

Bibliometric Insights into Green Purchase Behaviour: Understanding Antecedents and Determinants Across Two Decades

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Abstract

The urgency of global environmental challenges has placed green purchase behaviour (GPB) at the centre of sustainability research. This study employs bibliometric analysis of 232 Scopus-indexed journal articles (2001–2024) to map intellectual structures, performance trends, and emerging determinants of GPB. Findings reveal steady growth in scholarly output, with influential contributions spanning marketing, psychology, supply chain, and tourism domains. Co-citation analysis identifies foundational theories such as the Theory of Planned Behaviour and Value-Belief-Norm framework, emphasizing attitudes, values, and perceived consumer effectiveness as critical antecedents. Bibliometric coupling highlights contemporary clusters including eco-label trust, intention–behaviour gaps, sustainable food consumption, and green consumer profiling. Results indicate that socio-demographics, cultural orientations, price sensitivity, and availability moderate pro-environmental purchasing, while institutional trust and social norms further shape adoption. The study provides a comprehensive mapping of two decades of GPB research, offering directions for advancing theory and practice in sustainable consumption.

Keywords Green purchase behaviour; Bibliometric analysis; Sustainable consumption; Consumer behaviour; Environmental psychology

JEL Classification: M31; Q56; D12

Introduction

Green purchase behaviour (GPB) refers to the tendency of consumers to buy products that are environmentally friendly, driven by various psychological, social, and contextual factors. Green purchase behaviour is increasingly recognised as a vital component of sustainable consumption, reflecting consumers' commitment to environmental stewardship.

Recent research highlights the increasing interest in this area, particularly among younger generations, and identifies key determinants that influence such behaviours. Positive environmental attitudes significantly foster green purchasing behaviours, as consumers with strong ecological concerns are more likely to choose sustainable products (Megatama et al., 2024). Peer pressure and societal norms play a crucial role, especially among Generations Y and Z, where social responsibility and communal orientation are pivotal in shaping purchasing decisions (Aryal & Tamang, 2024; Singh & Khanwani, 2023). Factors such as self-efficacy and perceived control over environmental impact influence intentions and actual purchasing behaviours, indicating that consumers who feel capable of making a difference are more likely to engage in green purchases (Pakpour et al., 2021). Understanding these determinants allows businesses and policymakers to create effective marketing strategies that resonate with environmentally conscious consumers, particularly the youth (Aryal & Tamang, 2024; Yusoff et al., 2023). The growing body of research demonstrates the value of GPB in influencing market trends, promoting eco-friendly practices, and enhancing the overall sustainability of businesses. Understanding the drivers and implications of GPB is essential for consumers and organisations aiming to foster a greener economy.

However, despite the volume of studies, the literature remains fragmented, context-specific, and often inconclusive in its findings. For example, while some research highlights the predictive power of the Theory of Planned Behaviour and value-attitude-behaviour models, others underscore the role of cultural norms, market

conditions, and institutional support, resulting in conceptual and empirical inconsistencies. Moreover, the lack of a comprehensive mapping of intellectual structures and thematic trends has hindered scholars' ability to synthesise insights systematically and identify emerging areas of inquiry.

Bibliometric approaches offer a robust means of addressing this gap by enabling performance analysis of influential authors, journals, institutions, and countries, while also uncovering hidden patterns in co-citation networks, bibliographic coupling, and thematic clusters. Nonetheless, a systematic bibliometric investigation of GPB research across two decades has not been adequately undertaken, leaving scholars without a consolidated understanding of how antecedents and determinants have evolved and which knowledge domains dominate the discourse. Without such a synthesis, duplication, oversights, and a narrow interpretation of the field could limit both academic progress and managerial applications.

This study, therefore, seeks to address this problem by conducting a comprehensive bibliometric analysis of GPB research from 2001 to 2024. By mapping the intellectual foundations, identifying influential works, and highlighting thematic clusters, the research aims to provide clarity, integration, and direction for future studies, thereby advancing both theoretical development and practical understanding of sustainable consumer behaviour.

Our research tries to answer three main questions

1. How has research on green purchase behaviour evolved in terms of publication output, influential authors, institutions, and countries over the past two decades?
2. What are the foundational antecedents (psychological, socio-demographic, cultural, economic) and theoretical frameworks most frequently co-cited in shaping the intellectual structure of GPB research?
3. What contemporary research clusters reveal emerging determinants of GPB, and how do they extend or challenge established antecedents?

This bibliometric analysis provides a systematic examination of how research in this field has evolved from 2001 to 2024, identifying key patterns, influential contributors, and emerging trends that define the current state of knowledge.

