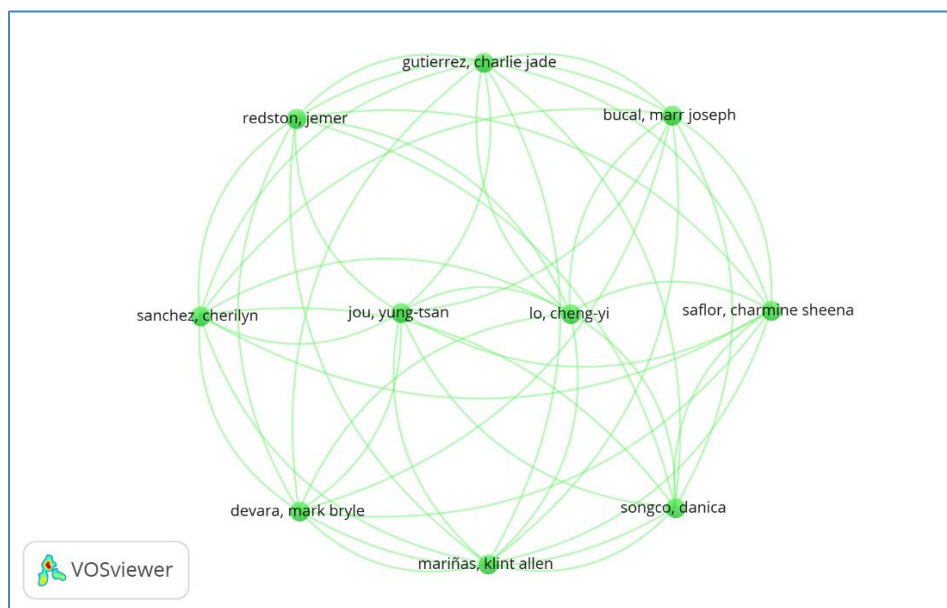


Fig 13: Co-authorship-Author: -Items:10, Clusters:1, Links:45

Author Affiliation Analysis:

Understanding the geographical and institutional distribution of green marketing research depends on knowledge on author affiliation. Knowing the institutions where authors are connected helps us to understand which companies, research institutes, and universities are setting the standards in environmental studies and sustainable marketing.

We gathered in the dataset author affiliations connected to their output of research. This helps us to evaluate the contributions of the most active green marketing research institutes to the discipline. Research networks are created when researchers connected to certain institutions work with others either inside the same university or across several others.(Dangelico & Vocalelli, 2017)

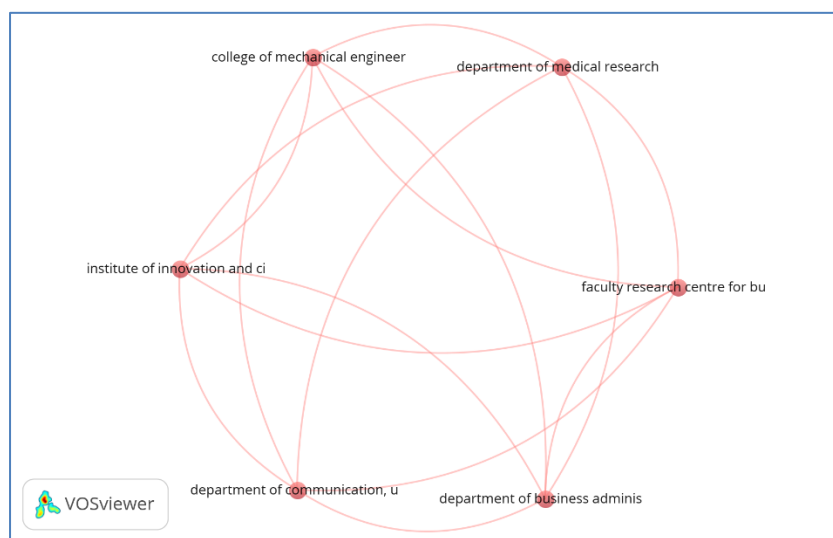


Fig 14: Co-authorship-Organisation: - Items:6, Clusters:1, Links:15

Key Findings:

Strong linkages usually translate into institutions that stress environmental impact, commercial ethics, and sustainability in marketing. Principal contributors include colleges and universities emphasizing sustainability or green business.

High numbers of authors connected to a specific institution point to these institutions driving research in green marketing and creating scholar settings fit for multidisciplinary cooperation.

Co-authorship Network:

Analysis of co-authorship offers understanding of the cooperative character of green marketing research. Mapping the links between authors depending on co-authorship helps us to grasp how knowledge is distributed within the scholar community. Frequent collaborators among authors regularly trade ideas and help to define common study priorities.(Katz & Martin, 1997)

The co-authorship network study helps to pinpoint which authors often work together, therefore producing perhaps significant articles that help to shape the scholarly debate on green marketing. These co-authorship structures can highlight groups of cooperating scholars and assist in the identification of eminent leaders.

