



Customer Loyalty in Green Marketing Research: A Systematic Review

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ABSTRACT

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At present, green marketing attract the attention of academics and professionals around the world. Research on green marketing/sustainable marketing has increased in recent years. Through a systematics review, this study aims to analyze the development and trends of research with the theme customer loyalty within the scope of green marketing/sustainable marketing last 10 years (2013-2023). This study uses Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method. Analysis is carried out based on productive countries, authors, institutions, journals, and distribution phrases. This study also analyzed articles based on the methods and variables used, along with outcomes. 33 selected documents were analysed using Wordstat. The results showed that United States is the most productive country that publishes articles on related topics. Green marketing, customer loyalty, customer satisfaction, green products, green image are phrases that often appear with a frequency limit of 200. Structural Equation Modelling (SEM) is a method that is often used.

1. INTRODUCTION

Currently, green marketing is a hot topic for companies, consumers, society, and the government in creating sustainable consumption [1]. Global warming, climate change, and air pollution, which are happening today, are some of the reasons that can be attributed to the shift to a “green” economy, which is considered a “policy and conceptual framework for sustainability” [2]. Every sector is required to have a good impact on the environment to create sustainability in the future, including from the business sector. The company, in terms of marketing, implements “green marketing”.

Green marketing encompasses the entire process of addressing environmental concerns, from product planning ideas to product distribution [3]. Its main objective is to promote environmental responsibility and contribute to a sustainable economy. The aim is not solely to enhance the company’s image or maximize profits, but also to encourage eco-friendly, green consumption [4]. The latter is an action where consumers purchase and consume products because the products are environmentally friendly (e.g., recyclable, sustainable, renewable, low energy consumption, low pollution, non-disturbing to the environment) [5].

In the company’s perspective, the application of green marketing is useful for changing the company’s organization, developing technology, helping companies create social responsibility for the environment [6]. In the study, companies oriented towards implementing green marketing have an impact on the creation of green image [7]. In another study, it was said that green marketing has a significant positive effect on brand loyalty [8]. In the perspective of society and government, green marketing can reduce and provide

solutions to environment problems, because green marketing integrates the concepts and practices of the environment, ecology, and social activities [1]. The majority of environmental problems are caused by the industrial sector which needs to be controlled [9].

In the business sector, marketing management is the art and science of choosing target markets and getting, keeping, and growing customer [10]. Companies that successfully retain consumers will create loyalty which is seen as a commitment from consumers to repurchase products in the future consistently [11]. Loyalty is created from companies that create products according to consumer needs [10].

Consumer loyalty is related to consumer satisfaction with the product, satisfied consumers will create loyalty to the product [12]. Satisfaction relates to the good impression of consumers on the product, because the performance of the product matches or exceeds the expectations of consumers [13]. In another study, it was found that consumer loyalty has an impact on positive Word of Mouth (WOM) [14]. WOM is the most effective from of marketing [15]. Positive WOM can have a good image impact on companies and products, and companies get “free” marketing from consumers.

Based on the explanation above, it is known that consumer loyalty is an important and interesting thing to research. However, there are still few published figures that discuss consumer loyalty in the scope of environmentally friendly/sustainable marketing. Therefore, through a systematics review, this research aims to analyse the development and trends of research on the topic customer loyalty in the scope of green marketing for the past 10 years from 2013 - 2023. The systematic review aims to provide a comprehensive, unbiased synthesis of many relevant studies in

a single document [16]. Research developments and trends will be seen based on the number of publications per year, authors, journals that publish, most productive countries, affiliations, and subject areas. The data analyzed in this research was sourced from Scopus database. This study will also specifically explore the following research questions spanning from 2013 to 2023 (RQ):

RQ1: What are the trends of customer loyalty in the scope of green marketing research?

RQ2: Which specific phrases frequently emerge within the realm of customer loyalty in the context of green marketing research?

RQ3: What are the commonly used methods and variables in customer loyalty within the scope of green marketing research?

RQ4: What are the purposes and findings of customer loyalty in the scope of green marketing research?