Literature Review

Over the past two decades, academic inquiry into GPB has expanded exponentially, mirroring growing global concerns over environmental sustainability and climate change. As consumers increasingly acknowledge the ecological consequences of their consumption choices, understanding the factors that motivate or constrain pro-environmental purchasing has become a central theme for researchers, policymakers, and marketers alike (Nascimento & Loureiro, 2022). The concept of GPB refers to environmentally conscious consumer decision-making, often grounded in the Theory of Planned Behavior (TPB) and extended by complementary constructs such as green trust, self-identity, and moral obligation (Ajzen, 1991; Naini & Reddy, 2025). Bibliometric analyses indicate that the body of literature on GPB has grown both quantitatively and qualitatively, evolving through several distinct phases. Empirical evidence demonstrates a sharp escalation in publication volume after 2010 and even more prominently after 2020 accompanied by diversification in theoretical perspectives and methodological sophistication (Hasbullah, 2021; Li et al., 2025). Scholars have identified four developmental eras characterized by progressive refinement in analytical techniques and thematic breadth (Bravo, Vieira, & Rebello, 2022). This surge stems from multiple global trends: heightened environmental awareness following international climate agreements, the emergence of sustainability-focused journals, and the consolidation of green marketing as an independent research domain (Geng & Maimaituerxun, 2022).

Early studies between 2005 and 2010 primarily investigated foundational variables such as environmental values, attitudes, and demographic predictors (Nascimento & Loureiro, 2022). The period from 2011 to 2015 saw the integration of complex psychological constructs and the use of advanced statistical models, particularly structural equation modelling (SEM) (Bravo et al., 2022). More recent research (2016 – 2025) reflects a shift toward meta-analytic syntheses, sector-specific inquiries (e.g., organic food, green electronics, sustainable fashion), and interdisciplinary integration of neuroscience and behavioural economics (Liu, Zhao, & Ren, 2023; Yusoff, Alias, & Ismail, 2023). Using visualization tools such as VOS viewer and Cite Space, bibliometric mapping has revealed evolving thematic clusters (Li et al., 2025; Geng & Maimaituerxun, 2022). Initially, scholarship centered on

environmental attitudes and pro-environmental values, viewing GPB primarily through the lens of moral obligation.

Over time, however, the research landscape broadened to incorporate product- and marketing-related dimensions. One major cluster now examines product attributes, perceived quality, eco-labelling, and green product innovation, emphasizing that purchase decisions depend not only on consumer orientation but also on product-specific cues (Bravo et al., 2022; Armutcu, Zuferi, & Tan, 2023). A parallel stream focuses on green marketing communication, including greenwashing risks, CSR perceptions, and advertising credibility, highlighting the role of external messaging in shaping trust (Geng & Maimaituerxun, 2022). Furthermore, an increasing number of studies emphasize social norms, peer influence, and cultural context as determinants of green consumption, thus expanding GPB models beyond individual cognition to include socio-cultural dynamics (Cheng, Haiyang, & Zhang, 2024). Emotional dimensions such as anticipated guilt, pride, and moral satisfaction have also gained prominence, supplementing traditional rational-choice explanations (Nascimento & Loureiro, 2022). The Theory of Planned Behavior continues to dominate theoretical discourse, demonstrating the significance of attitudes, subjective norms, perceived behavioural control, and environmental concern as psychological antecedents of GPB (Yusoff et al., 2023; Cheng et al., 2024; Saleem & Gopinath, 2013). Meta-analytic syntheses have strengthened these findings by quantifying effect sizes and identifying contextual moderators (Cheng et al., 2024). Beyond cognitive and affective drivers, scholars have increasingly acknowledged the influence of product attributes, price sensitivity, brand trust, marketing communications, and cultural settings in shaping eco-purchase intentions (Bravo et al., 2022; Geng & Maimaituerxun, 2022; Armutcu et al., 2023; Toward Consumer Sustainable Consumption, 2022; Sethi, Tandon, & Dutta, 2018).

Overall, this literature trajectory underscores a paradigm shift from unidimensional, attitude-based frameworks toward integrative, interdisciplinary models that capture the psychological, social, and contextual complexities underpinning sustainable consumer behaviour.

