

Bibliometric Analysis of The Term “Marketing Sustainability”

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ABSTRACT

This study presents a bibliometric analysis of the term "marketing sustainability" to explore the growing trends, key contributors, and thematic focus in the academic literature. Marketing sustainability represents the integration of sustainable practices and principles into marketing strategies and activities, highlighting the growing importance of environmental, social, and economic considerations in contemporary marketing practices. This research examined 985 articles with themes related to marketing management. In the context of this study, we concluded that marketing management articles are classified into six clusters. The trend of marketing management research is more on the marketing side. There are several topics that frequently appear in publications, such as the marketing perspective of one variable on another. Topics such as Agrarian Sustainability and Sustainability Reporting have also not been researched much.

Keywords: Marketing Sustainability, Bibliometric Analysis

1. INTRODUCTION

The topic of research on sustainable marketing continues to evolve amidst dynamic businesses. Some recent studies have identified. Marketing research for cultural heritage conservation and sustainability. Research [1] has progressively focused on enhancing cultural heritage experiences, especially through the use of information and communication technologies (ICT) in museums and cultural heritage sites. [2] argues that these new theoretical developments have not managed to overcome two major limitations of sustainability marketing: namely, its highly reductionist and rational nature. Customer satisfaction with the services provided is increasing. Companies revise their business strategies towards more sustainability-oriented ways of production, business practices, resource efficiency, waste disposal, building partnerships, communication effectiveness, etc. Integrating sustainability education into the international marketing curriculum. This study aims to integrate sustainability education into the international business and marketing curriculum [3].

Sustainable marketing is an important aspect of marketing management. Sustainability is essential for the sustainable development of organizations in globally competitive markets [4], [5]. Organizations need to shift from traditional marketing strategies to green marketing and green management strategies to remain sustainable [6]. Green marketing and management can have positive results on the company's financial performance in the long run [7]. Green marketing is one of the eight dimensions of green supply chain management (GSCM) that can improve sustainability performance [8]. The implementation of brand management is considered important in supporting SME performance, including product sustainability [9]. Overall, sustainability marketing is important for organizations to remain competitive, profitable, and sustainable in the long term. It can help organizations to improve sustainability performance, financial performance, and brand equity. There has been bibliometric research on sustainability marketing. We reviewed several search results that addressed this topic.

Table 1. Previous Research

Author & Years	Number of Document Analyzed	Sources	Finding
[10]	2193	Scopus	<p>Studi ini menganalisis kemunculan publikasi secara simultan berdasarkan tahun, tren kata kunci, kutipan, penggabungan bibliografi, dan analisis kepengarangan, negara dan institusi, dan menunjukkan bahwa literatur tentang keberlanjutan pariwisata isu-isu di bidang pemasaran pariwisata berkembang dengan cepat; hanya lima makalah yang menyumbang menyumbang lebih dari 2193 kutipan, tetapi ada beberapa penulis yang produktif. Dari 694 sumber yang termasuk dalam</p> <p>Dari 694 sumber yang termasuk dalam tinjauan, yang paling penting menerbitkan 40,34% makalah; Spanyol adalah negara terkemuka dalam topik ini. Penelitian ini memberikan wawasan tentang keadaan terkini dan mengidentifikasi kesenjangan dan dan peluang dalam keberlanjutan dan pemasaran pariwisata.</p>
[11]	1025	Scopus	<p>10 negara paling produktif kemudian dianalisis. A sejumlah besar institusi dari negara berkembang (dalam hal jumlah artikel) dan negara maju negara maju (dalam hal skor kutipan), dibandingkan. Akhirnya, berdasarkan kata kunci dan analisis tiga faktor, disimpulkan bahwa pemasaran hijau, keberlanjutan, pembangunan berkelanjutan, pemasaran lingkungan dan pemasaran berkelanjutan telah menarik perhatian yang luas selama dekade terakhir sebagai kata kunci.</p>

