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A Bibliometric Analysis of the Development of Marketing Strategies in Global Palm Oil Industry

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Abstract

The palm oil industry is a strategic global agribusiness sector, yet research on marketing strategies remains fragmented compared with studies on production, environmental issues, and trade. This study aims to examine and map the development of marketing strategy research in the global palm oil industry, focusing on research trends, major themes, gaps, and future directions. A bibliometric approach was employed using 45 publications indexed in Scopus. Data were analyzed using VOSviewer through publication trend analysis and keyword co-occurrence, network, overlay, and density visualizations. The findings show that research interest has increased substantially in recent years, with Indonesia contributing the largest number of publications. Keyword mapping identifies palm oil as the central research focus, closely associated with marketing, marketing strategy, green marketing, sustainability, commerce, and food supply. However, production, environmental, and technical themes remain more prominent than contemporary marketing dimensions. The findings reveal gaps in digital marketing, branding, consumer behavior, and customer engagement. Marketing strategy research in the palm oil industry is developing toward sustainability-oriented approaches but remains an emerging field with considerable opportunities for more consumer-centered and digitally driven research.

Keywords

Branding, Digital Marketing, Marketing Strategy, Palm Oil, Sustainability.

1. Introduction

The palm oil industry (*Elaeis guineensis*) is one of the strategic agribusiness sectors, playing a significant role in the global and national economy. Its higher yields than other vegetable oils, such as soybean and sunflower oils, make palm oil the most traded vegetable oil commodity in the world (Corley & Tinker, 2015). Indonesia is the world's largest producer of Crude Palm Oil (CPO) and plays an important role in foreign exchange earnings, employment generation, and regional economic development based on agribusiness. Data from BPS (2023) show that the palm oil industry contributes significantly to national economic growth, particularly in rural areas and palm oil-producing regions. In addition, the development of the palm oil industry has encouraged investment growth, exports, and community income in several regions of Indonesia.

However, the challenges facing the palm oil industry have become increasingly complex in recent years. Market instability and industrial competitiveness have been affected by changes in export and import policies, international trade dynamics, and fluctuations in global CPO prices (Rival & Levang, 2014). Therefore, companies need to pay attention not only to production aspects but also to develop effective marketing strategies that can strengthen their corporate image and improve product competitiveness in global markets (Sudirjo, 2023).

In the context of industrial competition, marketing strategy is an important factor in building competitive advantage. Marketing strategies in the palm oil industry have shifted from traditional price-based approaches toward more modern approaches, including green marketing, sustainability marketing, and digital marketing (Kotler & Keller, 2016). This shift is driven by increasing consumer awareness of environmental and sustainability issues, encouraging companies to develop more adaptive brand positioning to respond to global market demands. Sustainability certifications, such as the Roundtable on Sustainable Palm Oil (RSPO) and Indonesian Sustainable Palm Oil (ISPO), have also become increasingly relevant in supporting corporate legitimacy, consumer trust, and access to premium markets (Pye et al., 2012).

In addition, the development of digital technology has triggered changes in marketing strategies within the agribusiness industry, including the palm oil sector. Companies increasingly utilize digital marketing, data analytics, and traceability systems to improve supply chain transparency and communicate sustainability values to consumers and other stakeholders (Chaffey & Ellis-Chadwick, 2019). However, research on marketing strategies in the palm oil industry remains scattered and is more frequently focused on production, environmental, and trade policy issues than on strategic marketing from a comprehensive perspective. This condition indicates a research gap in understanding the development, evolution, and thematic structure of marketing strategy research in the global palm oil industry (Limaho et al., 2022; Grabs & Garrett, 2023).

A bibliometric approach is relevant in this context because it enables the systematic and objective mapping of research trends, knowledge structures, and relationships among research topics. Bibliometric analysis can identify dominant themes, patterns of researcher collaboration, and potential future research directions by examining scientific publications on a large scale (Donthu et al., 2021; Kumar, 2025). This approach can also help identify research gaps that remain insufficiently addressed in the literature concerning marketing strategies in the palm oil industry. Therefore, the objective of this study is explicitly to examine and map the development of marketing strategy research in the global palm oil industry through a bibliometric approach, with particular emphasis on research trends, major themes, existing gaps, and potential directions for future research.

