

УДК 330.1:316.614=811.111

<https://doi.org/10.32342/3041-2137-2025-1-62-5>

Hayrettin Zengin,

Doctor of Sciences (Marketing), Professor, Sakarya Business School,
Sakarya University, Sakarya (Turkey)
<https://orcid.org/0000-0002-5094-5622>

Yaşar Suveren,

Doctor of Sciences (Sociology), Associate Professor,
Faculty of Humanities and Social Sciences,
Sakarya University, Sakarya (Turkey)
<https://orcid.org/0000-0002-8464-0368>

BIBLIOMETRIC ANALYSIS OF THE CONCEPT OF CONSUMPTION IN SOCIOLOGICAL STUDIES

This article presents a bibliometric analysis of academic studies on consumption from 1975 to the present. The study was undertaken to identify trends in consumption publications, understand networks, and outline future research directions. It also evaluated the impact and importance of researchers and specific academic publications using various bibliometric tools, such as citation mapping and co-authorship networks. The research methodology revealed interdisciplinary collaborations and opportunities for further research based on authorship/research network data. Finally, it highlights the benefits of using bibliometric analysis when examining consumption in general. By analyzing sociological publications related to consumption, we hope to convey critical themes prevailing in the field while identifying new avenues for continued research and shared interest across disciplines in future work. The analysis presented in the study is based on examining 1528 publications published between 1975-2022 using bibliometric methods. This study used data from the Web of Science database and comparative analysis using Google Scholar. The findings revealed a significant increase in consumption during the studied period. It was noted that most of the publications were articles written in English. Although sociology-oriented researchers contribute to this field of study, multidisciplinary approaches are also critical. It is expected that research on consumer behavior will continue to be important in the future. Various themes are likely to emerge, such as sustainable consumption, digital habits among consumers, customer satisfaction and happiness, the impact of technological developments on consumption patterns, and how different cultures and groups access consume differently. This study offers an opportunity to understand and analyze consumption practices, behaviors and their consequences within the framework of the discipline of sociology. Due to the interdisciplinary nature of the concept of consumption, it is important to gain a deeper understanding. This study will contribute to international academic literature by identifying trends in consumption publications within the discipline of sociology, identifying social networks, assessing the importance of academic publications, and outlining future research directions.

Keywords: *Bibliometric Analysis, Consumption Trends, Consumption Culture, Sociological Studies, Social Networks, R Programming Language*

JEL classification: *C18, M16, M19, M31, M39*

У цій статті представлено бібліометричний аналіз наукових досліджень споживання з 1975 р. по теперішній час. Дослідження було проведено, щоб визначити тенденції в публікаціях про споживання, зрозуміти мережі та окреслити майбутні напрямки досліджень. У цьому

дослідженні також оцінювали вплив і важливість дослідників і конкретних академічних публікацій за допомогою різних бібліометричних інструментів, таких як картографування цитування та мережі співавторства. Методологія дослідження також виявила міждисциплінарну співпрацю та можливості для подальших досліджень на основі даних авторства/дослідницької мережі. Нарешті, тут також висвітлюються переваги використання бібліометричного аналізу під час вивчення споживання в цілому. Аналізуючи соціологічні публікації, що стосуються публікацій про споживання, ми сподіваємося передати критичні теми, які переважають у цій галузі, одночасно визначаючи нові шляхи для продовження досліджень і спільного інтересу між дисциплінами до майбутньої роботи. Аналіз, представлений у дослідженні, базується на вивченні 1528 публікацій, опублікованих у період з 1975 по 2022 рік, за допомогою бібліометричних методів. У цьому дослідженні використовувалися дані з бази даних Web of Science і порівняльний аналіз за допомогою Google Scholar. Висновки показали значне зростання споживання протягом досліджуваного періоду. Зрозуміло, що більшість публікацій були статті, написані англійською мовою. Хоча дослідники, орієнтовані на соціологію, роблять свій внесок у цю сферу дослідження, міждисциплінарні підходи також є критичними. Дослідження полягає в тому, що дослідження поведінки споживачів залишатимуться важливими в майбутньому. Імовірно, з'являться різні теми, такі як стале споживання, цифрові звички споживачів, задоволеність і щастя клієнтів, вплив технологічних розробок на моделі споживання та те, як різні культури та групи по-різному споживають.

Ключові слова: бібліометричний аналіз, тенденції споживання, культура споживання, соціологічні дослідження, соціальні мережі, мова програмування R

JEL classification: C18, M16, M19, M31, M39

1. Introduction

Consumption has social, economic, and cultural results related to time and space, based on demands such as needs, preferences, and motives; it involves goods, services, cash, or other values that substitute for the money needed to meet demand [1]. The findings of theoretical and empirical studies regarding consumption imply that the variables in question encompass the factors affecting individuals' decisions about what is available to them and what is suitable for consumption. These findings also indicate that it is possible to evaluate the extent to which consumerism and consumer culture impact people's personalities from the standpoint of human needs [2, 3, 4, 5, 6].

The study of consumption is significant for sociology because it helps understand social life, individual and group behaviors, and societal functioning. Consumption is influenced by social factors like culture, social class, gender, and peer pressure. Analyzing consumption practices reveals social values, norms, and relations. It also helps comprehend inequality and power by examining consumption trends, revealing disparities in wealth, income, and social standing, and highlighting processes of power and privilege [7, 8, 9]. Consumption also

plays a significant role in terms of shaping the individual and group identities. People often use consumer goods, brands and lifestyles in order to express their identity and generate their social belonging. Sociology examines how consumption practices shape social identities, including gender, ethnicity, and subcultures. Analyzing consumption helps uncover how people construct meaning, project their self-image, and seek recognition within the society [10, 11, 12, 13]. Another important aspect is the cultural significance of consumption. Consumption practices are embedded in cultural contexts and reflect social values and meanings. By analyzing consumption patterns, sociologists can study cultural norms, symbols, and ideologies. Consumption studies allow sociologists to explore the relationship between material culture, cultural production and social change [12, 14, 15].

