

Exploring Consumer Psychology: A Visual Analysis of Research Trends

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Abstract

As consumer psychology is of growing interest to businesses, marketers, and researchers alike, they emerge to understand cognitive, emotional, and behavioral factors that affect consumer decision-making. This paper will therefore chart evolving trends, patterns, and their leading contributors in consumer psychology research between 1960 and 2024 by using a comprehensive dataset of 1,496 publications from 598 sources. By applying advanced bibliometric tools, such as VOSviewer and Biblioshiny, this study carries out network analysis concerning citations, co-authorships, and cooperating keywords in order to detect main topics and emerging research lines. This study provides an overall overview of publication trends, most relevant authors and sources, and key topics driving contemporary research, showing also how consumer psychology has been developed across countries in a collaborative way. These represent the continued changing face of consumer psychology, in particular within the digital age, while emerging themes concern those referencing social media, e-commerce, and effects from global events such as COVID-19 on consumers.

Keywords: Consumer Psychology, Bibliometric Analysis, Biblioshiny, VOSviewer

1. Introduction

Consumer psychology is one of the most important aspects of marketing and behavioral economics, since it ensures that the cognitive, emotional, and social processes of consumers are understood as affecting their purchase behaviour. By having such understanding, a business enterprise can formulate effective marketing communications that will speak to the heart of its intended audience, shaping the consumer experience and influencing profitability. The psychological bases of consumer behavior have therefore been the subject of considerable research to explain why people make particular purchasing decisions. Consumer psychology brings together cognitive, social, and emotional factors in a bid to comprehend how people engage in products and brands. Luo and Xiao, 2021 argue that when businesses understand consumer psychology, they can establish more efficient marketing strategies-especially in this digital age where social media has made it important for effective and efficient targeted marketing based on the behavior of its consumers. The most important socio-cultural and psychological factors influencing buyer's behaviour are among the most important aspects of consumer psychology [1]. According to Mikhalev, values, beliefs, motivation, and perception are substantial psychological factors effecting the process of consumer behavior, which a business has to keep on analyzing continuously if it wants to stay competitive [2]. Rotschedl adds that although these

factors are hard to quantify, they are essential in understanding the way consumers make their purchase decisions [3].

The other key dimension in consumer psychology is personality traits. A research conducted by Udo-Imeh et al. in 2015, essentially established links to personality traits like extroversion, flexibility, and conscientiousness with consumer behavior. These traits have a great bearing on purchasing decisions, better clarity of which shall enable marketers to shape their messages for particular consumer segments [4]. The psychological factors influencing consumer behavior crucially have at their heart motivational, perceptual, and attitudinal variables [5]. Alternatively, Stroebe and Keizer (2017) relate deliberate purchases to impulsive buying behaviors in the context of consumer decision-making. To some degree, they elaborate that whereas deliberate purchases are more rational with goal-oriented decision-making, impulse purchases are most characteristically emotionally led. Advertising plays a critical role in influencing both kinds of purchasing [6]. Another important psychological construct that plays a vital role in consumer behavior is self-concept clarity. Mittal, 2015, established that low SCC is related to heightened susceptibility to interpersonal influence, materialism, and using products to enhance identity. This points out that the consumers with low SCC use buying as a way of reducing anxiety and self-doubt feelings [7].

Neuroscience also played its role in making the world better understand consumer psychology. Following Karmarkar and Yoon (2016), the neurophysiological method described decision-making, affective processing, and neural underpinnings of consumer judgment in greater detail. These can be used by business enterprises as well to develop more effective marketing strategies that could deeply be cognitive [8]. Finally, research on globalization and its consequences for consumer behavior has grown. The Routledge International Handbook of Consumer Psychology, published in 2016, addresses issues related to the cultural and socio-economic differences that set trends in consumer psychology across various markets of the world. That means there is a growing need for consideration of various cultural diversities while analyzing trends in consumer behaviour in today's global marketplace [9].

Over the past two years, consumer psychology has continued to evolve as one studies changing patterns of consumers influenced by socioeconomic, psychological, and technological aspects. These findings have gone on to point out that consumer psychology is indeed a field of growing importance for effective marketing activity. Al-Saaedy (2023) has provided a big-picture view of consumer psychology underlining how significantly decision-making, motivation, and social persuasion contribute to consumer behavior. This study emphasizes the fact that an organization's marketing strategy should be congruent with the motivational factors of consumers in order for it to be competitive. Big data as a factor is also increasingly affecting consumer psychology [10]. In this regard, Lv (2022) considers the trends in consumer behavior and the advanced analytics of data in finding the relationship between big data and consumer psychology. From this, an organization should keep changing its marketing strategies and services concerning changes in consumer psychology [11]. The work of Posavac et al. (2022) introduced "clinical consumer psychology," a concept conducted to explore dysfunctional cognitive and behavioral processes that influence consumer decisions. This new, developing domain of research merges under one umbrella clinical psychology and consumer research with a focus on maladaptive consumer behaviors [12].

