

# MAPPING THE RESEARCH LANDSCAPE OF GREEN MARKETING, BRAND TRUST, AND PURCHASE DECISION: A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC REVIEW ON DATABASE SCOPUS

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## Abstract

*This study aims to map the research landscape on green marketing, brand trust, and purchase decisions using a bibliometric approach and systematic review using the Scopus database. This study identifies research trends, scholarly contributions, and gaps in the literature. Using VOSviewer software, this study processed data from 61 articles published between 2019-2024. The analysis results show that most articles with the theme of green marketing brand trust and purchase decision were published in 2023 (14 documents), while the most published journal was the Journal of Retailing and Consumer Services. The most journal affiliations are from Harbin Institute of Technology (3 documents), the most journals published from Indonesia are 18 documents, the most subjects are Business, Management, and Accounting areas with a percentage of 46.2%, keywords related to themes include purchase intention, product quality, consumer behavior, marketing, brand image, sales, green brand trust, e-commerce.*

**Keywords:** Green Marketing, Brand Trust, Purchase Decision, Bibliometric Analysis, Systematic Review.

## 1. INTRODUCTION

In recent decades, green marketing has become an increasingly important topic in the business and academic world (Opoku et al., 2020). Many companies are adopting green marketing to achieve better business performance. (Jamal et al., 2021) Green marketing emphasizes sustainability, environmental concerns, and corporate social responsibility in attracting and retaining customers (Tsai et al., 2020). As consumer awareness of environmental issues increases, companies are starting to adopt this approach to build a stronger brand image and gain customer trust (Waluya et al., 2019). Brand trust is key in influencing purchase decisions because consumers prefer products or services from brands they trust. (A. Wibowo & Santoso, 2024). It is supported by research on product quality and brand image that positively and significantly influence brand trust and purchasing decisions, a study of iPhone users in Malang City (Nurmalita Sari et al., 2022). In addition, the study "How Product Quality, Brand Image, and Customer Satisfaction Affect the Purchase Decisions of Indonesian Automotive Customers" shows that product quality and brand

image directly influence purchasing decisions for automotive products in Indonesia. (Waluya et al., 2019).

Several studies examined the factors, determinants, and barriers that influence green marketing behavior in purchase decisions, which are sometimes mediated by brand trust. Some systematic literature reviews are also used in this domain. For example, the study entitled "The Sustainability of Lasem Batik in Terms of Green Marketing and Brand Quality" discusses how green marketing and brand quality are important factors that influence consumer behavior in determining the purchase decision of Lasem Batik (B. Y. Wibowo et al., 2024). When consumers have decided to buy and make repeat purchases and spread the good news to other consumers, this makes Lasem Batik able to survive, and its business efforts will continue to be sustainable and be able to maintain its existence in the current onslaught of various modes of stamped batik and factory process batik. Furthermore, a study entitled "Determining Factors of Environmental Concern in Purchasing Decision" discusses environmental concerns in the purchasing decisions of individuals who are social network users (de Oliveira Júnior et al., 2021).

In addition, several studies also discuss that the younger generation, especially Gen Z, has a significant interest in products marketed through green marketing. A study entitled "Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior" states that youth purchasing behavior is influenced by their knowledge of environmental issues (green knowledge) and their attitude towards sustainability (attitude) (Amoako et al., 2020). However, this does not apply in Pakistan as in a study entitled "Exploring the green purchasing behavior of young generation in Pakistan: opportunities for green entrepreneurship," which states that Green Purchasing is so far a very new idea in Pakistan and, therefore, literature on the promotion of Green Purchasing Behaviour towards the younger generation is still lacking in the country (Soomro et al., 2020).

On the other hand, there are several studies on green marketing and brand trust, one of which is entitled "Beyond the hype: Deciphering brand trust amid sustainability skepticism." This study found that even though a brand has a green image, high skepticism can reduce the effectiveness of this image in building consumer trust (Riva et al., 2024). Green marketing is a coin with two sides; it can be a good person who cares about the environment or turn into greenwashing full of deception and greed. (Sedky & AbdelRaheem, 2022). In this case, green marketing is no longer about sustainability but simply a tool to attract consumers for profit without bringing positive environmental changes.

