

Mapping Sustainable Marketing Using Bibliometric Analysis

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Abstract. Research on sustainable marketing is mapped using bibliometric analysis, which offers a thorough picture of the field's current condition and future directions. By means of bibliometric analysis using VosViewer and the collection of 1.385 articles, the study indicates a noteworthy increase in publications and citations concerning the subject matter during the last ten years. Several important clusters actively studying Sustainable Marketing, including sustainable consumer behavior, sustainability orientation, consumption patterns, market segmentation, and stakeholder roles, were found through analysis of author collaboration patterns. "Sustainable marketing research" is the core research area, and the bibliometric network visualization displays the essential terms and relationships between concepts. Though less thoroughly, subjects including customer capital, sustainable management, sustainable business, and digital marketing were also covered. This article's bibliometric analysis reveals some intriguing mapping findings. Collaboration in research articles is revealed by the author's analysis. The report also presents the findings from studies on sustainable consumer behavior. The study method on consumer sustainability challenges, including customer capital, spending, and behavior, is outlined by the bibliometric analysis. Bibliometric analysis, thus, offers a mapping of sustainability research, particularly in terms of offering significant insights on specific sustainability challenges like consumer difficulties.

Keywords: Mapping, Marketing, Bibliometric, Collaboration, Sustainable.

1 Introduction

Numerous industries have reviewed their current organizational structures due to shifting market demands, ambiguous client wants, ecological concerns, and limited economic returns. Government regulations and consumer demand have made it vital for industrial processes to take into account the economic, environmental, and social aspects [1]. In order to promote sustainability through cleaner production, effective supply chains, and sustainable consumption, it is crucial to comprehend how businesses develop systems and implement plans and give helpful tools to do so [2].

Discussions about how sustainability principles might be successfully implemented in businesses gave rise to the phrase "business sustainability." corporate sustainability, according to some scholars, is a company's strategy for attaining corporate competitiveness through the use of sustainable tactics [3]. The evolution of marketing tactics has seen numerous phases over time. Among all of them, the one that has caused the most change in marketing techniques over time is sustainability. In the literature, strategic sustainability has drawn more and more attention [4][5]. The Bibliometric Approach to Mapping the Current State of Knowledge and Determining Trends and Research Gaps in the Literature: A Crucial Tool to Assist in the Development of Scientific Projects [6].

To examine the data, bibliometric network mapping was employed. VOSviewer, a scientific ping analysis tool map analysis tool, was used for the analysis. The results demonstrate a clear increase trend in the rates of sustainability marketing study publication and citation during the previous ten years [7]. This study aims to give a thorough picture of the status and future directions of sustainable marketing research using bibliometric mapping. The study's findings can help practitioners, scholars, and policymakers comprehend the dynamics of sustainable marketing research and recognize the potential and difficulties associated with successfully putting this idea into practice in the corporate world.

2 Literature Review

Bibliometrics is the use of statistics to describe or show the relationship between published works and their associated metadata [8]. The ability of one or more entities, either separately or jointly, to endure and prosper over an extended period of time is known as sustainability marketing. Examining the social dimensions of sustainability through the lens of consumers and employees is becoming more and more popular. Numerous studies show that consumers' intentions to buy a product are positively impacted by their perception of the product's environmental sustainability. "The actions of individuals to meet their needs" is the definition of sustainable consumer behavior[9][10][11]. Engaging in sustainability marketing initiatives can positively impact a company's ability to maintain its existence, boost its profitability, and enhance its brand image. Usually, the goal of these sustainability projects is to reduce the amount of energy and materials used, as well as to produce goods that have a reduced environmental impact [12][13].

The tremendous rise in environmental challenges and the worldwide public's knowledge of this situation has made sustainability a strategic priority. A corporation practices "sustainability marketing" when its marketing approach is centered on promoting the environment and society [14] [15]. A systematic strategy and execution procedure towards sustainability has become crucial for international enterprises operating in global marketplaces. However, prior research on sustainability has found a number of benefits linked to corporate sustainability, including increased productivity, the ability to draw in clients and open up new markets, and social branding all of which are acknowledged as elements that help businesses succeed and acquire a competitive edge [16][17].

Demand for sustainable goods and services is rising as a result of consumers' growing awareness of sustainability and their willingness to take action to improve the planet. Many business plans now include sustainability as a key component, and from a commercial standpoint, being environmentally conscious may add value and boost productivity [18][19]. Sustainability concerns are those that have an impact on the environment or society's well-being. The use of resource-efficient technology, sustainability reporting programs, and the provision of sustainable goods and services, as well as product-service pairings, should all be part of the company's sustainability initiatives [20][21].

Value creation is refocused to include multiple stakeholders, the environment, and customers in a sustainable business model. based on three sustainable consumption practices that show varying degrees of customer dedication. The goal of sustainability is to satisfy present demands without jeopardizing the interests of future generations. There are three components to sustainability: the financial, social, and environmental facets [22][23][24]. The term "sustainable" is now commonly used both in business and in general life. Nowadays, companies can use sustainability as a corporate performance metric. A company's level of sustainability integration is gauged by its Corporate Sustainability Performance (CSP) [25][26][27].

Sustainability is becoming an increasingly pressing issue in today's society [28]. Sustainability certifications are frequently employed in an attempt to satisfy consumer demand for more environmentally friendly corporate operations and boost product preference. Because marketing initiatives frequently aim to improve the value-in-behavior of sustainable habits, value in sustainability marketing can be distinct [29][30]. Where in business models sustainability integration is most likely to happen has been the subject of several studies.sustainability is largely dependent on market orientation for companies with employees who are well-prepared. [31][32]. Processes that maintain and preserve the values and practices associated with this state' such as the resources, actions, and processes necessary to ensure the continued existence of something valuable [33].

