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BIBLIOMETRIC ANALYSIS OF HOUSEHOLDS' ECONOMIC BEHAVIOR RESEARCH

The article identifies the main research trends in the field of household economic behavior, as well as the definition of the structure and interrelation of the categorical apparatus used in this field. The study involved collecting, analyzing, visualizing, and interpreting data. For this purpose, metadata from 2,800 publications of the Web of Science scientometric database in the subject area of the study from 1976 to 2024, as well as 279 publications of the Scopus database from 1973 to 2024 were used. Visualization, structuring and clustering of metadata was carried out using VOSViewer and Biblioshiny applications. As a result of the analysis, trends in the area under study were identified, scientific interest was assessed, and a thesaurus of the most frequently used words was formed. The authors' productivity and influence on publication activity were assessed, and the historiography of citations was identified. In particular, 10 words were identified as forming the categorical apparatus of the study.

The conducted research allows concluding that there is a growing level of scientific interest in the field of economic behavior of households. The categorical apparatus of the topic under study covers a wide range of interdisciplinary concepts, which indicates a fairly wide range of the material under study and requires further research into issues of economic behavior of households.

Keywords: economic behavior, households, metadata, VOSViewer, Biblioshiny, Web of Science, Scopus, trends.

Introduction

Households are one of the economic entities that form the basis of the economy as a whole. Households are not only consumers, but also owners of production factors. Studying their behavior can help determine the direction of the country development. Economic behavior is one of the key components determining the economic well-being of households in any country. In turn, economic well-being determines the level of social tension in society.

Also, in modern conditions, the economic behavior of households forms a significant part of supply and demand in the domestic market. In this regard, this paper will investigate the theoretical foundations of household behavior, the categorical structure of this field using available data from scientific works.

Materials and methods

The very concept of «economics» implies the study of the laws of household management, i.e., household issues are always at the head of this science. At the same time, households are the subject of research in sociology, psychology, pedagogy and other sciences.

According to the history of economic teachings, classical and Keynesian theories actively considered issues of consumption and savings and identified their models, patterns of household behavior [1]. However, these models and patterns required further development in connection with the changing economic situation.

Households and their economic behavior have been actively studied since the 50s–60s of the 20th century. One of the important contributions and additions was the «Life Cycle Theory» of F. Modigliani and R. Brunberg, describing the rational distribution of income for consumption during life, taking into account future income [2]. At the same time, M. Friedman drew attention to the distribution of household expenses and savings in conditions of unstable income [3].

The theories above emphasized the rational behavior of households, but in the 70's Daniel Kahneman and Amos Tversky concluded that households can act irrationally and become emotionally driven, thus creating risks [4].

Richard Thaler in his works considered the issues of distribution of household income across various categories of expenses based on their consumption goals.

Also, attention can be paid to the works of Angus Deaton, who considered the issues of household behavior in the crisis and uncertainty of the economy of the country and the world as a whole [5].

Issues of the working class and consumption are covered in the article by T. Amos, M. Cartier [6]. Authors D. Cohen, F. Shin drew attention to the influence

of cultural characteristics of Protestants on the formation of household debts [7]. Of particular note is the article by Alexander Engel with a historical analysis of consumer behavior of households in Western countries in the 18th and 19th centuries for 116 years, taking into account the growth of prices and incomes [8]. Many authors in their studies note the special role of consumer preferences in the economic behavior of households [9]; [10]; [11].

The views discussed above are only the tip of the iceberg of the issues considered in this research theme. The whole array of studies requires systematization and further elaboration.

In this regard, the aim of this article is to identify the main trends in research in the field of household economic behavior, as well as to determine the structure and interrelation of the categorical apparatus used in this area.

The methods that were chosen to conduct the bibliographic analysis include several stages of research work, and consist of quantitative and qualitative analysis of data from the scientometric databases Web of Science and Scopus. Data processing was performed using the VOSViewer and Biblioshiny applications.

At the first stage of the research, a sample of data from the Web of Science and Scopus databases was formed using a set of keywords «economic behavior» and «households».

At the second stage, the sample was processed for each database with the exclusion of synonyms and country names from the keywords using an additional thesaurus, thereby improving the quality of the study.

At the third stage, the dynamics of annual publications and citations was built using Biblioshiny based on Web of Science data for 1979–2024, Scopus for 1973–2024.

