

Shaping Research on Consumption Behaviour Publications: A Bibliometric Analysis Approach

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Abstract

The growing interest and increasing scholarly focus on consumption behaviour have been evident from both evolving industry trends and past research. This field has gained significant practical and academic relevance, prompting a need for a comprehensive assessment of existing studies. Therefore, the primary objective of this study was to present the current status and intellectual structure of scholarly research on consumption behaviour by analysing publication trends, key contributions, and thematic developments. To achieve this objective, quantitative research methods were applied, utilizing data from SCOPUS through a bibliometric analysis of indexed publications. The analysis explored various indicators of bibliometric, including growth trends, thematic dispersion, research concentration, coverage of documents and citation overlaps. Through an extensive search and filtering process, a total of 1,813 articles from diverse sources were obtained. Key research themes, significant keywords, and influential scholarly contributions were identified. The analysis section of the research further provides critical insights and valuable recommendations for future research directions in the field of consumption behaviour studies.

Keywords- *Consumption Behaviour, bibliometric analysis, bibliometrix, keyword analysis.*

1. Introduction

Consumption refers to individuals who engage in the consumption process by purchasing products or services for personal use or to fulfil the needs of their households. Consumption behaviour encompasses the decisions made by individuals when allocating their available resources, including time, money, and effort, towards purchasing and using different products and services. This includes considerations such as what, why, when, where, how often, and how products are used. It also takes into account the mental and social processes that lead up to and follow these actions.

Understanding consumer behaviour is a very important area of research in the field of marketing. The researcher and academician have always invested lots of years to understand the purchasing behaviour of individuals. It is very crucial for everyone who is associated with marketing to explore the factors which influence the buying decision of people. The study gives the scope to find out the evolving landscape of consumer research. Bibliometric analysis has arisen as a very strong tool of assessing scholarly articles and mapping new research trends.

According to Leon G. Schiffman and Leslie Lazar Kanuk, consumption behaviour refers to the behaviour that consumers exhibit when searching for, purchasing, using, evaluating, and disposing of products, services, and ideas that they believe will

satisfy their needs. It is an intricate and wide-ranging subject that involves decision-making processes influenced by personal characteristics and environmental factors.

Consumption behaviour has been a widely studied subject across various disciplines, including marketing, sociology, psychology, and economics. Due to digitalization, technological advancements and new marketing dynamics the consumer decision making system has become more complex that aid interest in the field of consumption behaviour. Researchers have explored different dimensions of consumption behaviour, including purchasing patterns, brand preferences, psychological influences, social factors, and sustainable consumption. Due to the interdisciplinary approach of this particular subject there is significantly increase in the volume of research has been seen over the last few decades, necessitating a structured approach to understanding the patterns, trends and impact of existing literature.

The main aim to this paper titled "**Shaping Research on Consumption Behaviour Publications: A Bibliometric Analysis Approach**," is providing structure to the researchers aim to study consumption behaviour by employing bibliometric analysis. Bibliometric analysis has been considered as one of the most emerging tools for the academic researchers as it helps the young scholars and researchers to assess the contribution of different authors in different research articles which further helps to find out the valuable insights towards the development of the particular research domain. Through the systematic evaluation of the bibliometric analysis the researchers also be able to contribute maximum towards the specific field.

The current study used data from SCOPUS which is considered as most authentic and recognized database having high- quality peer reviewed journals, scholarly books and conference proceedings to perform bibliometric analysis. In this study, researcher has studied 1813 publications from last 10-year period ranging from 2014- 2023 to understand the bibliometric indicators related to consumption behaviour. This research paper highlights the publication growth, collaboration network of author, thematic contribution and many more in the field of consumption behaviour. The main objective of the research paper is to find out the key author contributors, research themes, main institutions and main journals that contribute to the field of consumption behaviour. This paper also provides a roadmap to the young researchers to contribute in the particular field for future studies.

This research paper also provides academic researchers with the progression in the field of consumption behaviour by providing descriptive as well as quantitative analysis of the field by analysing the articles of last decade. This also helps the researchers to find out the gap in current field and thus assist in providing opportunities to contribute for the future research. By systematically mapping the existing body of work, this study serves as a valuable resource for academics, industry professionals, and policymakers interested in consumer behaviour trends and their implications.

Despite efforts by marketers to influence consumption behaviour in their favour, predicting consumption behaviour accurately is often challenging. The success or failure of marketing efforts or even the business itself depends on the ability to influence consumption behaviour positively. Therefore, comprehending consumption behaviour and understanding consumption is critical to any successful marketing campaign.