In order to account for the triple bottom line of corporate sustainability constructs economic, social, and environmental it appears that the development of sustainable strategies on a global scale is pertinent. The combination of environmental, social, and economic factors is embodied in sustainability. The way sustainability is conceptualized emphasizes how these interrelated elements are reinforced and how crucial it is to align them holistically [34][35]. Most people agree today that one of the most important issues facing our globalized society which consumes a lot of resources—is sustainability. Additionally important as a marketing strategy are sustainable products. Instead than existing as a pillar or a supplement to a company's strategy, sustainability marketing ought to be ingrained in it [36][37].

Table 1. Bibliometrics

Factor	Description	Source
Brand	Brand equity and the brand-consumer relationship are key in masstige strategies. Changes in brand mental representation influence consumer perceptions. The digital era creates demand for affordable digital products, reshaping retail business models. Brands are more than identities; they are systems of values,	[38], [39], [40], [41]

Business Model	<p>ideas, and emotions forming a cohesive identity. In business, brands are vital sources of competitive advantage (Aaker, 1996).</p> <p>A business model encompasses how a company generates value for customers and captures a portion of that value. It includes cost, revenue, and profit flows. While often associated with traditional business, the term is also applied to social enterprises. Business model innovations are seen as yielding higher returns than product or process innovations, with sustainable models offering additional benefits like risk mitigation and value co-creation opportunities. Ultimately, a business model guides how a firm operates to execute its strategy and deliver value to customers.</p>	[42], [43], [44], [45]
Customer Equity	<p>Customer equity refers to the total value derived from both existing and potential customers, encompassing their lifetime value discounted over time. It can be converted into short-term profitability through marketing efforts, leveraging long-term assets for immediate gains. Customer equity is crucial for understanding a firm's stock market value and long-term success, driven by factors like brand health and customer relationships. Strong customer equity leads to increased revenue, reduced costs, and higher profits, facilitating brand extensions and licensing opportunities. Essentially, it recognizes customers as assets, with long-term relationships yielding consistent profits over time.</p>	[46], [47], [48], [49], [50], [51], [52]
Retailer	<p>Retailers and their supply chain partners are organized in separate functional departments such as sales, marketing, distribution, human resources, store management, accounting, and finance. However, in the retail industry, the challenge of determining the optimal inventory replenishment policy is increasingly important as products with uncertain demand and varying lead times are commonly present. In addition, the role of retailers as intermediaries between producers and consumers demands more attention to ethical values without neglecting economic considerations.</p>	[53], [54]
SMEs	<p>The development of big data analytics capabilities (BDAC) is crucial for small and medium enterprises (SMEs) to integrate into the evolving mainstream agro-food markets successfully. For SMEs to sustain their participation in these changing markets, they must adapt their technology, management, and organization while ensuring they have the necessary financial resources and continuously evolving to match the shifts in supply chains. SMEs, comprising the majority of businesses globally, are pivotal in driving economies and fostering innovation, particularly in emerging-market economies where they serve as the primary engines of employment and economic</p>	[55], [56]

Supply Chain Management	growth. Therefore, understanding SMEs as a diverse entity distinct from larger corporations is essential, as they require tailored strategies to navigate the complexities of contemporary markets effectively.	[57], [58]
Sustainable Behavior	Since the inception of the concept of supply chain management (SCM) in 1982, studies have extensively explored the comparisons between logistics and supply chain management. Supply chain management practices have evolved to encompass not only efficient procurement and distribution but also integration of environmental criteria into organizational purchasing decisions and fostering long-term relationships with suppliers. Green supply chain management (GSCM) has emerged as an environmental innovation within SCM frameworks. While SCM primarily focuses on the processes involved in obtaining and moving goods and services, its scope has expanded to include sustainability considerations and strategic partnerships along the entire supply chain.	[59], [60]
Sustainable Business Performance	Another way individuals shape their social image is through sustainable behavior, which is influenced by their personal characteristics. This study hypothesizes that sustainable behavior is mediated by the manager's perception of the firm's sustainable behavior advantage.	[61]
Sustainable Business Practice	Sustainable business performance is typically assessed across three main dimensions: environmental, economic, and operational performance. While sustainable business practices (SBPs) are recognized as a potential source of competitive advantage, academic research on this topic within certain industries remains limited. Notably, sustainable business practices are characterized by economic areas and indices showing a positive trend above established targets, alongside social and ecological areas also exhibiting positive trends above company-set targets.	[62], [63]
Sustainable Consumer Behaviour	Sustainable business practices (SBPs) are widely regarded as a potential source of competitive advantage. However, academic research focusing on this aspect within specific industries remains scarce. Notably, sustainable business practices entail economic areas and indices exhibiting a positive trend surpassing established targets, alongside social and ecological areas also demonstrating positive trends exceeding company-set targets.	[64], [65]