Furthermore, the highest purchasing decisions are influenced by social influence, especially by influencers on social media (Pitaloka et al., 2023). In her research, Pitaloka concluded that consumers today find it easier to trust what they encounter on social media and find it easier to trust the influencers they trust because of the assumption that green products are still synonymous with high-priced products. At the same time, the income of Indonesian people still tends to be low. Social media marketing and E-WoM positively and significantly affect purchasing decisions mediated by brand trust and image, according to a study on Halal FnB Halal MSMEs in Malang City (Mala et al., 2023). When making purchasing decisions, consumers not only consider online product prices, perceived product quality, and business reputation but also balance perceived product quality, business reputation, and promotional intensity (Wang et al., 2021). However, this is different from the research titled "The Influence of Influencer Marketing and Store Atmosphere on

Purchase Decision through Purchase Intention as Intervening Variable (A Case Study on Café Consumers in Malang City)," which states that influencer marketing has no direct influence on purchasing decisions of café consumers in Malang City (Page et al., 2025).

The study of the relationship between green marketing, brand trust, and purchase decisions has grown significantly, with many studies examining how these elements interact with each other in various industry contexts. However, to date, no study has comprehensively mapped the research landscape in this area using a bibliometric approach and systematic review. Therefore, this study aims to conduct a bibliometric analysis and systematic review of related literature in the Scopus database to identify research trends, key findings, and remaining gaps in the study of green marketing, brand trust, and purchase decisions. The novelty of this study is that it features an analysis of Scopus-indexed articles from 2019 to the most recent year, 2024. The search results obtained 61 articles that were analyzed using VosViewer software.

## METHOD

This research uses descriptive statistical methods to examine methods of collecting, smoothing, and presenting research data (Soesatyo et al., 2020). The data is organized neatly through tables and graphs before being studied. This research applies two forms of analysis, namely by analyzing search results in the Scopus database and using Vosviewer software. First, the search results in the Scopus database were analyzed by the publication year, author name, country of origin, affiliation, and document type. Second, Vosviewer is software for visualizing networks, overlays, and density (Akhtar et al., 2023). By using Vosviewer, this study obtained data related to bibliometric network visualization. Bibliometric analysis is a quantitative method for evaluating scientific literature through bibliographic data such as the number of publications, citation patterns, and research collaboration (Donthu et al., 2021). The goal is to assist in identifying research trends and emerging topics and the contribution of individuals or institutions to a science (Aria & Cuccurullo, 2017).

This study uses article publication data from the Scopus database from 2019-2024 with the research theme Green Marketing, Brand Trust, and Purchase Decision: Bibliometric Analysis and Systematic Review. The titles of articles that match the theme are downloaded on the Scopus database as "RIS" type file documents with the keywords "GREEN AND MARKETING OR BRAND AND TRUST OR PURCHASE AND DECISION." From the search results, it was found that there were 61 articles published in the range of 2019 - 2024. Then, the articles were analyzed using VosViewer, and data related to bibliometric network visualization were obtained.

Steps in downloading the type file in the form of "RIS" in the Scopus database:

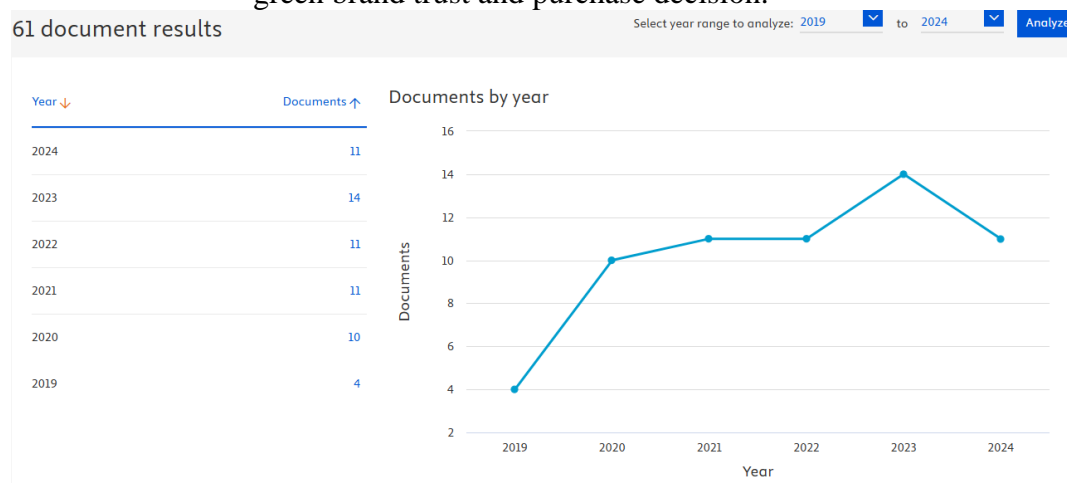
1. Search documents in the Scopus database with the keywords "Green AND Marketing OR Brand AND Trust OR Purchase AND Decision.
2. Click All on the Scopus journa
3. Click export and select File type "RIS."
4. Save the downloaded file as "RIS" to the folder.