The bibliometric analysis of research and publications on this subject is a significant method for gathering information about the consumption phenomenon and assessing the quantity of studies conducted on this subject. By analyzing sociological publications related to consumption, bibliometric analysis enables an evaluation of research in this field in terms of academic productivity, trends and

interactions. Accordingly, the objective of this study is to obtain information regarding the concept of consumption through bibliometric analysis of the sociological publications related to this concept and to provide of overview of the quantity of research and publications in this field.

The main objectives of this research can be listed as follows:

1) to provide an overview of which topics the publications focus on, and to discover the priorities and trends of scientific studies in this field;

2) to determine which countries and universities contribute most to consumption-related publications and to define the research networks at the national and global level;

3) to assess the journals in which publications on the topic of consumption are published and to evaluate the importance of these journals in the field;

5) to identify the researchers who publish the most on the consumption phenomenon, those who are most frequently cited, and to assess the importance and impact of these researchers in the field;

6) to analyse the publication trends in sociological studies on consumption over time, to comprehend the evolution of research and publications in this field and to emphasize possible topics and themes for future studies.

In brief, the analysis of research and publications on studying the phenomenon of consumption from a sociological perspective presents important and valuable information regarding the social dynamics, power relations, identity formation, cultural meanings and environmental effects.

2. Methodology

Bibliometrics is a type of analysis that examines bibliographic documents using quantitative methods [16, 17]. It facilitates the identification, assessment and regular monitoring of published studies in order to analyse trends in a field of science [18]. Bibliometric analysis facilitates the identification and mapping of cumulative scientific knowledge and its evolutionary

development by way of studying the large volumes of unstructured data in the available literature [19]. Many international studies employ the bibliometric method including the citation analysis of scientific publications [20]. Researchers frequently use bibliometric analysis to assess the quantitative and partially qualitative scope and sufficiency of the scientific information or field to be researched, as well as to identify current research topics and future research aspects of the field [21].

Bibliometric analysis techniques are conducted in two main ways: performance analysis and scientific mapping [22]. Performance analysis examines the contributions of various research elements – such as authors, institutions, countries, and journals – to a particular field. These elements are collectively referred to as research components. **Scientific mapping**, on the other hand, focuses on the relationships between these research components, providing a spatial representation of their connections and interactions [19]. Scientific mapping aims to reveal the structural and dynamic aspects of a research area by identifying key publications within a scientific field and analyzing the connections between research elements [23].

This study aims to examine international research on consumption and sociology and analyze the scientific structure of the field. In this context, to evaluate the efficiency and effectiveness of related studies, the study will examine: the number of publications by year, the authors with the highest number of publications, the universities with the most publications, the journals with the most publications and the most cited publications within the scope of performance analysis. Scientific mapping analyses were conducted in this study to demonstrate the intellectual, conceptual, and social structure of the research area. The intellectual structure was examined through a co-citation network of publications and authors. The co-occurrence network of keywords revealed the most studied topics over the years, while the conceptual structure was clarified using a thematic map. Finally,

the author and country collaboration network illustrated the social structure.

Web of Science Core Collection (WoS) database was utilized to acquire the research data. WoS database provides a series of metadata such as summaries, references, authors, institutions, countries, number of citations regarding the data which is required for the analyses that are utilized in the bibliometric method [24, 25]. International scientific studies on consumption and sociology were acquired via WoS database on 08.10.2022. A search was conducted in WoS database by choosing the title of “subject” and using the words “sociology” and “consumption” jointly. Therefore, the word pairs “sociology” and “consumption”, which are included in the title, summary and keywords of the studies in WoS, were included in the research. A total of 1528 publications were reached as a result of the search and the data were analysed through the bibliometric analysis technique. The “Bibliometrix” package program, which is used in the R programming language, was used for bibliometric analysis [26].

3. Findings

The concept of consumption has been a central topic across the core fields of social sciences, reflecting the interdisciplinary nature of the consumption phenomenon. Consequently, studies in this field can be traced back to the 1970s. Table 1, which provides the primary data for our research, shows that 1,528 studies were produced from 1975 to October 2022 (forty-seven years). This demonstrates significant scholarly

interest in the subject. The same table shows an average of 22.98 citations per study, with 2,244 citations per year. This indicates that the reviewed publications are frequently cited in other research and have had considerable impact on the academic community. The total number of references in these studies is 75,087.

When we look at Table 2, it can be seen that the prominent publication type is the article, with an absolute weight. This result demonstrates that articles play an important role in the publication process of academic research and scientific studies, highlighting their functionality. Of the 1,528 publications, 1,302 are articles, with a proportional weight of 0.85, while the least common type of publication is books. Academic publishing extends beyond traditional journal articles, with various other niche publication categories within scholarly communication circles – including conference papers (0.04%), reviews (0.04%), editorial materials (0.03%), book reviews (0.03%), and books (0.01%).

Table 3 demonstrates that English is the dominant language for the studies produced, with 1,270 out of 1,528 publications in English. English, representing 83% of the publications, has the highest rate among languages used for scholarly publications. Following English is Spanish, which has a significantly lower rate of 6%, making it nearly 14 times less prevalent than English.

3.1. Performance analyses

Within the scope of the performance analysis of international scientific studies on

Table 1

Basic information relating to research data

Basic information	
Year interval	1975-2022
Number of publications	1528
Average citation per publication	22.98
Average annual citation per publication	2.244
Number of references	75087
Number of single-author publications	773
Number of publications with multiple authors	755

Table 2

Distribution of research data based on publication types

Types of publication	Number of publications	Publication percentage (%)
Article	1302	0.85
Conference paper	68	0.04
Review article	61	0.04
Editorial material	41	0.03
Book review	40	0.03
Book	16	0.01

Table 3

Distribution of research data based on languages

Types of publication	Number of publications	Publication percentage (%)
English	1270	0.83
Spanish	85	0.06
Russian	48	0.03
French	33	0.02
Portuguese	25	0.02
German	20	0.01
Turkish	16	0.01
Others	31	0.02

consumption and sociology, the following aspects are considered: (1) the change in the number of publications by years, (2) the authors with the most publications and the h-index, g-index and total citation numbers of these authors, (3) the universities that produce the most studies (4) the journals that published the most studies and (5) the most cited studies. The h-index, developed by Hirsch [27], is a numerical measure that combines both the quantity and visibility of publications to measure the scientific performance and productivity of researchers, journals, and universities. A scientist with an h-index of n has at least n studies cited at least n times. For instance, an author with an h-index of 12 has 12 studies, each cited at least 12 times. The g-index, developed by Egghe [28], is the highest ranking where the total number of citations of a scientist's most cited g works is at least g^2 . The g-index is also an important indicator to assess the performance of studies.