Key Findings:

According to the dataset, green marketing research is quite collaborative, and authors are usually co-authoring studies with other scholars. This implies that multidisciplinary collaboration is exactly what the study field depends on. Some authors show up in several co-authorship couples, suggesting they are major players in the green marketing scholar system.

Many co-authorships links point to a strong network of scholars cooperating across several institutions and geographical areas.

Bibliographic coupling:

Two ideas used to characterise reciprocal ties in a citation network are bibliographic coupling and co-citation. We say that A and B are bibliographically connected if $Cit(A,B; C)$ holds, i.e., if both article A and B cite article C. This term bibliographic coupling formally first used by (Kessler, 1963)). The number of shared items divided by the union of their two-reference list yields the relative bibliographic coupling strength. (Rousseau et al., 2018)

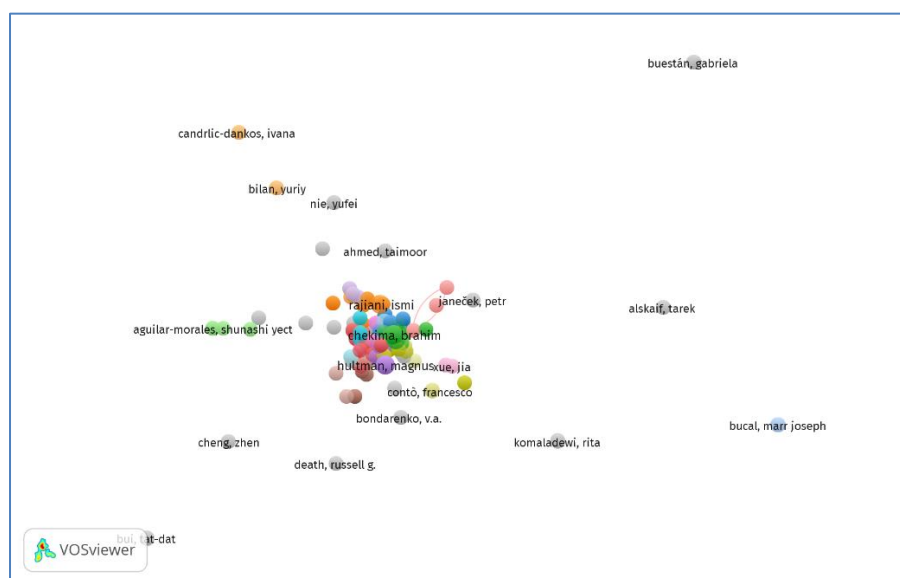


Fig 15: Bibliographic Coupling-Author:- Items-377, Clusters-34, Links-8352

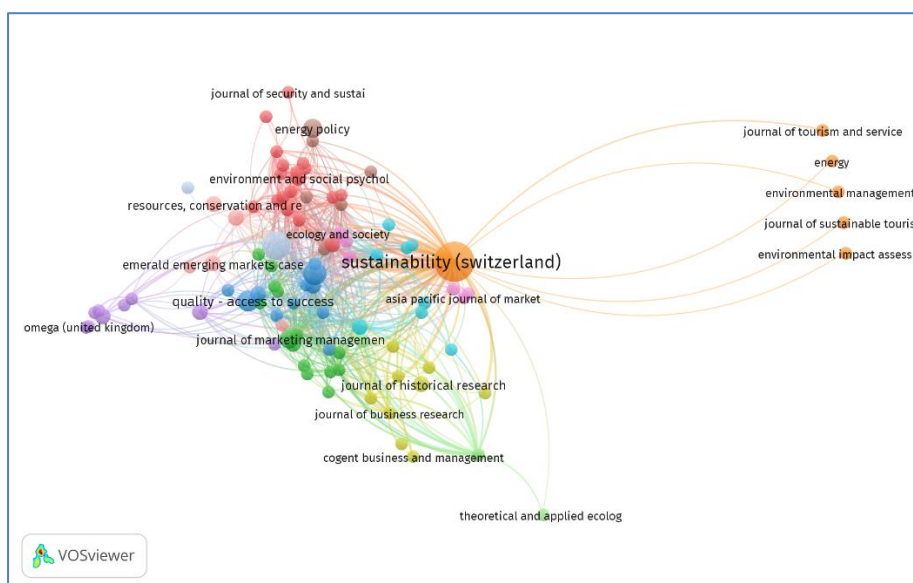


Fig 16: Bibliographic Coupling-Source: Items-98, Clusters-12, Links-674

Implications

The findings have several implications for both researchers and practitioners in the field of green marketing:

For Researchers: The study emphasizes the growing relevance of green marketing as an academic discipline by means of insights on the development of research themes

and identification of new issues. These revelations help researchers to match their research with popular topics and concentrate on unexplored research gaps in the literature, such the effect of digital marketing on sustainable consumer behaviour.

