

BIBLIOMETRIC ANALYSIS AND MAPPING OF GREEN BRANDING AND CONSUMPTION BEHAVIOR RESEARCH DEVELOPMENTS

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ABSTRACT

The increasing public awareness and concern about environmental issues has shifted the tendency of consumers to choose a product more selectively, the rise in environmental concerns has also led to emergence of green branding concept. The research used bibliometric analysis of the scholarly discourse surrounding green branding from the years 2010 to 2024, utilizing the Scopus database to examine the large data about various papers included in this study. Biblioshiny and VOSviewer software were used to analyse keyword co-occurrence and co-authorship in this topic. The result showing that the largest number of papers on green branding appeared in 2024, indicating there's a growing academic interest in green branding topic. This study contributes to enhancing direction for researchers to examine the topic of green branding by offering the details of the journals information, authors, and countries that hold significant role in the green branding study alongside the terminology that frequently employed in green branding studies.

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1 Introduction

The rising and escalating public consciousness and concern about environmental issues has at least shifted the tendency of consumers to choose product more selectively and considering sustainability, such as the use of friendly environmental materials, responsible production processes, along with the socio-environmental consequences associated with the product. The rise of environmental concerns has led to the birth of the concept of green branding. Organizations and companies are aware of these urgent issues and strive to support ecological sustainability (Chen et al., 2006). This has also encouraged companies to integrate sustainability into their marketing strategies, one of the ways is through green branding. Green branding can be conceptualized as a strategic marketing approach in which consumers establish a correlation between products or brands with the principles of environmental sustainability (Khandelwal et al., 2024)

Green branding strategies have been widely applied to improve business performance, create a sustainable competitive advantage, and even further a company's survival (Pickett-Baker & Ozaki, 2008). The concept of sustainability is being addressed by governments, international organizations, and industry associations that have developed various policies and regulations to encourage more sustainable business practices in multiple sectors. Green branding can also be referred to as an approach that aims to build a positive image and influence consumers' decisions in choosing products that align with their environmental values.

Prior research examined the notion of green branding through diverse lenses including (Schiniotakis & Divini, 2024) which demonstrates that green branding serves as a strategy to enhance consumer trust and engagement, discourse and regarding its commitment to sustainability will serve as a tangible indicator that illustrates the earnestness of a brand in upholding ethical practices, and it will cultivate a sense of reliability. A separate investigation performed by (Danko & Nifatova, 2022) illustrates the impact of green branding, notably evidenced through organic certification as a testament to authenticity and product quality, which has cultivated trust and credibility in the perceptions of consumers, subsequently enhancing consumer loyalty.

Despite the extensive discourse about green branding that has been examined from diverse discipline and viewpoints as previously articulated, the domain of green branding remains underexplored and may still be advanced for further exploration, particularly in relation to consumer behavior, which has not been sufficiently addressed. This study seeks to bridge this gap and to offer a comprehensive overview of how this two themes intersect within existing research using bibliometric methodologies to investigate scholarly work concerning green branding and consumption behavior. Bibliometric methodologies also used to provides objective insights into publication patterns, collaboration networks, and emerging themes that traditional literature reviews may overlook. By applying bibliometric analysis, this study can comprehensively map the development of green branding research and its intersection with consumer behavior as a reference for future inquires. Therefore, this research aims to answer two main research question, which is:

1. Investigate the developments and trends, including the time of publication, country of publication, author and number of citations in green branding research.
2. Mapping the relationship between green branding and consumer behavior as reflected in existing literature.