The analysis of Table 4 data by year reveals remarkable results. There are evident differences in the annual distribution of

academic publications on consumption. Overall, the number of publications shows a general upward trend over the years. While only two publications were recorded in 1975, this number rose to 81 in 2022. This increase demonstrates that the importance of the consumption phenomenon is increasingly recognized, with researchers conducting more work in this area. Moreover, there are fluctuations in the number of publications in certain years. For instance, relatively high numbers of publications were recorded in 1992, 1994, 2008, and 2014. These fluctuations may indicate that research on consumption intensifies during certain periods or that specific events (such as economic crises or social changes) heighten interest in academic research on consumption.

The greatest number of studies covering the consumption phenomenon during the considered time period was produced by Andrew K. Jorgenson, who is a sociologist and environmental sociologist at Boston College (Table 5). With an h-index of 58 and a total of 5,702 citations on Google Scholar, Jorgenson's studies on consumption have

been published in high-impact factor journals such as *American Sociological Review*, *Social Forces*, *Global Environmental Change*, *Population and Environment*, *Environmental Sociology*, *Organization & Environment*, and *Sociological Perspectives*. The sociologist Alan Warde, who continues his academic activities at the University of Manchester, ranks second with thirteen studies (Table 5) on the list of authors. Omar Lizardo ranks third with nine studies.

Jorgenson has the highest number of publications, with 17 studies, according to the data in Table 5, while Holt D.B. has the highest number of citations, with a total of 1,096. Academics such as Spaargaren and

Warde also have high total citation counts. Nevertheless, solely relying on the quantity of publications and citations is insufficient for a comprehensive assessment of an author's influence. It is imperative to consider additional factors, including publication quality, impact factors, and comparisons with other authors within the respective field. Upon examining the overall author rankings, it becomes evident that individuals of European and U.S. origin dominate the upper echelons. It can be stated that the authors being nationals of the central countries and societies of production and consumption, as well as their ability to observe and assess these phenomena more closely, has contributed to this result.

Table 4

Distribution of the number of publications by years

Years	Number of publications	Years	Number of publications	Years	Number of publications	Years	Number of publications
1975	2	1995	6	2005	29	2015	89
1981	1	1996	5	2006	23	2016	112
1986	1	1997	9	2007	38	2017	107
1988	2	1998	15	2008	49	2018	111
1989	1	1999	15	2009	43	2019	131
1990	2	2000	19	2010	64	2020	123
1991	1	2001	8	2011	61	2021	112
1992	7	2002	14	2012	66	2022	81
1993	3	2003	8	2013	60	Total	1528
1994	8	2004	16	2014	86		

Table 5

The authors having most publications

	Authors	Number of publications	h-index	g-index	Total number of citations		Authors	Number of publications	h-index	g-index	Total number of citations
1	Jorgenson A.K.	17	14	17	823	11	Chew M.M.T.	4	0	0	0
2	Warde A.	13	7	13	667	12	Clark B.	4	4	4	196
3	Lizardo O.	9	7	9	273	13	Darr A.	4	2	4	44
4	Rössel J.	8	6	8	88	14	Galvin R.	4	4	4	73
5	Diaz-Mendez C.	6	3	6	40	15	Goodman D.	4	4	4	637
6	Spaargaren G.	6	6	6	775	16	Holmes H.	4	2	4	68
7	Johnston J.	5	3	5	444	17	Holt D.B.	4	2	4	1096
8	Mol A.P.J.	5	5	5	552	18	Huang X.R.	4	4	4	288
9	Mylan J.	5	5	5	377	19	Molesworth M.	4	3	4	42
10	Boden S.	4	3	4	112	20	Woodward I.	4	2	4	194

You may find the universities that produce the highest number of studies on the phenomenon of consumption listed in Table 6. Upon analyzing the data showcased in this table, it is evident that there is a marked divergence between the university ranked first and all others regarding their publication count. The University of Manchester ranks first by far, with 57 publications. This demonstrates that the university engages in intensive academic production on consumption compared to other universities. Boston College and Lancaster University are in second and third place, each having an equal number of 17 publications. National Research University and the University of Edinburgh are in fourth and fifth place, with the same number of studies (16). It can be stated that there is competition among the universities in the table in terms of their number of publications. Several universities have the same number of publications, however, their ranking is determined by the number of citations or other factors.

When examining the journals with the highest number of publications in Table 7, *Cultural Sociology* is a journal that encompasses articles researching a wide range of socio-cultural forces, phenomena, institutions, and contexts from various sociological perspectives. The journal aims to understand the effects of culture on social life by including theoretical, methodological, and empirical studies within the discipline of cultural sociology. The *Journal of Cultural*

Sociology holds a prominent position within the realm of cultural sociology as a renowned publication. Renowned for its exceptional articles, interdisciplinary perspective, and emphasis on cutting-edge research, it has established a distinguished reputation within the academic community. The journal, which ranks first with 41 articles, is in the Q1 category and publishes four issues per year. This publication frequency enables the rapid dissemination of current research. The *Journal of Consumer Culture*, which encompasses interdisciplinary studies focusing on consumption and consumption culture, ranks second in terms of the number of articles, with 35 studies. The *Journal of Consumer Culture* is also in the Q1 category and publishes four issues annually. This publication interval allows for the regular release of new research in consumption-related fields. Additionally, the journal embraces an inclusive approach that intersects with various social sciences and disciplines, providing support for research endeavors focused on consumption culture and consumption sociology. Consequently, it effectively serves a broad spectrum of academic readership and fosters knowledge exchange among researchers across diverse fields of study. A noteworthy observation arises when examining *Cultural Sociology*: while it holds the second position in terms of the number of articles listed in Table 7, it remarkably secures the first rank in total citation count.

