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EVALUATION OF GREEN PRODUCTS IN THE LITERATURE: TRENDS RESEARCH FROM 2000 TO 2022

Dr. Seema Mahlawat
Associate Professor, Department of Commerce, Gurugram University, Gurugram
Email: seema.mahlawat@gurugramuniversity.ac.in

Dr. Savita
Department of Commerce, Gurugram University, Gurugram
Email: savlokgautam@gmail.com

Dr. Sandeep Kumar
Assistant professor, Department of Commerce, Chaudhary Ranbir Singh University, Jind
Email: casandeeppurwa@gmail.com

Abstract
The phrase "green products" is used to describe goods that are manufactured, used, and discarded in a way that reduces their impact on the environment in terms of pollution, hazardous materials, and other chemical waste. Therefore, there is hope that green goods may benefit both the planet and human health. Businesses with a commitment to sustainability have shifted their focus to creating green products in response to rising demand for such goods and a slew of new laws protecting the environment. The present investigation used bibliometric methods along with other indicators to ascertain the growth of green product research from 2000 to 2022. As a means of mapping out the region's dominant tendencies, VOS viewer software was used. Six hundred and fifty-nine publications related to eco-friendly goods were culled from the SCOPUS database within the study's time frame. According to the statistics, the market for environmentally friendly goods has exploded since 2000 , especially during the last 14 years. In terms of both output and citations, the United States of America is head and shoulders above the competition. Several "green" subthemes seem to be emerging, all of which are connected to environmental and health awareness, customer trust, and brand loyalty.
Keywords: Bibliometric, Green, Products, Analysis, sustainable products.

1. Introduction

Depletion of natural resources, loss of biological diversity, depletion of water supplies, air, water, and soil pollution, and global warming are only some of the significant environmental challenges that may be traced back to today's unsustainable patterns of consumption (Sharma and Sharma, 2008 ; Mammadli,2021). We are at a pinnacle of environmental problems, and this has heightened people's worries about the environment (Axelrod and Lehman, 1993). Growing awareness of the depletion of natural resources due to human activities has given rise to concerns about environmental protection and environmental consciousness in consumer behaviour.

More and more shoppers are prepared to shell out more cash for "good for me and healthy for the planet" labels (Nielsen, 2018). As a result, there has been a surge in international interest in eco-friendly goods. According to one definition, "a green product is one that has been certified as such by a recognised organisation as having been produced using toxic-free components and environmentally-friendly techniques" (Gurau and Ranchhod, 2005). Because they make efficient use of resources and generate fewer long-term problems for the environment, green goods are of a higher quality and more cost-effective for customers and society as a whole. Products that are environmentally friendly have risen to prominence as the most reliable answer for many industrialised nations (Ramayah et al., 2010). Green goods have a huge impact on both human and environmental development, which is why the SDGs were created in 2015. (Gaffney, 2014). By 2030, "responsible consumption and production patterns" need to be established, as stated in Goal 12 of the Sustainable Development Goals (Shittu, 2020). Furthermore, there has been a change in consumer attitudes, with more people becoming environmentally aware and enthusiastic about green initiatives in the marketplace (Teng et al., 2018). As a consequence, a growing number of corporations have adopted greener practises in terms of pollution and trash disposal, including creating more eco-friendly packaging and endorsing environmental causes. Therefore, customer environmental concerns are seen as a significant driver of environmental management techniques (Chen et al., 2019; Yu et al., 2016). The fact that companies whose actions help the environment do it largely for financial gain or social/ethical responsibility links in with the importance of customers' own environmental concerns (Tang and Gekara, 2020). There is a risk that consumers may see environmentally unfriendly companies negatively, which might have a negative impact on their brand and bottom line (Walsh et al., 2009). This is because eco-conscious consumers affect profits directly via their demand for and willingness to pay extra for green goods (Hussain et al., 2014; Suki, 2013) and other factors (Hilger et al., 2019; Zhong and Chen, 2019).