Li and Deng (2023) focused on the psychological anxiety which may be created within cross-border e-commerce, especially by young consumers like college students. Anxiety was found mainly because of problems relating to fake merchandise and sham publicity; hence, companies need to nurture a more transparent environment, with improvement in after-sales services [13]. Tkalych and Zakashanska (2022) investigated how personality traits, self-monitoring level, and personal values determine decision-making strategies of consumers. Their findings suggested that an understanding of these psychological factors may allow marketers to have better strategies for different segments of the market with more focused approaches [14]. According to Gadzali (2023), business success is at a point where the understanding of consumer motivations and perceptions leads to better marketing outcomes by missing the link between consumer psychology and how this field gives insight into the cognitive, emotional, and social drivers behind consumer behaviour [15]. Research studies impress upon the psychological traits, personality, and self-concept besides socio-cultural factors that form the way people interact with the marketplace. Businesses can duly use this knowledge to their advantage by correlating marketing strategies with the needs and preferences of their consumers.

Bibliometric analysis, on the contrary, represents a quantitative approach directed to analyze and identify patterns, trends, and the influence of scientific publication emanating from an individual, group, institution, or even country [16], [17], [18], [19]. It comprises citation networks, co-authorship interrelations, and keyword

co-occurrence in order to detect the structure and development of research fronts of specific research areas [17], [20], [21]. The bibliometric approach also attempted to outline the academic influence of the publication and located the significant contributors in view within the chosen domain [22], [23].

RStudio is a very popular integrated development environment in which to interact with R, and the versatility, along with the strong statistical capabilities of the environment, makes it especially helpful for bibliometric analysis [24], [25]. Biblioshiny, an interface within the RStudio environment, makes bibliometric analysis easier because it requires only a minimum level of programming skill on the part of the researcher. It also allows the researcher to perform a number of analyses, such as citation analysis, co-citation networks, and thematic mapping, which can help the researcher identify patterns and trends across academic literature [26], [27], [28]. Moreover, VOSviewer is a software package developed especially for the aim of building and visualizing bibliometric networks. It is regarded as the most powerful applications regarding mapping and clustering networks of authors, journals, and keywords [29], [30], [31], [32], [33]. VOSviewer can present information clearly so that researchers could identify meaning in complex bibliometric data and acquire a finer understanding of interconnectedness and tendencies within the various phenomena occurring in research areas [24], [34], [35].

The primary objective of this study is to analyze the landscape of research in consumer psychology by identifying significant trends, patterns, and contributions over the period from 1960 to 2024. By focusing on journal articles, book chapters, and conference papers, the study aims to provide a comprehensive overview of the key research areas, influential authors, and prominent publication sources within the field. Another important objective is to explore the dynamics of co-authorship and international collaboration, highlighting the countries and institutions that have played pivotal roles in advancing consumer psychology research. Additionally, the study seeks to examine keyword co-occurrence to reveal thematic areas and evolving topics within the domain, such as the impact of digital technologies and global events on consumer behavior. By utilizing tools like VOSviewer and Biblioshiny for data analysis, the study aims to uncover the development, growth, and emerging trends in consumer psychology, offering valuable insights for researchers, policymakers, and practitioners in understanding the structure and evolution of the field.

2. Materials and Methods

In this study, publications were collected using the keyword "consumer psychology" across various sources, without applying language restrictions, and focused specifically on journal articles, book chapters, and conference papers. A total of 1,496 documents from 598 different sources were identified, covering the period from 1960 to 2024. To ensure a more focused dataset, reviews, editorials, letters, notes, and short surveys were excluded, leaving only relevant articles, book chapters, and conference papers for analysis. The refined dataset was stored in a CSV file and analyzed using VOSviewer and Biblioshiny to identify significant trends and patterns within the research.

Table 1 provides a detailed summary of the main characteristics of the dataset analyzed in this study. It begins by describing the timeframe of the publications, which spans from 1960 to 2024, reflecting over six decades of research in consumer psychology. A total of 598 sources (journals, books, and conference proceedings) contributed 1,496 documents to the analysis. The annual growth rate of publications is 6.48%, indicating steady interest and expansion in this field. The average age of the documents is 9.38 years, suggesting that the dataset includes both historical and more recent works. On average, each document has received 31.44 citations, pointing to a solid impact of the publications in the field, while the dataset collectively includes 67,949 references. Regarding document contents, the dataset contains 2,927 Keywords Plus (terms automatically extracted from the article titles) and 3,964 author-specified keywords, providing a broad overview of the themes and topics covered in consumer psychology research.

