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SUSTAINABLE CONSUMER BEHAVIOR IN MARKETING: A BIBLIOMETRIC REVIEW

This article presents a bibliometric analysis of scientific publications devoted to sustainable consumer behavior in the context of marketing. The Scopus database, covering 249 publications for the period from 2005 to 2025, was used. Using VOSviewer software, a keyword co-occurrence analysis was conducted, resulting in the identification of seven thematic clusters. They cover the following areas: behavioral aspects of sustainable consumption, economic policy and government regulation, social attitudes and environmental education, digital marketing, the influence of media on the perception of environmental risks, business aspects of sustainable consumption, as well as critical discourse related to the circular economy, trust, and greenwashing. The obtained results demonstrate the growing interest of the scientific community in sustainable consumption and identify research gaps, in particular, weak interconnections between individual areas and insufficient integration of educational approaches. The presented analysis allows us to structure the scientific field and outline promising areas for further research in the field of sustainable marketing.

Keywords: sustainable consumer behavior, marketing, bibliometric analysis, VOSviewer, green marketing, circular economy and greenwashing, environmental awareness, scientific mapping.

Introduction

Sustainable consumer behavior refers to individual actions that consider environmental consequences. As a result, sustainable consumer behavior is often associated with pro-environmental spending that helps reduce negative impacts

on the environment. Researchers note that sustainable behavior affects awareness and knowledge of environmental issues. The study by Brundiers and co-authors confirms this idea, stating education as one of the effective strategies that provides users with the necessary skills and abilities to achieve sustainability [1].

In existing literature much research about pro-environmental changes in people's behavior have been based, basically, on the theory of planned behavior [2], on the "value-belief-norm" [3] assumption of environmental activism and on rational choice arguments [4].

Saari and co-authors describe practices associated with sustainable consumer behavior, which include efforts such as purchasing certain products, reducing energy and water consumption, and refusing environmentally harmful products [5]. Such behavior is of critical importance at both the individual and societal level due to its financial and environmental implications. Long-term consumer behavior is also conceptualized as altruistic behavior, which promotes people's willingness to share, advise, and promote sustainable practices for the benefit of others and the environment.

Over the past few decades, researchers have identified methods to influence sustainable consumption levels. The results revealed that achieving sustainable consumption can be driven by institutional forces such as public policies, market strategies, and civic engagement at the societal level [6]. For example, Lemos and Agrawal defined environmental governance as "the set of regulatory processes, principles, and organizations through which policy makers influence environmental actions and outcomes", including government, business, communities, mass media, non-governmental organizations (NGOs), and other stakeholders [7]. In addition to the fiscal approach, environmental governance reforms consumption habits through the improvement of "soft" instruments such as educational programs and the cultivation of community norms and the internalization of environmental factors. On the other hand, Kong et al., who examined consumers' environmentally conscious behavior in the context of marketing of luxury goods, found that cultural orientations and social norms influenced the effectiveness of communication when addressing sustainable consumption issues [8].

Thus, sustainable consumer behavior can take a multidimensional position influenced by many factors, including psychological, social, and cultural factors. The integration of educational initiatives, digital marketing, and sustainable practices provides its meaning in promoting environmentally responsible lifestyles. These solutions can be important for advancing sustainable consumption patterns and achieving long-term environmental goals.

In the 21st century, digital platforms, and social media influence sustainable behavior and consumption, with personalized advertising and sustainable

communication strategies improving consumer attitudes toward green products [9]. Online advocacy plays a key role in raising awareness and increasing consumer intentions, especially in context of green brands and sustainable purchases [10].

In the research on sustainable consumer behavior among residents of European countries, Saari and co-authors found that environmental knowledge is the most important variable in predicting consumer consumption behavior. However, the author also noted that future studies could examine the impact of social media as one of the factors influencing sustainable consumer behavior [5].