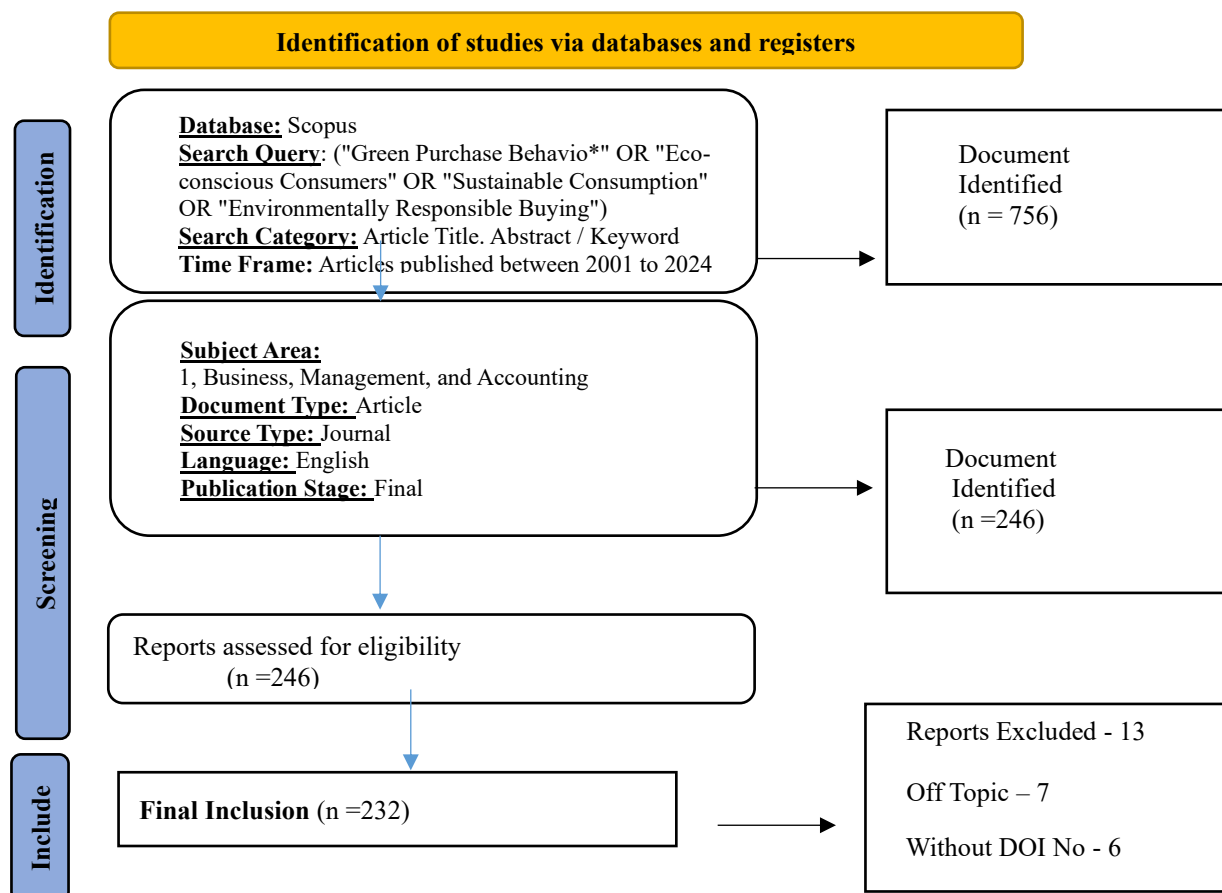


Figure 1: Document selection flowchart

Methods

In order to find patterns, intellectual structures, and topic evolutions within a specific research domain, this study used bibliometric analysis, a methodological approach that systematically assesses current scholarly outputs (Donthu et al., 2021). To ensure rigor, the data collection process for the Scopus-based metadata analysis followed a series of methodical steps aimed at maximising both the relevance and the quality of the retrieved literature on green purchase behaviour and its antecedents. One of the most significant abstract indexing databases, the Scopus database offers thorough coverage of a wide range of subjects (Baas et al., 2020). The initial search was carried out covering the years 2001–2024 in the Scopus database (Figure 1). Considering the study's scope, a carefully crafted list of keywords was used: "Green Purchase Behaviour" OR "Eco-conscious Consumers" OR "Sustainable Consumption" OR "Environmentally Responsible Buying" AND "determinants" OR "antecedents" OR "predictors" OR "drivers", applied to the TITLE-ABSTRACT-KEYWORD fields. The subject areas were limited to "Business" and "Management" to precisely collect contributions within the realms of marketing and consumer behaviour.

The document type filter eliminated books, book chapters, conference proceedings, and working papers to improve the quality of the data. Since the academic community views journal articles as the most reliable and current sources of scholarly knowledge, only these were kept (Nova-Reyes et al., 2020). Additionally, exclusion criteria were used to weed out unrelated subjects, such as articles about the origins of green buying that weren't related to business. To guarantee the accuracy and traceability of the dataset, duplicate records and documents without a DOI were also eliminated. To preserve consistency in interpretation and comparison, the dataset was limited to English-language articles, as suggested by Caiado et al. (2017). Following this thorough screening procedure, all 232 journal articles satisfied all inclusion requirements and were kept for in-depth bibliometric analysis (Figure 1).

Science mapping and performance analysis are the two primary analysis techniques used in bibliometric research (Cobo et al. 2011). Research constituents' contributions to a certain field are examined using performance analysis. The most notable metrics are the quantity of publications and citations made annually or per research constituent; publications serve as a stand-in for productivity, while citations gauge influence and impact. Mapping the dynamics and structure of scientific research is made easier with the aid of science mapping. This is accomplished using a variety of methods, including co-authorship analysis, co-citation analysis, bibliographic coupling, and co-word analysis. A science mapping method called bibliographic coupling is predicated on the idea that two publications with comparable references are likewise related in content (Kessler, 1963). Co-citation analysis is a science mapping technique that makes the assumption that articles that are frequently referenced together share a common theme (Hjørland, 2013). Understanding a field's cognitive structure is made easier by the semantic maps that co-word analysis creates. Co-authorship analysis looks at how academics collaborate within a field of study. Biblioshiny software and the VOS viewer were used in this study to analyse the data.

