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A BIBLIOMETRIC PERSPECTIVE ON GREEN PRODUCT PROMOTION: MAPPING RESEARCH TRENDS AND KNOWLEDGE EVOLUTION

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Abstract: *In today's times, when sustainability is increasingly influencing customers' expectations, promotion of green products is emerging as a substantial strategy for aligning consumer demands with corporate responsibility. As a result, an increasing number of researchers are interested in publishing on this increasingly relevant subject. In the present paper, a bibliometric analysis is conducted on publications extracted from the Web of Science Core Collection, which focus on green products promotion. The main purpose is to map, visualize, and interpret the conceptual framework of contemporary literature by keyword co-occurrence analysis using VOSviewer. As per the results, 6 clusters were identified, in which 69 unique items appeared minimum 9 times across the selected records. The study also highlights recent publishing trends such as the numbers of publications on a yearly basis, the most dominating research areas as well as the countries/regions that contributed the most to the existing literature between the period of 2020 and 2025.*

• Introduction

The main purpose of the paper is to answer the following research questions:

- RQ 1: What are the major recent publication trends of the concept 'green marketing' in the past few years (more precisely, between 2020-2025)?
- RQ 2: Which research areas or fields witnessed maximum number of publications of green marketing from 2020 to 2025?
- RQ 3: Which keywords are most prevalent in the existing literature concerning green marketing between 2020 to 2025?

• Material and method

Bibliometric analysis is employed using VosViewer.

• Results and discussions

- Research on Green Marketing is evolving and there is an increase in the number of publications.
- Most of the selected records were from business economics research field, which shows that most researchers observe this topic through market-oriented lens.
- Most of the papers were published in Asian countries like China and India.
- A co-occurrence analysis on the Authors' keywords resulted in 6 clusters and 69 unique items, out of which only 1 items was removed manually.
- The second cluster with highest frequency of occurrences consisted of items such as green marketing, which had the strongest total link strength, which shows that the keyword is well-connected.

• Conclusions

The paper fills the literature gap by highlighting the recent publishing trends in the Green Marketing literature.

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