The Evolution of Research on Globalization and Consumer Behavior: A Bibliometric Analysis (2006-2024)

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Abstract

The interaction between globalization and consumer behavior has been a central focus of both academic and industry research for decades. This study delineates the conceptual structure, trends, topics, and major themes in globalization and consumer behavior research from 2006 to 2024 using bibliometric analysis. The data analyzed using Biblioshiny software under the R programming. The study analyzed 3,143 documents obtained from the Web of Science and Scopus databases, focusing on productivity by authors, institutions, and countries, co-citation, keyword co-occurrence, and thematic clustering. The findings indicate that the most pertinent source was "Environmental Science Pollution Research," and Adebayo T was identified as the most prominent author, having contributions of 57 publications. The most significant institution was the Cyprus International University, that accounted for 66 publications. China emerged as the leading contributor by producing 1,904 publications. The thematic clusters showed increasing interest in sustainability, policy-oriented research, renewable energy, and digital consumer identities. This study synthesizes 18 years of literatures and offers a roadmap for future research on globalization, technology, and consumer culture.

Keywords: bibliometric analysis, consumer culture, consumption, cross-cultural marketing, globalization, localization

Introduction

Globalization is a mental and physical process where individuals assess, purchase, consume and dispose of goods or services to satisfy their needs (Cox et al., 2020; Lopushnyak et al., 2025; Wongthahan et al., 2025). A group of persons in the globalized society is crucial to societal and economic transformation, in which their behaviours and attitudes are shaped by the global media, education, and cultural exchange (Chow & Ho, 2025; Ruppenthal & Schweers, 2024).

The globalization has changed consumer behavior, as purchasing patterns, brand perceptions, and cultural preferences are influenced at the global level (Yonfá-Medranda et al., 2024). The process of globalization results in the proliferation of global brands, online platforms, and international trade has challenged globalized markets and local consumer values (Panigrahy & Verma, 2024; Yonfá-Medranda et al., 2024). The process of decision-making in consumers is becoming more homogenized and culturally shifted at the same time as consumers start interacting more with global products and media (Dhingra et al., 2024; Li et al., 2023). Globalization and consumption require a systematic research study to learn both the theoretical and practical implications.

This study is significant because of the nature of consumers as the early adopters of the world trends, especially in technology and culture (Sharma et al., 2023). Globalization has multifaceted effects, such as the use of digital media and labor mobility, thatare changing the identity, aspiration and consumption patterns (McConnochie et al., 2017). Nevertheless, these changes are not equally beneficial, and the issues of cultural dislocation, identity crisis, and materialistic trends highlight the ambiguities of internationalization (Abedin et al. 2024; Makhitha, 2024). The chosen period includes major global events and technological innovations that have completely re-established the idea of globalization and consumerism. Among the trends of this period, one should distinguish the rise of social commerce (Post-2010), the disruptive effect of COVID-19 on global supply chains, and an increasing discussion of sustainability and cultural identity in consumption (Hafez, 2023; McConnochie et al., 2017). With the focus on these years, this study will help understand how scholarly research has reacted to economic change, the swift digitalization, and the changing importance of priorities of consumers, thus providing a prompt reflection of the flexibility of the field. The previous studies have mostly concentrated on qualitative

synthesis, thereby presenting opportunities for quantitative analysis of publication patterns, influential contributors, and thematic shifts (Donthu et al., 2021; Jena et al., 2024).

Bibliometric analysis provides a numerical approach to researching the organization and development of a field of research throughout the years (Donthu et al., 2021). With the help of tools as Biblioshiny and Bibliometrix using R programming, the collaboration network, keyword patterns, and patterns of citation can be visualized in large datasets. Unlike a classical literature review, a bibliometric analysis provides objective and repeatable data regarding the productivity and the impact of the study (Bansal et al., 2024; Ivasciuc et al., 2024).

A globalization and consumer behavior research direction is important because it helps to understand the trends, gaps, and intellectual framework of the literatures (Donthu et al., 2021). The bibliometric research clarifies that the academic discourse has transformed into the actual developments in the world, including the digital globalization, economic crises, and sustainability problems (Khan et al., 2024). Researchers and practitioners can better predict future patterns in the international consumer markets by deconstructing this growth. This paper attempts to conduct a systematic bibliometric review of literature on globalization and consumer behavior between the years 2006 and 2024. In particular, the proposed research is expected to focus on the growth curve of publications and citation patterns, leading authors, institutions, and journals, and theme clusters, as well as the emerging research directions. Such lessons create a basis for future studies in the area. This research paper intends to provide the intellectual explanations of globalization and consumer behavior studies and consider the following research questions:

RQ1: How is the growth of publication in terms of globalization and consumer behavior?

RQ2: Who are the most important authors, institutions, and journals, and in what way are they collaborating?

RQ3: What are the most frequent thematic clusters, and how have the themes changed?

RQ4: What are the effects of globalization on consumer behavior as indicated by the geographic distributions of research output?

RQ5: What are the new research fields in the recent literature?

Methodology

The study applied bibliometric analysis and the examination of the development of the research on globalization and consumer behavior between 2006 and 2024. Bibliographic data obtained from reputable academic databases, including Web of Science and Scopus, concentrate on publications pertaining to the domain of globalization and consumer behavior during the given time (Franco & Franco, 2022).

The search strategy employed specific keywords and Boolean operators to ensure a comprehensive review of the relevant literature. The terms included were "Globalization" OR "Cultural Globalization" OR "Globalization Effects" OR "Global Brands" OR "International Brands" OR "Brand Globalization" OR "Market Globalization" OR "International Brands Impact" OR "Global Brand" AND "Consumer Behaviour" OR "Consumption Behavior" OR "Consumer Attitude" OR "Ethnocentrism" OR "Consumer Ethnocentrism" OR "Consumer Preferences" OR "Consumer Satisfaction" OR "Customer Satisfaction" OR "Consumption" OR "Consumer Purchasing" OR "Customer Culture" OR "Consumer Culture" OR "Localization" OR "Brand Love" OR "Brand Attitude"

The use of strict inclusion and exclusion criteria was necessary to guarantee the relevance and quality of the chosen publications with references to such aspects as the type of publication, language, and connection to the topic under study (Ruppenthal & Schweers, 2024). The search was undertaken in the year 2006 to 2024 to capture the latest available studies, which were narrowed down by a set of inclusion as well as exclusion criteria. All these criteria were carefully planned to make sure that only the most relevant and quality studies completed the final analysis. These keywords were limited to the English language and further reduced to 2006-2024 years, resulting in more than 50 documents written after 2006. It was narrowed down to the topic areas of social sciences, business, management, and accounting. The bibliographic data was extracted and preprocessed to remove redundancy, homogenize author names, and correct inconsistencies in the data. Finally, 3,143 documents were retrieved to analyze after the elimination of duplicates on 24th April 2024.