In terms of authorship, the dataset includes contributions from 3,042 unique authors, with 248 authors having published single-authored documents. Collaboration in consumer psychology research is also evident, as the analysis shows an average of 2.69 co-authors per document, and 22.33% of the documents involve international co-authorships, reflecting a significant level of global collaboration in the field. The breakdown of document types reveals that the majority of the publications are articles (1,242), followed by conference papers (145) and book chapters (109). This distribution highlights that journal articles are the dominant medium for disseminating research in consumer psychology. Overall, the data summarized in Table 1 offers an in-depth look at the landscape of consumer psychology research, providing insights into publication trends, collaboration patterns, and thematic diversity in the field.

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1960:2024
Sources (Journals, Books, etc)	598
Documents	1496
Annual Growth Rate %	6.48
Document Average Age	9.38
Average citations per doc	31.44
References	67949
DOCUMENT CONTENTS	
Keywords Plus (ID)	2927
Author's Keywords (DE)	3964
AUTHORS	
Authors	3042
Authors of single-authored docs	248
AUTHORS COLLABORATION	
Single-authored docs	277
Co-Authors per Doc	2.69
International co-authorships %	22.33
DOCUMENT TYPES	
Article	1242
book chapter	109
conference paper	145

Table 1. Main aspects of the study

3. Results

3.1. Annual scientific production

The Figure 1 illustrates the yearly output of articles in the field of consumer psychology from 1960 to 2024. Initially, between 1960 and 2000, the number of publications remained relatively low and stable, with minor fluctuations and limited growth. A noticeable increase in production begins around 2005, followed by a sharp surge after 2010, indicating a growing academic interest in consumer psychology research. The trend becomes particularly pronounced from 2015 onwards, peaking around 2024 with over 150 articles published in that year alone. This exponential growth may be attributed to the increasing relevance of consumer behavior studies in the digital age, particularly in areas such as online marketing, e-commerce, and the influence of social media on purchasing behavior. The data suggests that consumer psychology has become a rapidly expanding field, with research output accelerating significantly in recent years, likely driven by both technological advancements and global shifts in consumer behavior.

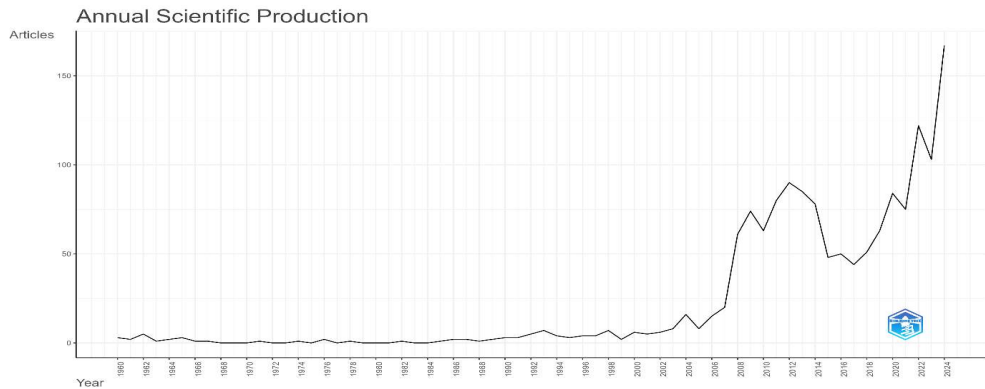


Figure 1. Annual Scientific Production

3.2. Most Relevant Authors

Table 2 presents a list of the most prolific authors in the field of consumer psychology, highlighting those who have contributed the highest number of articles. DESARBO WS leads with 21 publications, followed closely by LI Y with 20. WANG Y has contributed 14 articles, while GRAFFIGNA G has 11 publications. The table also shows that several authors with the surname WANG appear prominently, with WANG J and WANG X both having authored 10 articles, and WANG B with 9. Other notable contributors include CASTELLINI G and KARDES FR, each with 9 publications, and KRISHNA A with 8. This distribution indicates a strong presence of a few key scholars in driving research in consumer psychology, with multiple authors contributing significantly to the field's expansion.

Authors	Articles
DESARBO WS	21
LI Y	20
WANG Y	14
GRAFFIGNA G	11
WANG J	10
WANG X	10
CASTELLINI G	9
KARDES FR	9
WANG B	9
KRISHNA A	8

Table 2. Most Relevant Authors

3.3. Most Relevant Sources

Table 3 gives the list of sources arranged in descending order by their number of publications having relevance to consumer psychology studies. The obvious leader in this list is the Journal of Consumer Psychology, with an outstanding number of 355 articles published, thereby cementing its lead as a prime outlet for research results in this field. Further down in the count, Cogent Business and Management has contributed 37 articles, while the Journal of Economic Psychology follows with 26 publications. Another active contributor is the journal Frontiers in Psychology, with 25 articles, which means the vast coverage it has given to psychological research also covers consumer behavior studies.

