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Mapping the Landscape: A Bibliometric Analysis of Green Advertising in Skincare Products

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Abstract

Purpose: Green Glam is a popular trend among consumers of all ages for healthy, glowing skin. Targeting this trend through green advertising can foster environmental concern and meet consumer demand for healthy skin. This study aims to identify key emerging themes in green advertising and skincare, including cited sources, trending keywords, authors, and countries working in the field.

Design/Methodology/Approach: The study screens and identifies documents using scientific procedures and rationales for systematic literature reviews (SPARL 4-SLR). This is followed by a general analysis using Biblioshiny software. It then bibliometrically analyses 125 documents using VOS viewer software, including 115 articles and 10 review articles from open-access journals from 2018 to 2024.

Findings: The study shows a significant rise in green advertising and skincare research from 2018 to 2024, with Switzerland being the most cited source with 552 citations for 28 documents. Top keywords include consumption behaviour, sustainability, perception, marketing, and social media. Top countries working in green advertising include Australia, Malaysia, the UK, Greece, and the US. The study identifies four major themes categorized as basic, motor, niche, and emerging or declining themes in the study area.

Originality/Value: Green advertising in skincare is a key strategy for attracting consumers. This analysis technique provides insights for researchers, industries, and the market. Previous research includes the fields of sustainability and green marketing, and this paper connects past studies on these topics, highlighting themes for future contributions in India, a field with limited research.

Keywords: Green Advertising, Bibliometric Analysis, Green Skincare, Eco-Friendly, Vos Viewer, Bibiloshiny.

1. Introduction

Green advertising is one of the prominent ways of attracting customers to any product, as the market is moving ahead in the arena of technological advancement and modernization. Individuals are growing increasingly self-conscious about their appearance-a trend that fosters confidence in those prioritizing skin health over aesthetic beauty. Therefore, establishing a green brand image through green advertising is one of the most effective ways to gain customers' trust in today's market. An analysis portrays that in traditional times aromatic and medicinal plants were the key ingredients used to make skincare herbal and sustainable (kulak, 2018). Therefore, in the present time, there is a high market demand for green skincare products, which can be advantageous to consumers and the environment simultaneously. Today, success hinges on sustainability, and the concept of sustainability can lead to leadership (Maqbool & Misra, 2014). Usmani et al. (2017) address the concept of sustainability as a long-term investment that manipulates consumer psychology. The evaluation of green brand image among consumers is easily done through green advertising which is one of the significant drivers used for playing with human psychology (Mansoor et.al, 2022). Green advertising emerges as a scientific, sustainable tool that contributes to changing customers' mindsets toward green or sustainable products (Pal & Khan, 2015). The perceived attitude toward the environment and green purchase behaviour is triggered

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among the consumers using green advertising which makes them choose an environment-friendly skincare brand (Ruslim et.al, 2022). In the cosmetic market an evolution of shift is witnessed among the consumers, that people are becoming more conscious about the health of their skin rather depending on the chemical filled beauty products (Amberg, 2019). Further, the Web of Sciences database analyses the theoretical roots of green marketing trends from 1991 to 2021, highlighting four key themes (Wang & Perez, 2023). The study examines the relationship between emerging technologies and innovations in the industry through bibliometric analysis (Shama et al., 2023). The Web of Sciences database analyzed three decades of green advertising from 1990 to 2020, contributing to nine subtopics and highlighting major gaps for future analysis (Agarwal & Kumar, 2021). The emergence of green advertising literature is increasing with the rapid changes; the analyses from the Scopus database highlight key themes like sustainability, green products, and advertising strategies with an increasing number of works of literature in green advertising (Paulraj & Joy, 2024). Alamysah et al. (2020) have argued and made clear that consumers are becoming more aware of eco-friendly products, which will be beneficial for them in approving the approach of sustainability towards a green future. Increasing sustainability can be a significant strategy for achieving an eco-friendly spectrum across various industries. A bibliometric analysis conducted in the field of green marketing from 2005-2022 identifies that there is a witnessed growth in the research paper production highlighting the concept of green marking in different industries (Bhardwaj et.al 2023). There can be significant growth witnessed in the skincare market, which tends to foster a growth rate of CAGR of 14.6% from 2024-2034 (17). Therefore, green advertising studies in the skincare market are relevant, but before that, we need to analyze the previous literature available over the last few years. A bibliometric analysis from 1991 to 2021 using the Scopus database, emphasizing four crucial steps that establish a theoretical framework for green competitiveness and enhance entrepreneurs' capacity Chygryn & Miskiewicz, (2022). To effectively manage the essence of green advertising efficiently, an integrated approach of green manufacturing, retailing, green advertising, and green products can be an excellent way of driving sustainability across various fields Srivastava et al., (2023). Bhardwaj et al. (2020) conducted an analysis of data from 1964 to 2019, forecasted a network analysis based on the citation growth pattern, and provided an overview of emerging trends related to green products, identifying this as the trendiest field for further study. Therefore, this study aims to conduct a bibliometric analysis of the freely available articles and reviews from the Scopus database from 2018 to 2024 to gain a comprehensive understanding of the current flow of literature from various perspectives. In line with this, the following research questions will be addressed in this study:

RQ1: What are the most frequently cited sources in the field of green advertising for skincare products?