Steps in processing bibliometrics in VOSvier software:

1. Open the VOSviewer software
2. Click file, create, select data type, select create a map based on text data, and next
3. Select data source, select read data from file reference manager, next 4.
4. Select file select "RIS," browse the data file "RIS" that has been downloaded and stored in the folder, and next.
5. Select fields to select title and abstract fields (keep checking to ignore the structured abstract label and ignore the copyright statement), next
6. Select calculation method, select binary calculation, and next
7. Select threshold, the minimum number of term occurrences next
8. Select the number of terms; the number of terms to be selected as needed
9. Verify the selected terms (terms unrelated to the topic can be removed by unchecking the term box.
10. Done. The results can be seen in the network, overlay, and density visualization.

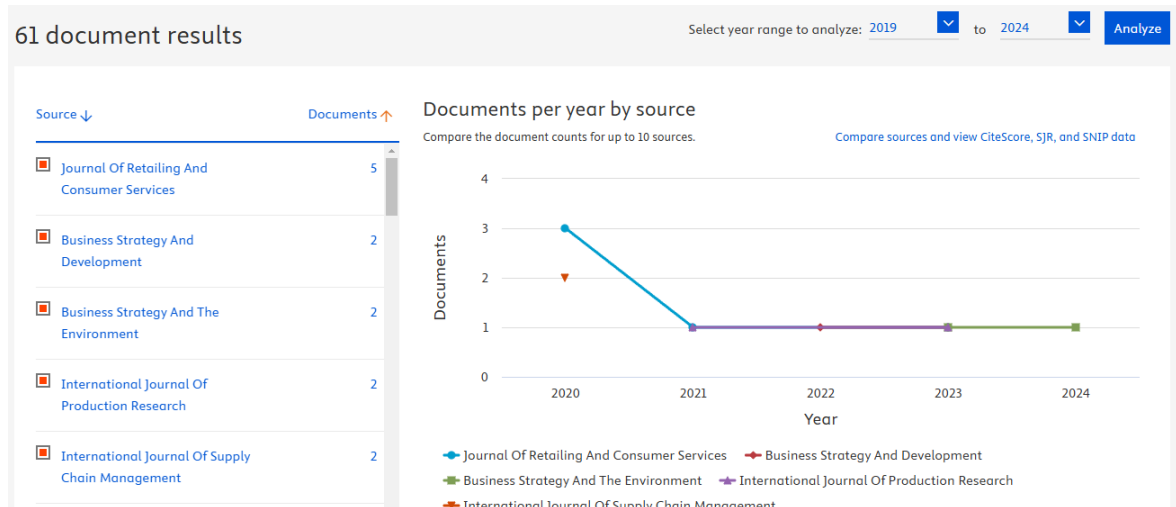
## RESULT AND DISCUSSIONS

The indicator used to determine the trend of researchers' interest in green marketing, brand trust, and purchase decision is the number of documents/articles with the theme of green brand trust and purchase decision.



