

INTEGRATED ANALYSIS OF SUSTAINABLE MARKETING RESEARCH WITH BIBLIOMETRIC INSIGHTS AND THEORETICAL FRAMEWORK DEVELOPMENT

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ABSTRACT

The purpose of this study is to develop a conceptual framework for sustainable marketing by conducting a bibliometric analysis to identify publication trends, and key research themes in the field of sustainable marketing. Bibliometric methods were used to analyze 351 articles indexed in Scopus, using VOSviewer for visualization. The data screening process followed the PRISMA protocol, focusing on journal articles written in English. Keyword co-occurrence and cluster analysis were used to identify research themes. The findings show a significant increase in publications on sustainable marketing since 2018, with six major research clusters. The research proposes an integrative framework for advancing sustainable marketing strategies across different regional and global contexts. It was limited to the Scopus database and focused on bibliometric analysis without integrating qualitative insights from other literature reviews. Future research could build on the proposed framework to address regional variations in sustainable marketing practices. The findings can provide valuable insights for marketers, policy makers and researchers to improve sustainable marketing strategies. The proposed framework can guide businesses in promoting sustainable consumption and policymakers in shaping ecosystems that support sustainability. It also offers theoretical and practical contributions to the literature on sustainable marketing.

Keywords: Bibliometrics; Green Marketing; Sustainable Marketing; Sustainability

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INTRODUCTION

The topic of sustainability has become an important concern in many sectors, including marketing. Climate change and environmental issues have raised awareness among consumers. One of them is that the environmental impact of their consumption patterns has driven the demand for products and practices that are in line with sustainability principles. This shift is reflected in the adoption of sustainable marketing strategies by companies, which integrate environmental, social and economic values into their operations. Sustainable marketing not only addresses consumer concerns but also plays an important role in shaping behaviors that support long-term ecological balance, thus fostering a consumer culture of sustainability (Wyrwa, 2023; Hosta & Žabkar, 2020; Gallo et al., 2023).

It is important for manufacturers to understand the relationship between consumer behavior and environmental impact so that they can develop effective marketing strategies that promote sustainability. Research shows that personal norms, ethical ideology and information availability significantly influence consumers' willingness to engage in sustainable behavior (Hosta & Žabkar, 2020; Hwang & Yeo, 2022). Consumers who identify themselves as environmentally conscious often exhibit sustainable purchasing behavior, although there is still a gap between awareness and actual practice (Gallo et al., 2023; Hwang & Yeo, 2022). This inconsistency highlights the need for businesses to not only promote sustainable products but also educate consumers on the benefits and importance of sustainable consumption practices (Hasibuan, 2023; Teufer & Grabner-Kräuter, 2023).

Despite the growing interest in sustainable marketing, there is a lack of comprehensive analysis of research trends, key contributors, and thematic focus in this field. Bibliometric analysis serves as a valuable tool to map the development of sustainable marketing research, identify influential authors and countries, and uncover dominant themes shaping the discourse. Frameworks that integrate different marketing orientations—such as green marketing, social marketing, and critical marketing—have been proposed to enhance the effectiveness of sustainable marketing efforts (Kelleci & Yıldız, 2021; Gordon et al., 2011). The role of consumer networks in promoting sustainable behavior has also received attention, suggesting that community engagement can facilitate wise consumption practices (Teufer & Grabner-Kräuter, 2023; Rakib et al., 2022).

This study aims to fill the existing gap by conducting a bibliometric analysis to evaluate trends in sustainable marketing research and propose a conceptual framework to guide future research. Not only does it offer insights into the evolution of this field, but it also lays the foundation for integrating theoretical and practical perspectives in sustainable marketing. The findings from this analysis are expected to contribute to a deeper understanding of how sustainable marketing can be effectively implemented to drive consumer engagement and encourage sustainable consumption behavior (Argyrou et al., 2022; Skawińska et al., 2023).

