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## REVIEW

# Evolution and trends in consumer behaviour: Insights from *Journal of Consumer Behaviour*

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## Abstract

The way consumers behave is fundamental to marketing. *Journal of Consumer Behaviour (JCB)* is an international journal dedicated to publishing the latest developments of consumer behaviour. To gain an understanding of the evolution and trends in consumer behaviour, this study presents a retrospective review of *JCB* using bibliometric analysis. Using bibliographic records of *JCB* from Scopus, this study finds that consumer behaviour research in *JCB* has grown substantially in terms of collaboration (co-authorships), global reach (countries), productivity (publications), and impact (citations). The major themes explored by consumer behaviour research in *JCB* include consumer information processing, consumption communities, consumption value, sustainable consumption, intergenerational consumer behaviour, consumer-brand relationship, consumer ethics, and conditional relationships in consumer behaviour. The most recent consumer behaviour research in *JCB* has considered externalities such as the COVID-19 pandemic and focused on themes such as consumer ethics and sustainable consumption in line with the global movement toward environmental social governance (ESG) and sustainable development goals (SDGs).

## 1 | INTRODUCTION

*Journal of Consumer Behaviour (JCB)* is a leading forum for the latest insights on consumer behaviour. Started in 2001 with Martin Evans as *JCB*'s inaugural editor, the journal was established in response to the growing pluralism in consumer behaviour (e.g., consumers became more sophisticated, more active in communities, and more interactive with marketers), which necessitate novel and rigorous consumer research (Evans, 2001). Since then, *JCB* has grown into a major outlet for innovative, alternative, and contested representations of consumer behaviour alongside the latest developments in established traditions of consumer research. The journal is currently helmed by Steven D'Alessandro and Jacqueline K. Eastman.

*Journal of Consumer Behaviour*'s reputation and success are reflected across numerous rankings, ratings, and metrics. *JCB* is ranked

"A" by the Australian Business Dean Council in the 2019 Journal Quality List and rated "2" by the Chartered Association of Business Schools in the 2021 Academic Journal Guide. *JCB* also received a Clarivate Analytics Web of Science Social Science Citation Index Impact Factor of 3.199 and a Scopus CiteScore of 4.3 in 2021.

Consumer behaviour is a multi-faceted area of research. While contemporary reviews on various aspects of consumer behaviour are available (e.g., engagement, personalisation, and presumption; Chandra et al., 2022; Ciasullo et al., 2022; Lim & Rasul, 2022; Lim, Rasul, Kumar, & Ala, 2022), a state-of-the-art review of consumer behaviour itself remains scarce. Given that *JCB* is a major source for consumer behaviour research and in conjunction with the journal's milestone run of 20 years, this study aims to present a retrospective review of *JCB* that will shed light on the evolution and trends of consumer behaviour discussed in the journal. The practice of presenting a

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retrospective of a journal to represent extant knowledge in the field is not new (e.g., *Cross Cultural and Strategic Management* (Kumar, Pandey, & Mukherjee, 2022), *International Journal of Bank Marketing* (Kumar, Xiao, et al., 2022), *Journal of Advertising* (Donthu et al., 2022), *Journal of Business and Industrial Marketing* (Valenzuela et al., 2017), *Journal of Consumer Affairs* (Baker et al., 2021), *Journal of Consumer Research* (Hoffman & Holbrook, 1993), *Journal of International Marketing* (Donthu, Kumar, Pandey, & Lim, 2021), *Journal of Research in Interactive Marketing* (Lim, Kumar, Pandey, et al., 2022), and *Psychology and Marketing* (Donthu, Kumar, Pattnaik, & Lim, 2021)). In line with past journal retrospectives, we conduct a retrospective review of *JCB* using bibliometric analysis to deliver pertinent insights that are guided by the following research questions (RQs):

**RQ1.** What is publication and citation trend of *JCB*?

**RQ2.** Which are the most cited articles in *JCB*?

**RQ3.** Which journals have cited *JCB* articles the most?

**RQ4.** What are the major themes explored by *JCB* authors over time?

**RQ5.** What are the emerging topics explored by *JCB* authors in recent times?

The rest of this article is organized as follows. Section 2 discloses the review methodology. Section 3 delivers a performance analysis of *JCB*'s productivity and impact (RQ1 to RQ3). Section 4 unpacks the major themes in *JCB* (RQ4). Section 5 reveals the emerging topics in *JCB* (RQ5). Section 6 concludes the article with key takeaways and suggestions for future research to enrich understanding of consumer behaviour.

## 2 | METHODOLOGY

This study is a systematic literature review of consumer behaviour research published in *JCB*. While there are many ways to review the literature (e.g., content analysis, meta-analysis) (Lim, Kumar, & Ali, 2022), the bibliometric approach is adopted due to its ability to (i) efficiently analyse a large corpus of literature, (ii) objectively evaluate the performance of the literature (e.g., metrics), (iii) objectively map the knowledge in the literature, and thus, (iv) mitigate potential bias on the part of the authors (Donthu, Kumar, Mukherjee, et al., 2021; MacCoun, 1998; Mukherjee et al., 2022; Pandey et al., 2022).

### 2.1 | Corpus curation

The search for corpus curation was conducted in May 2022 using the source title "*Journal of Consumer Behaviour*" in Scopus. The coverage of *JCB*'s bibliographic records in Scopus is between 2009 and 2022, and

thus, this is the only period that could be reviewed for the journal. The initial search returned 751 documents. After removing document types that did not advance knowledge (e.g., introductions, erratum, notes), a total of 737 documents were retained and used for further analysis.

### 2.2 | Corpus analysis

The bibliometric analysis was carried out using the bibliometrix package in R (Aria & Cuccurullo, 2017) and VOSviewer (van Eck & Waltman, 2010) while equivalent networks were visualised using Gephi (Bastian et al., 2009). More specifically, a performance analysis was conducted to answer RQ1 to RQ3, wherein the publication and citation trends were explored alongside the most cited articles and most citing journals for *JCB*. This enabled us to engage in an objective evaluation of the productivity and impact of consumer behaviour research in *JCB*.

Following that, a science mapping was performed to answer RQ4 and RQ5, where bibliographic coupling, which groups articles into thematic clusters based on referencing similarities using a variation of the algorithm proposed by Newman (2004) and Newman and Girvan (2004), was utilised to unpack the major themes (RQ4) and most recent topics (RQ5) in *JCB*. This enabled us to engage in an objective mapping of scientific knowledge contributed by consumer behaviour research published in *JCB*. The findings from the performance analysis and science mapping are presented in the next sections.