Table 6

Universities which produce the most studies

	Universities	Number of publications		Universities	Number of publications
1	University of Manchester	57	11	University of Toronto	13
2	Boston College	17	12	University of Warwick	12
3	Lancaster University	17	13	University of Leicester	11
4	National Research University - Higher School of Economics	16	14	University of Sheffield	11
5	University of Edinburgh	16	15	Monash University	10
6	University of Amsterdam	13	16	Rutgers University	10
7	University of British Columbia	13	17	University of Otago	10
8	University of Cambridge	13	18	University of Valencia	10
9	University of Helsinki	13	19	University of York	10
10	University of Oviedo	13	20	Northwestern University	9

Table 7

Journals that have published the highest number of studies

	Journals	Number of publications	h-index	g-index	Total number of citation(s)
1	Cultural Sociology	41	10	15	282
2	Journal of Consumer Culture	35	14	32	1034
3	The Journal of the British Sociological Association	28	13	24	611
4	Poetics	18	14	27	1123
5	Journal of Economic Sociology	21	3	14	205
6	Sociological Review	20	10	16	270
7	IEEE Access	19	5	10	119
8	Sociologia Ruralis	19	16	19	1854
9	Journal of Consumer Research	16	14	16	5503
10	Consumption Markets & Culture	14	6	14	208

Table 8 encompasses the most cited studies, based on the references (bibliographies) of the 1,528 studies provided. When considering the references of these 1,528 studies in Table 8, the highest citation among them is for the article titled “Brand Community” by Albert M. Muniz, Jr. and Thomas C. O’Guinn, published in the *Journal of Consumer Research* in 2001. This article studies branding and its effects on society and communities, achieving a striking total of 2,564 citations in WoS and 8,352 in Google Scholar. The article examines the potential of brands to create a community among consumers and the effects of brand communities on consumers. It highlights the significance of strategies for building community among consumers. Brand communities provide evidence that they enable consumers to engage more deeply with brands and can positively affect brand loyalty, brand image, and marketing success.

The article titled “Does Cultural Capital Structure American Consumption?” by Douglas B. Holt, whose h-index is 30 and has a total of 7,744 citations on Google Scholar, is cited 2,138 times in the table and evaluates whether differences in cultural capital resources shape taste patterns in the United States, ranking in second place. Holt’s earlier article, published in 1997, ranks fourth. This article has a total of 428 citations in WoS and 1,379 citations in Google Scholar. The article titled “Poststructuralist Lifestyle Analysis:

Conceptualizing the Social Patterning of Consumption in Postmodernity” clarifies the social patterns of consumption in the postmodern era by using a poststructuralist approach. The author emphasizes that consumption is more than an economic way of life; it is an expression of social differences.

Table 9 shows the presence of publications on “consumption” and the number of citations for these references. The comparison of total citation figures from WoS and Google Scholar provides insight into two different sources used to determine the influence of publications in the academic field and the prevalence of citations. When considering this table, it can be seen that there are some differences between the total citation numbers in WoS and Google Scholar. For instance, Bourdieu’s study, *Distinction: A Social Critique of the Judgment of Taste*, had 255 citations in WoS and 77,037 in Google Scholar. Giddens’ study, *Modernity and Self-Identity*, received 100 citations in WoS and 54,532 in Google Scholar. Similarly, there are differences in the number of citations among the other studies. One of the most remarkable findings is that Bourdieu’s *Distinction* is the most cited work in both WoS and Google Scholar. This table also demonstrates that publications on consumption are generally focused on disciplines such as sociology, cultural studies, and consumption studies. The studies of Giddens and Bourdieu, along with the work of other sociologists, have had a significant influence in this field. Bourdieu

and Giddens' contributions to the field offer a comprehensive understanding of consumer culture and behavior. Each of them helps us understand the dynamics of consumption practices in contemporary society by addressing the social and individual dimensions of consumption. Indeed, upon closer examination, it becomes evident that all of the first five authors mentioned are exclusively affiliated with sociology.

3.2. Scientific mapping analyzes

Within the scope of scientific mapping of international scientific studies on consumption and sociology (1) co-citation network on the basis of publications and authors (2) co-occurrence network formed by key words and thematic map (3) author and country cooperation network have been analysed. Accordingly, the intellectual,

conceptual and social structure of the scientific field was examined.

Intellectual Structure

A co-citation network is formed when two publications or authors are found together in the reference list of another publication. In co-citation analysis, network formation takes place by considering the references of the studies in the research data [16]. For the co-citation network analysis of the research data generated according to the publications and authors shown in Figure 1 and Figure 2, the clustering algorithm "Louvain" technique was selected, and the number of nodes in the network was determined to be "50." The size of the nodes in common citation networks is related to the number of citations. The dense relationships between studies or authors are demonstrated by the thickness of the lines between the nodes [29].

Table 8

Most Globally Cited Documents

	Document title	Authors	Journal name	WoS citation total	Google Scholar citation total
1	Brand community	Muniz, A. M. & O'Guinn, T. C. (2001)	Journal of Consumer Research	2564	8352
2	Does cultural capital structure American consumption?	Holt, D. B. (1998)	Journal of Consumer Research	664	2138
3	Automotive emotions: Feeling the car	Sheller, M. (2004)	Theory, Culture & Society	504	1230
4	Poststructuralist lifestyle analysis: Conceptualizing the social patterning of consumption in postmodernity	Holt, D. B. (1997)	Journal of Consumer Research	428	1379
5	Consuming dark tourism: A Thanatological perspective	Stone, P., & Sharpley, R. (2008)	Annals of Tourism Research	425	1147
6	Assessing dietary intake: Who, what and why of under-reporting	Macdiarmid, J., & Blundell, J. (1998).	Nutrition Research Reviews	397	694
7	Reducing energy demand: A review of issues, challenges and approaches	Sorrell, S. (2015)	Renewable and Sustainable Energy Reviews	377	683
8	Green consumption: Behavior and norms	Peattie, K. (2010)	Annual Review of Environment and Resources	376	994
9	Problems in comparative research: The example of omnivorousness	Peterson, R. A. (2005)	Poetics	341	832
10	Sociology, environment, and modernity: Ecological modernization as a theory of social change	Spaargaren, G., & Mol, A. P. (1992)	Society & Natural Resources	326	1057