[12]	2628	Elseiver	Selain itu, area yang memerlukan penelitian di masa depan termasuk pembuangan bahan limbah, sertifikasi produk ramah lingkungan, dan menggabungkan pembelian berkelanjutan di seluruh kategori produk. Oleh karena itu, kerja sama internasional dan kolaborasi antar negara dan lembaga penelitian harus ditingkatkan dengan fokus khusus pada perancangan teknik pemasaran hijau yang inovatif untuk mendorong konsumerisme yang berkelanjutan.
[13]	161	Scopus	Temuan ini membuka jalan untuk perluasan penelitian di masa depan. Hasil penelitian menunjukkan bahwa penelitian tentang aplikasi teknologi blockchain telah matang dari waktu ke waktu. Namun, aliran penelitian mengungkapkan bahwa pemasaran berbasis blockchain pemasaran berbasis blockchain masih dalam tahap awal.

Source: Author (2023)

To the best of our knowledge, no bibliometric analysis on the topic of marketing sustainability has been conducted from both Scopus-indexed journals specifically in the research of marketing research. The purpose of this paper is to answer the following questions (1) how are sustainability marketing articles are classified, (2) what are the trends in sustainability marketing research, (3) which research topics are the subject of more sustainability which research topics are the subject of more publications? and (4) what are the future topics of that provide opportunities for further research?

This paper is organized by starting with a literature review of the term social sustainable marketing based on previous research results. In addition, the research objectives are also presented. In Section 2, the definition of sustainable marketing and the existing review of the term social entrepreneurship are explained. In Section 2, the definition of sustainable marketing and the existing review on the term sustainable marketing are explained. The methodology used to conduct the bibliometric analysis, including the steps of the method associated with the use of the database of three journals in Section 3. Section 4 presents the results using VOSviewer. Research recommendations, conclusions, and limitations of the study appear in Section 5.

2. LITERATURE REVIEW

A. Sustainability Marketing

Sustainable marketing, also known as green marketing or eco-marketing, is a business approach that aims to promote products and services while minimizing their negative impact on the environment and society. This approach involves the integration of sustainable practices throughout the marketing process, including product design, production, distribution, and communication [14]. The goal of sustainable marketing is to meet the needs of today's consumers without compromising the ability of future generations to meet their own needs. This approach emphasizes long-term sustainability and responsible business practices, taking into account environmental, social, and economic factors. Sustainable marketing seeks to create value for companies and stakeholders by aligning business objectives with sustainability principles [15].

One of the main principles of sustainable marketing is the triple bottom line concept, which considers the economic, social, and environmental impacts of business activities [16]. Sustainable marketing aims to go beyond traditional marketing strategies that only focus on financial performance, and instead, sustainable marketing considers the broader impact of business decisions [2]. This approach recognizes that businesses have a responsibility to minimize negative environmental and social impacts while delivering value to customers. By adopting sustainable marketing practices, companies can build trust and loyalty among consumers who are increasingly concerned about sustainability issues [17].

In sustainable marketing, product design plays an important role in minimizing the environmental impact of goods and services. This includes using environmentally friendly materials, reducing waste and pollution, and ensuring products are energy efficient and recyclable. Sustainable marketing also emphasizes the importance of responsible sourcing and supply chain management [18]. Companies are encouraged to partner with suppliers that adhere to sustainable practices, such as fair trade and ethical labor standards. By promoting these practices, companies can differentiate themselves in the marketplace and attract environmentally conscious consumers [19].

The communication aspect of sustainable marketing involves delivering transparent and honest messages that educate consumers about the environmental and social benefits of a product or service [20]. This requires clear and accurate labeling and advertising to avoid greenwashing, which refers to misleading or exaggerated claims about the sustainability of a product. Sustainable marketing encourages companies to take responsibility for their actions and communicate their sustainability efforts honestly and transparently. Effective communication can help consumers make informed choices and support businesses that prioritize sustainability [21].