For Practitioners: Business can widely benefit from the research focus on green marketing trends. Leveraging eco-labelling and CSR initiatives to appeal to ever more environmentally conscious consumers, companies may build more effective sustainability-driven marketing strategies using the outcomes from these studies.

For Policymakers: With the understanding of collaborative nature of green marketing researchers can advice on policy decisions related to sustainable business practices. Academia, industry and government together can collaborate with policy makers to develop effective sustainable standards and regulations.

Implications for Future Research:

Future studies in green marketing could profit from emphasizing these major authors and their established networks since the co-authorship network is quite collaborative. Collaboration among authors from many countries and organizations points to the need of multidisciplinary and cross-border research for developing knowledge in green marketing.

Moreover, the co-authorship network shows the need of worldwide cooperation in tackling environmental problems. Researchers might focus on growing these networks to include new fields of green marketing, such digital marketing, the function of artificial intelligence in supporting sustainability, or the influence of social media in forming customer preferences for green products.

DISCUSSIONS

Geographical Distribution of Green Marketing Research: According to the bibliometric study, North America and Europe lead in research on green marketing. Strong laws (such as those of the Environmental Protection Agency) and consumer demand for sustainable products drive the United States' highest concentration of research (Leonidou et al., 2013). Inspired by the European Union's sustainability policies, Western European nations—especially Germany, the United Kingdom, and France—also greatly add to the body of green marketing literature. By contrast, studies in Asia-Pacific—especially in China and India—have been expanding fast. Rising middle-class customer base demonstrating interest in sustainable products and more industrialization can help to explain this trend. Growing environmental concerns and eco-tourism are driving a consistent increase in green marketing research even if lagging in academic contributions in Latin American nations.(Molina-Collado et al., 2022)

Cultural Variations in Green Marketing Adoption:

The way green marketing is seen and carried out in various regions depends much on cultural norms. Hofstede's cultural dimensions theory (Hofstede, 2021) offers a structure for analysing these differences:

Individualistic culture (e.g. United States, the United Kingdom, Australia)- emphasize personal responsibility and product-specific benefits (Leonidou et al., 2013). If consumers perceive direct personal benefits—such as cost savings or better health—they are more inclined to adopt sustainable behaviours.

Collectivist cultures (e.g. China, Japan, India)- Green marketing is positioned around communal welfare and collective responsibility in these societies (Zhang et al., 2020), advertising campaigns emphasize group behaviours and social conventions.

High uncertainty avoidance (e.g. Germany, France)- consumers want trustworthy environmental certifications and open sustainability claims. In these areas, greenwashing—a tactic wherein companies falsely claim environmental benefits—tends to be more closely examined (Y. S. Chen & Chang, 2013).

Key Research Themes and Emerging Trends:

Sustainability and Consumer Behaviour: Most research on sustainability and consumer behaviour revolve around on the psychological and behavioural elements of green consumerism (Gleim et al., 2013).

Corporate Social Responsibility (CSR): Many companies include green marketing within their CSR projects to improve brand perception ((Kotler & Lee, 2005)).

Digital Marketing and Green Advertising: Companies' communication of their green programs to consumers has changed as digital platforms have grown ((S. Kumar & Yadav, 2021)).

Regulatory Frameworks and Green Certifications: Research has shown how government policies and international environmental agreements affect green marketing strategies ((Peattie & Crane, 2005)).

Limitations

Although this research offers insightful analysis, certain limitations should be mentioned:

Data Sources: The study just covers papers indexed in main scholarly databases including Scopus. Articles from other sources—including grey literature and non-peer-reviewed journals—were deleted, therefore restricting the breadth of the study.

Exclusion of Non-English Literature: The dataset mostly comprises of English-language publications, thereby maybe ignoring important contributions from non-English speaking nations or areas.

Geographical Limitations: Most papers indexed in Scopus come from industrialized nations such the United States, the United Kingdom, and European nations. Research from developing countries or areas with restricted access to major scholarly databases may be underrepresented.