We employed a range of bibliometric analysis techniques, including co-citation analysis, bibliographic coupling, keyword co-occurrence analysis, research trends, influential authors, and emerging themes within the field. This study concentrated on

extracting meaningful patterns and trends from the collected data. Biblioshiny software within the R environment, such as the Bibliometrix R package, was used for data analysis. Visualization techniques were applied to represent the relationships between different keywords and research themes.

Results and Discussion

Descriptive Information Overview (2006–2024)

The globalization and consumer behavior dataset that was analysed by the bibliometric analysis comprises 3,143 documents relying on 1,025 journals, books, and other publications with more than 18 years of academic activity. The field has shown a consistent increase in terms of average citation of 34.47 per document and in terms of increasing production of 4.57 per year, hence demonstrating continuity of academic development. The mean age of the documents is 6.14 years, which shows that there is a tradeoff between the topicality and the latest productivity. The 140,720 entries on the list indicate a robust intercourse with the prior literature, and the focus on the interdisciplinary foundation of the field.

The collection of data was made with the participation of 6,297 contributors, 634 of whom decided to make individual work. It is quite good in its collaboration patterns as it has 3.11 co-authors per document and 41.34% of international co-authorship. This trend of cross-border research all over the world is likely to be caused by the similarity of the challenges faced and the creation of digital communication tools. Single documents alone made 688 documents emphasizing the role of teamwork in research. The data set consisted of 7,868 author-generated Keywords and 4,597 Keywords that formed a broad thematic base. The most frequent are treated as the major areas of research, while the less frequent ones may be the newly developing areas.

Articles (2,807) were the most common documents, and the rest of the contributions were made up of reviews (165) and hybrid documents, including early access articles (105) and proceedings papers (44). The fact that retracted publications (5) and expressions of concern (1) are included indicates the importance of quality-control mechanisms in supporting scholarly integrity.

A growth rate of 4.57 per annum is a sign of good activity. Further citation analysis may shed light on whether this growth is accompanied by a greater impact on the

area. International co-authorship rate is high, and it implies that effective global networks are in place, but geographic or institutional differences may also exist that need to be investigated.

Table 1

Main Information

Description	Results
Main Information	
Timespan	2006:2024
Sources (Journals, Books, etc.)	1025
Documents	3142
Annual Growth Rate %	4.57
Document Average Age	6.14
Average citations per doc	34.47
References	140720
DOCUMENT CONTENTS	
Keywords Plus (ID)	4597
Author's Keywords (DE)	7868
AUTHORS	
Authors	6297
Authors of single-authored docs	634
AUTHORS COLLABORATION	
Single-authored docs	688
Co-Authors per Doc	3.11
International co-authorships %	41.34
DOCUMENT TYPES	
article	2807
article; book chapter	6
article; early access	105
article; proceedings paper	44
article; publication with the expression of concern	1
article; retracted publication	5
review	165
review; book chapter	7
review; early access	2

## Analysis of Annual Scientific Production

Figure 1 illustrates the annual publication on globalization and consumer behavior from 2006- 2024. The data depict that there is a significant change in annual research

output in this period, and it is growing in a consistent pattern. The number of publications started with 51 articles in 2006, with a steady rise up to 2009, when about 100 publications. This phase is regarded as typical of the growth, which was probably due to the gradual improvement of the given field, the growth of research networks, and stable funding. Interesting peaks during the years 2012 (115 articles) and 2015 (129 articles) were published, suggesting that intermittent boosts are potentially linked to breakthroughs, policy shifts, or the emergence of subfields gaining prominence.

After 2020, the rate began accelerating annually, and the production increased more than 2 times in a period of four years. Article volume has grown by 232 to 484, which represents an unprecedented 20 percent annual growth rate. This trend is in line with the trends of scientific publishing in the world. Partially, these trends are motivated by existing challenges in society, including the COVID-19 pandemic and the spread of digital collaboration tools. However, the drastic reduction to 114 articles by the year 2024 is probably a result of data retrieved in April of 2024.

Figure 1

Annual Scientific Production From 2006 to 2024
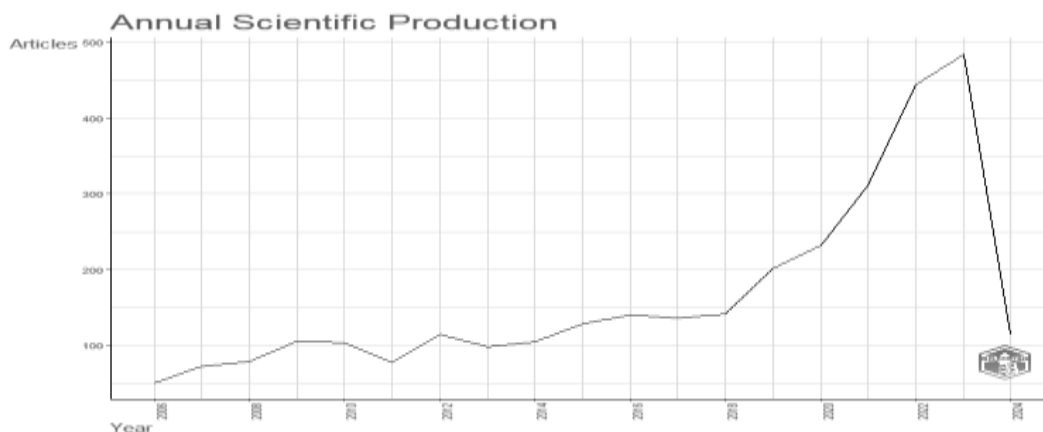
Analysis of Citation Trends and Research Impact Over Time

The paper examined the citation trends in the 2006-2024 publications and provided valuable information about the development of research. The total number of citations is higher in the publications published during the mid-2000s, with the articles of the year 2006 containing, on average 86.69 citations each, thus demonstrating the timeless quality of foundational work as it gets referenced during nearly 20 years. The publications of the last few years, especially 2021, feature a lot of activity with an incredible 10.46 citations annually.

