The Applications of Operations Research in Consumer Behaviour

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ABSTRACT: The present review is a systematic literature review-cum-bibliometric analysis of Consumer Behaviour and Analytics to canvass the field holistically. Through this review, the authors have tried to find the dominant themes in the field of consumer behaviour and the importance of Operations Research and analytics in the consumer domain in making consumer decisions easier to understand, predict and influence in a more data-driven and reliable way. The data for the review is procured from Elsevier's Scopus database by using important keywords. The final database used for this review comprises 911 documents (articles and reviews) from 553 sources published between 2013 and 2027, analysed using the Biblioshiny package of RStudio. It was found that purchase intention, perceived value, sustainable consumption, and social media and online shopping were the most dominant themes for this study.

KEYWORDS: Analytics; Consumer; Customer; Technology; Model; Product; Experience; Sustainability.

1. INTRODUCTION

Consumer behaviour has long been an important area of marketing research, but the growth of digital shopping has changed how consumers discover, evaluate and purchase products. This review examines a dataset of 911 documents from 553 sources. The number of publications increased notably after 2019 and reached its highest point in 2025. A recurring focus in this literature is purchase intention: researchers often use what consumers say they plan to buy as an indicator of what they will eventually purchase. However, actual purchase behaviour is measured less often, and the two do not always align (Adrita, 2020; Aungatichart, Fukushige & Aryupong, 2020).

The theory of planned behaviour (TPB) is one of the main frameworks used to explain this relationship. It proposes that attitudes, subjective norms and perceived behavioural control influence a person's intention to act, which in turn can influence behaviour. Researchers have applied the theory to areas such as green packaging (Moorthy et al., 2021), green buying in India (Gupta, 2021) and organic food (Munaqib et al., 2025). Yet, a positive attitude does not always lead to a purchase. This difference is often described as the "attitude–behaviour gap" (Jung, Choi & Oh, 2020; von der Assen & Schellhaas, 2025). Understanding why the gap exists matters to businesses and policymakers, particularly when the aim is to encourage more sustainable consumption.

The studies reviewed here generally use two broad analytical approaches. One is partial least squares structural equation modelling (PLS-SEM), which uses survey measures to examine relationships between concepts that cannot be observed directly, such as attitude, trust and environmental concern (Ge, 2025; Kottala et al., 2025). The other uses consumer data, including clicks, purchases and online reviews, and applies techniques such as text mining, machine learning and regression (Theodorakopoulos & Theodoropoulou, 2026). Examples include a comparison of predictive models using 10,000 customer interactions (Kasemrat et al., 2025), an analysis of more than 600,000 online reviews of energy-saving products (Ma et al., 2022), and research on how consumer reviews influence product deletion decisions (Zhu et al., 2025). Put simply, survey-based studies often focus on what consumers say they intend to do, while data-driven studies can examine traces of what they actually do. These approaches offer complementary insights, but they are not often examined together in the studies considered here.

The digital marketplace adds another layer to this issue. Consumers now encounter personalised recommendations, livestream shopping and influencer content throughout the buying process (Luo, Zhang & Du, 2025; Wang et al., 2025; Yu, Tang & Gao, 2025). At the same time, artificial intelligence, big data and real-time information are changing how

consumers move from product discovery to purchase (Bernovskis, Sceulovs & Stibe, 2024; Alharthi, 2026). Features such as scarcity messages and social presence may encourage consumers to make quick, unplanned purchases (Liu, Zhang & Li, 2025; Shi, Li & Hu, 2025). This raises an important question: do digital shopping environments change the way consumers move from intention to action, and how well does the traditional TPB framework explain that process?
Several literature reviews have already examined parts of this field. Some focus on AI and big-data methods for consumer behaviour analysis (Theodorakopoulos & Theodoropoulou, 2026), while others consider big data and sustainable consumption (Chandra & Verma, 2023), sustainability and marketing intelligence (Emon & Khan, 2024), consumer engagement in digital retail (Pandey, 2026), or digital technologies and circular-economy adoption (Ávila-García, Santos & Prieto-Sandoval, 2025). These reviews provide useful insights into specific topics. However, the present review takes a broader view by examining the field's overall research structure alongside the question of whether purchase intention leads to actual buying. To do this, it combines bibliometric analysis with a keyword-based literature review and a critical examination of the studies included.
The paper is organised as follows. The next section presents the research objectives, followed by the literature review. The bibliometric analysis and its findings are then discussed, before the paper concludes with the main implications, limitations and directions for future research.

RESEARCH OBJECTIVES

The aim of this review is to examine how research on consumer behaviour and analytics has developed, and how well it explains the movement from purchase intention to actual buying. The review has three objectives:
(1) To map the field's growth, leading publication sources, major themes and keyword connections, while examining the emphasis placed on purchase intention, actual behaviour, TPB and PLS-SEM, as well as areas that receive less attention.
(2) To identify the factors that may help turn purchase intention into actual purchase behaviour and distinguish them from factors that mainly influence intention.
(3) To examine how digital and AI-mediated touchpoints, along with the analytics tools used to study them, may widen or reduce the intention–behaviour gap.

