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Article

Global Trends and Research Frontiers in Green Purchase Intention: A Bibliometric Analysis

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Abstract: Green purchase intention (GPI) has gained significant attention in academic research as environmental protection has become a global concern. This study employs a comprehensive bibliometric analysis to examine trends, map historical developments, and identify current issues related to GPI research using data from the Scopus database from 2019 to 2023. The analysis reveals a gradual increase in GPI research publications, with China, the United States, and India as leading contributors. The keyword analysis identifies four main clusters, highlighting the importance of consumer behavior, green economy, marketing strategies, and sustainability in shaping GPI. The findings suggest that consumption behavior, environmental concern, social media, and environmental economics are currently experiencing active development as research subjects. This study provides valuable insights for researchers, policymakers, and businesses to advance the understanding of GPI and promote sustainable consumption practices.

Keywords: green purchase intention, bibliometric analysis, consumer behavior, sustainability, environmental concern.

1. Introduction

The growing prominence of consumption in driving economic growth has led to the emergence of a new customer segment known as environmentally conscious or green consumers [1]. These consumers prioritize environmental protection and sustainable development, as reflected in their green purchase intentions. Green purchase intention refers to the psychological tendency and willingness of consumers to prefer and choose eco-friendly, sustainable products or services over traditional alternatives during their purchasing decisions [2]. This tendency is rooted in the consumer's desire to make environmentally conscious choices that benefit the environment, even if it means paying higher prices. However, the rise in consumer groups and consumption levels across various countries has also resulted in phenomena of overconsumption and irrational consumption. This has led to the waste of resources and energy, as well as the exacerbation of ecological deterioration. In response to these market developments, companies from various industries are adopting environmentally friendly practices and incorporating green products into their portfolios [3]. These green products include recycled and biodegradable items, organic foods, non-toxic cleaning products, and energy-efficient goods.

As environmental protection has become a global concern, the concept of green purchase intention has gained significant attention in academic research. Governments and media have played a crucial role in promoting this concept, leading to increased environmental awareness among ordinary people [4]. Green purchase intention encompasses not only consumers' attitudes towards environmentally friendly products but also their intention to engage in actual purchase behavior, including the effort and cost involved [5]. As the world grapples with the challenges of overconsumption and environmental degradation, understanding and leveraging green purchase intentions will

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be crucial for businesses and policymakers in promoting sustainable consumption patterns and mitigating the negative impacts of economic growth on the environment.

Ajzen [6] proposed a theory on consumers' purchase intention, explaining the psychological drive behind purchasing green products and the behavioral tendencies associated with it. While scholars like Dodds [7] have actively integrated green concepts into various research and practice fields, recognizing the importance of green purchasing intentions in reflecting consumers' preferences for eco-friendly products and services, a study by Djakasaputra et al. [8] suggests that green perceived value may not significantly affect green purchase intention. The empirical finding from Patak et al. [9] show that the main antecedents of green purchase intention in are environmental concern, green lifestyle and product knowledge. The influence of promotion and community can be regarded as weak to insignificant.

In recent years, platforms like social media have emerged as effective tools in promoting green consumption, particularly among younger generations. These platforms facilitate the sharing of green information and help establish subjective norms that influence consumer behavior. A study by Nazish et al. [10] confirmed that social media can significantly mold consumers' intentions to purchase less polluting and environmentally friendly products. The impact of social media on green consumption is closely tied to the generation of its users, as different age groups may have varying levels of engagement with these platforms. Bedard and Tolmie [11] found a relationship between a user's generation and their likelihood of using social media as a platform to promote and learn about green knowledge. Their study revealed that younger generations, particularly Millennials and Generation Z, are more inclined to use social media to gather information about environmentally friendly products and share their experiences with green consumption. This increased exposure to green knowledge through social media has been shown to result in a higher intention to purchase green products among these age groups. However, the literature also highlights the need for a deeper analysis of changes in purchasing habits toward more responsible behavior among populations in both developed and developing countries [12]. While social media has proven to be an effective tool in promoting green consumption, its impact may vary across different cultural, economic, and social contexts. Understanding these nuances is crucial for developing targeted strategies to encourage sustainable consumption patterns worldwide.