Table 2

Trend of Average Citations Per Year

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2006	86.69	51	4.56	19
2007	65.85	72	3.66	18
2008	51.94	79	3.06	17
2009	46.72	106	2.92	16
2010	58.78	104	3.92	15
2011	47.23	78	3.37	14
2012	63.29	115	4.87	13
2013	42.33	98	3.53	12
2014	34.37	105	3.12	11
2015	39.3	129	3.93	10
2016	36.34	140	4.04	9
2017	40.3	136	5.04	8
2018	43.57	142	6.22	7
2019	36.19	202	6.03	6
2020	40.12	232	8.02	5
2021	41.82	311	10.46	4
2022	22.7	444	7.57	3
2023	7.48	484	3.74	2
2024	0.87	114	0.87	1

The data shows that there are three stages in the citation patterns. The first period (2006-2012) was a well-established base and the citations were coming continuously with time. The medium-term (2013-2018) experienced a steady effect, and the latest years (2019-2024) can be characterized by an increased pace of knowledge adoption, and publications in 2021 have had a very strong impact. This peak probably indicates the average citation lifecycle, where the publications tend to get most of the citations 2-5 years after publication, and possibly some major progress or worldwide events related to the topic, which has prompted the research work.

The trends that were observed have massive implications in the assessment of research impacts. In spite of the fact that the overall number of citations is still a useful measure of long-term impact, citation velocity, as a measure of citations per year, could be more informative in determining the contemporary hot topics and areas of interest. These results highlight the importance of the consideration of the dates of publication when comparing citations in various time frames. The next line of research must involve

studies that reveal the distinct causes that have consequently led to the cited in 2021 and whether this is a one-off event or a continuation of a trend in scholarly activity.

Analysis of the Most Relevant Source

Figure2depicts the citation frequency of each of the top ten sources and their relative importance within the globalization and consumer behavior domains. The x-axis denotes the number of documents in which each source is cited within the dataset. The Y-axis represents the frequency of citations.

Figure 2

Citation Scatter Plot of the Most Relevant Sources
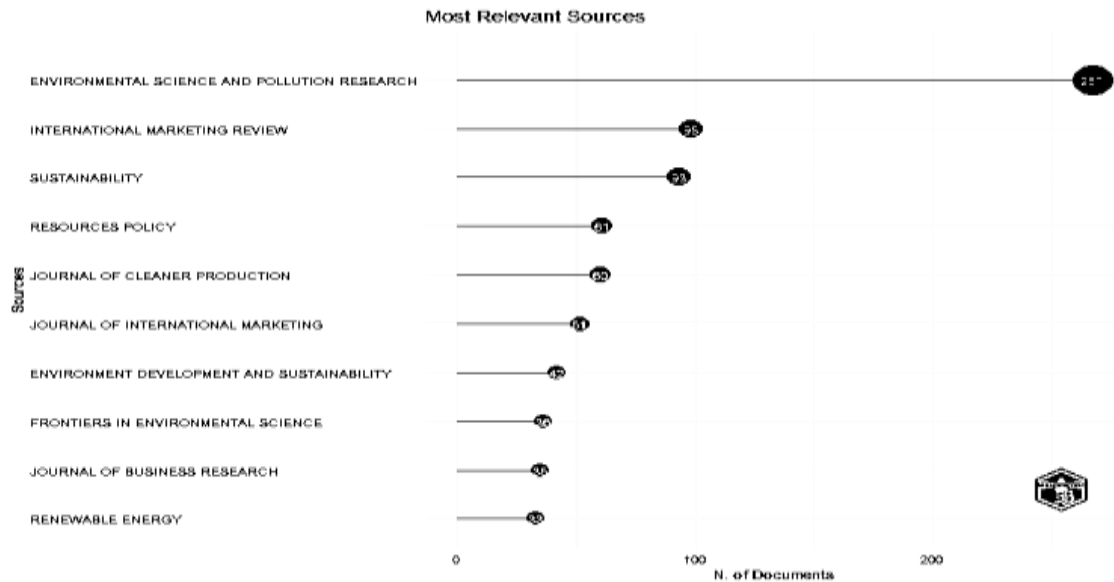
The most commonly cited source was Environmental Science and Pollution Research with 267 citations, and therefore, it is of great importance in environmental research. International Marketing Review (98 citations) and Sustainability (93 citations) came in close behind, and both of them prove considerably relevant in the domains they represent. It indicates a great scholarlyengagement in the fields of marketing and sustainability.

The intermediate journals, like Resources Policy (61 citations), the Journal of Cleaner Production (60), and the Journal of International Marketing (51), have the same level of impact. Conversely, other journals like Environment Development and Sustainability (42) and Renewable Energy (33) were under-represented in this dataset, but could have a niche over other journals.

The fact that the environmental and sustainability journals have gained in popularity testifies that these directions are at the centre of the research discourse now, likely as a result of the increased concern with the issue of environmental problems on a global level. The interdisciplinary relations are signified by the availability of marketing journals, such as the incorporation of sustainable business practices in the marketing strategies. The researchers who desire to be more showcased can write in high-impact journals such as Environmental Science and Pollution Research. However, one should consider the conventions that are related to the field, since in the case of the environmental sciences, the fields that are more likely to be mentioned are environmental sciences rather than the specialized aspects of marketing.

Research Productivity and Collaboration Patterns Leading Scholars

Published data highlights various important players in the area of globalization and consumer behavior as depicted in Figure 3. Adebayo T became the most productive scholar, having published 57 articles, but the fractionalized value of 15.84 represents that they were rather the products of significant collaborative work. Kahan M and Kirikkaleli D have very strong individual performances in publications, and the number of publications is 38 and 36 respectively.