Further down the list, the Journal of Product and Brand Management follows with 21 articles, indicating that consumer psychology crossed over into marketing and brand management. Psychology and Marketing and Psychometrika follow with 18 articles each, indicating its applicability in both applied marketing and statistical psychology. The Journal of Applied Psychology has included 17 articles so far, reflecting the practical value which the findings from psychological investigations into consumer behavior have. Finally, the Developments in Marketing Science: Proceedings of the Academy of Marketing Science with 14 articles and The Cambridge Handbook of Consumer Psychology with 12 articles are outstanding sources for the dissemination of cutting-edge research in consumer psychology. This distribution represents a hedged bet, from specialty consumer psychology journals to broader interdisciplinary platforms, representing the diverse avenues through which research in this field has been shared.

Sources	Articles
Journal of Consumer Psychology	355
Cogent Business and Management	37
Journal of Economic Psychology	26
Frontiers in Psychology	25
Journal of Product and Brand Management	21
Psychology and Marketing	18
Psychometrika	18
Journal of Applied Psychology	17
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	14
The Cambridge Handbook of Consumer Psychology	12

Table 3. Most Relevant Sources

3.4. Reference Spectroscopy

The Reference Publication Year Spectroscopy (RPYS) graph depicted in Figure 2 illustrates the distribution of cited references in consumer psychology research over time. The black line represents the number of cited references across publication years, while the red line indicates the deviation from the five-year median, highlighting peaks and fluctuations in citation behavior. The graph shows a steady increase in cited references from the 1960s onwards, with a sharp upward trajectory starting around the 1990s, reaching a peak around 2018–2020. This indicates that the volume of research in consumer psychology has grown significantly over the last few decades, as more studies build upon previous work, particularly in recent years. The red line shows deviations from the five-year median, suggesting notable shifts in citation patterns during certain periods. For instance, there are visible deviations around 2018, which could correspond to influential works or significant breakthroughs in consumer psychology research that received more attention. Following the peak in 2020, there is a noticeable decline in the number of cited references, potentially indicating either a saturation of foundational research or a transition to new research areas that may not yet be as heavily cited. The RPYS graph overall highlights key historical periods where consumer psychology research made significant strides and how recent years have seen an accumulation of references, reflecting the growing depth and maturity of the field.

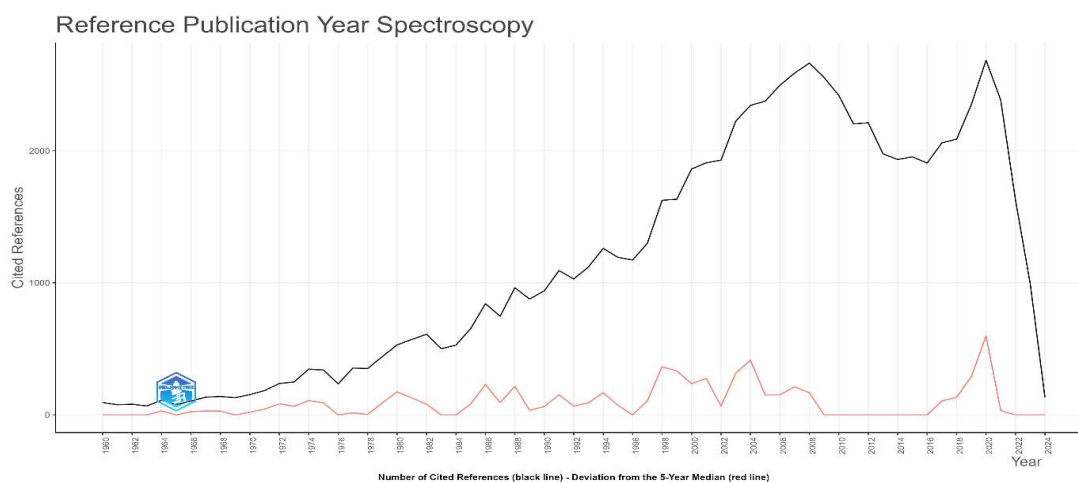


Figure 2. A Reference Publication Year Spectroscopy (RPYS) Graph

3.5. Trend Topics

Figure 3 visualizes the evolution of key research terms in consumer psychology over time, with term frequency represented by the size of the blue circles. The horizontal lines show the span of time during which each term was active, while the vertical placement on the y-axis reflects the specific term being tracked. The size of each bubble indicates the frequency of occurrence, with larger bubbles representing terms that are more frequently cited. Key observations from the graph indicate that terms such as "consumer behavior", "trust", and "cognitive psychology" have been long-standing topics in the field, with their popularity increasing over time. More recent trends, such as "social media", "COVID-19", and "e-commerce", show how research is adapting to contemporary phenomena, reflecting shifts in consumer behavior influenced by digital technologies and global events. Traditional terms like "decision making", "advertising", and "branding" continue to be foundational, though newer areas such as "neuromarketing" and "consumer neuroscience" have emerged prominently in recent years, likely driven by advancements in technology and neuroscience applications in understanding consumer behavior. The consistent presence of terms such as "emotion", "motivation", and "perception" indicates an ongoing interest in psychological factors driving consumer decisions, while the growing focus on "well-being" and "impulsive buying" reflects a shift toward understanding the emotional and psychological impacts of consumption. Overall, this visualization provides a clear overview of how research themes in consumer psychology have evolved, showing both enduring topics and emerging areas of interest that align with current societal and technological changes.