Sustainable marketing is supported by various frameworks and standards that provide guidance and certification for businesses. The Global Reporting Initiative (GRI) provides a comprehensive framework for reporting sustainability performance, including marketing practices [22], [23]. Leadership in Energy and Environmental Design (LEED) certification focuses on green building and sustainable design, which can be relevant for companies in the construction or real estate industries. Additionally, certifications such as Fairtrade, Forest Stewardship Council (FSC), and Organic ensure sustainable sourcing and production practices. These frameworks and certifications offer credibility and transparency, allowing companies to demonstrate their commitment to sustainability to consumers and other stakeholders.

The definition of marketing has evolved to include sustainability in recent years. The traditional marketing concept has shifted from a focus on sales to a focus on customer needs and expectations, and now to a new marketing orientation called sustainable marketing [24]. The definition of marketing revised by the American Marketing Association in 2007 calls for responsibility to society at large, not just individual consumers, which includes the incorporation of social and ecological sustainability into marketing decisions and strategies [25]. The concept of green marketing emerged in the late 1980s and early 1990s, and new types of products were created that could reduce damage to the environment [26]. Socially responsible marketing (SRM) includes corporate citizenship, stakeholder orientation, and social/ecological sustainability [3].

3. METHODOLOGY: BIBLIOMETRIC ANALYSIS

The purpose of this study is to analyze how sustainability marketing articles are classified. Then, to find out the trends of social entrepreneurship research, to find out which research topics are the subject of publications, and to analyze future sustainable marketing management topics that provide opportunities for further research.

a. Searching For Specific Journals on The Topic of Social Entrepreneurship

Bibliometric reviews are commonly used in scientific disciplines and focus on quantitative studies of journal papers, books, or other types of written communication [27]. The work started with a Google database search related to journals that specifically address the topic of social entrepreneurship.

b. Journal metrics information

This section describes explicitly the profiles and metrics of the sustainability marketing journals. Table 3 shows some important things to know from the metrics in the term. This metric information is obtained from metadata information using the Publish or Perish (PoP) application on June 19, 2023.

Table 2. Metrics Information of Selected Journals

Metrics Data	JSE
Publication years	1970-2023
Citation years	53
Papers	980
Citation	33246
Cites/years	627.28
Author/paper	2.21
h-index	81
g-index	167
h1.norm	59
h1.annual	1.1

c. Reference Management

After all, articles have been downloaded from the two journal websites, and the next step is tidying references using the Mendeley application. References are needed to ensure that the

metadata for each article is complete, such as information about the author, keywords, abstracts, and other information.

d. Bibliometric Analysis

After all of the article's metadata is confirmed to be complete, the next step is to conduct a bibliometric analysis. The application used in analyzing bibliometrics in this article is VosViewer.

4. RESULTS AND DISCUSSION

To answer the first objective of this paper on how social entrepreneurship articles are classified, using VosViewer software, through the creation of maps based on text data using the title and abstract fields, with the binary counting method, 4050 terms were found. With a minimum number of occurrences of a term of 10 times, 128 thresholds were found.

However, for each of these 128 terms, the relevance score will be calculated. Based on this score, the most relevant term will be automatically selected by default by 60%, resulting in 77 most appropriate words. However, the verification process still has to be done manually by removing unrelated words, such as editorial, sample, abstract, and others. Thus, the total words that can be included in the map generation is 100 words.