With the development of digitalization at the global level, social media marketing has a competitive advantage over alternative media platforms such as television because it is effective and allows advertisers to easily reach their target audience [11]. According to Statista, the most popular global networks for current year are Facebook (3,065 million users), YouTube (2,504 million users), Instagram and WhatsApp (2 billion users each) [12]. The popularity of such social media platforms is increasing, especially among the younger generation.

In the Kazakhstani literature, consumer behavior issues have been considered in different directions. For example, Akhmetova et al. investigated the transformation of consumer behavior in the context of digitalization [13]. In the context of the financial environment, sustainable development practices of the company in the banking sector of Kazakhstan were considered [14], and Kovyazina considered the characteristics of consumption and financial behavior of the citizens themselves [15]. Socially responsible consumption in the hospitality tourism sector of Kazakhstan was considered in several articles [16], [17]. Existing studies in the field of e-business and in the consumer market can also be noted. Thus, it can be said that domestic researchers have contributed to the development of consumer behavior science, however, now, there is a lack of significant research on sustainable consumer behavior, specifically in the context of the digital environment.

Given the growing number of publications and the diversity of approaches, there is a need to systematize scientific knowledge in this area. Bibliometric analysis provides the opportunity to map the scientific field, identify key topics, authors, journals, and gaps requiring further study. Using keyword co-occurrence analysis and visualization methods based on VOSviewer software, it is possible to develop a more structured understanding of the development of research in the field of sustainable consumption.

This study aims to conduct a bibliometric review of publications on sustainable consumer behavior in a marketing context. The main objectives are to analyze publication activity, identify leading journals and authors, interpret thematic clusters, and identify priority areas for future research.

Materials and methods

This study utilized a bibliometric analysis of scientific publications to map the existing scientific literature. VOSviewer software (version 1.6.19) was used to visualize and identify key thematic clusters. It allowed for mapping scientific concepts and relationships between them based on term, author, or organization frequency, highlighting the most significant and frequent connections [18]. A search for relevant literature was conducted in April 2025.

The international scientific database Scopus was selected for the bibliometric analysis of relevant publications. The search was conducted using keywords in English: related terms such as “sustainable consumer behavior” AND “sustainable consumption” AND “green consumer behavior,” as well as the term “Marketing.”

The search period covers publications from 2005–2025, driven by the growth of digitalization and the active implementation of sustainable strategies in marketing practices over the past decade. The sample included only peer-reviewed research articles (research articles, reviews), excluding editorial materials and non-academic publications. A restriction on fields of study was also established. The selected publications were included in the following fields: Social Sciences (160); Environmental Science (163); Business, Management, and Accounting (156); Economics, Econometrics, and Finance (61). Only publications in English were considered due to the recognition of English as the language of global science. Figure 1 below shows the strategy for searching for a publication in the Scopus database

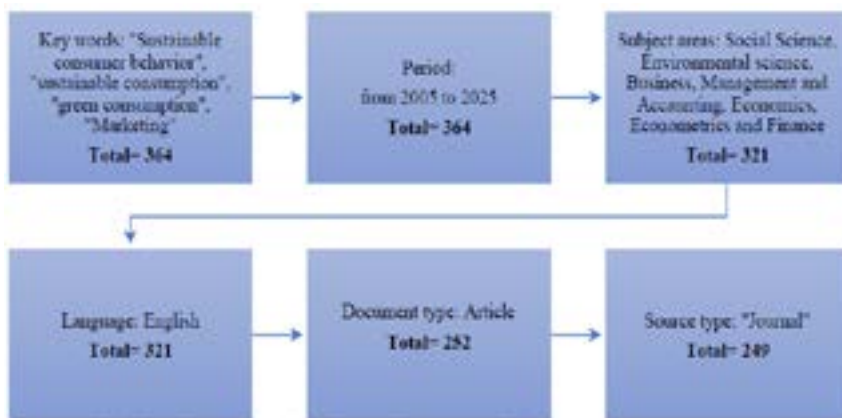


Figure 1 – Document search strategy in the Scopus database

Note: Compiled by the authors based on the Scopus database

According to Figure 1, 249 scientific publications were selected for the study. The keyword co-occurrence method was applied in VOSviewer software, and a minimum threshold of at least five mentions was set. As a result, the final pool of terms examined in VOSviewer consisted of 97 terms. For each of the 97 keywords, 4,641 total co-occurrence link strengths with other keywords were calculated.