Sustainable Development Goal	<p>The Sustainable Development Goals (SDGs), introduced by the United Nations, carry significant implications for businesses. They shift the focal point of accountability towards firms, emphasizing their role in contributing to sustainable development. The emphasis on SDGs not only opens up new avenues for empirical research, including interdisciplinary studies, but also encourages innovation in accounting theoretical frameworks. These goals are directly linked to the "Brundtland Commission" report "Our Common Future," presented to the UN in 1987. In essence, the SDGs are imperative for societies to address their most pressing challenges and work towards a sustainable future.</p>	[64], [66], [67], [68]
Sustainable Entrepreneurship	<p>Sustainable entrepreneurship is a relatively new concept, emerging both in practice and scholarly research. Our paper aims to provide a theoretical foundation for this evolving field. Sustainable entrepreneurship is seen as highly desirable from a social welfare standpoint, contrasting with approaches like end-of-pipe activities. This perspective underscores the importance of proactive, forward-thinking initiatives that not only address immediate concerns but also contribute to long-term societal and environmental well-being.</p>	[69], [70]
Sustainable Supply Chain Management	<p>The concept of sustainable supply chain management (SSCM) has garnered significant attention in the past decade. Literature on SSCM has been reviewed to understand its impact on interactions with sub-suppliers. While companies may initially be hesitant to disclose non-sustainable activities, transparency can foster sustainability and a competitive edge. SSCM, at the intersection of supply chain management and sustainability, has developed extensively in response to stakeholder pressures for triple bottom line performance across economic, social, and environmental dimensions.</p>	[71], [72], [73], [74]
Sustainable Marketing	<p>Sustainable marketing as the process of planning, implementing and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met; (2) organisational goals are attained; and (3) the process is compatible with eco-systems.</p>	[75]
Marketing Innovation	<p>Marketing innovation is often merged with the dominant technological focus underpinning product or service innovation, there is a growing trend to consider the innovation potential offered by the development of new distribution channels, branding strategies, communication types or pricing mechanisms. Marketing innovation implements the novel offerings of product design, placement, promotion, and pricing for existing and potential customers and</p>	[76]

**Marketing
Capability**

allows firms to convert customer needs into value creation. [77], [78]
Marketing capability encompasses a firm's interconnected organizational processes involved in various marketing activities, including product offering, pricing, channel management, marketing communications, planning, and implementation. It is dynamic, highlighting the importance of prioritizing business-to-business (B2B) marketing capabilities. Understanding how B2B marketing capabilities converge and diverge (crossvergence) across different contexts is crucial for effective strategic decision-making and adaptation to diverse market environments.

3 Method

This study uses qualitative research that employs a historical approach. Bibliometric analysis is a technique for discovering scientific trends and organizing research assuring the information quality and establishment of the findings obtained [79]. The study was carried out in two phases, with published articles serving as the source of research data. The gathered information was then examined using a bibliographic analysis. Bibliometric research focusing on spatial issues varies in a number of ways [80]. This analysis aided in the understanding of the mapping and subsequent developments in resilience marketing research. Consequently, future researchers may find the research findings useful in choosing study individuals and variables. Therefore, in order to locate bibliographic data sources, a research content analysis was done. Utilizing VOSviewer, bibliometric networks were constructed. Data extraction is made possible by this software, including authorship, journals, organizations, countries, and keywords [79]. The Publish or Perish (PoP) application is used to search for articles. The search used keywords from previous researchers who published articles on Sustainability Marketing.

3.1 Method Of Collecting Data

The data collection consisted of research papers from five leading journal groups: 1) Elsevier, 2) Emerald, 3) Springer, 4) Taylor and Francis, 5) IEE. Articles were collected from accessible databases of the six journal groups. Based on Publish or Perish (PoP), article searches the help of this software, you can find papers relevant to your research topic. The data collection process using Publish or Perish is as follows: Buka program Publish or Perish.

1. Open the Publish or Perish program.
2. Enter keywords/phrases that match the chosen title, such as "Sustainability Marketing".
3. The combination of words used consists of 5 combinations, such as "Sustainability Marketing", "Brand", "Customer Equity", "New Business Model", and "Retailer".
4. Next, 1385 articles were purchased through Publish or Perish with the combination of keywords and titles indicated.

3.2 Data Analysis Method: Bibliometric

Displaying the results of this bibliometric analysis in the form of mapping data, the Vosviewers application was used. To explore the network, Visualization of Similarity (Vosviewers) uses text mining techniques to find relevant combinations of ideas and component flavors in an integrated mapping, and uses a clustering approach to cite and analyze the data. It is an analytics application that brings events together. The results are used to map the field and create bibliographies. With Vosviewer.

4 Result and Discussion

4.1 Number Of Years Of Publication

Given its importance to the global economy and its considerable impact on public health and environmental protection through issues like waste management, the promotion of sustainable consumption, and social and environmental sustainability, sustainability marketing.