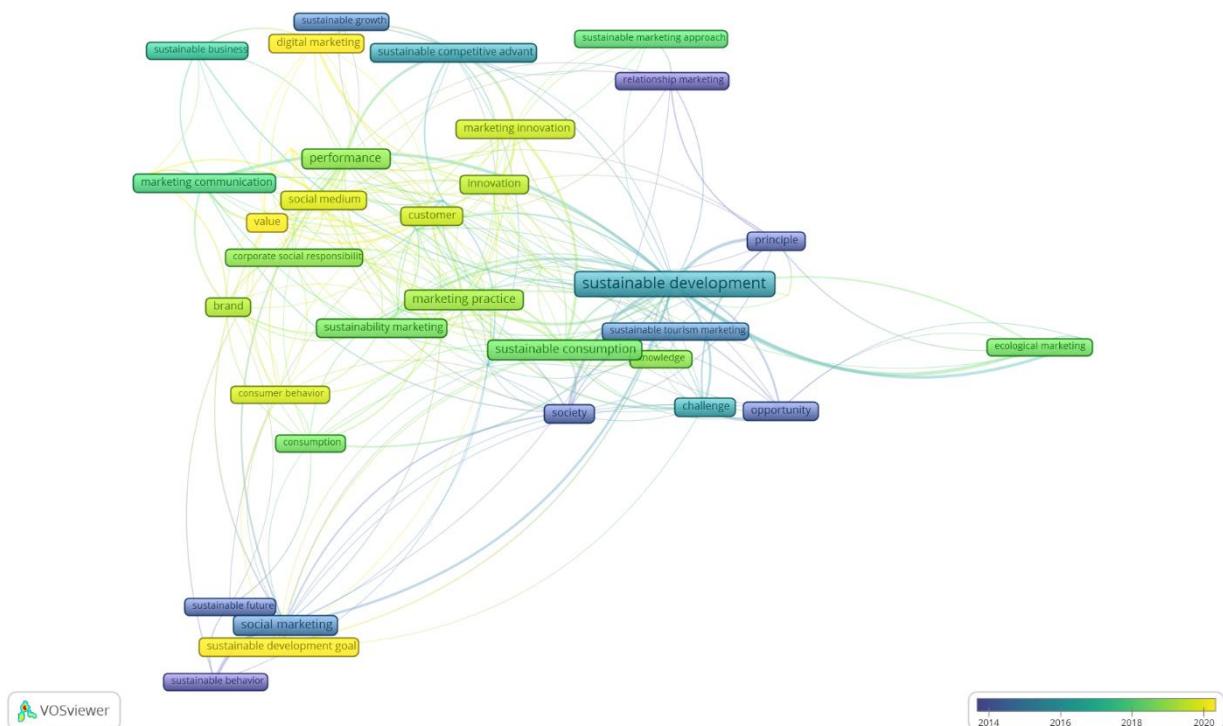
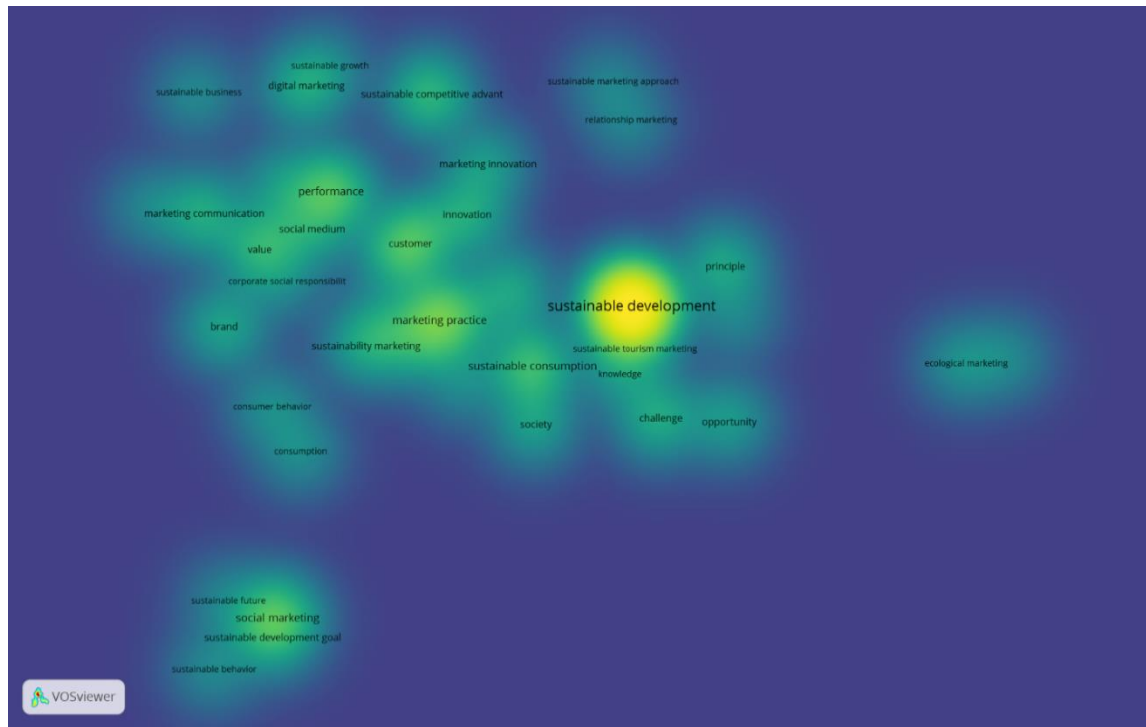