2. LITERATURE REVIEW

Keywords & Theoretical Foundations

2.1 Analytics

Analytics is the systematic use of data, statistics and machine learning to find patterns and support decisions. It is the central node on your map and the thread running through a literature review on consumer analytics, since it explains how digital traces such as clicks, purchases and reviews become insight into behaviour. Theodorakopoulos and Theodoropoulou (2026) review AI and data-driven techniques like clustering, sentiment analysis and predictive modelling for consumer behaviour analysis, Xiang et al. (2015) apply text analytics to consumer-generated content to study hotel guest experience and satisfaction, and Kasemrat et al. (2025) use predictive analytics to forecast customer behaviour in Thailand's e-commerce sector.

2.2 Consumer

A consumer is an individual who buys or uses goods and services; in this literature it mostly means the online consumer, whose choices and opinions leave measurable data behind. It is the subject of your review and appears in almost every paper, linking to behaviour, engagement, decision-making and sustainable consumption. Pandey (2026) treats consumer engagement as a key source of competitive advantage in digital retail, Theodorakopoulos et al. (2026) argue that understanding consumer behaviour in digital settings now relies on large-scale data and AI-driven analytics, and Ávila-García et al. (2025) study how consumers adopt circular-economy practices.

2.3 Customer

A customer is a person or organization that buys from a particular firm; unlike "consumer", the term stresses the relationship with a specific company or platform. In a literature review it marks the business side of the topic, such as customer service, relationship management and satisfaction, and it sits with product and online review on your map. Sharma et al. (2022) examine Amazon customer service and note that product reviews and ratings strongly influence customer sentiment and the final purchase, Kasemrat et al. (2025) analyze 10,000 customer interactions on a Thai e-commerce platform, and Alharthi (2026) tests how attitudes towards AI affect customer experience and purchase decisions among Saudi fashion retail customers.

2.4 Technology

Technology refers to the tools and systems, such as AI, big data, IoT and e-commerce platforms, used to collect consumer data and act on it. It is the enabler in your review, explaining why consumer analytics is possible at scale, and it connects to adoption and digital marketing in the red cluster. Bernovskis et al. (2024) describe how decentralised technologies under Society 5.0 reshape e-commerce through AI, big data, real-time data and personalised services, Alharthi (2026) builds on the Technology Acceptance Model, and Ávila-García et al. (2025) review how digital technologies can speed up consumer adoption of the circular economy.
Online Consumer Behaviour in E-commerce: A Bibliometric Review

2.5 Model

A model is a simplified statistical, computational or theoretical representation used to explain or predict something; here it usually means a machine-learning or regression model. It covers the methods side of your review and links to prediction, accuracy and deep learning in the green cluster, which helps when comparing the techniques studies use. Kasemrat et al. (2025) compare traditional statistics with models such as logistic regression, support vector machines, k-nearest neighbours and random forest, Wahid et al. (2024) build a logistic regression model of how discounts and product categories affect Amazon ratings, and Zhu et al. (2025) combine text mining with logistic regression.

2.6 Product

A product is a good or service offered to the market, and in analytics research it is also the thing being rated, reviewed, redesigned or removed. It connects consumer voice to business decisions and sits close to online review and quality on your map, which makes it useful for the review-and-rating strand of your literature. Ma et al. (2022) analyse more than 600,000 online reviews of 1,188 energy-saving products from a large Chinese e-commerce platform, Zhu et al. (2025) find that consumer review characteristics are significant factors in product deletion decisions, and Wahid et al. (2024) relate discount strategies to ratings across Amazon product categories.

2.7 Experience

Experience means the overall perceptions and feelings a person has across interactions with a brand, service or platform, often called customer experience. It is a smaller node, but it links analytics to the outcomes firms care about, namely satisfaction, engagement and the consumer journey, so it helps frame why the studies in your review matter. Xiang et al. (2015) study the relationship between hotel guest experience and satisfaction using large-scale consumer reviews, Alharthi (2026) tests how AI attitudes influence customer experience, Bernovskis et al. (2024) point to personalised consumer experiences enabled by AI and big data, and Chandra and Verma (2023) report that businesses use big data to create sustainable consumer experiences.

2.8 Sustainability

Sustainability means meeting present needs without compromising the ability of future generations to meet theirs; in consumer research it appears as sustainable consumption, eco-friendly products and the circular economy. It is the smallest keyword but a growing theme at the edge of the red cluster, and it can give your literature review a distinctive angle. Chandra and Verma (2023) review big data's role in promoting sustainable-consumption behaviour and note that the findings are fragmented, Emon and Khan (2024) examine how AI-driven insights can support sustainable marketing and customer engagement, and Ávila-García et al. (2025) connect digital technologies, consumer behaviour and circular-economy adoption

3. RESEARCH METHODOLOGY

Many researchers have utilised systematic literature review (SLR) techniques to understand the trend in a given area. SLR is helpful in understanding the prior knowledge and synthesise the previous outcomes to understand the gaps for future research(Paul & Criado, 2020). An SLR differs from a traditional narrative review in that it follows an explicit, replicable protocol for locating, filtering, and evaluating studies, which reduces the interpretive bias that can arise when a reviewer selects sources informally (Tranfield et al., 2003). This transparency is particularly valuable in fast growing, fragmented fields, since it allows other scholars to audit the inclusion and exclusion decisions and to replicate or extend the search at a later date. This research study utilises one such technique, combined with bibliometric analysis, with an objective to identify and analyse the research trends in the application of analytics to consumer behaviour in academic and business research.