2. Literature review

Kim, Han & Ariza-Montes (2021) examined the relationships between hotel attributes, well-being perceptions, brand loyalty and attitude in the context of the COVID-19 pandemic. This study indicates that before the advent of COVID-19, tangible attributes appeared to be more powerful for enriching individuals' well-being perceptions. But after the advent of COVID-19 intangible attributes appeared to be more powerful for enriching individuals' well-being perceptions because people become more concerned about hygiene and cleanliness.

Hwang (2016) in his study identified key motives behind the purchase intentions of organic food by older consumers. This study finds out that self-presentation and food safety concerns are the primary motives behind the organic food purchase intention of older consumers. On the other hand, environmental concerns and ethical self-identity does not make much impact on the purchase intentions of organic food by older consumers.

Hassan, Rahman and Paul (2021) are of the view that the issue of consumer ethics remains a significant economic and social concern worldwide, drawing the interest of both academics and practitioners. Essentially, consumer ethics pertains to the moral guidelines that dictate a consumer's actions. The authors have reviewed about 106 articles, covering 21 journals from the period of 2010 to 2020. Previous research has predominantly utilized a singular theoretical perspective, including marketing ethics theory, planned behaviour theory, and neutralization theory. Additionally, the bulk of consumer ethics studies has concentrated on industrialized nations, with limited attention given to developing countries. It is necessary to explore the contextual factors

that affect consumer ethics. The authors propose practical measures to address unethical consumer behaviour and encourage ethical consumption.

Gil Saura, I et. al., (2021) examines the relationship between sustainability and consumer satisfaction in the retail industry. They examined their study to understand how sustainability practices by retailers can influence consumer behaviour and affect consumer satisfaction. The study highlights various factors, such as consumer values, attitudes, and perceptions towards sustainability, as well as the communication and marketing strategies used by retailers to promote their sustainable practices. The paper provides valuable insights into the complex relationship between sustainability and consumer satisfaction in the retail industry and can be relevant to the field of consumer behaviour.

M Šerić, et. al., (2020) explores the relationship between perceived consistency in marketing communication and customer-brand relationship outcomes. The authors examine previous studies on the topic and highlight various factors that can influence this relationship, such as communication channels, frequency, and timing. The paper emphasizes the importance of considering consumer perceptions and expectations when designing marketing communication strategies. Overall, the research provides insights into the factors that shape consumer behaviour and brand perception and can be useful for marketers seeking to build strong and lasting relationships with their customers.

Dr. Anil Kumar T.V, M. R. K. G. D. T. G. K. (2023) evaluated the scope of ecofriendly consumer behaviour related articles and papers using Scopus database. The authors gave emphasis on the bibliometric analysis of ecofriendly and green consumer behaviour over a past 4 decades. The findings of research suggested that the phases of environmental focused articles changed in last four decades from understanding the aspects of sustainability concern to deep diving into searching a method to eradicate waste and implementation of sustainable practices.

[Vergura, D.T.](#), [Zerbini, C.](#), [Luceri, B.](#) and [Palladino, R.](#) (2023) analysed the literature related to sustainable consumption behaviour. The study brings out the facts that the use of sustainable products among the consumer is in trend in last decade and so on the study related the sustainable product related consumer behaviour has been increased. In fact, the study depicts that the awareness of consumers related to products they use is increasing therefore companies are now a days need to declare the contents of products they use for making or producing goods.

Judijanto, L., Ardhiyansyah, A., & Santoso, R. K. (2024) identified to consumption pattern of consumer related to sustainable products like food and organic products. This study focused on understanding psychological and social factors of consumers behaviour turned into consumption of sustainable products. The study deeply investigated the use of social media on changing consumer perception and behaviour for sustainable products.

Sharma, Pooja and J., Arivazagan, Online Shopping Insights (2023) focused on online consumer behaviour in last three decades. The authors tried to find the factors which motivated consumer to opt for online purchasing instead of traditional way of shopping. This study also unveils the consumer motivation and pattern in this digital era to choose for online shopping. The study analyses the 180 articles to understand the marketing strategies and other factors which create the platform for online consumers.

[Bashar, A.](#), [Nyagadza, B.](#), [Ligaraba, N.](#) and [Maziriri, E.T.](#) (2024) the study dwells into consumer behaviour after covid 19. The authors conducted study to know the economic distress and psychological changes in consumer during covid 19. The study speaks about the behavioural changes and literature produced during the pandemic were more inclined towards the changing pattern and trends of consumer behaviour in different area of economy. The study unveils the changes in various consumption pattern which could help E-Commerce companies to plan a marketing strategy.

Yonfá-Medranda, M., Sabando-Vera, D., Pérez-Gálvez, J., & Jara-Alba, C. (2024) explores the impact of globalisation and cross border trade on consumer ethnocentrism. The study reviews the different literature related to CE through the 670 articles indexed in Scopus and WoS. The study reveals the major contribution of United State and Australia in the field of Consumer Ethnocentrism. The study also shed light on most of the research on CE was from the area of business.