2. METHOD

This research focuses on analyzing research developments and trends with the topic about customer loyalty within the scope of green marketing. The method used in this study is Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), with the aim to help the authors improve the reporting of systematic reviews and meta-analyses [17]. The data in this study is based on internationally accredited articles published in the Scopus database from 2013 to 2023 using a systematic approach to select articles with keywords in the title or abstract. The Scopus database, created in 2004, (a product from Elsevier), is one of the largest curated databases covering scientific journals, books, conference proceedings, etc. [18]. The database of Scopus was utilized as the primary resource of information because academics regard it as a credible resource of scholarly papers [19]. The data obtained was then processed using the Wordstat application for keyword analysis. Furthermore, the process of searching for data is discussed in the subchapter of search strategies.

2.1 Search strategy

The follow were the methodological steps used for this research:

1. The results are filtered via a Boolean search on the basis of their relevance to the objective of this work.
2. Duplicates are eliminated and literature stored as per their respective keywords in titles and abstracts, further introducing restrictions that would limit the search to only the relevant fields based on years, language, etc. (as shown in Table 1).
3. Select articles that are appropriate for the purpose of the study.
4. Complete analyzes of the articles and summarize the results reported by the authors related to customer loyalty in green marketing.
5. Parsing and further elaboration of the findings in the context of the section.

Figure 1 shows “The PRISMA Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA)” used by this study to conduct a systematic literature review. This study utilized the keywords “green marketing”, “sustainable marketing”, “Eco Marketing”, and “customer loyalty” in the title, abstract, and keywords of the author to acquire relevant data from Scopus database. The search query option used in data mining was as follows (TITLE-ABS-KEY (“green marketing” AND “customer loyalty”) OR TITLE-ABS-KEY (“sustainable marketing” AND “customer loyalty”) OR TITLE-ABS-KEY (“Eco Marketing” AND “customer loyalty”) AND (LIMIT-TO (Year, “2013-2023”)) AND (LIMIT-TO (Document Type, “Article”)) AND (LIMIT-TO (Source Type, “Journal”) AND LIMIT-TO (Language, “English”). We discovered 33 articles in this stage.

2.2 Study selection

Table 1 describes the inclusion criteria and exclusion criteria used in selecting articles in the Scopus database.

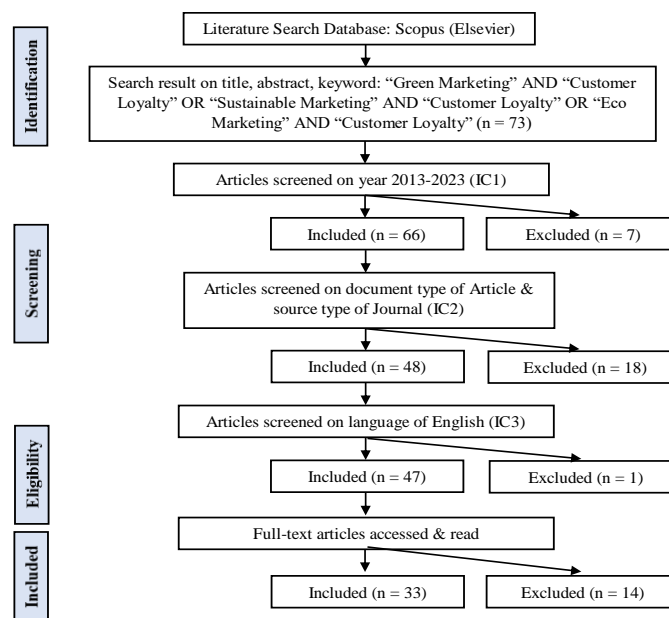


Figure 1. PRISMA
Source: Authors

Table 1. Inclusion criteria and exclusion criteria

Inclusion Criteria
-Research work is related to environmentally friendly or sustainable marketing.
-Research discusses customer loyalty.
-Research papers are published between 2013 and 2023.
-The research papers are written in English.
-The research follows the appropriate structure of research according to the research method.
Exclusion Criteria
-Research work is not related to environmentally friendly or sustainable marketing.
-Research discusses not on customer loyalty.
-Research papers are not published between 2013 and 2023.
-The research papers are not written in English.
-The research does not follow the appropriate structure of research according to the research method.