However, because a purely qualitative SLR still relies on the reviewer's judgement when synthesising findings, a growing number of studies pair the SLR protocol with bibliometric analysis which is a quantitative approach that draws on the citation and publication data of the retrieved corpus rather than on manual reading alone. (Boubaker et al., 2023) adopt exactly this integrated approach in their bibliometric review: the SLR protocol governs the search, screening, and reporting process, while bibliometric methods are then applied to the resulting sample to map trends among authors, journals, and topics. Bibliometric analysis is well suited to this complementary role because its statistical basis is comparatively objective, and because it can process a much larger corpus of documents than a manual content analysis would allow (Donthu et al., 2021). This study follows the same combined logic, using an SLR protocol to construct a defensible sample of articles and bibliometric techniques to analyse it

Article selection, inclusion, and exclusion criteria

A search was conducted on 10 September 2026 on the Scopus database using the search string “consumer behaviour AND analytics”, applied to the title, abstract, and keyword fields of the database. Scopus was chosen over alternative databases owing to its wider coverage of business and management journals and its established use in comparable bibliometric reviews, The initial search returned 2,281 documents.

Criteria for selecting the articles were as follows. Publications were only included in the analysis if they were indexed between 2013 and 2027, were classified as either an Article or a Review, were published in the English language, and appeared in an academic journal rather than a book series or trade journal. Records were excluded from the study on the basis of these four criteria in the sequence described below.

To begin this process, the sample was screened by time span. Although articles on this topic have been published as far back as 1998, records published outside the 2013–2027 window were excluded in order to focus the review on the most recent and empirically active period of scholarship; this step reduced the sample to 2,244 documents (37 records excluded).

The next stage of the study saw the exclusion of all the conference papers, book chapters, books, conference proceedings, and other non-journal sources such as notes, editorials, corrections, retracted articles, survey papers, and data papers. The sample was limited to articles and reviews only because these are complete and peer-reviewed documents. This led to the exclusion of 1,320 records and reduced the sample to 924 documents

The sample was then limited to publications in the English language, since English remains the primary language of international scholarly communication in this field. A small number of documents published in Chinese, Spanish, Thai, Russian, Portuguese, Persian, and Japanese were consequently excluded, leaving 916 documents, a reduction of 8 records.

Finally, the sample was restricted to documents published in journals, as opposed to book series or trade journals, since peer-reviewed journal articles are subject to a more rigorous and consistent review process than these other source types. This last filter excluded a further 5 records, resulting in a final sample of 911 documents, which forms the dataset used for the bibliometric analysis reported in this study.

The core contributing areas are Business, Management and Accounting, Computer Science, Economics, Econometrics and Finance, Decision Sciences, and Social Sciences/Psychology, with smaller but relevant contributions from Engineering, Mathematics, Medicine, Energy, Environmental Science, and other disciplines. Rather than constraining the search to a single subject category, we made a methodological choice to retain this full disciplinary range to preserve the cross-disciplinary character of the consumer-analytics literature. This decision mirrors the approach taken in other multi-domain bibliometric reviews, which likewise retain a broad set of subject categories where the phenomenon under study cuts across established disciplinary boundaries rather than restricting the sample to a single field (Chabowski et al., 2013).

The overall screening process, comprising the identification, screening, eligibility, and inclusion stages described above, is summarised in the PRISMA flow diagram. Use of PRISMA 2020 has the potential to benefit many stakeholders. Complete reporting allows readers to assess the appropriateness of the methods, and therefore the trustworthiness of the findings.(Page et al., 2021)

