

## **GREEN ADVERTISING SKEPTICISM: A BIBLIOMETRIC ANALYSIS**

**Isha Verma\*; Prof. Gayatri\*\***

PhD Scholar,  
Department of Commerce,  
Delhi School of Economics,  
University of Delhi,  
Delhi, INDIA  
Email id: ishaverma@outlook.com

\*\*Professor,  
Dept. of Commerce, Lakshmibai College,  
University of Delhi,  
Ashok Vihar 3, Delhi, INDIA  
Email id: gayatri@lb.du.ac.in

**DOI: 10.5958/2249-7137.2024.00019.4**

---

### **ABSTRACT**

**Purpose:** *This study seeks to analyse quantitatively historical research trends and propose future directions in the field of consumer's skepticism towards green advertising through bibliometric analysis.*

**Methodology:** *A bibliometric analysis was conducted on 261 articles sourced from Scopus and Web of Science, following Donthu et al. (2021) with the help of Biblioshiny. This study includes performance analysis and science mapping.*

**Findings:** *"Skepticism towards green advertising" is found to be falling in the Niche quadrant of Thematic Map indicating an under researched area and co-occurrence analysis presents two clusters revolving around 'trust' and 'skepticism'*

**Limitations:** *The selection of articles is confined to Scopus and Web of Science database published after 2000 in English language.*

**Practical Implications:** *The study shall provide insights to academicians understanding literature and identifying the gaps.*

**Originality/value:** *The study is a novel attempt to map the major themes in literature on 'skepticism towards green advertising'.*

**KEYWORDS:** *Green Advertising, Skepticism, Credibility, Bibliometric Analysis, Green Washing.*

---

### **REFERENCES**

1. Baum, L. M. (2012). It's Not Easy Being Green ... Or Is It? A Content Analysis of Environmental Claims in Magazine Advertisements from the United States and United Kingdom. *Environmental Communication*, 6(4), 423–440. <https://doi.org/10.1080/17524032.2012.724022>

2. Cobo, M. J., López-Herrera, A. G., Herrera-Viedma, E., & Herrera, F. (2011). An approach for detecting, quantifying, and visualizing the evolution of a research field: A practical application to the Fuzzy Sets Theory field. *Journal of Informetrics*, 5(1), 146–166. <https://doi.org/10.1016/j.joi.2010.10.002>
3. De Sio, S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green Trust as a Mediator in the Relationship between Green Advertising Skepticism, Environmental Knowledge, and Intention to Buy Green Food. *International Journal of Environmental Research and Public Health*, 19(24). <https://doi.org/10.3390/ijerph192416757>
4. Do Paço, A. M. F., & Reis, R. (2012). Factors affecting skepticism toward green advertising. *Journal of Advertising*, 41(4), 147–155. <https://doi.org/10.1080/00913367.2012.10672463>
5. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
6. Farooq, Y., & Wicaksono, H. (2021). Advancing on the analysis of causes and consequences of green skepticism. *Journal of Cleaner Production*, 320. <https://doi.org/10.1016/j.jclepro.2021.128927>
7. Huang, J., & Darmayanti, D. (2014). FACTORS AFFECTING SKEPTICISM TOWARD GREEN ADVERTISING: A STUDY OF UNIVERSITY STUDENTS IN JAKARTA. In *Journal of Business Strategy and Execution* (Vol. 7, Issue 1).
8. Isaac, M. S., & Grayson, K. (2016). Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility? Downloaded from. In *Journal of Consumer Research*. <http://jcr.oxfordjournals.org/>
9. Kiymalıoğlu, A., & Akinci, S. (n.d.). *Ad Skepticism: How Does Its Interaction with Ad-Related Factors Affect Persuasion? Role of Celebrity Endorser and Argument Quality 1*. <https://orcid.org/0000-0002-4908-5493>
10. Lee, J. (n.d.). *The effects of persuasion knowledge on consumers' responses to The effects of persuasion knowledge on consumers' responses to green advertising: Focusing on skepticism as mediator green advertising: Focusing on skepticism as mediator*. [https://trace.tennessee.edu/utk\\_gradthes/2428](https://trace.tennessee.edu/utk_gradthes/2428)
11. Leonidou, C. N., & Skarmas, D. (2017). ^1 Cross Mark Gray Shades of Green: Causes and Consequences of Green Skepticism DionysisSkarmas. *J Bus Ethics*, 144, 401–416. <https://doi.org/10.1>
12. Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). How does green advertising skepticism on social media affect consumer intention to purchase green products? *Journal of Consumer Behaviour*, 19(4), 371–381. <https://doi.org/10.1002/cb.1818>
13. Maria Finisterra do Paco, A., & Reis, R. (2013). *FACTORS AFFECTING SKEPTICISM TOWARD GREEN ADVERTISING*. <https://doi.org/10.2753/JOA0091-3367410410>

14. Matthes, J., & Wonneberger, A. (2014a). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising*, 43(2), 115–127. <https://doi.org/10.1080/00913367.2013.834804>
15. Matthes, J., & Wonneberger, A. (2014b). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising*, 43(2), 115–127. <https://doi.org/10.1080/00913367.2013.834804>
16. Mohr, L. A., Eroğlu, D., & Ellen, P. S. (1998). The development and testing of a measure of skepticism toward environmental claims in marketers' communications. *Journal of Consumer Affairs*, 32(1), 30–55. <https://doi.org/10.1111/j.1745-6606.1998.tb00399.x>
17. Nagar, K. (2015). Modeling the Effects of Green Advertising on Brand Image: Investigating the Moderating Effects of Product Involvement Using Structural Equation. *Journal of Global Marketing*, 28(3–5), 152–171. <https://doi.org/10.1080/08911762.2015.1114692>
18. Schmuck, D., Matthes, J., & Naderer, B. (2018). Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Green washing Effects in Environmental Advertising. *Journal of Advertising*, 47(2), 127–145. <https://doi.org/10.1080/00913367.2018.1452652>
19. Segev, S., Fernandes, J., & Hong, C. (2016). Is Your Product Really Green? A Content Analysis to Reassess Green Advertising. *Journal of Advertising*, 45(1), 85–93. <https://doi.org/10.1080/00913367.2015.1083918>
20. Silva, M. E., Sousa-Filho, J. M. de, Yamim, A. P., & Diógenes, A. P. (2020). Exploring nuances of green skepticism in different economies. *Marketing Intelligence and Planning*, 38(4), 449–463. <https://doi.org/10.1108/MIP-10-2018-0435>
21. Tan, B.-C. (2011). The Role of Perceived Consumer Effectiveness on Value-Attitude-Behaviour Model in Green Buying Behaviour Context. *Australian Journal of Basic and Applied Sciences*, 5(12), 1766–1771.
22. Theses, M., & Lee, J. (2013). Trace: Tennessee Research and Creative Exchange The effects of persuasion knowledge on consumers' responses to green advertising: Focusing on skepticism as mediator Recommended Citation. [http://trace.tennessee.edu/utk\\_gradthes/2428](http://trace.tennessee.edu/utk_gradthes/2428)
23. Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The influence of green washing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production*, 187, 740–750. <https://doi.org/10.1016/j.jclepro.2018.03.201>