

## Bibliometric, Content and Meta Analysis on Consumer Behaviour

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### KEYWORDS

*Bibliometric analysis, Content analysis, Meta-analysis, Consumer Behaviour.*

### ABSTRACT

The present study is designed to comprehensively analyse the dimension “Consumer Behaviour” by conducting a bibliometric analysis, content analysis and meta analysis of 199 publications between 2018 to 2022 from the Scopus database. This paper centrally revolves in highlighting the research gap in Consumer Behaviour, publications available between 2018 to 2022, top 10 authors with their respective citations, frequency of occurrences of the keywords and determining the most important factors and their influence in the domain of consumer behaviour. Findings shows that more research gap is present between the keywords consumer behaviour and Covid, impact. J.Poore author is having the highest citation of 1630 towards the dimension of consumer behaviour. In the year 2018 there were 74 publications, in the year 2019 there were 55 publications, in the year 2020 it was 47 publications and last in the year 2021 it was 23 publications towards the dimension “Consumer Behaviour”.

Among 21 keywords, Covid has occurred 28 times followed by consumer 22 times and Behaviour 19 times respectively. Total 9 factors have been determined from 21 keywords leading to the contribution of 77.95% in Consumer Behaviour.

## 1. INTRODUCTION

A consumer is a person who purchase the product/service as per particular needs or wants and then consumes the product or service(Noel,2009). Consumer Behaviour includes physical activities like assessing, researching, buying, usage and disposing of products or services which consumers think can satisfy their personal needs and helps in making the buying decision(Buruonu,2014). Various factors like physiological, personal, social and cultural factors affect the Consumer buying behaviour globally. The Covid-19 pandemic has tremendously affected the consumption habits as there was a sudden shift from offline stores to online apps. Recent trend shows that consumers have become more sophisticated, an active member in communities and more interactive with companies which demands rigorous research in consumer behaviour.

Now days, Systematic Literature Review (SLRs) have been considered to be scientifically proven review methodology to integrate the entire literature into a concise form (Kraus et.al,2020). SLRs are advantageous over traditional method because it contains features of replicability, transparency and is scientific in nature (Tranfield et.al,2003). Further, SLRs position high in research because it helps researchers to blend the entire data in review and provide improved judgements to the policy makers (Kraus et.al,2020). Hence SLR methodology can assist experienced research scholars to cultivate new and innovative directions of research (Massaro et.al,2016). Bibliometric analysis has also been considered as a new research method that allows access for a large amount of data integration, providing large and small –valued outcomes for researchers as well as practitioners. Such type of bibliometric analysis have become worldwide used instrument for complete study and research in various dimensions of science (Zou et.al,2018). In the field of Consumer Behaviour, there are numerous bibliometric studies on subjects such as Covid-19 and Consumer Behaviour (J.C Cardenas et al. 2021, D.Karaman et al. 2022, I.Aydin et al. 2021, Y.J.Memon et al. 2022) , research on Green consumer (H.F.Haba et al. ,2022), study on sustainable consumption behaviour(D.T.Vergura et al.,2022), buying behaviour of consumers towards meat products (J.A.M.Jimenez et al. 2022), international journal of Consumer studies (J.Paul et al. 2021), progression and trends in consumer behaviour (W.M.Lim et al.



2022), dysfunctional consumer behaviour (K.Blonski et al.2022) and study on socially responsible consumer behaviour (A.N.Reyes et al. 2020). Research gap was found in bibliometric analysis with respect to the context of consumer behaviour so systematic literature review has been conducted taking the recommendations of previous studies.

## 2. RELATED WORKS

J.C Cardenas et al. (2021) employed descriptive analysis by collecting 70 research papers on COVID-19 and Consumer Behaviour from Scopus database. Various thematic clusters were identified using Co-occurrence analysis. The outcome also covered various psychological characteristics and buyer behaviour of consumer.