RQ2: What are the most commonly used keywords in the literature on green advertising for skincare products?

RQ3: Which authors under co-authorship, have been frequently cited, which made the most significant contributions to the field of green advertising for skincare products?

RQ4: Which countries are the most active in research on green advertising for skin care products as per the citation patterns?

RQ5: What are the relevant and developing themes in the field of green advertising for skincare products?

2. Research Methodology

This study uses the (SPARL-4-SLR) method for data identification and reporting (Paul et al., 2021). The first stage of assembly involved identifying, acquiring, and retrieving a total of 286 documents from the Scopus database, using the TITLE-ABS-KEY "Green advertising" AND "Skincare." As a result, during the second stage, known as the arranging stage, we excluded 51 documents based on the time frame spanning from 2014 to 2024. We categorized a total of 235 documents by source type specifically open access journals, and document type, including articles and review articles, and further employed the following procedure to

extract data, (TITLE-ABS-KEY ("Green" AND "Advertising" AND "Skincare" AND "Products") (2017) AND (PUBYEAR "< 2025") AND (LIMIT-TO (Language, "English"))).We gathered 125 documents at the assessment stage for the final study, based on various criteria, such as a time frame of 2018-2024, and limited them to 115 articles and 10 review articles published in open-access journals. Following this process, we exported all the files in CSV format to Microsoft Excel. We structured the data exported from the Scopus database into Excel sheets while sorting. We then interpreted these files using biblioshiny and bibliographic data mapping in Vos Viewer software for further bibliometric analysis. The method used for the interpretation of the results included the analysis of the literature available in the field of green advertisement and skincare products, on the Scopus database, using biblioshiny software and Vos-viewer.