A map of the geographical coverage was constructed and the areas of sciences of household economic behavior research were identified at the fourth stage.

At the fifth stage, the authors' productivity was assessed and a historiographic connection between them was built.

At the sixth stage, maps of keywords were constructed with the designation of clusters and relevant areas.

At the seventh stage, conclusions were drawn from the conducted research and important scientific trends in the field of household economic behavior were identified.

The main information about the analyzed data on the Web of Science and Scopus databases is presented in Table 1.

Table 1 – Main information on samples

Main information about the data	Web of Science	Scopus
Time interval	1979:2024	1973:2024
Sources (magazines, books, etc.)	85	239
Documents	93	279
Keywords	297	801
Authors	212	579
Note – Compiled by the authors based on the Web of Science and Scopus databases.		

Results and discussion

Bibliometric analysis of household economic behavior studies was performed on the basis of articles metadata of Web of Science (WOS) and Scopus databases using Biblioshiny (based on Bibliometrix package of R language) and VOSViewer applications. During the analysis, the metadata of 93 articles in the Web of Science database, as well as 279 articles in the Scopus database, were selected using the keyword search algorithm “economic behavior” and «household». The period of the analyzed articles in Web of Science covered 1979–2024, in Scopus – 1973–2024 (data for 2024 is incomplete). As can be seen from Figure 1, over the past ten years there has been an increase in scientific interest in the research topic in both databases, the growth rate has increased over the past five years.

Based on the figure constructed using the Web of Science database data, three stages of publication activity can be distinguished:

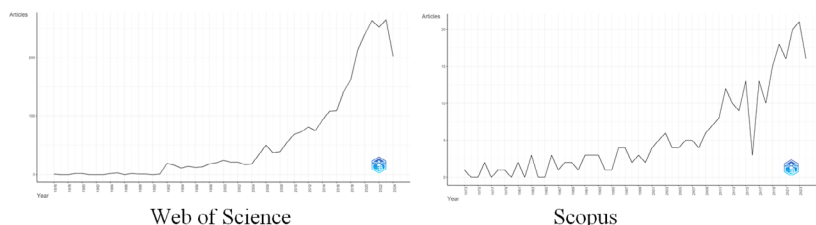


Figure 1 – Dynamics of annual scientific publications

Note – Compiled by the authors based on the Web of Science and Scopus databases.

Stage 1 includes a time period from 1979 to 2001, and is characterized by low interest in the topic under study, with annual publications ranging from 0 to 3 articles.

Stage 2 includes a time period from 2002 to 2019, and is characterized by a heterogeneity of scientific interest in the subject under study, with annual publications for this period ranging from 1 to 5 articles.

Stage 3 includes a time period from 2019 to 2024, and is characterized by an intensive growth of scientific interest in the subject under study, with annual publications averaging 8 articles per year over this period.

According to Scopus, three stages of publication activity can also be considered:

Stage 1 includes the time period from 1973 to 2001, and is characterized by a relatively low interest in the research theme, annual publications vary from 0 to 4 articles.

Stage 2 includes the time period from 2002 to 2018, and is characterized by an uneven growth of scientific interest, annual publications on average for this period are 10 articles per year.

Stage 3 includes the time period from 2018 to 2024, and is characterized by an intensive growth of scientific interest in the research theme, annual publications on average for this period are 20 articles per year.

According to the data in Figure 2, that is, the average citation per year is heterogeneous in both databases. The most average citations per year according to Web of Science were in 2012 (7.9), according to Scopus in 2014 (11.9).

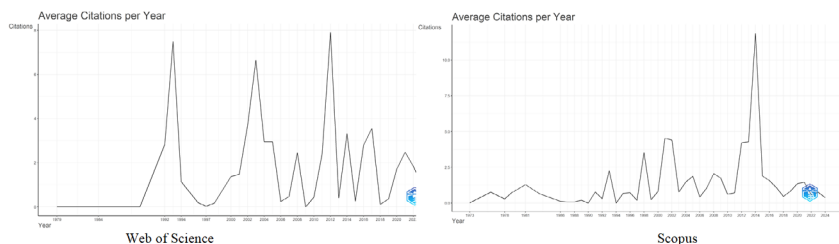


Figure 2 – Dynamics of average citations per year for the periods under study
Note – Compiled by the authors based on the Web of Science and Scopus databases.