The area of the research for this study has been 'Consumption Behaviour' since in the field of marketing consumption behaviour has been considered as the most important tool to understand the behavioural pattern of the consumer. It includes consumer perception, consumer attitude, the value of consumers for any particular product or services. Due to the increasing need of understanding the consumption pattern and consumption behaviour of an individual for the marketers this particular field is

having great scope of research as various of its aspects are still need to explore. Because of its high scope as well as current need and trend we as the researchers have chosen this particular field of study for our bibliometric analysis approach.

3. OBJECTIVES OF THE STUDY

- To identify the current research trends in the field.
- To evaluate the productivity of researchers and institutions in the field of consumption behaviour.
- To analyse publication patterns, including the growth of publications over time, publication outlets, and citation patterns.
- To map the collaboration networks among researchers studying consumption behaviour.

4. The Concept of Bibliometric Analysis –

The term bibliometric is first coined by Paul Otlet in 1934. Later on, after 1960's the term bibliometric analysis has interchanged with the word statistical bibliography. The concept of bibliometric analysis is based on the material concept of keeping the record of counting books, articles and publications. Bibliometric analysis is one of the mechanism or tools of understanding the availability of academic literature related to any field. It helps to identify the different aspects of a particular word, which is the area of concern for an academician or researcher, suppose if any researcher wants to identify that how many papers or research articles has been published in last 10 years about the 'sustainability approach in marketing field' now on the basis of these key words one can do the bibliometric analysis. In short bibliometric analysis is the analysis of available bibliography in any valid data source like Scopus or WoS through which a researcher can find out the trends, papers, authors, country of origin and so on so forth things related to key words of research data.

Bibliometric analysis could be meant as a quantitative research method which is used by the current day researcher to measure the trends in scientific publications. The bibliometric analysis includes the tools like publication count, productivity, citation analysis, co-authorship, collaborations and keyword analysis to provide deep understanding of any area of research. Bibliometric analysis is not only a research tool but also a pathfinder for new researchers to find out the gap in area of their interested research field. The development of web and information technology created the way for bibliometric analysis. Now a days it has become very handful to get the data on one touch of technology and also the analysis part has been made easy by the recent different software's.

In short bibliometric analysis provides brief information about the main contributed countries, the authors who have made maximum contribution in the field of study. It also depicts the top publications and journals that publish the maximum numbers of articles in that particular field of study. It also provides information about most cited authors that shows their relevance in a particular field which helps the researchers to carry out their work.

5. Stages in Bibliometric study

A bibliometric research study is a systematic survey of any specific research keyword and data related to this specific word in the pool of a literature available in different data source all over the world. To carry out this research analysis, as s researcher one need to go through a right scientific process. These are the following stages of bibliometric analysis to execute the analysis in a scientific way:

5.1 Aim of the Research – The very first stage of any research study is to intent behind the research means the aim of the research study, while conducting the bibliometric research study an observer should have the clear aim of the research and justification to conduct a study on specific keywords. It should help the researcher and academician to identify the new trends and gaps in that area of researched data. This also contributes to that particular field as the researcher by adopting or referring bibliometric analysis may explore the new trends that was untouched by various researchers in the area of study.

5.2Data Collection – After identifying the aim of research study the next step is to identify the 'research field' on which the research study has to be conducted. A systematic review of relevant literature needs to be done with transparent and unbiased process. The valid data source needs to be taken to conduct the study. While collecting data it is also very important the researcher should have clear topic in his mind where he or she wants to contribute in the field of research.

5.3 Selecting the Data Base – There are different type of data base is available for the different types of research field. Generally, most of the scientific research one may get in WoS and Humanities related research could be found in Scopus, but it is not compulsory. We may use different database like WoS, Scopus, Google Scholar and Microsoft Academic etc as source of data for the research study. Most of the time researchers use WoS and Scopus indexed data to create their data base as these databases have recognised and considered as most relevant and authentic database in every field of study.

5.4 Identifying the Key Words – The next step is to decide that on the basis of which key words the study will be conducted, as discussed earlier that in bibliometric analysis we need to identify some key words, which helps us to create command to search those key words in available dataset, therefore it is necessary to decide the key words carefully while conducting research. A researcher's area of interest could be the inspiration to decide the keyword or the trending or buzzing words could motivate the researcher to delve into the research of that particular word. Sometimes the researcher also senses a scope or future trend in any keyword like 'Artificial Intelligence these days or 'Meta' we discuss about.

5.5 Filtering – The step of filtering helps in to narrow down the research data to be included in study. Until researcher decides what should be the criteria of selection of research data for getting selected for study, the study could not be valid. Therefore filtering helps in sorting out the outcome which is relevant to the study.

