

Consumer Psychology in Sustainable Marketing: A Bibliometric Mapping of Values, Attitudes, and Purchase Intentions

Loso Judijanto
IPOSS Jakarta, Indonesia

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ABSTRACT

This study investigates the intellectual structure and thematic development of consumer psychology in sustainable marketing by conducting a bibliometric analysis using publications indexed in Scopus from 2000 to 2025. Employing VOSviewer as the sole analytical tool, the study maps co-authorship patterns, co-citation networks, and keyword co-occurrence to uncover dominant themes and conceptual linkages. The findings reveal three major research streams: foundational psychological and marketing constructs, socially driven attitudinal and motivational factors, and applied green marketing strategies aimed at stimulating sustainable consumption. Psychological variables such as values, attitudes, perception, and motivation emerge as central determinants of sustainable purchase intentions, while issues like the attitude-behavior gap and authenticity of sustainability claims continue to shape scholarly debates. The bibliometric visualization highlights strong interdisciplinarity and identifies emerging opportunities for theoretical integration and future inquiry. Overall, the study provides a comprehensive overview of how consumer psychology informs sustainable marketing practices and offers a structured knowledge base to guide subsequent research and managerial decision-making.

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Corresponding Author:

Name: Loso Judijanto
Institution: IPOSS Jakarta, Indonesia
Email: losojudijantobumn@gmail.com

1. INTRODUCTION

In the last two decades, the rapid growth of the discourse on sustainability has pushed firms to include environmental and social considerations in their value propositions. In a world where ecological degradation, resource scarcity, and climate-related risks are increasingly publicized, sustainable marketing becomes a key strategic orientation through which organizations can stay competitive while contributing to societal

well-being. Such shifts have accelerated research interest in consumer psychology, or the way in which consumers perceive, interpret, and respond to sustainable product offerings. Foundational studies in environmental psychology highlight the extent to which individual cognition, values, and personal norms influence pro-environmental choices [1]. It is in this context that understanding consumer motives for sustainable consumption becomes imperative, not only for theoretical

advancement but also for practical marketing design.

Sustainable marketing further intersects with the broader literature on social responsibility and ethical consumption. Researchers argue that sustainability-oriented behaviors such as green purchasing, ethical buying, and recycling are rooted in consumers' underlying values and identity expression [2], [3]. These values—ranging from altruistic and biospheric orientations to egoistic motivations—shape consumers' willingness to pay premium prices for eco-friendly goods or support brands with ethical reputations. As brand sustainability initiatives become more visible, consumer attitudes toward such practices increasingly mediate their loyalty, trust, and long-term engagement. The theory of planned behavior [4] further reinforces the idea that attitudes, subjective norms, and perceived behavioral control predict the likelihood of sustainable purchasing, highlighting an important psychological mechanism underlying consumer decision-making.

More recently, marketing scholars have pointed out that sustainability transitions have remade traditional consumer behavior models. Concepts such as green trust, green perceived value, and green skepticism—which are now part of the sustainability marketing lexicon—show how psychological factors evolve as consumers become more exposed to eco-labels, environmental claims, and sustainability narratives. Research in this area has documented the cognitive dissonance felt by consumers when pro-environmental attitudes are inconsistent with actual purchasing behaviors—a problem known as the attitude-behavior gap [5]. Bridging this divide relies on a deep understanding of the psychological drivers driving moral obligation, self-consistency, emotional engagement, and perceived authenticity of sustainability messages. As storytelling and purpose-driven branding are increasingly used by companies, the psychological dimension to sustainable marketing becomes quite indispensable.

Alongside theoretical refinements, global market trends also stimulate the need

for systematic mapping of consumer psychology within sustainable marketing. The proliferation of green products across categories—household goods, fashion, energy, transportation, and food consumption—has led to a surge in empirical studies exploring purchase intentions and sustainable preferences. However, despite the growing volume of publications, the research landscape remains fragmented, with diverse conceptual models, varied constructs, and inconsistent empirical findings. Bibliometric mapping, therefore, provides a methodological avenue to visualize patterns, identify influential works, reveal thematic clusters, and track the evolution of knowledge across time. By systematically analyzing co-authorship networks, keyword co-occurrence, and citation structures, bibliometric techniques support scholars in synthesizing complex research fields and recognizing future research opportunities [6].

Furthermore, sustainable marketing is inherently multidisciplinary, drawing insights from psychology, sociology, environmental science, economics, and business strategy. This interdisciplinarity enriches the discussion but also introduces conceptual overlaps and terminological ambiguities, making it challenging to capture a coherent narrative about consumer motivations and behavioral outcomes. For instance, constructs such as environmental concern, sustainability consciousness, ecological worldview, and pro-social behavior are often used interchangeably despite having distinct theoretical origins. Mapping the literature through a bibliometric approach allows researchers to uncover these conceptual relationships and clarify how they influence values, attitudes, and purchase intentions. Thus, bibliometric mapping serves not only as a descriptive tool but also as a foundation for theory integration and refinement within sustainable consumer research.

Despite the expanding body of literature on consumer psychology and sustainable marketing, current research remains dispersed, lacking an integrated overview of how values, attitudes, and

purchase intentions have evolved and interacted across the field. The absence of a systematic bibliometric mapping impedes scholars' ability to identify dominant psychological constructs, emerging trends, influential authors, and conceptual gaps. Consequently, theoretical advancements become fragmented, empirical inconsistencies persist, and practitioners struggle to translate consumer insights into effective sustainability strategies. A comprehensive understanding of the intellectual structure of this research area is therefore urgently needed to strengthen the academic foundation of sustainable marketing. This study aims to conduct a comprehensive bibliometric mapping of consumer psychology in sustainable marketing, with a particular focus on values, attitudes, and purchase intentions.

