Consumer Green Products through the Lens of Bibliometrics: Trends analysis

*Nani Ilyana Shafie[1], Nurul Hayani Abd Rahman[2], Rabitah Harun[2], Shaira Ismail[3], Nur Aliaa Shafie[4]
[1]Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Selangor, Malaysia
[2]Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah, Malaysia
[3]Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Pulau Pinang, Malaysia
[4]Jabatan Alam Sekitar Negeri Selangor, Kementerian Sumber Asli dan Kelestarian Alam, Malaysia
*nani.ilyana@uitm.edu.my, nurulhayani@uitm.edu.my, rabitah@uitm.edu.my, sheeraz@uitm.edu.my,
nuraliaa@doe.gov.my
Corresponding Author: Nani Ilyana Shafie

Abstract: The growth of articles is reflected in the increasing interdisciplinary research and publications on consumer green products. Scholars from fields as diverse as business, management and accounting, environmental science, social science, and engineering have contributed to more than 400 publications. This article aims to understand the growth of green consumer products by using bibliometric analysis. With the limitation set only for the final stage and English used, a total of 1961 articles were published in the Scopus database from 1990 to 2024. The analysis of document and source types, top keywords, and other bibliometric indicators was explained. In addition, Publish or Perish software was used to analyze citation metrics and highly cited articles. As the global focus on sustainability intensifies, research in this field will likely continue to grow. Future studies should lengthen this work to other article databases such as WOS and Google Scholar to understand how consumer green products can contribute to a more sustainable business future. Besides that, the researcher also can explore how the green marketing mix influences consumer intention to purchase green products available in the market.

Keywords: *Consumer, Green Products, Bibliometric Analysis, Product Strategy, Sustainable business*

1. Introduction

The growing concern over environmental degradation has led to a significant shift in consumer behavior towards more sustainable and eco-friendly choices. Liu (2024) reveals that environmentally sustainable products have emerged as a crucial approach for enterprises in addressing the increasing ecological consciousness prevalent among consumers. Consumer green products have minimal negative environmental impact and have gained considerable attention recently. These products are distinguished by their lower environmental impact, beneficial health attributes, and encouragement of sustainable consumption practices (Jaiswal & Kant, 2018). Consumer green products encompass a broad range of categories, including organic food, energy-efficient appliances, biodegradable materials, and products made from recycled resources.

Malaysia is also committed to encouraging and supporting companies that produce consumers green products. In 2023, the Malaysian Green Technology and Climate Change Corporation (MGTC) in collaboration with Shopee Malaysia successfully organized a campaign "Jom Beli Product Hijau" for four months from September to December 2023. This campaign was held to introduce and promote the MyHIJAU Mark Recognition Scheme for certified green products and services among Malaysian consumers. A total of 1178 local sellers offer more than 3000 green products including paper products, paint, cleaning products, biomass packaging and kitchenware. The result has shown that paper products achieved 73% contributing the highest sales, followed by 17% for paint products, 9% for cleaning products and 1% for biomass packaging and kitchenware. This demonstrates the strong support of consumers and environmentally friendly purchasing habits (MGTC, 2024). The rise of consumer green products is not just a trend but a reflection of increasing societal commitment to sustainability and responsible consumption. In response, this study utilizes a bibliometric approach, which entails a quantitative analysis of publishing trends, citations, and subject content within academic works. Through methodical analysis of the literature, this study seeks to identify the main contributors that contributed to the discussion on consumer green products and reveal developing patterns that impact consumer behavior towards environmentally friendly products.

The goals of this study are twofold: first, to investigate the research trends and productivity related to consumer green products through a bibliometric analysis spanning from 1991 to 2024, with a focus on the

keywords used in the examined publications. Second, to assess the frequency and impact of these keywords found in titles and abstracts by considering the number of times other researchers have cited them.

2. Literature Review

The increasing awareness of environmental sustainability has led to a significant shift in consumer behavior towards green products. Green products, also called eco-friendly or sustainable products, are designed to minimize environmental impact through various means, such as reduced energy consumption, recyclable materials, or environmentally responsible production methods. Green products have gained significant traction recently, driven by the growing concern for environmental sustainability and consumer demand for eco-friendly alternatives (Bhardwaj et al., 2020). This shift not only reflects a change in purchasing habits but also encourages companies to innovate and adopt sustainable practices throughout their supply chains. Ranganath and Nishadi (2022) revealed the expanding market demographic for eco-friendly products within the fast-moving consumer goods (FMCG) sector implying that marketers can secure a competitive advantage by appealing to environmentally conscious consumers.