To address these complex and multifaceted findings, the present study employs meta-analysis methods to investigate the factors influencing consumers' green purchase intentions. Meta-analysis is a powerful statistical technique that allows researchers to synthesize data from multiple studies, providing a more comprehensive and robust understanding of a particular phenomenon. By pooling together the results of various studies on green purchase intention, this meta-analysis aims to identify the key drivres and barriers to sustainable consumption behavior. In addition to meta-analysis, bibliometric analysis plays a crucial role in characterizing evolutionary processes and scientific advances in specific topics across various fields of knowledge [13].

To contribute to this growing body of knowledge, this study employs a comprehensive bibliometric analysis to examine trends, map historical developments, and identify current issues related to green purchase intention (GPI). By utilizing a systematic literature analysis method, the study evaluates previous research and investigates productivity quantitatively, enabling researchers to analyze the existing knowledge and demonstrate the development of the research field [14]. The originality of this study lies in its two main contributions. First, it provides a relatively comprehensive review of the GPI field by analyzing studies published in the past ten years and sourced from the Scopus database. This extensive review allows for a thorough examination of the recent developments and advancements in GPI research. Secondly, the study visualizes the landscape and evolution of GPI research, identifying its dynamics and frontiers. This

visualization helps to uncover patterns, trends, and gaps in the existing literature, providing valuable insights for future research directions. This study focuses on analyzing literature on GPI, using the Scopus database as a source for obtaining articles and mapping research through bibliometric analysis with the VOSviewer application. Bibliometric analysis enables researchers to identify trends, patterns, and gaps in the existing literature, providing valuable insights for future research directions.

Moreover, the bibliometric analysis conducted in this study helps identify research gaps and areas that require further investigation. By highlighting these gaps, the study provides a roadmap for future research, encouraging scholars to explore new avenues and develop innovative solutions to the challenges of sustainable consumption. Finally, the study presents innovative guidelines for GPI, offering actionable recommendations for policymakers, businesses, and individuals seeking to promote sustainable consumption patterns. Finally, the study presents innovative guidelines for GPI, offering actionable recommendations for policymakers, businesses, and individuals seeking to promote sustainable consumption patterns.

2. Methods

To perform the bibliometric analysis, this study utilizes data obtained from the Scopus database, a comprehensive and widely recognized platform for scholarly research. The analysis aims to investigate the most recent research trends over the past decade by employing bibliometric indicators to conceptualize data on GPI. The study focuses on publications from 2019 onwards, as this period experienced a significant and consistent increase in the number of publications compared to earlier years. This targeted approach ensures that the analysis captures the most up-to-date and relevant research in the field. The paper is organized as follows: The data collection process involved accessing the Scopus database and applying a filtering procedure (depicted in **Figure 1**). The methods employed in this study are consistent with prior research conducted by Thaha et al. [15] and Ria et al. [16]. The Scopus database was searched for articles related to GPI published between 2019 and 2023. The primary search, traditionally used to facilitate searches within the database, concentrated on supply chain management, using the following search scheme: "Green Purchase Intention". To ensure the relevance of the search results, the search sequence was applied to titles, abstracts, and keywords.

Data collection was conducted on November 15, 2024, and the initial search yielded 453 articles. In the subsequent step, the articles were filtered based on several criteria, including document type (atricle), final publication stage, source type (academic journal), language (English), and accessibility. Furthermore, the articles were narrowed down to only those with open access, resulting in a total of 101 relevant articles. The next step involved checking for duplicates among the collected articles using the Electronic Identifier (EID). Finally, a manual review of titles, abstracts, and keywords was conducted to obtain an even more focused set of articles, resulting in 101 articles for analysis using VOSviewer.