Source: Authors

3. RESULT AND DISCUSSION

3.1 Publications per year

Figure 2 shows the development of publications about customer loyalty within the scope of sustainable marketing published in Scopus database from 2013-2023.

Based on Figure 2, 2019 registered the highest number of publications (9 publications) on the researched topic. After 2019, the number of publications on customer loyalty within the scope of sustainable marketing on the Scopus database has continued to decline. There was an increase in publications in 2021, from 3 to 5, but after that, the number of publications decreased again. We suspect this to be due to the effect of the Covid-19 pandemic which has affected the research productivity in all fields of knowledge [20]. After the government announced the end of the pandemic period, it is expected that there will be an increase in future publications about green marketing in Indonesia.



Figure 2. Annual publications
Source: Scopus database

3.2 Publications by journal

Table 2 shows the distribution of publications on customer loyalty within the scope of sustainable marketing during the analyzed period.

Sustainability, published by the Multidisciplinary Digital Publishing Institute (Switzerland), is the journal with the highest number of publications on related topics, with a total of three publications. After that, two journals that have two publications each with related topics are the International Journal of Sustainable Development and World Ecology from Taylor and Francis Ltd (United Kingdom) and Quality - Access To Success from Societatea Romana Pentru Asigurarea Calitatii (Romania). The data in Table 2 can serve as a valuable journal reference for researchers who are interested in publishing articles within the scope of green marketing, sustainability marketing, or environmental studies.

Table 2. Documents by Journal

Journal	TP
<i>Sustainability</i>	3
<i>International Journal of Sustainable Development And World Ecology</i>	2
<i>Quality Access to Success</i>	2
<i>Academy Of Strategic Management Journal</i>	1
<i>Banks and Bank Systems</i>	1
<i>Business Strategy and the Environment</i>	1
<i>Communication Today</i>	1
<i>Corporate Social Responsibility and Environmental Management</i>	1
<i>Energies</i>	1
<i>Frontiers in Environmental Science</i>	1
<i>Horttechnology</i>	1
<i>International Journal of Contemporary Hospitality Management</i>	1
<i>International Journal of Emerging Markets</i>	1
<i>Journal of Asian Finance Economics and Business</i>	1
<i>Journal of Business Ethics</i>	1
<i>Journal of Consumer Behaviour</i>	1
<i>Journal of Consumer Marketing</i>	1
<i>Journal of Global Responsibility</i>	1
<i>Journal of Hospitality And Tourism Insights</i>	1
<i>Journal of Hospitality Marketing And Management</i>	1
<i>Journal of Interactive Marketing</i>	1
<i>Journal of Services Marketing</i>	1
<i>Kasetsart Journal of Social Sciences</i>	1
<i>Pertanika Journal of Social Science And Humanities</i>	1
<i>Plos One</i>	1
<i>Social Responsibility Journal</i>	1
<i>Society and Business Review</i>	1
<i>Sustainable Development</i>	1
<i>Tourism Analysis</i>	1

Note: TP=Total Publications
Source: Scopus database

3.3 Publications by author and country/territory

Table 3 shows the top five authors who published the most articles in the Scopus database on the topic of customer loyalty within the scope of sustainable marketing spanning the period 2013 - 2023.

Based on the information in Table 3, we can analyze that the productive authors in the field of "customer loyalty" papers in the area of "Green Marketing" are Athanasios Krystallis, Norazah Mohd Suki, Lalinthorn Marakanon, Erifili Papista, and Vinai Panjakajornsak, each with 2 publications. Other authors have produced 1 publication each.

Table 4 provides an explanation of publications related to customer loyalty within the scope of green marketing. These publications are categorized based on countries/territories that have made a significant contribution.

At the top of the list is United States with a total of 6

publications, followed by India, Malaysia, Spain, and Taiwan with 3 publications. Based on this data, it is evident that countries from the Asian continent have the highest number of published articles on related topics. Therefore, exploring research in Asian countries would be intriguing for future investigations [21].