Research on green behavior has expanded significantly in recent decades, but several gaps remain. Based on the research by Maichum et al. (2016), the main factors influencing consumers' purchase intention towards green products are consumer attitude, subjective norm, and perceived behavioral control. Additionally, environmental concern plays a significant role, directly influencing attitude, perceived behavioral control, and purchase intention. While environmental knowledge does not directly affect purchase intention, it does have an indirect impact through its influence on attitude, subjective norms, and perceived behavioral control. Studies often focus on consumer intent rather than actual purchases, limiting practical insights (Bravo et al., 2022). Additionally, exploring multifaceted areas of consumer behavior and improving existing social psychological models could enhance the understanding of green consumer attitudes and behaviors (Samarasinghe, 2012). Existing research often relies heavily on the Theory of Planned Behavior to explain green product purchasing. While this theory provides a valuable framework, it may not fully capture the complexity of green behavior. Theoretical gaps include the need for more comprehensive models beyond the Theory of Planned Behavior to explain green purchasing phenomena (Tafsir et al., 2016).

Sustainability and environmental consciousness have become increasingly important considerations for consumers in recent years, leading to a growing demand for green products that are perceived to have a lower environmental impact. In promoting eco-friendly attributes, companies need to improve on clarity, credibility, and emotional engagement. Environmental messages should be straightforward, as even simple syntactic formulations might provoke skepticism on the part of consumers (Dangelico & Vocalelli, 2017). Companies should ensure their claims are honest and transparent, building trust with stakeholders through credible communication (Dangelico & Vocalelli, 2017; Delmas & Burbano, 2011). Credible labels such as Energy Star and USDA organic labels help consumers distinguish new green products and reduce confusion from misleading labels (Delmas & Burbano, 2011). Marketing messages should evoke emotional responses, particularly targeting demographics like young consumers who are more likely to engage with passionate appeals about environmental responsibility (Lee, 2009). Therefore, integrating sustainability in brand management can also strengthen consumer-brand relationships, enhance brand loyalty, and improve the firm's image in public (Ginsberg & Bloom, 2004). By combining these strategies, companies can effectively convey their eco-friendly attributes and differentiate themselves in the market.

In addition, marketing green products to consumers faces several key challenges. According to Gleim et al. (2013) and Ottman et al. (2006), the susceptibility to pricing remains a significant barrier, as a notable portion of consumers perceive eco-friendly products as more expensive without apparent benefits, leading to a marked distrust concerning their value. Additionally, a lack of awareness among consumers about the environmental advantages and features of consumer green products hinders their willingness to buy, emphasizing the need for successful educational tactics to improve consumer comprehension (Paul et al., 2016). In addition, companies must contend with the challenges of competing claims and the issue of greenwashing, where deceptive information can undermine trust and make consumer decision-making more difficult. To overcome these obstacles, brands should implement transparent marketing strategies that communicate the genuine benefits of their products, thereby cultivating a better-informed consumer base.

3. Methodology

This study leverages a bibliometric approach, employing quantitative analysis to examine publication patterns and citations within the scholarly discourse on consumer green products. The bibliometric method enables a comprehensive examination of the field's evolution, thereby providing insight into the influential works and authors that have significantly contributed to developing knowledge surrounding consumer green products. The present bibliometric analysis employed the Scopus database as the primary source for data extraction. This choice is grounded in Scopus's recognition as one of the most prominent academic databases currently available. With approximately 1,961 documents identified, the Scopus database provided a comprehensive foundation for the data collection essential to this study.

A series of searches were conducted that used the following keyword string: TITLE-ABS-KEY (consumer "green products") AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (PUBSTAGE, "final"))

This Scopus search generated 1961 documents, as stated in Figure 1. The search was conducted on August 7, 2024, and was limited to English documents and the final publication stage. In addition, tools such as Microsoft Excel and Publish or Perish software were used for further analysis.