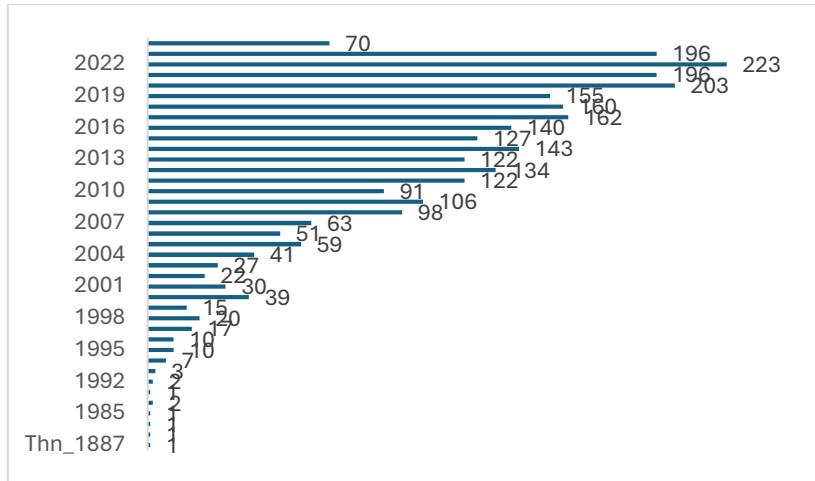


Figure 1. Number Of Years Of Publication

Based on the graph shown, the number of articles or publications on "Sustainability Marketing" has increased significantly in 2019 compared to previous years. This can be inferred due to the increasing awareness of the importance of implementing sustainable and environmentally friendly marketing practices. Under these circumstances, a large number of researchers investigated Sustainability Marketing as a business marketing tool, both for keywords and article titles. There are 1.385 articles that discuss Sustainability Marketing from 1.887 to 2022. In 2023 the title "Sustainability Marketing" is less attractive to be appointed as an article title and has not increased in 2023. The value continues to increase every year. Coauthor's Analysis. The author used Google Scholar (GS) rankings to conduct his analysis; GS performs the same task as Thomson ISI Web of Knowledge, which is to generate a Journal Impact Factor (JIF), which is used to evaluate the impact factor of an article. Free access allows researchers to use the articles as references. GS rankings indicate a ranking based on the frequency of how often an article is cited in a given year. In other words, it gives permission to anyone to cite the provided article.

Table 2. Active Publications Per Year 2000 – 2023

Author's	Title	Rating GS
LE Greiner (1989)	Evolution and revolution as organizations grow.	980
JB Smith, M Colgate (2007)	Customer value creation: a practical framework.	980
YS Chen, CH Chang (2012)	Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust	979
WM Lim (2017)	Inside the sustainable consumption theoretical toolbox: Critical concepts for sustainability, consumption, and marketing	979
MT Chowdhury, A Sarkar, PK Saha (2020)	Enhancing supply resilience in the COVID-19 pandemic: a case study on beauty and personal care retailers	979
P Matthyssens, K Vandenbempt (1998)	Creating competitive advantage in industrial services	977
R Cagliano, CG Worley, FFA Caniato (2016)	The challenge of sustainable innovation in agri-food supply chains	977
M Assink (2006)	Inhibitors of disruptive innovation capability: a conceptual model	976
MP Miles, JG Covin (2000)	Environmental marketing: A source of reputational, competitive, and financial advantage	976
K Vehmas, A Raudaskoski, P Heikkilä (2018)	Consumer attitudes and communication in circular fashion	976
G Seyfang (2009)	The new economics of sustainable consumption	976
RT Frambach, N Schillewaert (2002)	Organizational innovation adoption: A multi-level framework of determinants and opportunities for future research	975
AK Patwary, M Mohamed, MK Rabiul (2022)	Green purchasing behaviour of international tourists in Malaysia using green marketing tools: theory of planned behaviour perspective	975

MS Ab Talib, ABA Hamid, MH Zulfakar (2015)	Halal supply chain critical success factors: a literature review	975
S Liudmyla (2023)	Performance Marketing in the Management of Supply Chains Sustainable Development	975
AL Jorgensen, JS Knudsen (2006)	Sustainable competitiveness in global value chains: how do small Danish firms behave?	974
KH Lau, Y Wang (2009)	Reverse logistics in the electronic industry of China: a case study	974
A Le, KL Tan, SS Yong, P Soonsap, CJ Lipa (2021)	Perceptions towards green image of trendy coffee cafés and intention to re-patronage: the mediating role of customer citizenship behavior	973
S Thanki, J Thakkar (2018)	A quantitative framework for lean and green assessment of supply chain performance	973
E Pantano, G Pizzi, D Scarpi, C Dennis (2020)	Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak	972
P Ellis (2000)	Social ties and foreign market entry	971
JW Peltier, AJ Dahl, JA Schibrowsky (2023)	Artificial intelligence in interactive marketing: A conceptual framework and research agenda	971
SAA Bukhari, F Hashim, AB Amran (2019)	Green Banking and Islam: two sides of the same coin	971
A Garzoni, I De Turi, G Secundo (2020)	Fostering digital transformation of SMEs: a four levels approach	971
A Menon, A Menon, J Chowdhury (1999)	Evolving paradigm for environmental sensitivity in marketing programs: a synthesis of theory and practice	970
NM Suki (2013)	Young consumer ecological behaviour: The effects of environmental knowledge, healthy food, and healthy way of life with the moderation of gender and age	970
F Caniato, LM Gelsomino, A Perego (2016)	Does finance solve the supply chain financing problem?	970
LG Papageorgiou (2009)	Supply chain optimisation for the process industries: Advances and opportunities	970

The list of GS titles and rankings presented provides an interesting overview of research topics of interest in the fields of management, marketing, innovation, and supply chain. The list includes journal articles from a wide time span, ranging from 1.887 to 2023, showing diverse coverage in terms of publication years.

4.2 Co Author Analysis

The quantity of publications cited and their potential value to future scholars can both be ascertained with the aid of citizen analysis. Particularly in 2023, there will be an increase in the number of academics delving into the field of digital marketing in sustainable marketing. It is likely that this number will rise in the next years.