H.F.Haba et al. (2022) conducted a bibliometric analysis of 493 Scopus indexed articles using the keywords “network analysis”, “co-authorship analysis”, “reference co-citation” with the help of VOSviewer software. Major contributions were articles containing highest impact, foremost journals in the domain, geographical locations of the research and universities highlighting on research for Green Consumer. In addition to it, five major themes were also identified that includes sustainable development, human behavioural features, buying behaviour of consumers, green products and green marketing.

D.Karaman et al. (2022) investigated the evolution and trends of buying behaviour of consumer during the period of Covid-19 pandemic. Research papers related to the keywords “Covid”, “Consumer Behaviour” or “Consumer Behavior” under the category of business and management were identified from WoS database for the years 2020, 2021 and 2022.

Bibliometric analysis of 642 research papers were done using CiteSpace 6 program. Findings reveals an increase in the number of studies in this domain. Analysis also suggests a strong network collaboration between USA, China, India, Australia, south Korea and UK. Most researched clusters were “Green Consumer Behaviour”, “Consumer Engagement Behaviour” and “effective service quality”.

D.T.Vergura et al. (2022) conducted the bibliometric analysis on the articles related to environmental sustainability published between 1999 to 2021. A total of 274 papers were collected from Web of Science database and analysis was performed using SciMAT software. Analysis showed that there was a steady growth in terms of publications emphasizing a significant evolution in the research area.

I.Aydin et al. (2021) visually represented the bibliometric analysis through qualitative, quantitative and empirical on consumer behaviour during Covid-19 pandemic using Scopus, ESCI or SSCI indexed documents from 2020 to 2021. 50 articles were taken for the study using VOSviewer software. The study showed multi-author empirical analysis at various national and global level during pandemic .

Y.J.Memon et al. (2022) performed a bibliometric analysis on consumption behaviour of consumer during Covid 19 pandemic by using Scopus database. It was observed that there exists some influential authors in this field and also presented the co-occurrence of some keywords like “pandemic”, “social media”. “consumer behaviour”, “social distancing” and “lockdown”.

J.A.M.Jimenez et al. (2022) the study focussed on exhaustive literature review using descriptive and bibliometric analyses and involvement of cluster techniques for meat products. Conclusions include, focus on consumer behaviour, perception and attitudes for food, concerns for additives and ingredients for meat, dominant product of the meat is sausages and usage of meat as a generic umbrella term.

J.Paul et al. (2021) examined the published 2088 articles with the help of network analysis and VOSviewer software. Results show the highest paper citations and contribution of authors in the area of consumer research.

W.M.Lim et al.(2022) exhibits a retrospective literature review of “Journal of Consumer Behaviour”(JCB) from Scopus database by applying bibliometric analysis. It was concluded that publication in JCB has increased substantially in terms of co-authorships, countries of global reach, and citations. Top most themes in the journal includes communities related to consumption, processing system of consumer information, consumer behaviour related to intergenerational, consumption value, sustainable consumption, relationship between consumer and brand, ethics in consumer terms and conditional relationship in buying behaviour of consumers.

K.Blonski et al. (2022) bibliometric analysis was performed on 74 research papers taken from Web of Science and Scopus database. Analysis revealed the highest frequency of publications and the relationship of the topics that equates “dysfunctional consumer behaviour”.