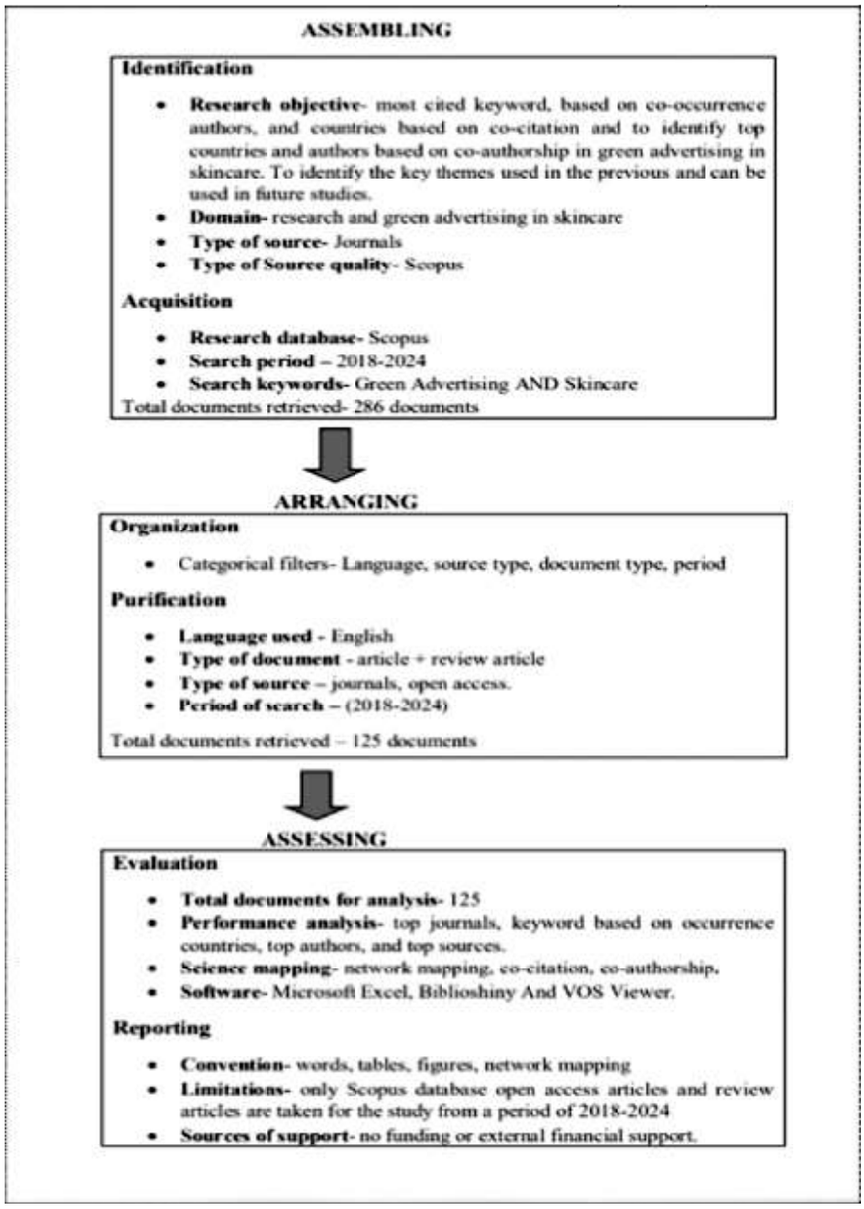


Figure 1.
SPARL-4-SLR Method (Paul et al., 2021)

Source: Author's Compilation

2.1 Biblioshiny and Bibliometric Analysis

"Biblioshiny" of Bibliometrix is the trendiest free software of 'R studio' which can be downloaded and used freely for the analysis of past literature available on different databases which includes analysis of top authors, most cited sources, social contribution, and the top countries contributing to the relevant areas of research for green advertising various charts and figures are drawn using "Biblioshiny" software that led to a significant forecast of results (Aria& Cuccurullo, 2017).

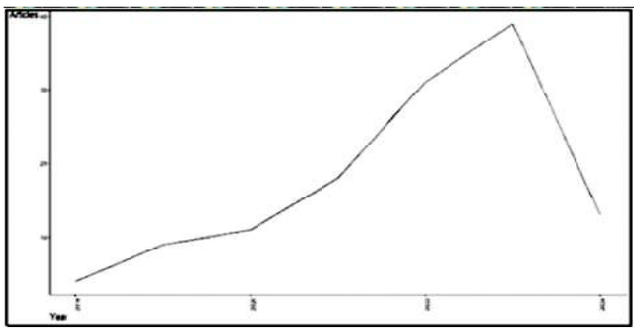
On the other hand, bibliometric analysis can easily be defined as the analysis of statistical information from various sources, such as articles, conference papers, review articles, books, chapters, etc. This process aims to identify the impact factor of top authors and organizations in the concerned field as well as to identify countries based on the latest searches. Bibliometric analysis involves statistical evaluation of publications, including books, papers, and other publications. Bibliometrics data is very helpful in analyzing the connectivity among the research carried out in a specific field around the world, i.e., it helps to build a relationship among the publications. Donthu et al. (2021) define bibliometric analysis as a technique for handling and managing large numbers of data sets that are not manageable or handled manually. This technique effectively identifies the most frequently used keywords based on their occurrence and co-occurrence, identifies the top authors working in a specific field, identifies the top sources with the most cited works in the relevant field, and analyses the top authorship based on countries and keywords. This analysis not only reveals the latest trends in the field of study but also provides a detailed breakdown of the countries with the highest citations, top sources, top authors, and co-authorship. It also provides an analysis of current research trends on the topic, as well as an analysis of organizations that are working in the current area of the search. A large database such as the Scopus database, Web of Science database, Science Direct database, Google Scholar database, etc. provides easy access to the data. Therefore, bibliometric analysis can be defined as a method of analysis that helps to identify and analyze the top sources, authors, documents, organizations, and countries, which helps to provide a base for evaluating a study based on previously published data. In simple words, it gives a summary of recent advances in the relevant subject of study.

3. Findings

Annual Scientific Production is the total number of articles or amount of literature that is scientific and relevant produced by researchers, teams, and departments. Institutes, for the nation during a specific year to share their insights on a particular field of study. From Figure 2, it can be easily analyzed that there is a significant growth in the number of articles and review articles from the year 2018 to 2023, but in the present year 2024 a decline is witnessed in the number of articles and review articles published in the Scopus database for green advertisement and skincare products. According to the analysis, the coupling of documents in year-wise distribution is as follows:

2018-4; 2019-9; 2020-11; 2021-18; 2022-31; 2023-39; 2024-13.

In 2018, only 4 documents were published related to green advertisement and skincare products but with the changing times, there was a high contribution to the literature during 2022 with 31 documents, followed by 39 articles in 2023, which is the peak time where the highest contribution was made in this field.



Source: Author's Calculation

Figure 2.
Parental Involvement in Annual scientific production of articles on green advertising and skincare retrieved from the SCOPUS represents the number of articles published annually between 2018-2024.

3.1 Most Cited Sources

To address research question 1 (What are the most frequently cited sources in the field of green advertising for skincare products?), we analyze the highest influential source for the concerned theme through the most commonly used citation analysis (Cronin & Ding, 2011).