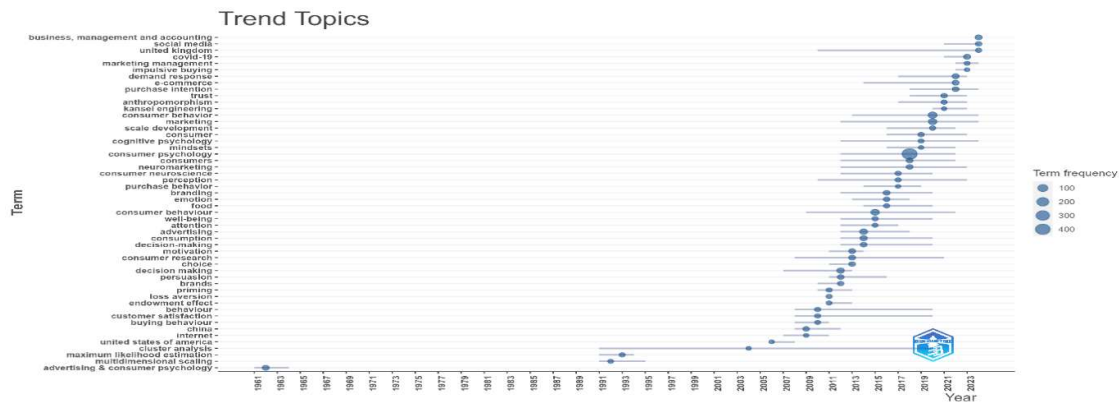


Figure 3. Trend Topics

3.6. Thematic Map

Figure 4 classifies major research themes in consumer psychology in detail into four quadrants according to their development degree (density) and the relevance degree (centrality). The Motor Themes located in the upper-right quadrant are the topics of "advertising," "decision making," and "consumption" as highly developed and central, referring to driving forces in guiding the current research and well-integrated into the overall consumer discourse of psychology. The upper-left quadrant, Niche Themes, includes more specialized topics such as "brand image," "conspicuous consumption," and "brand love." These themes are highly developed but less central, indicating that they may be given significant attention in specialized areas of the field but are less connected to other research. Other more basic topics Fall into the Basic Themes quadrant include: "consumer psychology", "consumer behavior", and "marketing". These themes constitute the core of the research area but have some lower density, meaning they are fundamental to the study but less completely derived into specialized areas. Finally, in the Emerging or Declining Themes quadrant fall such concepts as "demand response", "pricing" and "uncertainty". They have lower centrality and density. These themes-according to emerging areas of research-are still gaining traction, or they are representative of declining areas of interest. For the middle of the map, there are such theme labels as "COVID-19" and "trust"-objects of significant recent attention no doubt due to the impact of the pandemic on consumer behavior. Overall, the map provides a good overview of the state of research in consumer psychology and underlines well-established areas while identifying the emerging or declining trends.