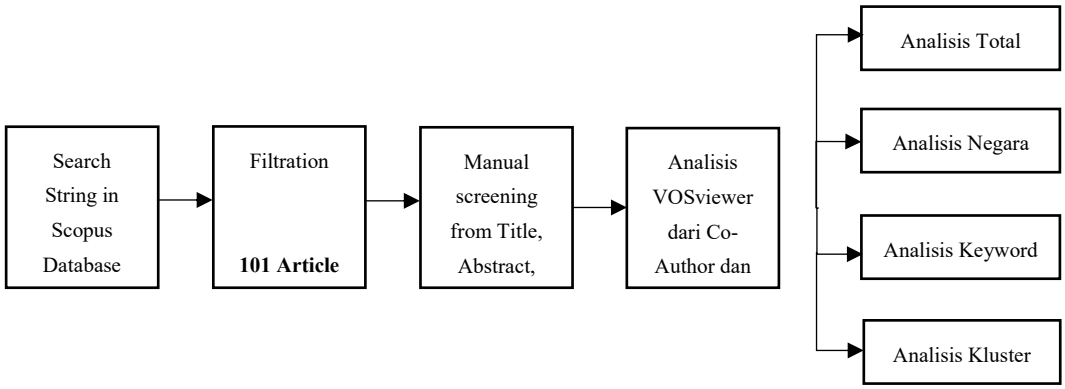


Figure 1. Data Collection Procedure

As illustrated in **Figure 1**, a total of 453 articles were collected and imported into the VOSviewer application. VOSviewer is a software tool that is particularly useful for creating and visualizing bibliometric networks, regardless of the size or number of articles collected. Unlike other computer tools used for bibliometric mapping, VOSviewer emphasizes graphical representation [17]. Utilizing VOSviewer as a bibliometric tool for systematic literature analysis offers several advantages, such as enabling comprehensive literature analysis with unprecedented scope [18], providing a range of tools for extracting reliable data from various units of analysis [19], and offering a transparent set of results through a reproducible and rigorous process. In this study, VOSviewer was employed to create network visualizations of the most frequently used terms in the selected. As a result, each map generated using VOSviewer effectively integrates components from each link group based on the specified keywords.

3. Results

Figure 2 illustrates the total publication mapping related to green purchase intention (GPI) research from 2019 to 2023. The number of publications in this field exhibited a gradual increase over the period, reaching its peak in 2023 with 39 articles. However, the year 2021 saw a slight decline, with only 12 papers published. Despite this dip, the number of publications resumed a steady upward trend in the following years. The temporary decrease in publications in 2021 may be attributed to the COVID-19 pandemic, which significantly impacted the global research community and altered research priorities. During this time, researchers likely shifted their focus to more pressing issues arising from the pandemic, such as remote working [20], digital transformation [21], and emotional intelligence during pandemic [22]. The COVID-19 pandemic brought about unprecedented challenges and disruptions, forcing researchers to adapt to new ways of working and prioritize research that addressed the immediate needs of society. As a result, research on GPI may have temporarily taken a backseat as researchers redirected their efforts to understand and mitigate the impact of the pandemic on various aspects of life and work. Despite the temporary setback in 2021, the overall trend in GPI research publications remained positive, with a notable increase in the subsequent years. This suggests that the research community recognizes the importance of understanding consumer behavior and intentions towards environmentally friendly products, especially in light of the growing global concern for sustainability and the environment.