The VOS viewer is used for cluster analysis, theme analysis, bibliometric network visualisation, and related analysis. A powerful tool for scientific mapping, Biblioshiny is a graphical user interface of the R package "Bibliometrix," which offers different options for analysis and visualisation.

3 Result and discussion

3.1 Performance analysis

3.1.1 Publication trend

Figure 2 reveals a distinct pattern of growth in research output. In the early years (2001–2010), the number of publications remained negligible, ranging from zero to three per year, indicating limited scholarly activity. A gradual but steady increase is observed from 2011 to 2015, with annual outputs fluctuating between three and six publications. From 2016 onward, the trajectory shifts markedly, with publications entering double digits and showing sustained growth. Notably, 2018 and 2020 each recorded 22 publications, reflecting peaks in scholarly productivity during this phase. Although 2021 showed a slight decline (21 publications), the subsequent years demonstrate unprecedented expansion, with 37 publications in 2022 and a peak of 45 in 2023.

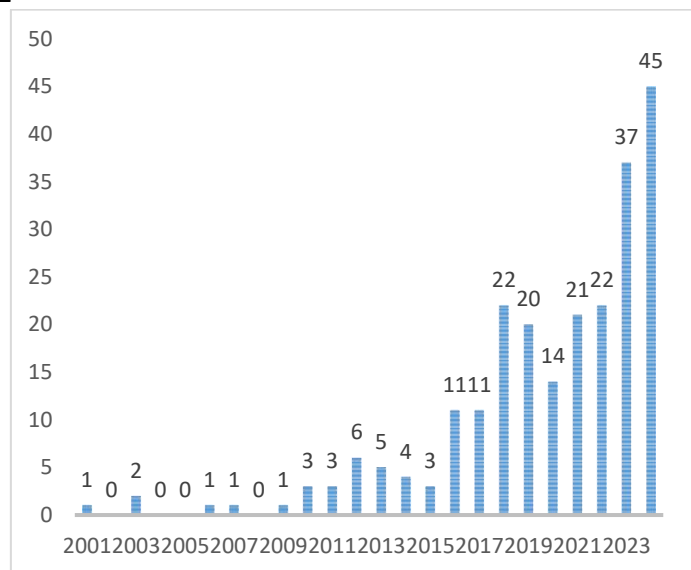


Figure 2: Publication Trend

3.1.2 Most influential authors, countries, and institutions of Green Purchase Behaviour

The bibliometric profile highlights the global and institutional diversity of scholarship in the field. Contributions at the author level exhibit a high dispersion, with the most influential authors (Acharya N., Afonso C., Akehurst G., Battenfeld D., and Chan R.Y.K.) each accounting for a single publication, but achieving significant total citations (TC), ranging from 423 to 1021. This indicates that even single contributions have exerted substantial academic influence.

Country-level analysis reflects a broad international scope. Australia (TP = 12, TC = 1712), China (TP = 14, TC = 1098), and Germany (TP = 23, TC = 664) emerge as leading contributors in terms of volume, while countries such as Antigua and Barbuda (TC = 2856, TP = 1) and Brazil (TC = 1304, TP = 9) demonstrate high citation impact relative to publication count. This suggests that both mature and emerging research systems are shaping the field.

Institutional analysis further reveals wide distribution, with individual universities such as Northwestern University (Switzerland), Aalborg University (Denmark), and Sejong University (South Korea) recording notable citation impact (TC = 1021, 1021, and 580, respectively), despite limited publication counts. Similarly, Gulf University for Science and Technology (Kuwait) and Hong Kong Polytechnic University (Hong Kong) illustrate how geographically diverse institutions contribute to the intellectual structure of the domain.

Overall, the data suggest a fragmented yet globally integrated research landscape, where individual high-impact studies and a diverse set of countries and institutions collectively drive the academic discourse.