There are comprehensive reviews of the literature on green product innovation (Dangelico, 2016), sustainable products, green product and process innovation (Tariq et al., 2017), eco-innovation (De Medeiros et al., 2014), green innovation, and sustainability-oriented innovation (Adams et al., 2016). However, there has been a dearth of research on eco-friendly goods. Reviews that have been written so far have offered a wide range of significant findings drawn from previously conducted research. Expertise gains and paradigm changes are shown through systematic literature evaluations (Xiao and Watson, 2019). In addition, the development of the idea of green goods may be discerned via the use of bibliometric methods to analyse literature reviews. With the use of bibliometric software, researchers may examine the development of a subject through time, pinpoint major clusters of related studies within it, and pinpoint active and promising research avenues (Fahimnia et al., 2015). The literature on topics like green manufacturing (Sangwan and Mittal, 2015), green supply chain (Fahimnia et al., 2015; Amirbagheri et al., 2019), green innovation (Albort-Mora et al., 2017), green building (Zhao et al., 2019), green energy (Coba et al., 2018), and sustainable manufacturing was analysed using bibliometric tools (Bhatt et al.,2020). No research, however, has yet undertaken a bibliometric examination of the literature on eco-friendly goods. This study uses bibliometric approaches to comprehensively investigate the evolution of green product research across time, filling a significant void in the existing literature. Since marketing management is where the

concept of green goods has flourished the greatest (Sdrolia & Zarotiadis, 2018), our investigation has focused on identifying keywords and researching subjects specific to marketing management and green products. The primary contribution of the present study is a bibliometric analysis of the literature about green goods and related issues from 2000 to 2022. Network analysis of the co-occurrence of keywords relevant to the green sector is among the study's results, along with the pattern of publication and citation growth, the most notable articles, the top authors, journals, institutions, and countries.

2. Material and method

Articles on eco-friendly goods were gathered using the Scopus database. According to their website, "Scopus® is the world's biggest abstract and citation database for peer-reviewed literature, providing the most thorough analysis of health-related articles in print" (Elsevier, n.d). The descriptive bibliometric analysis was performed using Scopus's in-built tools. (What nations, what writers, what organisations, and what sorts of materials are most widely disseminated.) To find all publications that may be relevant to this group, we performed a search of the Scopus® database using the terms "green goods" and "eco-friendly items." There were 4,495 documents pulled from the SCOPUS database that matched the search terms. Additionally, the number of documents was narrowed down by language, document type, and study topic. The study took into account a wide range of English-language materials from a variety of fields of study (including business and management, accounting, the social sciences, economics, econometrics, and finance, environmental science, energy, and multidisciplinary studies). Research topics were selected that have a direct or indirect bearing on the marketing of environmentally friendly goods because of their importance to the field of Marketing Management. All other fields of study were left out of the analysis, including physics, chemistry, mathematics, nursing, fisheries, dentistry, pharmacy, agriculture, crime prevention, and so on. As a consequence, out of a total of 4495 recordings, only 659 were chosen. Records were retrieved and then filtered using keywords specific to the field of Marketing Management to ensure that only relevant articles were included. The titles, authors, affiliations, journal, number, volume, pages, publication date, abstract, cited references, and authors' suggested keywords for each of the 659 final entries were all taken directly from the SCOPUS database. Then, a bibliometric study was performed to identify the most frequently cited green product sources, most frequently cited authors, most frequently cited years, and most frequently cited nations (journals). In addition, we evaluated the growth of green product research using a co-occurrence analysis of author-supplied keywords to set priorities for the future. The VOSViewer software was used to create a network diagram that displayed the relevant search phrases in the field of eco-friendly items.

3. Bibliometric Analysis of Literature: Results

There were 14 categories created to categorise the papers in the SCOPUS database that discussed eco-friendly items and their many facets. Articles (85.6%), book chapters (1.5%), and conference papers (0.4%) were the most prevalent types of publication. (9.3%). There were four languages identified to have records of publications on eco-friendly items between 2000 and 2022: English, Portuguese, Lithuanian, and Slovenian.