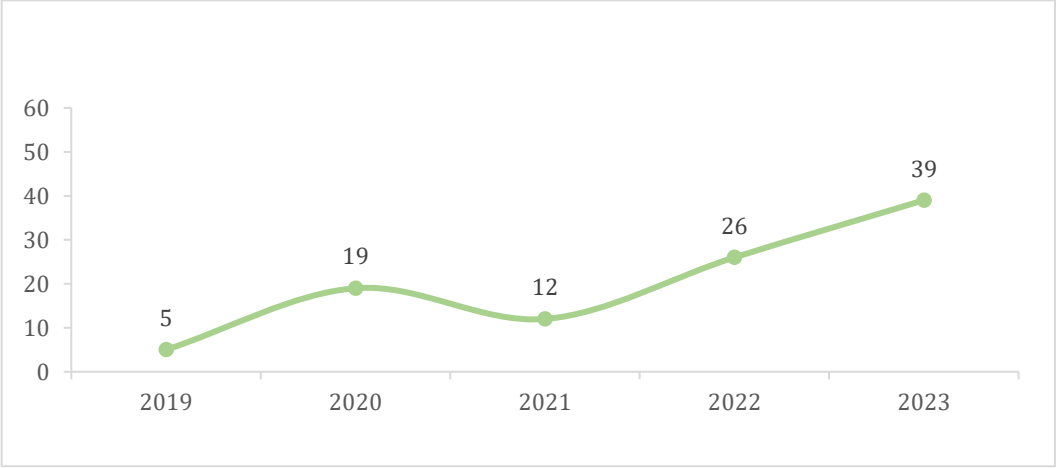


Figure 2. Number of published papers by the year

Figure 3 presents the top ten countries associated with the authorship of articles related to GPI in the Scopus database. Out of a total of 34 countries identified, China emerges as the leading contributor, with 43 publications in this field. This prominent position can be attributed to several factors, including China's rapidly growing market for green products, particularly in sectors such as food and fashion. The growth in this market is fueled by increasing consumer awareness and demand for environmentally friendly products [23]. Moreover, China's vast consumer market, characterized by a growing middle class, provides a fertile ground for studying consumer behavior, including GPI [24]. The United States ranks second with 17 publications, followed closely by India with 14 publications. From a geographical perspective, the majority of research in this area is conducted in Asian countries, including China, India, Iran, and South Korea, which collectively account for a total of 83 papers. European countries follow, with a total of 39 articles. Notably, the continent with the least published GPI articles is Africa, with only one article during the entire period from 2019 to 2023.

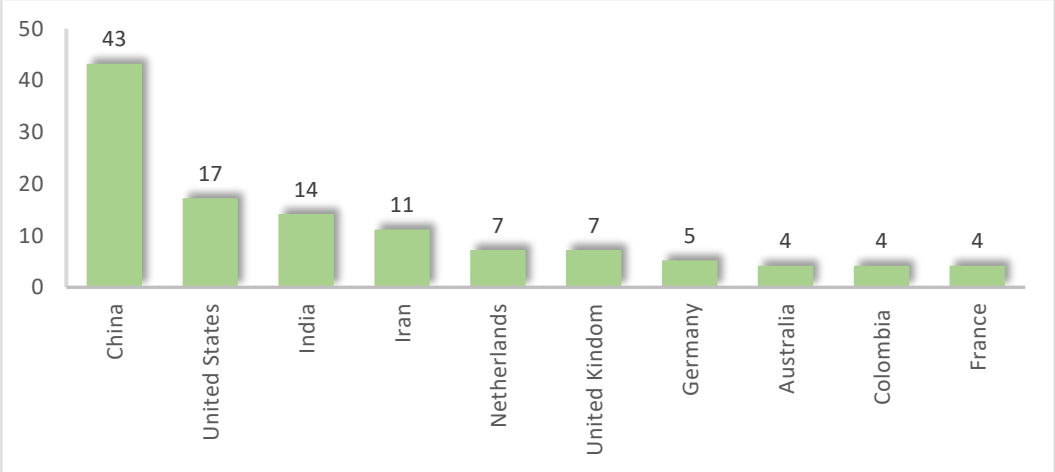


Figure 3. Number of published papers by the top 10 countries

The concentration of GPI research in Asian countries can be attributed to several factors. First, these Asian countries are known for its culture as collectivism and long-term orientation, in which significantly influence green purchase intentions. For example in South Korea, collectivism and long-term orientation were found to have both direct and indirect effects on green purchase intentions [25]. Secondly, large population like China and India have large populations, providing a substantial consumer base for studies on green purchasing behavior. This demographic advantage leads to more research opportunities and publications [26]. In the other hand, Africa has the least publication may be due the high costs of inputs and a lack of information are significant barriers to greening efforts in Sub-Saharan Africa [27]. This lack of information extends to academic research, limiting the scope and depth of studies conducted in the region