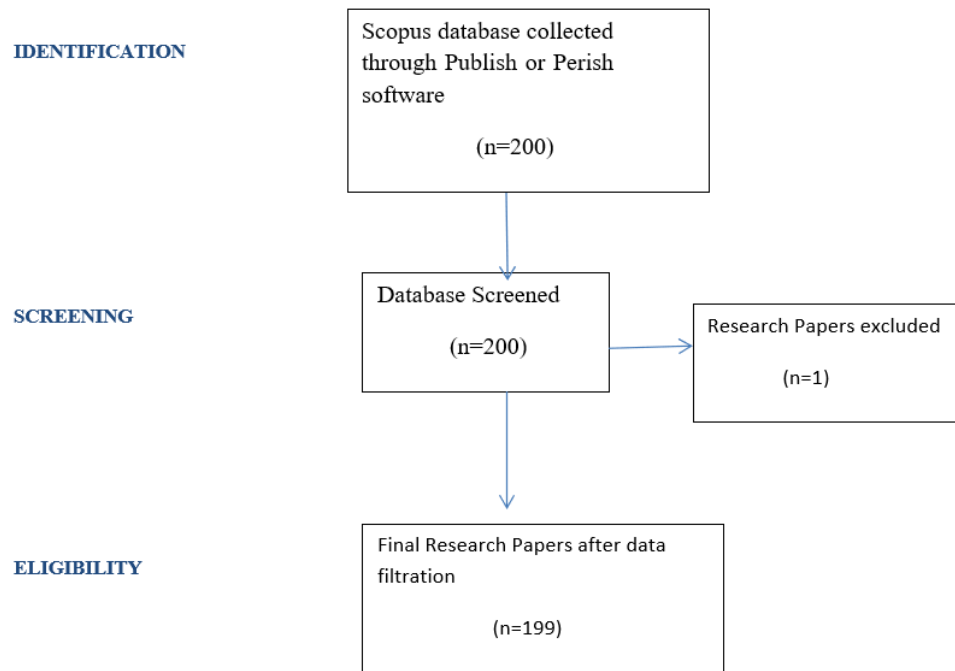
A. N. R. eyes et al. (2020) applied bibliometric analysis on “Socially responsible consumer behaviours” taken from Web of Science database from the year 1991 to 2019. The outcomes of the research identified, attitude of the consumer, research on CSR and research conducted on social and sustainable buying behaviour of consumers.

**Research Methodology:** 200 research papers were taken from Scopus database related to the dimension “Consumer behaviour” using Publish or Perish 8 software from the year 2018 to 2022. After data filtration 199 research papers were included for bibliometric analysis and VOSviewer software was used. To perform content and meta-analysis MS Excel and SPSS 22 version were used as softwares.

## Objectives:

1. To study the recent research gap in the area of Consumer Behaviour.
2. To investigate the top 10 authors and their contribution in the area of Consumer Behaviour.
3. To find out the no. of publications from the year 2018 to 2022.
4. To identify the frequency of the occurrences of the keywords used in Consumer Behaviour.

To determine the relevance of variables and factors related to Consumer Behaviour.



**Figure 1. PRISMA Flow Diagram**

Source: Author

Figure 1 demonstrates the PRISMA flow diagram of the existing study by using the keyword “ Consumer Behaviour “ as keyword search from the SCOPUS database with the help of Publish or Perish software. The result retrieved 200 research papers. In the second stage data filtration was done by deleting those papers which had partial information. The outcome showed that 1 research paper was found to have partial information. Hence forth 199 research papers were taken for the study.

## Findings :



**Figure 2**



In the Figure 2, 200 research papers were collected from Scopus database for the keyword “Consumer Behaviour” with the help of software Publish or Perish. The research papers were chosen only between the year 2018 to 2022 that means only of 5 years. The objective behind taking the database was to study how many authors have at least contributed in two research papers related to the topic Consumer Behaviour. It was found that only 6 authors i.e. H.J.Park

, X.Zheng , M.J.Kim, C.Bryant, J.Wirtz and I.P.Tussyadiah have contributed with a threshold of two publications and none of the 6 authors are connected to each other. The analysis of these research papers was done with the help of VOSviewer software. It was also observed that in the year 2020, H.J.Park has contributed towards Consumer Behaviour.

Between 2019 to 2019.5 , X.Zheng and M.J.Kim have given their contribution in Consumer Behaviour. In amid of 2018 I.P.Tussyadiah have underwrote in the same domain and similarly in the mid of the year 2018 till 2019 C.Bryant and J.Wirtz gave their contribution in the field of Consumer Behaviour.