Figure 3

Most Relevant Authors


Most Relevant Authors
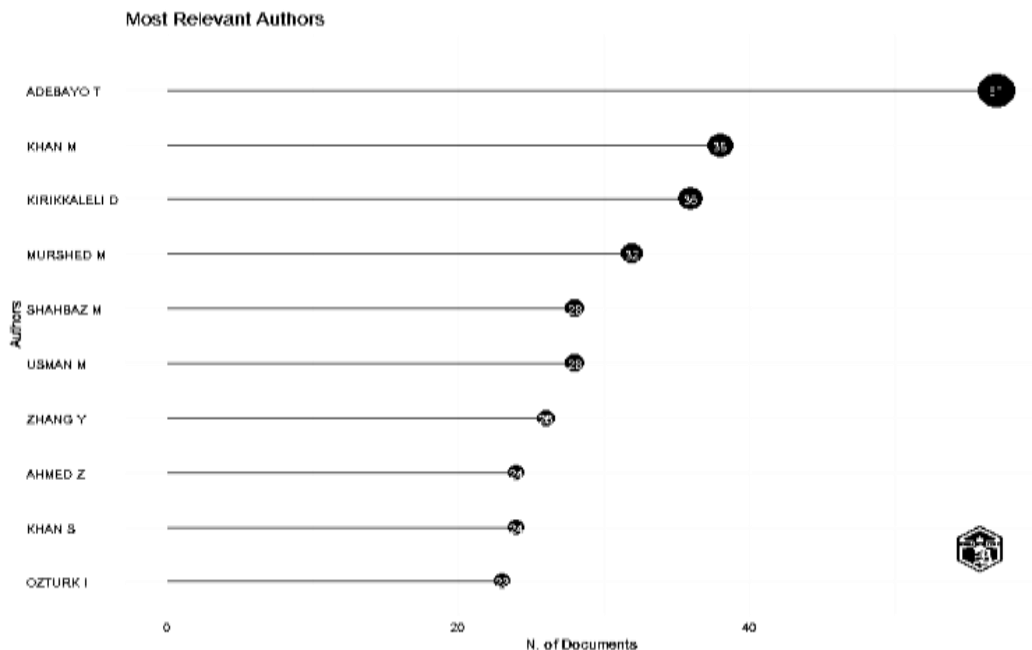
Whereas researchers like Murshed (32 publications) and Shahbaz (28 publications) always created outputs when working in a group, other researchers would rather work in smaller groups or play more significant roles in their workgroups. To take a case in point, the prolific list of publications of Adebayo T is an ideal point of departure for scholars interested in establishing the overall trends in the discipline due to its high level of coverage of important developments in this area. All these results lead to the idea that a two-pronged approach to the assessment of the contribution to scholarship, which takes into account both the volume of publications and the patterns of collaboration, can be considered a powerful method allowing researchers to be more effective in their interaction with prominent literature in their area of activity and in their understanding of the dynamics of academic production.

Analysis of Most Relevant Affiliation

Figure 4, titled "Most Relevant Affiliations," presents an analysis of the publication output of academic institutions and research centres regarding globalization and consumer behavior. Cyprus International University is listed as the leading contributor with 66 publications, which is a very good feat by a university whose foundation was built within less than thirty years. The Chinese Academy of Sciences maintains its rank as the leading research agency in China, having 52 articles. Also, two appearances of the Beijing Institute of Technology in the top lists can be related to either the superior performance of the departments or the possibility of discrepancies in the data reporting.

Figure 4

Most Relevant Affiliations

Most Relevant Affiliations
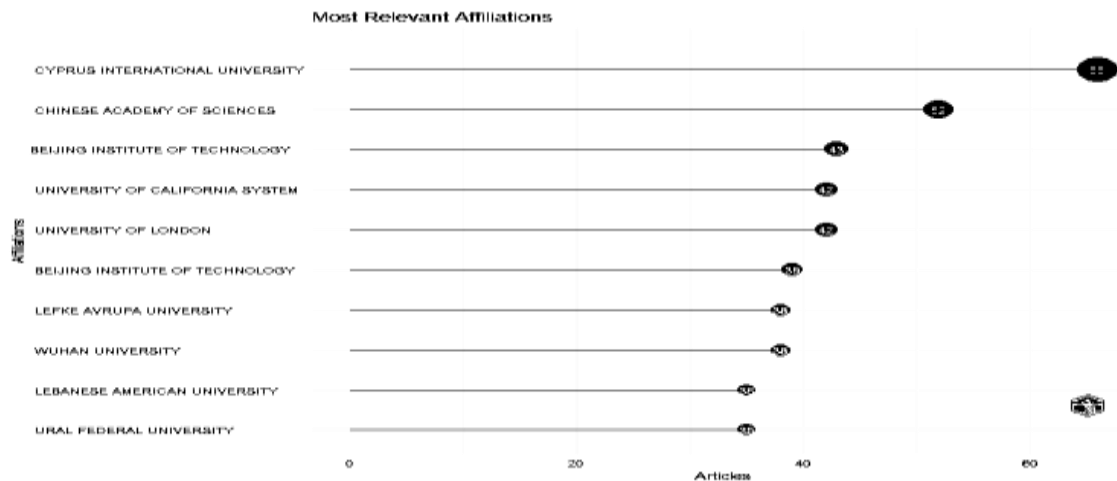
The presence of the University of California System and the University of London (with 42 publications), and the Ural Federal University of Russia is an indication of growing scientific interest in the Urals region. Although it is normal that large research universities dominate ranks, smaller institutions display impressive output when compared to their size, like the Lebanese American University. The notable performance of Chinese and Turkish Cypriot institutions reflects changing dynamics of the global research as new centres keep playing a more crucial role than the Western academic traditions.

This study analyzes one of the most significant instances of research conducted in the world, where the traditional centres of excellence are on the same academic platform as emerging institutions. The results show that the existing research giants still generate considerable amounts of work; however, newcomers are also contributing to the global knowledge base. Research studies in the future ought to focus on how these volumes of publication can be put into a more concrete form of impact and innovation into the real world, which may perhaps identify new forms of knowledge production that are effective in an academic world that is growing more and more interconnected.

Analysis of Corresponding Authors' Countries

In Figure 5, Corresponding Author Countries, it can be seen that the publication outputs of various countries are broken down into single country publications (SCP) and multiple country publications (MCP). The distribution of the research output across the world has shown a rather interesting change in the academic outlook of this discipline. China has already become a leader in research production, as its volume exceeds that of other countries by a significant margin. The United States remains in second position, and the United Kingdom, Australia, and Turkey constitute a group of the most productive research nations. This hierarchy displays the longstanding research traditions and new tendencies of knowledge production.