The concentration of GPI research in Asian countries can be attributed to several factors. Firstly, Asian countries are known for their collectivistic culture and long-term orientation, which significantly influence green purchase intentions. For example, in South Korea, collectivism and long-term orientation were found to have both direct and indirect effects on green purchase intentions [28]. These cultural values emphasize the importance of considering the collective good and making decisions that benefit society and the environment in the long run, which aligns with the principles of green consumption. Secondly, populous countries like China and India have large consumer bases, providing ample opportunities for studies on green purchasing behavior. This demographic advantage leads to more research opportunities and publications [29]. With a substantial number of consumers, researchers can gather more diverse and representative data, enabling them to draw more robust conclusions about the factors influencing GPI in these

countries. On the other hand, Africa has the least number of publications on GPI, which may be due to the high costs of inputs and a lack of information that pose significant barriers to greening efforts in Sub-Saharan Africa (Luken et al., 2019). This lack of information extends to academic research, limiting the scope and depth of studies conducted in the region. The scarcity of resources and infrastructure in many African countries may also hinder the ability of researchers to conduct large-scale studies on green consumption behavior.

The initial output from the VOSviewer keyword processing of the articles resulted a total of 1.679 keywords. After applying a filter to include only keywords with a minimum of five occurrences within the database of the filtered articles, 53 relevant keywords were retained. These keywords were then grouped based on the findings from the VOSviewer processing. The most frequently used keywords in the articles include "Green Purchase Intention," "Consumption Behavior," and "Green Economy". **Table 1** presents a description of each cluster using the three keywords with the highest occurrence and total link strength.

Table 1. Keyword Cluster

Cluster	Keyword	Occurances	Total Link Strength
1	Consumption Behavior	20	93
	Green Products	13	40
	Green Purchase Behavior	7	18
	Perception	16	72
	Public Attitude	12	49
	Purchase Intention	13	40
	Questionnaire Survey	7	32
	Social Media	6	29
	Theory of Planned Behavior	5	18
	Theory of Planned Behaviour	9	16
2	Behavior	5	47
	Consumer Attitude	6	50
	Consumer Behavior	8	63
	Environmental Economics	5	37
	Environmental Protection	5	41
	Green Economy	17	93
	Green Purchase Intentions	5	24
	Human	5	47
	Intention	5	47
3	Environmental Concern	9	28
	Environmental Knowledge	8	29
	Green Marketing	11	36
	Green Product	5	12
	Green Purchase Intention	51	120
	Green Trust	7	13
	Knowledge	7	33
	Marketing	16	79
4	Numerical Model	7	28
	Sustainability	12	56

The analysis of keywords will be discussed based on the existing clusters:

1. Cluster 1

The primary keyword in this cluster is “Consumption Behavior,” with a frequency of 20 occurrences and a total link strength of 93. This indicates that “Consumption Behavior” has been a primary focus of research during the period under study and has a significant influence on shaping the research network within this cluster. Additionally, other keywords such as “Perception” (16 occurrences, link strength of 72) and “Purchase Intention” and “Green Products” (13 occurrences, link strength of 40 for each keyword) suggest that consumers' perceptions are also frequently discussed in the research, along with their intention to purchase and the green products themselves.

2. Cluster 2

The commonly used keyword in this cluster is “Green Economy,” with a frequency of 17 occurrences and a total link strength of 93. This indicates that “Green Economy” has been a primary focus of research during the period under study and has a significant influence on shaping the research network within this cluster. Additionally, other keywords such as “Consumer Behavior” (8 occurrences, link strength of 63) suggest that customer behavior highly affects the idea of doing research in the GPI field.

3. Cluster 3

The primary keyword in this cluster is “Green Purchase Intention” with a frequency of 51 occurrences and a total link strength of 120. This indicates that “Green Purchase Intention” indeed has been the primary focus of research during the period under study and has a significant influence on shaping the research network within this cluster. Additionally, other keywords such as “Marketing” (16 occurrences, link strength of 79) and “Green Marketing” (11 occurrences, link strength of 36) suggest that the intention to purchase green products is also frequently discussed and is also frequently within the scope of the marketing mix.