3.1. Publication Trends of Green Product

The section of publication trends discussed about the year-wise publication of research articles, conference proceedings, and book chapters in the area of green products, which are represented below in the Table 1.

Table 1. Year-wise publication in Green Products

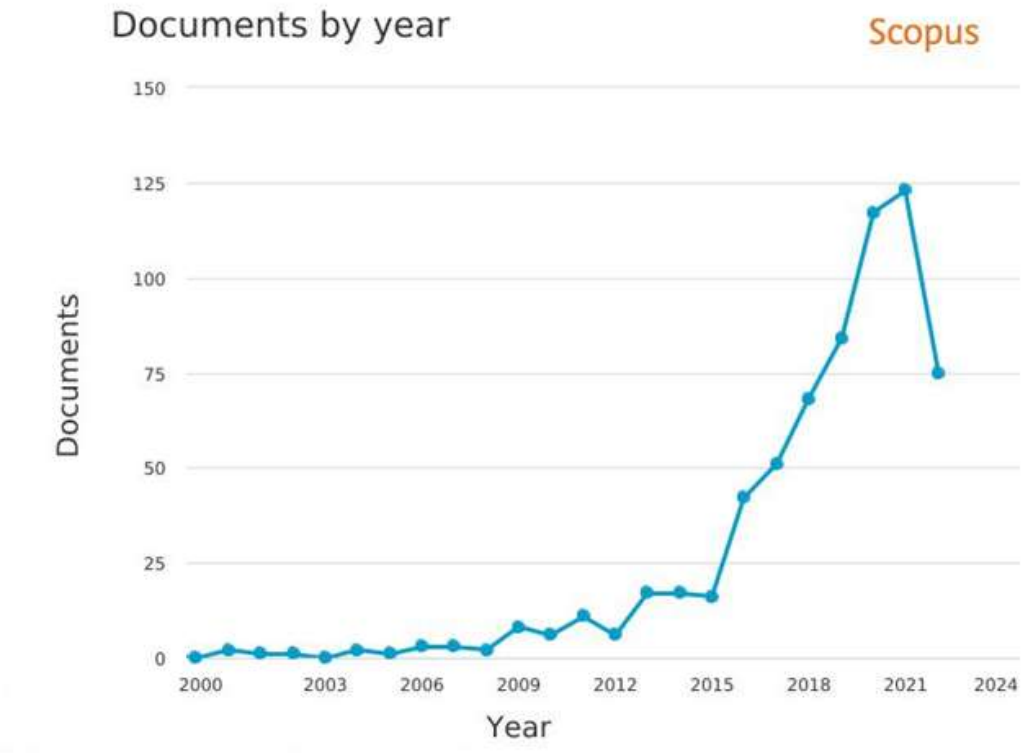


Table 1 shows the year-wise publication of various different types of documents in the area of green products. According to the table, the first documents on green products were published in 2000, followed by a constant publication trend till 2008. After the year 2009, an increasing trend was highlighted in the table 1 showing that more numbers of publications were available on the inline databases, representing an increase in the awareness about the topic or health issues.

TOP 10 MOST PRODUCTIVE COUNTRIES

The analysis of green products for the 659 documents showed that the countries had published their different aspects on the topic. The countries with the top-most publications in the domain.

Table 2 Top 10 most productive countries in the field of Green Product research.