5.6 Downloading the Data – Once the filtration of data done through any recognized software the next step is to download the output of data set. The software shows the output in predefined models and graph which clearly indicates the result in category of highest, largest, and most.

5.7 Analysis and Interpretation – Once a researcher get the graph and models, he or she can easily interpret the data and visualize the meaning of this data in betterment of the researched field. Although the graph and models are self-explanatory but this is the responsibility of a researcher to interpret the data in a way that it could help the others to carry forward the research in that area to the new dimensions.

6. Why choose Bibliometric analysis?

The rate at which academic publications are being produced is increasing rapidly, making it impractical to keep up with all the latest publications (Briner & Denyer, 2012). This makes accumulating knowledge and systematically gathering evidence from prior research papers difficult. As a result, literature reviews are becoming increasingly essential in consolidating past research discoveries to utilize the existing knowledge base efficiently, further a particular area of research, and offer evidence-based perspectives on exercising and sustaining professional judgment and expertise

Scholars use qualitative and quantitative methods to comprehend and organize previous research findings. Among these methods, bibliometrics has the potential to introduce a systematic, transparent, and reproducible review process by using statistical measurements to evaluate science, scientists, or scientific activity (Broadus, 1987; Diodato, 1994). In contrast to other techniques, bibliometrics provides more objective and dependable analyses. In the current context of an overwhelming volume of new information, conceptual advancements, and data, bibliometrics is a useful tool that provides a structured analysis of a vast body of information. This allows for inferences about trends over time, research themes, changes in disciplinary boundaries, identification of the most productive scholars and institutions, and presentation of a comprehensive overview of existing research (Crane, 1972).

In any kind of academic research, literature review plays a crucial role with the aim to examine the general state of any research field. It further helps in gathering, categorizing and gaining knowledge in specific field (Snyder 2019). The main aim of bibliometric analysis is to identify gaps in current research field that provide a way to researchers to contribute in the field of research by filling those research gaps. There is significant increase in the scientific knowledge of the particular study as there is vast number of congresses, academic journals and other publication outlets have been published (Kraus et al. 2022). Although the researchers are having vast pool of publications, but it become crucial for them to identify the authentic research papers that further help them to examine the relevant literature related to their study (Linnenluecke et al. 2020). To make this study easy, the bibliometric analysis helps the researcher by providing a study which they refer to find out papers that are most cited, to find out journals that published related study and many more which helps the young researcher to carry out their work in right direction.

Bibliometric analysis is considered as one of the most valuable tools that helps in measuring the scientific output across keywords, research papers, institutions, authors, and countries. This further helps in analysing the growth and development in par-

ticular research field by examining the connections between these elements. Within a particular domain, the bibliometric analysis also provides the insights about the evolution of knowledge and its spread (Donthu et al. 2021). With the aim to measure scientific output of any research field, bibliometric analysis studied research publication or academic journal related to that specific field of study. This analysis uses statistical tools and numeric data to evaluate different aspects of research. Its key indicators include, leading journals in the specific field, number of articles published each year, as well as the greatest number of authors with top publications in specific field. It also examines commonly used keywords under the study as well as the number of citations it received. This analysis helps the researcher to find out influential studies, trends as well as overall development of a particular research area. Because of its various benefits, bibliometric analysis is considered as one of the most useful tools for the assessment of academic progression and its impact over time (Pritchard 1969; Ellegaard and Wallin 2015).

This paper introduces a novel tool developed in the R language, which follows a traditional bibliometric workflow we reconstructed. We have created an R-tool that facilitates comprehensive bibliometric analyses. R is an environment and language for statistical computing and graphics offering a diverse range of statistical and graphical techniques while highly extensible (Mattloff, 2011). In addition to supporting statistical operations, it is an object-oriented and functional programming language, enabling the automation of analyses and the development of new functions. The paper in itself provides a brief idea to the future researchers and young researchers, who wants to pursue study on consumption behaviour as here we have filtered various papers from Scopus indexed having the keyword 'Consumption Behaviour'. This study will provide an idea where to publish paper and from where to refer articles as here we have discussed about the top authors who have contributed in the field of study.

7. Methodology

For several years, the extensive database present in Scopus has provided the bibliometric analysis, which we are presenting in this paper, titled **"Shaping Research on Consumption Behaviour Publications: A Bibliometric Analysis Approach."** Scopus is considered a multidisciplinary database as it provides a pool of different references, peer-reviewed journals, books, conference proceedings, and other scholarly materials. It is considered as most authentic as well as widely accepted and recognized for conducting bibliometric analyses for last few decades.

This section of the research paper describes a detailed as well as comprehensive explanation of the preparation of data for the process of doing bibliometric analysis. This study implements the bibliometric analysis approach to explore the evolution and impact of research on consumption behaviour. Bibliometric analysis is a quantitative research method that rigorously examines the academic literature using statistical techniques.