2. METHODS

This study employed a bibliometric research design to systematically map the intellectual structure and thematic evolution of consumer psychology within sustainable marketing. Bibliometric analysis is widely recognized for its ability to synthesize large bodies of academic literature and reveal patterns across publications, authors, and conceptual relationships [6]. The Scopus database was selected as the primary source of data due to its comprehensive coverage of peer-reviewed journals across social sciences, business, psychology, and environmental studies. The search was restricted to documents published between 2000 and 2025 to capture the modern development of sustainability-oriented consumer research, reflecting both early conceptual foundations and contemporary advancements in values, attitudes, and purchase intention studies. All document types relevant to scholarly output—including articles, reviews, and conference papers—were included to ensure representativeness.

3. RESULTS AND DISCUSSION

3.1 Keyword Co-Occurrence Network

The search strategy utilized a combination of keywords related to consumer psychology and sustainable marketing, such as "sustainable marketing," "consumer values," "consumer attitudes," "purchase intention," "green marketing," "environmental concern," and "sustainable consumption." Boolean operators and field codes were applied to refine results and eliminate irrelevant publications. Duplicates and non-English documents were excluded, while the remaining dataset was screened manually to ensure alignment with the study's conceptual scope. The final corpus of documents was exported from Scopus in RIS format, containing metadata such as authors, titles, abstracts, keywords, sources, and references. This dataset served as the basis for bibliometric visualization.

Bibliometric analysis was conducted entirely using VOSviewer, a specialized software for constructing and visualizing scientific maps. Three main analyses were performed: (1) co-authorship analysis to examine collaboration networks among researchers and institutions; (2) co-citation analysis to identify foundational and influential literature shaping theoretical development; and (3) keyword co-occurrence analysis to uncover thematic clusters and conceptual linkages related to values, attitudes, and purchase intentions. VOSviewer's fractional counting method and threshold settings were applied to enhance the accuracy of network representation, while visualization outputs—density maps, cluster networks, and overlay maps—were interpreted to describe patterns, thematic evolution, and intellectual structure within the field. These analytical procedures allow for a rigorous, transparent, and replicable mapping of consumer psychology research in the context of sustainable marketing.

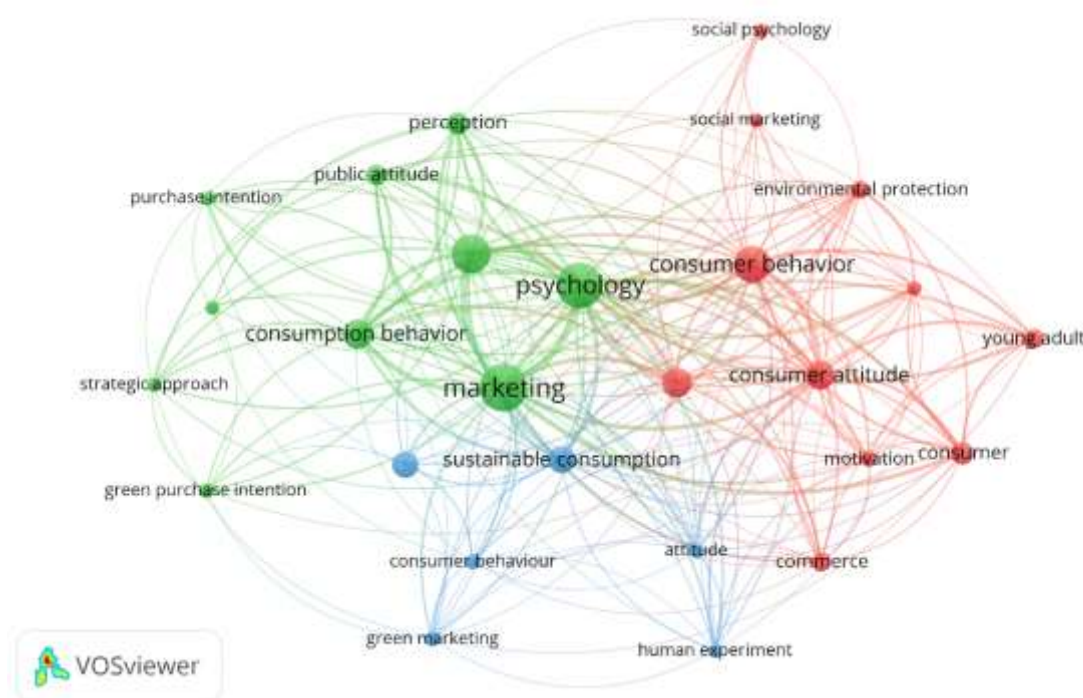


Figure 1. Network Visualization

Source: Data Analysis Result, 2025

The VOSviewer visualization illustrates the conceptual structure of research on consumer psychology in sustainable marketing, with keywords grouped into distinct clusters based on co-occurrence patterns. The network reveals three dominant clusters—green, red, and blue—each representing a major thematic focus within the literature. The size of each node indicates the frequency of keyword appearance, while the thickness of the connecting lines represents the strength of association between concepts. The map shows dense interconnections, suggesting that studies in this field are highly interdisciplinary and conceptually integrated.