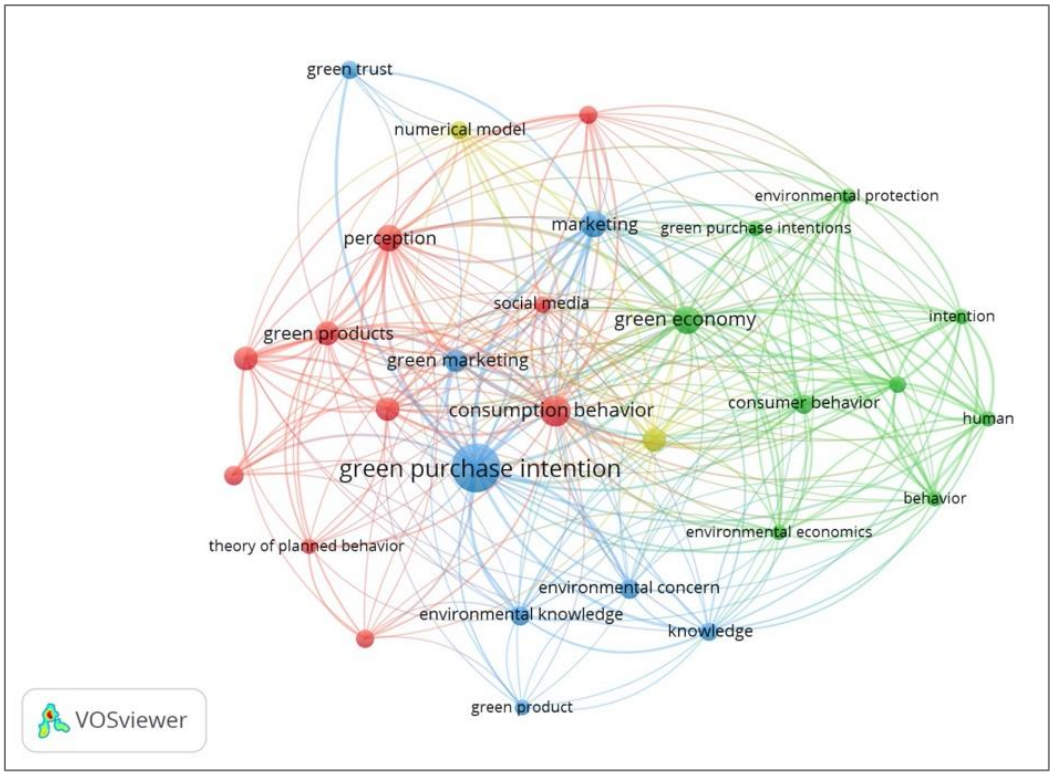
4. Cluster 4

The primary keyword in this cluster is “Sustainability,” with a frequency of 12 occurrences and a total link strength of 56. Another keyword “Numerical Model” which has 7 occurrences and a link strength of 33 indicates that sustainability is often discussed along with the methodological model,

In creating a network representation, the previously mentioned keywords were grouped based on their relationships and occurrences. **Figure 4** illustrates the connections among these keywords through nodes, lines, and corresponding-colored circles. The keywords are grouped into 4 clusters by VOSviewer, with each cluster represented by one of four colors: red, green, blue, and yellow.

In the first cluster, the central position of consumption behavior within this cluster underscores its significance as a core concept in this research domain. Its prominence suggests that understanding the factors influencing consumers’ behavior is crucial for gaining insights into their intentions to purchase green products. The strong connections between consumption behavior and green product, as well as consumer behavior, imply that researchers are keenly interested in investigating the complex interplay of individual, product-related, and contextual factors that shape consumers' decision-making processes (Wang et al., 2019). The inclusion of green product in this cluster highlights the importance of examining the specific attributes and characteristics of environmentally friendly offerings. Researchers are likely exploring how the perceived benefits, quality, and value of green products influence consumers' attitudes and intentions toward making sustainable purchases. By delving into the intrinsic features of green products, studies within this cluster aim to identify the key drivers and barriers to their adoption and to inform the development of more appealing and effective sustainable offerings.