Figure 5

Corresponding Author's Countries

Corresponding Author's Countries
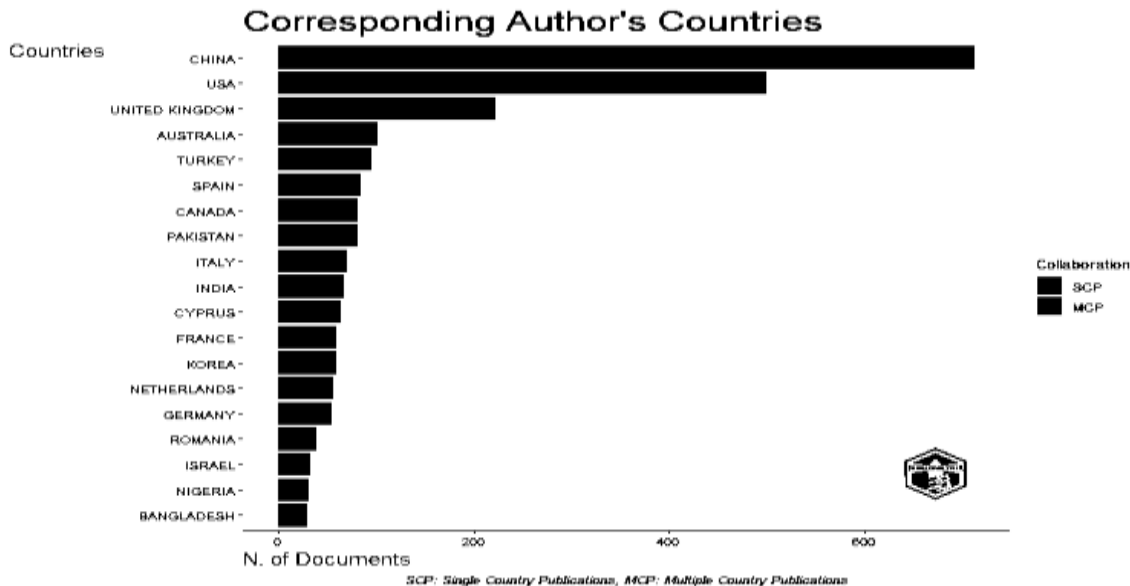
South Asia is reflected by substantial outputs from Pakistan and India, but Nigeria depicts African research contributions. Both Turkey and Cyprus bridge links between European and Middle Eastern academic cultures. The inclusion of these nations has diversified the world research community beyond traditional Western learning centres.

The geographical diversity of research work is remarkable as it is distributed all over the world, i.e., all major regions are covered. The East Asian countries, especially China and South Korea, have become the research giants, and North America is well represented by the United States and Canada.The contribution of Europe is also evident in several countries in both the western and eastern parts of the continent, and this proves that the continent remains academically dominant. Research-active nations that include Turkey and Israel represent the Middle East region, South Asia and Africa depict increasing involvement in their research through emerging scholarly contributions. Australia is the main contributor of research in Oceania, and it has completed a truly global trend of knowledge output that indicates how decentralized the global scholarship has become.

Global Patterns in Scientific Research Output

Significant changes in the productivity of research in different countries can be observed in the modern landscape of world scientific production. China came out to be

the leader, and it had the largest production of 1,904 publications, as compared to the United States,which had 1,155 publications. The third position was strong in the United Kingdom (523), closely followed by Pakistan (459) and Turkey (439), as developing countries are making a growing contribution to the world publication.

The academic landscape of Western research leaders (including Germany 146, France 158 and Italy 150) is now shared with the emerging Asian economies, which include the South Koreans (109), Malaysians (105) and Vietnamese (72). It is also important to note that Pakistan has an output in research which is higher than that of some European countries,and it is rapidly advancing in the field of academia. The Middle East had significant contributions from Turkey, Saudi Arabia (96), and Israel (56), whereas Africa's primary contributions were from Nigeria (96) and South Africa (56).

Figure 6

Country Scientific Production

Country Scientific Production
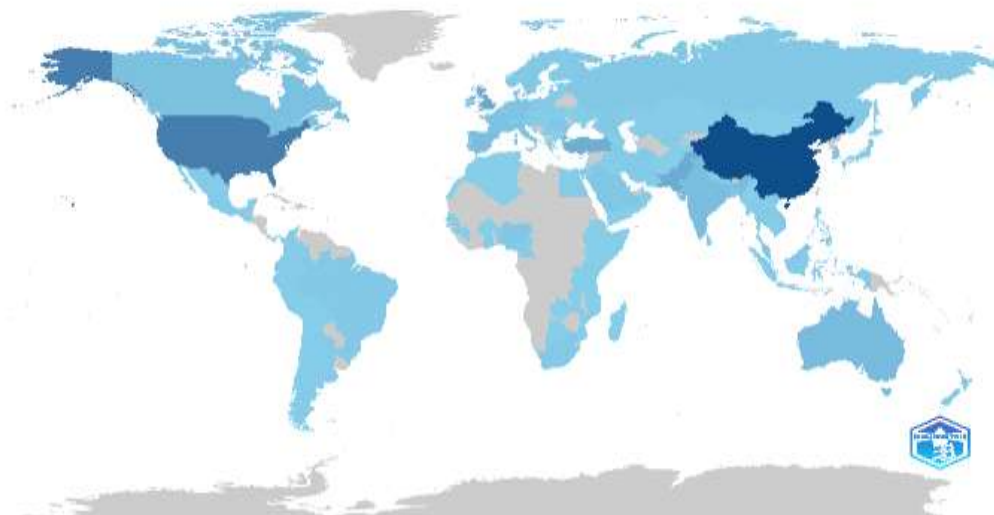
The leadership of East Asia is not only exhibited by China alone, but there are also significant contributions from South Korea and Japan (65). South Asia has an increased research potential in Pakistan, India (218), and Bangladesh (102). European countries continued to experience the same productivity in the western and eastern parts, and the smaller countries like the Netherlands (128) and Sweden (60) were also very productive. The anticipated domination of the United States and Canada (184) in America was witnessed, and an expected new contribution of Brazil (64) and Mexico (23).