The Green Cluster: Core Concepts of Psychology, Marketing, and Consumption Behavior

The green cluster occupies the central position in the network and consists of keywords such as “psychology,” “marketing,” “consumption behavior,” “perception,” “public attitude,” and “purchase intention.” This indicates that the foundational body of research focuses on how

psychological processes shape consumers’ behavioral responses to sustainable marketing initiatives. Keywords such as *perception* and *public attitude* show how consumer cognition and affect drive consumption decisions, while the presence of *purchase intention* and *green purchase intention* reflects studies that operationalize sustainable behavior in measurable terms. The centrality of this cluster suggests that consumer psychology acts as the conceptual bridge linking sustainability considerations with marketing strategies, emphasizing the role of cognitive evaluation, attitudes, and decision-making processes in shaping sustainable consumption.

The Red Cluster: Consumer Attitudes, Social Influence, and Environmental Responsibility

The red cluster contains keywords such as “consumer behavior,” “consumer attitude,” “social psychology,” “social marketing,” “environmental protection,” “motivation consumer,” and “young adult.” This cluster highlights the influence of social and demographic factors on sustainable

consumer behavior. The presence of *social psychology* and *social marketing* indicates that the literature emphasizes how social norms, persuasive communication, and collective responsibility shape attitudes toward sustainability. The link to *environmental protection* shows that psychological constructs are frequently studied in relation to pro-environmental outcomes. Additionally, *young adult* appears as a notable demographic focus, reflecting the large number of studies examining the sustainability attitudes of younger generations, who are often positioned as key drivers of sustainable consumption trends. Overall, this cluster represents scholarship that views consumer behavior through the lens of attitudes, motivations, norm-driven behavior, and demographic segmentation.

The Blue Cluster: Sustainable Consumption and Green Marketing Applications

. The blue cluster includes keywords such as “sustainable consumption,” “green marketing,” “consumer behaviour,” “human experiment,” and “attitude.” This cluster appears slightly smaller but conceptually distinct, representing research that focuses on empirical testing and application-oriented aspects of sustainable consumption. The node *human experiment* suggests that many studies employ experimental designs to measure how consumers respond to green marketing

messages, labels, or product attributes. The presence of *green marketing* shows a strong applied orientation, examining how firms use sustainability claims, communication strategies, or eco-labels to influence behavior. This cluster thus captures the practical and intervention-based dimension of the research field, connecting psychological constructs with specific marketing tactics used to promote sustainable consumption.

Overall Interpretation: A Highly Integrated Research Landscape

The dense web of connections between clusters indicates that research on consumer psychology in sustainable marketing is multidimensional and deeply interconnected. Core psychological constructs (green cluster) frequently intersect with social influence and attitudinal factors (red cluster), while applied marketing strategies (blue cluster) link back to both theoretical and empirical foundations. The figure shows no isolated clusters, emphasizing that sustainable marketing research integrates values, attitudes, and behavioral outcomes into a coherent framework. Moreover, the strong linkage between *sustainable consumption*, *consumer attitude*, and *green purchase intention* highlights a central scholarly focus on understanding how internal psychological mechanisms translate into actual sustainable purchasing decisions.

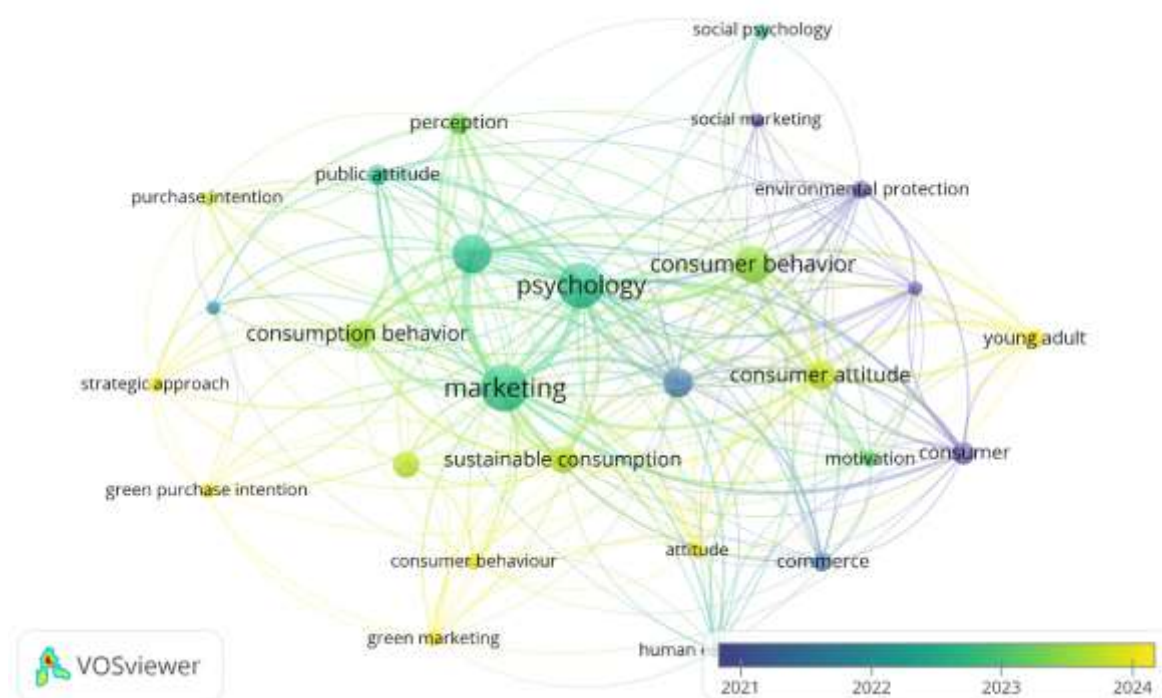


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2025

The overlay visualization illustrates the temporal evolution of research themes in consumer psychology and sustainable marketing from 2021 to 2024. The color gradient—ranging from dark blue (older topics) to yellow (recent topics)—reveals how certain keywords have emerged or shifted in prominence over time. Overall, the map shows a dynamic and progressively expanding field, with sustained attention to foundational psychological constructs and growing engagement with newer themes such as environmental protection and demographic-specific behavior.