Table 3. Documents by author

Author - Country	TP
Athanasios Krystallis - Greece	2
Norazah Mohd Suki - Malaysia	2
Lalinthorn Marakanon - Thailand	2
Erifili Papista - Greece	2
Vinai Panjakajornsak - Thailand	2

Note: TP=Total Publications
Source: Scopus database

Table 4. Documents by country/territory

Country/Territory	TP
United States	6
India, Malaysia, Spain, Taiwan	3
Australia, Denmark, Greece, South Korea, Thailand	2
China, Ghana, Indonesia, Italy, Macao, Netherlands, Pakistan, Poland, Slovakia, Turkey, Vietnam	1

Note: TP=Total Publications
Source: Scopus database

Table 5. Documents by affiliations

Affiliation	TP
Universiti Malaysia Sabah, Malaysia	4
Athens University of Economics and Business, Greece	2
Aarhus Universitet, Denmark	2

Note: TP=Total Publications
Source: Scopus database

3.4 Publication by affiliations

Table 5 displays the affiliates who publish the highest number of articles on related topics.

The top three affiliates consist of three countries: Malaysia, Greece, and Denmark. Universiti Malaysia Sabah from Malaysia achieved the highest number of publications with 4. Following closely are Athens University of Economics and Business from Greece, and Aarhus Universitet from Denmark, each with 2 publications. There are also other affiliations with 1 publication.

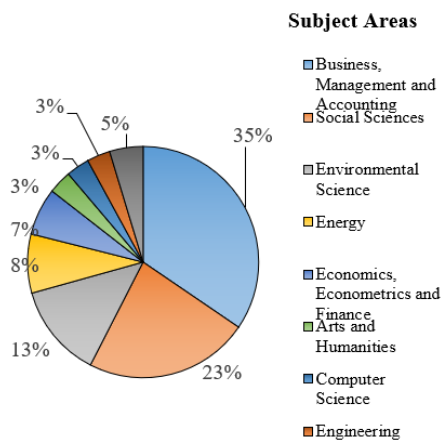


Figure 3. Publications by subject areas
Source: Scopus database

3.5 Publications by subject areas

Figure 3 shows a pie chart that reflects research publications by subject areas.

The chart indicates that the majority (35%) of studies are published in the field of business, management, and accounting. This is followed by the domain of social sciences (23%) and environmental science (13%). Other domains include energy (8%); economics, econometrics, and finance (7%); arts and humanities (3%); computer science (3%); engineering (3%); and other (5%). Based on this data, we can conclude that research discussing “customer loyalty” in the context of “green marketing” can be found in several domains.

3.6 Highly cited articles

Table 6 shows the five most cited from 33 articles based on the Scopus database.

Table 6. Top five most cited articles

Title	Authors	Year	Journal	TC
Customer Loyalty: Exploring its Antecedents from a Green Marketing Perspective Towards Green Loyalty: Driving from Green Perceived Value, Green Satisfaction, and Green Trust Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A ‘Green’ Perspective Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework Green Marketing Orientation: Achieving Sustainable Development in Green Hotel Management	Martinez, P.	2015	International Journal of Contemporary Hospitality Management	146
	Chen, Y.S.	2013	Sustainable Development	130
	Hur, et al.	2013	Corporate Social Responsibility and Environmental Management	118
	Papista, E. & Krystallis, A.	2013	Journal of Business Ethics	91
	Chung, K.C.	2020	Journal of Hospitality Marketing & Management	87

Note: TC=Total Citations
Source: Scopus database

The article titled “Customer Loyalty: Exploring Its Antecedents from a Green Marketing Perspective” published by the International Journal of Contemporary Hospitality Management was the most cited article, with 146 citations. Patricia Martinez from University of Cantabria is the author of the article. The main purpose of the study was to examine the relationship of three variables namely, green image, green

trust, green satisfaction to green loyalty. The samples taken were hotel customers in Spain. The results showed that green image, green trust, and green satisfaction, have a significant influence on green loyalty. Hoteliers, in particular, must be proactive in promoting an environmentally friendly image. This can be achieved through active participation in ecological events and forums, sponsorship of environmental programs, and an increased presence on social media [22]. These managerial implications can help hoteliers establish and maintain a strong eco-friendly reputation. Furthermore, hotels can enhance their positive image by focusing on environmental aspects and taking tangible actions that consumers can trust. Also, companies, especially those in the hospitality industry, need to enhance employee and customer performance. This includes providing information about the environment to increase environmental trust and satisfaction [22].