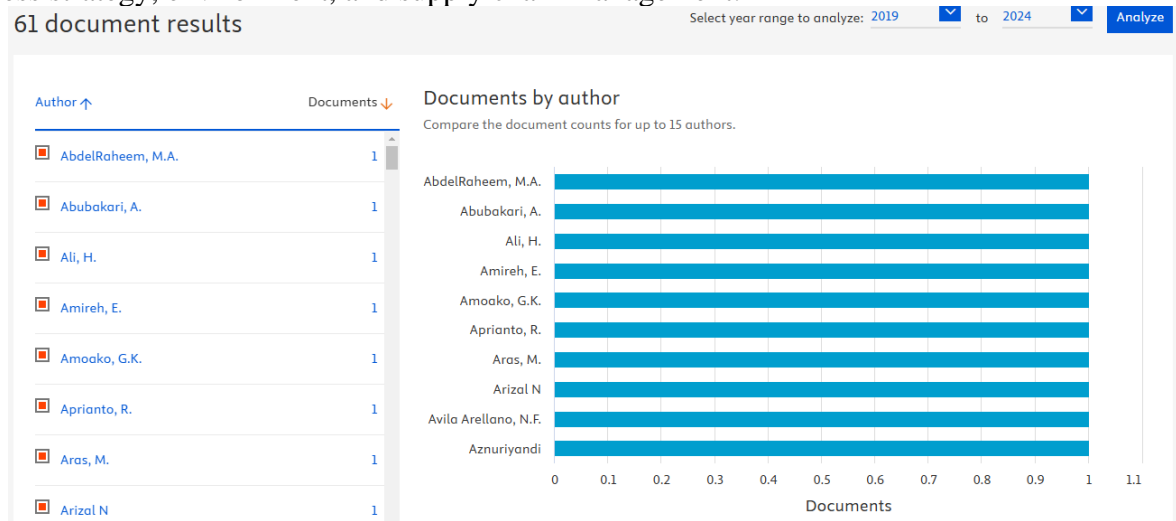
**Figure 1: Number of documents per year**

Figure 2 shows the trend of document publications from 2019 to 2024, with 61 documents. There has been a significant increase in the number of publications from 2019 (4 documents) to 2020 (10 documents), which may be due to the increased interest of researchers in emerging topics. It then experienced a slight increase in 2021 and 2022 (11 documents each). The peak of publications occurred in 2023, with 14 documents, before experiencing a slight decrease to 11 documents in 2024. The decline could be due to a shift in research interest in the same topic. Overall, the trend shows an increase in the number of publications from year to year, with minor fluctuations after reaching its peak in 2023.



**Figure 2: Number of Documents per Year by Source**

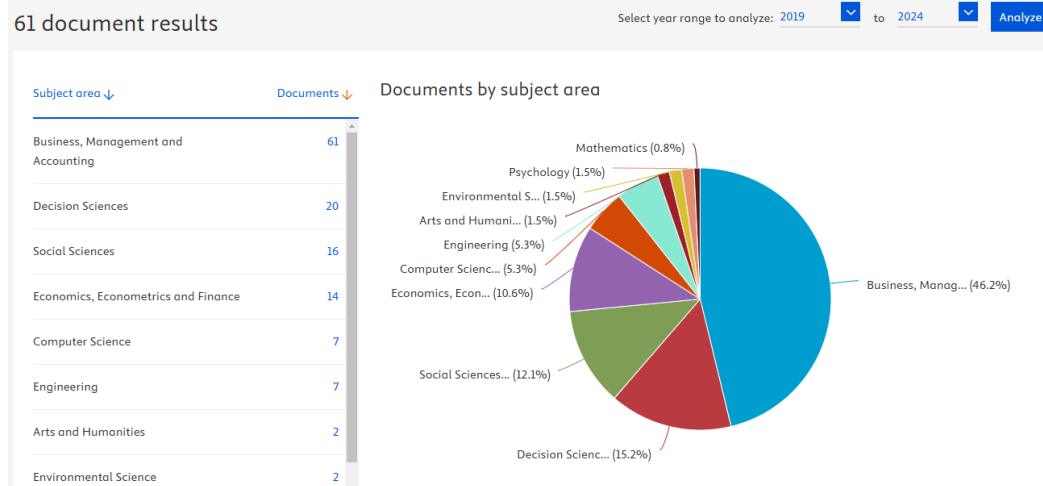
Figure 3 above shows the number of documents per year by publication source from 2019 to 2024. It can be seen that the Journal of Retailing and Consumer Services has the highest number of publications, with five documents, followed by Business Strategy and Development and Business Strategy and The Environment, with two documents each. The publication trend has decreased from 2020 to 2021, with a lower and stable number of publications until 2024. It may indicate that related research topics peaked in 2020 and then experienced a decline in interest or relevance in recent years. However, publications in various journals show that this issue is still a concern in various fields of study, especially in business strategy, environment, and supply chain management.