The research follows a structured methodology to ensure the systematic selection, extraction, and evaluation of data relevant to the study. This paper identifies a wide range of scholarly contributions, including conference papers, journal articles, and book chapters, based on the different and extensive literature available on SCOPUS containing the keyword **"Consumption Behaviour."** The database, which is meticulously extracted and curated for this paper, is made available in the multidisciplinary and highly reputed, database of SCOPUS, ensuring a credible foundation for the study. This study is descriptive in its sense although it includes the thorough analytical pedagogy of research. The software could only help in providing models and graphs but a researcher needs to interpret it in the right manner then only it will provide a base to the future researchers to carry forward the study further.

The foremost aim of this paper is to provide both descriptive as well as quantitative insights into various conceptual developments, thematic trends, and scholarly contributions related to Consumption Behaviour over the past 10 years, covering the period from 2014 to 2023. SCOPUS hosts a vast repository of high-quality publications, offering a wide and authentic collection of bibliographic records, references, and citations from different academic disciplines and in diverse languages. The inclusion of wide sources across disciplines strengthens the reliability and comprehensiveness of this bibliometric analysis, allowing for a more in-depth and profound understanding of research trends, citation patterns, and influential contributions in the domain of Consumption Behaviour studies.

Table 1. Main information about the data extracted from Scopus

Description	Results
MAIN INFORMATION ABOUT THE DATA	
Timespan	2014:2023
Sources (Journals, Books, etc)	411
Documents	1813
Annual Growth Rate %	-11.04
Document Average Age	4.42
Average citations per doc	20.47
References	105518
DOCUMENT CONTENTS	
Keywords Plus (ID)	842
Author's Keywords (DE)	4469
AUTHORS	
Authors	3912
Authors of single-authored docs	228
AUTHORS COLLABORATION	
Single-authored docs	248
Co-Authors per Doc	2.73
International co-authorships %	27.36
DOCUMENT TYPES	
Article	1813

From Table 1 it has been finding out that the considered database is having a total of 1813 articles from the last 10 years having the prime keyword "Consumption behaviour". As per the records of SCOPUS total of 3912 authors have been found who had written research articles on Consumption behaviour, out of which only 228 authors were there who has published papers as a single author. Consumption behaviour has got its place in a research paper for a very long. The bibliometric analysis also shows that from the period of 2018-2021, a maximum number of papers were published on Consumption behaviour.

8. Analysis & Interpretation

8.1 Most important journals

The most important journals category could be decided on the basis of main focus of a keyword chosen for the research study. Although we know that all the research publications are important in their field of study but as per the research criteria, we need to search those journals and publications which are producing the data related to the area of interest to the researcher. It is very important to note the relevance of journals in the bibliometric analysis as various question arises when we talk about the relevance of publishing articles. Hence it is very important to understand which journals are publishing the maximum number

of articles so that the prospective authors could target those journals for their future publication. To find out the relevancy, the criteria were taken that the journals must have published a minimum of 25 articles in the last 10 years (see Figure 1).