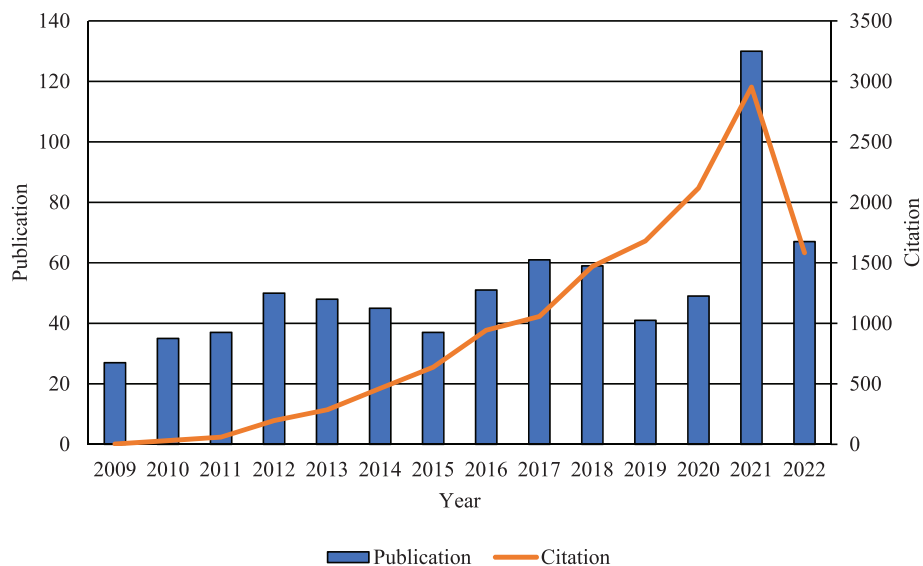
## 3 | PERFORMANCE ANALYSIS

### 3.1 | Publication and citation trends for *JCB*

Figure 1 shows the publication and citation trends for *JCB* between 2009 and 2022 (RQ1). The journal's publication trend is generally on an upward trajectory, though it tends to move in cycles and waves over time (i.e., upward trend from 2009 to 2012, downward trend from 2012 to 2015, upward trend from 2015 to 2017, downward trend from 2017 to 2019, and upward trend from 2019 to 2021, with 2022 projected to continue on an upward trajectory as per the year's 5-month publication performance), which can be explained by the proactiveness of consumer behaviour researchers and *JCB* in responding to global externalities and events (e.g., global financial crisis in 2008, fourth industrial revolution in 2016, COVID-19 in 2021). Nonetheless, the lowest point of each downturn remains higher than the lowest point of the previous downturn, and thus, reaffirming the general upward trajectory witnessed for publications in *JCB*.

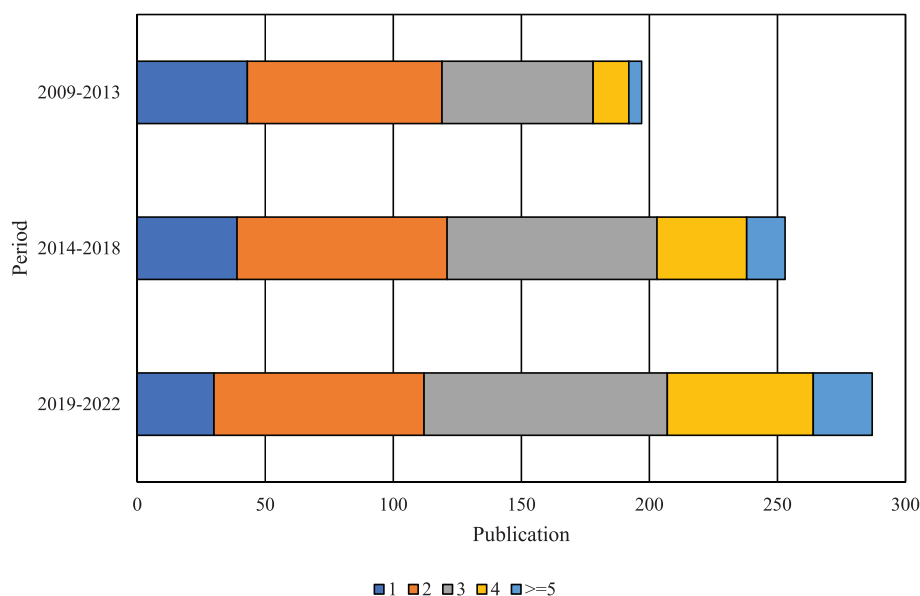
The journal's citation trend, however, is linear in an upward trajectory, signalling the increasing impact of *JCB* in the scientific community. The growing impact of *JCB* can be explained by several factors. One noteworthy factor is the level of collaboration. Specifically, the more authors involved in a study, the higher the quality of that study

**FIGURE 1** Publication and citation trend for *Journal of Consumer Behaviour* between 2009 and 2022. [Colour figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com/doi/10.1002/cb.2118)]



**Note(s):** Based on bibliographic records in Scopus up to May 2022.

**FIGURE 2** Period-wise distribution of authors in *Journal of Consumer Behaviour*. [Colour figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com/doi/10.1002/cb.2118)]



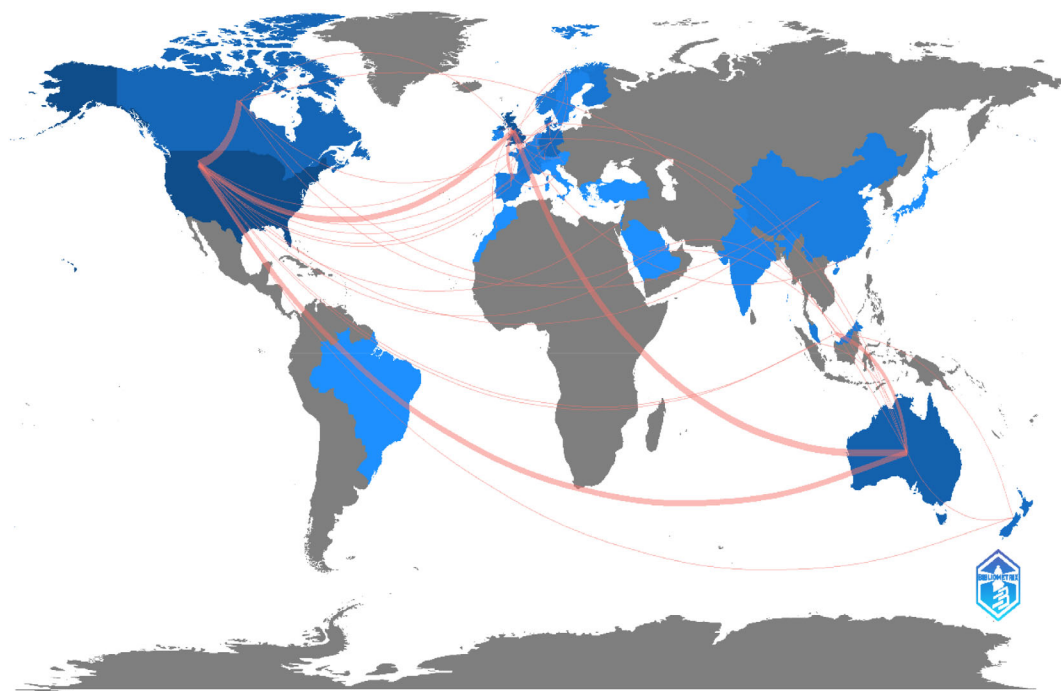
(Baker et al., 2022) due to the involvement of more experts (Acedo et al., 2006). Figure 2 shows a rising trend of co-authorship, wherein multi-authored articles in each period grows from the preceding period. The number of single-authored articles has remained similar despite increasing publications, and thus, translates into a decrease in the share of single-authored articles over time.