Table 2: Major authors, countries, and institutions of Green Purchase Behaviour

TC	Author	TP	TC	Country	TP	TC	Institution	TP
1021	Acharya N.	1	2856	Antigua and Barbuda	1	1021	Northwestern University, Switzerland	1
1021	Afonso C.	1	1712	Australia	12	1021	Aalborg University, Denmark	1
1021	Akehurst G.	1	1586	Austria	2	882	University of Teramo, France	1

882	Battenfeld D.	1	1315	Bangladesh	2	833	Alanus University of Arts and Social Sciences, Germany	1
833	Chan R.Y.K.	1	1309	Bosnia and Herzegovina	2	833	University of Southern Denmark, Denmark	1
833	Chekima B.C.	1	1304	Brazil	9	833	Gulf University for Science and Technology, Kuwait	1
698	Chekima S.	1	1133	Canada	1	580	Sejong University, South Korea	1
580	Cheung M.F.Y.	1	1098	China	14	580	Sejong University, South Korea	1
540	Choi J.-G.	1	1095	Croatia	3	540	University of Budapest, Hungary	1
437	Coderoni S.	1	914	Denmark	4	423	Shih Chien University, Taiwan	1
423	Dhir A.	3	869	Egypt	3	423	Hong Kong Shue Yan University, China	1
423	Dobernig K.	1	855	Finland	5	418	Sun Yat-Sen University, China	1
423	Echegaray F.	1	829	France	8	418	Hong Kong Polytechnic University, Hong Kong	1
418	Gonçalves H.M.	1	664	Germany	23	416	Umeå University, Sweden	1
418	Govindan K.	1	548	Hong Kong	6	380	Ming Chuan University, Taiwan	1

Note: TC =Total Citations, and TP =Total Publications

3.1.3 Most influential journals on Green Purchase Behaviour

The bibliometric analysis of journals published on green purchase behaviour reveals a concentration of high-impact contributions in leading outlets. The Journal of Cleaner Production (H-index 354, Q1) dominates the field with the highest citation count (TC = 3790) and 40 publications, particularly concentrated in the periods 2011–2015 and 2016–2024, reflecting its role as a primary platform for sustainability research. Psychology and Marketing (H-index 154, Q1) and Journal of Retailing and Consumer Services (H-index 167, Q1) also contribute substantially, with 1899 and 1354 citations, respectively, highlighting the integration of consumer behaviour perspectives into sustainability studies. Similarly, Business Strategy and the Environment (H-index 173, Q1) show growing relevance with 12 publications and 865 citations, mainly concentrated after 2015, indicating its rising influence. Ethical and policy dimensions are represented in the Journal of Business Ethics (TC = 665) and the Journal of Consumer Policy (TC = 602), reflecting theoretical and regulatory approaches. Emerging but consistent contributions are also noted in the International Journal of Consumer Studies and Social Responsibility Journal, each providing niche insights.

Table 3: Top journals contribution to Green Purchase Behaviour research

Journal	H index	Quartile	TC	TP	2001 - 2005	2006 - 2010	2011 - 2015	2016 - 2020	2021 - 2024
Journal of Cleaner Production	354	Q1	3790	40			2	19	19
Psychology and Marketing	154	Q1	1899	5	2				3
Journal of Retailing and Consumer Services	167	Q1	1354	10		1	1	2	6
Business Strategy and the Environment	173	Q1	865	12				5	7
Journal of Business Ethics	277	Q1	665	5				2	3
Journal of Consumer Policy	63	Q2	602	7			4	1	2
International Journal of Consumer Studies	108	Q1	274	6	1	1	2	2	
Social Responsibility Journal	63	Q1	159	5				2	3

Note: This table ranks the sources publishing at least 5 documents on Green Purchase Behaviour nance research between 2001 and 2024 Here TP =Total Publications contributing to this study.

3.1.4 Most influential articles on Green Purchase Behaviour

The most influential articles on green purchasing behaviours demonstrate the evolution and breadth of the field across different contexts and theoretical frameworks. Chan (2001), with 882 citations, laid a foundational understanding of determinants in the Chinese market, while Tanner and Wölfing Kast (2003) extended insights to Swiss consumers, emphasising cultural and regional specificity. Subsequent studies such as Jaiswal and Kant (2018) on Indian consumers (580 citations) and Han (2021) in tourism and hospitality (540 citations) broadened the scope by integrating conceptual frameworks and cross-sectoral applications. Akehurst et al. (2012) and Chekima et al. (2016) advanced consumer profiling and motivational drivers, highlighting the role of demographics and price sensitivity. Govindan (2018) and Echegaray & Hansstein (2017) shifted their focus towards systemic sustainability issues, such as supply chains and recycling behaviour. More recent contributions by Rausch & Kopplin (2021) and Cheung & To (2019) refined theoretical models like the intention-behaviour and value-attitude-behaviour gaps, particularly in sustainable clothing and Chinese consumer contexts. Collectively, these highly cited works underscore the multidisciplinary and globally diverse nature of green purchase behaviour research, while also mapping its theoretical progression over two decades.

Table 4: Most influential articles on Green Purchase Behaviour

Rank	Author	Title	Cites
1	Chan (2001)	Determinants of Chinese consumers' green purchase behavior	882
2	Tanner and Wölfing Kast (2003)	Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers	833
3	Jaiswal & Kant (2018)	Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers	580

4	Han (2021)	Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research	540
5	Akehurst et al. (2012)	Re-examining green purchase behaviour and the green consumer profile: New evidences	423
6	Chekima et al. (2016)	Examining green consumerism motivational drivers: Does premium price and demographics matter to green purchasing?	418
7	Govindan (2018)	Sustainable consumption and production in the food supply chain: A conceptual framework	416
8	Echegaray and Hansstein (2017)	Assessing the intention-behavior gap in electronic waste recycling: the case of Brazil	380
9	Rausch and Kopplin, (2021)	Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing	361
10	Cheung and To (2019)	An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior	339

Note: This table ranks the publications in cited at least 300 times in Scopus on the search date.