2 Literature Review

a. Green Branding

Bibliometric analysis has become a common method to explore and mapping the research across diverse disciplines including green branding topic. Several previous studies such as (Khandelwal et al., 2024) analyzed the articles about green branding that are published from year 2000 – 2019 has shown a fluctuative trend over the years, but in 2017 there are significant and increasing growth that shows growing interest among scholars in this area. Green branding it self refers to the strategic approach that organizations use to position their products or services as environmentally friendly (Y.-C. Huang et al., 2014) as a pivotal element of green marketing strategies, the concept of green branding has diverse benefits, such as engaging consumers who consider environmental sustainability to be of utmost importance and communicating the commitment of environmental and ethical responsibility to the public by delivering unique and distinctive value. (Hartmann et al., 2005) investigated the impact of green branding on consumer attitude, revealing that green branding substantially affects consumer attitudes through the application of functional dimensions, namely product attributes and associated benefits, as well as an emotional dimension in the form of feelings and associations that consumers have with a brand. The concept of green branding is extensively utilized as a fundamental aspect in marketing operations (J.-W. Huang & Li, 2017) as a proficient strategy to gain environmental advantages over competing companies (Delgado-Ballester & Luis Munuera-Alemán, 2005). In conclusion, green branding is a multifaceted approach that integrates awareness, positioning, and effective communication to establish strong identity for sustainable products.

b. Consumption Behavior

In addition to the theoretical framework of green branding, the analysis of consumer behavior has surfaced as a pivotal element in understanding the effectiveness of environmentally oriented marketing strategies. Consumption behavior is defined as the psychological processes and practical considerations that drive consumer demand, motivations for purchasing, and the propensity to engage in consumption activities (Liu, 2023). Discussions about consumption behavior in green branding are often associated with other terms such as green consumption behavior, sustainability consumption behavior or pro-environmental behavior that can be described as behavior that has low environmental impact, or is advantageous outcomes for the environment (Steg & Vlek, 2009) green consumption behavior refers to the propensity of consumers to acquire and utilize products that are designed to be environmentally sustainable, recyclable, and capable of mitigating ecological issues (Mohamed, 2007).

Although several studies have explored the relationship between green branding and consumption behavior, the bibliometric analysis that explicitly examined the co-occurrence of these two themes within the academic literature remains largely unexplored. Moreover, the current study overing a different time span which is from 2010 - 2024 to captures more recent trends and developments that may have been overlooked in earlier analysis.

3 Research Methods

The research used bibliometric analysis, a method of statistically analyzing published articles and citations, to measure their impact. Bibliometric analysis is also often known as scientometrics (Dorsch, 2018). By using bibliometric analysis has allows researchers to

study the development of a topic and identify new areas of development in the field. Numerous domains of research use bibliometric methods for three principal motivations: broadening the scope of their operational activities, assessing the impact of their research, or determining the effect of a specific study (Pilkington & Meredith, 2009)

Data collection for this study was conducted using the Scopus database, with a set of inclusion criteria applied to ensure the relevance and quality of the publications analyzed. The inclusion criteria were: (1) the document type was limited to peer-reviewed journal articles to avoid secondary analysis and focus on primary studies related to green branding; (2) The ranged of publication years strat from 2010 to 2024, covering over a decade of research development; and (3) article in english language to ensure accessibility and readability within the international academic community.

The keywords “Green Branding”, “Eco-Friendly Branding”, “Sustainable Branding”, and “Green Marketing” were used as query strings to capture articles that explicitly discuss the concept of green branding in the title, abstract, or keywords fields. A total of 1320 documents were utilized by using biblioshiny software and VOSViewer for the visualization of network map analysis pertaining to co-authorship and co-occurrence, alongside employing open refine for the purpose of data cleansing (Laengle et al., 2018)

4 Result and Discussion

4.1 Research Trends

Research on the theme of green branding indexed globally from 548 sources with a range of years from 2010- to 2024 has been published as many as 1320 articles. The subject of green branding has exhibited an annual increase of 14.7% which signifies that scholarly interest in this field is on the rise leading to the inference that this research on green branding is situated within emerging areas of study. A cumulative total of 3,316 authors engaged in scholarly articles pertaining to the concept of green branding, with an international collaborative participation rate of 23.11%, signifying that this subject possesses global significance and that researchers actively collaborated in investigating this area of study.



Figure 1. Main Information

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Of the 1320 articles published, there are 149 single authors in this research topic. In addition, the data above indicate that the average number of authors per document is 2.99, which suggests that most publications are written collaboratively. The average number of citations per document reached 37.58, implying that these publications significantly influence the scientific community. Although research in this area has grown, there are still

opportunities for further exploration, particularly in identifying underexplored topics. Three thousand one hundred ninety different keywords were detected, which can be used as a research gap. This gap can be deepened, for example, by analyzing linkages to other industry sectors or the development of more effective sustainable marketing/green branding strategies. This approach also opens opportunities to propose new models or frameworks that enrich this field's literature.