Moreover, the collaboration in the journal has also manifested across national boundaries. Figure 3 shows that the country-level collaboration network between 2009 and 2013 was fairly complex, with major collaborations occurring between the United States, the United Kingdom, Australia, and Canada. Figure 4 shows that the country-level collaboration network between 2014 and 2018 became even more complex, with strong collaboration links between the United States and Asian countries such as China and South Korea. This network is also more global, with greater participation from more

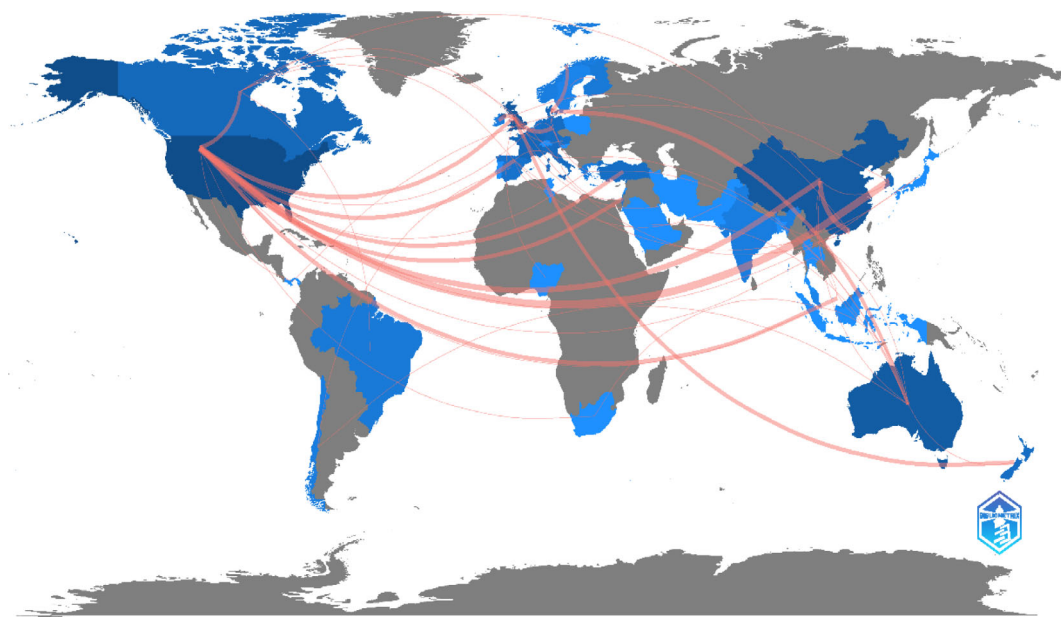
countries across continents. Figure 5 shows that the country-level collaboration network between 2019 and 2022 is also highly international but with greater complexity emerging from greater cross-country collaborations, especially with Australia and India, which can be explained by *JCB*'s upgrade from “B” rank in 2016 to “A” rank in 2019 in the Australian Business Deans Council Journal Quality List that is widely used not only among universities in Australia but also universities in other countries such as India.

### 3.2 | Most cited *JCB* articles

Table 1 presents the most cited *JCB* articles (RQ2). Among the top 30 most cited *JCB* articles, 19 articles have 100 or more citations while 17 articles have more than 10 citations per year. The average



**FIGURE 3** Country-level collaboration network between 2009 and 2013 [Colour figure can be viewed at [wileyonlinelibrary.com](http://wileyonlinelibrary.com)]

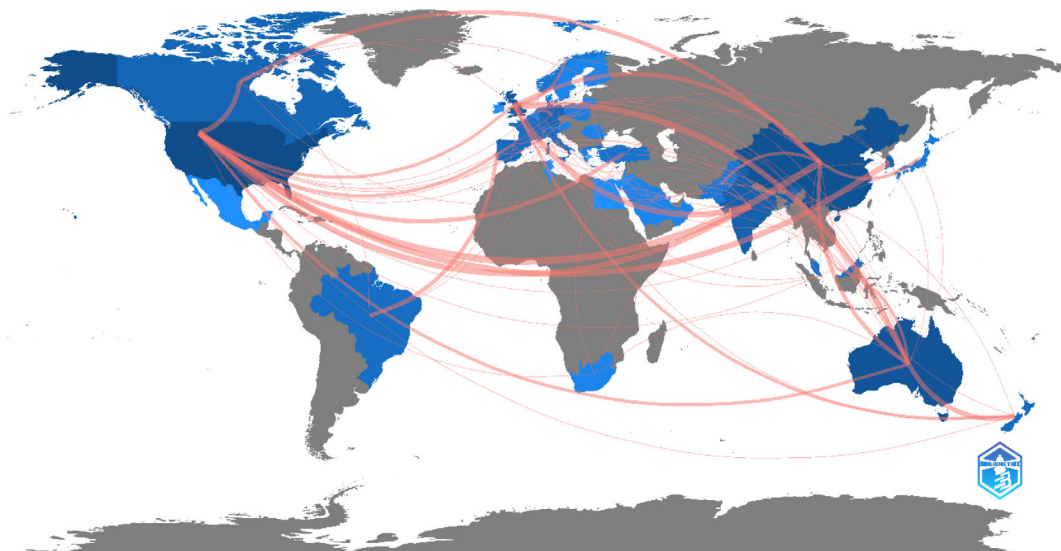


**FIGURE 4** Country-level collaboration network between 2014 and 2018 [Colour figure can be viewed at [wileyonlinelibrary.com](http://wileyonlinelibrary.com)]

publication year of these articles stands at 2011.93, which highlights the seminal role of these articles in stimulating and supporting new consumer behaviour research. The most cited *JCB* article is Möhlmann (2015), which explores collaborative consumption in the sharing economy, followed by Heinonen (2011), which examines consumer activity in social media, and Albinsson and Yasanthi Perera (2012), which investigates alternative marketplaces like the top two cited articles in the journal.

### 3.3 | Journals citing *JCB*

Table 2 presents the list of journals that have cited *JCB* the most (RQ3). *Sustainability* is the journal that has cited *JCB* the most with 391 citations, followed by *JCB* itself, *Journal of Retailing and Consumer Services*, and *Journal of Business Research* with 342, 281, and 272 citations, respectively. These top citing journals, along with other journals on the list such as *British Food Journal*, *Computers in Human Behavior*,



**FIGURE 5** Country-level collaboration network between 2019 and 2022 [Colour figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com/doi/10.1002/cb.2118)]

*European Journal of Marketing*, *Frontiers in Psychology*, *Internet Research*, *International Journal of Consumer Studies*, *International Journal of Hospitality Management*, *International Journal of Retail and Distribution Management*, *Journal of Business Ethics*, *Journal of Cleaner Production*, *Journal of Consumer Marketing*, *Journal of Marketing Management*, *Journal of Product and Brand Management*, *Journal of Services Marketing*, *Psychology and Marketing*, and *Technological Forecasting and Social Change* show that the knowledge in *JCB* has multidisciplinary appeal and value as it shapes not only consumer behaviour research but also research in ethics, hospitality, information systems and technology, marketing, psychology, services, and supply chain, among others. The quality of *JCB*'s impact is also noteworthy, with 22 out of the top 30 journals citing *JCB* the most being ranked "A\*" or "A" by the Australian Business Deans Council.

## 4 | SCIENCE MAPPING OF THE MAJOR THEMES IN *JCB*

Bibliographic coupling is adopted to unpack the major themes of consumer behaviour research in *JCB* (RQ4). This science mapping technique uses common literature references among articles to create clusters (themes), with the assumption being that two articles citing a similar set of references will have similar content (Donthu, Kumar, Mukherjee, et al., 2021). The analysis results in the creation of a network, where each node represents an article and the link strength is represented by the common literature references. Using a variant of the algorithm developed by Newman (2004) and Newman and Girvan (2004), the network of articles is divided into clusters based on their referencing similarities. The application of bibliographic coupling on the corpus of *JCB* articles revealed 13 clusters. More often than not, a common theme can be distinguished more directly for clusters with a larger than a smaller number of articles. Noteworthy, similar reviews

that have performed bibliographic coupling have used a minimum of 10 articles as a guiding principle to justify and support the inclusion of a cluster as a major theme in the field (Lim, Kumar, Verma, & Chaturvedi, 2022). More importantly, the articles in each cluster have been carefully read to determine its common theme, which is akin to a content analysis, or more specifically, a thematic analysis (Kraus et al., 2022). In total, only eight clusters had a minimum of 10 articles each, and when they are taken collectively, they account for 98% of the *JCB* corpus. Their themes could also be clearly determined, and thus, they have been established as the major themes of consumer behaviour research in *JCB*. Table 3 provides an overview of the major clusters. The discussion of each cluster, which is organized around key articles, is presented next.