3.2 Science mapping analysis

3.2.1 Co-citation Analysis

Co-citation analysis with a minimum threshold of ten citations per document revealed four groups that show the intellectual structure of green purchase behaviour research. Cluster 1 emphasises psychological models like the Theory of Planned Behaviour to study pro-environmental and sustainable consumption behaviour (Ajzen, 1991). The cluster's primary pillar is this framework, which predicts intention and action using attitudes, subjective standards, and perceived behavioural control. Bamberg and Möser (2007) conducted a meta-analysis of 20 years of empirical investigations to establish that psychological variables drive pro-environmental behaviour. Kollmuss and Agyeman (2002) also showed the “value–action gap” how external barriers and ingrained habits prevent environmental knowledge and good attitudes from being implemented. Paul, Modi, and Patel (2016) use TPB and the Theory of Reasoned Action to predict green product purchases, and Vermeir and Verbeke (2006) study the attitude–intention gap in sustainable food consumption. Cluster 2 (5 items) shows how psychometric and measurement perspectives are integrated into behavioural models by combining foundational theories like Fishbein and Ajzen's Theory of Reasoned Action with methodological contributions from Anderson & Gerbing (1988), Fornell & Larcker (1981), and Podsakoff et al. Consumer segmentation and behavioural drivers of green purchasing and sustainable consumption are in Cluster 3. Straughan and Roberts (1999) pioneered environmental segmentation models to identify consumer groups based on their ecological beliefs and behaviours, enabling market targeting in the “green” economy. Laroche et al. (2001) supported this view by empirically investigating consumers' willingness to pay more for environmentally friendly products, citing demographic and psychographic factors. After a comprehensive review of factors influencing green purchase behaviour, Joshi and Rahman (2015) suggested cross-cultural perspectives, methodological innovations, and integration with broader sustainability frameworks for future research. Cluster 4 examines how values, consumer profiling, and marketing influence ecologically sustainable purchasing. Rokeach's 1973 “The Nature of Human Values” gives a conceptual framework for understanding how human values shape attitudes and behaviours. Based on this, Roberts (1996) analysed green consumers in the 1990s, highlighting demographic and psychographic qualities and suggesting early advertising implications. Furthering this research, Leek (1999) examined green marketing opportunities among young customers, highlighting their potential as a crucial market for sustainable products. Kumar et al. (2017) developed a conceptual and empirical framework that ties consumer values and green marketing techniques to environmentally sustainable product purchases. These clusters show that while Ajzen's TPB is the central theoretical anchor across multiple clusters, the field has diversified into methodological rigour, consumer

and sustainable livelihoods that motivate eco-friendly purchases. Hosta and Zabkar (2021), develop an integrated model to examine how values, attitudes, and social norms shape both environmentally and socially responsible consumer actions. Their findings reveal that personal values and moral obligations strongly influence sustainable behavior, while social pressure and awareness of consequences further strengthen these effects. With over 250 citations, this work is significant in green purchase behaviour research as it bridges environmental and social dimensions, offering a holistic view of responsible consumption

Environmental Knowledge Cluster

Articles by Chan (2001), Tanner & Wölfling Kast (2003), and Jaiswal & Kant (2018), identified in this cluster, investigate how knowledge and awareness serve as central determinants driving green purchasing among diverse cultural contexts, blending conceptual frameworks with empirical validation. Chan (2001) provides one of the earliest empirical investigations into green consumerism in China. The study identifies key determinants such as environmental concern, perceived consumer effectiveness, and social influence in shaping purchase intentions. It highlights that cultural values and collectivist orientations significantly strengthen the adoption of green products. With nearly 900 citations, this article remains foundational, laying the groundwork for subsequent cross-cultural research on green purchase behaviours. Tanner and Wölfling Kast (2003) examine the drivers of sustainable purchasing in Switzerland, emphasising the role of environmental knowledge, values, and socio-demographic characteristics. Their findings show that high environmental awareness and strong personal norms are decisive for green purchasing, whereas price sensitivity and convenience act as barriers. Cited over 800 times, this influential study has shaped the understanding of how individual-level determinants interact with structural factors in driving sustainable consumption.