Results and discussion

Based on the applied constraints, 249 publications from 364 scientific papers were selected for further analysis.

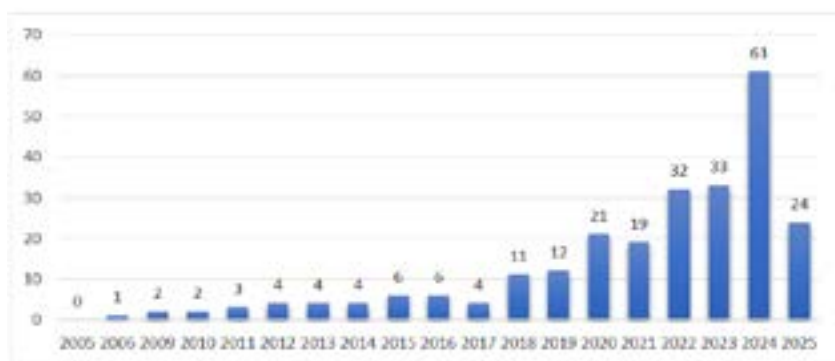


Figure 2 – Number of articles published between 2005 and 2025.

Note: Compiled by the authors based on the Scopus database.

Figure 2 above demonstrates a gradual increase in publication numbers between 2005 and 2016, followed by a faster growth rate after 2018. Given that 2025 has not yet ended, the peak publication period is 2024, demonstrating growing interest in sustainable consumption and marketing research among authors.

Table 1 presents information on the ten sources that published the most articles on the research topic. The data shows that the journal “Sustainability Switzerland” leads the pack, publishing 63 publications during the study period. It is followed by “Business Strategy and the Environment” from Wiley, which published 16 articles on sustainable consumption and marketing.

Table 1 – Leading Publishing Sources by Journal

№	Sources	Documents	Citations	Total link strength
1	Sustainability Switzerland	63	1186	76
2	Business Strategy and the Environment	16	1182	19
3	Journal of Cleaner Production	6	101	8
4	Journal of Retailing and Consumer Services	5	1535	5
5	Environmental Development And Sustainability	5	26	5
6	Environmental Science And Pollution Research	4	55	4
7	International Journal Of Environmental Research And Public Health	4	373	5
8	Journal Of Consumer Marketing	4	132	4
9	Revista Brasileira de Marketing	4	23	4
10	Cogent Business And Management	3	9	4

Note: compiled by the authors based on the Scopus database and the VOSviewer program

This table also includes information on the citation counts of the journals reviewed. The Journal of Retailing and Consumer Services (Elsevier) tops our list with 1,535 citations, followed by Sustainability Switzerland (MDPI) and Business Strategy and the Environment with 1,186 and 1,182 citations, respectively.

The study also found that China (39 publications) and India (31 publications) are the countries whose authors have published the most articles (Table 2). However, based on citation counts, American researchers demonstrated high productivity and citation counts (2,781 citations). It was also found that authors collaborate across countries, which impacts the quality of global research.

Table 2 – Countries with the Most Publications and Citations

№	Country	Documents	Citations
1	China	39	1243
2	India	31	2034
3	USA	20	2781
4	Taiwan	18	622
5	UK	15	841
6	Malaysia	12	417
7	Spain	12	235
8	Australia	11	481
9	South Korea	11	286
10	Germany	10	241

Note: compiled by the authors based on the Scopus database and the VOSviewer program

Keywords play an important role in presenting research topics and bridging interdisciplinary gaps. Article-by-article analysis identified the 10 most cited documents, which are presented in Table 3.