Table 9

Most Locally Cited References

	Documents	WoS citation total	Google Scholar citation total
1	Bourdieu, P. (1984). <i>Distinction: A Social Critique of the Judgement of Taste</i> .	255	77037
2	Giddens, A. (1990). <i>Modernity and Self-Identity</i> .	100	54532
3	Peterson, R. A., & Kern, R. M. (1996). <i>Changing highbrow taste: From snob to omnivore</i> .	100	3388
4	Warde, A. (2005). <i>Consumption and theories of practice</i> .	74	3787
5	Featherstone, M. (1991). <i>Consumer culture and postmodernism</i> .	59	9551
6	Reckwitz, A. (2002). <i>Toward a theory of social practices: A development in culturalist theorizing</i> .	57	7813
7	Bryson, B. (1996). <i>Anything but heavy metal: Symbolic exclusion and musical dislikes</i> .	55	1589
8	DiMaggio, P. (1987). <i>Classification in art</i> .	54	1972
9	Peterson, R. A. (1992). <i>Understanding audience segmentation: From elite and mass to omnivore and univore</i> .	54	1556
10	Bennett, T., Savage, M., Silva, E. B., Warde, A., Gayo-Cal, M., & Wright, D. (2009). <i>Culture, class, distinction</i> .	53	2012

When the co-citation network is analyzed according to the publications, it is evident that three clusters have formed (see Figure 1). The publication that pioneered Cluster 1 was produced by Bourdieu [30], followed by Peterson and Kern [31]. In

Cluster 2, Giddens [32] became prominent. Finally, Warde's [6] publication in Cluster 3 pioneered the cluster. Based on the common citation network, Bourdieu's [30] publication can be deemed the most influential and important publication in the field.