These findings challenge the traditional understanding of research concentration, which is mostly dominated by developed Western countries. Though the United States and the European nations remain in leading positions, the high volumes of research produced in China, Pakistan, Turkey and other developing countries speak of the essential change in the trends of knowledge production in the global arena. This implies that scientific development is growing more decentralized and available to a wide range of economic and geographical situations.

Tree Map Analysis of Research Trends (50 Keywords)

The visual representation of the research topics in the form of a tree-map explains a number of major themes and priorities in the modern academic literature. Globalization has become the most common term used in the analyzed literature, with 873 distinct references, and has become the key factor that defines the modern economic and social research. This was closely imitated by consumption (633 occurrences) and CO2 emissions (589 occurrences), which reveals the great academic attention to the consumption patterns and the environmental effect they have. The clustering of the words, such as economic growth (444 times), impact (428 times), and energy consumption (311 times), shows that there is an interrelated research focus on economic development and its consequences.

Figure 7

Tree Map

Environmental issues have become one of the themes of high interest, and numerous terms related to this matter are put into the limelight. The impressive numbers of carbon emissions (182), renewable energy (164) and the environmental Kuznets curve (151) prove that the problem of climate change mitigation and sustainable development is highly scholarly. Ecological footprint (72) and sustainability (71) are not the only terms that serve to emphasize this environmental focus, but terms like climate change (79), are even more specific, though even less dominant, in this data set. The treemap can provide important data on the research methodologies with the help of such words as cointegration (170), panel data (104), and time series (81). These methodological words show that the literature has a high quantitative orientation with an orientation of econometric analysis. This perception of the existing research methods is also verified by the appearance of such words as model (123) and hypothesis (74).

Most of the terms are more conceptual, whereas others are more sector- or geographically oriented. One of the most researched countries, which has likely been attributed to the relevance it has to the global economy and its unusual developmental trajectory, is the example of China (138). The sector-specific terms, such as the financial development (269), the trade (232) and urbanization (137), show that the study is dealing with particular elements of the economic and social developments.Some of the less common but possibly growing areas of interest were also included in the treemap. The keywords of culture (92), attitudes (91) and politics (65) imply that there is more attention to the social and behavioral aspects in development research. On the same note, the terms innovation (75) and management (63) demonstrate new frontiers between three studies of technology, organization, and sustainability.

The frequency analysis of the terms that is provided with the help of the tree-map visualization provides the full picture of the current academic priorities and gives hints on the way the research can be conducted in the future. The acute emphasis on globalization, environmental effects and economic development underlines the imperative issues of sustainable development, and the terms of methodology describe the dominant analytical techniques in the given sphere. The visualization is efficient in capturing the set core themes and the new areas of interest in the modern research literature.

Analysis of Time Evolution of Word Frequency in Globalization and Consumer Behavior (2006-2024)

      The Frequency over Time is used to indicate how many times certain keywords are present in the academic literature of 2006-2024, and the research focus changes within almost 20 years. The indication of changes in the significance of the terms is that every line is a new word that is associated with globalization and consumer behavior.

Figure 8

Word Frequency Over Time
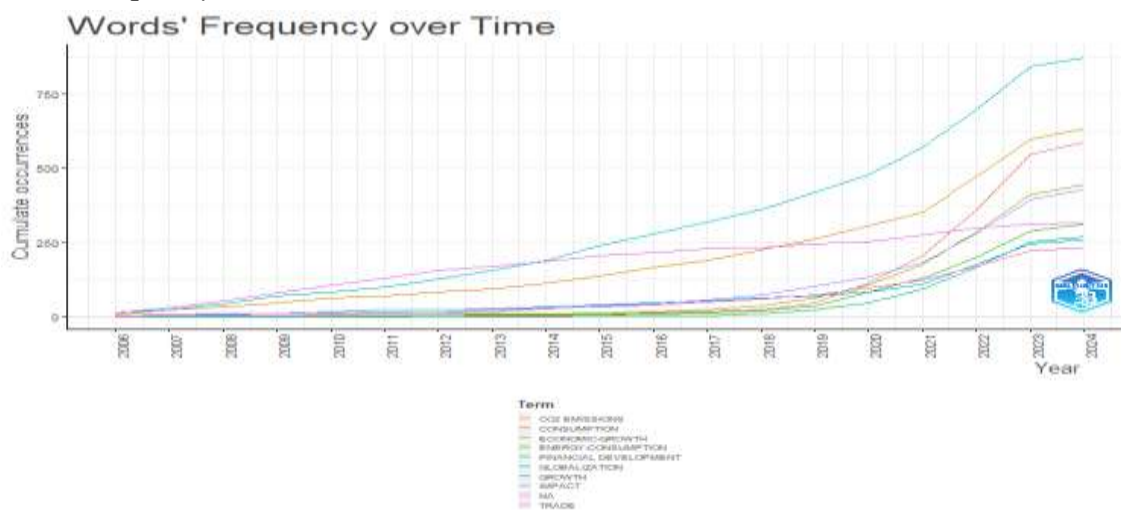
      The most resounding theme of the research study has become globalization,which is soaring exponentially, with 873 instances in 2024 compared to 12 incidents in 2006. This outstanding 72-fold growth indicates its persistent topicality as one of the core paradigms of research, and its significant growth in the later years, after 2015, probably indicates new academic interest in the midst of the major geopolitical and economic changes.

      Environmental issues have become a rising issue of concern to the conventional economic concerns. It is also worth noting that the number of studies that focused on CO_2 emissions, which were not included in the 2006 dataset, increased to become the third most common term (589 mentions) by 2024. This is especially the case between 2019 and 2020, when the number of such events increased more than twice, which is probably associated with increased environmental activism and the research regarding pandemic-driven emissions. The simultaneous growth in the number of research publications in the field of energy consumption (1 to 311 instances) and the prevalence of

terms associated with sustainability indicate the significance of the issue of the environment in the modern globalization context.

The information has pointed out 2015-2016 as a high point in terms of the research priorities. After the introduction of the United Nations Sustainable Development Goals, the frequency of usage of almost all the investigated terms increased dramatically in the subsequent years. The number of references to economic growth grew 42% in the course of this transition, and the number of references to impacts doubled. The period seems to mark the beginning of a new era where environmental and sustainability issues gain equality with the conventional models of economic growth in the scholarly world.