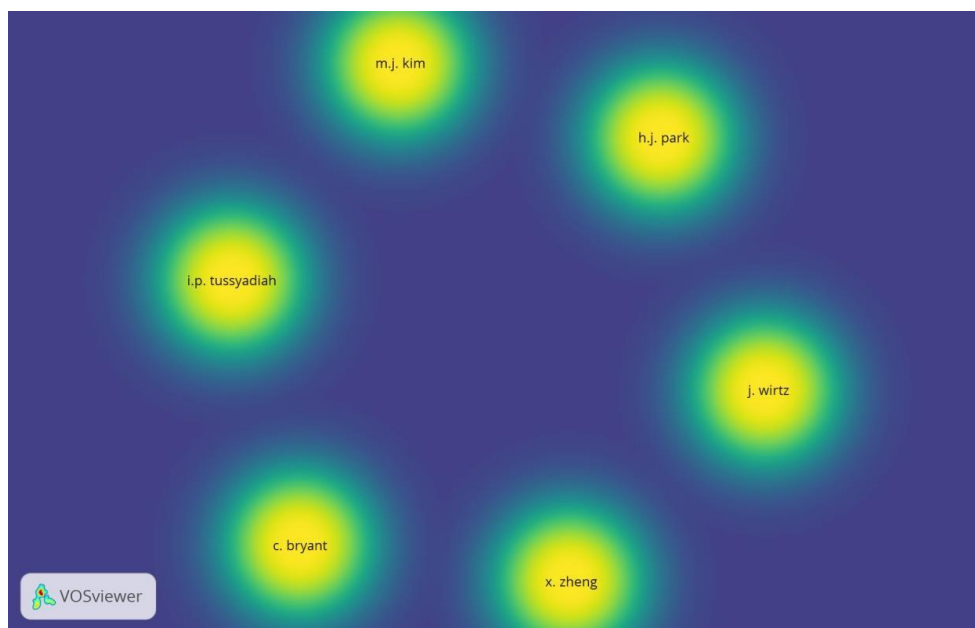


Figure 3

From the figure 3, it is very clear that the authors M.J.Kim, H.J.Park and I.P.Tussyadiah has more publications and citations in the field of consumer Behaviour as compared to other 3 authors using VOSviewer.

Out of 200 research papers, 1 research paper got eliminated after data filtration, so finally 199 research papers were taken for the study.

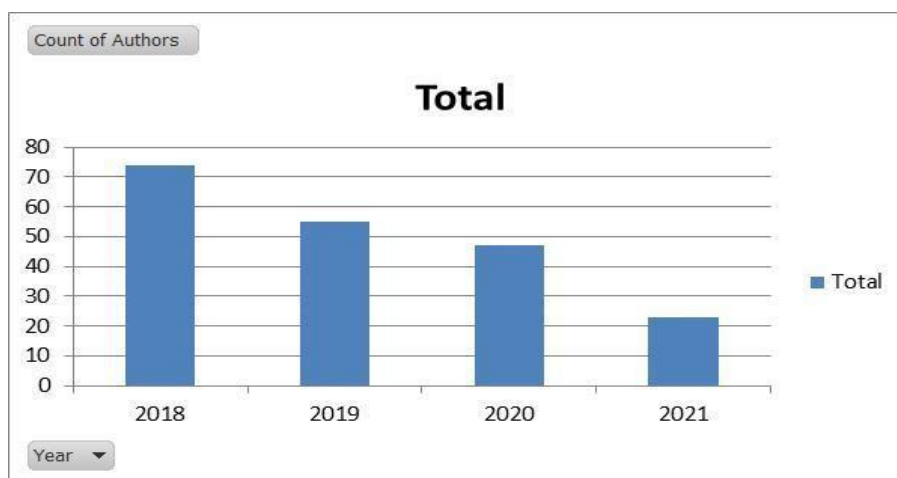


Table 1-Year wise publication trend



From Table 1, it is witnessed that in the year 2018 there were 74 publications, in the year 2019 there were 55 publications, in the year 2020 it was 47 publications and in the year 2021 it was 23 publications towards the dimension “Consumer Behaviour”. So it is observed that publication on “Consumer Behaviour” has gradually declined from the year 2018 to 2021.