Environmentally Friendly Behaviour Cluster

This cluster brings together Han (2021), Chekima et al. (2016), and Echegaray & Hansstein (2017), who examine motivation, intention-behaviour gaps, and the impact of demographics on eco-friendly actions, stretching across tourism, e-waste recycling, and premium pricing in green markets. Han (2021) conducts a comprehensive review of consumer behaviour research in the tourism and hospitality sector with a focus on environmental sustainability. The study synthesises key theories, including the Theory of Planned Behaviour, Value-Belief-Norm theory, and Norm Activation Model, while mapping empirical findings on pro-environmental attitudes, green hotel choices, and sustainable travel practices. It underscores persistent gaps between intention and action, calling for integrated theoretical approaches and context-specific strategies. With more than 500 citations, this article serves as a critical reference point in linking consumer psychology to sustainable tourism and hospitality management.

Sustainable Production Cluster

Works by Govindan (2018), Jacobs et al. (2018), and Sheth & Parvatiyar (2021) tie consumer choice to systemic supply chain issues and broader themes of market transformation toward sustainability, integrating marketing strategy with production-side challenges. Govindan (2018) proposes a comprehensive conceptual framework linking sustainable consumption and production within the food supply chain. The study emphasises how consumer demand, corporate responsibility, and policy interventions interact to drive sustainable practices in food systems. It highlights barriers such as resource inefficiency, waste, and a lack of stakeholder coordination, while outlining opportunities for circular economy approaches and green supply chain management. With over 400 citations, this work is highly influential in situating consumer behaviour within broader production and supply chain dynamics, offering a systems-level perspective on sustainability.

Through bibliometric coupling, these clusters indicate robust interconnections between knowledge domains, suggesting that advances in theoretical modelling, demographic segmentation, and sustainable market strategies increasingly converge in contemporary green purchasing behaviour research.

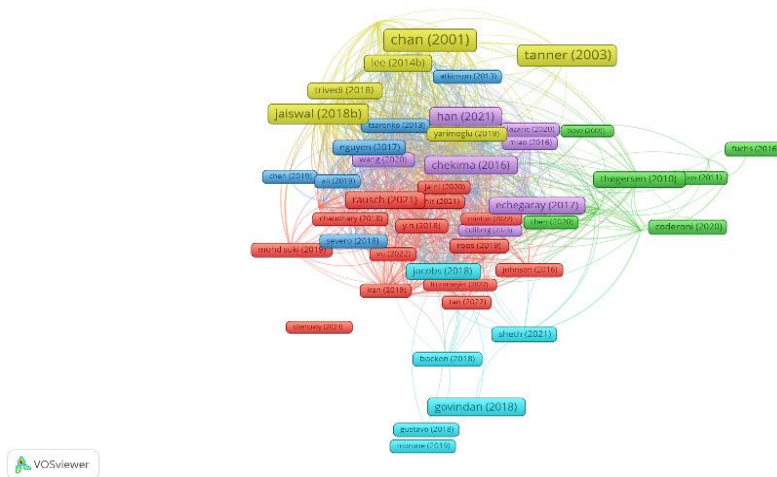


Figure 4: Bibliographic coupling of Green Purchase Behaviour research

Table 5: Thematic clusters of Green Purchase Behaviour Research through Bibliometric Coupling

Clusters	Author(s)	Title	TC
Green Consumption	Rausch & Kopplin (2021)	Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing	361
	Cheung & To (2019)	An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behaviour	339
	Roos & Hahn (2019)	Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms	173
Sustainable Consumption	Thøgersen, (2010)	Country differences in sustainable consumption: The case of organic food	267
	Coderoni & Perito (2020)	Sustainable consumption in the circular economy. An analysis of consumers' purchase intentions for waste-to-value food	222
	Luchs et al (2010)	Sex, Personality, and Sustainable Consumer Behaviour: Elucidating the Gender Effect	201
Green Purchase Behaviour	Hosta & Zabkar, (2021)	Antecedents of Environmentally and Socially Responsible Sustainable Consumer Behavior	260
	Wei et al (2017)	Toward Sustainable Livelihoods: Investigating the Drivers of Purchase Behavior for Green Products	163
	Casalegno et al (2022)	Exploring the antecedents of green and sustainable purchase behaviour: A comparison among different generations	156
Environmental Knowledge	Chan (2001)	Determinants of Chinese consumers' green purchase behavior	882
	Tanner & Wölfing Kast, (2003)	Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers	833

	Jaiswal & Kant, (2018)	Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers	580
Environmentally friendly behaviour	Han (2021)	Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research	540
	Chekima et al., (2016)	Examining green consumerism motivational drivers: Does premium price and demographics matter to green purchasing?	418
	Echegaray & Hansstein (2017)	Assessing the intention-behavior gap in electronic waste recycling: the case of Brazil	380
Sustainable Production	Govindan (2018)	Sustainable consumption and production in the food supply chain: A conceptual framework	416
	Jacobs et al (2018)	Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing	244
	Sheth & Parvatiyar (2021)	Sustainable Marketing: Market-Driving, Not Market-Driven	209