Figure 1: PRISMA Flow Diagram
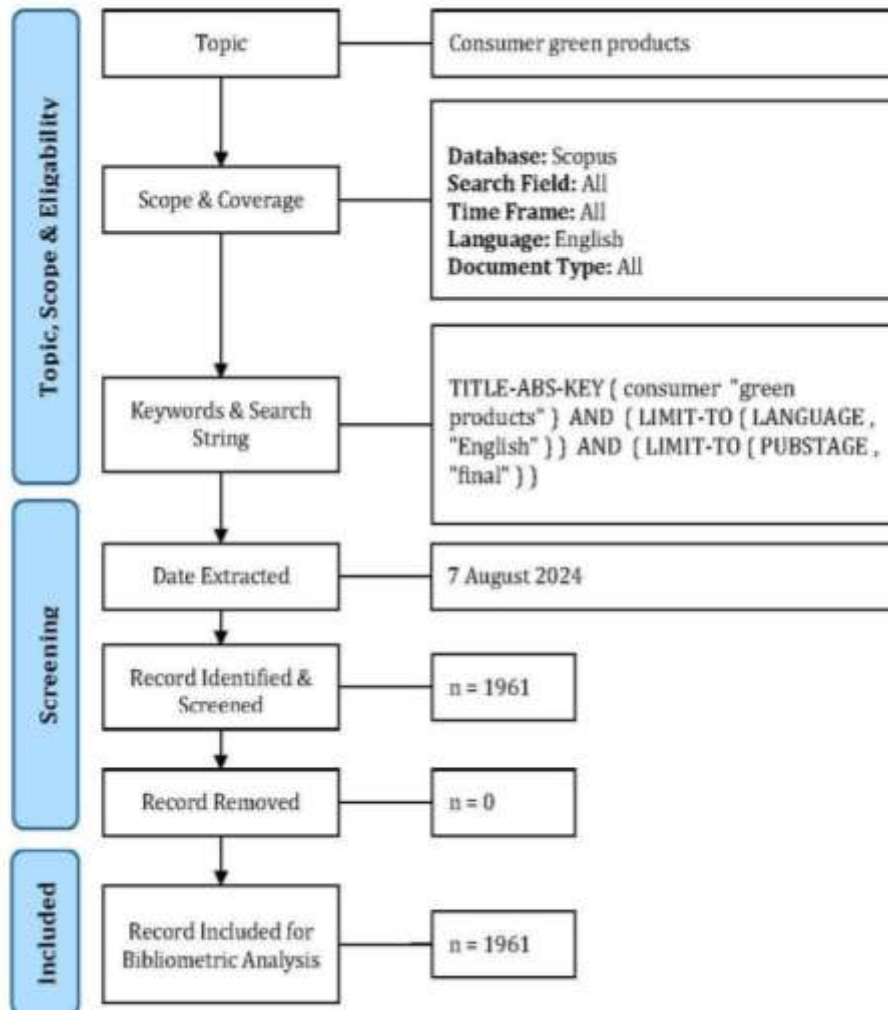
Source: Zakaria et al. (2021)

4. Results

The analysis for the extracted academic work in the search process was based on the following attributes: (1) document types; (2) year of publications; (3) languages of documents; (4) subject area; (5) most active source title; (6) keywords analysis; (7) most influential countries and; (8) citation analysis.

Document types
Table 1 analyzes the types of documents published in a particular dataset, classified by their document type. The data includes the total number of publications (denoted as "Total Publications" or "TP") for each document type and their respective percentages of the total publications. Most publications, 1,557 in total, are articles, constituting 79.40% of the entire dataset. This suggests that traditional research articles are the most prevalent publication type in this context.

Conference papers account for 10.30% (202 publications), followed by book chapters at 6.32% (124 publications). Reviews represent 3.26% of the dataset, with 64 publications, while books, conference reviews, editorials, short surveys, and retracted documents are less prevalent, collectively comprising the remaining 0.72%. The dominance of articles suggests a strong emphasis on traditional research dissemination, with other forms of scholarly communication contributing to a lesser extent.

Table 1: Document Types

Document Type	Total Publications (TP)	Percentage (%)
Article	1557	79.40
Conference Paper	202	10.30
Book Chapter	124	6.32
Review	64	3.26
Book	8	0.41
Conference Review	3	0.15
Editorial	1	0.05
Short Survey	1	0.05
Retracted	1	0.05
Total	**1961**	**100.00**

Year of Publications
Research on green consumer products has evolved significantly since its inception in 1990, as the publication data indicates. The field experienced gradual growth in scholarly output, with a notable acceleration in the 21st century, aligning with the increasing global awareness of sustainability and environmental issues. By 2023, this area of research had reached its peak, with 268 publications accounting for 13.67% of the total output, as stated in Table 2. This surge in 2023 underscores the growing academic interest and the urgent need for sustainable consumer practices. As research expands, the cumulative percentage distribution shows that recent years have contributed substantially to the body of knowledge in this domain, indicating that the topic of green products has gained prominence in the academic discourse.