Figure 4. Visualized keywords of connections (Source: VOSviewer, 2024)



Meanwhile, in the second cluster, the central position of green economy within this cluster highlights its significance as a foundational concept in the research domain of GPI. The prominence of green economy suggests that it is intrinsically connected to the core drivers and motivations behind consumers' intentions to purchase environmentally friendly products. The strong links between green economy and other keywords, such as environmental protection and consumer behavior indicate that consumers' perceptions of their own effectiveness and their belief in the impact of their actions are powerful predictors of their willingness to engage in green purchasing behavior. Consumers who believe that their individual choices and behaviors can make a tangible difference in addressing environmental issues are more likely to express an intention to purchase green products. This perceived consumer effectiveness acts as a partial mediator in the relationship between consumers' knowledge of green products and their intention to purchase them, underscoring the crucial role that the green economy plays in shaping consumer behavior and purchase intentions (Wang et al., 2019). As consumers become more aware of the environmental impact of their purchasing decisions and the potential for their actions to contribute to a more sustainable future, they are more likely to seek out and favor environmentally friendly products and services. The influence of the green economy on consumer behavior and green purchase intentions manifests in various ways, and government policy is a critical factor in shaping this relationship (Zhao et al., 2024).

The keyword green purchase intention occupies a central position within the third cluster, underscoring its fundamental importance in the research domain of GPI. This keyword exhibits strong connections with the terms marketing and environmental concern, suggesting that these concepts are closely intertwined and play a significant role in shaping consumers' intentions to purchase environmentally friendly products. Research has demonstrated that consumers who possess a higher level of knowledge about green products and hold positive attitudes towards environmental issues are more likely to express an intention to purchase eco-friendly goods (Tan et al., 2019). This finding highlights the crucial role that environmental concern plays in driving green purchase intention. The relationship between environmental concern and green purchase intention

is robust and has been consistently supported across multiple studies, indicating that individuals who are more environmentally conscious and worried about the impact of their consumption on the planet are more likely to seek out and purchase green products. Furthermore, a range of key factors has been identified as significant determinants of green purchase intention. These include green perceived value, attitude, green trust, perceived behavioral control, perceived consumer effectiveness, and subjective norms. Green perceived value refers to the way in which consumers evaluate the overall worth and merit of an environmentally friendly product, taking into account not only its ecological benefits but also its quality and price. When consumers hold a positive attitude towards green products and have confidence in the environmental claims and performance of these products, their intention to purchase them is likely to be considerably enhanced.

In the fourth cluster, the central position of sustainability within this cluster underscores its significance as a core concept in this research domain. This keyword is heavily connected with one and only on the keyword in the cluster, which is a numerical model. This indicates that most research uses numerical models or methodological approaches in terms of doing sustainability research for GPI.

Figure 5. Overlay Visualizationof keywords (Source: VOSviewer, 2024)