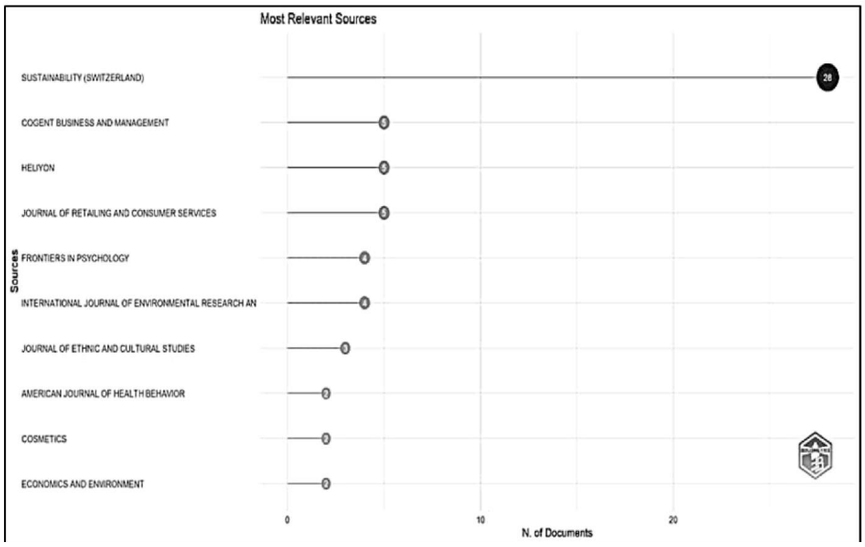


Figure 3.
Top 10 Journals Based on the Most Cited Sources

Source: Author's Calculation

Citation creates intellectual connections and is used to estimate an article's impact (Appio et al., 2014). Figure 3 analysis and interpretation focus on the most frequently cited sources using Biblioshiny software. This analysis depicts the top journal contributing to the field of green advertisement and skincare market, after this analysis is done using Vos-viewer software the source is identified by applying filters that include and recommend documents with a minimum of two citations per document and using a lower limit of three sources for the analysis. After applying the threshold limit, 7 met the criteria from a total of 69 sources in the study of green advertising and skincare. Consequently, the following Table 1 shows the data derived from the citation analysis and selected source documents indicating that Sustainability (Switzerland) is the most cited source having 552 citations during 2018-2024.

Selected	Source	Documents	Citations
	Cogent Business and Management	5	38
	Frontiers in Psychology	4	32
	Heliyon	5	9
	International Journal of Environmental Research and Public Health	4	134
	Journal of Ethnic and Cultural Studies	3	5
	Journal of Retailing and Consumer Services	5	166
	Sustainability (Switzerland)	28	552

Table 1.
Most Cited Sources

Source: Author's Calculation

3.1.1 Density Visualization

According to the analysis, the density visualization technique is applied to assess the top journal or source with the greatest number of citations. It can be easily evaluated that the Sustainability Journal of Switzerland, as shown in Table 1, has the highest number of 552 citations for 28 documents, Cogent Business and Management with 38 citations in 5

documents, followed by the Journal of Retailing and Consumer Services with 166 citations in 5 documents, Frontiers in Psychology Journal with 32 citations in 4 documents, the International Journal of Environmental Research and Public Health with 134 citations in 4 documents and the Journal of Ethnic and Cultural Studies with just 5 citations in 3 documents. Based on this information, seven top sources depict the higher number of citations per document, in the field of green advertising and skincare products in Figure 3.1.

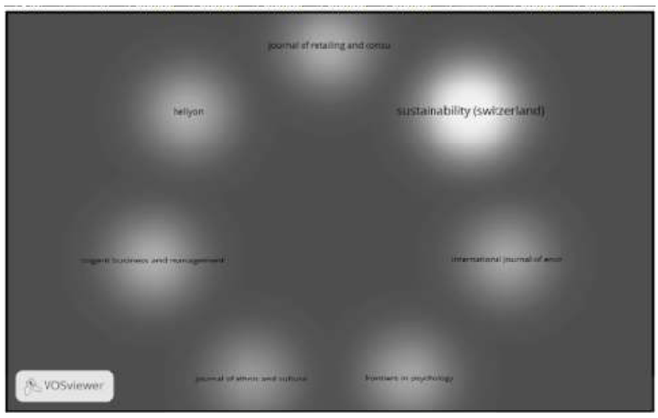


Figure 3.1
Density Visualization of Most Cited Sources

3.2 Keyword Analysis through Network Visualization

To address research question 2 (What are the most commonly used keywords in the literature on green advertising for skincare products?), we analyze the widely used keywords through a network visualization technique. An analysis based on the co-occurrence of all keywords is conducted in the study by setting a threshold lower limit of occurrences per keyword up to a limit of 6. Following these constraints, we identified 22 keywords from a total of 821 that met the criteria for green advertising and skincare. Subsequently, we removed some general keywords and selected 17 of these keywords, forming 3 clusters, which were most appropriate for this study.

