
CREDIBILITY IN GREEN ADVERTISING: A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Consumers are becoming more aware of environmental issues and prefer companies with genuine green practices. Researchers are progressively more focused on understanding consumers' perceptions of the credibility of green advertising. This study seeks to analyse historical research trends and propose future directions by using co-authorship and co-occurrence analysis. The 111 articles were selected by adopting the PRISMA framework followed by bibliometric analysis using VOSViewer. "Credibility in green advertising" has continued to be a lesser-known area and needs to be studied further. However, records of past twenty-five years indicate a slight increase in publications. USA has published the maximum numbers of articles till date in this research area followed by India and China. It is observed that most of the articles have been published under the subject area of "Business, Management and Accounting". The study identifies the most cited articles and authors. Also, the results of the co-occurrence analysis revealed the four clusters and the consumer skepticism has been researched in all the four contexts. The study shall be of use to the academicians as it captures the research already done in this topic and identifies the trends prevalent in this area. The findings of the bibliometric review of literature suggests that regulation of green claims in advertising has not yet been studied in the Indian perspective. Also, not many research studies have been done in green branding in different product categories.

KEYWORDS: *Green Advertising, Credibility, CSR.*

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