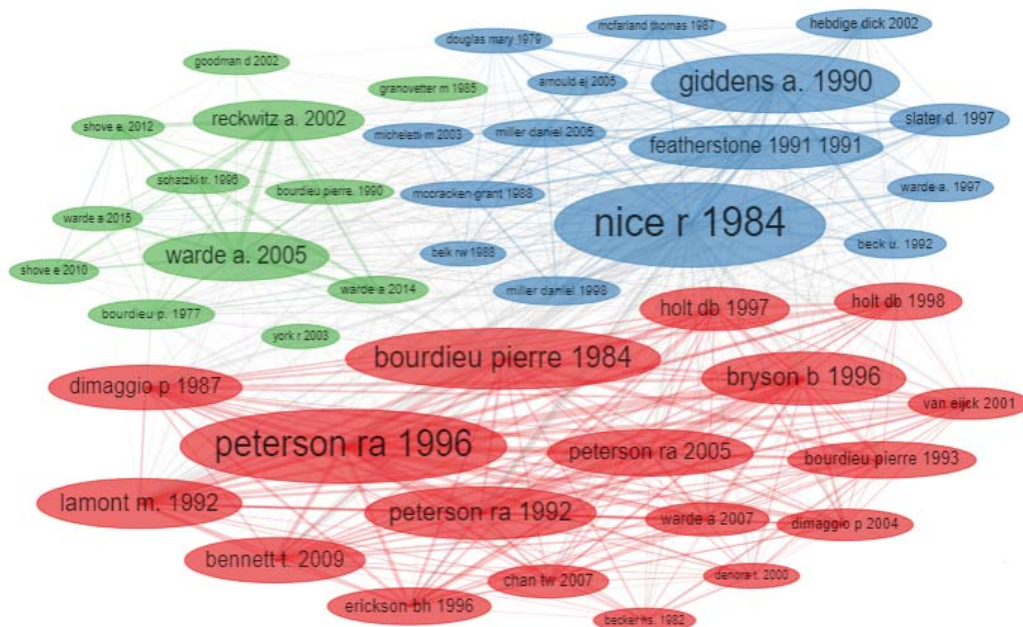


Fig. 1. Co-citation network according to publications

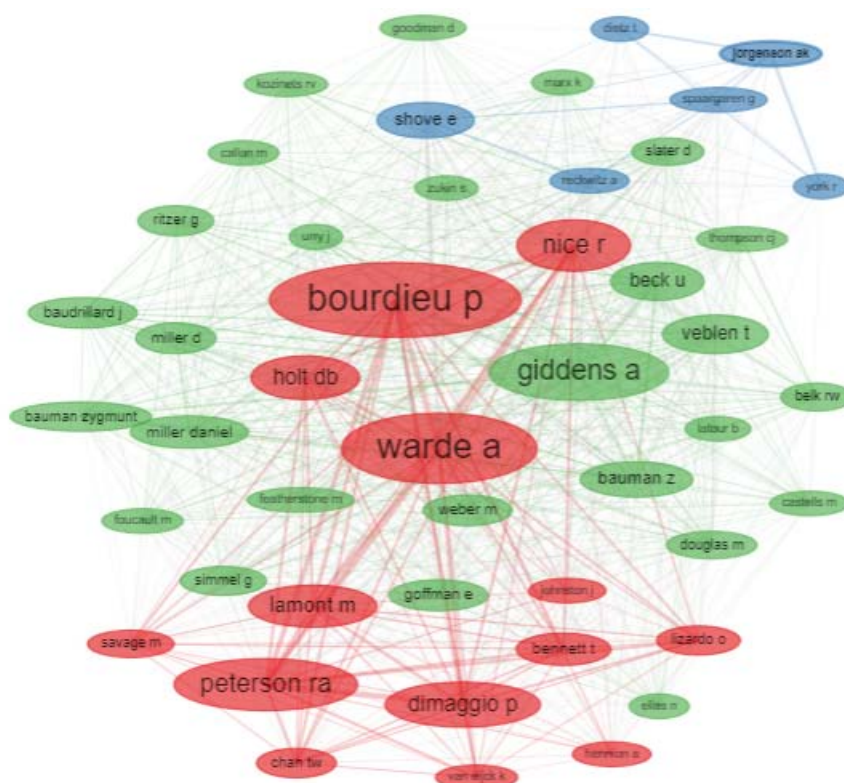


Fig. 2. Co-citation network according to authors

The co-citation network according to the authors is shown in Figure 2. Three clusters were formed based on this analysis. Significant authors representing Cluster 1 are A. Warde and P. Bourdieu. E. Shove represents Cluster 2, while A. Giddens and T. Veblen are significant representatives of Cluster 3. It can be stated that A. Warde and P. Bourdieu, who are in Cluster 1, co-cite studies within the scope of the research data, and the frequency of jointly citing these two authors is quite high.

Conceptual Structure

The keywords in the studies were analyzed to reveal the conceptual structure of international studies on consumption and sociology considered within the scope of the research. Co-occurrence analysis based on keywords assumes that keywords that appear together often have a thematic relationship with each other, similar to co-citation analysis [19]. Clusters form in the co-occurrence

network. In clustering, two measures are considered: centrality and density. Centrality refers to the degree of interaction of a cluster with other clusters, while density refers to the internal harmony of a cluster [33].

When the co-occurrence network is examined according to the keywords based on Figure 3, it can be observed that six different clusters were formed. The keywords “consumption” in Cluster 5 and “sociology” in Cluster 1 represent the clusters with the highest centrality and density in line with the research topic. While the word “Bourdieu” became prominent in Cluster 2, it has become “consumption sociology” in Cluster 3. Cluster 4 was pioneered by the words “sociology of food” and Cluster 6 was pioneered by the words by the words “consumer culture”.

The thematic map facilitates the identification of themes through keyword analysis and allows for the analysis of the

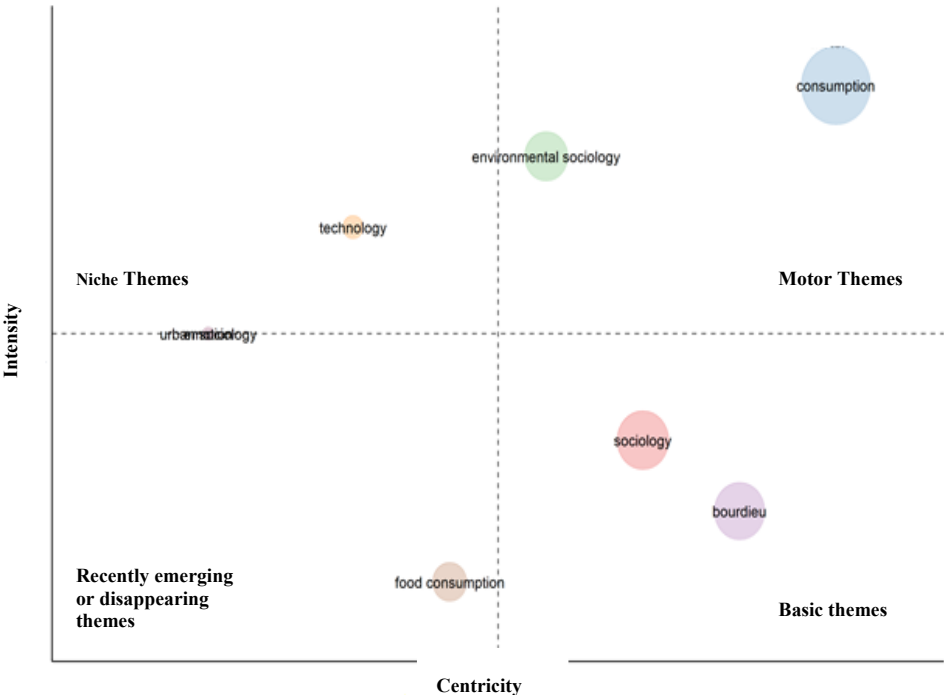


Fig. 4. Thematic map based on key words
Social Structure

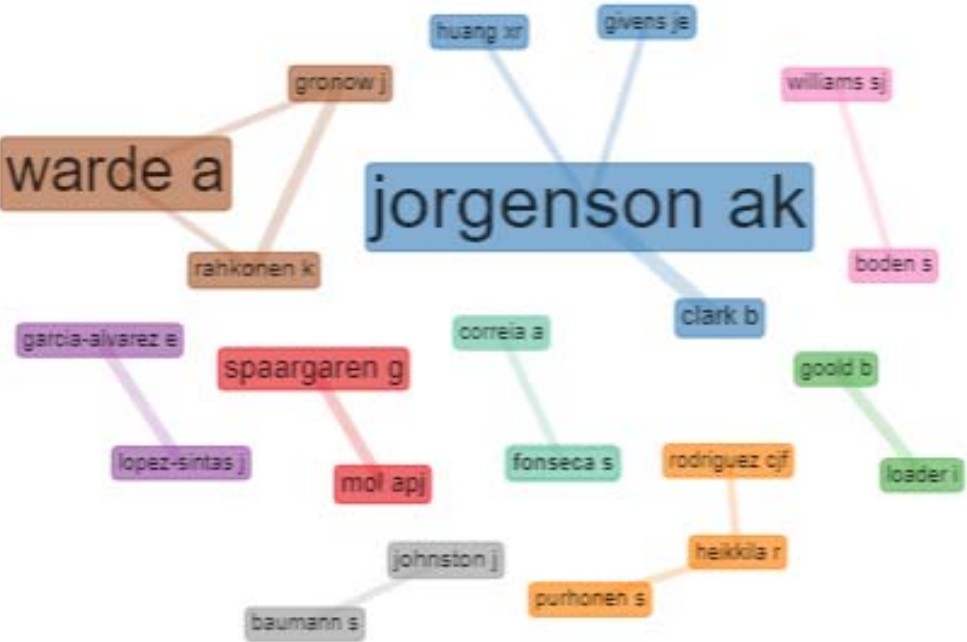


Fig. 5. Collaboration network of authors



Fig. 6. Collaboration network of countries

When the cooperation network of countries is observed (see Figure 6), it is evident that four clusters have been generated. While Germany is the most significant representative of Cluster 1, Finland, France, and Sweden collaborated intensively in Cluster 2. Cluster 3, on the other hand, includes countries in the field that are important and are in intensive cooperation, with the United Kingdom and United States as the pioneers of this cluster. Finally, the cooperation between Korea and Pakistan, which forms Cluster 4, has become prominent. It can be seen that Korea is particularly engaged in cooperation with other clusters.