In the COVID-19 pandemic year (2020-2021), unique trends in the increase in term frequency were observed. The number of research materials on CO2 emissions rose by 85% in these years, probably involving research activities involving the CO2 emissions during lockdowns and more comprehensive issues regarding climate change. The frequency of studies on financial development almost doubled, which means that there was a change in the academic focus, and economic resilience in the crisis became the priority. It is worth noting that the pandemic appears to have expedited the already existing research trends but has not led to completely new directions.

Since 2015, more analytical tools like panel data analysis and cointegration tests have been promoted, as quantitative methods are becoming mature in terms of sustainability and globalization studies. Such methodological complexity is in line with the change in the field where the theoretical debates are replaced by much more empirically based and policy-oriented research.

These findings explain how the issues of environment and economy have been slowly incorporated into the scholarly discourse. Research on the growth-sustainability nexus has been more balanced in its approach originally because it centered on the concept of globalization. This shift is an indication that researchers are no longer examining the interdependences between the development of economies and environmental constraints in a simplistic dichotomy of the past decades.

Temporal Evolution of Research Themes: (Trends Topics: 2007-2024)

A longitudinal study of the research issues shows that there was a substantial change in the academic priorities during the last 18 years. The data was characterized by three chronological periods, each of which was characterised by a changing thematic focus that reflected the overall tendencies in society and the field.

The studies mostly concentrated on the conventional economic and business ideas between 2007 and 2015. The initial years were marked by research in the fields of industrial organization, reliability and agglomeration economics, with a median of publication years around 2008-2009. The period was also characterized by the emergence of analytical frameworks, including the animosity model and psychic distance concepts of the international business research, suggesting that the first aspect of the field was focused on firm-level and macroeconomic analyses in traditional paradigms.

A sharp change occurred between 2015 and 2020 when the academic interest was no longer limited to economic concerns. This period of transition witnessed greater concern for socioeconomic aspects, with cultural studies (median year 2016), urban studies (city studies: 2015, land-use: 2017) and political economy (2014) being more popular. Moreover, it was also the period of the development of the knowledge economy research (2014) and increased interest in the discussion of globalization (median year 2020). These trends reflect the fact that the academic investigation has been expanded to a wide range of topics, including societal and spatial factors, in addition to the classic economic analysis.

The timeframe 2020-2024 indicates that a major shift has been made towards sustainability and policy-based research. The problem of the environment has gained the leading role, and the study of CO_2 emissions is at its height in 2022, and renewable energy becomes one of the focal points in 2023. When the debate on economic growth moves on, it is becoming more ecological in its nature, with concepts like biodiversity being brought into the scene. The modern period is also typified by an improved level of methodological sophistication, as demonstrated by the more recent introduction of superior methods of analysis, including the Lagrange multiplier tests, in 2023. The increase in the volume of research on China that peaked in 2021 (as well as the continuous study of globalization) shows the way academic priorities adjust to the changing geopolitical reality.

Many important observations were drawn on the basis of the time analysis. First, the statistics show that there is an evident shift towards sustainability as seen in the recent development of environmental terminology. The rapidly rising CO_2 emissions, renewable energy, and the unpredictability of policies as the most popular research topics and are highly consistent with the increasing global climatic issues and the need for energy transition. Second, the advancement of methodologies seems to be a reflection of

substantive research patterns, as complex analytical tools have been developed to deal with more complex sustainability problems. Third, the changing geopolitical environment is clearly manifested in the academic literature, especially the notable emphasis on research on China and the current globalization discourse.

Figure 9

Trend Topics
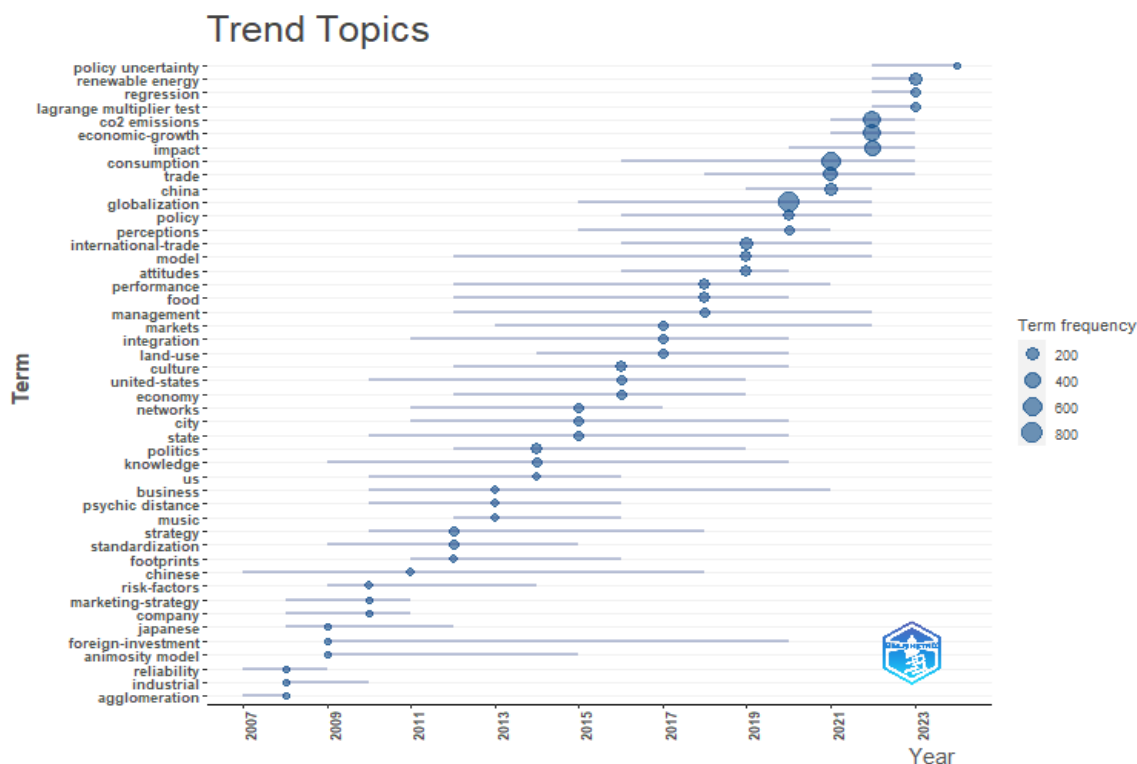
The implications of these findings for the formulation of academic research are far-reaching. This transition to firm analysis to social analysis and, lastly, to global analysis portrays the massive broadening of research horizons and agendas. These facts indicate that the traditional structure of economic growth has been substituted by environmental sustainability as the primary research paradigm. Moreover, the fact that policy uncertainty became a research priority in a short period of time (2024) hints at scholars becoming actively involved with modern instability in geopolitical and economic environments.