This study addresses the following research questions: How has research on marketing strategies in the global palm oil industry developed over time? What are the major themes and research topics identified through bibliometric analysis of marketing strategy studies in the palm oil industry? What research gaps can be identified, and what directions for future research can be proposed based on the existing literature on marketing strategies in the palm oil industry? This study contributes by providing a comprehensive bibliometric overview that strengthens the understanding of the research landscape and provides a foundation for developing future studies on marketing strategies in the global palm oil industry.

2. Literature Review

2.1. Marketing Strategies in the Palm Oil Industry

Marketing strategy is a key element in building competitive advantage, particularly in the agribusiness industry, which faces increasingly complex global market dynamics. Kotler and Keller (2016) describe marketing strategy as an integrated set of decisions designed to create value for consumers while achieving organizational objectives. In the palm oil industry, marketing strategies extend beyond pricing and distribution to include value creation through sustainability, supply chain transparency, corporate reputation, and market positioning. This development reflects a shift from transactional and price-oriented approaches toward value-based marketing that responds to changing market preferences (Armstrong & Kotler, 2022). Previous studies by Sila et al. (2025) indicate that palm oil marketing also requires effective channel management to improve distribution efficiency, farmer share, and profitability across the supply chain. Earlier research by Apriyanti and Ramadhani (2019) has similarly examined palm oil marketing models through performance-based approaches to identify more effective marketing channels and market structures. Thus, marketing strategy in the palm oil industry encompasses not only market access but also the creation and communication of value across the supply chain.

Environmental and sustainability issues have further transformed marketing strategies in the palm oil industry. Increasing global pressure concerning deforestation, carbon emissions, and environmentally harmful production practices has encouraged companies to adopt sustainable marketing approaches. Sustainable marketing seeks to balance economic, social, and environmental objectives to create long-term value for consumers and stakeholders (Belz & Peattie, 2012). In the palm oil sector, sustainability certification, particularly the RSPO and ISPO, has become relevant to corporate legitimacy, market confidence, and international competitiveness (Schouten & Glasbergen, 2011). Green innovation can also support value creation and improve marketing performance in the palm oil plantation industry (Fikri et al., 2022). Recent research by Zaki et al. (2025) emphasizes the importance of developing a sustainable green image as part of marketing strategies for emerging palm oil brands, while Judijanto (2025) argues that green marketing and communication can help companies respond to sustainability challenges and strengthen stakeholder engagement. These developments indicate that sustainability has increasingly become an integral component of strategic marketing in the palm oil industry.

2.2. Bibliometric Analysis of Marketing Strategy Research

The development of digital technology has transformed marketing strategies in the palm oil industry. Digital marketing uses information technology, digital media, and data analysis to improve marketing communication and build long-term consumer relationships (Chaffey & Ellis-Chadwick, 2019; Maulia et al., 2025). In the palm oil sector, digitalization supports digital supply chains, traceability systems, online marketing channels, and data-driven approaches that improve transparency

and communicate sustainability values to stakeholders. The adoption of digital marketing among oil palm farmers also presents opportunities and challenges related to access, capabilities, and implementation (Afolayan et al., 2024). Digital transformation further enhances customer engagement and organizational competitiveness by integrating digital technologies into business and marketing processes (Verhoef et al., 2021). Nevertheless, palm oil marketing research remains fragmented, with greater attention given to production, environmental issues, trade, and competitiveness than to marketing strategy as an integrated field. Recent bibliometric studies have examined palm oil competitiveness and its relationship with agricultural trade by Bahtera et al. (2025), the contribution of palm oil research to the Sustainable Development Goals by Go et al. (2026), and certified palm oil nurseries by Nurunisa (2024). These studies demonstrate the growing use of bibliometric approaches while indicating an opportunity to examine marketing strategy more specifically.