Country	TP	R(%TP)	R (TC)	R(ACPP)
CHINA	154	1 (23.37)	2 (2540)	8 (16.50)
UNITED STATES	73	2 (11.08)	1 (2943)	1 (40.31)
INDONESIA	56	3 (8.49)	10 (327)	10 (5.83)
UNITED KINGDOM	48	4 (7.28)	3 (1895)	2 (39.48)
MALAYSIA	46	5 (6.98)	5 (1043)	5 (22.67)
INDIA	41	6 (6.22)	7 (782)	6 (19.07)

TAIWAN	40	7 (6.06)	6 (930)	4 (23.25)
ITALY	32	8 (4.85)	4 (1172)	3 (36.62)
SOUTH KOREA	29	9 (4.40)	8 (378)	9 (13.03)
BRAZIL	22	10 (3.33)	9 (369)	7 (16.77)

Table 2 shows the publications and citation details of the top ten most productive countries. Among these countries, the leading country with the highest contribution of 154 publications covering 23.37% publication rate out of total publications of all the countries was China. China is distantly followed by United States of America with a contribution of 73 (11.08%), Indonesia (8.49%), United Kingdom (7.28%), Malaysia (6.98%), India (6.22%), Taiwan (6.06%), Italy (4.85%), South Korea (4.40%), Brazil (3.33%). Considering the column of total citations, United States occupied the first position with the highest number of total citations of 2943 then followed by China having 2540 total citations, United Kingdom with 1895, Italy having 1172, and India came on 7th place with total citations of 782 on all of its 41 publications. But the ranking is not same when seeing the average citations per paper of these top ten productive countries. United States was found to occupy the top rank having ACPP of 40.31 followed by ACPP OF 39.48 of United Kingdom, Italy (36.32), Taiwan (23.25), Malaysia (22.76), India (19.07), Brazil (16.77), China (16.50), South Korea (13.03), Indonesia (5.93). Average Citation per Paper is a key indicator to measure the performance of these countries for their publication quality. Table 2 revealed that as per Total publications, Italy occupied the rank 7 just with publishing only 32 articles but having a good ACPP rank and its publications are most frequently cited.

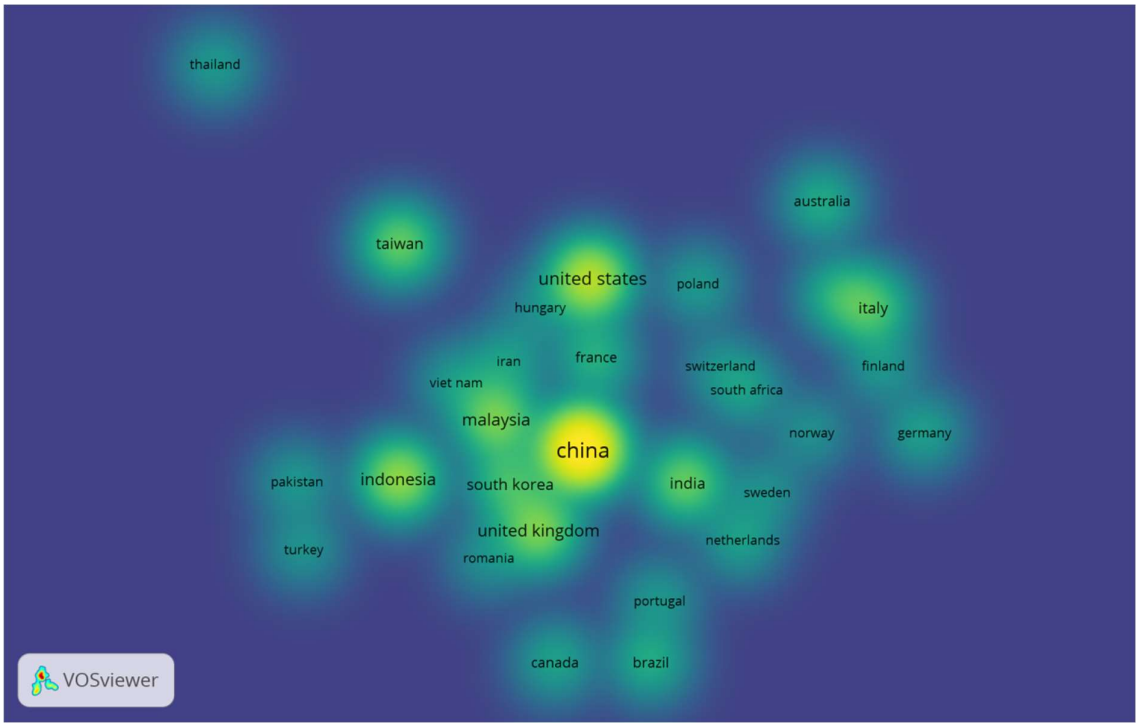


Figure 2 shows the citation analysis according to country wise. It is shown that out of 659 documents articles authored from china was having more citations as it is shown in bright