The article authored by Chen, Y-S is the second most cited, with 130 citations. This is followed by the article by Hur et al, with 118 citations; Papista & Krystallis, with 91 citations, and Chung, K.C., with 87 citations.

3.7 Distribution phrases

Keyword analysis in this study by looking at the distribution phrases (Table 7 and Figure 3).

Distribution phrases in Table 7 and Figure 4 show phrases that are often used by the authors in their articles.



Figure 4. Distribution phrases
Source: Authors

Table 7. Distribution phrases

	Freq	Cases (No.)	Cases (%)
Green Marketing	718	28	84.85
Customer Loyalty	585	31	93.94
Customer Satisfaction	404	27	81.82
Green Products	387	25	75.76
Green Image	272	20	60.61
Green Brand	257	21	63.64
Green Trust	239	23	69.70
Brand Equity	235	19	57.58
Social Responsibility	219	26	78.79
Eco Friendly	214	18	54.55
Social Media	200	15	45.45

Source: Authors

A total of 33 documents were studied to generate distribution phrases. These phrases are limited in frequency to 200. The top five phrases that frequently appeared were green marketing, customer loyalty, customer satisfaction, green products, and green image. Additionally, other phrases that

often appeared included Green Brand, Green Trust, Brand Equity, Social Responsibility, Eco Friendly, and Social Media.

3.8 Documents by methods and variables

Table 8 shows the methods and variables used by 33 research articles.

Based on this data, we can conclude that Structural Equation Modelling (SEM) is the most commonly used method in the study, with 28 documents. Researchers can use structural equation modeling (SEM) to specify confirmatory factor analysis models, regression models, and complex path models [23]. SEM is a powerful technique that allows for the combination of complex path models with latent variables, also known as factors. The growing popularity of SEM among academic researchers and social science practitioners is driven by the need for effective methods to understand the structure and interaction of latent phenomena [24]. The research practice in management research is also dominantly based on Structural Equation Modeling (SEM) [25]. Complex models can be discussed simply through this technique [26].

Apart from the Customer loyalty variable, customer satisfaction is a variable that is often used in these 33 documents. Customer satisfaction is a condition reached whenever product performance meets or exceeds customer expectations [10].

3.9 Research outcomes

Table 9 explains the purposes and findings resulting from the five most cited articles listed in Table 6.

The five articles listed in Table 9 consist of four research articles and one conceptual article. The article titled “Towards Green Loyalty: Driving from Green Perceived Value, Green Satisfaction, And Green Trust”, examines three antecedents of green loyalty. In this research it was found that green perceived value, green satisfaction, and green trust have a significant effect in the creation of green loyalty [11].

The article with the title “Assessing the Effects of Perceived Value and Satisfaction on Customer loyalty: A ‘Green’ Perspective” examined the relationship of customer satisfaction to price consciousness. There is still little research that discusses the relationship between these two variables. This article concludes by saying that as consumers become more satisfied with a product, their price-consciousness tends to decrease [27]. Other findings state that customer satisfaction has an effect on increasing consumer loyalty.

The article with the title “Green Marketing Orientation: Archieving Sustainable Development in Green Hotel Management” discusses the benefits of green hotel management in protecting the earth and establishes a green marketing-oriented model. The study found that stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through green marketing [7].

3.10 Study limitation

This article has limitations that should be acknowledged as part of its systematic review. Firstly, the study only utilized data from the Scopus database, which is just one database. Additionally, the study imposed restrictions on language, year, and selected only a few sources from journals. the data in this study was also only sourced from a few domains as listed in Figure 3. It is important to note that incorporating data from

other databases, such as WOS or Google Scholar, would yield different results and conclusions. It is recommended that future studies should include additional databases so as to broaden the scope of their research and ensure wider applicability of the obtained results. Secondly, this study solely

focuses on discussing Customer loyalty within the realm of green marketing or sustainable marketing. To enhance its comprehensiveness, future authors may consider incorporating additional variables.