Table 3 – Top 10 Most Cited Publications

№	Authors	Name of the article	Year	Citations
1	Paul, J, Modi, A., Patel, J.	Predicting green product consumption using theory of planned behavior	2016	1485
2	Brough A.R., Wilkie J.E.B., Ma J., Isaac M.S., Gal D.	The green-feminine stereotype and its effect on sustainable consumption	2016	475
3	Michaud C., Llerena D.	Green consumer behaviour: An experimental analysis of willingness to pay for remanufactured products	2011	271

4	Nguyen H.V., Nguyen N., Nguyen B. K., Lobo A., Vu P.A.	Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores	2019	225
5	Nekmahmud M., Fekete-Farkas M.	Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation	2020	186
6	Hall C. M.	Framing behavioural approaches to understanding and governing sustainable tourism consumption: beyond neoliberalism, nudging and green growth?	2013	179
7	Chung K.C.	Green marketing orientation: achieving sustainable development in green hotel management	2020	176
8	McDonald S., Oates C.J.	Sustainability: Consumer perceptions and marketing strategies	2006	174
9	Hur W. M., Kim., Park K.	Assessing the Effects of Perceived Value and satisfaction on Consumer Loyalty: A 'Green' Perspective	2013	170
10	Nekmahmud M., Naz F., Ramkissoon H., Fekete-Farkas M.	Transforming consumers' intention to purchase green products: Role of social media	2022	161

Note: compiled by the authors based on the Scopus database

The study by Justin Paul et al. which tested the theory of planned behavior and its extended form, as well as the theory of reasoned action to predict Indian consumers' intention to purchase green products, received the highest number of

citations (1,485 citations) [19]. It is followed by the study by Aaron Brough et al. [20] (475), who examined aspects of green behavior in the context of gender equality. In a seven-step study, the authors found that the concepts of femininity and green are cognitively linked, and consumers who engage in green behavior are stereotyped by others as more feminine [20]. In the presented table, one can notice recurring names of authors such as Nekomahmud Argon and Maria Fekete-Farkash, who have achieved significant results in the research field of sustainability, behavioral economics, and digital transformation and are co-authors of several papers [9].

Figure 3 presents the results of a keyword co-occurrence analysis using VOSviewer. VOSviewer analysis revealed that the number of keywords (nodes) was 87, and the number of links was 1,573. The total link strength was 4,159, indicating that the studies were well structured. We used a minimum number of keyword occurrences (≥ 5) to include them in the analysis. Using the Leiden clustering algorithm, seven semantic clusters were identified. Each cluster unites studies with similar topics and reflects key areas such as Marketing, Consumer Behavior, and Sustainable Development.

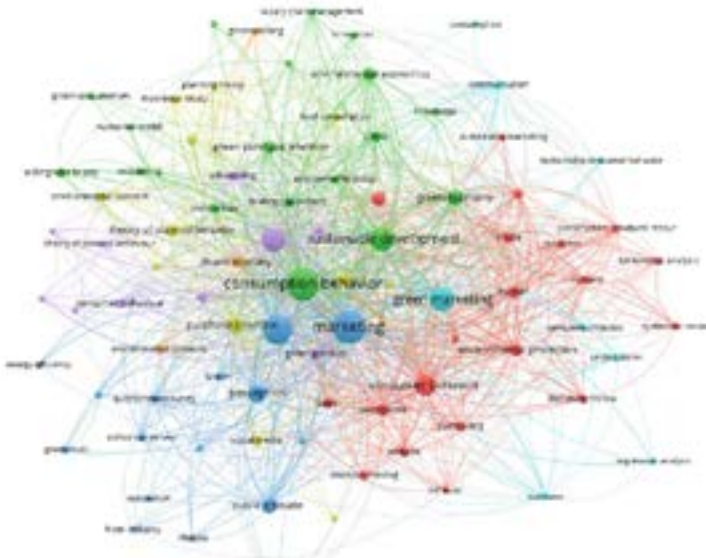


Figure 3 – Keyword Co-occurrence Map (by cluster)

Note: Compiled by the authors based on the Scopus database (2010–2025), built using VOSviewer

One of the largest clusters is the red cluster, which includes 20 terms and can be characterized as "Behavioral aspects of sustainable consumption." Key terms include attitude, behavior, sustainable marketing, consumer intention, green consumption, and bibliometric analysis. This cluster focuses on the psychological theories and mechanisms that shape sustainable consumer behavior. It primarily examines cognitive and behavioral factors, including intention and perceived sustainability values.