### 4.1 | Cluster 1: Consumer information processing

The largest cluster in *JCB* comprises 223 articles that have been cited 2792 times, averaging 12.52 citations per article. The average publication year of the articles in the cluster stands at 2017. This indicates that research in this cluster is recent. The central theme of this cluster is *consumer information processing*. The top cited articles of this cluster demonstrate a range of scenarios where consumer information processing is investigated. Schindler and Bickart (2012) explored the factors that affect the helpfulness of online reviews to consumers, whereas Flavián et al. (2016) examined the impact of online positive reviews on consumers' choice confidence in webrooming purchasing, and Racherla et al. (2012) explored the factors that affect consumers' trust in online reviews. Outside the online environment, Mai and Hoffmann (2012) researched consumer food choice with a focus on health consciousness and self-efficacy, whereas Roy and Ng (2012) studied consumers' regulatory focus and preference reversal across hedonic and utilitarian consumption scenarios.



**TABLE 1** Most cited *Journal of Consumer Behaviour* articles

Author(s)	Title	Year	TC	C/Y
Möhlmann	Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again	2015	685	85.63
Heinonen	Consumer activity in social media: Managerial approaches to consumers' social media behavior	2011	328	27.33
Albinsson and Yasanthi Perera	Alternative marketplaces in the 21st century: Building community through sharing events	2012	307	27.91
Gallarza, Gil-Saura, and Holbrook	The value of value: Further excursions on the meaning and role of customer value	2011	231	19.25
Ozanne and Ballantine	Sharing as a form of anti-consumption? An examination of toy library users	2010	227	17.46
Schindler and Bickart	Perceived helpfulness of online consumer reviews: The role of message content and style	2012	210	19.09
Black and Cherrier	Anti-consumption as part of living a sustainable lifestyle: Daily practices, contextual motivations and subjective values	2010	186	14.31
Eckhardt, Belk, and Devinney	Why do not consumers consume ethically?	2010	185	14.23
Farr-Wharton, Foth, and Choi	Identifying factors that promote consumer behaviours causing expired domestic food waste	2014	179	19.89
Jansson, Marell, and Nordlund	Exploring consumer adoption of a high involvement eco-innovation using value-belief-norm theory	2011	170	14.17
ter Huurne, Ronteltap, Corten, and Buskens	Antecedents of trust in the sharing economy: A systematic review	2017	169	28.17
Neilson	Boycott or buycott? Understanding political consumerism	2010	146	11.23
Lundblad and Davies	The values and motivations behind sustainable fashion consumption	2016	120	17.14
Burchell, Rettie, and Patel	Marketing social norms: Social marketing and the "social norm approach"	2013	119	11.90
Schuitema and de Groot	Green consumerism: The influence of product attributes and values on purchasing intentions	2015	112	14.00
Harris and Dennis	Engaging customers on Facebook: Challenges for e-retailers	2011	112	9.33
Mai and Hoffmann	Taste lovers versus nutrition fact seekers: How health consciousness and self-efficacy determine the way consumers choose food products	2012	110	10.00
Ballantine and Stephenson	Help me, I'm fat! Social support in online weight loss networks	2011	107	8.92
Autio, Heiskanen, and Heinonen	Narratives of "green" consumers – The antihero, the environmental hero and the anarchist	2009	101	7.21
Flavián, Gurrea, and Orús	Choice confidence in the webrooming purchase process: The impact of online positive reviews and the motivation to touch	2016	99	14.14
Racherla, Mandviwalla, and Connolly	Factors affecting consumers' trust in online product reviews	2012	92	8.36
Bardhi, Rohm, and Sultan	Tuning in and tuning out: Media multitasking among young consumers	2010	91	7.00
Isenhour	On conflicted Swedish consumers, the effort to stop shopping and neoliberal environmental governance	2010	81	6.23
Dagher and Itani	Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers	2014	80	8.89
Roy and Ng	Regulatory focus and preference reversal between hedonic and utilitarian consumption	2012	80	7.27
Ballantine and Creery	The consumption and disposition behaviour of voluntary simplifiers	2010	79	6.08
Albinsson and Yasanthi Perera	From trash to treasure and beyond: The meaning of voluntary disposition	2009	79	5.64
Debevec, Schewe, Madden, and Diamond	Are today's millennials splintering into a new generational cohort? Maybe!	2013	76	7.60
Dias and Agante	Can advergames boost children's healthier eating habits? A comparison between healthy and non-healthy food	2011	75	6.25
Heinrichs, Lim, and Lim	Influence of social networking site and user access method on social media evaluation	2011	74	6.17

Note: TC: Total citations. C/Y: Citations per year.

**TABLE 2** Journals citing *Journal of Consumer Behaviour*

Journal	TC	IF	ABDC	CABS
<i>Sustainability</i>	391	3.889	NA	NA
<i>Journal of Consumer Behaviour</i>	342	3.199	A	2
<i>Journal of Retailing and Consumer Services</i>	281	10.972	A	2
<i>Journal of Business Research</i>	272	10.969	A	3
<i>Journal of Cleaner Production</i>	153	11.072	A	2
<i>International Journal of Consumer Studies</i>	149	7.096	A	2
<i>Psychology and Marketing</i>	141	5.507	A	3
<i>Journal of Marketing Management</i>	123	4.707	A	2
<i>Frontiers in Psychology</i>	120	4.232	NA	NA
<i>European Journal of Marketing</i>	110	5.181	A*	3
<i>British Food Journal</i>	91	3.224	B	1
<i>Asia Pacific Journal of Marketing and Logistics</i>	89	4.643	A	1
<i>Appetite</i>	87	5.016	A	NA
<i>Journal of Consumer Marketing</i>	86	NA	A	1
<i>International Journal of Retail and Distribution Management</i>	85	4.743	NA	2
<i>International Journal of Hospitality Management</i>	83	10.427	A*	3
<i>Journal of Business Ethics</i>	83	6.331	A	3
<i>Journal of Product and Brand Management</i>	82	5.248	A	1
<i>Computers in Human Behavior</i>	79	8.957	A	2
<i>International Journal of Advertising</i>	67	5.888	A	2
<i>Food Quality and Preference</i>	60	6.345	A	NA
<i>Journal of Islamic Marketing</i>	55	N/A	B	NA
<i>International Journal of Environmental Research and Public Health</i>	54	4.614	NA	NA
<i>Journal of Fashion Marketing and Management</i>	53	4.184	B	1
<i>Technological Forecasting and Social Change</i>	52	10.884	A	3
<i>Young Consumers</i>	52	NA	B	1
<i>International Journal of Contemporary Hospitality Management</i>	51	9.321	A	3
<i>Australasian Marketing Journal</i>	48	NA	A	1
<i>Journal of Services Marketing</i>	48	5.246	A	2
<i>Internet Research</i>	46	6.353	A	3

Abbreviations: ABDC, Australian Business Deans Council (Journal Quality List Rank); CABS, Chartered Association of Business Schools (Academic Journal Guide Rating); IF, impact factor. NA, not available; TC, total citations.