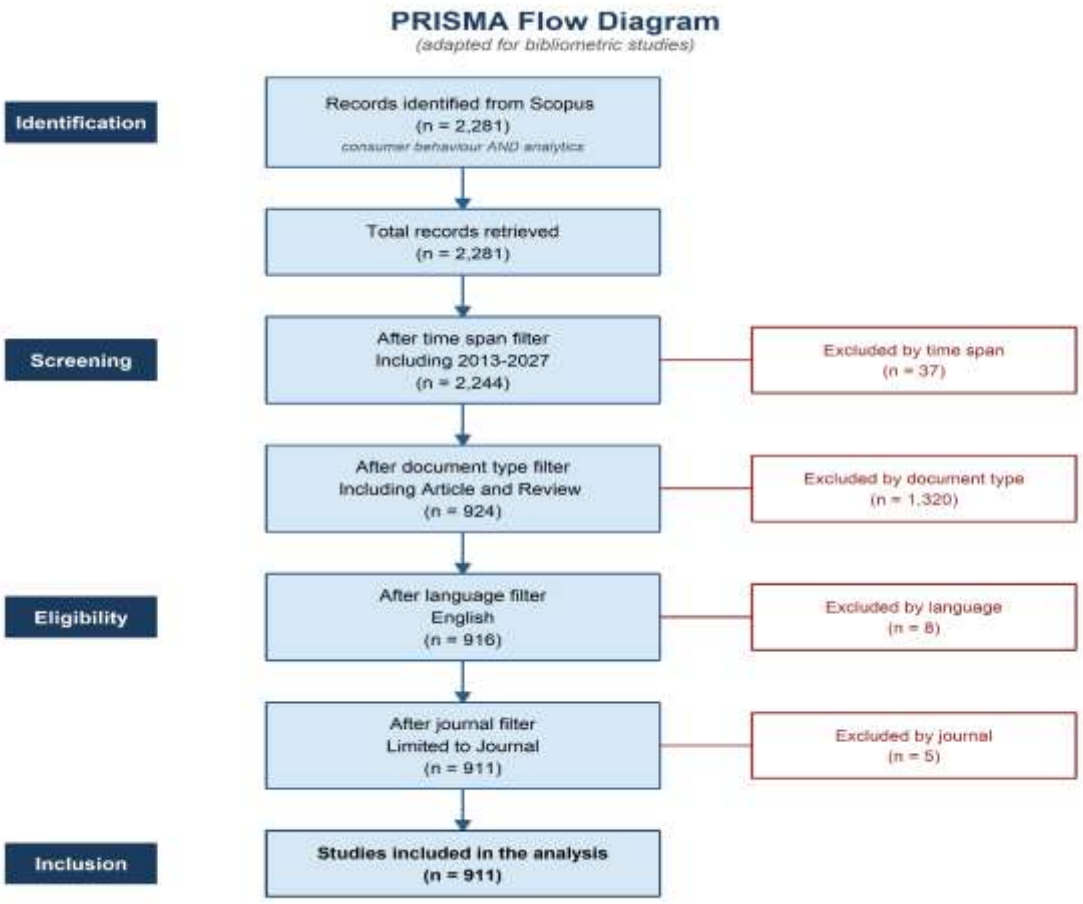


Figure 1. Flow chart of the screening process (author's work).

BIBLIOMETRIC ANALYSIS

The use of bibliometrics is gradually extending to all disciplines. It is particularly suitable for science mapping at a time when the emphasis on empirical contributions is producing voluminous, fragmented, and controversial research streams(Aria & Cuccurullo, 2017). Bibliometric reviews are generally understood to comprise two complementary strands of analysis: performance analysis, which is descriptive in nature and profiles the productivity and influence of authors, journals, institutions, and countries; and science mapping, which examines the relationships between publications or keywords in order to uncover the intellectual structure and thematic clusters of a field (Donthu et al., 2021). A variety of software tools exist to support these analyses, including Bibexcel, VOSviewer, and the bibliometrix package for R, each with different strengths and limitations.

The bibliographic metadata of the 911 selected articles – comprising publication details, sources, authors, keywords, and citation counts – were exported from Scopus in BibTeX (.bib) format. Data management and analysis were performed using the Biblioshiny package of RStudio, which was used to generate descriptive statistics on publication and citation trends. The review employed bibliometric techniques to systematically quantify and evaluate the literature on consumer behaviour. Bibliometric analysis in practical terms involves a quantitative examination of academic publishing patterns including research output, citation trends and other bibliographic attributes.

4. DATA ANALYSIS AND RESULTS

This study looks at five main areas to understand how research on consumer buying behaviour has developed: (1) how the number of publications has changed over time; (2) which authors and sources have contributed the most; (3) where the main research themes stand on the thematic map; (4) how different keywords are connected; and (5) what all these findings tell us about the overall direction of the field.

The dataset includes 911 documents from 553 sources, covering 2013 to 2027. The number of publications has generally increased, showing that researchers are paying more attention to consumer behaviour and analytics. Most of the research is also done by more than one author, with an average of around 3.7 authors per document. Only about 100 documents are single-authored, while around 31% involve authors from different countries, showing that collaboration is common. The dataset also has around 3,265 different author keywords, showing that the research covers many different topics.

Overall, the findings show that consumer behaviour and analytics is a growing and wide-ranging field. Looking at these five areas together helps us understand how the field has grown, what researchers are focusing on today, and where future research could move.

1. Annual Scientific Production

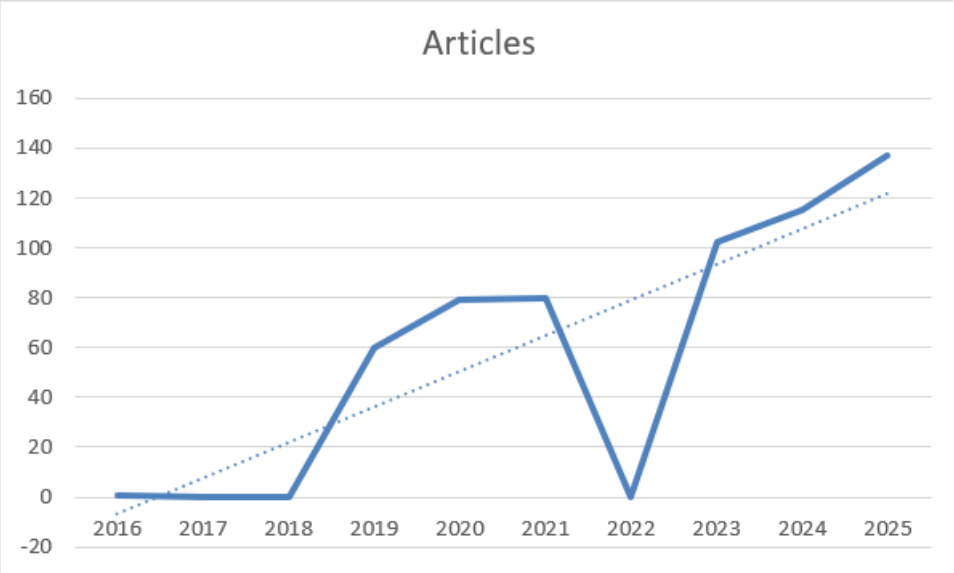


Figure 1: Annual Scientific Production

The graph shows how the number of articles changed from 2016 to 2025. There was very little research from 2016 to 2018, but the number of articles started increasing in 2019, reaching around 60. It then rose to about 80 articles in 2020 and 2021.