The second green cluster can be designated as "Economic policies and strategies for stimulating eco-consumption" (18 terms in total). Key words: certification, ecolabeling, green economy, sustainable development, China, environmental policy. This cluster covers the importance of government interventions and market instruments for stimulating sustainable consumption, and notes China's active participation in these processes, making this an important area for developing countries.

The next cluster, in blue, includes 16 terms. Based on the keywords, the cluster can be labeled "Social Attitudes and Sustainability". Keyword searches include ecotourism, e-cars, attitude surveys, energy efficiency, public attitudes, questionnaires, and social behavior. This cluster focuses on social attitude surveys and the tourism sector as a research object.

The fourth cluster, highlighted in yellow, can be labeled "Digital Marketing and Online Behavior" (12 terms). Keyword searches include environmental concerns, green products, social media, theory of planned behavior, consumer intention, and social media marketing. This cluster reflects the growing influence of digital platforms on overall consumer behavior, particularly the role of social media in shaping green preferences.

Cluster 5, highlighted in purple, can be labelled "The Impact of Marketing on Environmental Risk Perceptions" (10 terms). The ten keyword searches include environmental issues, sustainable consumption, advertising, environmental marketing, and the theory of planned behavior, which was also present in cluster 4. The essence of this cluster is the study of perceptions of environmental threats and how they are portrayed in marketing messages.

Cluster 6 reflects the business aspects of sustainable consumption. It is highlighted in blue and includes eight terms. It includes keywords such as business, communication, green marketing, sustainable consumer behavior, USA, and regression analysis. The cluster explores various methods of communicating environmental information and their impact on recipients' environmentally responsible behavior.

The final cluster, highlighted in orange, represents aspects of ethics, trust, and consumption motivation (three terms). Keyword(s): circular economy,

environmental issues, greenwashing. This cluster encompasses topics related to brand trust and perceptions of corporate ethics.

Thus, the cluster analysis revealed that the topic of sustainable consumer behavior is interdisciplinary, combining behavioral, economic, communicative, and institutional approaches. Implications for future research: Table 4 below presents research trends for each cluster.

Table 4 – Research trends by cluster

№	Cluster Topic	Number of Key-words	Research Trends
1	Behavioral Aspects of Sustainable Consumption	20	Growing interest in explaining and modeling the behavioral mechanisms of sustainable consumption.
2	Economic Policies and Strategies for Promoting Eco-Consumption	18	Institutionalization of sustainable consumption and the transition to normative regulation at the public policy level.
3	Social Attitudes and Sustainability	16	Search for effective methods of environmental education; a niche for further empirical research has been identified.
4	Digital Marketing and Online Behavior	12	Digitalization of sustainable marketing, the need to study the effectiveness of online communication with consumers.
5	The Impact of Marketing on Perceptions of Environmental Risks	10	Analysis of media influence on sustainability perceptions and the problem of «greenwashing.»
6	Business Aspects of Sustainable Consumption	8	Integration of sustainable values into business models and performance metrics.
7	Circular Economy and Criticisms of Sustainable Consumption	3	Emergence of critical discourse and study of barriers to sustainability (mistrust, skepticism, conceptual confusion).

Note: compiled by the authors based on the Scopus database and the VOSviewer program

The identified clusters demonstrate a multi-layered approach to the topic of sustainable consumption—from behavioral theories to institutional solutions and digital technologies. Particular attention is paid to the search for effective marketing tools, but areas related to education, critical perception, and engagement across age groups remain underexplored.