Earlier Focus (2021–2022): Foundational Psychological and Marketing Concepts

Keywords shown in darker blue represent research themes that were more prominent around 2021–2022. These include “consumer behaviour,” “attitude,” “green marketing,” “human experiment,” and “commerce.” Their early-year dominance indicates that the initial phase of the literature concentrated on understanding general consumption patterns, experimental testing of

marketing stimuli, and the psychological drivers of consumer decisions. “Green marketing” appearing in blue highlights that firms’ sustainability communication strategies were already widely studied during earlier years of the dataset. This period reflects foundational work linking psychological theory, marketing interventions, and consumer responses.

Mid-Period Development (2022–2023): Consolidation of Psychological Mechanisms

The central nodes, “psychology,” “marketing,” “consumption behavior,” “public attitude,” and “purchase intention”—appear in shades of green, representing sustained interest from 2022 to early 2023. These keywords serve as the intellectual backbone of the field, reinforcing the idea that consumer psychology remains central to explaining sustainable consumption patterns. The prominence of “public attitude” and “perception” suggests a scholarly shift toward understanding cognitive and affective evaluations of sustainability claims. Similarly, the continued relevance of “purchase

intention” reflects the field’s focus on the determinants of green consumer decision-making. The green coloring shows that while these themes are not new, they continue to be actively developed.

Recent Attention (Late 2023–2024): Social and Demographic Dimensions of Sustainable Behavior

Keywords highlighted in yellow signify the most recent research trends (2023–2024). These include “sustainable consumption,” “consumer behavior,” “consumer attitude,” “environmental protection,” “young adult,” and “strategic approach.” Their emergence in brighter colors indicates that contemporary studies increasingly explore social and demographic nuances of sustainable consumption. “Environmental protection” appearing in yellow demonstrates heightened scholarly concern with linking individual psychological processes to broader ecological outcomes. The keyword “young adult” shows that demographic-specific inquiries particularly focusing on younger generations represent a growing research frontier. The presence of

“strategic approach” suggests more recent interest in managerial or policy-level strategies aimed at promoting sustainable behavior.

Overall Interpretation: A Field Moving Toward Behavioral Precision and Real-World Relevance

The overlay visualization shows a progression from foundational constructs toward more context-specific and socially anchored sustainability themes. Early work built the theoretical base through psychological constructs and experimental designs. Mid-period scholarship strengthened the core mechanisms attitudes, perceptions, and intentions. Most recent studies (2023–2024) extend the field into demographic segmentation, environmental protection, and strategic sustainability initiatives. The dense network and smooth color gradient indicate a continuously evolving and increasingly interdisciplinary field, where psychological theory, marketing applications, and sustainability concerns integrate into a coherent research trajectory.