4.1.1 Annual Publication and Citation Trends

The results of the analysis of publication and citation trends show a significant increase in publications in 2019, which shows that interest in green branding research continues to increase. The highest number of publications was in 2024, with 179 published articles, a significant increase compared to only 27 articles in 2010. This indicates that research activities on green branding continue to grow. It also shows rapid development compared to (Khandelwal et al., 2024) research that analyze article published between 2000-2019 and found that the peak occurred in 2017 with only 34 publications.

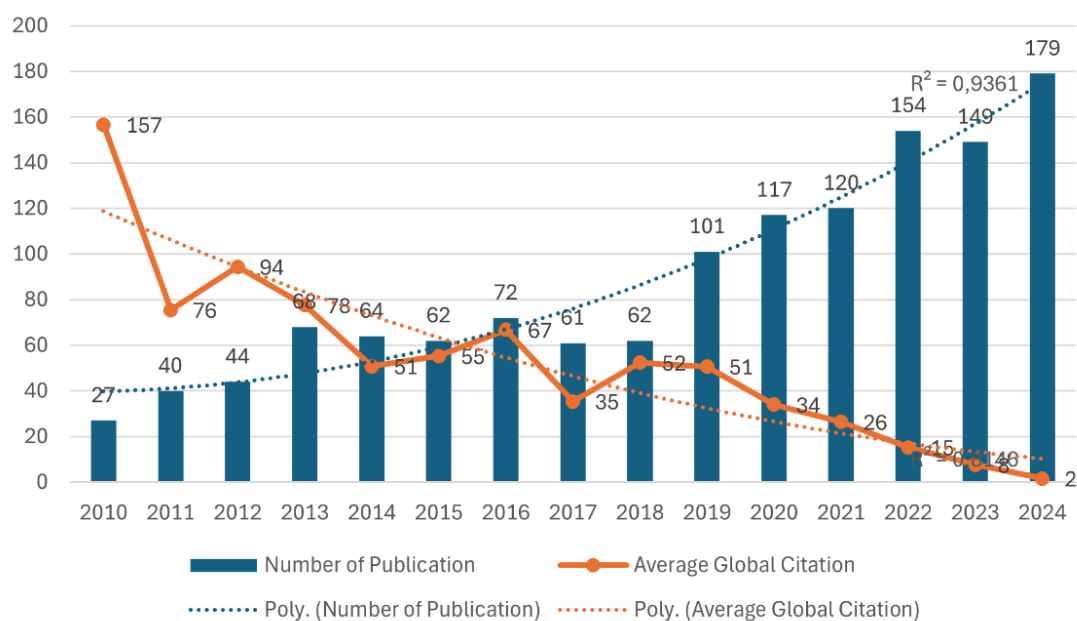


Figure 2. Trend for Number of Publications and Citations

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

The R-squared value for publications is 0.9361, where, in the context of bibliometric analysis, R-squared is used to assess the extent to which the data analyzed can explain trend patterns in research, and research on green branding **grew steadily and consistently** over the period 2010-2024. However, in contrast to the number of publications, the average value of citations on articles about green branding tends to continue to decline, where the peak of the average value of citations was in 2010 with 157 citations and continued to decrease until 2024 with an average value of only 2. This indicates that the relationship between time and average citations is more complex and less intense than between time and the number of publications.

4.1.2 Most Productive Countries

The table above shows the top 10 most cited countries; the USA leads in first place with 9,520 citations, and the second position is China, with 9,024 citations. This shows that these two countries have the most significant contribution to research on green branding and are often a reference in green branding research. The following sequence in order is India, the United Kingdom, and Malaysia, among of the three countries, the average per-article citations from the United Kingdom is the highest, with an average citation per article reaching 83.70. This indicates that each of their publications shows enormous influence and gets wide recognition, which may reflect attention to a particular niche or research area.