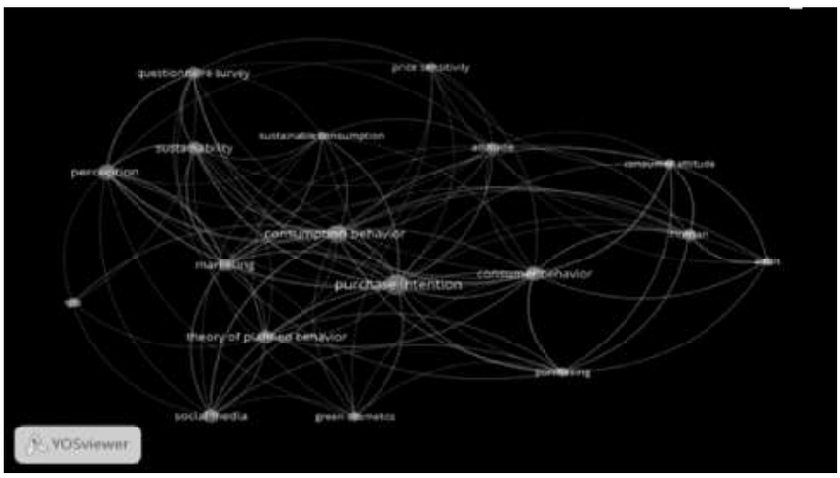


Figure 4.
Network Map of Top Keywords

The map's node size indicates keyword appearance frequency, with co-occurrence strength determined by node separation and line thickness in Figure 4. Keyword clusters, typically large research subjects, are represented by node shades (Gu et al., 2021). Figure 4 illustrates these clusters, highlighting the keywords with the highest frequency in clusters, represented by colored lines. These keywords encompass three clusters. Cluster 1 includes eight keywords

i.e. attitude, marketing, perception, price sensitivity, purchase intention, questionnaire survey, sustainability, and sustainable consumption. Cluster 2 included items like consumer attitude, adult, consumer behaviour, human, and purchasing. Cluster 3 highlighted in Figure 4 below includes four keywords i.e. consumption behavior, green cosmetics, social media, and theory of planned behaviour in Table 2. These are mostly used keywords in past searches of articles related to green advertising and the skincare market.

Cluster	Keywords	Occurrence
3	Consumption Behavior	20
1	Purchase Intention	27
1	Perception	18
2	Consumer Behavior	13
1	Marketing	12
1	Sustainability	12
3	Social media	12
3	Theory Of Planned Behavior	12
1	Questionnaire Survey	10
2	Human	9
1	Attitude	9
2	Purchasing	6
2	Consumer Attitude	6
2	Adult	6
1	Sustainable Consumption	6
3	Green Cosmetic	6
1	Price Sensitivity	6

Table 2.
Three Clusters Depending on Occurrence of Keywords

Source: Author's Calculation

3.3 Top Authors Based on Co-Authorship Analysis

To address research question 3 (Which authors under co-authorship, have been frequently cited which made the most significant contributions to the field of green advertising for skincare products?), we analyze the influential authors through collaborations on green advertising for skincare products through co-authorship analysis. This research question aims to identify the highest productive authors in terms of collaboration, which is an intellectual connection among different authors (Cisneros et al., 2018). As a result, Figure 5 analyzes and portrays a general reference based on top authors contributing to the research of green advertisement and skincare products using the Biblioshiny software, it remarks that Abdu & Hassan, Al Mamun, Abdullah, Helmi, Cristela, and Arnaldo are the top authors but further in this study, with the help of Vos-viewer, the top authors who contributed to the previous studies are analyzed and the top authors working in the field of green advertising and skincare based on co-authorship, by setting the first threshold limit at a maximum of 25 authors per document and a minimum number of documents per author is set to 2. We set a minimum number of citations per author at 3, with 16 authors meeting the threshold limit.