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

Sustainable marketing is the creation, communication, delivery, and exchange of strategic offerings that generate value while minimizing environmental damage. Sustainable marketing includes three pillars: environmental, economic, and social, which are implemented through sustainable marketing mix tools such as product, price, distribution, promotion, and people (Magdalena, 2022). Sustainable marketing encompasses a wide range of practices that aim to foster long-term relationships with consumers while addressing pressing sustainability challenges. Sustainability market drivers are increasing rapidly due to the negative environmental consequences associated with traditional business practices, evolving industry standards, and growing stakeholder demand for sustainable products Wijethilake & Upadhaya (2020). Companies that effectively communicate their sustainability initiatives can significantly improve market performance and consumer satisfaction (Abbas et al., 2019).

The implementation of sustainable marketing strategies also involves addressing challenges such as greenwashing, where companies misrepresent their environmental efforts. To address this, companies should prioritize transparency and authenticity in their marketing communications (Taoketao et al., 2018). Establishing a clear link between sustainability marketing strategies and customer loyalty is crucial, as this can lead to improved company performance and a stronger competitive advantage (Taoketao et al., 2018).

The application of the Triple Bottom Line (TBL) framework in sustainable marketing emphasizes the importance of balancing economic, social, and environmental considerations. This approach encourages companies to measure their performance not only based on financial results but also in terms of social and environmental impacts (Purnama, 2024). Future research should continue to explore the dynamics of sustainable marketing, along with evolving consumer behavior and technological advances (Anggriani, 2024; Pomeroy & Johnson, 2018; Widiastuti, 2024).

RESEARCH METHODS

The method used in this research, which aims to conduct an integrated analysis of sustainable marketing research, uses a bibliometric approach and the development of a theoretical framework. Data was analyzed using VOSviewer software (Version 1.6.20). Data sources were taken from the Scopus database, with the search keyword "sustainable marketing". Article screening was conducted using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method. The search focused on TITLE-ABS-KEY (title, abstract, and keywords). Only documents that were journal articles, English language, all years were included. A total of 1,125 articles were identified, after the screening process, 351 articles were used for bibliometric analysis (Figure 1).