Table 1. Top 10 Countries Based on Cited Countries

Rank	Country	Total Citations	Avg. Article Citations
1	USA	9520	82,80
2	China	9024	46,50
3	India	3454	28,50
4	United Kingdom	2176	83,70
5	Malaysia	1867	33,90
6	Australia	1756	62,70
7	Portugal	1338	78,70
8	Hong Kong	1124	80,30
9	Canada	984	75,70
10	Korea	928	33,10
...	...	...	...
17	Indonesia	494	11,50

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Indonesia is in 17th position with 494 citations and an average citation per article of 11.50. This indicates that research on green branding in Indonesia still needs to be developed and is yet to be a common topic. Nevertheless, even though it did not get the top 10 positions, Indonesia's contribution to research on green branding can still be considered

Table 2. Top10 Countries Based on Corresponding Authors

Rank	Country	Number of Publications	Percentage Out of Total	SCP	MCP
1	China	194	14,7%	148	46
2	India	121	9,2%	112	9
3	USA	115	8,7%	90	25
4	Malaysia	55	4,2%	39	16
5	Indonesia	43	3,3%	26	17
6	Iran	31	2,3%	30	1
7	Australia	28	2,1%	17	11
8	Korea	28	2,1%	14	14

9	United Kingdom	26	2%	13	13
10	Romania	23	1,7%	19	4

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Apart from the order of the countries whose articles are most cited, we can also examine articles based on how the correspondence of article writing varies by country. As the data above shows, the value of SCP (Single Country Publications) refers to publications that only involve authors from one country, and MCP (Multiple Country Publications) refers to publications that involve authors from more than one country. Both terms measure international collaboration in scientific journals (Shi et al., 2024).

4.1.3 Most Active Journal

From several journals that publish research on the theme of green branding, here are the ten highest-ranking journals that most frequently publish the theme. “Sustainability (Switzerland)” is the journal with the highest position, with 116 published articles, and accounts for 8.79% of the total publications with a cite score of 6.8. The journal “Business Strategy and the Environment” has the highest cite score of 22.5, indicating that articles in this journal have a very high average citation in their field, which significantly influences topics related to green branding. In addition, 7 out of the top 10 journals are in Q1, suggesting that these journals have a good reputation and high quality and are widely recognized in the scientific community

Table 3. Top 10 Highest Journals

Rank	Journal	Number of Publications	Percentage Out of Total	Cite Score	Quartile
1	Sustainability (Switzerland)	116	8,79%	6,8	Q1
2	Journal Of Cleaner Production	50	3,79%	20,4	Q1
3	Journal Of Business Research	18	1,36%	20,3	Q1
4	Business Strategy and The Environment	15	1,14%	22,5	Q1
5	Journal Of Retailing and Consumer Services	15	1,14%	20,4	Q1
6	Industrial Marketing Management	14	1,06%	17,3	Q1
7	Marketing Intelligence and Planning	14	1,06%	8	Q2
8	Journal of Consumer Marketing	13	0,98%	5	Q1
9	Quality - Access to Success	13	0,98%	1,4	Q4
10	Cogent Business and Management	11	0,83%	4,4	Q2

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Table 4 shows the ten most-cited articles in research on green branding. The most cited article, 1352 times, entitled “Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action” by Justin Paul, Ashwin Modi, and Jayesh Patel, published in 2016, discusses the analysis of consumer behavior in buying green products in India; the results show that environmental concerns have a direct impact on the intentions to purchase green products. Moreover, from this study, it can also be concluded that to eliminate the assumption that green products are challenging to obtain, companies need to communicate these products (Paul et al., 2016). Then, the article by Yu-Shan Chen entitled *The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust*, published in 2010, is in second place with a total citation of 892 articles discussing the impact of green brand image, green satisfaction, and green trust on the equity of green brands within the context of information and electronic products in Taiwan. This research is designed to fill the literature gap by developing a conceptual framework that connects these factors in the context of green marketing. The results of this study indicate that a green brand image increases consumer satisfaction and trust, especially for consumers who have a positive perception of environmental commitment, who tend to be more loyal and willing to pay higher prices (Chen, 2010).