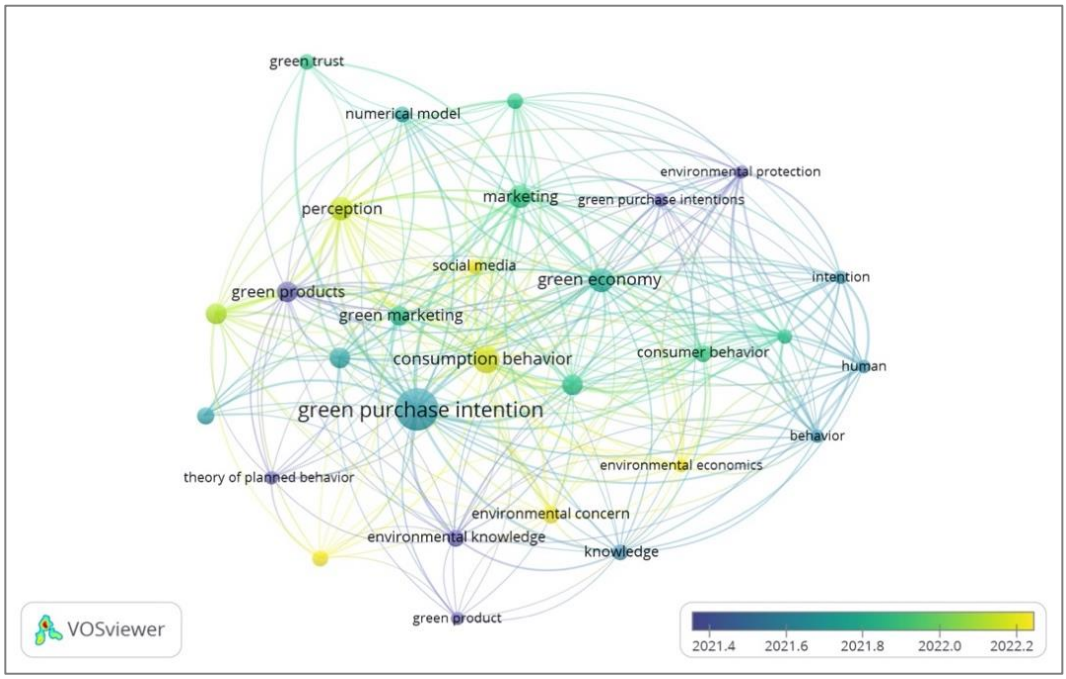


Figure 5 presents an overlay visualization of articles categorized according to keywords related to GPI. The color scheme of the keyword nodes in the graph provides valuable insights into the temporal evolution of research topics within this field. Darker blue hues indicate keywords that have been the subject of study for a more extended period, while yellow hues signify keywords that have emerged as research foci more recently. The graph reveals that five keywords, namely consumption behavior, environmental concern, social media, and environmental economics, are currently experiencing active development as research subjects. This suggests that these topics are at the forefront of contemporary research efforts in the domain of GPI and are attracting significant attention from scholars and practitioners alike.

4. Conclusion and Recommendations

This study aimed to contribute to the growing body of knowledge on green purchase intention (GPI) by employing a comprehensive bibliometric analysis to examine trends, map historical developments, and identify current issues related to GPI research.

The analysis, based on data from the Scopus database, focused on publications from 2019 to 2023, ensuring the most up-to-date and relevant research was captured. The findings revealed a gradual increase in GPI research publications over the period, with a temporary setback in 2021 attributed to the COVID-19 pandemic. China emerged as the leading contributor, followed by the United States and India, with the majority of research conducted in Asian countries. The concentration of GPI research in Asian countries was attributed to cultural factors, large consumer bases, and varying levels of economic development and consumer awareness.

The keyword analysis identified four main clusters, with "Consumption Behavior", "Green Economy", "Green Purchase Intention" and "Sustainability" as the primary keywords in each cluster. The analysis highlighted the importance of understanding consumer behavior, perceptions, and purchase intentions in the context of green products, as well as the role of the green economy, marketing strategies, and sustainability in shaping GPI. The overlay visualization revealed that consumption behavior, environmental concern, social media, and environmental economics are currently experiencing active development as research subjects, suggesting their significance in contemporary GPI research efforts.

Based on the findings and conclusions of this study, the following recommendations are proposed:

1. Researchers should continue to investigate the complex interplay of individual, product-related, and contextual factors that shape consumers' green purchase intentions, focusing on the specific attributes and characteristics of environmentally friendly offerings.
2. Policymakers should develop targeted interventions and campaigns that effectively promote the adoption of environmentally friendly products, considering the cultural, economic, and social contexts of different regions.
3. Businesses should leverage the insights from GPI research to develop effective marketing strategies and product offerings that resonate with environmentally conscious consumers, emphasizing the environmental benefits, quality, and value of green products.
4. Future research should explore the role of social media in promoting green consumption and shaping subjective norms, particularly among younger generations, to develop targeted strategies for encouraging sustainable consumption patterns.
5. Researchers should conduct more studies on GPI in underrepresented regions, such as Africa, to gain a comprehensive understanding of the factors influencing sustainable consumption behavior in diverse contexts.
6. Interdisciplinary approaches should be employed to investigate the economic dimensions of sustainable consumption and develop innovative market-based solutions to environmental challenges.
7. Researchers should continue to utilize bibliometric analysis techniques to identify emerging trends, anticipate future research directions, and ensure that research efforts remain responsive to the changing needs and priorities of society.

By implementing these recommendations, researchers, policymakers, and businesses can work together to advance the understanding of green purchase intentions and promote sustainable consumption practices, contributing to the transition towards a more environmentally friendly future.

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