

MAPPING THE LANDSCAPE OF GREEN MARKETING IN INDONESIA: A SYSTEMATIC LITERATURE REVIEW

Yunita Kartika SARI^{1*}

¹ *Bina Nusantara University, Jakarta, INDONESIA*

**yunita.sari@binus.ac.id*

ABSTRACT

This study conducts a bibliometric analysis to map green marketing research landscape in Indonesia. The research analyses 45 Scopus data from 2016 to 2025 through R Studio and VOSviewer to identify key institution, publication trends, keywords, sources, collaboration partner. The findings reveal that green marketing research in Indonesia grow steadily with focus strongly on consumer perception, environmental awareness, purchase intention. Most studies emphasize consumer behaviour but less focus on industrial sustainability, organizational responsibility, policy framework. The analysis highlights the fragmented publication outlet and concentration from few universities. It opens opportunities for interdisciplinary integration and broader collaboration. Future research must explore policy contexts and culture, CSR, digital tools for green marketing branding, and circular economy practices. This study contributes to understanding the gap, evolution and opportunities in green marketing scholarship in Indonesia.

Keywords: Indonesia, Bibliometric Analysis, Green Marketing, VOSviewer, Sustainability, Consumer Behaviour

1. INTRODUCTION

Green marketing is also known as sustainable marketing, environmental marketing, eco marketing. It defines as all marketing activities aimed at promoting the services or products that are friendly environment, using packaging, production, communication, distribution, etc. in ways that minimize the impact of harmful environmental. Green marketing involves product generation, manufacturing, marketing, packaging, distribution that intend to minimize the effect of harmful product on environment (Bhardwaj et al., 2023)

Green marketing refers to business strategies that environmentally incorporate sustainability into marketing mix such as packaging, eco-friendly product design, promotion, pricing. Recent studies show that it positively influence brand trust, consumer purchase intentions, long term competitiveness, green marketing enhances purchase intention by applying environmental beliefs and green brand image (Majeed et al., 2022) Recent studies emphasize not only build the awareness of ecology but also enhance the trust of consumer and competitive advantage of firm (Cha et al., 2020)

However, there are challenge regarding greenwashing which vague or unverified claims reduce credibility. Indonesian SMEs increasingly adopt green marketing remaining the competitiveness in market sustainability (Widyastuti et al., 2024). The environmental knowledge also mediates green marketing effect on the behaviour of green buying (Gilang Alrizki & Citra Kusuma Dewi, 2024).

Bibliometric analysis maps a clear increase in scholarly attention to green marketing. It applies VOSviewer and bibliometrix to identify productivity (institutions, country, author) thematic, collaboration network. Bibliometric analysis on green marketing usually analyses about green consumer behaviour, firm-level green strategies and green-supply chain. Several studies also analyse some prominent topics such as greenwashing, brand image in shaping green buying, digital tools (Zhang et al., 2024). The best bibliometric analysis combine robust database selection, clear inclusion/exclusion rules, transparent search string (Ezeh & Dube, 2025) The growing publication of green marketing in Scopus reflects that this topic is critical theme in marketing and management especially regarding sustainability and climate change (W. Wang et al., 2023)

2. METHOD

This study applies Bibliometric analysis using R Studio version 4.4.3 to analyse the data gathered from scopus.com. This study also applies VOSviewer because it provides interactive visualizations and user friendly. It enhances the interpretation and communication of bibliometric findings. It applies in many study such as home IoT study (J. Wang & Kim, 2023).

Scopus is one of the largest abstract & citation databases that cover a lot of books, journals, conference proceeding. It provides wide regional and global coverage (Baas et al., 2020). Scopus provides quite detailed metadata such as abstracts, keywords, affiliation, author (Aria, 2021).

The terms applied to gather data from Scopus are as follows:

(TITLE-ABS-KEY("green marketing") AND TITLE-ABS-KEY("indonesia")) AND (LIMIT-TO (DOCTYPE,"ar")) AND (LIMIT-TO (PUBSTAGE,"final")) AND (LIMIT-TO (SRCTYPE,"j")) AND (LIMIT-TO (LANGUAGE,"English"))

There are 45 documents that published in 2016-2025 found when the data was gathered on 13 September 2024. The keyword is Indonesia and green marketing that specific to article type in final publication stage, limited to journal written in English.

This study analyses to answer some questions: how much the publication in green marketing in Indonesia, which institution focus on the publication, what most journal publish the articles, what word frequently use, what are the future studies.

3. RESULTS AND DISCUSSION



Figure 1. Main Information

Figure 1 indicate the research grow strongly in 2016-2025 with annually 22.03% and 45 papers. It also reflects high collaboration work with 33.33% international co-authorship, no single-authored studies and 10.9 authors per paper. Moreover, it reflects a rapid expand and global connected domain by recent research with average age 3.69 years, diverse study with 202 keywords and 406 references and impactful study with 17.91 citations per paper.

Year	Articles
2016	1
2017	2
2018	4
2019	4
2020	9
2021	5
2022	3
2023	4
2024	7
2025	6

Table 1. Annual Scientific Production

The data shows the publication grew from 1 in 2016 to a peak of 9 in 2020 then stabilize at 3-7 articles per year through 2025. It reflects a steady and sustained research interest.