Table 3. Co Author Analysis

Author's Name	Title	Cited Frequency
DJ Teece (2010)	Business models, business strategy and innovation	13498
S Seuring, M Müller (2008)	From a literature review to a conceptual framework for sustainable supply chain management	7939
D Buhalis (2000)	Marketing the competitive destination of the future	7540
LE Greiner (1989)	Evolution and revolution as organizations grow	7298
JC Henderson, H Venkatraman (1999)	Strategic alignment: Leveraging information technology for transforming organizations	6871
H Chesbrough (2010)	Business model innovation: opportunities and barriers	6708
B Yoo, N Donthu, S Lee (2000)	An examination of selected marketing mix elements and brand equity	6391
N Bontis (1998)	Intellectual capital: an exploratory study that develops measures and models	6055
C Grönroos (1997)	Keynote paper From marketing mix to relationship marketing-towards a paradigm shift in marketing	5898

Author's Name	Title	Cited Frequency
DM Lambert, MC Cooper (2000)	Issues in supply chain management	5662
CR Carter, DS Rogers (2008)	A framework of sustainable supply chain management: moving toward new theory	5503
GA Knight, ST Cavusgil (2004)	Innovation, organizational capabilities, and the born-global firm	4892
C Zott, R Amit (2010)	Business model design: An activity system perspective	4861
NMP Bocken, SW Short, P Rana, S Evans (2014)	A literature and practice review to develop sustainable business model archetypes	4849
M Morris, M Schindehutte, J Allen (2005)	The entrepreneur's business model: toward a unified perspective	4630
VTC Middleton, JR Clarke (2012)	Marketing in travel and tourism	4621
M Laroche, J Bergeron (2001)	Targeting consumers who are willing to pay more for environmentally friendly products	4568
L Harvey, D Green (1993)	Defining quality	4212
SA Zahra, E Gedajlovic, DO Neubaum (2009)	A typology of social entrepreneurs: Motives, search processes and ethical challenges	4027
R Kemp, J Schot, R Hoogma (1998)	Regime shifts to sustainability through processes of niche formation: the approach of strategic niche management	4004

4.3 Bibliometric Analysis

4.3.1 Coauthoring Analysis

A visual representation of author collaboration patterns reveals the presence of multiple research groups or clusters that collaborate to produce publications. Authors including Wang, S.; Kim, J.; Ko, E.; Kim, Kh.; Wang, H.; Sarkis, J.; Thakkar, J.; and Deshmukh, Sg. comprise the biggest and closest-knit cluster. Further clusters of close collaboration include Govindan, K; Raut, Rd.; Singh, Rk.; Kumar, A.; Mathiyazhagan, K.; Mangla, Sk. There are however those authors who seem to be more solitary and smaller collaborative groupings. The hues and sizes of the circles represent each author's respective productivity or contribution level.

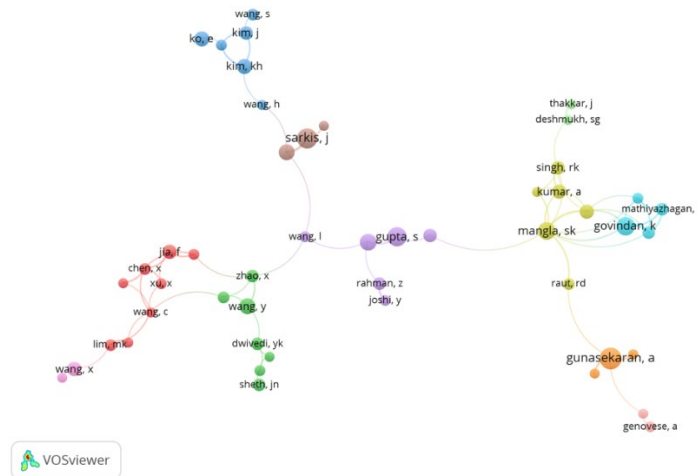


Figure 2. Coauthoring Analysis

The collaboration of the authors demonstrates a strong commitment to the continuation of Sustainability Marketing research This is the name of the research conducted by the authors of the study.

4.3.2 Bibliometric Network Visualization Analysis

Based on the results of the analysis using VOSviewer which performs co occurrence analysis, 16 keywords related to sustainable marketing were found. To get more specific keywords, the frequency of keywords is limited to 5 occurrences. From these restrictions, 404 keywords were obtained which were divided into 27 clusters.

Table 4. Bibliometric Network Visualization Analysis

Cluster	Keywords
Cluster 1	Clothing industry, collaborative relationship, complex supply chain, ethical consumer behaviour, fashion supply chain, large retailer, market demand, market supplier, retail company, retail industri, retail sector, social management capability, social sustainability, strategic orientation, suplier development, supplier relationship, supply chain disruption, supply chain strategy, sustainability literature, sustainability clothing market, sustainability supplier selection, sustainability supply chain, upstream supplier, upstream supply chain, whole supply chain.
Cluster 2	B2b marketing, brand loyalty, bussines decision, bussines model concept, bussines model decision, bussines network, customer centric approach, customer experience management, digital marketing capability, foreign market, fundamental change, future research opportunity, higher market share, industrial market, industrial marketing, international expantion, internet marketing, market growth, market position, market size, marketing concept, marketing paradigm, marketing scince, sustainable approach, sustainable fashion industry
Cluster 3	B2b branding, bibliometric mapping, buying behaviour, conumer perseption, consumer purchase intention, consumer trust, corporate reputation, customer capital, entrepreneurial activity, entrepenurial orientation, finansial return, green consumerism, intangible, internal marketing, local comunity, market power, marketing information, purchase intention, pyramid, strategic reorientation, sustainable management, sustainable marketing management.
Cluster 4	Circullar supplier chain, contruction industry, concumers willingness, customer acquisition, customer behaviour, digitalization, economic, employe green behaviour, environmental goal, future customer, green human resource, market potential, market share growth, organization sustainability, sustanble business approach, sustanble development goal, sustainable entrepreneur, sustainable enviroment, sustainable integration, sustainable practice, sustainable supply chain, sustainable tourism development.
Cluster 5	Conseptualization, consumer purchase decision, corporate strategy, environmental value, ethical consideration, ethical consumer, ethical consumption, ethical marketing, further opportunity, green marketing orientation, green need, individual strategy, marketing influence, proenvironmental product, sustainability behavior, sustainability marketing literature, sustainability marketing research, sustainability marketing, sustainable consumer, sustainable consumer behavior, sustainability waste management practice.
Cluster 6	Apparel product, concumers demand, ethical fashion, ethical fashion brand, fashion company, local supplier, responsible behavior, reserve supply chain, scrm, small supplier, supplay chain manager, supply cahin risk management, supply chain sustainability, sustainability certification, sustainable business strategy, sustainable fashion supply chain, sustainable production, sustainable supply, sustainable textile.
Cluster 7	Behaviour change, brand image, comparative study, consumer perspectiv, consumption behaviour, csr communication, environmental attitude, environmental corporate social responsibility, environmental strategy, green brand equity, green marketer, green purchase, green purchase behaviour, green purchase intention, green trust, purchahse decision, social marketing research, sustainable consumer consumption, sustainable consumer behaviour.
Cluster 8	Adaptive marketing capability, brand decision, consumer good, corporate brand, customer orientation, dynamic market, environmental turbulance, market information management capability, market intelignace, market knowladge, market requirement, market research agency, market strategy, marketing organization, marketing performance, marketing program, superior customer value, sustainable innovation, transformational leaders
Cluster 9	Buyerseller relationship, competitor, customer engagement, dynamic organizational capability, first tier supplier, green supply, industrial network, innovative bussiness modal, international bussines, international marketing, local market, marker research firm, marketing agility, marketing analytic, professional market research firm, sme manager, sme supplier, sustainable advantage.