Table 8. Documents by methods and variables

Author	Method	Variables
Chen, Y.S.	SEM	Green Perceived Value, Green Trust, Green Satisfaction, Green Loyalty
Papista, E. & Krystallis, A.	Conceptual	Types of Value, Types of Cost, Psychographic Moderators, Customer Value of Green Brand, Relationship Quality, Loyalty
Hur et al.	SEM	Hedonic Value, Social Value, Functional Value, Customer Satisfaction, Customer Loyalty, Price Consciousness
Chahal et al.	SEM	Green Marketing, Image, Customer Satisfaction, Employee Retention, Employee Satisfaction
Martínez, P.	SEM	Green Image, Green Trust, Green Satisfaction, Green Loyalty
Rosenbaum, M.S. & Wong, A.I.	Conceptual	Value, Brand, Relationship, Green, Marketing Program, Loyalty
Suki, N.M.	SEM	Environmental Friendliness of Product, Environmental Friendliness of the Company, Customer Environmental Satisfaction, Customer Loyalty
Chaudary et al.	SEM	Green Image, Perceived fit between Corporate Culture and CSR Activities, Perceived CSR Capability, Customer Perception of CSR Activities, Perceived Corporate Performance, Customer Loyalty, Customer Attachment, Repurchase Intention
Marakanon, L. & Panjakajornsak, V.	SEM	Perceived Quality, Perceived Value, Perceived Risk, Customer Loyalty
Marakanon, L. & Panjakajornsak, V.	SEM	Perceived Quality, Customer Trust, Perceived Risk, Customer Loyalty
Suki, N.M.	SEM	Product Quality, Corporate Image, Store Image, Product Price, Customer Satisfaction, Customer Loyalty
Barton, S.S. & Behe, B.K.	Not Mentioned	Social Media (Promotion, Advertising), Customer Loyalty
Lee, T.C. & Ping Peng, M.Y.	SEM	Experiential Value, Satisfaction, Trust, Commitment, Behavioral Loyalty, Attitudinal Loyalty
Papista et al.	SEM	Value, Purchase Costs, Switching Costs, Customer Value, Relationship Quality, Brand Loyalty
Sukhu, A. & Scharff, R.	SEM	Attitude, Trust, Subjective Norm's, CSR beliefs, Loyalty
Mishra, A. & Gupta, A.	SEM	Ambience, Design, Social, Green Service Encounters, Green Experiential Value, Economic Value, Social Value, Hedonic Value, Altruistic Value, Green Brand Loyalty
Baktash, L. & Talib, M.A.	SEM	Product Quality, Trust, Age, Education Level, Employment Status, Customer Attitude, Customer Loyalty
Platania et al.	SEM	Brand Love, Brand Attachment, Brand Commitment, Brand Trust, Self Expressive Brand, Brand Loyalty
Imaningsih et al.	SEM	Egoistic Value, Altruistic Value, Biospheric Value, Green Functional Benefit, Green Monetary Cost, Green Satisfaction, Green Loyalty
Lu, Q.S. & Miller, R.	Not Mentioned	Social Media, Loyalty Program Reward, Customer Relation Management (CRM)
Ho et al.	SEM	Customer Value, Green Marketing, Green Brand Loyalty, Brand Equity, Self Expressive Benefit, Brand Social Responsibility, Customer Behavioral Intentions
Enwo et al.	SEM	Green Banking, Green Image, Bank Trust, Bank Loyalty
Amaoko et al.	SEM	Ethics, CSR, Green Marketing, Brand Loyalty
Issock et al.	SEM	Consumptions Value, Green Customer Satisfaction, Green Customer Trust, Green Customer Trust, Green Customer Loyalty, Positive Word-Of-Mouth
Chung, K.C.	SEM	Corporate Social Responsibility, Stakeholders, Strategic Green Marketing Orientation, Tactical Green Marketing Orientation, Internal Green Marketing Orientation, Green Image, Loyalty
Gelderman et al.	SEM	Green Product Quality, Green Product Price, Green Corporate Image, Salesperson's Green Expertise, Green Customer Satisfaction, Green Customer Loyalty
Sarmiento-Guede et al.	SEM	Green Image, Trust, Satisfaction, Loyalty
Dudek et al.	SEM	Perceived Price Transparency, Loyalty Program, Company Image, Green Image, Intention to Change
Moise, M.S. & Saura, I.G.	SEM	Green Practices, Functional Value, Satisfaction, WOM, Revisit Intention
Kim, J. & Kang, E.	SEM	Environmental Awareness, Interest of Artworks, Interior Design, Loyalty
Pawar, D.S. & Munuswamy, J.	SEM	Green Banking Practices, Green Image, Green Trust, Green Loyalty
Tran et al.	SEM	Customer Fulfillment, Price Value Image, Environmental Concerns for Fashion Production, Perceived Behavioral Control, Customer Satisfaction, Customer Loyalty, Purchase Intention to Eco-Friendly Fashion
Marko, M. & Kusa, A.	Qualitative	Marketing Communication, Customer Trust, Customer Loyalty