Bibliometric analysis provides a systematic quantitative approach to examining scientific publications, research trends, intellectual structures, and thematic relationships (Zupic & Čater, 2015). Techniques such as co-occurrence, co-citation, and bibliographic coupling can identify relationships among research topics and dominant knowledge structures (Donthu et al., 2021). Similar approaches have been applied to business strategy research and digital marketing research (Dvořák et al., 2022; Hussain & Ayob, 2023). Bibliometric analysis can also reveal research gaps and future directions. In palm oil research, Sabardi et al. (2026) demonstrate its application in mapping CPO-based oleochemicals. Therefore, bibliometric analysis is relevant for mapping marketing strategy research in the global palm oil industry, particularly its dominant themes, sustainability and digitalization integration, research gaps, and future directions.

3. Methods

This study adopted a bibliometric approach to systematically and quantitatively analyze the development of scientific literature on marketing strategies in the palm oil industry. The bibliometric approach was selected because it enables the objective identification of research trends, knowledge structures, thematic relationships, and publication patterns through the analysis of scientific publication metadata (Donthu et al., 2021). The primary data were obtained from the Scopus database because of its broad coverage of peer-reviewed international publications and comprehensive metadata suitable for bibliometric analysis. The analysis was limited to publications published between 1978 and 2025 to capture recent developments in research on marketing strategies in the palm oil industry.

The literature search was conducted using the keywords “marketing strategies” AND “palm oil” in the title, abstract, and keywords fields (TITLE-ABS-KEY) of the Scopus database. The search was restricted to publications from 1978–2025, resulting in 45 documents relevant to the research topic. The document selection process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to ensure systematic screening and transparent reporting of the literature selection process (Page et al., 2021). During the identification stage, all documents retrieved using the specified search strategy were collected. The screening stage involved assessing the relevance of the retrieved documents to the research topic. At the eligibility stage, the documents were examined based on their relevance to marketing strategies and the palm oil industry. All 45 documents met the established inclusion criteria and were therefore included in the final bibliometric analysis.

The bibliometric data were analyzed and visualized using VOSviewer software. The Scopus data were downloaded in CSV format and subsequently processed using VOSviewer to construct bibliometric networks based on keyword co-occurrence, co-

citation, and bibliographic coupling analyses. Keyword co-occurrence analysis was conducted to identify relationships among keywords and determine the dominant themes in marketing strategy research. Co-citation analysis was used to identify the intellectual foundations and influential references within the research field, while bibliographic coupling was employed to examine similarities and relationships among publications based on their shared references (Zupic & Čater, 2015). The results were presented through network, overlay, and density visualizations, allowing the study to illustrate relationships among research topics, developments in research trends, and the concentration of research themes over the 2021–2025 publication period.

4. Results

4.1. Publication Trends

The publication trends analysis provides an initial overview of the development of research on marketing strategies in the global palm oil industry. The analysis examines the annual distribution of publications to identify changes in research activity and scholarly attention to the topic. The number of publications in each year illustrates the development of research interest. It provides an initial indication of the dynamics of marketing strategy research in the global palm oil industry.