## 4.2 | Cluster 2: Consumption communities

The second largest cluster in *JCB* contains 151 articles that have been cited 4653 times, averaging 30.81 citations per article, which is more than double than that of the first cluster. The average publication year of the articles in the cluster stands at 2014, indicating that research in this cluster is older than most of the other clusters, which can also explain the impact that this cluster has made as citations tend to grow over time. The central theme of this cluster is *consumption communities*. The top cited articles in this cluster showcase the different groups of consumers that share an interest in a particular consumption or consumption ideology. Albinsson and Yasanthi Perera (2012) highlighted the alternative marketplaces in the 21st century such as the sharing economy, wherein collaborative consumption manifests (Möhlmann, 2015). Other scholars such as Heinonen (2011) dived into

consumer activity on social media while Black and Cherrier (2010) and Ozanne and Ballantine (2010) shed light on the implications of the anti-consumption movement for sustainable consumption and the sharing economy.

## 4.3 | Cluster 3: Consumption value

The third largest cluster in *JCB* consists of 130 articles that have been cited 1916 times, averaging 14.74 citations per article. The average publication year of the articles in the cluster stands at 2017, indicating that research in this cluster is fairly recent. The central theme of this cluster is *consumption value*. The top cited articles in this cluster highlight the importance of value in consumption. Gallarza et al. (2011) analysed customer value research, providing deeper insights into the



**TABLE 3** Summary of major clusters (themes) in *Journal of Consumer Behaviour*

Author(s)	Title	Year	TC
<b>Cluster 1: Consumer information processing</b> (TP: 223; TC: 2792; APY: 2017)			
Schindler and Bickart	Perceived helpfulness of online consumer reviews: The role of message content and style	2012	210
Mai and Hoffmann	Taste lovers versus nutrition fact seekers: How health consciousness and self-efficacy determine the way consumers choose food products	2012	110
Flavián, Gurrea, and Orús	Choice confidence in the webrooming purchase process: The impact of online positive reviews and the motivation to touch	2016	99
Racherla, Mandviwalla, and Connolly	Factors affecting consumers' trust in online product reviews	2012	92
Roy and Ng	Regulatory focus and preference reversal between hedonic and utilitarian consumption	2012	80
<b>Cluster 2: Consumption communities</b> (TP: 151; TC: 4653; APY: 2014)			
Möhlmann	Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again	2015	685
Heinonen	Consumer activity in social media: Managerial approaches to consumers' social media behavior	2011	328
Albinsson and Yasanthi Perera	Alternative marketplaces in the 21st century: Building community through sharing events	2012	307
Ozanne and Ballantine	Sharing as a form of anti-consumption? An examination of toy library users	2010	227
Black and Cherrier	Anti-consumption as part of living a sustainable lifestyle: Daily practices, contextual motivations and subjective values	2010	186
<b>Cluster 3: Consumption value</b> (TP: 130; TC: 1916; APY: 2017)			
Gallarza, Gil-Saura, and Holbrook	The value of value: Further excursions on the meaning and role of customer value	2011	231
Debevec, Schewe, Madden, and Diamond	Are today's millennials splintering into a new generational cohort? Maybe!	2013	76
Heinrichs, Lim, and Lim	Influence of social networking site and user access method on social media evaluation	2011	74
Dennis, Michon, Brakus, Newman, and Alamanos	New insights into the impact of digital signage as a retail atmospheric tool	2012	54
Andéhn, Nordin, and Nilsson	Facets of country image and brand equity: Revisiting the role of product categories in country-of-origin effect research	2016	52
<b>Cluster 4: Sustainable consumption</b> (TP: 89; TC: 1758; APY: 2018)			
Farr-Wharton, Foth, and Choi	Identifying factors that promote consumer behaviours causing expired domestic food waste	2014	179
Jansson, Marell, and Nordlund	Exploring consumer adoption of a high involvement eco-innovation using value-belief-norm theory	2011	170
Burchell, Rettie, and Patel	Marketing social norms: Social marketing and the "social norm approach"	2013	119
Schuitema and de Groot	Green consumerism: The influence of product attributes and values on purchasing intentions	2015	112
Autio, Heiskanen, and Heinonen	Narratives of "green" consumers – The antihero, the environmental hero and the anarchist	2009	101
<b>Cluster 5: Intergenerational consumer behaviour</b> (TP: 46; TC: 851; APY: 2015)			
Dias and Agante	Can advergames boost children's healthier eating habits? A comparison between healthy and non-healthy food	2011	75
Levin and Levin	Packaging of healthy and unhealthy food products for children and parents: The relative influence of licensed characters and brand names	2010	68
Harvey, Stewart, and Ewing	Forward or delete: What drives peer-to-peer message propagation across social networks?	2011	49
Roper and La Niece	The importance of brands in the lunch-box choices of low-income British school children	2009	46
Matthes and Naderer	Children's consumption behavior in response to food product placements in movies	2015	45
<b>Cluster 6: Consumer-brand relationship</b> (TP: 34; TC: 471; APY: 2018)			
Harris and Dennis	Engaging customers on Facebook: Challenges for e-retailers	2011	112
Branaghan and Hildebrand	Brand personality, self-congruity, and preference: A knowledge structures approach	2011	41

**TABLE 3** (Continued)

Author(s)	Title	Year	TC
Youn and Jin	Reconnecting with the past in social media: The moderating role of social influence in nostalgia marketing on Pinterest	2017	35
Sicilia, Delgado-Ballester, and Palazon	The need to belong and self-disclosure in positive word-of-mouth behaviours: The moderating effect of self-brand connection	2016	34
Li	Primacy effect or recency effect? A long-term memory test of super bowl commercials	2010	33
<b>Cluster 7: Consumer ethics (TP: 29; TC: 634; APY: 2016)</b>			
Neilson	Boycott or buycott? Understanding political consumerism	2010	146
Moschis and Ong	Religiosity and consumer behavior of older adults: A study of subcultural influences in Malaysia	2011	72
Choi	Religion, religiosity, and South Korean consumer switching behaviors	2010	59
Green and Peloza	How do consumers infer corporate social responsibility? The role of organisation size	2014	57
Brunk	Reputation building: Beyond our control? Inferences in consumers' ethical perception formation	2010	44
<b>Cluster 8: Conditional relationships in consumer behaviour (TP: 21; TC: 159; APY: 2018)</b>			
Shukla, Banerjee, and Adidam	The moderating influence of socio-demographic factors on the relationship between consumer psychographics and the attitude towards private label brands	2013	38
Nenycz-Thiel and Romaniuk	The real difference between consumers' perceptions of private labels and national brands	2014	27
Stocchi, Driesener, and Nenycz-Thiel	Brand image and brand loyalty: Do they show the same deviations from a common underlying pattern?	2015	20
Prugsamatz, Lowe, and Alpert	Modelling consumer entertainment software choice: An exploratory examination of key attributes, and differences by gamer segment	2010	17
Bowe, Lockshin, Lee, and Rungie	Old dogs, new tricks – Rethinking country-image studies	2013	15

Abbreviations: APY average publication year; TC, total citations; TP, total publications.

meaning and role of customer value, whereas Debevec et al. (2013) highlighted the differences in the values sought by the older and millennial generations. Heinrichs et al. (2011) dived into consumer evaluation of social media while Dennis et al. (2012) shed light on the value of digital signage as a retail atmospheric tool to attract and satisfy consumers, and Andéhn et al. (2016) showcased the value of the country-of-origin effect in shaping consumer behaviour toward a product, and by extension, brand equity.