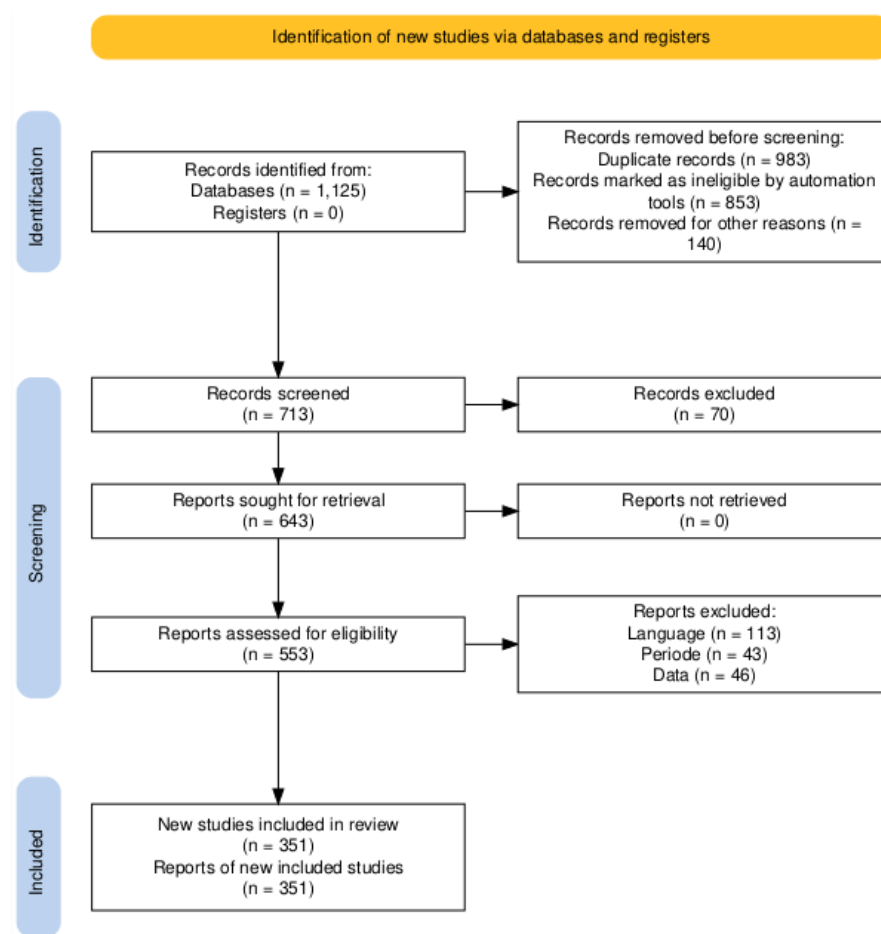


Figure 1. PRISMA Diagram

Source: Author (2024)

RESULTS AND DISCUSSIONS

Bibliometric Analysis

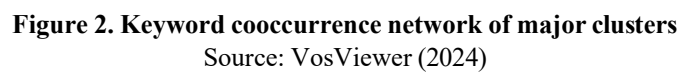
The results of the keyword-based co-occurrence analysis of journal articles showing the relationship between keywords are visualized in Figure 2. Analysis using the full counting method, where each occurrence of a keyword is counted as a whole, without being influenced by the number of authors in the document. This approach provides a more representative picture of the frequency and relationships of keywords in the literature. The minimum occurrence limit of a keyword is 2 times, so only keywords that appear more than once are analyzed to ensure relevance and significance. Of the total keywords analyzed, 297 keywords met the minimum criteria. The relationship between keywords is in the form of clusters. Each cluster represents the main themes in sustainable marketing research (Table 1). The visualization results illustrate the relationship between keywords that constitute the dimensions of *sustainable marketing*, namely theory, marketing strategy and social and environmental impact. Each cluster reflects key research areas on key trends and focuses in the literature.

Table 1. Keyword Cluster Analysis Results

Cluster	Main Theme	Keywords
1	Environmentalism and Green Marketing	<ul style="list-style-type: none"> - Green marketing, - environmental marketing, - ecological marketing, - eco-friendly products, - environmental concern
2	Marketing & Consumer Behavior	<ul style="list-style-type: none"> - Consumer behavior, - consumers, - consumer perception, - brand loyalty, - behavior change, - sustainable consumption
3	Sustainable Marketing Strategies & Commerce	<ul style="list-style-type: none"> - Sustainability marketing, - strategic approach, - commerce, - sales, - marketing mix, - sustainable marketing strategies
4	Digital Marketing & Technological Innovation	<ul style="list-style-type: none"> - Digital marketing, - e-commerce, - social media marketing, - technology, innovation, - green technology, - social engagement
5	Societal & Social Implications	<ul style="list-style-type: none"> - Social marketing, - social responsibility, - governance, - stakeholder, - ethical marketing, - green consumers
6	Sustainability Frameworks & Theories	<ul style="list-style-type: none"> - Sustainability marketing mix, - sustainability frameworks, - sustainable development, - social practice theory, - models

Source: processed by the author (2024)

Key buzzwords such as "sustainable marketing" and "green marketing" are themes that have been increasingly researched in recent years, reflecting a significant upward trend in research especially from 2019 to 2023 (Figure 3). This period has seen a surge in publications, indicating the growing interest and exploration of these themes across various sectors. Nearly 952 publications on green marketing were recorded in the Web of Science database from 2019 to 2023, with a citation peak in 2022 (Liu et al., 2023). Key themes include green management, corporate performance, and green innovation, highlighting the multifaceted nature of sustainable marketing (Bhardwaj et al., 2023). The role of social media in sustainable marketing has emerged as an important area, with trends focusing on consumer behavior (Dash et al., 2023).