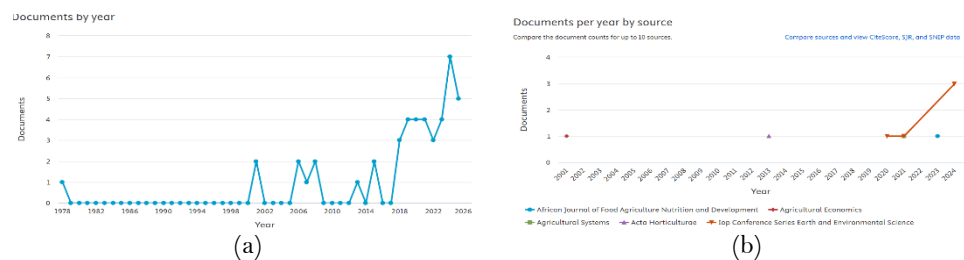


Figure 1. (a) Publication Trends and (b) Journal Sources Trends

Figure 1(a) shows the trend in the number of scientific documents published on the research topic from 1978 to 2025. In the early period, the number of publications was relatively low and tended to stagnate, indicating that the topic had received limited scholarly attention. Publication activity began to increase around 2000 and continued to fluctuate until 2015. From 2016 to 2020, the number of publications became more stable and showed a gradual increase. A more substantial increase occurred during the 2021–2025 period, with the highest number of publications recorded in 2024. The publication trend indicates that research on the topic has developed progressively and has attracted greater scholarly attention in recent years. Figure 1(b) presents the trend in the number of documents by journal source from 2001 to 2024. Publications across the identified journal sources remained relatively limited and sporadic, with most sources contributing only one document in particular years. Nevertheless, an increase can be observed in the most recent period, particularly from one journal source that contributed up to three documents in 2024. This pattern indicates that contributions from journal sources have begun to increase, although publication output remains relatively small and uneven across sources and years.

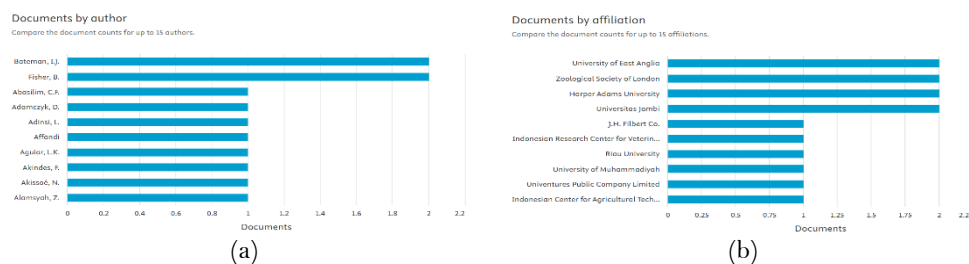


Figure 2. (a) Documents by Author and (b) Top Publication-Contributing Institutions

Figure 2(a) shows the distribution of publications by author in the research field. Most authors contributed one document each, indicating that scientific contributions are relatively distributed among a large number of researchers and that no single author has a dominant position. Bateman, I.J. and Fisher, B. contributed the highest number of publications, with two documents each. Although their contributions are slightly higher than those of other authors, the difference is not substantial. This pattern indicates that research in this field remains relatively dispersed and collaborative, without being strongly dominated by particular authors.

Figure 2(b) shows the distribution of publications based on the contributing institutions or affiliations. The University of East Anglia, Zoological Society of London, Harper Adams University, and Universitas Jambi contributed the highest number of publications, with two documents each. Meanwhile, J.H. Filbert Co., Indonesian Research Center for Veterinary Science, Riau University, University of Muhammadiyah, Univentures Public Company Limited, and Indonesian Center for Agricultural Technology each contributed one document. The distribution of publications across institutions is relatively balanced, with no institution showing a strong dominance. This indicates that research in this field involves diverse institutions from both academic and non-academic backgrounds, providing opportunities for broader inter-institutional collaboration.

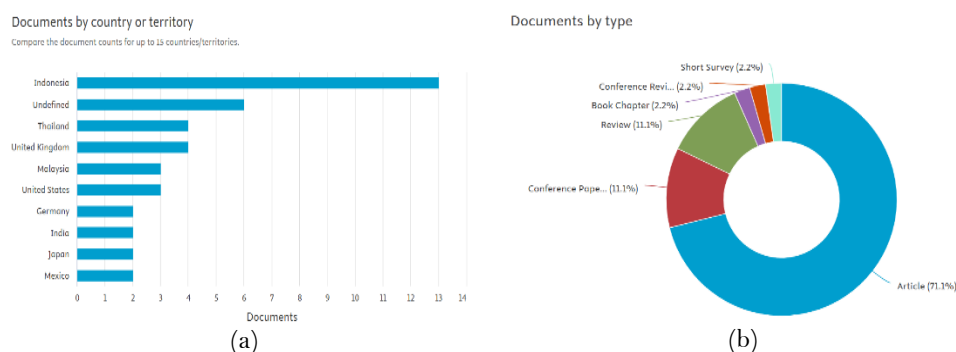


Figure 3. (a) Distribution of Publications by Country and (b) Distribution of Document Types in Publications