Authors	Citation
J. Poore	1630
I.P. Tussyadiah	503
K. White	470
M.J. Kim	427
X. Zheng	405
D. Guttentag	377
Z. Botterell	374
C. Bryant	355
L. Paakkari	353
Y.K. Dwivedi	352

**Table 2**

Table 2 shows the top 10 authors with their citations in Consumer Behaviour from the year 2018 to 2022.

Term ids	term	occurrences
1	behaviour	19
2	consumer	22
3	consumer behaviour	6
4	consumer preference	4
5	covid	28
6	effect	10
7	future	5
8	impact	9
9	influence	6
10	intention	13
11	lockdown	5
12	meta analysis	6
13	pandemic	13
14	perspective	10
15	planned behavior	4
16	purchase	6
17	risk	9
18	role	14
19	social medium	5
20	trust	11
21	value	6

**Table 3: Keywords and their frequency of occurrence**

From the year 2018 to 2022, a total of 680 keywords have been used. Among 680 keywords, only 27 keywords were available whose threshold occurrence was minimum 4 times in the research papers. Among 27 keywords, 21 keywords were chosen by the researcher which was found to be most relevant related to Consumer Behaviour. From the Table 3 it is observed that



the keyword “Covid” has occurred maximum times with a frequency of 28, followed by the keyword “Consumer” with 22 times of occurrence and keyword “Behaviour” with 19 times of occurrence respectively.

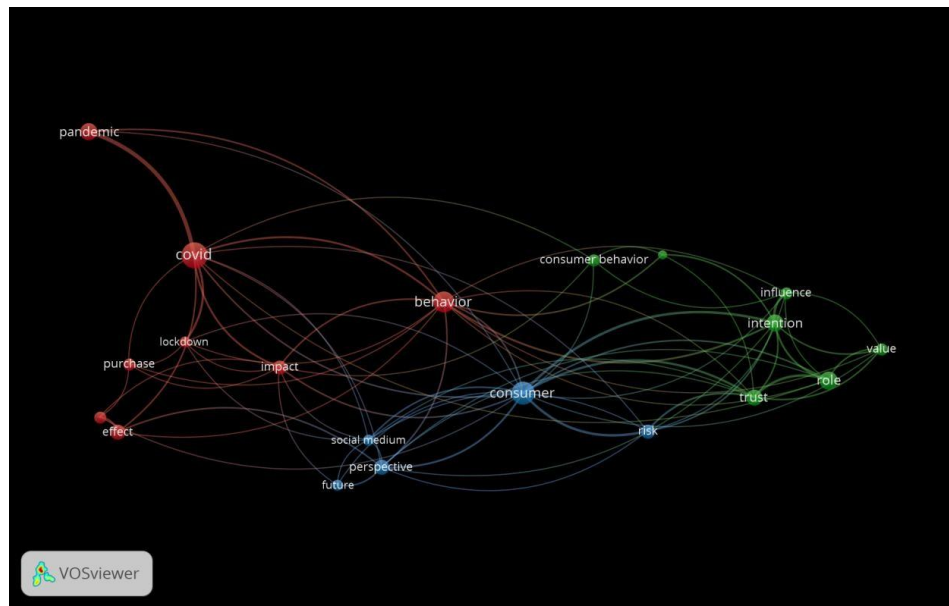


Figure 4

The keyword chosen by the researcher was Consumer Behaviour. From Figure 4 it can be observed that Consumer Behaviour is linked with the keywords like consumer, planned behaviour and influence. It is also evident that more research gap is present between the keywords Consumer Behaviour and covid , impact whereas less research gap is present between Consumer Behaviour and consumer, planned behaviour and influence. Moreover in cluster 3 only 5 keywords are present i.e. consumer, future, perspective, risk and social medium which gives the evidence of more research gap.