There was a sudden drop in 2022, with almost no publications. However, research picked up again in 2023, with more than 100 articles, and continued to grow in 2024. The highest number of publications was seen in 2025, with around 135–140 articles.

Overall, the graph shows that research in this area has grown, especially in recent years. The sharp increase after 2022 suggests that consumer behaviour and analytics is becoming a more important area of research.

2. Sources Productivity and Production Over Time

2.1 Most Relevant Authors

Sources	Articles
SUSTAINABILITY (SWITZERLAND)	28
BRITISH FOOD JOURNAL	12
INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY	11
COGENT BUSINESS AND MANAGEMENT	10
JOURNAL OF RETAILING AND CONSUMER SERVICES	10
FOODS	9
JOURNAL OF ISLAMIC MARKETING	9
FRONTIERS IN PSYCHOLOGY	8
INNOVATIVE MARKETING	8
INTERNATIONAL JOURNAL OF RECENT TECHNOLOGY AND ENGINEERING	7
JOURNAL OF CLEANER PRODUCTION	7
FOOD QUALITY AND PREFERENCE	6
INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH	6
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	5
HELIYON	5
INDIAN JOURNAL OF MARKETING	5
INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALIZATION	5
INTERNATIONAL JOURNAL OF VERBAL COMMUNITIES	5
JOURNAL OF ADVANCED RESEARCH IN DYNAMICAL AND CONTROL SYSTEMS	5
JOURNAL OF CONSUMER BEHAVIOUR	5
JOURNAL OF DISTRIBUTION SCIENCE	5
SAGE OPEN	5
ACTA PSYCHOLOGICA	4
COMPUTERS IN HUMAN BEHAVIOR REPORTS	4
ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS	4
GLOBAL BUSINESS REVIEW	4
INTERNATIONAL JOURNAL OF SCIENTIFIC AND TECHNOLOGY RESEARCH	4
JOURNAL OF FASHION MARKETING AND MANAGEMENT	4
JOURNAL OF MARKETING THEORY AND PRACTICE	4
JOURNAL OF THEORETICAL AND APPLIED ELECTRONIC COMMERCE RESEARCH	4
BUSINESS STRATEGY AND THE ENVIRONMENT	3
COMPUTERS IN HUMAN BEHAVIOR	3
DISCOVER SUSTAINABILITY	3
ENGINEERING PROCEEDINGS	3
ENVIRONMENT AND SOCIAL PSYCHOLOGY	3
IEEE ACCESS	3
JOURNAL OF ADVANCED AND APPLIED SCIENCES	3
JOURNAL OF INNOVATION, CREATIVITY AND CHANGE	3
JOURNAL OF INNOVATIVE TECHNOLOGY AND EXPLORING ENGINEERING	3
JOURNAL OF GLOBAL BUSINESS ADVANCEMENT	3
JOURNAL OF INFRASTRUCTURE, POLICY AND DEVELOPMENT	3
JOURNAL OF LAW AND SUSTAINABLE DEVELOPMENT	3
JOURNAL OF ORGANIZATIONAL AND END USER COMPUTING	3
MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS	3
NUTRIENTS	3
PAKISTAN JOURNAL OF COMMERCE AND SOCIAL SCIENCES	3
PAPER ASIA	3
PLOS ONE	3
SCIENTIFIC REPORTS	3
SCMS JOURNAL OF INDIAN MANAGEMENT	3

Table 1: Most Relevant Authors

The table shows the main journals that publish research on consumer behaviour. Sustainability (Switzerland) has the most articles, with 28, followed by the British Food Journal with 12 and the International Journal of Advanced Science and Technology with 11. Cogent Business & Management and the Journal of Retailing and Consumer Services have 10 articles each.

Other journals, such as Foods and the Journal of Islamic Marketing, have 9 articles each, while Frontiers in Psychology and Innovative Marketing have 8 each. The remaining journals have fewer publications, showing that the research is spread across many sources.

Overall, the journals cover different areas like marketing, business, psychology, food, sustainability and retail. This shows that consumer behaviour is studied from many different angles. Sustainability (Switzerland) is the leading source, but the variety of journals shows that the field is broad and covers several subjects.

2.2 Sources' Production Over Time

Year	SUSTAINABILITY (SWITZERLAND)	BRITISH FOOD JOURNAL	INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY	COGENT BUSINESS AND MANAGEMENT	JOURNAL OF RETAILING AND CONSUMER SERVICES
2016	0	0	0	0	0
2017	0	0	0	0	0
2018	0	0	0	0	0
2019	2	1	3	0	1
2020	7	3	11	0	2
2021	14	3	11	0	5
2022	14	3	11	0	5
2023	22	5	11	1	8
2024	26	9	11	9	10
2025	30	12	11	10	10

Table 2: Sources' Production Over Time

The table shows how publication activity in the five main journals changed from 2016 to 2025. There were no publications from 2016 to 2018, but the number of articles started increasing from 2019.

Sustainability (Switzerland) shows the biggest growth, going from 2 articles in 2019 to 30 in 2025. The British Food Journal also grew steadily, from 1 article to 12. The International Journal of Advanced Science and Technology reached 11 articles in 2020 and then stayed fairly stable.