#### 4.4 | Cluster 4: Sustainable consumption

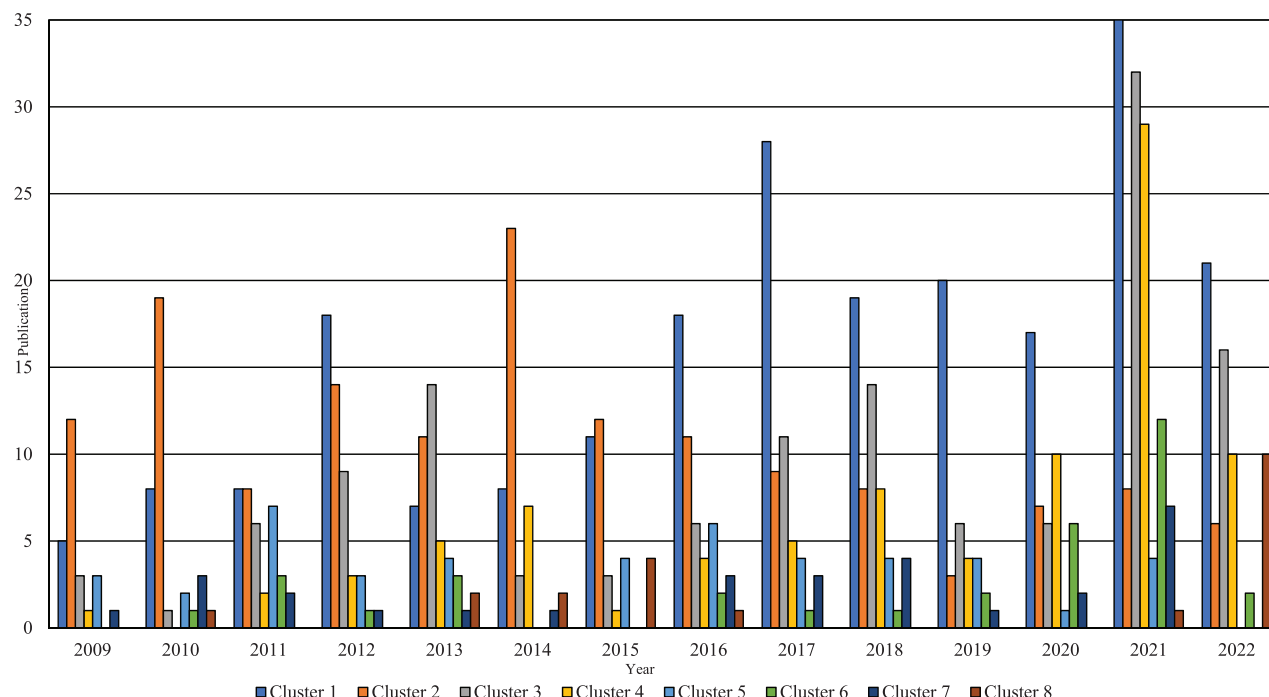
The fourth largest cluster in *JCB* constitutes 89 articles that have been cited 1758 times, averaging 19.71 citations per article. The average publication year of the articles in the cluster stands at 2018, which is the highest among all clusters, indicating that research in this cluster is the most recent in *JCB*. The central theme of this cluster is *sustainable consumption*. The top cited articles in this cluster demonstrate the different ways in which consumers can consume (un)sustainably. Farr-Wharton et al. (2014) identified the factors driving consumer food waste, whereas Jansson et al. (2011) explored consumer adoption of eco-innovation products while Autio et al. (2009) and Schuitema and de Groot (2015) shed light on green consumerism. The social aspect of sustainable consumption is also discussed, as seen through Burchell et al. (2013), wherein social marketing is earmarked as a means to drive socially desirable behaviour (e.g., sustainable consumption).

#### 4.5 | Cluster 5: Intergenerational consumer behaviour

The fifth largest cluster in *JCB* encapsulates 46 articles that have been cited 851 times, averaging 18.50 citations per article. The average publication year of the articles in the cluster stands at 2015, indicating that the research in this cluster is older than most of the other clusters, though its citation remains low, which could be explained by the smaller number of articles that have contributed to the theme of this cluster. Noteworthy, the central theme of this cluster is *intergenerational consumer behaviour*. Dias and Agante (2011) examined the role of advergames on the children's eating habits, whereas Levin and Levin (2010) explored the influence of brand names on children's and parents' food choices while Harvey et al. (2011) highlighted social media as a driver of consumption among undergraduates. Roper and La Niece (2009) and Matthes and Naderer (2015) also investigated the consumption choices among children, with a focus on lunch-box choices and food product placements in movies, respectively.

#### 4.6 | Cluster 6: Consumer-brand relationship

The sixth largest cluster in *JCB* includes 34 articles that have been cited 471 times, averaging 13.85 citations per article. The average publication year of the articles in the cluster stands at 2018, indicating that the research in this cluster is fairly recent. The central theme of



**Note(s):** Cluster 1: Consumer information processing. Cluster 2: Consumption communities. Cluster 3: Consumption value. Cluster 4: Sustainable consumption. Cluster 5: Intergenerational consumer behaviour. Cluster 6: Consumer-brand relationship. Cluster 7: Consumer ethics. Cluster 8: Conditional relationships in consumer behaviour.

**FIGURE 6** Year-wise publication in each major cluster (theme) between 2009 and 2022. Cluster 1: Consumer information processing. Cluster 2: Consumption communities. Cluster 3: Consumption value. Cluster 4: Sustainable consumption. Cluster 5: Intergenerational consumer behaviour. Cluster 6: Consumer-brand relationship. Cluster 7: Consumer ethics. Cluster 8: Conditional relationships in consumer behaviour. [Colour figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com/doi/10.1111/j.1479-8338.2022.01002.x)]

this cluster is *consumer-brand relationship*. The top cited articles in this cluster reveal consumer interactions with brands and its impact of on consumerbrand relationship. Harris and Dennis (2011) examined the challenges that brands face in engaging consumers on social media, whereas Branaghan and Hildebrand (2011) investigated the relationships between brand personality, self-congruity, and consumer preference. Similar relations were also explored by Youn and Jin (2017), who concentrated on consumer nostalgia, Sicilia et al. (2016), who dedicated on word of mouth, and Li (2009), who focused on consumer recall.