#### Communalities

	Initial	Extraction
VAR00001	1.000	.791
VAR00002	1.000	.691
VAR00003	1.000	.834
VAR00004	1.000	.963
VAR00005	1.000	.964
VAR00006	1.000	.815
VAR00007	1.000	.764
VAR00008	1.000	.628
VAR00009	1.000	.906
VAR00010	1.000	.882
VAR00011	1.000	.611
VAR00012	1.000	.828
VAR00013	1.000	.902
VAR00014	1.000	.750
VAR00015	1.000	.791
VAR00016	1.000	.594
VAR00017	1.000	.802
VAR00018	1.000	.781
VAR00019	1.000	.569
VAR00020	1.000	.880
VAR00021	1.000	.622

Extraction Method: Principal Component Analysis.

Table 4



With the help of SPSS, the researcher has tried to find out how many factors have been created.

All 21 keywords were taken and correlation matrix was performed using MS-Excel. Then the transpose of the correlation matrix and the correlation matrix was formed and the data was imported into SPSS. Table 4 shows the Principal Component Analysis where all the variables(keywords) are having the values 0.5 and above , which indicates that all the keywords selected by the researcher are relevant to the topic i.e. Consumer Behaviour. 0.5 values and above are considered relevant for EFA ( Exploratory factor analysis).

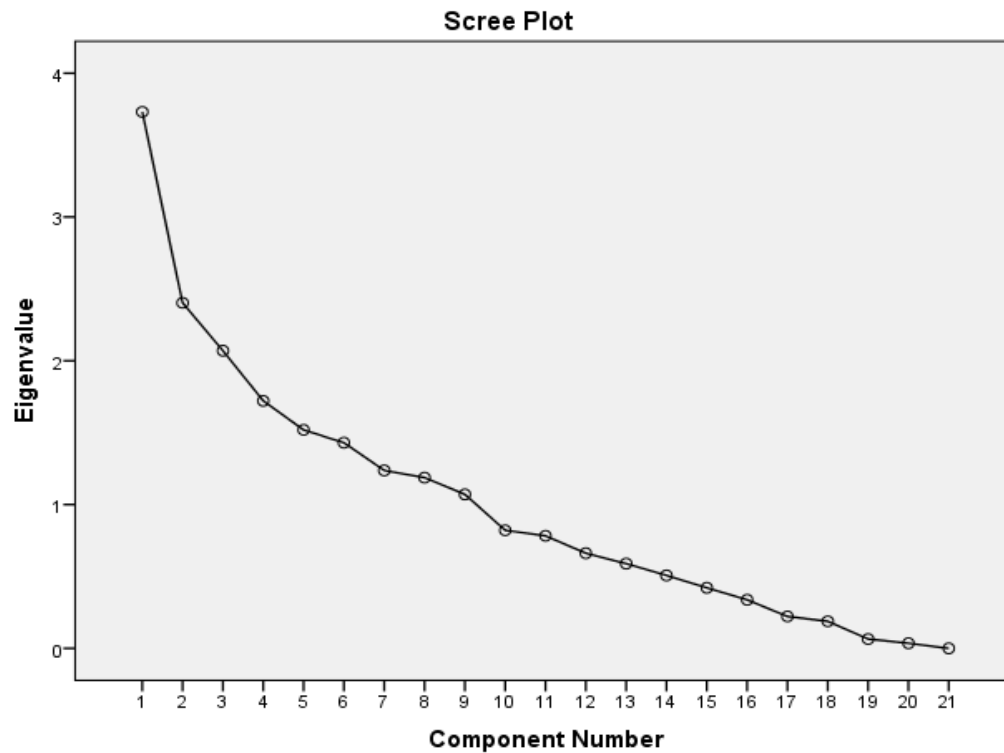
#### Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %		% of Variance	Cumulative %
1	3.731	17.766	17.766	3.731	17.766	17.766
2	2.403	11.442	29.207	2.403	11.442	29.207
3	2.070	9.857	39.064	2.070	9.857	39.064
4	1.721	8.196	47.260	1.721	8.196	47.260
5	1.519	7.235	54.494	1.519	7.235	54.494
6	1.430	6.810	61.304	1.430	6.810	61.304
7	1.237	5.893	67.197	1.237	5.893	67.197
8	1.187	5.654	72.851	1.187	5.654	72.851
9	1.071	5.099	77.950	1.071	5.099	77.950
10	.821	3.910	81.860			
11	.783	3.727	85.587			
12	.662	3.151	88.738			
13	.589	2.805	91.543			
14	.507	2.415	93.958			
15	.421	2.004	95.962			
16	.338	1.609	97.571			
17	.222	1.056	98.627			
18	.188	.896	99.523			
19	.065	.309	99.832			
20	.035	.168	100.000			
21	-1.053E-16	-5.012E-16	100.000			