Table 4. Top 10 Highly Cited Papers

No	Title	Author	Year	Total Citations	DOI
1	“Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action”	Justin Paul, Ashwin Modi, Jayesh Patel	2016	1352	10.1016/j.jretconser.2015.11.006
2	“The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust”	Yu-Shan Chen	2010	892	10.1007/s10551-009-0223-9
3	“Enhance Green Purchase Intentions the Roles of Green Perceived Value, Green Perceived Risk, and Green Trust”	Yu-Shan Chen, Ching-Hsun Chang	2012	816	10.1108/00251741211216250
4	“The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference”	Michael G. Luchs, Rebecca Walker Naylor, Julie R. Irwin, & Rajagopal Raghunathan	2010	739	10.1509/jmkg.74.5.18

5	“Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk”	Yu-Shan Chen, Ching-Hsun Chang	2013	617	10.1007/s10551-012-1360-0
6	“Seeing The World Through Green-Tinted Glasses: Green Consumption Values and Responses to Environmentally Friendly Products”	Kelly L. Haws, Karen Page Winterich, Rebecca Walker Naylor	2014	600	10.1016/j.jcps.2013.11.002
7	“Green Product Supply Chain Contracts Considering Environmental Responsibilities”	Zhaofu Hong, Xiaolong Guo	2019	561	10.1016/j.omega.2018.02.010
8	“Green Purchasing Behaviour: A Conceptual Framework And Empirical Investigation Of Indian Consumers”	Deepak Jaiswala, Rishi Kant	2018	493	10.1016/j.jretconser.2017.11.008
9	“Green Marketing Strategies: An Examination of Stakeholders and The Opportunities They Present”	J. Joseph Cronin Jr, Jeffery S. Smith, Mark R. Gleim, Edward Ramirez & Jennifer Dawn Martinez	2011	485	10.1007/s11747-010-0227-0
10	“Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption”	Aaron R. Brough, James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, David Gal	2016	438	10.1093/jcr/ucw044

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Yu-Shan Chen's work is again the third most cited article. The article entitled Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust, which he wrote in collaboration with Ching-Hsun Chang in 2012, has been cited 816 times. Then, other articles cover topics related to green marketing, sustainability, green trust, green consumer behavior, and other issues. The varied citations show that these topics are relevant to research and academic discussion.

4.1.4 Most Profiled Author

The data above highlights information about the ten most productive authors in research around green branding, focusing on the number of publications (NP). In the first position, there are two authors with the same number of publications, namely ten by Chen Y-S since 2010 and Li Y since 2016.

Table 5. Top 10 Productive Authors

Author	NP	h_index	g_index	m_index	TC	PY_start
Chen Y-S	10	10	10	0,667	3231	2010
Li Y	10	5	10	0,556	149	2016
Zhang X	7	6	7	0,5	139	2013
Jr	6	6	6	0,545	398	2014
Chang C-H	6	5	6	0,385	1854	2012
Mehraj D	6	5	6	1	82	2020
Marafa Lm	5	5	5	0,455	123	2014
Sharma M	5	5	5	0,357	96	2011
Testa F	5	5	5	0,357	484	2011
Wang X	5	5	5	1	103	2020

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

The third position, with seven publications, is occupied by Zhang X, whose publications have been made since 2013. Furthermore, each author contributed with a total publication of at least five articles.

Table 6. Top 10 Most Cited Authors

Author	TC	h_index	g_index	m_index	NP	PY_start
Chen Y-S	3231	10	10	0,667	10	2010
Chang C-H	1854	5	6	0,385	6	2012
Testa F	484	5	5	0,357	5	2011
Jr	398	6	6	0,545	6	2014
Li Y	149	5	10	0,556	10	2016
Zhang X	139	6	7	0,5	7	2013
Marafa Lm	123	5	5	0,455	5	2014
Wang X	103	5	5	1	5	2020
Sharma M	96	5	5	0,357	5	2011
Mehraj D	82	5	6	1	6	2020

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

Table 6 illustrates the ten authors with the most citations in their research. Not much different from the previous data, the author Chen Y-S remains in the first position as the author with the highest number of article citations, with a total of 3231 citations, showing the influence of his research in this field. The second position is Chang C. H., with a total of 1854 citations from 6 publications he has done since 2012; this indicates that his article is one of the references in research in this field. Other authors, such as Testa F, JR, Li Y, etc., also contribute with various citations.