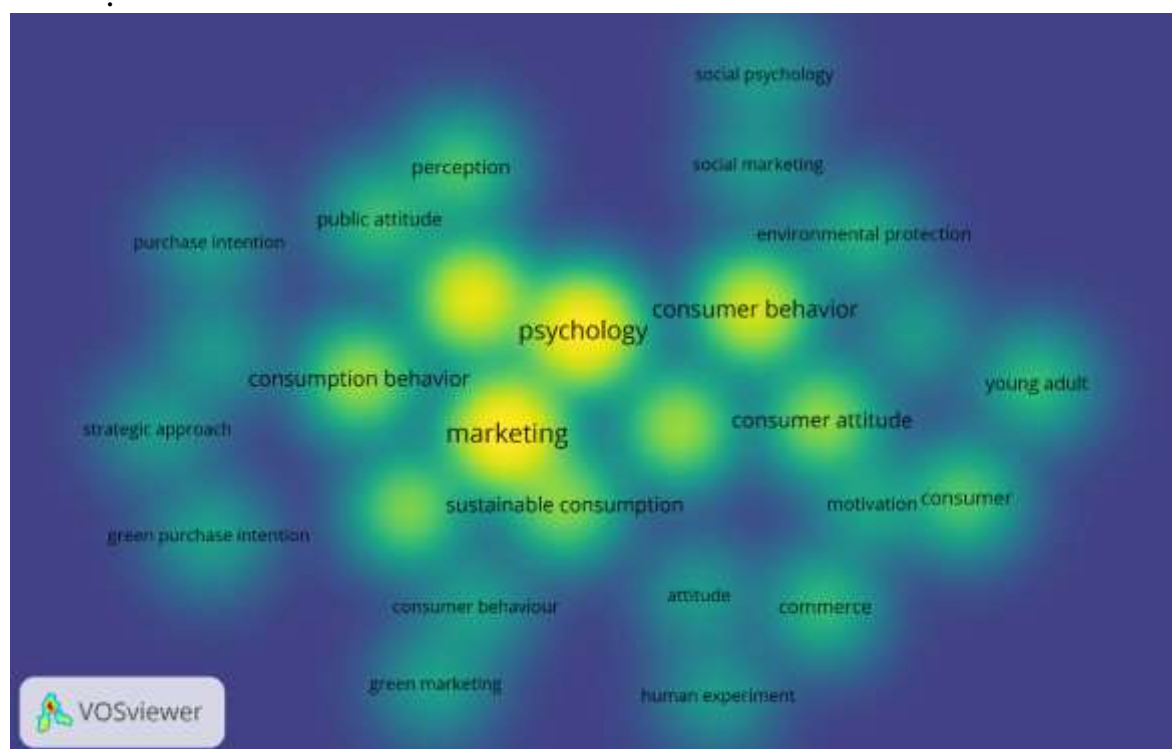


Figure 3. Density Visualization

Source: Data Analysis, 2025

The density visualization illustrates the concentration and intensity of research activity surrounding key concepts in consumer psychology and sustainable marketing. Brighter yellow areas represent keywords that appear more frequently and are strongly interconnected, while darker blue areas indicate lower frequency or weaker connections. Overall, the figure reveals a tightly clustered and highly active research domain, with several dominant concepts forming the intellectual core of the field.

Central High-Density Zone: Core Psychological and Behavioral Constructs

The brightest points in the map “psychology,” “marketing,” “consumer behavior,” “consumer attitude,” and “consumption behavior” indicate that these terms are the most influential and frequently co-occurring in the literature. Their central positioning reflects a strong research emphasis on understanding how psychological processes shape consumer responses to sustainability initiatives. The high density around these keywords suggests that scholars consistently explore the cognitive, affective, and behavioral mechanisms underlying sustainable consumption, making them the theoretical backbone of the field.

Medium-Density Surrounding Areas: Attitudes, Perceptions, and Sustainable Consumption

Keywords such as “perception,” “public attitude,” “sustainable consumption,” and “purchase intention” appear in bright green zones, indicating moderate-to-high research activity. These concepts support the dominant core by linking psychological constructs to specific behavioral outcomes, such as intention to purchase green products. The density around “sustainable consumption” reflects the growing importance of sustainability as both a consumer expectation and a marketing priority. Meanwhile, the visibility of

“perception” and “public attitude” highlights continuing interest in how consumers evaluate environmental claims, corporate messaging, and sustainability cues.

Peripheral Lower-Density Zones: Emerging or Niche Interests

Subtopics such as “social psychology,” “social marketing,” “environmental protection,” “young adult,” “green marketing,” “strategic approach,” and “human experiment” occupy darker green or blue areas, indicating lower but still meaningful research activity. These keywords represent more specialized or emerging themes. For instance, “young adult” signals demographic-specific inquiries, while “social psychology” and “social marketing” capture the growing interest in social influence and normative pressures in shaping sustainable behavior. The relatively lower density of “green marketing” and “human experiment” suggests that while these areas are important, they may be more methodologically or contextually focused rather than forming the conceptual core.

Overall Interpretation: A Field Anchored in Psychology and Consumer Behavior

The density visualization confirms that the intellectual center of sustainable marketing research is deeply rooted in psychological theory and consumer behavior analysis. The clustering of high-density keywords around psychology, marketing, and consumption behavior indicates strong theoretical consistency across studies. At the same time, the presence of emerging nodes around environmental protection, social influence, and demographic groups shows that the field is expanding toward applied and context-specific dimensions. The smooth distribution of density gradients suggests a coherent yet evolving research landscape where foundational constructs continually link to new themes and empirical applications.

3.2 Co-Authorship Network

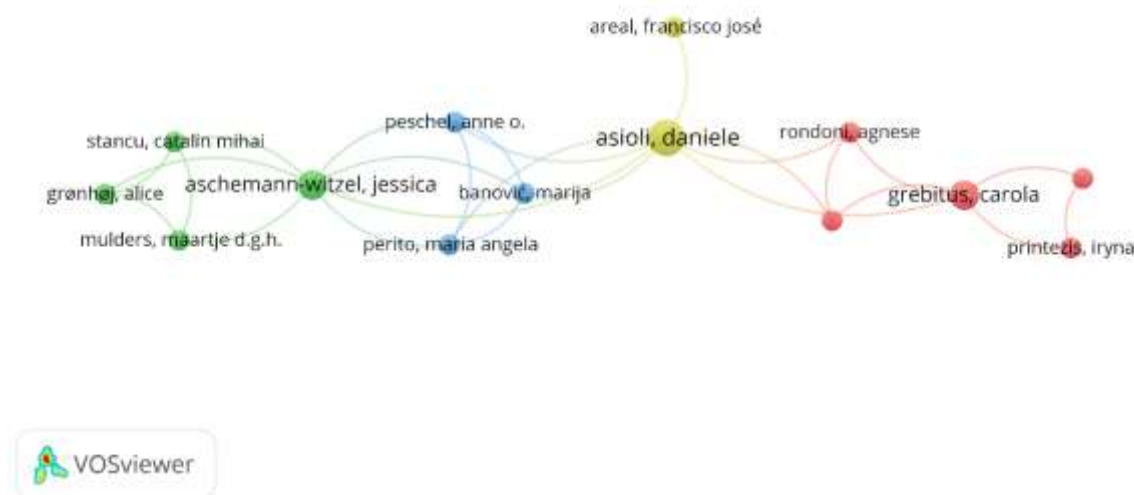


Figure 4. Author Collaboration Visualization

Source: Data Analysis, 2025

The VOSviewer co-authorship map illustrates the collaborative structure among authors contributing to research on consumer psychology and sustainable marketing. Each node represents an individual author, while the lines indicate joint publications or co-authored contributions. The different colors reflect distinct collaboration clusters, showing how researchers group into specific scholarly communities. The figure reveals a moderately connected network with several small but well-defined clusters centered around key influential authors.