Discussion, Conclusion, Limitations, and Future Scope of Study

Discussion

This bibliometric review examines the dynamic development of studies in the intersection of globalization and consumer behavior. Over the years, the academic field has shifted its attention, and one can identify a tangible shift in the sustainability-related themes, especially after 2015. This shift is related to the major international events, including the implementation of the UN Sustainable Development Goals and the Paris Agreement, which triggered academic attention to the environmental problems. It is interesting to note that issues like CO_2 emissions (589 mentions) and renewable energy (164 mentions) have obtained a considerable number of mentions due to the generalization of the issue of climate change and sustainable development. At the same time, the long-term focus on globalization (873) and economic growth (444) points to the consistent discussions of the trade-offs and opportunities globalization offers to the development of the youth.

Methodologically, this area has grown a great deal. This is evidenced by the more extensive use of sophisticated econometric methods, including cointegration (170) and panel data analysis (104), as such studies are more data-intensive and thus more sophisticated. Also, the increased scholarly interest in China (138 mentions) demonstrates its rising power in the global economy and environmental issues.

A future trend is the high percentage of international co-authorship, which is 41.34, highlighting the collaborative nature of the research area. This is probably reinforced by the development of communication technology and the common need to combat the world's issues.

Bibliometric data can be analyzed visually, and this will offer important information about the current research trends. It reveals a significant growth in the number of research publications every year after 2020, with a high of 484 publications in 2023. Such an increase suggests an academic surge in the subject of globalization and consumer behavior, presumably due to the widespread digital transformation during the COVID-19 pandemic. China is a major cause of unequal distribution of research collaboration worldwide, where China has published 1,904 publications, whereas other regions like Nigeria are not well represented, with just 96 publications. Such an inequality demonstrates the urgent necessity of more equal and inclusive research

connections that give the voices of the Global South more prominence. Moreover, it determines the development of policy uncertainty as a crucial issue in the year 2024, and it is clarified that the unpredictable global environment and its possible influence on consumer behavior have become the topic of growing scholarly interest. All these visual results contribute to the bibliometric narration, as they outline major temporal, geographical and thematic changes in the discipline.

In spite of these innovations, there are still major gaps in the literature. The Western contexts have been overrepresented in regard to regional analyses, hence the lack of representation of non-Western consumer perspectives. Moreover, as much as economic and environmental aspects dominate the discussion, themes like sociocultural (including culture 92 mentions) and attitudes (91 mentions) are more or less underrepresented. Such disproportion provokes the need to have more interdisciplinary methods that include the knowledge of psychology, sociology, and marketing in an effort to fully understand the effects of globalization on consumer behavior.

Conclusion

This paper will provide an in-depth discussion of the research landscape that is changing in both globalization and consumer behavior between 2006 to 2024, which is a discipline that has witnessed a tremendous revolution. Another noticeable trend is the growing interest in environmental issues, where subjects like CO_2 emissions and renewable energy take over the traditional ones like economic growth, especially after the year 2015.This is the trend observed in the world at large. Moreover, the analysis shows remarkable changes in geopolitical dynamics in the research with references to the growing role of China and the rise in the number of international cooperations, which is evidence of the redistribution of academic activity beyond the traditional strongholds of the West. Theoretically, advancements in the field have been made through the use of stringent econometric tools such as the Lagrange multiplier test, which indicates the transition to more practical and policy-based research. Nonetheless, significant gaps are also found in the current study where the researcher is unable to cover the psychological facet of consumer experiences and their regional gap in the globalization context. Such results highlight the necessity of interdisciplinary, culturally sensitive, and policy-

oriented studies that could help shed more light on how globalization is transforming the lives and identities of consumers across the globe.

Limitations

Despite the useful information about the tendencies of research conducted in the field of globalization and consumer behavior, it is necessary to note that there are a number of limitations that can contribute to the interpretation of the findings in the given research area. The main limitation is the bias in language and databases because the analysis is performed only on English-language articles included in Scopus and the Web of Science, and may not capture any major studies regarding the regions that are not written in English or located on other databases that are not so mainstream. Moreover, the trend analysis methods of bibliometric methods place an emphasis on the frequency of keywords; these could be useful to illustrate the depth of the concept and the contributions to the literature, but the approach might not be able to perform the task appropriately. The other limitation is recency bias because newer publications between 2023 and 2024 might be underrepresented due to the delay in indexing, thus limiting the ability to assess the current developments comprehensively. Lastly, the study fails to consider the differences in the ability of various countries to conduct research, e.g. differences in funding, institutional infrastructure, or even access to publication outlets, which would lead to unequal representation of the global research output. These limitations should be identified to provide a perspective on the findings and future research.

Future Scope of the Study

Based on the existing findings, future studies must take a number of key directions in an attempt to deepen the insight into the complexity of the effects of globalization on consumer behavior. To begin with, region-specific studies that shed additional light on the consumer experiences in non-Western settings have to be conducted through the use of the local data sets and culturally specific analytical models. These approaches would overcome the Western-centric bias and provide a subtle global approach. Moreover, cross-disciplinary innovations should be adopted by utilizing

behavioral science and combining it with marketing to explain the effects of globalization on consumer identity in more digitalized settings. Longitudinal research is also necessary, and more so in the post-pandemic period, to trace the changing trends in the mental health of the consumers, their behavior, and career goals with time.

Besides, the future study ought to be on strengthening policy connections by converting theoretical knowledge into practical measures of education, job, and trade that will enable consumers to be self-empowered in a globalized world. Lastly, exploring the place of emerging technologies, primarily social media and artificial intelligence, is essential in learning how global and local forces interact to create modern-day consumer identities. These are the future directions which will facilitate more inclusive, culturally based, and policy-related research.

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