Figure 3 presents an overlay map of keyword co-occurrence, reflecting the evolution of the scholarly discussion on sustainable consumer behavior. The analysis revealed that the key terms within this thematic field are "sustainable development", "marketing", "consumer behavior", and "perception". Earlier studies (shown in blue) focused on theoretical models (TPB, environmental consciousness). This map demonstrates a shift in scholarly interest from normative theories to pragmatic digital strategies and highlights the need to integrate distal nodes – such as eco-labels, gender, and green hotels—into the broader research agenda.

As shown in Figure 3, new terms in the research topic are highlighted in yellow. These include "Social Media Marketing", "Social Media", "Social Behavior", "Environmental Values", "Green Consumer Behavior", "Greenwashing", "Sustainable Consumer Behavior", "Bibliometric Analysis", and "Vietnam", with an average publication year of 2023. The terms "Green Trust," "China," and "Circular Economy" appeared slightly earlier, in 2022.

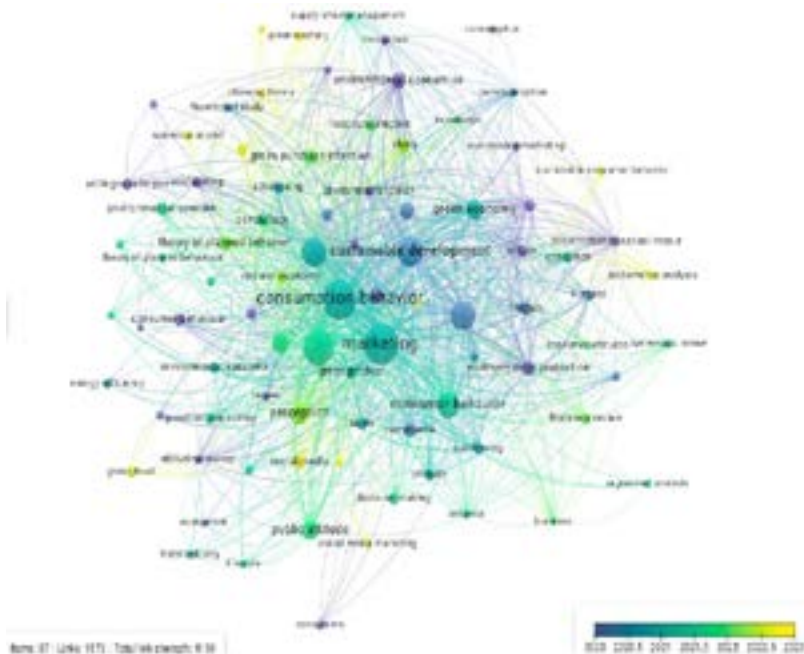


Figure 3 – Keyword Co-occurrence Map (by Average Publication Year)
Note: Compiled by the authors using VOSviewer

Furthermore, an implication for future research is the fragmentation of the scientific field, i.e., clusters that are weakly interconnected. According to our study, the keywords “social media marketing” in cluster 4 and “sustainable consumer behavior” in cluster 6 are weakly interconnected, which may represent a research gap that requires further exploration. A visual representation can be seen in Figures 4 and 5 below.