**Figure 3. Number of Documents by Author**

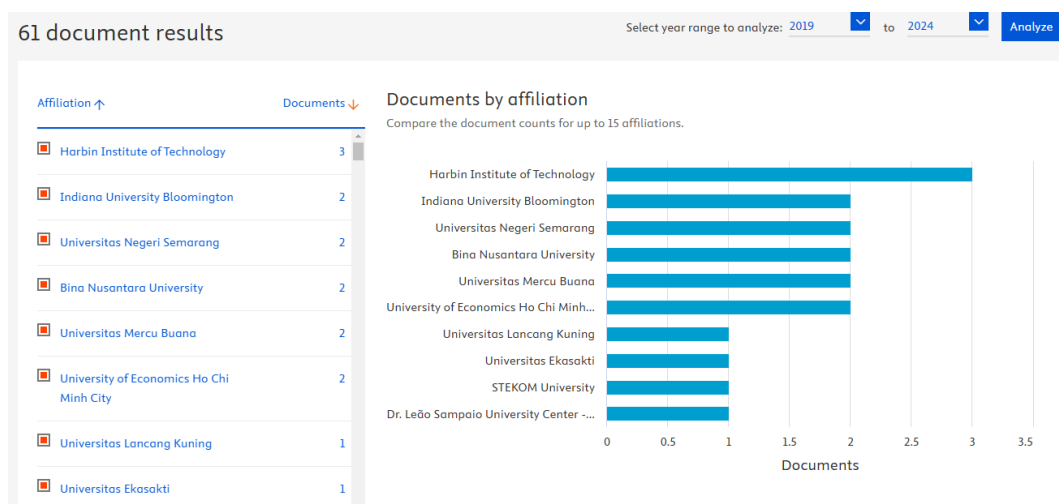
Figure 4 shows the distribution of the number of documents published by each author from 2019 to 2024. Each author in the list has only one published document, indicating no dominance of a single individual in the number of publications. Research in the analyzed field is spread evenly among many researchers, with no major figure being significantly

more productive than others. In addition, this pattern also reflects that scientific publications in the period were more collaborative or project-based, with individuals contributing equally.



**Figure 4: Number of Documents by Subject Area**

Figure 5 above shows the distribution of documents by subject area or scientific field from 2019 to 2024. Most publications are in Business, Management, and Accounting, with a 46.2% percentage indicating that research in this area dominates. It is followed by Decision Sciences (15.2%), Social Sciences (12.1%), and Economics, Econometrics and Finance (10.6%), which also have significant contributions. Meanwhile, fields such as Computer Science (5.3%), Engineering (5.3%), Arts and Humanities, Environmental Science, and Psychology have fewer publications, each below 2%. The dominance of the business and management field may indicate the increasing attention of academics to the managerial, decision-making, and economic aspects of the modern business world.

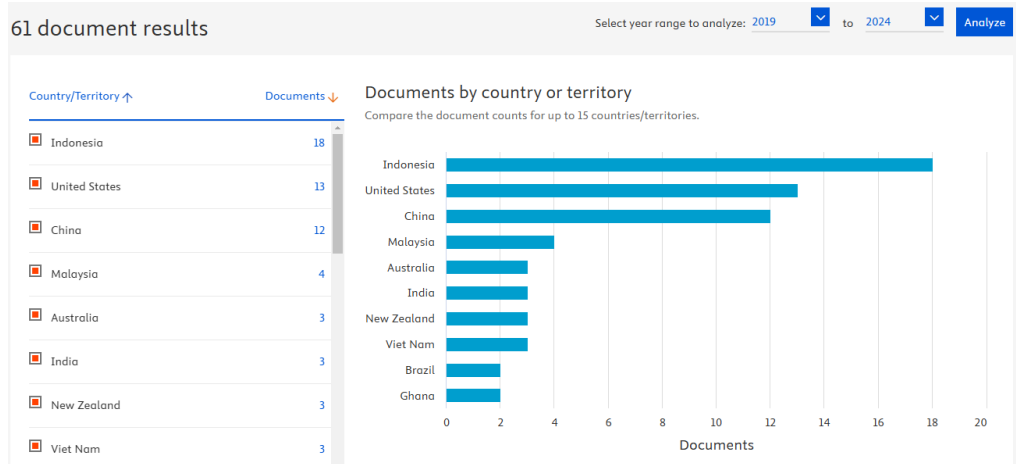


**Figure 5: Number of Documents by Affiliation**

Figure 6 shows that there are a total of 61 documents categorized by institutional affiliation from 2019 to 2024. Harbin Institute of Technology has the highest contribution of 3 documents, followed by Indiana University Bloomington, Semarang State University, Bina Nusantara University, and Mercu Buana University with two documents each. Several



other institutions, such as Lancang Kuning University, Ekasakti University, STEKOM University, and Dr. Lelo Sampaio University Center, only contributed 1 document. Overall, the contributions of overseas institutions such as Harbin Institute of Technology and Indiana University Bloomington appear more dominant than domestic institutions, which have even more publications. It shows that academic involvement in scientific publications is quite widespread, although there are still disparities in the number of contributions from each institution.