4. Conclusions

There are several reasons for the intense interest in academic studies on consumption and the increase in publications in this area. The foremost reason is undoubtedly the growing importance of consumption. Scholars from various disciplines need to understand and analyze consumption practices, behaviors, and their consequences. *Second*, the complexity of consumption stems from its interdisciplinary nature. The topic encompasses a plethora of academic disciplines, including consumption studies, sociology, cultural studies, anthropology,

economics, psychology, and marketing. Adopting multidisciplinary approaches that recognize the multifaceted and complex character of consumption is imperative for understanding it comprehensively. *Thirdly*, consumption is closely related to social and cultural transformation. Globalization, rapid technological developments and the rise of consumption culture have led to significant changes in social and cultural dynamics. Academic studies on consumption aim to capture and interpret these transformations, shedding light on how consumption practices overlap with broader social, economic and cultural changes. *A fourth* factor is inequality and social stratification. Consumption patterns and preferences are closely linked to social stratification and inequality. Researchers investigate how different social groups engage in consumption practices and how these practices contribute to the reproduction or challenge of existing social hierarchies. This focus on inequalities adds a critical dimension to consumption studies. *A fifth* topic concerns the effects of advertising and media. Advertising and media play an essential role in shaping consumer desires, preferences, and behavior. The increasing number of advertising channels, digital media, and social networks has significantly

affected consumption patterns. Scholars study the effects of advertising and media on consumer culture and critically assess their consequences. *Another aspect* of interest in the phenomenon of consumption is related to the need to produce concrete policy implications. The consumption studies have practical implications for policymakers, businesses and marketers. Research findings provide information for the development of policies related to consumer protection, marketing practices, sustainability and public health. The academic interest for consumption aligns with the broader societal concern to create more equitable, sustainable and responsible consumption patterns. *And finally*, the topic of the sustainability of the consumption phenomenon has gained significant attention in recent years. Academics are increasingly examining sustainable consumption practices, exploring ways to encourage environmentally responsible behavior and diminish the negative consequences of overconsumption.

Relating to the above-mentioned assessments, we can conduct an evaluation of certain issues and problems that will gain importance and priority in the research and examination of the consumption phenomenon. It can be indicated that the *first* of these is the issue of sustainable consumption. Increasing concerns regarding environmental sustainability and the need to address climate change are likely to continue to be crucial areas of research in studying sustainable consumption practices. As a result, governments are responsible for promoting consumer responsibility and approaches that promote sustainable consumption habits. Therefore, research must focus on such policy orientations in this respect.

Second upcoming research topics encompass examining patterns in online shopping habits, forecasting possible implications from digital consumption, and evaluating how social media shapes consumer decision-making. *Third*, the subject of consumer welfare and happiness seems to become predominant. Researchers are increasingly interested in examining the

relationship between consumption, well-being, and happiness beyond materialist concepts of consumption. Future studies may focus on alternative measures of success and satisfaction, the role of experiential consumption, and the effects of consumption culture on individuals' psychological well-being.

A *fourth* topic that may become predominant is the relations between technological advances and consumption. Developments in internet-based technology will radically change consumption trends and patterns. Research in this area will address the effects of these technologies on consumer behavior, subjective consumption experiences, and ethical issues such as data privacy and digital surveillance.

A *fifth* possible research orientation may relate to social inequality and justice. Consumption patterns are closely linked to social inequalities, and future research will probably continue to address the relationships between consumption and social justice. This may encompass investigating the role of consumption in perpetuating or challenging existing inequalities, examining the effects of marketing and advertising on vulnerable groups, and exploring alternative consumption patterns that reduce inequalities. *Finally*, consumption should be approached from a cross-cultural and global perspective, as consumption practices and meanings vary between cultures and societies. Future research may focus on exploring the cultural, social, and economic factors that shape consumption behaviors in different contexts. Furthermore, globalization intensifies market interconnections, highlighting the significance of cultural dynamics and prompting investigations into how this interplay can impact consumption. Consequently, there is a growing inclination toward conducting cross-cultural comparative studies on consumption. These are just a few of the issues and problems that will likely gain importance in future research on the phenomenon of consumption. As social, environmental, and technological changes emerge, academics will shift their focus to new research to address the challenges and opportunities that arise in understanding and shaping consumption behaviors.