yellow batch with high contrast. As far as the coloured circle of the counties fade, the citations go decreasing. As shown in the figure the countries with the lowest citations were Turkey, Pakistan, Thailand, Norway, Germany and others.

MOST TEN PRODUCTIVE AUTHORS

This section talked about the productivity of authors in the area of green products. It was found that a total of 659 documents were produced by different authors. some of the articles are single authored and others are multiple authored. The data of top most productive authors out of total authors were shown in the below table.

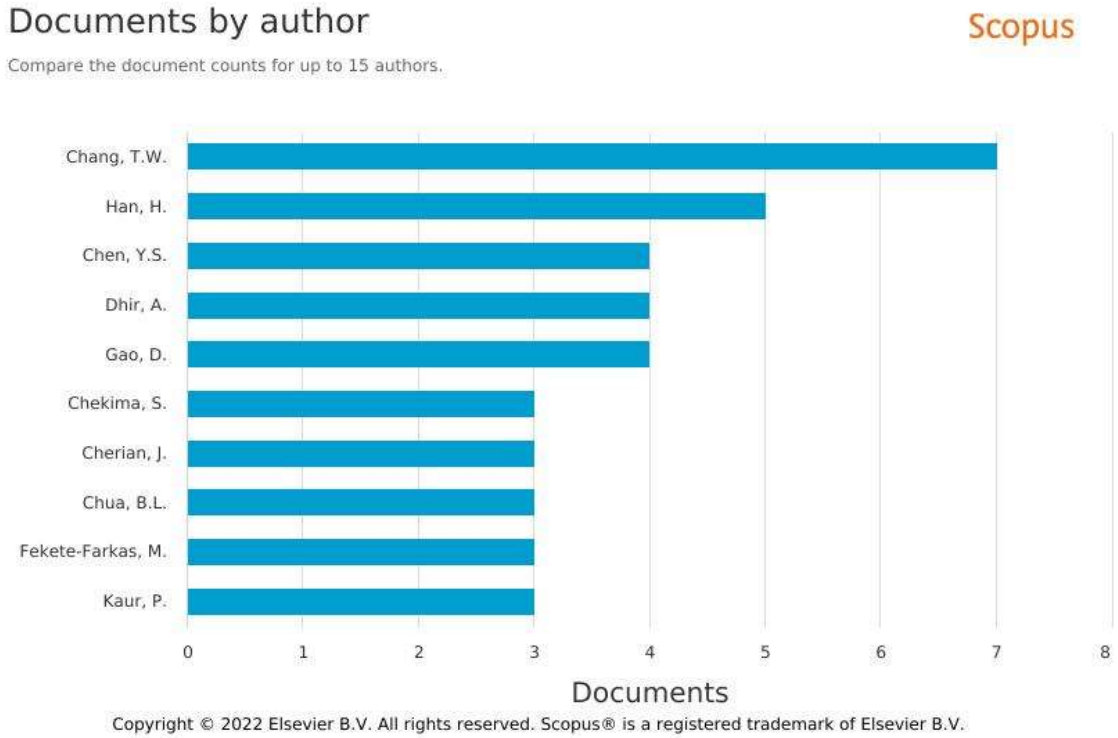
Table 3 Top 10 most productive authors

Author	Affiliation	TP	R(TC)	h-index	PY_Start
Chang,T.W	National Taipei University Taipei, Taiwan	7	4 (122)	5	2016
Han.H.	Sejong University, Seoul, South Korea	5	5 (120)	5	2007
Chen,Y.S.	National Taipei University, Taipei, Taiwan	4	2 (180)	4	2006
Dhir,A.	University of Agder, Kristiansand, Norway	4	6 (87)	3	2011
Gao,D.	China National Institute of Standardization, Beijing, China	4	10 (4)	1	2012
Chekima,S.	Universiti Malaysia SabahzKota Kinabalu, Malaysia	3	1(269)	3	2015
Cherian,j.	Abu Dhabi University, Abu Dhabi,United Arab Emirates	3	3 (159)	3	2012
Chua,B.L .	University Putra Malaysia Serdang, Malaysia	3	9 (40)	3	2010
Fekete Farkas,M.	Hungarian University of Agriculture and Life sciences Godollo, Hungary	3	8 (55)	2	2006
Kaur.P.	North-West University, Potchefstroom South Africa	3	7(75)	2	2010

Table 3 revealed that out of the top authors available with 659 different documents, the top ten authors having highest publications. T.W. Chang from Taiwan ranked number one with highest publication of 7 documents with 122 citations as well as with the highest H-index of 5, i.e., out of total 7 publications of Chang minimum 5 documents are cited 5 times or more. h-index is a good indicator of evaluating authors' performance and research quality. Different authors are