Figure 1. Network visualization map of keywords

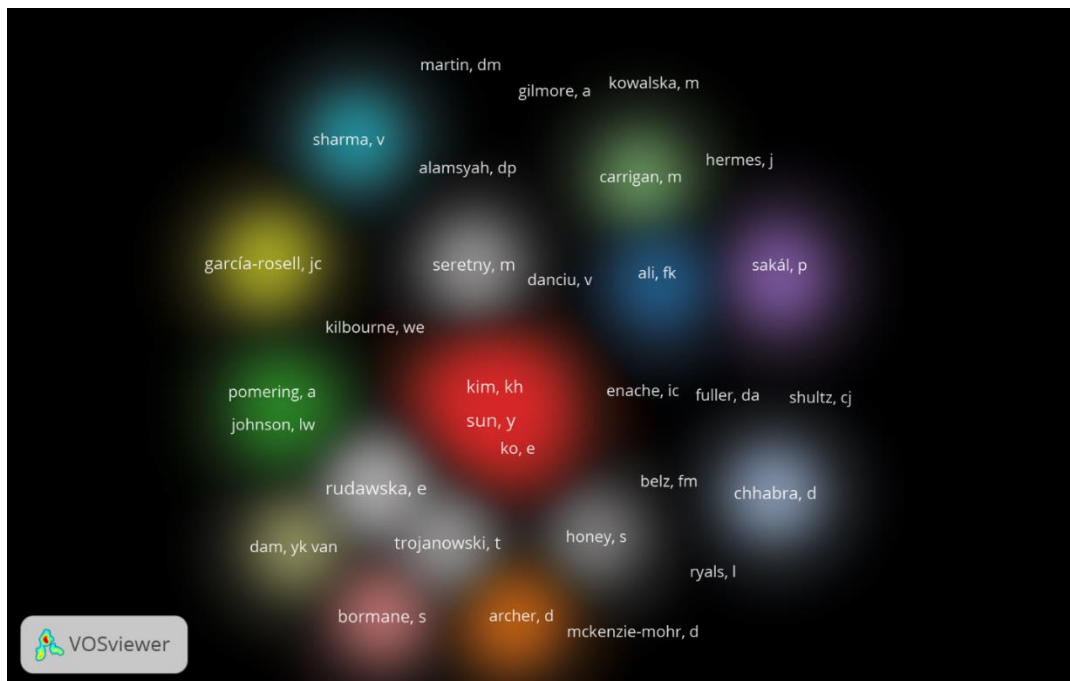
Based on Figure 1, there are several clusters marked in blue, purple, yellow, red, and green. Based on the total articles, some of the words in these clusters appear most frequently. These clusters indicate that there are five classifications of articles published to date. In more detail can be seen through table 4.