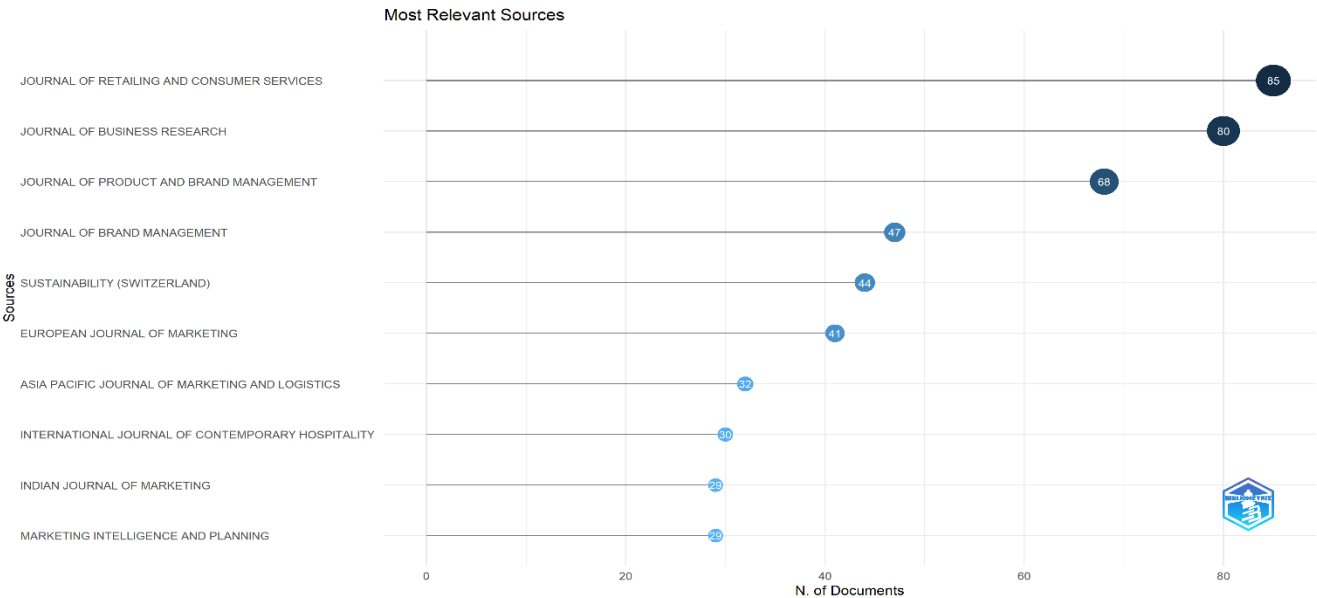


Fig. 1: Most Important sources based on documents of the theme “Consumption Behaviour”

In total it has been finding out that more than 10 journals were there that have published a minimum of 25 articles from the last 10 years namely:

Table 2: Most Important Journals	
Sources	Articles
JOURNAL OF RETAILING AND CONSUMPTION SERVICES	85
JOURNAL OF BUSINESS RESEARCH	80
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	68
JOURNAL OF BRAND MANAGEMENT	47
SUSTAINABILITY (SWITZERLAND)	44
EUROPEAN JOURNAL OF MARKETING	41
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	32
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MAN- AGEMENT	30
INDIAN JOURNAL OF MARKETING	29
MARKETING INTELLIGENCE AND PLANNING	29

It has been found that "JOURNAL OF RETAILING AND CONSUMPTION SERVICES" as well as "JOURNAL OF BUSINESS RESEARCH" have the maximum number of articles published over a year, hence the prospective authors can target the above-listed journals for their future publication on the theme of consumption behaviour.

8.2 Growth of Journals/Sources

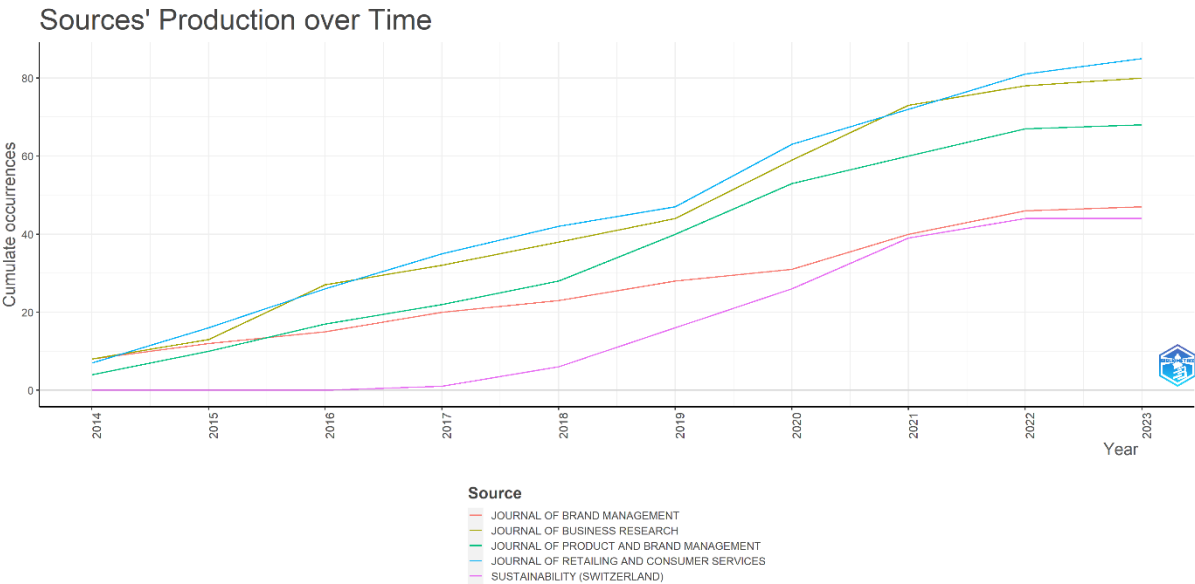


Figure 2: Cumulative figure on the most relevant sources and the pattern in their growth, based on documents on the theme

During the initial years, there is a limited number of articles published on consumption behaviour. But it has also been seen from the above graph that over some time there is a sustainable increase in the number of published articles in various journals. Figure 2 shows the production of sources that published papers over time on the theme of "Consumption behaviour". Among various sources, it has been seen that "Journal of Retailing and Consumption Services" shows the most significant increase in the number of publications. Apart from that "Journal of Business Research", "Journal of Product and Brand Management" and "Journal of Brand Management" also shows a significant increase in the publication from last 10 years which further concluded that it may considered the most reliable source to publish future research articles on the considered theme.