affiliated with different institutions as Chang from National Taipei University, Han from Sejong University, Chen from National Taipei University, Taiwan. Although, most productive authors hailed from National Taipei University, Taiwan. As per publications are concerned Chang having 7 documents was followed by Han (5), Chen (4), Dhir (4), Gao (4), Chemika (3), Cherian (3), Chua (3), Fekete (3), Kaur (3). Chemika ranked one as per total citations of 269 but having h-index of 3 for its 3 publications followed by Chen with 188 citations for 4 documents and h-index of 4, Cherian with 129 citations for 3 documents and h-index of 3 and so on. As well as Chen from National Taipei University, Taiwan published the first document related to the green products in 2006 followed by Fekete Farkas in the same year.

Figure 3 also showed the comparison of top productive authors on the basis of number of documents published as shown in Table 3.



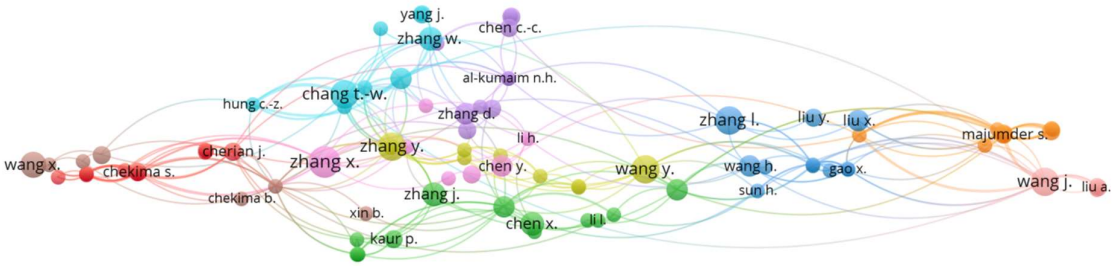


Figure 4 shows the bibliometric map of most cited authors as covered in with the highest citation, affiliation and h-index.

MOST PRODUCTIVE JOURNAL

Table 4 discusses a list of the most productive journals in the field of green products. These most productive journals contributed 47.95 % of the total 659 documents.

Table 4 depicts that put of all journals published in this area. The Journal of Sustainability ranked one a having total of 172 documents with 2438 citations, first published in this area in the year 2009. IOP Conference series: Earth and Environment Science hold the rank 2nd with 38 publications and 32 citations; it's started their publication in this area since 2010. But according to citations counts, Journal of Cleaner Productions was having 2nd highest citations, 2340 on just 32 documents i.e., one-third of Sustainability journal. Even it is the journal that started its publication earliest to other journals in 1993. The journal published in green product before other journals was International Journal of Production Economics in 1991, followed by Business strategy and the environment (1992), Journal of cleaner productions (1993). The most recent publication for green product was in 2017 by the IEEE Transactions on green communications and networking with 8 publications and 66 citations.