**Figure 6: Number of Documents by Country**

Figure 7 shows the distribution of research publications by country or region in 2019-2024, with 61 documents analyzed. Indonesia ranked first with 18 documents, followed by the United States (13 documents) and China (12 documents), showing the dominance of these three countries in research contributions related to the analyzed topics. Malaysia (4 documents), Australia (3 documents), India (3 documents) and New Zealand (3 documents) also contributed, albeit in smaller numbers. Vietnam, Brazil, and Ghana are included in the list with a contribution of 2 documents each, indicating that research in this area is global in scope but with a higher concentration in certain countries. This data indicates that the topic analyzed is receiving significant attention in Southeast Asia, the Americas, and China. There are opportunities for further research development in regions with fewer publications.

**Table 1. Five articles based on the highest number of citations**

Author	Title	Name of Journal	Number of Citation
(Amoako et al., 2020)	Do Green Knowledge and Attitude Influence the Youth's Green Purchasing? Theory of Planned Behavior	International Journal of Productivity and Performance Management, 69 (8), pp.1609-1629	135
(Tsai et al., 2020)	Exploring the Effect of Starbucks' Green Marketing on	Journal of Retailing and Consumer Service, 56, 102162	100

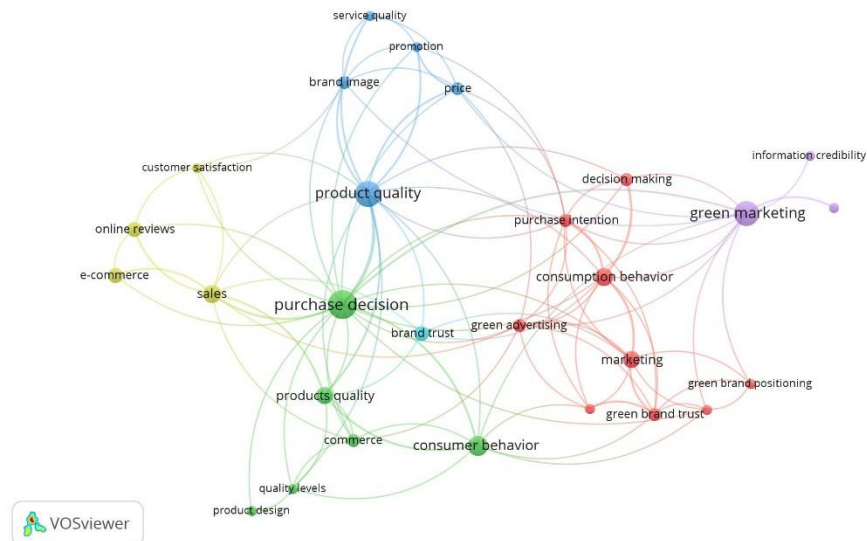
	Consumer's Purchase Decision from Consumer's Perspective		
(Rahman & Nguyen-Viet, 2023)	Towards Sustainable Development: Coupling Green Marketing Strategies and Consumer Perceptions in Addressing Greenwashing	Business Strategy and the Environment, 34 (4), pp. 2420-2433	63
(Zou et al., 2020)	Product Price, Quality, and Service Decisions Under Consumer Choice Models	Manufacturing and Service Operation Management, 24 (1), pp. 430-447	53
(Zou et al., 2020)	Product-line Design in the Presence of Consumers' Anticipated Regret	Management Science, 66 (12) pp. 5655-5682	50

Table 1 above shows the increasing relevance of "Green Marketing, Product Trust, Purchase Decision" in the academic literature, with significant growth in the number of documents and citations. The leading article Do Green Knowledge and Attitude Influence the Youth's Green Purchasing? The theory of Planned Behavior plays an important role in this trend, gaining 135 citations. This year-on-year increasing trend confirms that this topic continues to be a key focus in marketing management research, specifically that youth purchasing behavior is influenced by green knowledge and attitude.