Countries that study household economic behavior have a fairly extensive list, and are highlighted in blue (Figure 3). The darker the color, the higher the publication activity of the country. Gray areas indicate the absence of

publications. According to the Web of Science, a total of 26 countries have publications on this topic, of which the leaders are the USA (69 publications), Russia (24), China (21), Indonesia (12). Domestic authors have 1 publication.

According to Scopus data, a total of 52 countries have publications in the field of household economic behavior, of which the leaders are: the USA (132 publications), China (53), Indonesia (39), Spain (27), Germany (26), Great Britain (22), the Netherlands (18), Chile (14), Australia (12), Japan (12). 6 publications are by domestic authors. In the country context, there are discrepancies in the data for the two bases. The matching countries are the USA, China, UK, Germany, Netherlands and Japan.

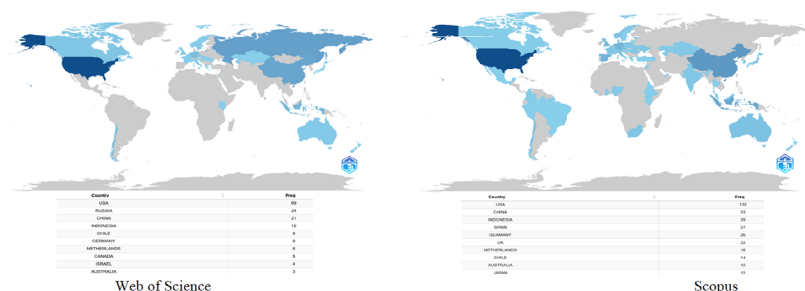


Figure 3 – Geographical coverage of household economic behavior studies
Note – Compiled by the authors based on the Web of Science and Scopus databases.

This research topic covers various fields of science, which indicates its interdisciplinary nature (Figure 4). According to the Web of Science, mainly publications from the field of economics (46 documents – 23.7 %), sociology (10 documents – 16.6 %), business (8 documents – 12.2 %), business and finance (7 documents – 11.8 %), agricultural economics and politics (6 documents – 7.9 %) and others. According to Scopus, publications relate to the fields of social sciences (144 documents – 27.9 %), economics (136 documents – 26.4 %), business and management (53 documents – 10.3 %), environmental sciences (36 documents – 7 %), arts and humanities (28 documents – 5.4 %) and other fields of science.

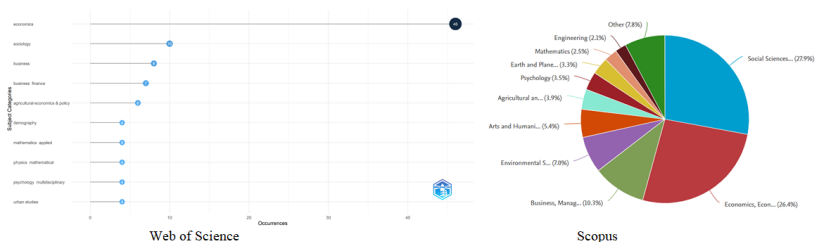


Figure 4 – Areas of science that encompass the study of economic behavior
Note – Compiled by the authors based on the Web of Science and Scopus databases.

According to historiography, the earliest author cited is based on the data provided by both scientometric databases. – («Reversing the question: Does happiness affect consumption and savings behavior?», 2012 r) (Figure 5).

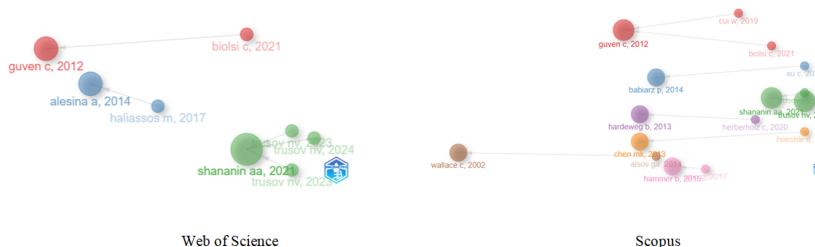


Figure 5 – Historiography of Author Citations
Note – Compiled by the authors based on the Web of Science and Scopus databases.

VOSVier application was used for visualization, structuring and clustering of keywords. The Co-occurrence: Author keywords method was chosen for the analysis, based on which a terminological array of 297 keywords in the existing 94 publications on the studied topic of the Web of Science database was analyzed. The frequency of keywords in the proposed sample did not exceed 2, and similar terms were combined. The analysis showed a high relationship between keywords. The final categorical apparatus consisted of 76 words, which were divided into 9 clusters (Figure 6).