Table 4 top 10 most productive journals

Journal	**TP**	**TC**
PY_START		
Sustainability	172	2438
2009		
Iop conference series: earth and environment science	38	32
2010		
Journal of cleaner productions	32	2350
1993		
International journal of environmental research and public health	19	239
2004		
E3S Web of conferences	15	25
2013		
Business strategy and the environment	10	399
1992		
International journal of production economics	9	551
1991		
IEEE Transactions on green communications and networking	8	66
2017		
Developments in marketing science: proceedings of the	7	5
2015		
academy of marketing science		
Cogent business and management	6	I41
2014		

MOST PRODUCTIVE INSTITUTES

This section deals with the ten most productive institutes in the area of green products. These top journals covered 9.55 % of the total 659 documents published. According to table 5, the top ten productive institutes are University Malaysia Sabah, North-West University, National Taipei University, Brawijaya University, Jiangsu University, Hungarian University of Agriculture & Life Sciences, National Defense University and Universiti Sains Malaysia,

North-Western Polytechnical University, University of Electronic Science & Technology of China. Out of these ten institutes, University Malaysia ranked number one with total publication of 8. North-West University having 8 publications and ranked 2nd but according total citation counts it holds a lower place. According to Total Citations counts University Malaysia Sabah with 559 citations were followed by Universiti Sains Malaysia (201), National Taipei University (193), Hungarian University of Agriculture & Life Sciences (143), North-West University (132), North-Western Polytechnical University (98), National Defence University (73) and so on. As per average count per paper, University Malaysia Sabah having highest ACPP of 69.87 followed by National Taipei University (27.57), Hungarian University of Agriculture & Life Sciences (23.83). Another column of h-index also shows the highest index of 7 of University Malaysia Sabah which means that out of its 8 publications, 7 documents are cited 7 times, followed by North-West University (6) and National Taipei University (5).

Table 5 Top 10 most productive institutes

Affiliation	TP	TC	ACPP	h-index
University Malaysia Sabah	8	559	69.87	7
North-West University	8	132	16.5	6
National Taipei University	7	193	27.57	5
Brawijaya University	7	51	7.28	4
Jiangsu University	6	41	6.83	3
Hungarian University of Agriculture and Life Sciences	6	143	23.8	4
National Defense university Taiwan	6	73	12.16	4
Universiti Sains Malaysia	5	201	40.2	4
North-western Polytechnical University	5	98	19.6	4
University of Electronic science and Technology of china	5	62	12.4	3