Table 2: Year of Publications

Year	Total Publications (TP)	Percentage (%)	Cumulative Percent (CF)
2024	167	8.52	8.52
2023	268	13.67	22.19
2022	239	12.19	34.37
2021	200	10.20	44.57
2020	185	9.43	54.01
2019	137	6.99	60.99
2018	118	6.02	67.01
2017	109	5.56	72.57
2016	70	3.57	76.14
2015	83	4.23	80.37
2014	66	3.37	83.74

2013	59	3.01	86.75
2012	47	2.4	89.14
2011	36	1.84	90.98
2010	25	1.27	92.25
2009	32	1.63	93.88
2008	16	0.82	94.70
2007	16	0.82	95.52
2006	16	0.82	96.33
2005	9	0.46	96.79
2004	3	0.15	96.94
2003	8	0.41	97.35
2002	7	0.36	97.71
2001	3	0.15	97.86
2000	9	0.46	98.32
1999	9	0.46	98.78
1998	3	0.15	98.93
1997	4	0.20	99.14
1995	5	0.25	99.39
1994	4	0.20	99.60
1993	3	0.15	99.75
1992	2	0.10	99.85
1991	1	0.05	99.90
1990	2	0.10	100.00
Total	1961	100.00	

Languages of Documents

The decision to select only English-language documents for analysis is rooted in recognizing English as the globally dominant language of academic communication. This linguistic choice is essential for ensuring that the research aligns with the broader academic community, where English serves as the primary medium for scholarly discourse. The predominance of English in academia is well-established, making it the preferred language for publishing and disseminating research across diverse fields.

By focusing exclusively on English-language documents, the analysis benefits from a vast and comprehensive dataset that is more likely to be cited and engaged with by scholars from various geographical regions. This ensures the findings are accessible and relevant to a broader international audience, enhancing the study's impact and integration within the global academic landscape. Therefore, prioritizing English-language documents supports the goal of contributing to the universal body of knowledge while fostering inclusive and collaborative academic dialogue.

Subject Area

Table 3 summarises the publications based on the subject area. It demonstrates that the most significant number of publications were categorized under "business, management, and accounting," with 888 (45.28%) publications. This is followed by "environment science" (32.59%), "social sciences" (24.99%), "engineering" (24.48%), "energy" (17.49%), "computer science" (16.57%), and "economics, econometrics and finance" (16.47%). Other subject areas were below 8% of the total publications, including decision sciences, mathematics, psychology, agricultural and biological sciences, arts and humanities, materials science, medicine, earth and planetary sciences, multidisciplinary, biochemistry, genetics and molecular biology, chemical engineering, and chemistry.

Table 3: Subject Area

Subject Area	Total Publications (TP)	Percentage (%)
Business, Management and Accounting	888	45.28
Environmental Science	639	32.59
Social Sciences	490	24.99
Engineering	480	24.48
Energy	343	17.49
Computer Science	325	16.57
Economics, Econometrics and Finance	323	16.47
Decision Sciences	150	7.65
Mathematics	120	6.12
Psychology	99	5.05
Agricultural and Biological Sciences	77	3.93
Arts and Humanities	63	3.21
Materials Science	62	3.16
Medicine	60	3.06
Earth and Planetary Sciences	43	2.19
Multidisciplinary	30	1.53
Biochemistry, Genetics and Molecular Biology	28	1.43
Chemical Engineering	28	1.43
Chemistry	25	1.27

Most active source titles

Table 4 addresses the most active source titles on consumer green products. The highest source was Sustainability Switzerland, with 136 (6.49%) publications. The second and third highest were the Journal of Cleaner Production and Development in Marketing Science Proceedings of the Academy of Marketing Science, with 107 and 35 publications. Followed by Business Strategy and The Environment, Frontiers in Psychology, Environmental Science and Pollution Research, Journal of Retailing and Consumer Services, Computers and Industrial Engineering, IOP Conference Series Earth And Environmental Science and Journal of Consumer Marketing.