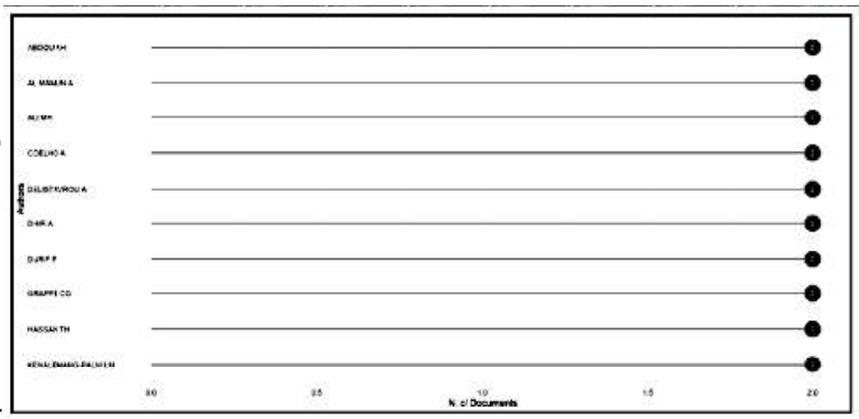


Figure 5.
Top Authors Based on Co-Authorship

The below data in Table 3 is tabulated based on the authors' total link strength, providing relevant information on the top authors who contribute to the study of green advertising and skincare based on co-authorship.

Author	Documents	Citations	Total link strength
Durif, Fabien	2	34	6
Grappe, Cindy G	2	34	6
Lombart, Cindy	2	34	6
Louis, Didier	2	34	6
Al Mamun, Abdullah	2	17	4
Ali, Mohd Helmi	2	17	4
Yang, Qing	2	17	4
Abdou, Ahmed Hassan	2	15	2
Coelho, Arnaldo	2	18	2
Delistavrou, Antonia	2	9	2
Hassan, Thowayeb H.	2	15	2
Miguel, Isabel	2	18	2
Tilikidou, Irene	2	9	2
Dhir, Amandeep	2	51	0
Khuwaja, Faiz Muhammad	2	80	0
Sheng, Guanghua	2	200	0

Table 3.
Highlighting Top Authors Per Document Citation

Source: Author's Calculation

3.3.1 Co-Authorship Analysis through Network Visualization

The figure below displays information through network visualization and reveals that Durif, Fabien Grappe, Cindy G., Lombart Cindy, Louis, and Didier are the authors with the highest number of 34 citations. This analysis is done by setting a minimum limit of two documents, with at least two minimum citations per author each containing a connected author. Furthermore, the analysis reveals that the four authors mentioned above in Table 3, out of 16, form a single cluster, as depicted in Figure 5.1 below using a network visualization.

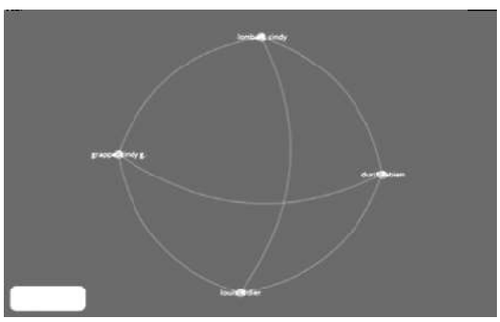


Figure 5.1
Network Map of Co-authorship on Green Advertising and Skincare with the Threshold of at least Two Articles

3.4 Top Countries Analysis Based on Citation

To address research question 4 (Which countries are the most active in research on green advertising for skin care products as per the citation patterns?), we analyze the publications by country. Figure 6 portrays the general reference based on the data using Biblioshiny software, it can be interpreted that China, Malaysia, Romania, Australia, and the United Kingdom are the top five countries with a maximum citation on the research related to green advertisements and skincare products, but while interpreting it through Vos-viewer software the interpretation led to the removal of some documents co-authored by multiple countries that ultimately change the countries ranking.

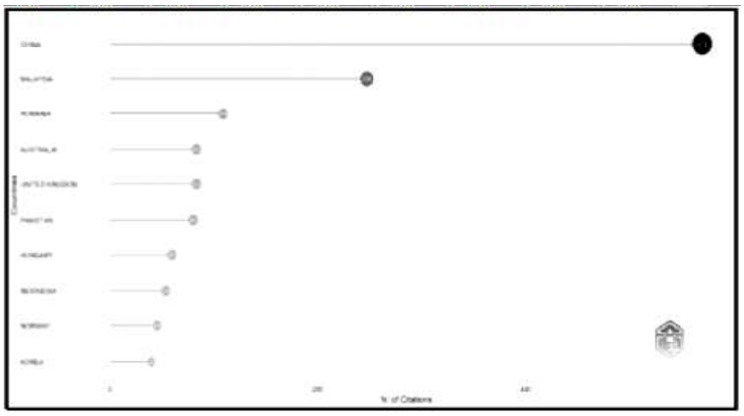


Figure 6.
Top Countries Based on Citation

The maximum number of countries per document is 25; the minimum number of documents per country is 4, and the minimum number of citations for a country is 2. After establishing the threshold limit, 17 out of 54 countries achieved it, with the top four countries ranking highest in citations. Australia has 193 citations in 5 documents, followed by Greece, which has 21 citations in 4 documents that show a strong impact in the areas of green advertising and skin care, placing it in the top 2 countries. The United Kingdom has 249 citations in 13 documents, which is more than Australia and Greece but lacks in total link strength. China with the maximum number of citations of 526 in 11 documents also has less total link strength suggesting that the influence of its research may be more concentrated as compared to Australia or Greece. Accordingly, we have tabulated additional data below in Table 4, considering the countries' citations in the documents.