Figure 3(a) shows the distribution of publications by country or territory. Indonesia has the highest number of publications, with a total of 13 documents, indicating a relatively strong contribution compared with other countries. The “undefined” category follows with 6 documents, while Thailand and the United Kingdom each contributed 4 documents. Malaysia and the United States contributed 3 documents each, whereas Germany, India, Japan, and Mexico contributed approximately 2 documents each. The distribution indicates that publications are relatively concentrated in Indonesia, although contributions from various other countries demonstrate that research in this field has an international scope. The strong contribution from Indonesia also indicates that this research topic has

developed considerably in the country, while the involvement of other countries provides opportunities for broader international collaboration.

Figure 3(b) shows the distribution of publication types in the research field. Articles represent the largest proportion of publications, accounting for 71.1% of the total documents. Conference Papers and Reviews each account for 11.1%, while Book Chapters, Conference Reviews, and Short Surveys each contribute 2.2%. This distribution indicates that journal articles are the primary medium for disseminating research findings in this field. The presence of conference papers, reviews, and other publication types demonstrates some variation in research dissemination, although their contributions remain considerably lower than those of journal articles. The predominance of journal articles suggests that researchers primarily disseminate their findings through scientific journal publications.

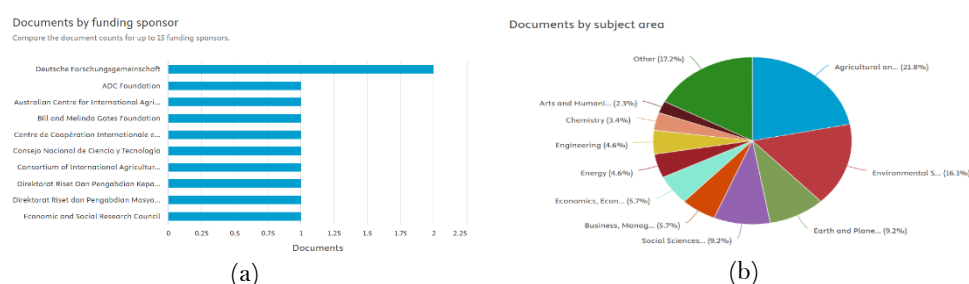


Figure 4. (a) Top Funding Sponsor and (b) Distribution of Publications by Field of Study

Figure 4(a) shows the distribution of publications according to their funding sponsors. Deutsche Forschungsgemeinschaft contributed the highest number of publications, with two documents. Meanwhile, the ADC Foundation, Australian Centre for International Agricultural Research, Bill and Melinda Gates Foundation, Centre de Coopération Internationale en Recherche Agronomique pour le Développement, Consejo Nacional de Ciencia y Tecnología, Consortium of International Agricultural Research Centers, Direktorat Riset dan Pengabdian kepada Masyarakat, and Economic and Social Research Council each contributed one document. The distribution indicates that research in this field is supported by various funding institutions, with no single sponsor showing substantial dominance. The involvement of both national and international funding institutions also indicates diverse sources of research support.

Figure 4(b) shows the distribution of publications across different fields of study. Agricultural and Biological Sciences represent the largest share, accounting for 21.8% of publications, followed by Environmental Science at 16.1%. Earth and Planetary Sciences and Social Sciences each account for 9.2%. Business, Management and Accounting and Economics, Econometrics and Finance each contribute 5.7%, while Energy and Engineering each account for 4.6%. Chemistry contributes 3.4%, Arts and Humanities 2.3%, and Other fields account for 17.2%. The distribution indicates that research on this topic is primarily associated with agricultural and environmental sciences, while contributions from social sciences, economics, engineering, and other disciplines demonstrate its multidisciplinary character.