Table 4: Most Active Source Title

Source Title	Total Publications(TP)	Percentage (%)
Sustainability Switzerland	136	6.49
Journal Of Cleaner Production	107	5.46
Developments In Marketing Science Proceedings Of The Academy Of Marketing Science	35	1.78
Business Strategy And The Environment	28	1.43
Frontiers In Psychology	26	1.33
Environmental Science And Pollution Research	25	1.27
Journal Of Retailing And Consumer Services	25	1.27
Computers And Industrial Engineering	22	1.12
IOP Conference Series Earth And Environmental Science	21	1.07
Journal Of Consumer Marketing	21	1.07

Keywords Analysis

Next, Table 5 presents the top keywords used by authors in a dataset, highlighting the focus areas within the research. "Green Products" is the most frequently used keyword, appearing in 515 publications and accounting for 26.26% of the total, indicating a strong emphasis on eco-friendly products. "Sustainable Development" follows with 242 mentions (12.34%), reflecting the significance of long-term ecological balance in the research. "Green Marketing" and "Sustainability" are also prominent, appearing in 209 (10.66%) and 205 (10.45%) publications, respectively, underscoring the importance of environmental considerations in marketing and broader sustainability themes. Keywords related to consumer behavior, such as "Sales" (194 publications, 9.89%) and "Consumer Behavior" (193 publications, 9.84%), demonstrate an interest in how sustainability impacts consumer actions. Other notable keywords include "Commerce," "Marketing," and "Purchase

Intention," each appearing in approximately 8-9% of the publications, further emphasizing the intersection of sustainability with market dynamics and consumer decision-making processes. Overall, the keyword analysis reveals a strong focus on environmental sustainability and its implications for consumer behavior and marketing within the research domain.

Table 5: Top Keywords

Author Keywords	Total Publications (TP)	Percentage (%)
Green Products	515	26.26
Sustainable Development	242	12.34
Green Marketing	209	10.66
Sustainability	205	10.45
Sales	194	9.89
Consumer Behavior	193	9.84
Consumption Behavior	186	9.48
Green Product	176	8.98
Commerce	172	8.77
Marketing	161	8.21
Purchase Intention	135	6.88
Green Consumption	125	6.37

In this study, the authors' keywords were systematically analyzed to identify prevalent themes and concepts within the dataset. This analysis was visually in Figure 2 which was represented by generating a word cloud using the WordArt online generator (WordArt, 2024). A word cloud is a strategic choice, as it identifies frequently occurring terms, thereby highlighting the central topics and trends within the literature. WordArt, an accessible and widely used tool, allows for visualizing keyword frequency, providing a clear and immediate representation of the data's thematic distribution. This method enhances the interpretability of the results. It summarises the dominant themes across the analyzed documents, contributing to a deeper understanding of the research focus areas.

Figure 2: Top Keywords

Most influential countries

This study also presents the most active countries that published documents on consumer green products. Table 6 recorded the top countries that contributed to the publications: China, India, United States, and Malaysia, with over 100 publications, while the rest contributed a minimum of 50 total publications.

Table 6: Top Countries Contributed to the Publications

Country	Total Publications (TP)	Percentage (%)
China	487	24.83
India	271	13.82
United States	253	12.90
Malaysia	150	7.65
Taiwan	91	4.64
Indonesia	86	4.39
Italy	61	3.11
United Kingdom	59	3.01
Canada	58	2.96
Australia	53	2.70
South Korea	50	2.55

Citation Analysis

Harzing's Publish or Perish software was used to obtain the citation metrics for the data retrieved from the Scopus database. Table 7 presents the citation metrics for the retrieved documents as of August 7, 2024. The brief description includes the total number of citations, along with citations per year, citations per paper, and citations per author. There were 1,961 papers with 70,807 citations, averaging 2,082.56 citations per year for consumer green products publications. Each paper was cited an average of 36.11 times, and the total h-index and g-index for all publications were 133 and 218, respectively.

Table 7: Citations Metrics

Metrics	Data
Publication years	1990-2024
Citation years	34 (1990-2024)
Papers	1961
Citations	70807
Citations/year	2082.56
Citations/paper	36.11
Citations/author	32223.59
Papers/author	839.60
h-index	133
g-index	218

Next, this paper presents the top 25 most cited articles on consumer green products, as listed in Table 8. The most cited article is by V. Griskevicius, J.M. Tybur, and B. Van den Bergh, titled "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation," with a total of 1,414 citations. This is followed by the article "Predicting Green Product Consumption Using the Theory of Planned Behaviour and Reasoned Action" by J. Paul, A. Modi, and J. Patel.