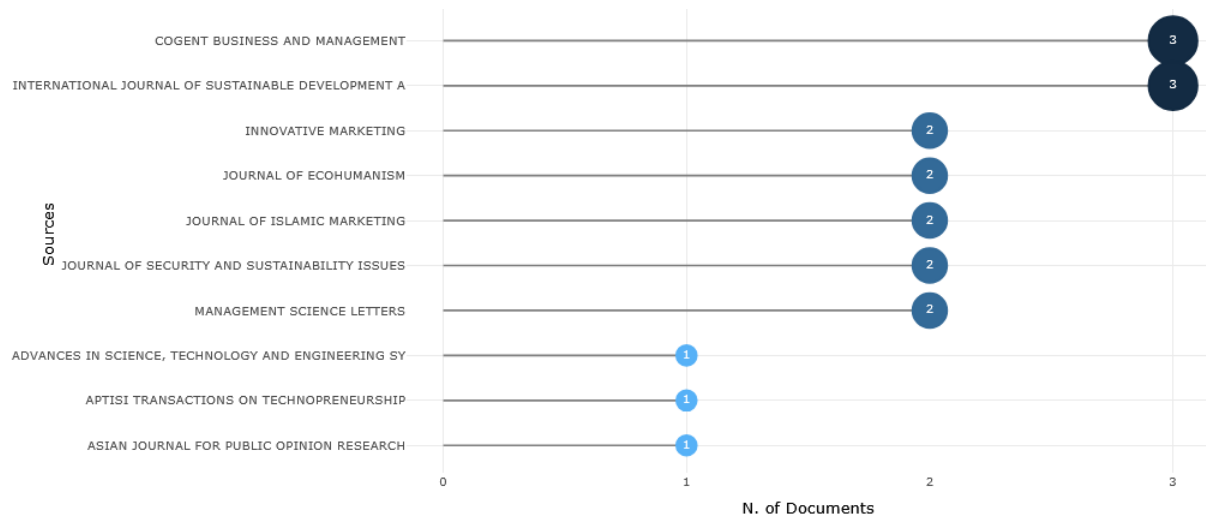


Figure 2. Most relevant sources

The data in Figure 3 indicates a fragmented and diverse publication landscape with no single dominance outlet, suggesting opportunity for broader dissemination across disciplines. Cogent Business and Management and International Journal of Sustainable Development are leading with each 3 articles. The others publish 2 articles (Journal of Ecohumanism, Innovative Marketing, Journal of Islamic Marketing, Journal of Security and Sustainability Issues, Management Science Letters).

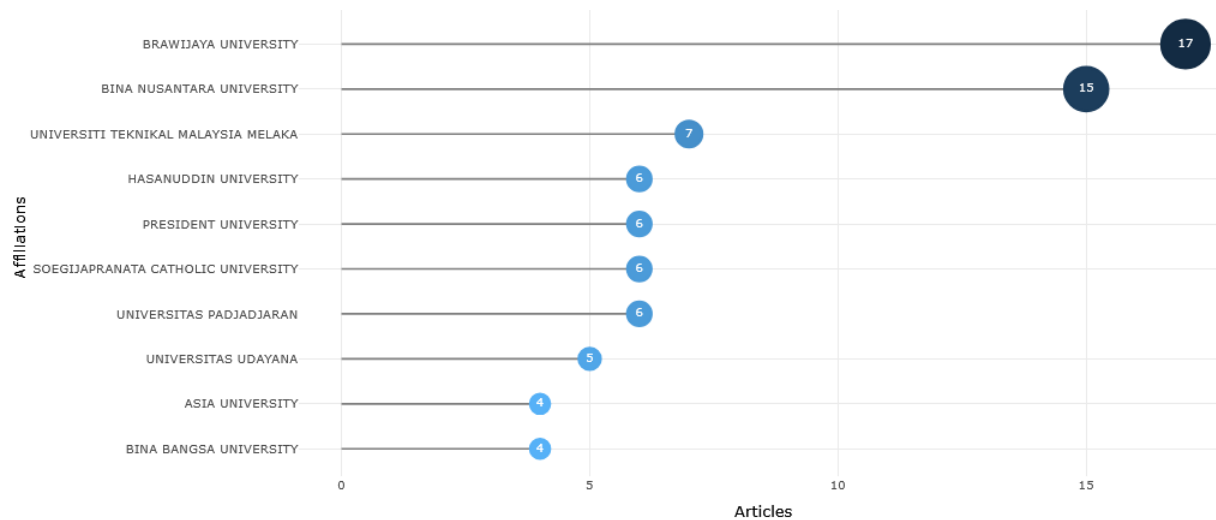


Figure 3. Most relevant affiliations

The chart indicates the research is concentrated in a few institutions which are 17 articles with Brawijaya University, 15 articles with Bina Nusantara University, 7 articles with Universiti Teknikal Malaysia Melaka, 6 articles with each Hasanuddin University, President University, Soegijapranata Catholic University, Universitas Padjadjaran. It reflects key universities dominance and opportunity to expand collaboration across institutions.

it must expand the study to circular economy practices, supply chain sustainability, eco-innovation. The study must apply longitudinal and comparative to provide insight the evolving of green marketing across countries.

4. CONCLUSION

This bibliometric analysis reveals that green marketing research in Indonesia significantly expand over past decades, particularly in themes of consumer focused such as environment awareness, purchase intention, trust. This study remains fragmented. The integration remains limit in themes industrial sustainability, CSR, policy perspective.

Few institutions domination indicate both needs and progress for broader academic collaboration. Future research must expand toward circular economy, eco-innovation, cross-country comparisons to strengthen practical and theoretical contribution of green marketing in Indonesia.

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<https://drive.google.com/file/d/1PXluBqcP81J45LuJlh0lcXu0FtAISFf1/view?usp=sharing>

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