4.2. Science Mapping

To further examine the relationships and research patterns within the field, a network visualization analysis was conducted. This analysis provides a visual representation of the connections among the identified research elements, allowing the structure and interrelationships within the research field to be observed more clearly. The results of the network visualization are presented in Figure 5.

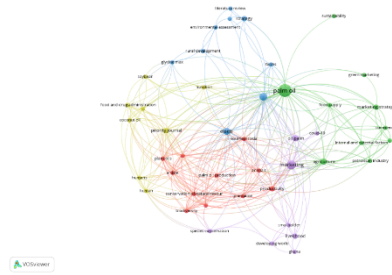


Figure 5. Network Visualization

Figure 5 presents a keyword co-occurrence network visualization generated using VOSviewer to identify relationships and major research themes in studies related to marketing strategies and the palm oil industry. The keyword “palm oil” appears as the central node with the broadest connections to other keywords, indicating that palm oil is the main research object in this field. The network consists of several interconnected clusters representing themes related to marketing strategies, sustainability, environmental management, food products, and socio-economic development.

One prominent theme connects “palm oil” with keywords such as marketing strategy, green marketing, commerce, food supply, and agriculture. This indicates growing research attention to marketing approaches that incorporate sustainability considerations. The emergence of green marketing reflects increasing attention to environmental responsibility, consumer expectations, and international market standards. Another cluster focuses on palm oil production, plantations, productivity, biodiversity, and natural resource conservation, highlighting research that examines how productivity can be improved while addressing the environmental impacts of palm oil production. These connections suggest that marketing strategies are increasingly discussed alongside sustainable production and environmental management.

The network also identifies a theme related to sustainable development and strategic planning, represented by keywords such as strategy, environmental assessment, rural development, farms, and literature review. This theme reflects research concerned with long-term strategies and policies that seek to balance economic development, social welfare, and environmental preservation. In addition, keywords such as nutrition, soybean, coconut oil, Food and Drug Administration, and plant oils indicate research examining palm oil within the broader vegetable oil and food industry, particularly in relation to nutrition, food safety, consumer preferences, and market perceptions.

Another important theme concerns the socio-economic dimensions of the palm oil sector, particularly through keywords such as smallholder, livelihood, developing world, and Ghana. This indicates attention to smallholder farmers, income generation, market access, livelihoods, and more inclusive supply chains. Figure 5 demonstrates that research on marketing strategies in the palm oil industry is multidisciplinary, encompassing economic, environmental, social, and food-related perspectives. The interconnectedness of these keywords indicates that marketing research in this field extends beyond sales and profitability and is increasingly associated with sustainability, environmental management, consumer perceptions, and socio-economic development.

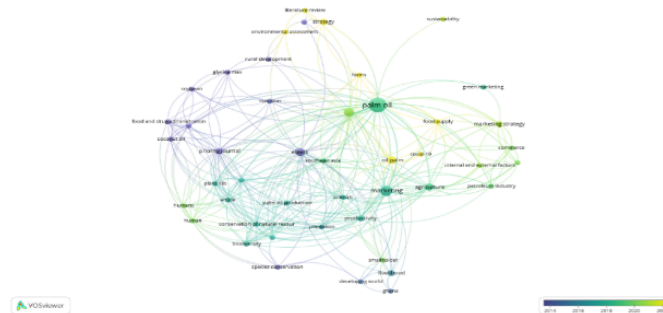


Figure 6. Overlay Visualization

Figure 6 presents a keyword co-occurrence network map that describes the structure and development of research related to marketing strategies in the global palm oil industry. It can be observed that the keyword “palm oil” serves as the main center, with the largest node size and numerous connections to other keywords. This indicates that most studies are still centered on the palm oil commodity itself. The relationships with keywords such as marketing, marketing strategy, commerce, and food supply indicate that marketing aspects are beginning to receive attention, although their position is not yet dominant. In addition, the emergence of green marketing and sustainability indicates that sustainability issues have started to be integrated into marketing strategies, particularly in response to global market demands for environmentally friendly products.