Table 8: Highly Cited Articles

No.	Authors	Title	Year	Cites	Cites per Year
1	V. Griskevicius, J.M. Tybur, B. Van den Bergh	Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation	2010	1414	101.00
2	J. Paul, A. Modi, J. Patel	Predicting green product consumption using the theory of planned behavior and reasoned action	2016	1269	158.63
3	M.A. Delmas, V.C. Burbano	The drivers of greenwashing	2011	1118	86.00
4	R. Yadav, G.S. Pathak	Young consumers' intention towards buying green products in a developing nation: Extending the theory of behavior behavior	2016	882	110.25
5	C. Tanner, S.W. Kast	Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers	2003	760	36.19
6	R. Yadav, G.S. Pathak	Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior	2017	737	105.29
7	D. Ghosh, J. Shah	Supply chain analysis under green sensitive consumer demand and cost-sharing contract	2015	663	73.67
8	J. Pickett-Baker, R. Ozaki	Pro-environmental products: Marketing influence on consumer purchase decision	2008	653	40.81
9	J. Rana, J. Paul	Consumer behavior and purchase intention for organic food: A review and research agenda	2017	643	91.86
10	B.B. Schlegelmilch, G.M. Bohlen, A. Diamantopoulos	The link between green purchasing decisions and measures of environmental consciousness	1996	621	22.18
11	N. Mazar, C.-B. Zhong	Do green products make us better people?	2010	616	44.00
12	M.R. Gleim, J.S. Smith, D. Andrews, J.J. Cronin	Against the Green: A Multi-method Examination of the Barriers to Green Consumption	2013	547	49.73
13	Z. Hong, X. Guo	Green product supply chain contracts considering environmental responsibilities	2019	521	104.20
14	P.-C. Lin, Y.-H. Huang	The influence factors on choice behavior regarding green products based on the theory of consumption values	2012	515	42.92
15	K. Nuttavuthisit, J. Thøgersen	The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food	2017	476	68.00
16	D. Jaiswal, R. Kant	Green Purchasing behaviour: A conceptual Framework and empirical Investigation of Indian Consumers	2018	466	77.67
17	D. Kammerer	The effects of customer benefit and regulation on environmental product innovation. Empirical evidence from appliance manufacturers in Germany	2009	459	30.60
18	J.A. Ottman, E.R. Stafford, C.L. Hartman	Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products	2006	447	24.83
19	J.M. Ginsberg, P.N. Bloom	Choosing the right green marketing strategy	2004	441	22.05
20	K. Lee	Gender differences in Hong Kong adolescent consumers' green purchasing behavior	2009	423	28.20

21	A.K. Moser	Thinking green, buying green? Drivers of pro - Environmental Purchasing Behavior	2015	420	46.67
22	J.F. De Medeiros, J.L.D. Ribeiro, M.N. Cortimiglia	Success factors for environmentally sustainable product innovation: A systematic literature review	2014	418	41.80
23	R.M. Dangelico, D. Vocalelli	"Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature	2017	415	59.29
24	K. Maichum, S. Parichatnon, K.-C. Peng	Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers	2016	406	50.75
25	S. Gupta, D.T. Ogden	To buy or not to buy? A social dilemma perspective on green buying	2009	405	27.00

5. Conclusion

The growing demand for consumer green products presents both challenges and opportunities. This study provides a comprehensive overview of the prevailing landscape of research on consumer green products through bibliometric analysis. By exploring key trends and the evolution of research topics in this area, the study underscores the increasing significance of sustainability and environmental concerns in consumer behavior. The findings suggest that engaging consumers with green products represents one of the emerging directions in environmental studies, which has garnered growing attention in recent years. Additionally, the analysis reveals the interrelations among topics such as green marketing, sustainable consumption, and eco-friendly product development, indicating a holistic approach to understanding consumer preferences and behaviors related to green products. To enhance this study, future research could prioritize documents that contribute to a more precise understanding of the results. It is recommended that future research examine the comparative success and acceptance of various forms of consumer green product categories available in the market. Furthermore, it is also suggested that researchers explore how green labelling, green advertising and green promotion might influence consumer intention to purchase green products.

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