Cogent Business & Management and the Journal of Retailing and Consumer Services also became more active in the later years. Overall, research has grown mainly in recent years, with Sustainability showing the strongest increase. The different journals also show that consumer behaviour is being studied across areas such as sustainability, food, business and retail, rather than being limited to one area.

3. Factorial Analysis

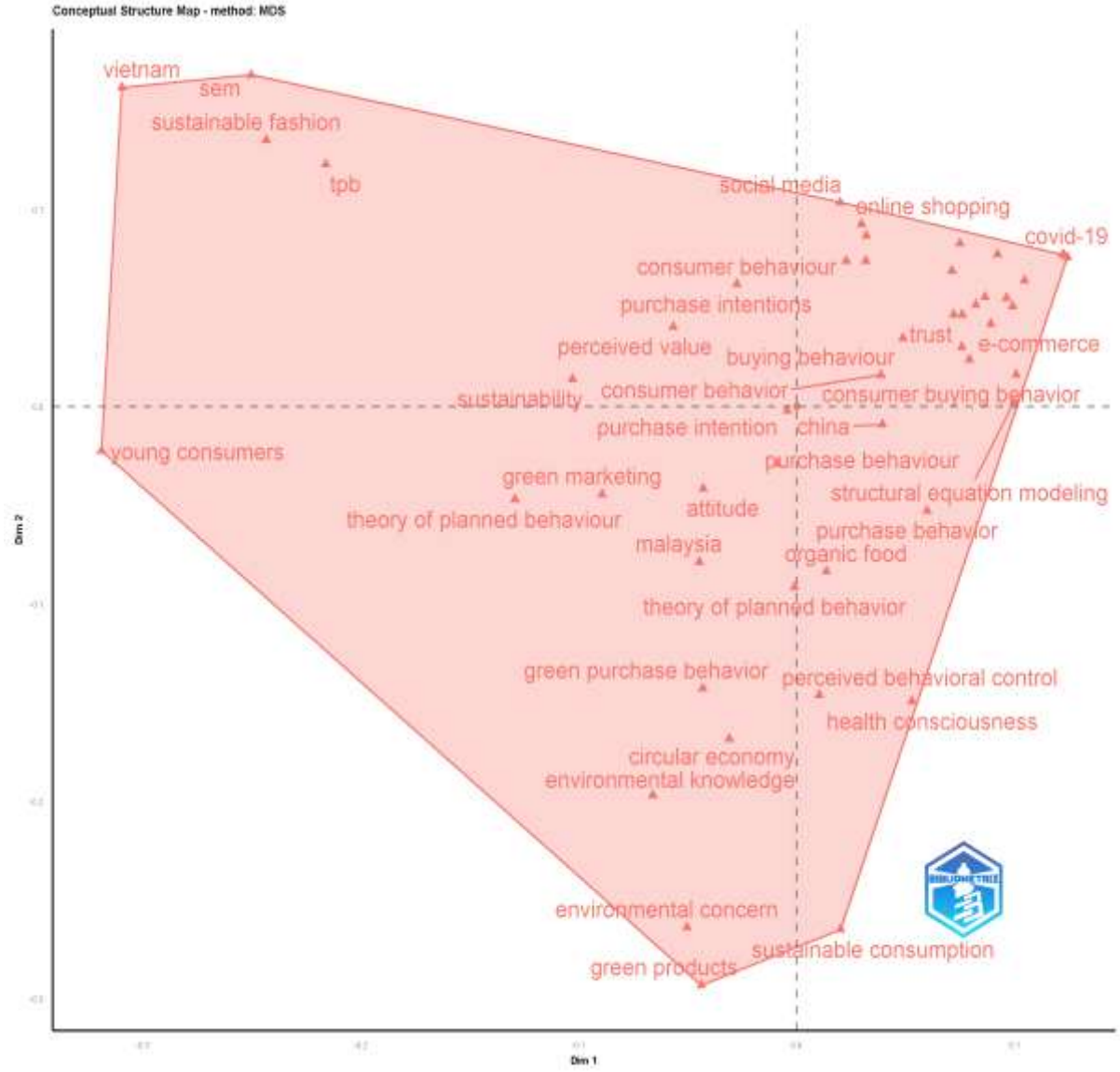


Figure 2: Conceptual Structure Map

The conceptual structure map shows the main topics linked to consumer behaviour. At the centre are topics like consumer behaviour, buying behaviour, purchase intention and perceived value, which are mainly about how people make buying decisions.

The map also shows a strong focus on sustainability and green consumption. Topics like green products, green purchase behaviour, sustainable consumption and environmental concern show that environmental issues are becoming more important in consumer research.

Another important area is online and digital shopping. Topics such as social media, online shopping and e-commerce show how technology has changed the way consumers shop and interact with brands.

Overall, the map shows that consumer behaviour is not just about buying products. It also looks at sustainability, online shopping, consumer attitudes and the reasons behind people's choices.

4. Thematic Map



Figure 3: Thematic Map of Consumer Buying Behaviour Research

The thematic map highlights how different research topics are connected, showing which themes are well developed, widely connected, or still developing within the field.

Motor themes include social media, marketing, perceived value, organic food, buying behaviour and environmental concern. These are well-developed topics and are strongly connected to the overall field. This shows that digital platforms, consumer value and sustainability are important parts of current research.