Central Connector: Daniele Asiola as a Bridging Scholar

At the center of the network, Daniele Asiola appears as the largest and most interconnected node, indicating the highest number of co-authorship links. Asiola acts as a bridging scholar who connects multiple clusters—green, blue, yellow, and red—suggesting that his work spans several thematic areas and research teams. His collaborations with Banović Marija, Perito Maria Angela, and Peschel Anne O. highlight

a central interdisciplinary core that ties food consumer behavior, sustainability, and psychological drivers together.

The Green Cluster: Aschemann-Witzel and Food-Related Sustainable Behavior

On the left side, the green cluster consists of authors such as Aschemann-Witzel Jessica, Stancu Catalin Mihai, Grønhoj Alice, and Mulders Maartje D.G.H. This group is strongly connected and represents a research line focused on sustainable food consumption, consumer acceptance of green products, and behavioral determinants of food choices. Their tight interconnections suggest long-term collaborations and a shared disciplinary foundation in sustainable food marketing and consumer decision-making.

The Blue Cluster: Emerging Smaller Collaboration Group

The blue cluster, including Banović Marija, Perito Maria Angela, and Peschel Anne O., appears as a smaller but strategically positioned group. This cluster links the green

and yellow clusters, indicating that these authors contribute to cross-cutting themes such as food sustainability, quality perception, and consumer preference analysis. Their position suggests roles as methodological or thematic connectors between broader research communities.

The Red Cluster: Grebitus and Market-Oriented Consumer Research

On the right side of the network, the red cluster contains Grebitus Carola, Printezis Iryna, and Rondoni Agnese. This group focuses more on market dynamics, consumer attitude formation, price perception, and behavioral economics within sustainability contexts. The strong internal links indicate stable collaborations, while the cluster's distance from others suggests a distinct sub-field with its own methodological emphasis.

The Yellow Cluster: Peripheral but Meaningful Extensions

The co-authorship map reflects a research field characterized by distributed yet interconnected collaboration patterns. While several independent clusters exist, the figure demonstrates that a small group of central authors—particularly Daniele Asioli—serve

as bridges connecting different thematic communities. The presence of tightly knit clusters suggests specialization within sub-fields (e.g., food sustainability, consumer attitudes, behavioral economics), while the connecting authors promote interdisciplinary integration. This pattern indicates a healthy and evolving scholarly ecosystem where collaborative ties support both specialization and cross-disciplinary innovation.

Overall Network Interpretation

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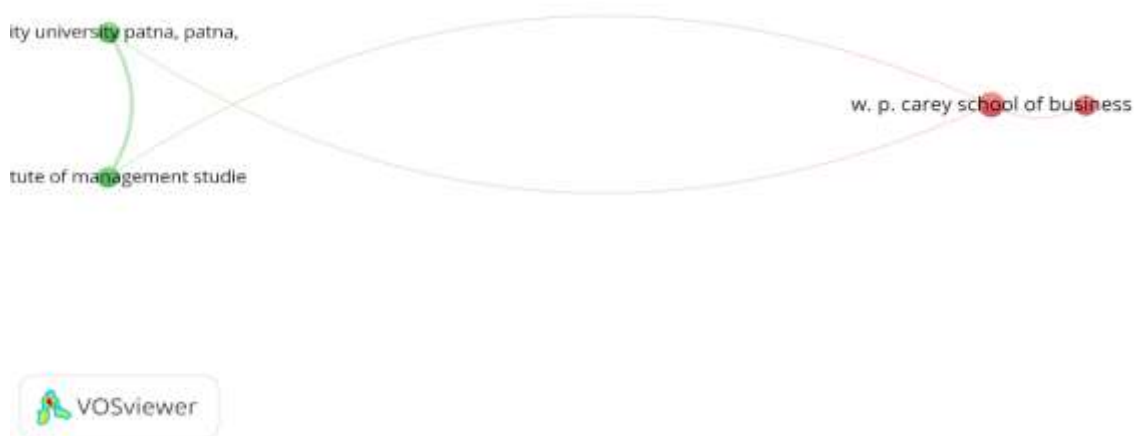


Figure 5. Affiliation Collaboration Visualization

Source: Data Analysis, 2025

The co-authorship map displays a very small and loosely connected institutional collaboration network within the field of consumer psychology and sustainable marketing. The figure shows two distinct clusters positioned far apart, indicating limited direct collaboration between institutions. On the left, the green cluster includes Patna University, Patna, and the Institute of Management Studies, which are closely linked and represent a localized academic partnership—likely driven by shared regional research agendas or internal collaborations among faculty. On the right, the red cluster centers around the W. P. Carey

School of Business, a well-established U.S.-based institution, reflecting independent scholarly contributions with minimal external linkage. The two clusters are connected by a single thin line, suggesting only one or very few co-authored publications between the Indian institutions and W. P. Carey School of Business. This pattern indicates that institutional collaboration in this research domain is still fragmented, geographically concentrated, and lacking strong international co-authorship networks, which may limit the global integration and diversity of perspectives within the field.