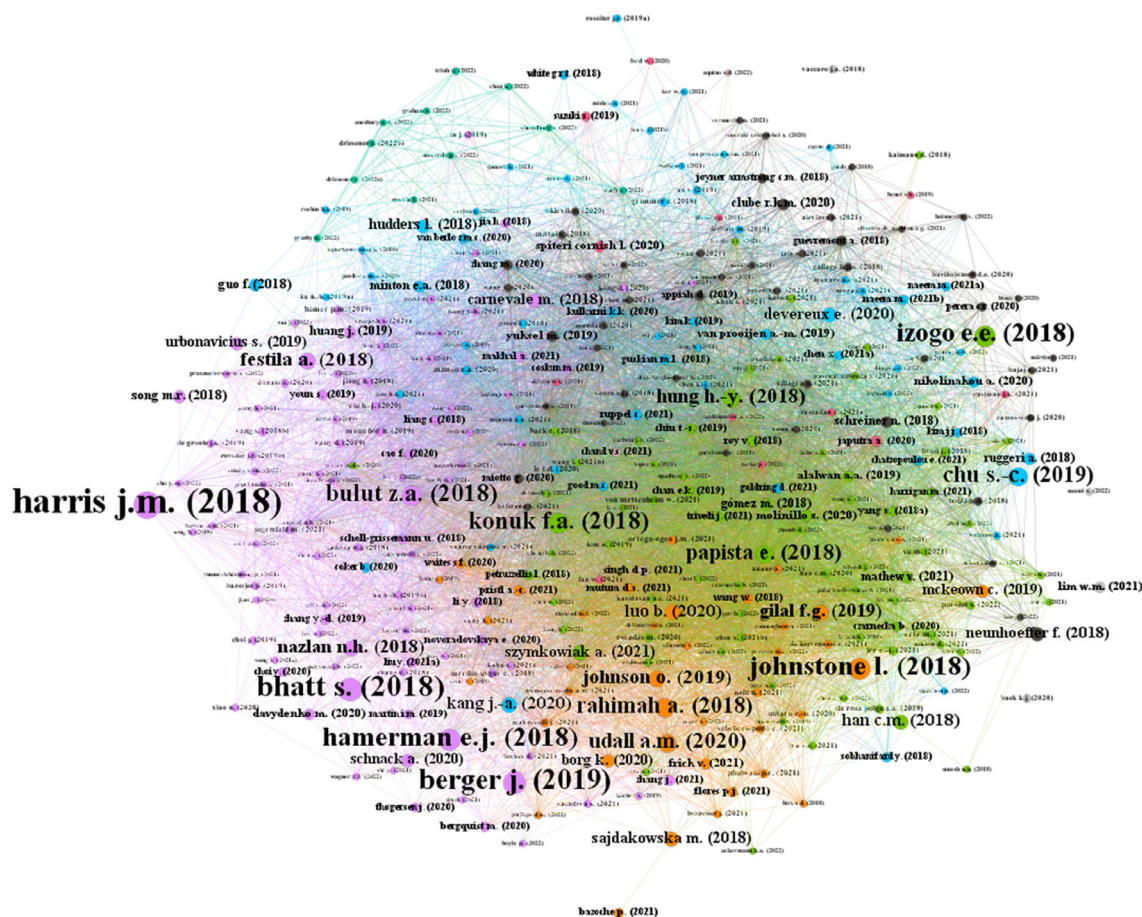
#### 4.7 | Cluster 7: Consumer ethics

The seventh largest cluster in *JCB* incorporates 29 articles that have been cited 634 times, averaging 21.86 citations per article. Noteworthy, this cluster has the highest average citations, signalling the high impact of research in this cluster. The average publication year of the articles in the cluster stands at 2016, indicating that the research in this cluster is older than most of the other clusters. The central theme of this cluster is *consumer ethics*. The top cited articles in this cluster demonstrate the different factors that shape consumer ethics and the resulting behaviours. Neilson (2010) introduced the concepts of boycotting (i.e., not buying a product as a means to punish undesirable behaviour) and “buycotting”

(i.e., buying a product as a means of rewarding desirable behaviour). Moschis and Ong (2011) and Choi (2009) highlighted the importance of religiosity in shaping consumer ethics and their equivalent behaviour (e.g., preference, switching). Other scholars such as Green and Peloza (2014) explored how consumers infer corporate social responsibility while Brunk (2010) investigated the formation of ethical perceptions among consumers.

#### 4.8 | Cluster 8: Conditional relationships in consumer behaviour

The eighth largest cluster in *JCB* is made up of 21 articles that have been cited 159 times, averaging 7.57 citations per article. The average publication year of the articles in the cluster stands at 2018, indicating that the research in this cluster is fairly recent. The central theme of this cluster is *conditional relationships in consumer behaviour*. The top cited articles in this cluster highlight the importance of causal investigations in establishing the conditions for the occurrence or non-occurrence of a particular consumer behaviour. Shukla et al. (2013) demonstrated the moderating role of socio-demographics on the relationship between consumer psychographics and their attitude toward private label brands, whereas Nenycz-Thiel and Romaniuk (2014) established the differences in consumer perception across national and private label brands. Other scholars such as Stocchi et al. (2015)



**FIGURE 7** Bibliographic coupling network for *Journal of Consumer Behaviour* articles published between 2018 and 2022 [Colour figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com/doi/10.1002/cb.2118)]

highlighted the deviations in consumers' brand loyalty while Prugsamatz et al. (2010) revealed the differences in consumer entertainment software choice by gamer segment and Bowe et al. (2013) shed light on the biases in consumer perception due to the differences of country of origin and country of destination images.

## 5 | SCIENCE MAPPING OF THE EMERGING THEMES IN *JCB*

To identify the emerging themes of consumer behaviour research in *JCB*, the publication trends of each major cluster (theme) was analysed alongside a bibliographic coupling analysis of *JCB* articles published within the last 5 years (2018–2022).

Figure 6 presents a year-wise summary of publication in each major cluster (theme). Since the combined publication share of these clusters is fairly high (98%), the trends depicted in the figure illustrate a reasonably accurate picture of the thematic evolution of consumer behaviour research in *JCB*. Focusing on the recent years, Clusters 1, 3, 4, and 6 have proliferated exponentially, signalling that consumer information processing, consumption value, sustainable consumption, and consumer-brand relationship are among the

trending themes in *JCB*. In contrast, Clusters 2 and 5, which deal with research on consumption communities and intergenerational consumer behaviour, remain relatively small, and thus, require meaningful stimulation to improve its productivity. It is also worth noting the growth of Clusters 7 and 8, which relate to research on consumer ethics and conditional relationships in consumer behaviour, as they have experienced a noteworthy spike and thus appear to be trending in recent years.

Figure 7 presents the bibliographic coupling network of *JCB* articles published within the last 5 years (2018–2022). These articles have primarily focused on trending topics relating to consumer neuroscience (Harris et al., 2018), consumer purchase of green products (Berger, 2019) and organic food (Konuk, 2018), consumer food waste (Hamerman et al., 2018), influencer marketing (von Mettenheim & Wiedmann, 2021), as well as panic buying (Naeem & Ozuem, 2021) and impulsive behaviour (Ramadan et al., 2021). These contemporary topics generally relate to the major themes of consumer ethics and sustainable consumption, indicating that *JCB* has proactively published relevant and timely consumer behaviour research in response to externalities such as the COVID-19 pandemic and the global movement toward environmental social governance (ESG) and sustainable development goals (SDGs).



## 6 | CONCLUSION

To this end, this article has offered a retrospective review of consumer behaviour research in *JCB* using a corpus of 737 articles published between 2009 and 2022. In doing so, this article sheds light on the collaboration (co-authorships), global reach (countries), productivity (publications), impact (citations), and knowledge (themes, topics) of consumer behaviour research in *JCB*. The key takeaways from this retrospective are presented as follows.

First, the analysis of publication and citation trends of *JCB* (RQ1) revealed that the journal has grown substantially in terms of its productivity (publication) and impact (citation). This can be attributed to a growing culture of collaboration, where authors have chosen to work in groups and on a global scale. The continued encouragement of collaboration should be beneficial for enhancing the diversity and inclusivity of both consumer behaviour research and researchers. This can be done through explicit calls for special issues on cross-country research, as well as maintaining the publishing pipeline of multi-authored articles with the inclusion of a CRediT (Contributor Roles Taxonomy) author statement to provide greater transparency of author contributions to these articles.