Countries	Documents	Citation	Total Link Strength
Australia	5	193	3
Greece	4	21	2
United Kingdom	13	249	2
China	11	526	1
Malaysia	19	415	1
United States	5	30	0
India	8	73	0
Indonesia	15	88	0
Italy	8	44	0
Norway	4	111	0
Pakistan	4	82	0
Portugal	4	27	0
Saudi Arabia	5	28	0
South Africa	4	145	0
South Korea	6	95	0
Taiwan	6	122	0
Vietnam	5	43	0

Source: Author's Calculation

Table 4.
Top Countries Based on Citation

Hence, based on the citations and total link strength, Australia, Greece, the United Kingdom, and China are considered the top four countries having the highest citations.

3.4.1 Top Countries Analysis through Network Visualization

Figure 7 shows that Australia, Greece, and China have the most citations in the field of green advertising and skincare. The United Kingdom and China are the top countries with a high number of citations in green advertising and skincare, followed by Malaysia, the United States, and India. Indonesia, Italy, and Norway are the countries that have a good number of citations with 0 total link strength. Upon further analysis, we create a network visualization map that displays two clusters, each containing three items with connected links: Cluster 1 indicates a high citation relationship between Greece and Australia, and Cluster 2 (United States) probably shows its distinctive connection to other countries within the network.

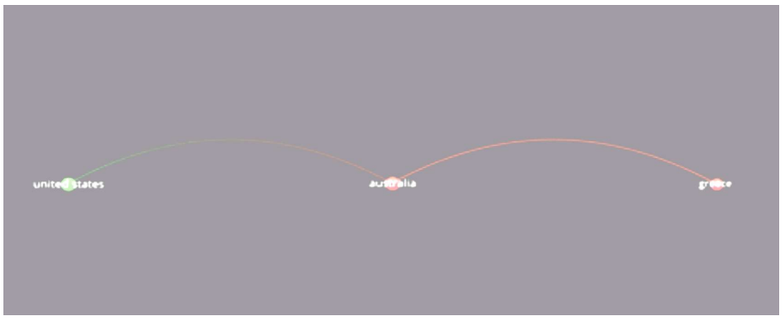


Figure 7.
Network Map Visualization of Top Interconnected Countries

3.5 Thematic Analysis

To address research question 5 (what are the relevant and developing themes in the field of green advertising for skincare products?), we conducted a thematic analysis, in which four major themes are highlighted in Figure 8, which were as follows:

1. Basic Themes: The main components of this section include the themes relevant to consumption behavior marketing, perception, government question survey, and sustainability, which are of high relevance and development degree, with themes based on cognition and social media being of less relevance in this section of analysis.
2. Motor Themes: These themes are of high relevance with a higher degree of development in the future, which indicates the key themes of e-commerce, purchase intention, human model technology, theory of planned behavior social networking, and online commodities.
3. Niche Themes: These themes are related to a green economy, human behavior, purchasing power parity, comparative study, spatiotemporal analysis willingness to pay, and environmental economics are the key emerging and developing themes in green advertisement.
4. Emerging or Declining Themes: This section includes emerging or declining themes, in this analysis themes related to carbon dioxide and lifestyle, both can be emerging themes in the field of green advertisement because there is a rise of carbon dioxide in the environment, which affects the environment, human lifestyles, etc. negatively.