4.2 Science Mapping

In surveying and mapping research on green branding. Science mapping can identify the current position and direction of research, reveal relationships between disciplines, and recognize unexplored areas or emerging trends. The mapping was done using VosViewer to get a detailed picture of the structure of a bibliometric network (Paul et al., 2016). Based on the results of data processing using VOSviewer software based on keywords, there are a total of 62 keywords that are divided into 5 clusters: red color indicates cluster one, green color cluster two, blue color cluster three, yellow color cluster four and purple color cluster five

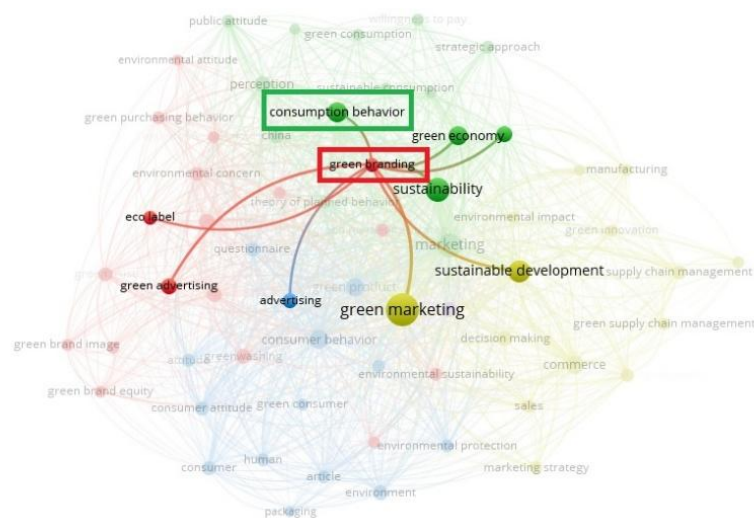


Figure 3. Network Co-Occurrence Keyword Green Branding
Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

The total number of keywords in cluster 1 is 19, including green brand image, green marketing strategy, eco-label, bel," etc. Cluster 2 has 15 keywords: environmental economy, green economy, consumption behavior, etc. Then, 15 keywords, each in clusters of 3 and 4. And cluster 5 with 1 keyword.

The green branding keyword, which is the focus of this bibliometric research analysis, is in cluster 1 and is connected to the keyword consumption behavior and seven other keywords, namely eco-label, green advertising, advertising, green marketing, sustainable development, sustainability, and green economy. The interplay among keywords is visualized through a network framework, a shorter distance between two or more terms indicates a stronger relationship between those terms (Dolhey, 2019) Therefore, from the figure 5 network visualization, it can be inferred that the keywords 'green branding' and 'consumption behavior' exhibit a significant correlation, and there exists a theoretical interconnection between theories and phenomena/keywords, so this topic has the potential for further inquiry on the subject matter.

From the co-occurrence visualization above, it can be seen that the green marketing keyword, even though it is in the fourth cluster, the node stands for the largest, which shows that green marketing is the keyword whose frequency appears most often and is used in research.

When viewed from the overlay visualization, the colors on the nodes represent keywords that indicate the year of publication. The lighter the color, the more recent the keyword is used in the published article. The consumption behavior keyword has a lighter green node when compared to the node on the green branding keyword; this shows that the consumption behavior keyword is more discussed and used around 2020-2021, while the green branding keyword is more often used around 2019-2020.