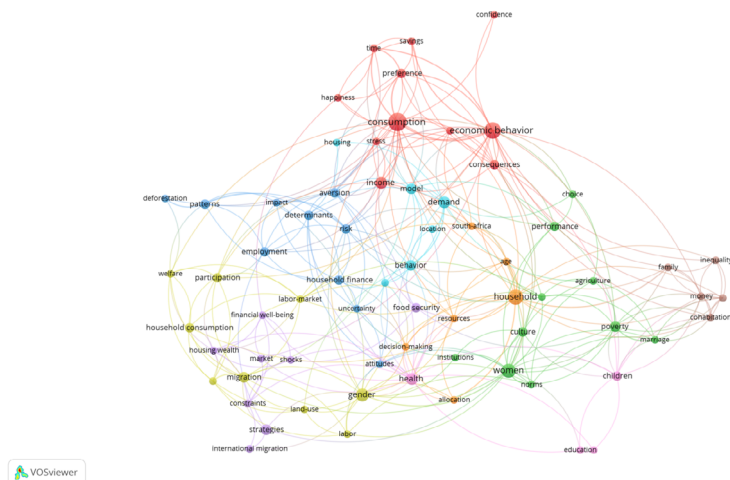


Figure 6 – Visualized and structured keyword map

Note – Compiled by the authors based on the Web of Science database.

The red cluster included 11 keywords that are directly related to the economic behavior of households. The green cluster has compiled 10 keywords related to the role of social institutions and women in the economy. The blue cluster has compiled 10 keywords that reflect the factors and consequences of household behavior. The yellow cluster covers the field of gender-specific economic behavior, and contains 9 keywords. The purple cluster is dedicated to household financial well-being and risks, and consists of 8 keywords. The blue cluster examines 6 key words of behavior in the housing market. The orange cluster consisted of 5 words and is associated with age-related features of economic behavior. The brown cluster looks at household finances, and the purple cluster looks at children's well-being.

According to Scopus, 58 words were selected from 801 keywords by excluding and taking into account the frequency of repetition (value 2). The map is provided in Figure 7.

According to the Web of Science, the study of household issues, poverty and consumer behavior can be identified as the most relevant topics, including the topic of households and their economic behavior in the Scopus database.

Of the total number of 297 keywords in the Web of Science database, the 10 most frequently used keywords were identified and their frequency of use is shown in Figure 9. The most frequently used words include the following words: consumption (9), women (6), demand (5), economic behavior(5), health (5), households (5), gender (4), migration (4), strategies (4), rejection (3).

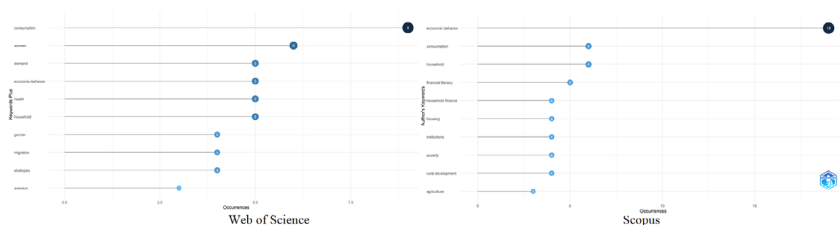


Figure 10 – Most frequently used keywords

Note – Compiled by the authors based on the Web of Science and Scopus databases.

According to Scopus, the 10 most frequently used words were identified from 801 keywords: economic behavior (19), consumption (6), households (6), financial literacy (5), household finances (4), housing (4), institutions (4), poverty (4), rural development (4). There is a discrepancy in the top 10 keywords, but this provides an opportunity to supplement further theoretical research in categorical terms. These keywords are closely related and form the categorical basis of household economic behavior concepts.

Conclusions

The conducted research made it possible to systematize, structure and cluster the selected metadata of the proposed sample. Which made it possible to substantiate the relevance, globality, interdisciplinarity and versatility of research in the field of economic behavior of households. In particular, general trends and the influence of authors on these trends within the framework of the topic under study were identified.