Niche themes include impulse buying, consumer buying behaviour and sales promotion. These topics have been studied well but have weaker connections with the wider field. Impulse buying stands out as an important research area within this group.

Basic themes include purchase intention, purchase behaviour and theory of planned behaviour. These topics are closely connected to consumer behaviour and help explain why consumers make certain choices. Attitude and e-commerce are also important themes in this group.

Emerging or declining themes include COVID-19, green marketing and decision-making. These topics have weaker connections with the wider field in this dataset, but they still show areas that researchers are exploring. Their presence also suggests that consumer behaviour continues to change with new situations and trends.

Overall, the map shows that consumer behaviour research mainly focuses on buying decisions, digital platforms, consumer value and sustainability, while other topics continue to develop.

5. Keyword Co-occurrence Network

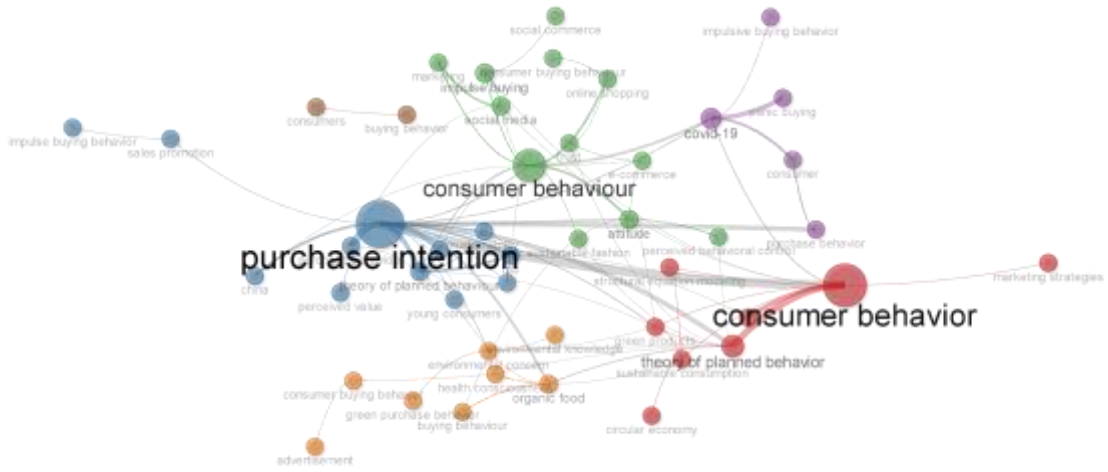


Figure 4: Co-occurrence Network

The keyword co-occurrence network shows how different keywords are connected in the research. Keywords that are closer together are more likely to appear in the same studies, while larger keywords appear more often.

At the centre of the network are consumer behaviour and consumer buying behaviour. These are connected to topics such as online shopping, social media, impulse buying and purchase decisions, showing that they are common areas of research.

Another important group focuses on purchase behaviour and purchase intention, along with theory of planned behaviour and attitude. This shows that researchers are also interested in understanding what influences consumers before they make a purchase.

The network also shows the growing role of digital platforms, with social media, social commerce and e-commerce linked closely to consumer behaviour. Impulse buying is another noticeable area, especially in relation to sales promotion and marketing.

There is also a clear focus on sustainability, with keywords such as green purchase behaviour, environmental concern, sustainable consumption, organic food and circular economy appearing together.

Overall, the network shows that consumer behaviour research covers many connected areas, especially digital shopping, purchase decisions, impulse buying, sustainability and perceived value. It also shows how these different areas are increasingly connected within modern consumer research.

6. Integrated Findings

The results from the annual scientific production, most relevant sources, sources' production over time, conceptual structure, thematic map, and keyword co-occurrence network together give us a clear picture of how research on consumer behaviour has developed.

The annual publication trend shows that research has grown over time, especially from 2023 onwards, with 2025 having the highest number of publications. This shows that consumer behaviour has received much more attention in recent years.

The most relevant sources show that *Sustainability (Switzerland)* is the leading journal, while journals related to food, business, retail and psychology also contribute to the field. The sources' production over time supports this, as several journals became more active in the later years, with *Sustainability* showing the strongest growth.

The conceptual structure shows that the research mainly focuses on consumer buying behaviour, purchase intention, perceived value, sustainability, social media and online shopping. The thematic map adds to this by showing that social media, perceived value, organic food and environmental concern are well-developed themes, while purchase intention, purchase behaviour and theory of planned behaviour are important basic themes.

The keyword co-occurrence network shows how these topics are connected, especially consumer behaviour, digital shopping, purchase decisions, impulse buying and sustainability. This shows that different areas of consumer research often overlap.
Overall, the findings show that consumer behaviour research is growing and becoming more diverse. It is no longer only about what people buy. Researchers are also looking at how digital platforms influence consumers, how sustainability affects choices, and what factors shape purchasing decisions.

5. DISCUSSIONS

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6. FUTURE RESEARCH AGENDA

Based on the empirical findings, six critical research priorities are identified for future scholarship:

6.1 Temporal Trends and the Post-2022 Research Surge

Longitudinal studies should track whether sustained publication growth continues beyond 2025 and whether the thematic profile of post-2022 research diverges meaningfully from pre-2022 scholarship (Sruthi & Kavitha, 2022). Researchers should also examine the structural causes of the 2022 publication drop and the role of open-access publishing and international funding initiatives in driving the post-2022 surge.