Cluster	Keywords
Cluster 10	Bussiness operation, current tren, customer need, eco, focal company, future direction, green behaviour, green consumption behaviour, greening, log transformation, market leader, market sensing, market turbulence, marketing planning, planned behaviour, sustainable economy, sustainable market orientation, technological change.
Cluster 11	Brand awareness, branding strategy, competitive strategy, consumer desicion making, corporate image, experintial marketing, food retailing, food smmes, green concern, responsible product, strength, supply chain flexibility, supply chain perspective.
Cluster 12	B2b context, customer desicion, customer equity driver, customer loyalty, electronic industry, enviromental knowladge, enviromental problem, friendly product, green activity, green entrepreneurial orientation, green issue, green supply chain management practice, innovative product, purchasing decision, strong brand, sustainable firm performance.
Cluster 13	Achievement, b2b market, behavioural intention, bibliometric analysis, buyer behaviour, customer behaviour, environmental behaviour, environmental segmentation alternative, green consumer behavior, green consumer behaviour, green economy, green hotel, green marketing innovation, sustainable business development, sustainable consumption behavior, sustainable manufacturing,
Cluster 14	Automobile industry, business organization, deep learning, eco efficiency, entrepreneurial action, environmental degradation, farmers market, green business, green business practice, greening goliath, human resource management, marketing sustainability, process innovation, sustainable entrepreneurship, sustainable technology.
Cluster 15	Apparel supply chain, business sustainability, Chinese supplier, economic performance, green hrm practice, green supplier, green supply chain practice, institutional pressure, interpretive structural modeling, market perspective, micro, msms, retail store, supply chain resilience.
Cluster 16	Closed loop supply chain, comprehensive review, consumer awareness, creative destruction, economic factor, entrepreneurial intention, financial market, green design, integrative framework, loop supply chain, market communication, market offering, technological innovation
Cluster 17	Apparel industry, ethical foundation, fast fashion, local brand, luxury brand, market economy, marketing strategist, sustainability challenge, sustainable fashion, sustainable manner, sustainable market segment, textile, textile industry
Cluster 18	Customer value creaticion, distributor, food retailer, food waste, green supply chain management literature, innovative marketing, marketing management, retail trade, supplier management, supply chain management practice, supply chain partner, sustainable strategy, traditional market research
Cluster 19	B2b, circular fashion, comparative analysis, consumer attitude, customer attitude, environmental dimension, ethical issue, green buying behavior, marketing tool, sustainable marketing activity, sustainable marketing strategy, sustainable value
Cluster 20	Brand value, bussines market, customer demand, customer lifetime value, decision tree, e bussines, e marketing, interaction factor, segmentation, strategic decision, strategic planning, sustainable bussines perfomance
Cluster 21	Cleaner production, environmental marketing, fast fashion industry, integral part, market study, marketing orientation, strategic approach, sustainable corporate entrepreneurship, sustainable marketing performance, sustainable orientation, transition economy
Cluster 22	Apparel company, operations management, product sustainability, relationship marketing theory, seller, strategic perspective, supply chain transparency, supply network, sustainability management, sustainability strategy, sustainable organization
Cluster 23	Company performance, competitive environment, corporate social responsibility disclosure,greend bond, investment decision, investor, market reaction, market value, sustainability information, technology acceptance model
Cluster 24	Consumer support, environmental consciousness, ethical practice, green intellectual capital, green knowladge, green purchasing, marketing theory, planned behavior, pro environmental behavior, sustainable businss
Cluster 25	Corporate environmental responsibility, environmental protection, green brand, lifestyle, market survey, strategic management

Cluster	Keywords
Cluster 26	Economic sustainability, industry sector, innovation performance, supply chain management activity, sustainable manufacturing practice,
Cluster 27	Bussines perspective, food sector, supply chain issue.

4.3.3 Analysis Network Visualization

The image displays the highest concentration of research (dark purple) on the subjects of "individual strategy" and "sustainability marketing research." There is also a lot of focus on subjects like "ethical consumer," "sustainable consumer behavior," and "sustainable purchasing behavior" (blue-orange). In the meanwhile, less thorough research was done on subjects like "segmentation," "sustainable management," and "sustainable entrepreneurship" (green hue). Less research was done on topics like distributors, investment choices, customer capital, and social sustainability (pink-red color). The research concentrations for "digital marketing capability" and "marketing concept" are the lowest (light green hue). An overview of the degree of research attention on numerous connected areas is given by this image.