Cluster	Total Items	Most frequent keywords (occurrences)	Keyword
1	(13)	Performance (54)	Adoption, brand, customer behavior, corporate social responsibility, marketing communication, marketing practice, moderating role, performance, social medium, sustainability marketing, activity, value.
2	(6)	Sustainable Product (18)	Customer, equity, implications, insight, consumption, sustainability product
3	(7)	Marketing Innovation (28)	Digital marketing, innovation, marketing innovation, relationship marketing, sustainable business, sustainable competitive advantage, sustainable growth.
4	(5)	Sustainability Development (240)	Challenge, ecological marketing, environmental marketing, opportunity, sustainability development
5	(5)	Social Marketing (51)	Consumption, social marketing, sustainable behavior, sustainable development, sustainable future
6	(5)	Tourism Marketing (40)	Knowledge, principle, society, sustainable marketing model, tourism marketing

Then, to answer what is the trend of social entrepreneurship research, we can see the answer actually from the cluster itself. Figure 2 shows a visualization of the density of articles published by JSE and SEJ. Cluster 1, with the word resources and services being the most frequently occurring word.



There is one cluster from the results of this mapping that appears at least in the keywords, namely cluster 6. This cluster includes topics on sustainability marketing. In terms of researchers, there are also six clusters, as presented in Figure 3.



Based on Figure 3, it can be seen that the big names of each cluster are marked with large dots in each cluster. In the figure, only authors who have links in publications are displayed. However, if the authorship of the authorship is removed, Table. 4

Citations	Author and Year	Title
9787	[28]	Marketing
6975	[29]	Marketing the competitive destination of the future
3773	[30]	Regime shifts to sustainability through processes of niche formation: The approach of strategic niche management
3360	[31]	Marketing: An Introduction
3174	[32]	Marketing 3.0: From Products to Customers to the Human Spirit
3080	[33]	Sustainable Development: Exploring the Contradictions
2790	[34]	Business models for sustainable innovation: state-of-the-art and steps towards a research agenda
2761	[35]	Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions
2532	[36]	The Role of Corporations in Achieving Ecological Sustainability
2531	[37]	The Impact of Corporate Sustainability on Organizational Processes and Performance

It can be seen that the period 1977 - 2022 are the years in which Marketing documents are most explicitly cited. Recent material tends not to be cited as much, except by authors who have researched the field before, and are quite well-known. Then, to see which research topics are the subject of more publications, we can look at Table 6.

Table 5. The 15 Most and Least Occurring Terms

Most occurrences		Fewer occurrences	
Occurrences	Term	Occurrences	Term
533	Marketing	16	Market Sustainability
75	Firm	16	Field
65	Impact	15	Market Performance
64	Sustainability Marketing	14	Covid
61	Innovation	14	Market Share
58	Environmental Sustainability	14	Determinant
57	Performance	13	Application
54	Concept	13	Evaluation
40	Social Marketing	13	Sustainable Innovation
37	Service	12	Social Sustainability
36	Level	12	Market Perspective
33	Sustainable Consumption	12	Marketing Strategy
31	Market Orientation	11	Relation
30	Tourism	11	Sustainability Report
28	Corporate Sustainability	11	Agrarian Sustainability

In addition to explaining which topics appear most frequently in publications, Table 6 also explains the ultimate goal of this research, namely future marketing management topics that provide opportunities for further research. The issues that could be opportunities for deeper exploration are more specific and lead to implications or measurements from the field of business and marketing. Topics such as Agrarian Sustainability and Sustainability Report have also not been widely researched. Meanwhile, issues such as the influence of one variable on another, and marketing management have been researched quite a lot. Similarly, topics related to financial management itself, such as systems, personal financial management, are also emerging.

5. CONCLUSION

This study reviewed 985 articles with themes related to marketing management. In the context of this study, we conclude that financial management articles are classified into six clusters. Marketing management research trends are more on the marketing side. There are several topics that frequently appear in publications, such as the marketing perspective of one variable on another. Topics such as Agrarian Sustainability and Sustainability Report have also not been researched much. The current study has at least two limitations. By using formal tools (PoP, VOSviewer, and Mendeley software), the subjective judgment of the authors remains and can still lead to the recognition of errors. Future research should use a larger sample size that includes other journals, even if they are not Scopus-indexed. In addition, comparison of analysis results using different bibliometric analysis software (such as BibExcel and HistCite) is also recommended.

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