### **Bibliometric Analysis on Green Marketing, Brand Trust, Purchase Decision**

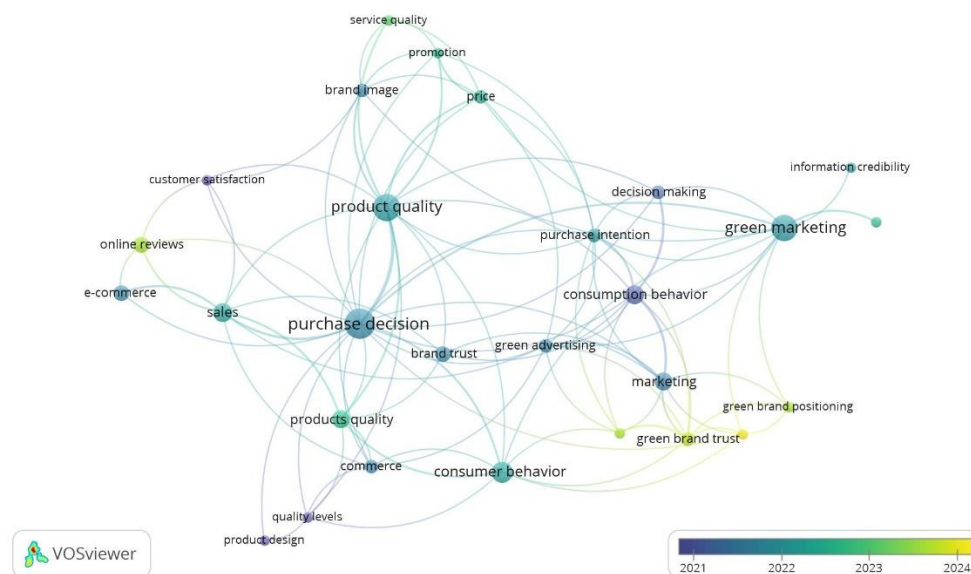
This research uses VosViewer software to conduct bibliometric analysis. The author entered "Green Marketing, Brand Trust, Purchase Decision." After being analyzed using VosViewer software, this study produced three network visualizations: network visualization, overlay visualization, and density visualization. The following are the results of the Bibliometric analysis:





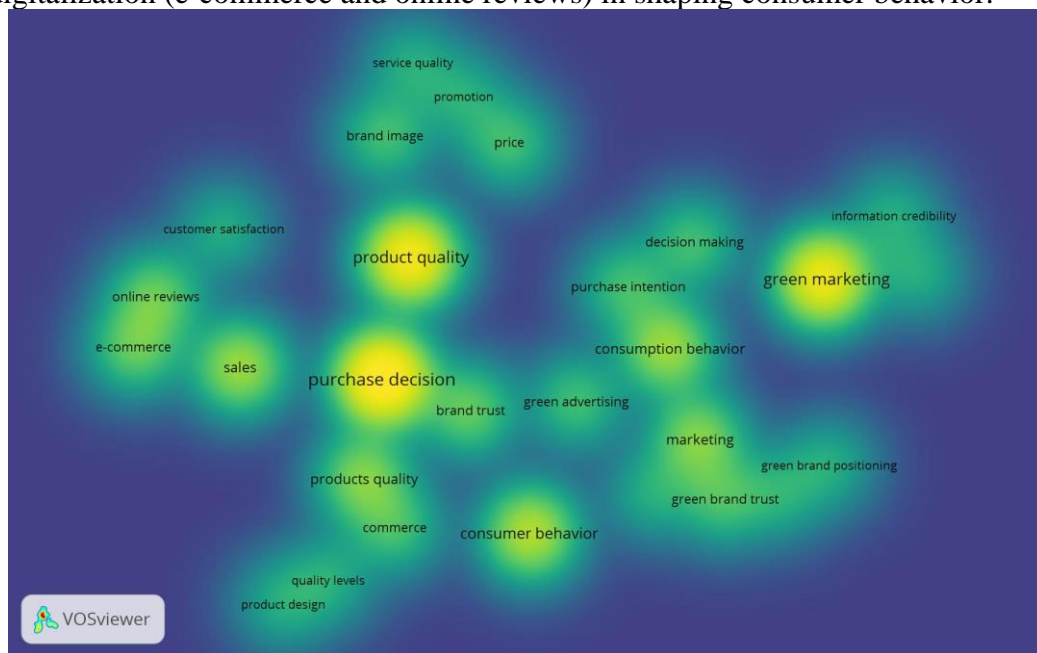
**Figure 6. Keyword distribution in *network visualization***