Year	Documents
1996	1
1997	0
1998	0
1999	1
2000	0
2001	1
2002	0
2003	0
2004	1
2005	0
2006	2
2007	1
2008	4
2009	3
2010	5
2011	6
2012	13
2013	11
2014	13
2015	20
2016	10
2017	8
2018	13
2019	20
2020	32
2021	37
2022	42
2023	55
2024	52

Figure 3. Documents by year
Source: VosViewer (2024)

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universities and research institutions that focus on the development of these studies, environmental regulations, and consumer awareness.

The impetus for the need to address environmental challenges in a country with a large population and a predominantly agricultural sector creates a need for research that supports sustainability initiatives. Focusing on the sustainable management of natural resources, marketing research deals with environmental conservation and strategies to encourage sustainable consumption. These contributions from different countries provide approaches based on regional contexts, economic priorities and levels of environmental awareness. As an insight for other countries to learn best practices in developing sustainable marketing strategies. Rapidly growing economies that face major sustainability challenges. Technological developments, increased consumer awareness of green products, and government policies are opportunities for further research focus. This can help Asian companies understand how to integrate sustainability into marketing strategies with locally relevant approaches.

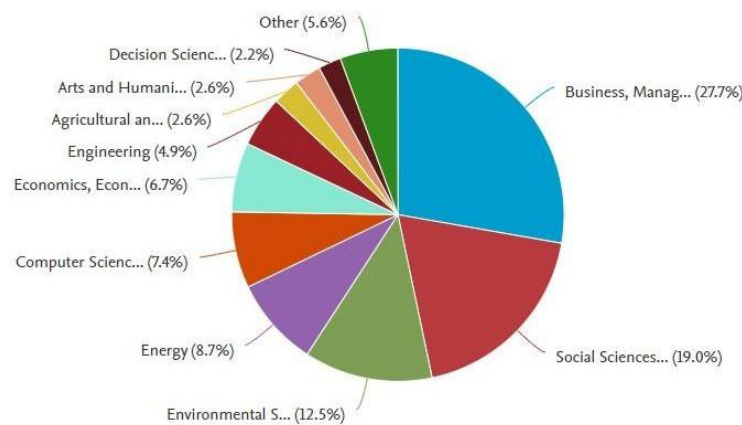


Figure 4. Documents by subject area
Source: VosViewer (2024)

Framework for Sustainable Marketing

Based on the results of this study, we propose a synthesis of the findings to develop an integrated framework for sustainable marketing (Figure 5). This framework outlines the key factors that influence green purchasing behavior and consumer loyalty in sustainable marketing. The framework identifies three main layers: (1) the antecedents of green purchase intentions, (2) mediating factors such as green beliefs and purchase intentions, and (3) external supports that promote sustainable consumer engagement.

Consumers who are more informed about environmental issues tend to show a higher likelihood of supporting green products. Research by Paták et al. (2021) emphasizes that environmental concerns, along with lifestyle choices, strongly influence consumers' intentions for green purchases. High awareness of environmental issues can lead to more sustainable purchasing behavior (Yusof et al., 2015; Zhuang et al., 2021). Other

antecedents of green purchase intentions include green values (Woo & Kim, 2019; Chen & Chang, 2012), attitudes towards sustainable products (Nguyen et al., 2019; Fontes et al., 2021), perceived behavioral control (Teixeira, 2024; Eti, 2024) and subjective norms (Ko, 2007; Hojnik, 2020).

A mediating variable linking antecedents with customer loyalty, Consumers who have strong intentions to buy green products are more likely to be loyal to brands that align with their sustainability goals (Yusof et al., 2015; Kumar & Aggarwal, 2022). Trust increases the perceived authenticity of sustainable products, thereby encouraging repeat purchases and long-term loyalty (Wu Kwon & Ahn, 2020). This framework emphasizes the importance of external supports that can enhance sustainable consumer engagement as moderation. These include environmental policies, government regulations and industry standards play an important role in shaping consumer behavior and firm practices (Pam et al., 2023; Grilli & Curtis, 2022) and technological innovation (Wang & Li, 2022).