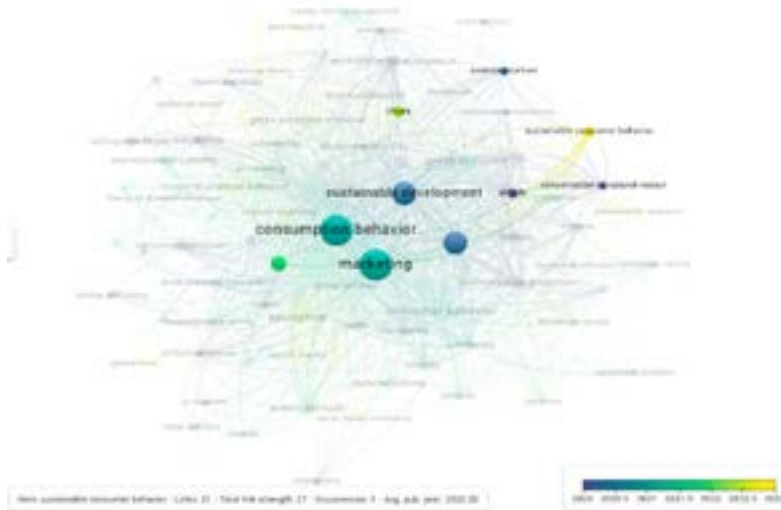


Figure 4 – Keyword Co-occurrence Map, Associations with Social Media Marketing

Note: Compiled by the authors using VOSviewer

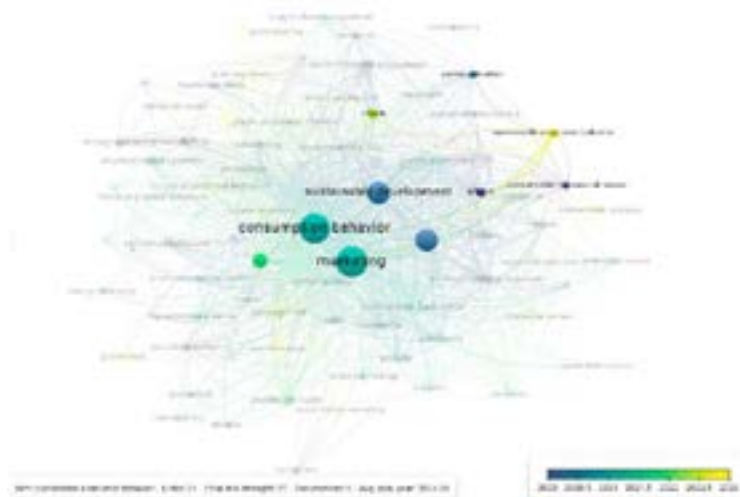


Figure 5 – Keyword co-occurrence map, associations with sustainable consumer behavior

Note: Compiled by the authors using VOSviewer

Conclusion

This bibliometric study systematized and visualized the current scientific field devoted to sustainable consumer behavior in the context of marketing. Based on an analysis of 249 publications from the Scopus database for the period 2005–2025, we identified the main research areas, active authors, leading journals, and the semantic structure of key concepts.

One of the central results was a cluster analysis of keywords conducted in VOSviewer software. It identified seven thematic clusters, each representing a distinct area of sustainable consumption research. These clusters include behavioral aspects and theories (TPB, VBN), government regulation and sustainable development policy, environmental education, digital marketing and social media, environmental risk perception, business practices, and criticism of greenwashing. These areas, although overlapping, exhibit a certain fragmentation, indicating the need for closer integration of approaches. A keyword co-occurrence map allowed us to analyze the evolution of scientific interest. Early publications (2010–2015) were dominated by theoretical models—primarily the theory of planned behavior, the theory of normative values and beliefs, and the concept of environmental consciousness. These models were actively used to explain motivation for green consumption. More recently (since 2020), the focus has shifted to applied aspects of digital marketing, such as the influence of social media, branding, source credibility, and online platforms. These changes reflect a general shift in consumption patterns caused by digitalization and changes in communication channels.

Among the key findings of the study is the identification of unexplored aspects of the topic. Although the number of scientific papers on the topic is constantly growing, several issues still require further study: the need to integrate ecology into marketing; the regional aspect in Central Asian states and other emerging markets; the influence of geographic and cultural factors on attitudes toward sustainability issues and the study of the service sector, particularly the tourism and hotel industries.

It was also found that a large proportion of policy studies were conducted at a single point in time, making it difficult to track the evolution of consumer behavior over time. A promising approach to creating sophisticated products is long-term monitoring of consumer attitudes toward environmental friendliness, particularly among younger generations.

From a scientific perspective, the obtained data point to the need for a comprehensive interaction between fields of knowledge—behavioral psychology, marketing, technology, and policy research. From a practical perspective, they provide the foundation for developing effective advertising campaigns,

stimulating demand for products, ensuring environmental safety, and developing fundamentally new marketing methods.