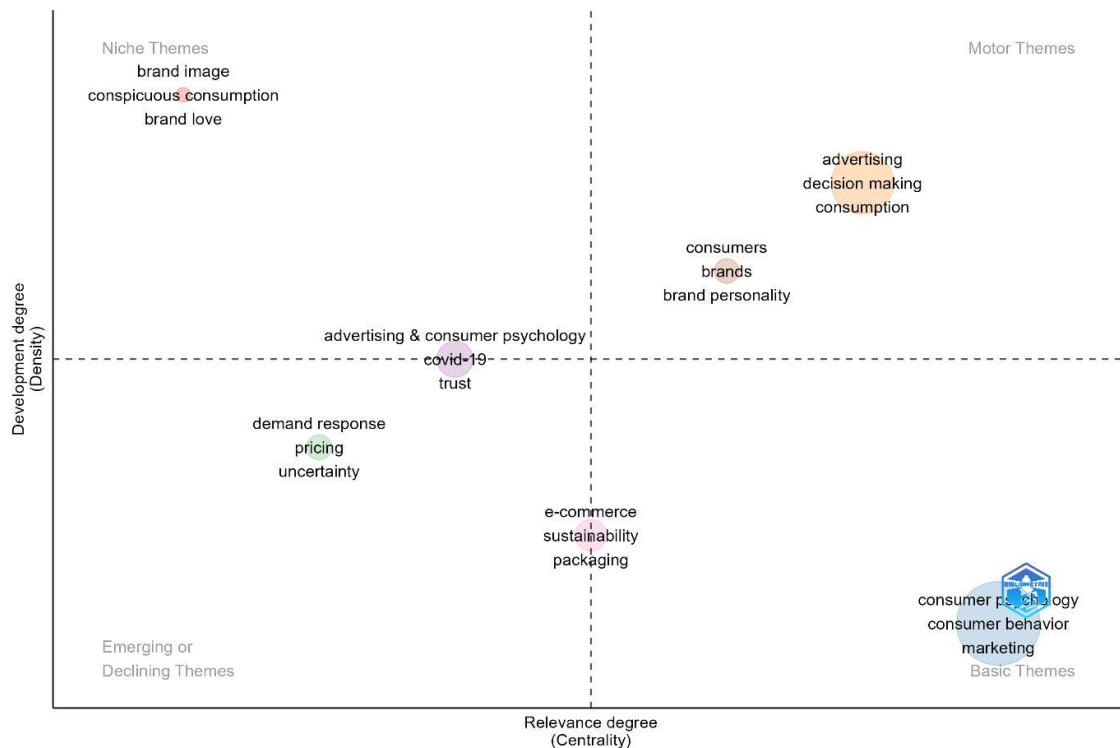


Figure 4. Thematic Map

3.7. Co-authorship between Countries

Figure 5 illustrates the collaborative relationships between different countries in consumer psychology research. The size of each node represents the volume of publications from that country, while the connecting lines indicate co-authorship relationships. Thicker lines represent stronger or more frequent collaborations, and the proximity of the nodes suggests closer research partnerships. The United States dominates the map with the largest node, reflecting its central role in global research and its extensive collaborations with countries such as the United Kingdom, China, Canada, and Germany. These countries are also significant contributors, shown by their relatively large nodes and strong connections to other regions. China, India, and Singapore are key players in Asia, actively collaborating with both Western and neighboring countries such as Hong Kong, South Korea, and Taiwan. India shows notable collaborations with countries like Malaysia and Saudi Arabia, indicating strong regional research ties. In Europe, countries like the United Kingdom, Netherlands, Germany, and France exhibit close collaboration with one another, as well as with other countries in North America and Asia. Southern European countries such as Spain and Portugal also have collaborative ties with their European neighbors and beyond. Additionally, countries like Australia, New Zealand, and South Africa demonstrate their involvement in global research networks, maintaining ties with both Western and Asian countries. Overall, this visualization underscores the global and interconnected nature of consumer psychology research, with the United States serving as the central hub of collaboration, and other countries actively participating in and contributing to international research efforts.