Second, the analysis of the most cited articles in *JCB* (RQ2) revealed that the majority of the most cited articles are multi-authored and have more than 100 citations. The average publication year of these articles stands at 2011.93. This indicates the seminal role of these articles in stimulating and supporting new consumer behaviour research. Thus, prospective authors intending to submit their research to *JCB* should consider these high-impact articles, where appropriate.

Third, the analysis of journals citing *JCB* (RQ3) revealed that the journal's appeal is interdisciplinary and that it has influenced the content published in outlets outside its own discipline. The citing journals are also of high quality, with 22 of the top 30 most citing journals having a rank of "A\*" or "A" by the Australian Business Deans Council. This reflects the high quality and relevance of consumer behaviour research in *JCB* for a wide range of subject areas.

Fourth, the major themes in *JCB* (RQ4) revolve around *consumer information processing*, *consumption communities*, *consumption value*, *sustainable consumption*, *intergenerational consumer behaviour*, *consumer-brand relationship*, *consumer ethics*, and *conditional relationships in consumer behaviour*. These themes suggest that consumer behaviour is complex, multifaceted, and understood from multiple perspectives.

Fifth, in recent times, the major topics in *JCB* (RQ5) involve *consumer neuroscience*, *consumer wastage*, *green consumption*, as well as *panic buying* and *impulse behaviour*, which revolve around the themes of *consumer ethics* and *sustainable consumption*. Indeed, these topics are highly contemporary as they reflect a proactive response to externalities such as the COVID-19 pandemic and the global ESG and SDGs movement.

Moving forward, prospective authors can consider a range of contemporary topics to enrich understanding across the eight major themes of consumer behaviour research in *JCB*.

In terms of *consumer information processing*, future research can consider using neuroscientific methods to gain finer-grained insights into consumer responses when interacting with various sources of information (Lim, 2018). While brain imaging remains the state of the art, alternatives such as eye trackers and wearables may be easily accessible and more affordable, and thus, can be considered.

In terms of *consumption communities*, future research can consider broadening to a wider range of communities. The digital era has brought a plethora of opportunities for consumers to engage in online communities. While social media communities are prevalent, the nature and types of social media (e.g., Clubhouse, TikTok) continue to evolve, and thus, necessitate continuing research (Lim & Rasul, 2022). Similarly, new research is required to curate an understanding of emerging online communities such as those occurring in the meta-verse as well as those where consumers interact with new-age technologies such as conversational agents.

In terms of *consumption value*, future research can consider exploring the trajectory of values sought by consumers. The COVID-19 pandemic has led to an unprecedented transformation of consumer lives as well as a rethink of consumer priorities in life. In this regard, future research can explore the different roles enacted by consumers (e.g., child, employee, parent, spouse) and the values they seek through consumption across their different life domains.

In terms of *sustainable consumption*, future research can consider the ambitious pursuit of convincing and encouraging mainstream consumers to embrace sustainable consumption. More often than not, the efforts to promote sustainable consumption appeal to consumers who are already inclined toward sustainability. In this regard, future research is encouraged to examine the covert and overt behavioural controls that prevent mainstream consumers from engaging in sustainable consumption as well as the equivalent ways to overcome these issues (Lim & Weissmann, 2022).

In terms of *intergenerational consumers*, future research can consider broadening the scope of consumers studied. Noteworthy, most studies in this area have focused on children and young consumers. However, consumers from different generations are transitioning into different life phases (e.g., baby boomers and Gen X are now a part of the aging population while millennials or Gen Y are no longer considered as young consumers), and thus, their needs and wants will evolve accordingly (Lim, 2022b). Therefore, new research is required to capture the evolution of consumer behaviour across generations from both the new generation and the transitional generation perspectives.

In terms of *consumer-brand relationships*, future research can consider exploring how brands can use new-age technologies such as virtual, augmented, and mixed realities to engage with consumers (Lim & Rasul, 2022). With digital natives and digital immigrants both becoming comfortable and well-versed with technology in the new normal, consumer behaviour researchers will need to step up to provide new, pragmatic solutions that will enable brands to foster long-term, win-win relationships with consumers in a contemporarily relevant way.

In terms of *consumer ethics*, future research can consider reinvestigating consumer perceptions toward corporate initiatives that are mandated versus voluntary. Noteworthy, many countries around the

world, including developing countries such as India, have mandated corporate social responsibility (Prasad et al., 2022) as well as ESG reporting (Lim, Ciasullo, Douglas, & Kumar, 2022). In this regard, it should also be worth investigating how brands can go about engaging in voluntary actions in a mandated environment and the equivalent consumer reactions toward such actions, as well as consumer reactions toward brands that engage in contentious issues such as humble bragging and sustainability washing.

In terms of *conditional relationships in consumer behaviour*, future research can consider employing asymmetrical techniques such as fuzzy set qualitative comparative analysis (fsQCA) (Kumar, Sahoo, et al., 2022) as well as experimental techniques involving data partitioning (Lim et al., 2019) and a pretest-posttest, posttest-only, or a Solomon experimental design (Lim, Ahmed, & Ali, 2022) in before, during, and after settings (Lim, 2021). This should enrich understanding of the conditions that will and will not activate—including the magnitude of activation—a plethora of consumer behaviour (e.g., different types of attitude, belief, cognition, emotion, perception, intention, and action).

Apart from *consumer information processing, consumption communities, consumption value, sustainable consumption, intergenerational consumer behaviour, consumer-brand relationship, consumer ethics*, and *conditional relationships in consumer behaviour*, future research should also consider several emerging and important trends that are shaping the future of consumer behaviour.

First, new-age technologies emerge as new industrial revolutions manifest. In the present era of the fourth industrial revolution (IR4.0), such technologies include artificial intelligence (e.g., conversational agent; Lim, Kumar, Verma, & Chaturvedi, 2022) and virtual reality (e.g., metaverse; Lim, Rasul, Kumar, & Ala, 2022). As mentioned, we highly encourage new research to explore *consumer engagement with new-age technologies*—not just from the technology perspective (e.g., adoption, continuance, resistance) but also from the behavioural, cybersecurity, economic, ethical, psychological, and sociological perspectives, among others.

Next, consumer behaviour changes as the environment they live in evolves over time. Noteworthy, consumers today live in a hyper-connected world where information is readily available, communicated, and shared. In this regard, consumers have more information in the present than in the past, which implies that entities (e.g., government, marketers) that wish to influence consumers will need to unteach in order to teach them something (new) that will alter and shape their perceptions in a desired way (Lim, 2020a, 2020b). Nonetheless, consumers may be indecisive given the amount of information that they now have to consider or process in order to make a decision. Therefore, future research is encouraged to examine the *evolutionary perspectives of consumer behaviour* in order to understand the cycles and waves of changes in consumer behaviour.

Last but not least, the world is in a dire state that requires a major change/shift in consumer behaviour. Planetary health, which is concerned with the health or wellbeing of human civilization as well as the inhabitants and the environment in the natural ecosystem (Lim, 2022a; Lim, Ciasullo, Douglas, & Kumar, 2022), is at risk with the

exacerbation of environmental issues such as climate change, environmental degradation, and natural resource depletion, as well as social issues such as hardcore and urban poverty, among others. In this regard, new research that examines *consumer roles in addressing grand challenges* are crucial to address these challenges and navigate the world toward a path of inclusive growth and shared prosperity.

Taken collectively, this retrospective review of JCB, including the prospective ways forward, should serve as a useful guide for understanding the current and future evolution and trends of consumer behaviour research.

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## CONFLICT OF INTEREST

The authors declare no conflicts of interest.

## DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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