Companies that maintain consistent and transparent engagement with consumers about their sustainability practices are more likely to foster loyalty. Marketers should focus on trust, understanding strategies that not only encourage the adoption of green products, but also foster lasting consumer relationships. Future research should continue to explore the dynamics of sustainability-related consumer behavior, leveraging bibliometric analysis to identify emerging trends and themes that can inform effective marketing practices (Gonzalez-Arcos et al., 2021; Chen & Chang, 2021; Le, 2020).

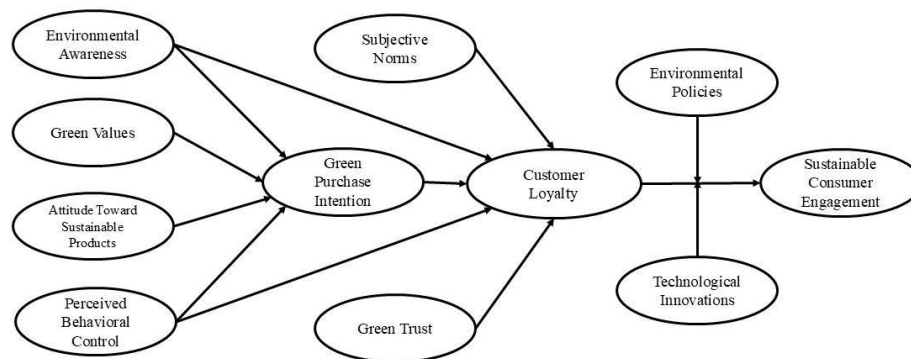


Figure 5. Framework for Sustainable Marketing
Source: Researcher (2024)

CONCLUSION, SUGGESTION, AND LIMITATION

The conclusion of this study is that sustainable marketing has become a major concern in various sectors due to increasing consumer awareness of environmental and sustainability issues. Based on a bibliometric analysis of 351 articles from Scopus, the research trend in this field has been steadily increasing since 2018, with major contributions from countries such as the United States, India, China, and the United Kingdom. The study identified six main clusters of research

themes. This research makes a theoretical contribution by proposing a sustainable marketing framework consisting of antecedents of green purchase intentions, mediating factors such as consumer trust, and external support in the form of environmental policies and technological innovation. The findings highlight the importance of a multidisciplinary approach in sustainable marketing that focuses not only on green products but also on consumer education and transparency of business practices. Future research is expected to continue exploring the dynamics of consumer behavior and emerging trends, with the aim of strengthening sustainable marketing strategies in various global and regional contexts.

Based on these findings, this study provides several recommendations that can be used as a reference for future research and practice. First, further research should integrate qualitative approaches, such as in-depth interviews or case studies, to complement the results of bibliometric analysis and provide a more contextual understanding of consumer motivations, barriers, and perceptions of sustainable marketing. Second, expanding data sources through the use of other databases, such as Web of Science or Google Scholar, will enrich the scope of the literature, resulting in a more comprehensive picture of research trends. Third, given the variation in cultural contexts, policies, and levels of consumer awareness, further studies should focus on context-based analysis at the regional or national level to develop locally relevant strategies. Fourth, the conceptual framework proposed in this study can be empirically tested through surveys or experiments to assess the validity of the relationship between antecedents, mediating factors, and external support for green purchasing behavior and consumer loyalty. Additionally, future studies could further explore the role of digital technology, social media, and green innovations in enhancing consumer engagement and expanding the impact of sustainable marketing strategies.

The limitations of this study should be noted for consideration in interpreting the results. First, this study only uses the Scopus database, which may overlook relevant articles not indexed within it. Second, the analysis only includes English-language articles, meaning important literature in other languages has not been accommodated. Third, the method used is entirely based on bibliometric analysis without involving qualitative literature reviews or meta-analyses that could provide deeper interpretation. Fourth, the results of this study are general and do not consider variations in the implementation of sustainable marketing between regions or countries specifically. Fifth, this study does not directly measure the impact of the proposed framework on consumer behavior in the field, so its practical implications still require further empirical research to prove.

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