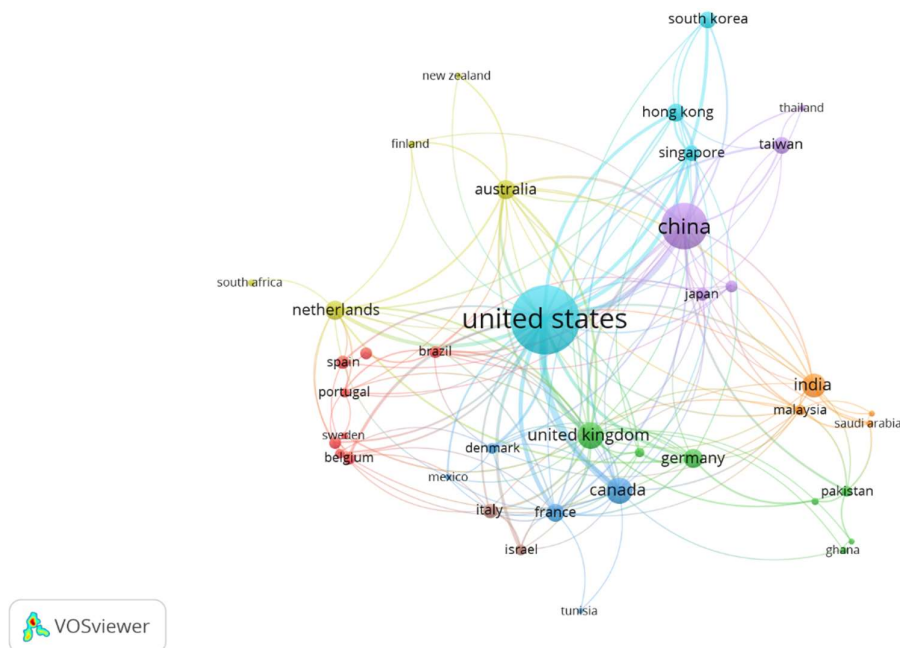


Figure 5. Co-authorship between Countries

3.8. Co-occurrence of keywords

Figure 6 shows the interrelationships of the keywords in consumer psychology studies. Each node represents one keyword, and the node size is its usage frequency. The lines between the nodes mean co-occurrence between keywords. The thickness of the line reflects the strength or frequency of the connection. Colored representation distinguishes clusters of related keywords, hence thematic areas within the field. The main node is "consumer psychology," with very connected nodes like "consumer behavior," "consumer attitude," and "branding" forming the core of research in the area. The middle-class nodes contain keywords like "consumer research," "social media marketing," and "purchase intention," which represent the important role played in consumer research regarding decision-making and marketing strategies. Other clusters are less important. For instance, one cluster embeds the phrases "demand response," "uncertainty," and "scheduling," reflecting research on consumer behavior in energy markets or research on sustainability. Another cluster contains "food choice," "obesity," and "female," showing studies investigating health-related consumer decisions and demographics. Also, technical and methodological keywords such as "maximum likelihood estimation," "cluster analysis," and "regression analysis" appeared within one cluster, which suggests that quantitative and statistical procedures do co-occur in consumer psychology research. The map also unfolds interdisciplinary connections, for example, that between "sustainable development" and "economics," reflecting an emergence of this area within consumer behavior studies. This visualization has tried to point out how diverse interconnected topics lie at the core of consumer psychology research, whether the focus is on basic issues like understanding consumer attitude, behavior, and choice, or on methodology and application areas.

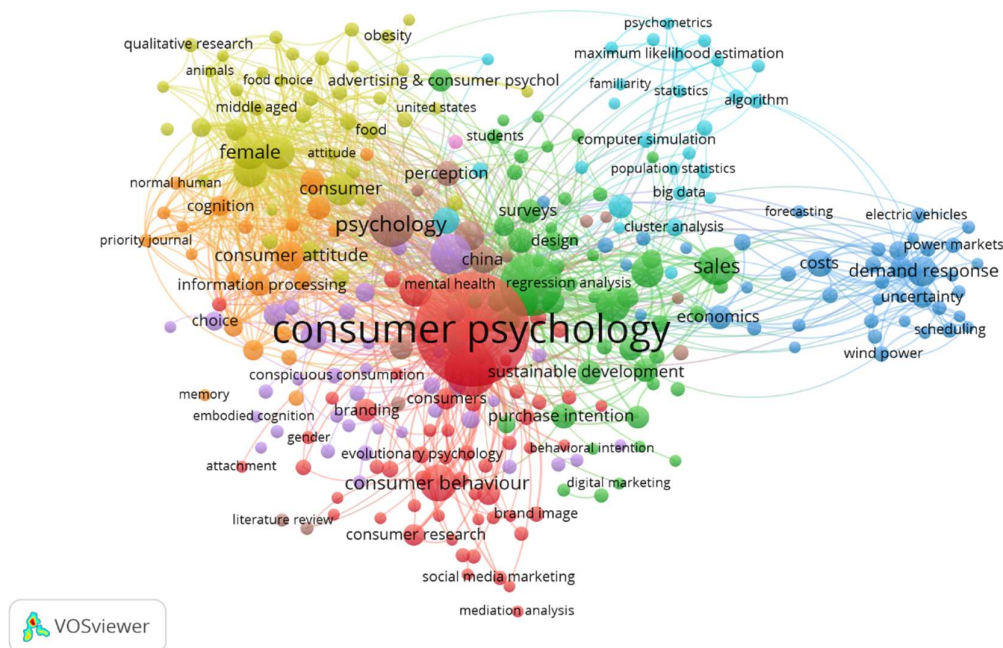


Figure 6. Co-occurrence of keywords

4. Discussion

These findings provide a general overview of the development of consumer psychology research over recent decades. The striking growth in the number of publications, particularly since 2010, underlines the increasing importance of this topic for scholars and practitioners alike as they try to make sense of consumer behavior. This surge in the research output coincides with many changes in technology and society, given through digital platforms, for example, online marketing and e-commerce, which have changed the way that consumers interact with brands to make purchase decisions. The sudden spurt in publications since 2015 perhaps reflects the growing relevance of these new digital environments in consumer behavior studies, not to mention that there would have been a special interest in topics related to online purchasing and electronic word-of-mouth, among other themes such as social networking and digital marketing strategies.

Co-authorship analysis makes the research on consumer psychology stand out as globally performed, showing the intense collaboration of researchers from different countries. Leading positions of the United States in the number of publications and in the strong collaboration with other countries, such as China, the United Kingdom, India, and several European countries, prove it to be a virtual hub of world research activity. This international structure of collaboration acts as testimony to the interdisciplinary and cross-cultural importance of the specialty, with researches feeding into an improved comprehension of how consumer behavior is influenced by variant cultural, economic, and technological contexts. The map, however, denotes that some regions are more voracious contributors to the literature than others; hence, leaving some parts of the world-especially in developing regions-underrepresented on the landscape of research.