Source: Authors

Table 9. Research Outcomes from 5 most cited articles

Title	Purposes	Findings
Customer loyalty: Exploring Its Antecedents from a Green Marketing Perspective	Analyze three antecedents of green loyalty: green trust, green satisfaction, and green image; and to examine the relationship between these variables.	Green image has positive direct effects on green trust, green satisfaction and green loyalty. At the same time, they reveal that both green trust and green satisfaction have positive effects on green loyalty. Green trust has a positive influence on green satisfaction.
Towards Green Loyalty: Driving from Green Perceived Value, Green Satisfaction, and Green Trust	Examine three variables that affect green loyalty: green perceived value, green satisfaction, green trust.	Green perceived value has a significant direct influence on green satisfaction, green trust, and green loyalty. Green satisfaction and green trust have a significant direct influence on green loyalty.
Assessing the Effects of Perceived Value and Satisfaction on Customer loyalty: A 'Green' Perspective	Analyze how customer satisfaction affects Customer loyalty and price consciousness. testing three antecedents of customer satisfaction: hedonic value, social value, functional value.	The results indicate that perceived social, emotional, and functional values have a significant positive effect on customer satisfaction with respect to green innovation. Customer satisfaction leads to Customer loyalty, while lowering price consciousness.
Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework	Conceptual Article	Conceptual Article
Green Marketing Orientation: Achieving Sustainable Development in Green Hotel Management	Analyze green marketing orientation towards green image and loyalty. And to examine corporate social responsibility and stakeholders towards green marketing orientation.	Stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through green marketing.

Source: Authors

4. CONCLUSION

This study analyzed research developments and trends on the topic of Customer loyalty within the scope of green marketing using the Scopus database. Based on the results of the study, we can conclude:

i. Publications on related themes reached the highest number in 2019, after which the number of publications with related themes decreased. This is suspected to be due to the impact of the Covid-19 pandemic. Sustainability, International Journal of Sustainable Development and World Ecology, and Quality Access to Success are the most published journals on related topics. Athanasios Krystallis, Norazah Mohd Suki, Lalinthorn Marakanon, Erifili Papista, and Vinai Panjakajornsak are the authors who published the most articles on such topics. The United States is the most productive country when it comes to producing articles on related topics. Universiti Malaysia Sabah is the affiliation that produces the most articles with related themes. Business, Management, and Accounting is the domain that is most related to such topics.

ii. Green marketing, customer loyalty, customer satisfaction, green products, and green image are the top five phrases that often appear, with a frequency limit of 200.

iii. Structural Equation Modelling (SEM) is the most widely used research method. Customer satisfaction is the most analyzed variable with regards to relationship to Customer loyalty.

These findings may help future researchers determine the appropriate variables and methods in related themes.

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