8.3 Most contributing authors with their indexing

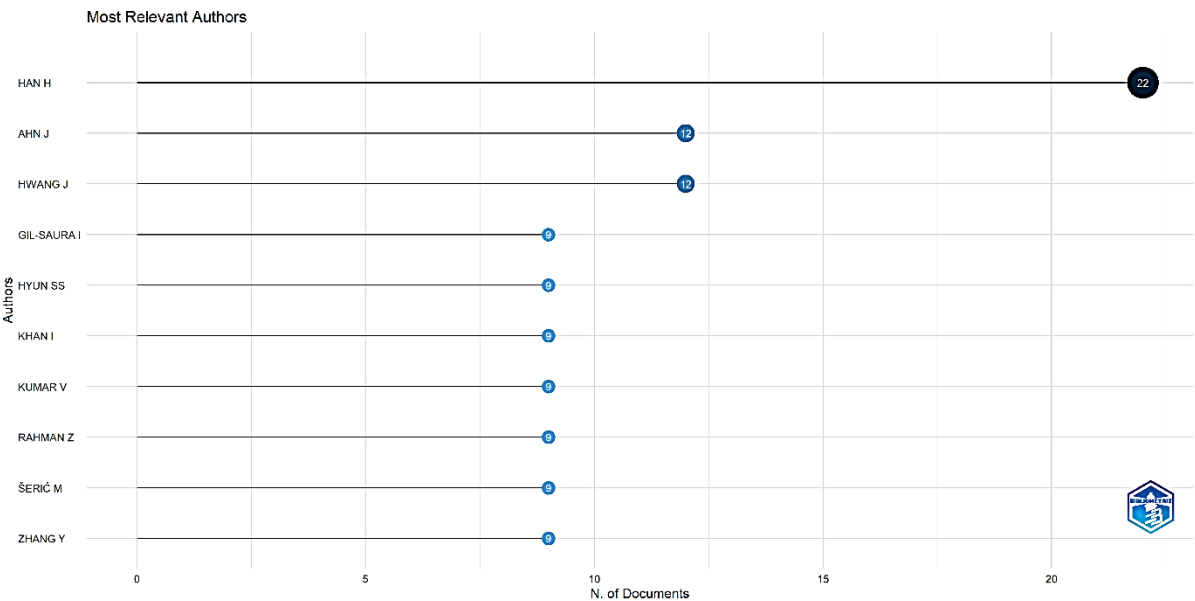


Figure 3: Most Relevant Authors

Authors play a crucial role in any research field as they make contribution to that particular field but also left the scope for future research to fill the gap. Despite that they also provide a base for literature review to the current research that helps in identifying those research gaps that need to be filled by future researchers. Following the sources, the crucial topic that requires further discussion pertains to the noteworthy authors who have contributed significantly to the subject of "Consumption behaviour". In this paper, we have established specific criteria wherein we will consider only those authors who have authored a minimum of five documents and possess an h-index of 5 or more. Figure 3 explains most contributing authors and further details can be analysed through Table No. 2 (Most Contributing authors with different index).

h- index: The h-index is a metric used at the author level, which endeavours to assess the productivity and citation influence of a scientist's or scholar's publications. The h-index is characterized as the highest possible value of h, in which an author or journal has published h articles that have garnered at least h citations each. This metric is intended to enhance simpler measures such as the total count of citations or publications. However, it is important to note that the index is only suitable for comparing scientists within the same field, as citation norms and practices vary significantly across different fields. (Bornmann & Daniel, 2007).

g- index: Leo Egghe proposed the g-index in 2006 as an author-level metric. The index is computed by examining the distribution of citations garnered by the researcher's publications, whereby a collection of articles is ranked in descending order based on their citation count. The g-index represents the largest number for which the sum of the citations of the top g articles is at least g^2 .

Alternatively, the g-index can be defined as the maximum value of n, wherein there are n highly cited articles that have an average citation count of at least n. (Egghe, 2006).

m- index: The "m-index" is obtained by dividing one's h-index by the number of years that they have been publishing. This approach serves as a form of age adjustment; however, it is not entirely satisfactory, as it tends to disproportionately disadvantage early-career researchers.

Table 2 shows that author HAN H has got the highest h- index which further concludes that the author has got a maximum number of citations. Apart from him the table also shows the top 10 authors who contribute the most relevant articles related to the domain as they are having nice indexing in the Scopus database.