According to the study, the economic behavior of households touches on various aspects of human life, from everyday to global (for example, from consumer behavior to environmental). Many aspects of economic behavior have been studied as separate topics, but their overall picture has not been sufficiently identified. In particular, economic behavior can vary from country to country

and determining the overall picture can be difficult, which makes it possible to identify various models of economic behavior of households.

For Kazakhstan, it is especially important to understand how households respond to changes in the economy, which can help in developing effective government support measures aimed at stabilizing and developing the country's economy. In this regard, further research is required on the features of the economic behavior of households in Kazakhstan.

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ҮЙ ШАРУАШЫЛЫҚТАРЫНЫҢ ЭКОНОМИКАЛЫҚ ТӘРТІБІ ЗЕРТТЕУЛЕРІНІҢ БИБЛИОМЕТРИЯЛЫҚ ТАЛДАМАСЫ

Мақалада үй шаруашылықтарының экономикалық тәртібі саласындағы зерттеулердің негізгі тенденциялары, сондай-ақ осы салада қолданылатын категориялық аппараттың құрылымы мен байланысын анықтау анықталды. Зерттеу барысында деректерді жинау, талдау, оларды визуализациялау және интерпретациялау жүргізілді. Ол үшін 1979–2024 жылдар аралығында зерттеудің пәндік саласының Web of Science ғылымиометрикалық базасының 94 басылымының метадеректері, сондай-ақ 1973–2024 жылдар аралығында Scopus базасының 279 басылымының методедеректері пайдаланылды. Метадеректерді визуализациялау, құрылымдау және кластерлеу VOSviewer және Biblioshiny қосымшалары арқылы жүзеге асырылды. Қорытынды: Талдау нәтижесінде зерттелетін саладағы трендтер анықталды, ғылыми қызығушылыққа баға берілді, жиі қолданылатын сөздердің теразусы қалыптастырылды. Авторлардың жарияланым белсенділігіне тиімділігі мен әсері бағаланып, дәйексөздердің тарихнамасы анықталды. Оның ішінде категориялық зерттеу аппаратын құрастырушы 10 сөз бөлініп көрсетілді. Жүргізілген зерттеу үй шаруашылықтарының экономикалық мінез-құлқы саласындағы ғылыми қызығушылықтың өсіп келе жатқаны туралы қорытынды жасауға мүмкіндік береді. Зерттелетін тақырыптың категориялық аппараты пәнаралық

ұғымдардың кең спектрін қамтиды, бұл зерттелетін материалдың жеткілікті кең спектрін қамтитынын көрсетеді және үй шаруашылықтарының экономикалық мінез-құлқы мәселелерін одан әрі зерттеуді қажет етеді.

Кілтті сөздер: экономикалық тәртіп, үй шаруашылықтары, метадеректер, VOSViewer, Biblioshiny, Web of Science, Scopus, трендтер.

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БИБЛИОМЕТРИЧЕСКИЙ АНАЛИЗ ИССЛЕДОВАНИЙ ЭКОНОМИЧЕСКОГО ПОВЕДЕНИЯ ДОМАШНИХ ХОЗЯЙСТВ

В статье выявлены основные тренды исследований в области экономического поведения домашних хозяйств, а также определение структуры и взаимосвязи категориального аппарата применяемого в данной области. В рамках исследования был произведен сбор данных, их анализ, визуализация и интерпретация. Для этого были использованы метаданные из 94 публикаций наукометрической базы Web of Science предметной области исследования в период с 1979 по 2024 года, а также 279 публикаций базы Scopus в период с 1973 по 2024 года. Визуализация, структурирование и кластеризация метаданных производилась с помощью приложений VOSViewer и Biblioshiny. В результате анализа были определены тренды в исследуемой области, дана оценка научного интереса, сформирован тезаурус наиболее часто применяемых слов. Была оценена результативность и влияние авторов на публикационную активность, и выявлена историография цитирований. В том числе были выделены 10 слов, как образующих категориальный аппарат исследования. Проведенное исследования позволяет сделать вывод о растущем

уровне научного интереса в области экономического поведения домашних хозяйств. Категориальный аппарат исследуемой темы охватывает широкий спектр междисциплинарных понятий, что указывает на достаточно широкий спектр исследуемого материала и требует дальнейшего исследования вопросов экономического поведения домашних хозяйств.

Ключевые слова: экономическое поведение, домохозяйства, метаданные, VOSViewer, Biblioshiny, Web of Science, Scopus, тренды.

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