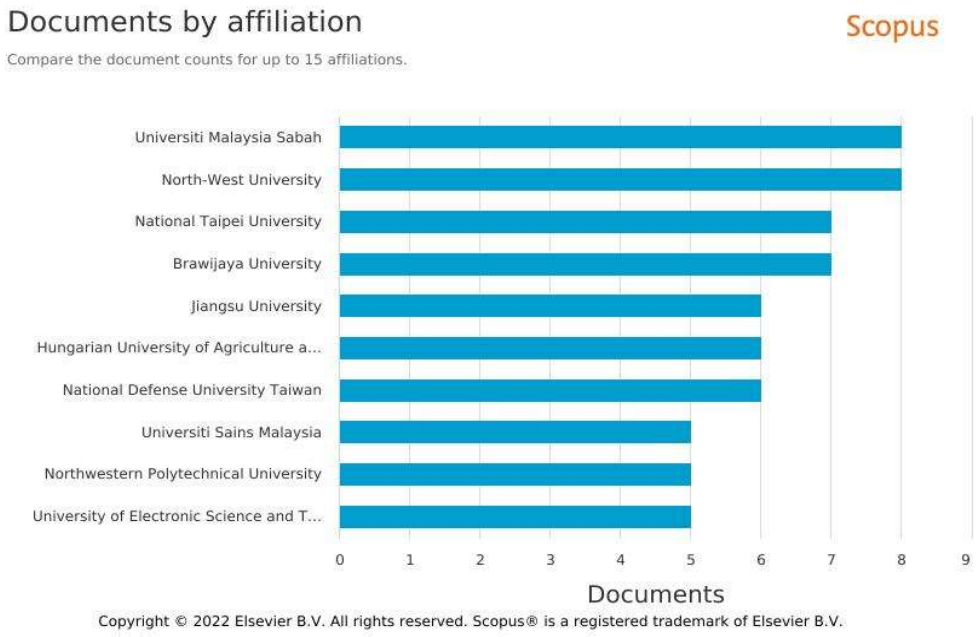


Figure 5 Showed the comparison of top productive institutes on the basis of the number of documents published.

2. Discussions

This research gives a bibliometric analysis of the literature on green products in the Marketing Management sector from 2000 to 2022. The study is based on 659 green product-related publications taken from the SCOPUS database. The findings summarise publications in this subject by emphasising the most important aspects of published research, such as publishing trends, authorship patterns, and leading publications, authors, journals, institutions, and nations.

It has been discovered that study in the subject of green products in the domain of Marketing Management has spanned the last 56 years. From a modest start, the trajectory has been exponential since 2006, with the period 2006-2019 being the most productive. The percentage increase in articles about green products is predicted to reach 90.12% throughout time. This exponential development is not restricted to an increase in output in this area of research by a single country or journal. The topic has received research contributions from as many as 81 nations. It is also discovered that the United States has supplied the greatest number of global publications. The United States also has the highest total number of citations. However, based on the average number of citations per article, publications from Taiwan and Canada are the most often cited. This is despite the fact that these countries have much fewer publications than the most productive countries. Currently, authors from the United Kingdom and India are making substantial contributions to this field of study. Furthermore, numerous high-impact publications have contributed to the expansion of green product research. The data also suggest that green product research is very new and has its origins in a framework of literature that is broadly rooted in the disciplines of technology, supply chain, sustainability, and marketing. It is reasonable to assume that the topic of green products is of current interest to the researchers. The topic appears to be evolving into a number of green topics, including consumer trust and buy intents, branding and loyalty, and environmental and health consciousness. It appears that academics who intend to conduct research in this field will have a fascinating path ahead of them because there is still plenty to learn.

3. Conclusion

Since its inception in 2000, the research topic of green products in the realm of Marketing Management has grown significantly. This expansion has been exponential, particularly over the previous 14 years (2006-2019). The growing number of research contributions has had a significant impact on the availability of literature in the field of green products. The study also identified publication and citation growth patterns, as well as major publication sources, authors, institutions, and nations, potentially offering consequences to academics and practitioners. The availability of data on top authors is expected to aid researchers interested in green products in their efforts to develop research networking. The study's findings and discussion are subject to a few limitations. To begin, the current analysis is based on a sample of records from the SCOPUS database. Many studies on green products may have been published in other publications that are not accessible through the SCOPUS database. Second,

in the domain of Marketing Management, an effort was made to incorporate all conceivable keyword phrases and research topics important to green products. However, there is a chance that a relevant term or study field was overlooked. As a result, the possibility of sampling error in the extracted publications on green products cannot be entirely out. Although research in this field is still in its early stages, data on publishing trends, authorship patterns, and the top publications, authors, journals, institutions, and countries may change over time.

Future bibliometric research in the field of green products may explore numerous non-indexed journals and other available databases such as Web of Science, Google Scholar, EBSCOhost, and others to present a more comprehensive picture of the topic. Researchers may achieve better results in the future by comparing multiple interchangeably used phrases such as "green products," "sustainable products," "environmental products," "ecological products," and "eco-products," and assessing retrieved data against each of these terms separately. Future research may include a co-citation analysis, as well as additional bibliometric criteria not included in this study. They can also use a structural indicator and a sociogram to investigate the relationships between publications, authors, journals, institutions, and countries.

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