Based on Figure 6, this network visualization shows the relationship between concepts that influence purchase decisions with several main clusters. Product quality is important and is influenced by brand image, price, promotion, and service quality. Consumer behavior and sales also contribute, especially through e-commerce, online reviews, and customer satisfaction. In addition, green marketing is increasingly relevant in purchase decisions, with factors such as green advertising, brand trust, and credibility information shaping consumer trust in green products. The relationship between these factors shows that purchasing decisions depend not only on product quality but are also influenced by marketing strategies, consumer behavior, and sustainability trends in business.



**Figure 7. Keyword distribution in *overlay visualization***

Based on Figure 7, this overlay visualization shows the development of research trends related to purchase decisions from 2021 to 2024, with a color scale representing the age of the concepts indicating older concepts (2021-2022), while green-yellow indicates newer concepts (2023-2024). From this visualization, it can be seen that "product quality" and "purchase decision" have become more mature topics in research since 2021-2022. Meanwhile, newer and emerging concepts include "green brand trust," "green brand positioning," and "online reviews," which show increased attention to green marketing and the role of online reviews in purchase decisions. It indicates a shift in research focus from traditional factors such as price and product quality towards sustainability (green marketing) and digitalization (e-commerce and online reviews) in shaping consumer behavior.



**Figure 8. Distribution of keywords in density visualization**

Figure 8 of this density visualization shows the density and relevance of topics in research related to purchase decisions. Yellow indicates areas of high frequency in the research, while green and blue indicate areas of lower intensity. "Purchase decision," "product quality" and "green marketing" appear to be the most dominant topics, suggesting that product quality and green marketing play a major role in purchase decisions. In addition, concepts such as "consumer behavior," "sales," and "brand trust" were also discussed quite frequently, indicating a strong link between consumer behavior, marketing strategies, and brand trust. Meanwhile, more specific aspects such as "e-commerce," "online reviews," and "green brand positioning" have a lower density but remain relevant. This visualization shows that current research focuses heavily on product quality and green marketing, with a growing trend toward digitalization and sustainability.

## CLOSING SUMMARY

This study analyzes the research landscape of green marketing, brand trust, and purchase decisions through a bibliometric approach and systematic review using data from 61 articles published in the Scopus database in 2019-2024. The analysis results show that

most articles with the theme of green marketing brand trust and purchase decision were published in 2023 (14 documents), while the most published journal is the Journal of Retailing and Consumer Services. The most journal affiliations are from Harbin Institute of Technology (3 documents), the most journals published from Indonesia as many as 18 documents, the most subjects are Business, Management, and Accounting areas with a percentage of 46.2%, Keywords related to themes include purchase intention, product quality, consumer behavior, marketing, brand image, sales, green brand trust, e-commerce.

## SUGGESTIONS

Companies must ensure that their green marketing strategy is not just a marketing campaign but is supported by real and transparent actions. Sustainability must be part of the company's value chain, from production and distribution to consumer communication. Thus, companies can avoid consumer skepticism towards greenwashing practices, a marketing strategy that claims to be environmentally friendly without any strong evidence. Consumers who are increasingly aware of environmental issues tend to be more critical in assessing the sustainability claims of a product, so transparency is the main key to building customer trust and loyalty.

On the other hand, the government plays an important role in overseeing green marketing practices through stricter regulations related to labeling and sustainability claims. Clear standardization and strict eco-label supervision will help consumers make decisions. These regulations can also prevent companies from using green labels manipulatively, which can harm consumers and hinder the development of the sustainable product market. With a strong policy in place, companies will be more encouraged to adopt business practices that are truly environmentally friendly.

For academics, further research is needed to understand how cultural and economic factors affect the effectiveness of green marketing in different countries. Differences in environmental awareness, purchasing power, and social norms can affect how consumers respond to green marketing strategies. Therefore, comparative studies between countries or industry-specific research could provide deeper insights into how green marketing can be adapted to be more effective in various contexts.

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