CONCLUSION:

This bibliometric analysis emphasizes how dynamically green marketing research is changing in several cultural and regional context. Though North America and Europe still lead major contributions, Asia-Pacific and Latin America are attracting more study. Consumer reactions to green marketing are much shaped by cultural variations, which calls for marketers to modify their strategies. Future studies should look at how blockchain technologies and artificial intelligence may be used in sustainable marketing as well as the success of green marketing approaches in developing nations

BIBLIOGRAPHY:

- Chen, F., Sengupta, J., & Zheng, J. F. (2023). When Products Come Alive: Interpersonal Communication Norms Induce Positive Word of Mouth for Anthropomorphized Products. *Journal of Consumer Research*, 49(6), 1032–1052. <https://doi.org/10.1093/jcr/ucac027>
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics*, 114(3), 489–500. <https://doi.org/10.1007/s10551-012-1360-0>
- Dahlsrud, A. (2008). How corporate social responsibility is defined: An analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management*, 15(1), 1–13. <https://doi.org/10.1002/csr.132>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. In *Journal of Cleaner Production* (Vol. 165, pp. 1263–1279). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. In *Journal of Cleaner Production* (Vol. 275). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2020.122556>
- Fraccascia, L., Ceccarelli, G., & Dangelico, R. M. (2023). Green products from industrial symbiosis: Are consumers ready for them? *Technological Forecasting and Social Change*, 189. <https://doi.org/10.1016/j.techfore.2023.122395>
- Goodell, J. W., Kumar, S., Lim, W. M., & Pattnaik, D. (2021). Artificial intelligence and machine learning in finance: Identifying foundations, themes, and research clusters from bibliometric analysis. In *Journal of Behavioral and Experimental Finance* (Vol. 32). Elsevier B.V. <https://doi.org/10.1016/j.jbef.2021.100577>
- Hofstede. (2021). *Hofstede-G-2001-Culture-s-Consequences-2nd-Ed.*
- Katz, J. S., & Martin, B. R. (1997). *What is research collaboration? 1.*
- Kessler, M. M. (1963). *American Documentation (pre-1986)* (Vol. 14, Issue 1).
- Khanra, S., Kaur, P., Joseph, R. P., Malik, A., & Dhir, A. (2022). A resource-based view of green innovation as a strategic firm resource: Present status and future directions. *Business Strategy and the Environment*, 31(4), 1395–1413. <https://doi.org/10.1002/bse.2961>
- Kotler, & Lee. (2005). *Corporate Social Responsibility.*
- Kumar, P. (2016). State of green marketing research over 25 years (1990-2014): Literature survey and classification. In *Marketing Intelligence and Planning* (Vol. 34, Issue 1, pp. 137–158). Emerald Group Publishing Ltd. <https://doi.org/10.1108/MIP-03-2015-0061>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers’ green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Kumar, S., & Yadav, R. (2021). The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*, 295. <https://doi.org/10.1016/j.jclepro.2021.126239>
- Kumar, V., Rahman, Z., & Kazmi, A. A. (2013). Sustainability Marketing Strategy: An Analysis of Recent Literature. *Global Business Review*, 14(4), 601–625. <https://doi.org/10.1177/0972150913501598>
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). “Greening” the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151–170. <https://doi.org/10.1007/s11747-012-0317-2>
- Mendiluce Maria. (2021). What Biden’s Sustainability Agenda Means for Business. *Harvard Business Review, Sustainable Business Practices.*
- Molina-Collado, A., Santos-Vijande, M. L., Gómez-Rico, M., & Madera, J. M. (2022). Sustainability in hospitality and tourism: a review of key research topics from 1994 to 2020. *International Journal of Contemporary Hospitality Management*, 34(8), 3029–3064. <https://doi.org/10.1108/IJCHM-10-2021-1305>
- Muzammil, A., & Vijayaraj, K. (2024). Exploring Emerging Trends and Future Prospects in Green Consumerism: A Bibliometric and Systematic Approach. *International Research Journal of Multidisciplinary Scope*, 5(4), 1251–1278. <https://doi.org/10.47857/irjms.2024.v05i04.01823>
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Polonsky, M. J. (1994). *An Introduction To Green*

Marketing.

24. Rousseau, R., Egghe, L., & Guns, R. (2018). *BECOMING METRIC-WISE*.
25. Wei, S., Ang, T., & Jancenelle, V. E. (2018). Willingness to pay more for green products: The interplay of consumer characteristics and customer participation. *Journal of Retailing and Consumer Services*, 45, 230–238. <https://doi.org/10.1016/j.jretconser.2018.08.015>
26. White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
27. Xu, X., Wang, S., & Yu, Y. (2020). Consumer's intention to purchase green furniture: Do health consciousness and environmental awareness matter? *Science of the Total Environment*, 704. <https://doi.org/10.1016/j.scitotenv.2019.135275>
28. Zhang, Y., Xiao, C., & Zhou, G. (2020). Willingness to pay a price premium for energy-saving appliances: Role of perceived value and energy efficiency labeling. *Journal of Cleaner Production*, 242. <https://doi.org/10.1016/j.jclepro.2019.118555>
29. Zupic, I., & Čater, T. (2015). Bibliometric Methods in Management and Organization. *Organizational Research Methods*, 18(3), 429–472. <https://doi.org/10.1177/1094428114562629>