Table 3: Most Contributing authors with different index

Authors	H index	G index	M index	TC	NP	PY start
HAN H	12	22	1.2	730	22	2014
HWANG J	10	12	1	451	12	2014
AHN J	9	12	1.125	306	12	2016
GIL-SAURA I	9	9	0.9	265	9	2014
RAHMAN Z	9	9	1.125	466	9	2016
FATMA M	8	8	1	337	8	2016
KHAN I	8	9	1	392	9	2016
WONG IA	8	8	0.8	361	8	2014
ŠERIĆ M	8	9	0.8	247	9	2014
GUPTA S	7	8	0.7	397	8	2014

Note:

TC: Total number of citations received by all the author's publications.

NP: Total number of publications by the author.

PY start: The year in which the author's first publication was published.

8.4. Collaboration and country of authors

The collaboration meant to contribution of different authors on same research field together. The level of collaboration among countries has been expressed in terms of the proportion of publications that originate from a single country (SCP) versus those that involve multiple countries (MCP). SCP indicates collaboration within a country, while MCP indicates collaboration between countries.

Table 4: Collaboration and country of authors

S.no.	Country	Articles	SCP	MCP	Freq	MCP Ratio
1	USA	230	172	58	0.127	0.252
2	INDIA	129	116	13	0.071	0.101
3	CHINA	120	77	43	0.066	0.358
4	KOREA	92	56	36	0.051	0.391
5	UNITED KINGDOM	75	44	31	0.041	0.413
6	AUSTRALIA	70	42	28	0.039	0.4
7	SPAIN	60	44	16	0.033	0.267
8	MALAYSIA	49	36	13	0.027	0.265
9	PORTUGAL	39	36	3	0.022	0.077

Table 3 indicates that the USA has published a maximum number of articles and has a maximum of the single country author as well as multiple-country authors. On the other hand, it is interesting to note that China, Korea and the United Kingdom have got a higher ratio of MCP, which concludes that these countries have worked more collaboratively or may have got good opportunities for funding for papers publication or collaboration-related activities.

8.5. Keyword Analysis

Keywords are highly useful for finding relevant documents in a database and for gaining insights into the direction of future research. Analysing the author's chosen keywords can help identify over-researched and under-researched topics, as well as the latest trends in research. The author's keywords can provide a direct indication of the study's focus and intentions, making them a valuable tool for literature review. However, it is important to note that the author's keywords may not always fully capture the scope of the research, and other relevant keywords may exist. Overall, analysing the author's keywords is a valuable strategy for gaining a better understanding of the current state of research in a particular area.



Figure 4: Most used keywords based on documents of the theme “Consumption Behaviour”

Table 5: Most used keywords	
Terms	Frequency
consumption behaviour	91
Marketing	65
Perception	54
Retailing	50
tourist destination	31
social media	22
Sustainability	22
tourist behaviour	22
service quality	21
China	17

The table presents a list of frequently used terms in research related to consumption behaviour, marketing, and tourism. The term "consumption behaviour" appears most frequently, with a frequency of 91, indicating that it is a topic that is extensively researched in this area. "Marketing" is the second most frequently occurring term with a frequency of 65, suggesting that it is also a widely researched topic. "Perception" comes in third with a frequency of 54, indicating its importance in understanding consumption behaviour and decision-making.

"Retailing" and "tourist destination" are also commonly researched topics, with frequencies of 50 and 31 respectively. This suggests that researchers are interested in understanding how consumption interact with different retail environments and how tourists make choices about where to visit.

Other noteworthy terms with a frequency of 22 include "social media" and "sustainability." This suggests that research in this area is also examining how social media affects consumption behaviour and how sustainable practices can be incorporated into marketing and tourism.

Finally, the presence of "China" with a frequency of 17 indicates that research is also focusing on this region, likely due to its growing importance as a consumption and tourist market. Overall, this table provides insight into the current state of research in this field, highlighting the topics that have been extensively studied and those that are gaining increasing attention.

9. Conclusion:

In conclusion, this study presented a comprehensive bibliometric analysis of indexed publications related to consumption behaviour in the Scopus database. The analysis revealed that the interest and research on consumption behaviour have increased in recent years, with a significant number of publications focusing on various aspects of consumption behaviour. The analysis also identified the most productive authors, institutions, and countries in this area of research.

This study highlights the usefulness of bibliometric analysis as a tool for understanding the current status of research in a particular field. It also provides insights into trends and patterns in research, which can be useful for researchers and practitioners in the field of consumption behaviour. The R-tool developed for this study can serve as a valuable resource for future researchers in conducting bibliometric analyses.

Overall, this study contributes to the existing knowledge based on consumption behaviour and provides recommendations for future research in this area. It is essential to continue studying consumption behaviour to understand how individuals make decisions and how marketers can influence those decisions. With the growing importance of consumption behaviour in marketing and business, there is a need for continued research in this area to support evidence-based decision-making.

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