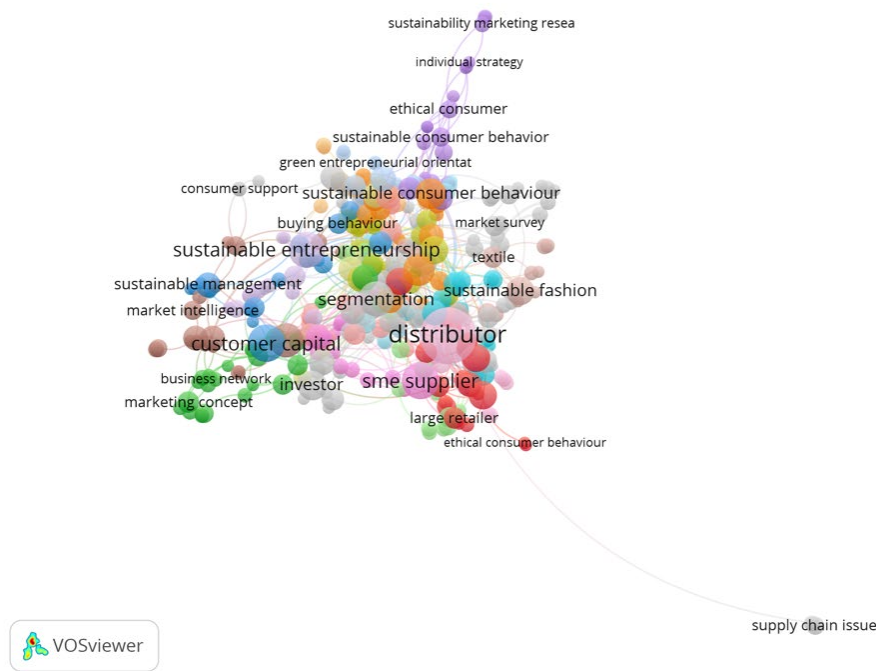


Figure 3. Analysis Network Visualization

4.3.4 Analisis Visualisasi Overlay

The primary research issues (highlighted in yellow) are sustainable consumer behavior, sustainability orientation, consumption patterns, market segmentation, sustainable fashion, and the role of stakeholders in social sustainability, as determined by the analysis of the Overlay Visualization. The research's central term is "sustainability marketing research" (dark green). Although not as much as the primary topic (light green hue), topics including sustainable entrepreneurship, sustainable management, customer capital, and digital marketability are also explored. Conversely, marketing concepts, ethical consumers, and individual techniques receive less attention (purple color). The graphic shows where study is concentrated and distributed throughout a range of subjects. It also suggests possible directions for future investigation into understudied subjects.

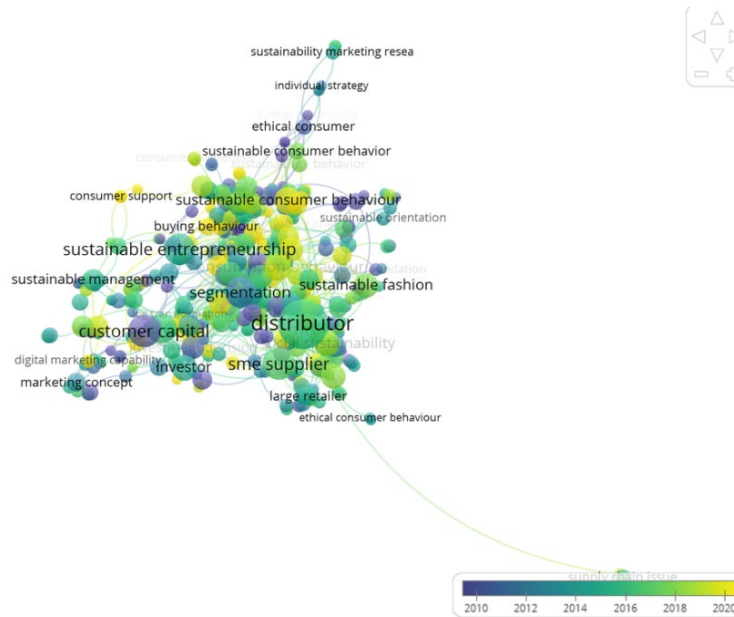


Figure 4. Analisis Visualisasi Overlay

4.3.5 Density Visualization Analysis

Visualization of the VOS viewer in the figure A thorough summary of the subjects of sustainable marketing and sustainable consumer behavior is given by the visualization. In many studies, the term "sustainability marketing research" is central. There is a strong correlation between important terms like ethical consumers, sustainable consumer behavior, sustainability orientation, purchasing behavior, and consumption patterns. Important topics like customer capital, digital marketing capabilities, segmentation, sustainable entrepreneurship, sustainable management, and the engagement of distributors, suppliers, retailers, and investors were all represented by a number of keyword clusters that were created. In order to better comprehend advancements and trends in the field, this visualization offers a thorough summary of the major subjects, research clusters, and links between ideas.