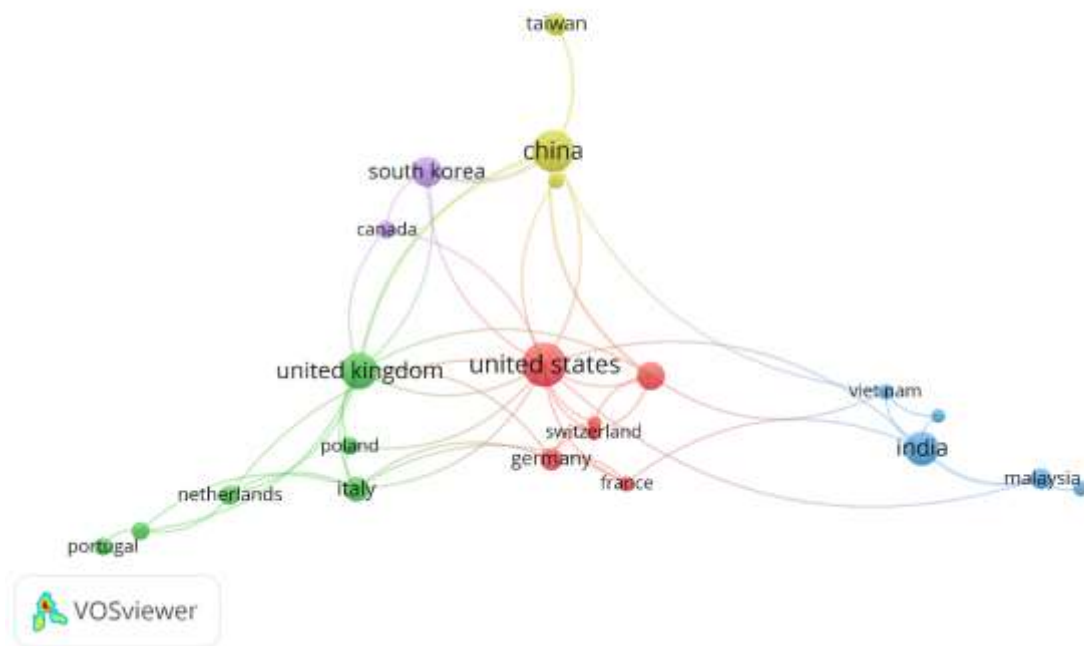


Figure 6. Country Collaboration Visualization

Source: Data Analysis, 2025

The country co-authorship map reveals a moderately connected global research network in the field of consumer psychology and sustainable marketing. Each node represents a country, while linkages indicate co-authored publications between researchers from those nations. The different colors represent distinct collaboration clusters. The visualization highlights the central role of several leading countries while

also showing regional collaboration patterns and emerging contributors.

The United States as the Central Global Hub

The United States appears as the largest and most interconnected node, indicating its dominant presence in the field and extensive collaborations with multiple countries, including the United Kingdom,

China, Germany, France, Switzerland, India, and Vietnam. This centrality suggests that U.S. institutions frequently participate in internationally co-authored studies and play a pivotal role in shaping global research directions related to sustainable consumer behavior and marketing.

Strong European Cluster Centered on the United Kingdom

The green cluster highlights a robust European research community. The United Kingdom forms a major regional hub, collaborating actively with Poland, Italy, the Netherlands, Portugal, and also linking to the United States and China. This indicates that European scholarship in sustainable marketing is highly interconnected and often bridges North American and Asian research groups. Several of these collaborations appear

to be driven by cross-European sustainability initiatives and shared academic frameworks.

China as a Key Asian Contributor

China's position, shown in yellow, indicates its role as a major contributor in Asia with significant collaborations with Taiwan, South Korea, Canada, the United States, and the United Kingdom. The centrality of China suggests increasing global engagement, reflecting the country's rising scholarly output in sustainability, consumer psychology, and green marketing. The connection to Taiwan and South Korea also demonstrates active East Asian regional cooperation.

3.3 Citation Analysis

Table 1. Top Cited Research

Citations	Authors and year	Title
352	<u>McKenzie-Mohr, D. (2000) [7]</u>	Fostering sustainable behavior through community-based social marketing
211	Donthu, N., Kumar, S., Pattnaik, D., Lim, W.M. (2021) [8]	A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing
189	<u>Hall, C.M. (2013) [9]</u>	Framing behavioural approaches to understanding and governing sustainable tourism consumption: beyond neoliberalism, nudging and green growth?
168	Subrahmanyam, S., Gomez-Arias, J.T. (2008) [10]	Integrated approach to understanding consumer behavior at bottom of pyramid
111	Jaiswal, D., Kaushal, V., Singh, P.K., Biswas, A. (2021) [11]	Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market
100	Peck, J., Shu, S.B. (2018) [12]	Psychological Ownership and Consumer Behavior
99	Dangelico, R.M., Alvino, L., Fraccascia, L. (2022) [13]	Investigating the antecedents of consumer behavioral intention for sustainable fashion products: Evidence from a large survey of Italian consumers
94	Chen, H.-S., Liang, C.-H., Liao, S.-Y., Kuo, H.-Y. (2020) [14]	Consumer attitudes and purchase intentions toward food delivery platform services
80	Graça, J., Truninger, M., Junqueira, L., Schmidt, L. (2019) [15]	Consumption orientations may support (or hinder) transitions to more plant-based diets

Citations	Authors and year	Title
76	Grebitus, C., Printezis, I., Printezis, A. (2017) [16]	Relationship between Consumer Behavior and Success of Urban Agriculture

Source: Scopus, 2025

Table 1 presents the most highly cited studies in the domain of consumer psychology and sustainable marketing, revealing the intellectual roots and current research priorities within the field. The distribution of citations highlights a blend of foundational theoretical contributions, methodological innovations, and emerging empirical themes that collectively shape the development of sustainable consumer behavior literature.