Overall, the analysis of scientific publications in the field of responsible consumption opens opportunities for reconsidering marketing concepts in response to contemporary global environmental challenges. With the rapid development of online services and increasing public awareness, further development of this area will rely on insights from businesses and the scientific community, introducing new behavioral methods, disseminating knowledge, and respecting traditional norms in the daily consumer choice process.

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МАРКЕТИНГТЕГІ ТҰРАҚТЫ ТҰТЫНУШЫЛЫҚ МІНЕЗ-ҚҰЛЫҚ: БИБЛИОМЕТРИЯЛЫҚ ШОЛУ

Бұл мақалада маркетинг контексіндегі тұрақты тұтынушылық мінез-құлыққа арналған ғылыми жарияланымдарға библиометриялық талдау ұсынылған. Зерттеу барысында 2005–2025 жылдар аралығындағы 249 жарияланымды қамтитын Scopus дерекқоры пайдаланылды. VOSviewer бағдарламалық құралының көмегімен кілт сөздердің бірлесіп кездесуі талданды, нәтижесінде жеті тақырыптық кластер анықталды. Аталған кластерлер келесі бағыттарды қамтиды: тұрақты тұтынудың мінез-құлықтық аспектілері, экономикалық саясат және мемлекеттік реттеу, әлеуметтік ұстанымдар мен экологиялық білім беру, цифрлық маркетинг, бұқаралық ақпарат құралдарының экологиялық тәуекелдерді қабылдауға ықпалы, тұрақты тұтынудың бизнеске қатысты аспектілері, сондай-ақ айналмалы экономика, сенім және гринвошинг мәселелеріне байланысты сыни дискурс. Алынған нәтижелер ғылыми қауымдастықтың тұрақты тұтынуға деген қызығушылығының артып келе жатқанын көрсетеді және бірқатар зерттеу олқылықтарын айқындайды. Атап айтқанда, жекелеген бағыттар арасындағы өзара байланыстардың әлсіздігі және білім беру тәсілдерінің жеткіліксіз интеграциясы байқалады. Ұсынылған талдау ғылыми саланы жүйелеуге мүмкіндік беріп, тұрақты маркетинг саласындағы болашақ зерттеулер үшін перспективалы бағыттарды анықтайды.

Кілтті сөздер: тұрақты тұтынушылық мінез-құлық, маркетинг, библиометриялық талдау, VOSviewer, жасыл маркетинг, айналмалы экономика және гринвошинг, экологиялық санаттылық, ғылыми картографиялау.

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УСТОЙЧИВОЕ ПОТРЕБИТЕЛЬСКОЕ ПОВЕДЕНИЕ В МАРКЕТИНГЕ: БИБЛИОМЕТРИЧЕСКИЙ ОБЗОР

В статье представлен библиометрический анализ научных публикаций, посвящённых устойчивому потребительскому поведению в контексте маркетинга. В качестве информационной базы использовалась база данных Scopus, включающая 249 публикаций за период с 2005 по 2025 годы. С использованием программного обеспечения VOSviewer был проведён анализ совместной встречаемости ключевых слов, в результате которого было выделено семь тематических кластеров. Данные кластеры охватывают следующие направления: поведенческие аспекты устойчивого потребления, экономическую политику и государственное регулирование, социальные установки и экологическое образование, цифровой маркетинг, влияние средств массовой информации на восприятие экологических рисков, бизнес-аспекты устойчивого потребления, а также критический дискурс, связанный с циркулярной экономикой, доверием и гринвошингом. Полученные результаты свидетельствуют о возрастающем интересе научного сообщества к проблематике устойчивого потребления и позволяют выявить ряд исследовательских пробелов, в частности слабую взаимосвязанность отдельных направлений и недостаточную интеграцию образовательных подходов. Представленный анализ способствует структурированию научного поля и позволяет определить перспективные направления дальнейших исследований в области устойчивого маркетинга.

Ключевые слова: устойчивое потребительское поведение, маркетинг, библиометрический анализ, VOSviewer, зелёный маркетинг, циркулярная экономика и гринвошинг, экологическая осознанность, научное картирование.

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