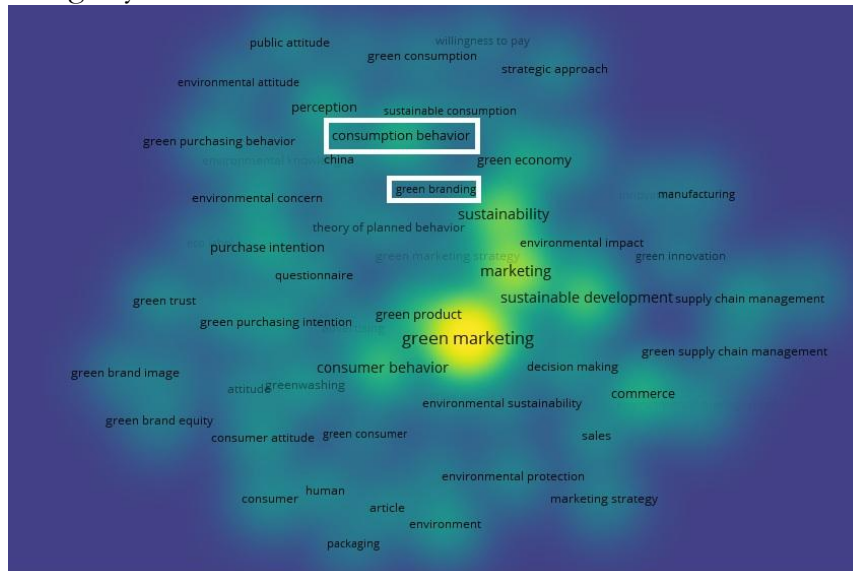


Figure 6. Density Visualization

Source: Biblioshiny Output in RStudio (Created by the authors, 2025)

In addition to reviewing the overlay, keywords can be reviewed using density visualization. From the visualization results presented in Figure 6 show the presence of dense clusters characterized by high node density around specific nodes. The level of saturation indicated by the number of keywords marked in yellow means that the region is a topic that has been extensively researched. The keywords green branding and consumption behavior can be concluded to have yet to be widely used and studied.

5 Conclusion

This research offers a bibliometric analysis of diverse studies on green branding published between 2010 until 2024. 1320 articles from Scopus have been selected and analyzed by focusing on annual publication trends related to green branding, identifying the most frequently cited articles, the most productive authors, and countries that perform a significant role in this research. Moreover, this study presents an analysis of keyword occurrence, an analysis of the most cited articles, and an analysis of collaboration networks between countries. The analysis serves as a valuable resource for scholars who want to explore the domain of green branding by providing insights regarding prominent journals, influential authors, and notable countries within this discipline, as well as frequently used keywords in green branding research. It is shown that research on green branding continues to increase and peaked in 2024 with 179 Scopus-published articles. Furthermore, this study

conducts a comprehensive analysis of a keyword occurrence and identifies that the keywords green marketing, marketing, sustainability, sustainable development, and consumer behavior are the five keywords that dominate and appear most in studies on green branding.

The results of this bibliometric analysis on green branding have provided various implications. First, the results of the study of annual publications and the number of most frequently cited articles show increasing interest in this field. In addition, the analysis of publications based on authors and journals that actively publish research on green branding provides guidance for researchers to find related studies and future research opportunities. However, from the results of the co-occurrence network visualization, the keywords green branding and consumption behavior can be said to still be in a low category when compared to other keywords, such as green marketing and sustainability. Also, the number of published articles on green branding in Indonesia remains relatively small compared to other countries. This can be optimized and used as an opportunity for researchers to explore local consumer perspectives, emphasizing psychological and social aspects, utilizing empirical data from regional industries, and using analytical technology to understand green branding research trends. Practically, the findings offer valuable insights for academics, marketers, and policymakers seeking to understand the landscape of green branding from a strategic perspective and inform the design of environmentally conscious branding strategies aligned with current consumer expectations and sustainability goals.

While this study provides valuable insights, it is not without limitations, which may serve as directions for future research. First, this study primarily relied on the Scopus database to identify relevant papers on green branding, so other papers outside of Scopus were not considered. Future research may involve more database such as Google Scholars, Web of Science, etc. Second, the limitations of bibliometric analysis study is prioritizing on numbers and connections between concept, authors, and countries. Future research shift towards, systematic literature reviews, diverse methodologies, and the real-world application of green branding concepts.

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