6.2 Source Diversity and Interdisciplinary Integration

Scholars should pursue integrative review articles that bring together findings from across different disciplines, particularly between sustainability research and consumer psychology (Alamsyah et al., 2020). Journal editors should actively commission cross-disciplinary work that bridges the behavioural, technological, and sustainability dimensions of consumer research.

6.3 Conceptual Structure and Emerging Research Clusters

Future studies should explore how the three primary clusters (decision-making, sustainability, digital shopping) interact with each other, particularly the relationship between digital platforms and sustainable purchase behaviour (Mishra et al., 2021). Research that brings together findings across these clusters represents an important and underdeveloped area.

6.4 Critical Theoretical Extensions

Researchers should move beyond describing motor and basic themes to build causal models that show how marketing and perceived value shape buying behaviour across different consumer contexts. Furthermore, future research should test new and extended theoretical frameworks that go beyond the original Theory of Planned Behaviour (TPB) constructs to incorporate social, digital, and emotional influences.

6.5 Keyword Co-occurrence Network Connectivity Gaps

Keyword network analysis should be applied over time to track how connections between topics change, particularly whether sustainability and digital commerce keywords become more closely linked (Hameed & Kanwal, 2018; Mishra et al., 2021). Researchers should also focus on keywords that appear frequently but remain weakly connected to the rest of the network.

6.6 Authorship Patterns, Collaboration, and Knowledge Production

Future bibliometric studies should map the geographic structure of international co-authorship to identify which regions are well-connected in global research networks and which remain underrepresented (Mishra et al., 2021; Shamim & Azam, 2024). Research partnerships that bring in consumer market contexts from Asia, Africa, and the Middle East should be actively encouraged

7. CONCLUSION AND LIMITATIONS

This review examines 911 documents to understand how research on consumer behaviour and analytics has developed and what it tells us about the intention–behaviour gap. Publication activity increased particularly after 2019 and reached its highest level in 2025. The research is spread across journals and draws on fields including marketing, food, retail, business and psychology. Sustainability (Switzerland) is the leading source in the dataset, followed by the British Food Journal, the International Journal of Advanced Science and Technology, Cogent Business & Management, and the Journal of Retailing and Consumer Services. The thematic map places purchase intention, TPB and purchase behaviour among the field's central topics. Social media, perceived value, organic food and environmental concern appear as developed themes, while the keyword network also connects research on digital shopping, impulse buying and sustainability.

Overall, the literature places greater emphasis on purchase intention than on actual purchase behaviour. Studies that measure both suggest that intention helps explain behaviour, but does not fully account for it (Aungatichart, Fukushige & Aryupong, 2020; Adrita, 2020). The factors involved also vary across studies and contexts. Perceived behavioural control, habit, product availability and willingness to pay may help explain whether intentions translate into purchases, while positive attitudes, social expectations and environmental concern do not always lead to action (Samarakoon Mudiyanselage et al., 2025; Müller-Pérez et al., 2025; Singh, Rawat et al., 2025; Jung, Choi & Oh, 2020). Digital touchpoints can influence this process in different ways. Livestream shopping, scarcity cues and streamer characteristics may encourage impulse purchases (Yu, Tang & Gao, 2025; Kong, Wang & Zhang, 2025), whereas irrelevant or excessive personalisation may create information stress or resistance to algorithms (Du, Chen & Ke, 2025). Meanwhile, studies using reviews, ratings and customer interactions analyse data that are closer to observed consumer activity (Ma et al., 2022; Kasemrat et al., 2025). A key opportunity for future research is to connect these behavioural data more directly with the concepts used in TPB-based studies.

These findings have implications for both researchers and practitioners. Researchers could place greater emphasis on actual purchases and study them alongside consumers' stated intentions, rather than relying on intention alone. Combining survey-based approaches with behavioural analytics may also provide a fuller picture of consumer decision-making. For managers, the findings suggest that practical barriers, such as product availability and perceived control, deserve attention alongside consumer attitudes. Digital shopping features should help consumers make informed decisions rather than rely on pressure or artificial urgency. In sustainability research, the gap between positive

environmental attitudes and actual buying remains important, while existing work on big data and sustainable consumption is still fragmented (Chandra & Verma, 2023).

The findings should be considered in light of several limitations. The analysis uses Scopus alone, so relevant studies indexed elsewhere may have been missed. The dataset is also limited to English-language publications and is weighted towards more recent years. Bibliometric counts show what is indexed in the database, but do not necessarily indicate which studies have had the greatest influence. An irregularity in the annual publication counts for 2022 also means that year-to-year changes should be interpreted cautiously. In addition, the grouping of factors according to whether they help translate intention into behaviour is a synthesis of the reviewed literature, not the result of a meta-analysis. Future studies could use longitudinal designs and actual purchase data, combine observational evidence with self-reported measures, consider theories beyond TPB, and connect digital traces such as reviews and ratings with behavioural constructs. Experimental research could also help establish how particular digital features influence the movement from intention to purchase.

8. DECLARATIONS

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Data availability: The bibliographic records analyzed in this study were exported from the Scopus database on 10 September 2026 using the search strategy described in Section 3 and are available from the corresponding author on reasonable request, subject to Scopus terms of use.

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