Discussion

The present study set out to provide a comprehensive bibliometric analysis of Green Purchase Behaviour research between 2001 and 2024, aiming to map its intellectual foundations, performance trends, and emerging determinants. By analysing 232 Scopus-indexed journal articles, the study sought to consolidate fragmented insights and present an integrated understanding of how GPB scholarship has evolved across marketing, psychology, and sustainability domains. This research is significant as it represents one of the most extensive mappings of GPB literature to date, combining performance analysis and science mapping to reveal the field's intellectual trajectory. The findings confirm a marked escalation in publication output after 2016, peaking in 2023, which reflects the growing scholarly and practical recognition of sustainability-oriented consumer behaviour. Co-citation analysis reaffirmed the dominance of Ajzen's (1991) Theory of Planned Behaviour and the Value-Belief-Norm framework as theoretical anchors, with key antecedents such as attitudes, subjective norms, perceived behavioural control, and environmental concern consistently influencing green purchase intentions. Bibliometric coupling revealed six major thematic clusters green consumption, sustainable consumption, GPB, environmental knowledge, environmentally friendly behaviour, and sustainable production demonstrating how the discourse has diversified from psychological antecedents to systemic sustainability linkages involving supply chains and institutional trust. These results are consistent with prior bibliometric findings (Hasbullah, 2021; Bravo et al., 2022; Naini & Reddy, 2025), which observed similar post-2010 growth and interdisciplinary convergence, while also extending them by highlighting emerging foci such as eco-label trust and circular economy consumption. The observed fragmentation of author networks and uneven geographical representation suggest that collaboration remains limited and research productivity is unevenly distributed, often reflecting institutional capacity rather than theoretical divergence. From a managerial perspective, the study underscores the importance for firms to integrate psychological and structural drivers such as consumer trust, eco-labelling, and affordability into sustainability strategies, since pro-environmental attitudes alone do not guarantee actual purchasing behaviour. These insights stress the need for trust-building, social influence, and transparent communication to narrow the intention-behaviour gap. Looking ahead, future research should explore cross-cultural and generational comparisons, incorporate neuroscientific and longitudinal approaches, and examine how digital ecosystems and policy frameworks influence green consumption. Such directions will enrich theoretical understanding and offer actionable pathways for businesses and policymakers committed to advancing sustainable consumption and marketing practices.

Conclusion

This bibliometric review of GPB research from 2001 to 2024 traces its evolution, philosophical roots, and upcoming theme directions. It examines 232 Scopus-indexed journal articles to show how the area has evolved from theory-driven models to an interdisciplinary field embracing psychology, marketing, sustainability, and socio-economic viewpoints. The results show that scholarly attention to GPB has grown, especially after 2016, underlining its growing relevance in global sustainability issues. Foundational frameworks like the Theory of Planned Behaviour and the Value–Belief–Norm model show that attitudes, societal norms, and perceived behavioural control still influence green purchase decisions. However, the growth of thematic clusters including sustainable consumerism, eco-label trust, age disparities, and circular economy behaviour suggests a shift towards more holistic and context-sensitive models. The study maps intellectual contributions across key journals, authors, and nations and highlights structural deficiencies like restricted collaboration, uneven global representation, and underexplored consumer behavior-institutional framework intersections. These discrepancies show that a more inclusive understanding of sustainable consumption requires cross-disciplinary and cross-cultural involvement. Managerially, the results show that enterprises and politicians must go beyond awareness initiatives to improve consumer trust, accessibility, and product transparency to close the intention–behavior gap. This bibliometric synthesis unites various research into a single framework, enriching theory and practice. Longitudinal, neuroscientific, and digital analytics should be used to study sustainability consumer mindsets and behaviour. The study illuminates patterns, trends, and opportunities to consolidate GPB research and help the global transition to ecologically responsible consumption and production.

Limitations

This study provides useful insights into Green Purchase Behaviour research's history and structure, but its limits should be acknowledged to guide interpretation and future research. First, the analysis was limited to Scopus-indexed English journal articles, which ensured quality and consistency but may have excluded significant contributions from Web of Science or non-English literature, especially from developing or non-Western regions. This linguistic and database constraint may under-represent region-specific opinions and emerging economies with rapidly evolving green consumption. Second, bibliometric analysis is quantitative, focussing on publishing and citation metrics rather than study conceptual depth or methodological rigour. Thus, the mapping identifies influential publications and topic clusters but does not evaluate the research's theoretical, empirical, or contextual validity. Third, chronological and disciplinary biases affect citation-based measures. Older articles get more citations, which may eclipse fresh, high-quality contributions in growing subfields. Fourth, conference papers, book chapters, and grey literature with innovative or practice-oriented sustainable consumption ideas were removed. Finally, the analysis represents the static literature up to 2024 and does not account for quickly emerging trends like digital sustainability marketing, neuro-consumer research, or artificial intelligence's impact on eco-conscious behaviour. Multi-database, multilingual, and mixed-method bibliometric or systematic reviews addressing these constraints will improve results.

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