On the other hand, other clusters in the visualization are dominated by keywords such as plantation, productivity, biodiversity, environmental assessment, and agriculture, indicating that the research focus remains strong on production, environmental, and technical aspects. The relationship between marketing strategy and external factors such as COVID-19, internal and external factors, and related industries indicates that marketing strategies are beginning to be influenced by global dynamics, although these connections remain limited. This figure confirms that research on marketing strategies in the global palm oil industry is still developing and has not yet become a primary focus, thereby providing opportunities for further studies to integrate modern marketing approaches, such as digital marketing, branding, and consumer behavior, into the context of this industry.

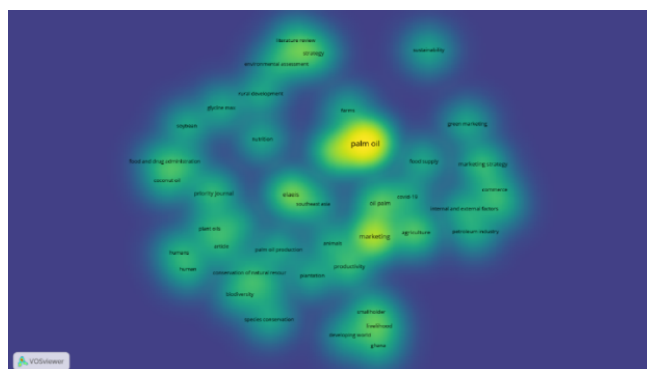


Figure 7. Density Visualization

The density map visualization in Figure 7 illustrates the level of density and intensity of keyword occurrences in research related to marketing strategies in the global palm oil industry. The bright yellow area centered on the keyword “palm oil” and followed by “marketing” indicates that these two topics have the highest frequency of occurrence and serve as the primary focus of the literature. This suggests that discussions on marketing strategies remain closely tied to the core

commodity, namely palm oil, and have not yet developed extensively toward more specific marketing approaches. Surrounding these keywords are terms such as food supply, commerce, green marketing, and marketing strategy, which have begun to receive increasing attention, although their intensity remains lower than that of the main topics.

Meanwhile, the areas colored green to blue represent topics that appear less frequently or are less dominant, such as biodiversity, environmental assessment, plantation, productivity, and rural development. This indicates that although environmental, production, and sustainability issues have been widely studied, their connection to marketing strategies remains relatively weak. In addition, the emergence of keywords such as COVID-19, internal and external factors, and the petroleum industry indicates the influence of global factors on marketing strategies. However, these relationships are still in the early stages of exploration. This map indicates that research on marketing strategies in the global palm oil industry remains centered on general topics and has substantial opportunities for further development, particularly through the integration of modern marketing concepts such as digital marketing, branding, and consumer behavior.

5. Discussion

The findings indicate that research on marketing strategies in the global palm oil industry is an emerging field that has experienced substantial growth in recent years. The increasing publication trend, particularly during 2021–2025, suggests that marketing has become increasingly relevant as the palm oil industry faces changing market expectations, sustainability pressures, and global competition. This development is consistent with Donthu et al. (2021), who explain that bibliometric mapping can reveal the evolution of a research field and identify emerging areas of scholarly attention. From a marketing perspective, the growing attention to this topic also reflects the increasing importance of understanding market needs, competitive positioning, and value creation in a globalized industry (Armstrong & Kotler, 2022). Thus, marketing strategy in the palm oil industry is gradually moving beyond a conventional focus on product distribution and sales toward broader strategic considerations.