In the thematic analysis, the thematic diversity of the field of consumer psychology is included. Well-established themes, such as "consumer behavior," "advertising," and "decision making," remain predominant, showing that the foundational issues are still central to the field. At the same time, emerging themes like "COVID-19," "trust," and "sustainability" reflect that the field is responsive to contemporary global issues. For example, the theme of "COVID-19" is illustrative of how the area can quickly shift with events in order to understand how the pandemic has affected consumer trust, brand loyalty, and purchase behavior. Similarly, emerging themes about sustainability in consumer psychology research mirror an increasing consciousness of ethical consumption and the role of brands in driving environmentally responsible behavior.

Further, the co-appearances of keywords show more detailed information about the interrelationship that exists between diverse areas of research. For example, the centrality of the term "consumer psychology" within terms such as "consumer behavior," "consumer attitude," and "branding" could suggest that these core themes are

often discussed interchangeably in the literature. This clustering reflects the multifaceted nature of consumer psychology, where various concepts of psychology, behavior, and marketing interrelate to provide an integrated understanding of the processes underlying consumer decision-making. The presence of terms related to digital marketing, social media, and purchase intention further underlines the growing focus on the digital consumer, with brands making increasing use of digital means to reach their audiences.

Keywords such as "demand response," "uncertainty," and "scheduling" point to the growing relevance of consumer psychology research to emerging areas such as energy markets and sustainability. That shows that the study area has started moving out of conventional boundaries into other areas where knowledge of consumer behavior has become critical in formulating appropriate strategies; for instance, the adoption of sustainable energy or dealing with uncertainty in consumer decision-making.

Analysis thus reveals that consumer psychology is a dynamic and multidisciplinary area, embracing a wide array of topics, extending the traditional behavioral studies to recently developed ones such as digital consumption and sustainability. Its responsiveness to the current concerns of today-the COVID-19 pandemic and the growing relevance of consumption ethics-further cements that consumer psychology will be relevant for several years to come in acting to understand and shape the future of consumer behavior. With increased collaboration across the globe and an ever-growing research agenda, the field is well-placed to take on the intricacies of the modern consumer in an ever-evolving world.

5. Research Gaps and Future Directions

Even though some key themes and developing trends from the study are identified, a number of research gaps are clearly evident. First, while consumer behavior studies are at the forefront, emerging technologies like artificial intelligence, machine learning, and virtual reality have not been studied well in their role in shaping consumer psychology. Research on how such technologies would influence consumer decision-making and trust is at an infancy stage, especially in personalized marketing and digital consumption environments. Furthermore, despite emerging trends within the discipline on themes such as "sustainable development," substantial studies are still scant on changing consumer attitudes toward sustainability in the face of climate change and generally environmental crises. Further analysis also points out relatively limited attention to cultural and regional differences in consumer psychology, underlining the need for more meaningful cross-cultural studies in an effort to understand how consumer behavior varies across different socio-economic and geographical contexts. The long-term psychological impact of events like the COVID-19 pandemic is also a very important area of future studies that has to be comprehended-the way in which global crises mold consumer trust and consumer loyalty within brand perception.

6. Practical Implications

These foreshadow critical insights emanating from the study of practical implications for marketers, policymakers, and businesses. The firm would be in a better position to contextualize the straddling changes in consumer psychology and re-attune their marketing strategy to meet the emerging needs and expectations of their consumers. For instance, the increasing orientation toward digital marketing, e-commerce, and social media insinuates that the company has to invest in these platforms to communicate with the technology-savvy consumer. The findings go on to emphasize how critical it is to achieve trust and transparency when most consumers, having become more suspicious after the COVID-19 pandemic, are craving authenticity from brands. Adding to that, the extra emphasis on sustainability is not just about how businesses need to be greener, but rather to convey with effective communication their environmental concern to end-consumers who are presently focusing on sustainability. The study, therefore, infers that policymakers have to develop initiatives aimed at consumer education in digital literacy, data privacy, and sustainability as a means of helping consumers make better choices. Finally, with recognition of global collaboration trends within consumer psychology research, businesses and academic institutions will be able to leverage this international partnership in furthering their understanding of global consumer behaviour and, in turn, developing marketing strategies that are not only more effective but culturally responsive as well.

7. Conclusion

This study demonstrates the absolute growth and diversification of studies in consumer psychology, especially from the early 2000s, with an exponential increase in publications after 2010. This key author, journal, and evolving theme analysis currently points to an explosive growth in literature on social media marketing, neuromarketing, and significant worldly events like the COVID-19 pandemic and its influence on

consumer behavior. From a thematic analysis viewpoint, the most core issues identified in the study are foundational areas like consumer behavior, decision-making, and advertising, where new areas of emerging focus are sustainability and impulsive buying. It also highlights strong global collaboration networks with the United States, China, and the United Kingdom at the core of research partnerships. These findings taken all together give a wide perspective toward the landscape of consumer psychology research and provide a roadmap to further studies, while emphasizing further the need for continued interdisciplinarity of collaboration and adaptation of emerging trends and technologies.

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