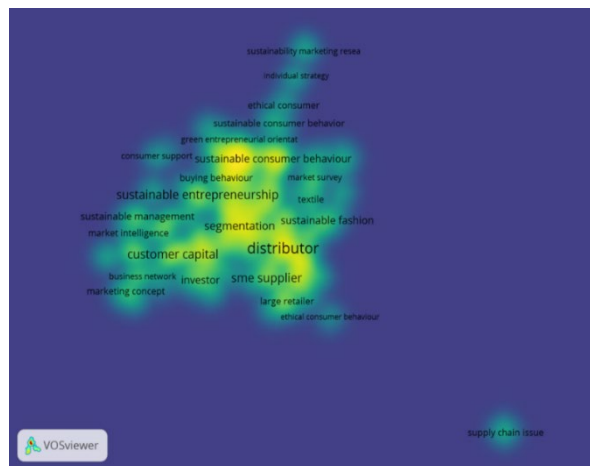


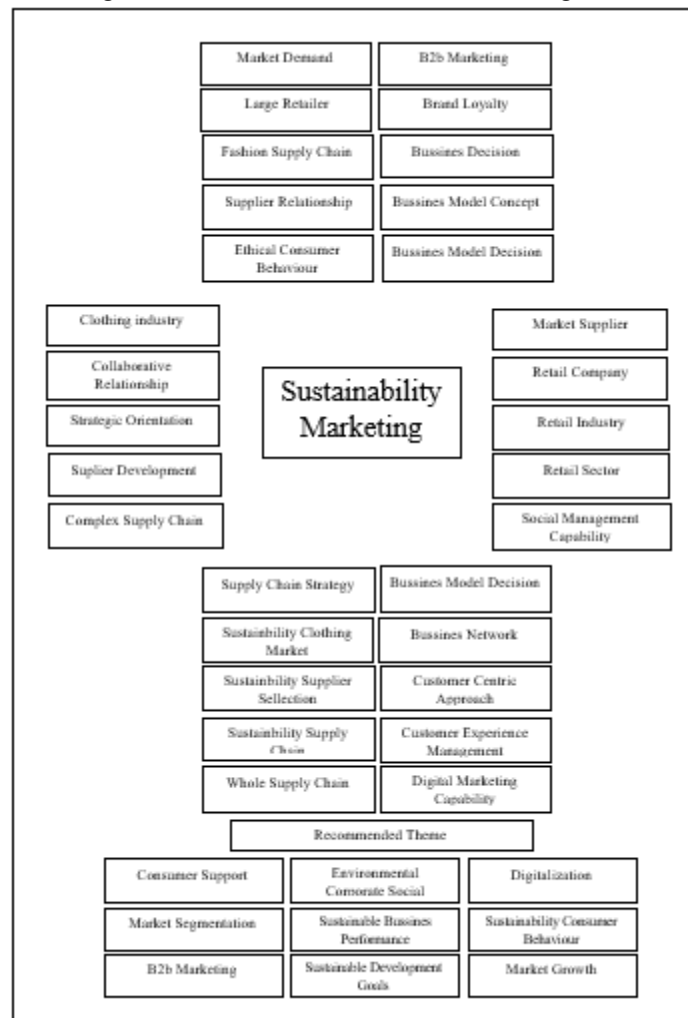
Figure 5. Density Visualization Analysis

5 Conclusion

Conclusions on the research of Sustainable Marketing shows a significant upward trend in publications and citations over the past decade, reflecting the importance of this topic across different sectors of industry and academia. Bibliometric analysis of this journal article reveals a significant upward trend in publications and citations of research on Sustainable Marketing over the past decade, reflecting the importance of this topic in various industrial and academic sectors. Based on the graph shown, the number of articles or publications on "Sustainable Marketing" has increased significantly in 2019 compared to previous years until 2022. The title

"Sustainability Marketing" is less attractive to be appointed as an article title and has not increased in 2023. The visualization provides a comprehensive overview of research concentration on sustainability marketing topics. The highest concentration is on "sustainability marketing research" and "individual strategy" (dark purple), with significant attention to "ethical consumer," "sustainable consumer behavior," and "sustainable purchasing behavior" (blue-orange). Topics like "sustainable entrepreneurship," "sustainable management," and "segmentation" have less intensity (green), while "customer capital," "investment decisions," "distributors," and "social sustainability" are less explored (pink-red). The least researched are "digital marketing capability" and "marketing concept" (light green). The analysis highlights major research areas such as sustainable consumer behavior, sustainability orientation, and the role of stakeholders in social sustainability (light yellow), identifying "sustainability marketing research" as the core (dark green). Clusters formed include sustainable entrepreneurship, customer capital, and digital marketability, illustrating trends and potential areas for further exploration. This can be concluded due to the increasing awareness of the importance of implementing sustainable and environmentally friendly marketing practices. The highest concentration of research lies in the topics of sustainable consumer behavior, sustainability orientation, consumption patterns, market segmentation. Other topics such as sustainable entrepreneurship, sustainable management, customer capital, and digital marketing are also explored albeit with lesser intensity. The bibliometric network visualization maps the main keywords and linkages between various concepts, with "sustainable marketing research" at the center.

Recommendation of future research could under-researched areas such as marketing concepts, ethical consumers, and individual strategies in the context of Sustainable Marketing.



Further exploration of buzzwords such as sustainable marketing, sustainable consumer behavior, customer capital, sustainability orientation, market segmentation, and sustainable entrepreneurship can also broaden the scope of research. Collaboration across disciplines and industry sectors is encouraged to foster new perspectives and approaches. The findings of this research can be utilized by academics and practitioners to identify opportunities and challenges in implementing Sustainable Marketing in business practice. The development of comprehensive theoretical frameworks and empirical models is urgently needed to understand the impact of

Sustainable Marketing on organizational performance and sustainability. Thus, Sustainable Marketing research can continue to contribute to promoting socially and environmentally sustainable businesses.

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