The keyword mapping further shows that palm oil remains the central research object, while marketing strategy, green marketing, sustainability, commerce, and food supply form closely related themes. This pattern suggests that the development of marketing research in the palm oil industry is strongly influenced by sustainability concerns. The connection between marketing and sustainability is consistent with Belz and Peattie (2012), who emphasize that sustainability marketing integrates environmental and social considerations into the creation and delivery of customer value. In the palm oil context, this relationship is particularly important because environmental issues and sustainability governance have become closely associated with the legitimacy and market acceptance of palm oil products. Schouten and Glasbergen (2011) demonstrate that sustainability initiatives such as the RSPO can contribute to legitimacy within the palm oil sector, while Limaho et al. (2022) emphasize the need for global green marketing to strengthen the industry's position in international markets. Therefore, the strong association between marketing and sustainability found in this study indicates that environmental responsibility is increasingly becoming part of the industry's market strategy rather than merely an operational concern.

At the same time, the dominance of agricultural, environmental, production, and technical themes indicates that marketing research remains less developed than research concerning the core production system of palm oil. This finding reveals an important research gap. Existing studies have examined issues such as productivity, environmental impacts, smallholders, and sustainability, whereas contemporary

marketing dimensions, particularly digital marketing, branding, consumer behavior, and customer engagement, appear less prominent in the research landscape. This gap is important because digital transformation has fundamentally changed how firms create, communicate, and deliver value (Verhoef et al., 2021). Chaffey and Ellis-Chadwick (2019) further highlight the strategic role of digital channels in reaching consumers and building relationships. In the palm oil sector, Afolayan et al. (2024) similarly identify opportunities and challenges in adopting digital marketing among oil palm farmers, indicating that digital approaches remain an area requiring further development.

The geographical distribution of publications, with Indonesia emerging as the leading contributor, further suggests that marketing research is closely associated with major palm oil-producing contexts. However, the involvement of multiple countries and institutions indicates opportunities to broaden comparative and cross-country research. Future studies could examine how marketing strategies differ across producing and consuming countries, how sustainability certification influences consumer trust and brand positioning, and how digital platforms can improve market access for smallholders. Research could also integrate marketing with consumer behavior, international branding, supply-chain communication, and sustainability performance. The findings suggest that the field is moving toward sustainability-oriented marketing but has considerable potential to develop more contemporary and consumer-centered marketing perspectives. Such development would help establish a more comprehensive understanding of how the global palm oil industry can achieve competitiveness while responding to environmental, social, and market demands.

6. Conclusion

This study concludes that marketing strategy research in the global palm oil industry is an emerging and relevant field. The publication trend demonstrates growing scholarly attention in 2021–2025, while bibliometric mapping shows that research remains centered on palm oil and is strongly connected with marketing, green marketing, sustainability, commerce, and food supply. At the same time, agricultural, environmental, production, and technical themes remain dominant, indicating that marketing strategy has not yet developed into a mature research stream. Indonesia is the leading contributor, reflecting the importance of producing countries in shaping the research landscape. These findings imply that future marketing strategies should increasingly integrate sustainability, market positioning, and communication with marketing practices. For industry stakeholders, strengthening sustainable branding, digital communication, and market-oriented approaches may support competitiveness and stakeholder trust globally.

Despite its contributions, this study has limitations. The analysis relied exclusively on Scopus-indexed publications retrieved using the keywords “marketing strategies” AND “palm oil,” with the publication period restricted to 2021–2025. Relevant studies using different terminology, indexed in other databases, or published outside the selected period may therefore have been excluded. In addition, bibliometric mapping identifies patterns and associations but cannot establish causal relationships or assess the substantive quality of studies. Future research should expand database coverage and search strategies, conduct longitudinal analyses, and compare research patterns across producing and consuming countries. Future studies should investigate digital marketing, branding, consumer behavior, sustainability certification, consumer trust, and smallholder market access to strengthen the consumer-centered and strategic dimensions of palm oil marketing research.

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