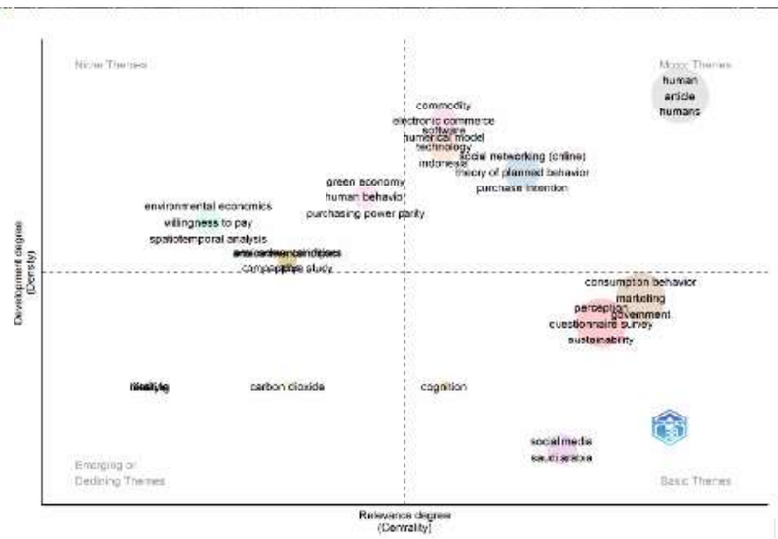


Figure 8.
Thematic Analysis

4. Conclusion

This study has a set data limit of 125 documents from the Scopus database based on the analysis mentioned earlier, which reveals the annual scientific production of articles on green advertising and skincare. The number of articles published annually in the Scopus database fluctuates yearly starting with the year 2018 significantly fewer (only 4) articles were published, it later gradually increased in the year 2023, with only 39 published articles, which is the highest published article annually, then a sharp decline has been witnessed in the year 2024 only 13 articles published. The study reveals that out of 69, seven sources were identified as the most cited source in green advertising for skincare products. The Sustainability Journal of Switzerland leads with 552 citations, followed by Cogent Business and Management with 38 citations across five articles, and the Journal of Retailing and Consumer Services with 32 citations in four articles, covering the period from 2018 to 2024. Furthermore, the study identifies the most commonly used keywords in the literature on green advertising for skincare products. It can be concluded that 17 keywords are widely used in a total of 821 keywords based on their co-occurrence. The keywords with the highest frequency in clusters, represented by colored lines, encompass three clusters. Cluster 1 comprises a total of eight keywords including attitude, marketing, perception, price sensitivity, purchase intention, questionnaire survey, sustainability, and sustainable consumption. Cluster 2 encompasses keywords like consumer attitude, adult behaviour, human behaviour, and purchasing while cluster 3 encompasses four key terms such as consumption behaviour, green cosmetics, social media, and theory of planned behaviour.

Moreover, this study analyzes authors under co-authorship, which reveals that co-authorship has received frequent citations and has made significant contributions to the field of green advertising for skincare products. Although 402 authors are active in green advertising, only 17 authors, including Durif, Fabien Grappe, Cindy G., Lombart Cindy, Louis, and Didier, have the highest number of 34 citations that align with the study's criteria. Moving forward, the present study also analyzes the countries that are most active in research on green advertising for skin care products, based on citation patterns. The study reveals that Australia with 193 citations in 5 documents, leads in the field, followed by Greece with 21 citations in 4 documents, the United Kingdom with 249 citations in 13 documents, and China with 526 citations in 11 documents. These countries are the most interconnected among the top performers.

The study highlights four relevant and developing themes in green advertising for skincare products through a thematic analysis. The first set of themes pertains to consumer behaviour, marketing, perception, government questionnaire surveys, and sustainability. These themes

have a high level of relevance and development, while subjects based on cognition and social media are less relevant in this analysis. The next theme revolves around e-commerce. Purchase intention, human model technology, theories of planned behaviour, social networking, and online commodities are expected to continue their development in the future. Other emerging and developing themes in green advertising include human behaviour, purchasing power parity, comparative studies, spatiotemporal analyses, willingness to pay, and environmental economics. (Nayak et al. 2021) signifies a green trend, which is witnessed all over the world related to green cosmetics brands through conducting a bibliometric review of articles for a definite period. Yin et al. (2018) identified in their bibliometric analyses that there is a rise of a new concept called green innovation in the global markets by diversifying the contributions across the institutions. The landscape of green advertising may witness the emergence of a decline of themes related to carbon dioxide and lifestyle, as an increase in carbon dioxide levels hurts both the environment and human lifestyles. Thereby, recycling behaviour can be beneficial in the green skincare industry to help the environment in a better way (Phalgun & Goyal, 2020). This study contributes to mapping the landscape of green advertising in the skincare industry through bibliometric analysis, considering the increasing demand for skin care and the anticipated growth in this industry. Developed economies have an abundance of citations and publications in this field; a country like India is essential for promoting environmentally conscious and responsible consumer behaviour.

5. Future Direction

The study implies that the identification of the primary sources of information for skin care and green advertising makes it easier for future researchers to gather accurate data in this area. The study also identifies prominent authors who can collaborate with researchers and industry experts to produce tangible and valuable outcomes that the skincare industry can leverage to attract customers. Future researchers can identify trends in this field by utilizing commonly used terms such as sustainability, eco-friendliness, green cosmetics, and green brands. By adhering to the themes identified in the study, they can make informed decisions about which action plans to pursue or abandon in this field. The scope of this study is limited to a single source, namely the Scopus database review articles from 2018 to 2024. However, future researchers could expand their scope to include all types of documents from the Scopus database for further studies of the green skincare market and green advertising. They could also focus on metrics such as the H-index and i-10 of the contributing authors to present a more comprehensive brief review of the literature, thereby targeting different sectors and industries.

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