The most cited work, McKenzie-Mohr [7] with 352 citations, underscores the long-standing influence of *community-based social marketing* on sustainability studies. This work provides foundational insights into how behavioral change strategies grounded in psychology—such as removing barriers, enhancing motivation, and leveraging social norms—can effectively promote sustainable actions at the community level. Its prominence signals that sustainable consumer behavior is not only an individual-level process but also deeply embedded within social and environmental contexts.

The second most cited study, Donthu et al. [8] with 211 citations, reflects the field's more recent shift toward *bibliometric investigation of marketing through a psychological lens*. This work highlights the growing interdisciplinary convergence between marketing and psychology, reinforcing the importance of psychological constructs such as attitudes, cognition, and emotions in shaping consumer decision-making. Its high citation count suggests that scholars increasingly utilize bibliometric mapping to understand evolving research landscapes—mirroring the approach used in the present study.

A significant conceptual contribution is offered by Hall [9] with 189 citations, who critiques traditional behavioral governance approaches by linking sustainable

consumption to broader socio-political frameworks such as neoliberalism and green growth. This work signals recognition among scholars that sustainable behavior cannot be fully explained through nudging or simple psychological triggers alone; instead, it must be examined within the structural and ideological forces that shape consumer choices.

The study by Subrahmanyam and Gomez-Arias [10] (168 citations) introduces a unique perspective by addressing *consumer behavior at the bottom of the pyramid*. This highlights an important thematic expansion: sustainable consumer research increasingly incorporates socio-economic diversity and explores how constraints, aspirations, and psychological mechanisms differ among low-income populations. The prominence of this study reveals a widening interest in inclusive and socially equitable sustainability strategies.

Several highly cited studies emphasize empirical advancements and segmentation approaches. Jaiswal et al. [11] (111 citations) focus on *green market segmentation* and consumer profiling in emerging markets, demonstrating that demographic, psychological, and behavioral differences play crucial roles in shaping sustainable purchasing patterns. This work reflects the growing importance of understanding heterogeneous consumer groups in developing economies, where sustainability adoption may follow different trajectories compared to Western contexts.

Psychological mechanisms remain central to the top-cited literature, as seen in Peck and Shu [12] (100 citations), whose work on *psychological ownership* provides insights into how feelings of possession influence consumer preferences and pro-environmental behaviors. This highlights the relevance of emotional and cognitive processes—not just

attitudes or norms—in driving sustainable consumption.

Empirical studies focusing on sustainability-oriented industries and contexts also appear prominently. Dangelico et al. [13] (99 citations) explore antecedents of sustainable fashion consumption, signaling a surge in research on environmentally responsible product categories driven by rising awareness of fashion-related environmental impacts. Meanwhile, Chen et al. [14] (94 citations) investigate consumer attitudes and purchase intentions toward food delivery platforms—a topic amplified by digital transformation and changes in consumption behavior, especially during global disruptions such as the COVID-19 pandemic.

Thematically, transitions in dietary behavior represent another emerging trend. Graça et al. [15] (80 citations) highlight how different consumption orientations can either support or hinder shifts toward plant-based diets. This reflects the integration of sustainability with nutrition, health, and ethical considerations—expanding the conceptual diversity of sustainable consumer research.

Finally, Grebitus et al. [16] (76 citations) connect consumer behavior with the success of urban agriculture, emphasizing how local food systems and perceptions of freshness, safety, and community engagement influence sustainable purchasing. This underscores the increasingly localized dimension of sustainable consumption and the rising interest in urban food ecosystems.

Overall, the top-cited studies reveal a multidimensional and evolving research agenda. Foundational works emphasize social marketing, psychological mechanisms, and socio-political contexts. More recent contributions demonstrate diversification into segmentation, sustainable product categories (fashion, food), digital platforms, and behavioral interventions. This distribution of

citations confirms that sustainable marketing research is both theoretically grounded and responsive to contemporary societal shifts—continuously integrating new contexts, methodologies, and consumer insights.

4. CONCLUSION

This bibliometric study provides a comprehensive mapping of the intellectual landscape surrounding consumer psychology in sustainable marketing, revealing a field that is both conceptually rich and highly interconnected. The analysis of Scopus publications from 2000 to 2025 using VOSviewer shows that research has converged around three major thematic clusters: core psychological and behavioral constructs, socially driven consumer attitudes, and applied green marketing strategies. The central role of keywords such as *psychology*, *consumer attitude*, *sustainable consumption*, and *green purchase intention* underscores the dominance of values-based and cognition-driven frameworks in explaining sustainable consumer behavior. At the same time, the prominence of social influence, environmental protection motives, and demographic factors highlights the importance of cultural and generational dynamics in shaping pro-environmental actions. Collectively, these findings demonstrate that sustainable marketing scholarship has evolved into a multidisciplinary domain where psychological mechanisms, social norms, and marketing interventions interact to shape consumers' sustainable choices. By identifying influential themes, conceptual linkages, and research gaps, this study contributes to theoretical refinement and offers a clearer pathway for future research to deepen the understanding of how values, attitudes, and intentions can be leveraged to advance sustainability-oriented consumer behavior.

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