Extraction Method: Principal Component Analysis.

Table 5

Table 5 clearly shows that all the 21 keywords are grouped into 9 different factors using Total variance Method. The Total variation caused by 9 factors is 77.95% which indicates that all the 9 factors are considered to be important for the topic Consumer Behaviour.



**Figure 5**

Figure 5 shows the Scree Plot of 21 variables and their Eigen Value is represented. All the variables whose Eigen Value is than 1 are of less importance and have more research gap.

**Rotated Component Matrixa**

	Component								
	1	2	3	4	5	6	7	8	9
VAR00001									
VAR00002		.790							
VAR00003									
VAR00004									-.963
VAR00005	-.483								
VAR00006				-.824					
VAR00007					.848				
VAR00008						.631			
VAR00009			.931						
VAR00010			.823						
VAR00011						.620			
VAR00012				-.871					
VAR00013	-.420								
VAR00014					.735				
VAR00015							.784		
VAR00016						.685			
VAR00017		.860							
VAR00018	.852						.765		





VAR00019					.445				
VAR00020	.747	.460							
VAR00021	.669								

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations. Table 6

Table 6 demonstrates the rotated component matrix which explains which are the factors that contains keywords with positive and negative values. The negative values are ignored and only positive values are taken. Factor 1 contains keywords 18,20,21. Factor 2 contains keywords 2,17,20. Factor 3 contains keywords 9,10. Factor 5 covers keywords 7,14,19.

Factor 6 contains keywords 8,11,16. Factor 7 contains keywords 1,15. Factor 8 contains keyword 3.

### 3. CONCLUSION

In this research paper, the author sought to investigate Consumer Behaviour from a wider outlook. The bibliometric analysis emphasises on research papers related to Consumer Behaviour published between 2018 to 2022 and discloses various bibliometric indicators such as recent gap in the domain of consumer Behaviour, authors with highest citations and publication trend which shows a declining slope because of the Covid 19 which affected the world wide publication performances. The content and meta-analysis reveals indicators such as frequency of occurrence of keywords and the factors relevant to Consumer Behaviour.

These indicators helps us to analyse the recent research gap in the field of Consumer Behaviour. These essential information paves the foundation for further study. The author's research is further helpful for practitioners, policy makers and academics as it provides the practical insights towards understanding the Consumer Behaviour and direct their concentration towards different opportunities practically in those regions that has dearth of academic endeavour in Consumer Behaviour in diverse areas.

### 4. LIMITATIONS

This study possesses certain limitations. First, this paper might have unused some research because of library source constraints. Second, the database collected was only 200. Third, database was collected only from Scopus and not from other database which is again one of the biggest limitations of this study.

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