References

1. Friedman, M. (2018) *Theory of the consumption function*. Princeton University Press.
2. Baudrillard, J. (2016) *The consumer society: Myths and structures*. Sage.
3. Hochschild, A. R. (2003) *The commercialization of intimate life: Notes from home & work*. Berkeley: University of California Press.
4. Piacentini, M., Banister, E. N., & Fitchett, J. A. (2020) *Understanding fashion retail*. Routledge.
5. Schor, J. B. (2019) *Sustainable consumption and the good life: Interdisciplinary perspectives*. Routledge.
6. Warde, A. (2005) Consumption and theories of practice. *Journal of Consumer Culture*, 5, 131-153.
7. Bourdieu, P. (1987) *Distinction a social critique of the judgement of taste*. Harvard University Press.
8. Dittmar, H. (2018) *The psychology of consumer culture*. Routledge.
9. Holt, D. B. (2002) Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of Consumer Research*, 29(1), 70-90.
10. Dittmar, H. (2008) *Consumer culture, identity, and well-being: The search for the 'good life' and the 'body perfect'*. Psychology Press.
11. Holt, D. B. (2019) *Consume and grow rich: A cultural history of the new age movement in America*. University of Chicago Press.
12. Slater, D. (2013) *Consumer culture and modernity*. Polity Press.
13. Thompson, C. J., & Hirschman, E. C. (2017) *Understanding consumer culture*. Routledge.
14. Appadurai, A. (2016) *The social life of things: Commodities in cultural perspective*. Cambridge University Press.
15. McCracken, G. (2017) *Culture and consumption: New approaches to the symbolic character of consumer goods and activities*. Indiana University Press.
16. Martínez-López, F.J., Merigó, J.M., Valenzuela-Fernández, L., & Nicolás, C. (2018) Fifty years of the *European Journal of Marketing*: A bibliometric analysis. *European Journal of Marketing*, 52 (1/2), 439-468.
17. Pritchard, A. (1969) Statistical bibliography or bibliometrics? *Journal of Documentation*, 25, 348-349.
18. Rodriguez-Soler, R., Uribe-Toril, J., & Valenciano, J. D. P. (2020) Worldwide trends in the scientific production on rural depopulation, a bibliometric analysis using bibliometrix R-tool. *Land Use Policy*, 97(104787), 1-20.
19. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N. & Lim, W. M. (2021) How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133(C), 285-296.
20. Kurnaz, A. (2021) The impact of the COVID-19 pandemic on communication studies: Bibliometric analysis. *Journal of Selcuk Communication*, 14(4): 1521-1545.
21. Kurnaz, A. (2021) Bibliometric analysis of ethnocentrism studies. *Beykoz Akademi Dergisi*, 9(2), 98-118.
22. Noyons, E.C.M., Moed, H.F., Luwel, M. (1999) Combining mapping and citation analysis for evaluative bibliometric purposes: A bibliometric study. *Journal of the American Society for Information Science*, 50(2), 115-131.
23. Merigo, J.M., Blanco-Mesa, F., Gil-Lafuente, A.M., & Yager, R.R. (2017) Thirty years of the *International Journal of Intelligent Systems*: A bibliometric review. *The International Journal of Intelligent Systems*, 32, 526-554.
24. Carvalho, M.M., Fleury, A., & Lopes, A.P. (2013) An overview of the literature on technology roadmapping (TRM): Contributions and trends. *Technological Forecasting and Social Change*, 80 (7), 1418-1437.

25. Gaviria-Marin, M., Merigo, J.M., & Baier-Fuentes, H. (2019) Knowledge management: A global examination based on bibliometric analysis. *Technological Forecasting & Social Change*, 140, 194-220.
26. Aria, M. & Cuccurullo, C. (2017) Bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959-975.
27. Hirsch, J. E. (2005) An index to quantify an individual's scientific research output. *Proceedings of the National academy of Sciences of the United States of America*, 102(46), 16569-16572.
28. Egghe, L. (2006) Theory and practise of the g-index. *Scientometrics*, 69, 131-152.
29. Popadic, M., & Milohnic, I. (2016) Structure of the organizational ambidexterity field: Qualitative literature review, article co-citation analysis, and science mapping. *Informotologia*, 49(1-2), 47-60.
30. Bourdieu, P. (1984) *Distinction a social critique of the judgement of taste*. Harvard University Press Cambridge, Massachusetts.
31. Peterson, R. A. & Kern, R. M. (1996) Changing highbrow taste: From snob to omnivore. *American Sociological Review*, 61(5), 900-907.
32. Giddens, A. (1990) *Modernity and self-identity: Self and society in the late modern age*. Stanford University Press.
33. Cobo, M. J., López-Herrera, A. G., Herrera-Viedma, E., & Herrera, F. (2011) An approach for detecting, quantifying, and visualizing the evolution of a research field: A practical application to the fuzzy sets theory field. *Journal of Informetrics*, 5(1), 146-166.

BIBLIOMETRIC ANALYSIS OF THE CONCEPT OF CONSUMPTION IN SOCIOLOGICAL STUDIES

Hayrettin Zengin, Sakarya University, Sakarya (Turkey).

E-mail: hzengin@sakarya.edu.tr

Yaşar Suveren, Sakarya University, Sakarya (Turkey).

E-mail: ysuveren@sakarya.edu.tr

<https://doi.org/10.32342/3041-2137-2025-1-62-5>

Keywords: *Bibliometric Analysis, Consumption Trends, Consumption Culture, Sociological Studies, Social Networks, R Programming Language*

JEL classification: *C18, M16, M19, M31, M39*

This article presents a bibliometric analysis of academic studies on consumption from 1975 to the present. The study was undertaken to identify trends in consumption publications, understand networks, and outline future research directions. It also evaluated the impact and importance of researchers and specific academic publications using various bibliometric tools, such as citation mapping and co-authorship networks. The research methodology revealed interdisciplinary collaborations and opportunities for further research based on authorship/research network data. Finally, it highlights the benefits of using bibliometric analysis when examining consumption in general. By analyzing sociological publications related to consumption, we hope to convey critical themes prevailing in the field while identifying new avenues for continued research and shared interest across disciplines in future work. The analysis presented in the study is based on examining 1528 publications published between 1975-2022 using bibliometric methods. This study used data from the Web of Science database and comparative analysis using Google Scholar. The findings revealed a significant increase in consumption during the studied period. It was noted that most of the publications were articles written in English. Although sociology-oriented researchers contribute to this field of study, multidisciplinary approaches are also critical. It is expected that research on consumer behavior

will continue to be important in the future. Various themes are likely to emerge, such as sustainable consumption, digital habits among consumers, customer satisfaction and happiness, the impact of technological developments on consumption patterns, and how different cultures and groups access consume differently. This study offers an opportunity to understand and analyze consumption practices, behaviors and their consequences within the framework of the discipline of sociology. Due to the interdisciplinary nature of the concept of consumption, it is important to gain a deeper understanding. This study will contribute to international academic literature by identifying trends in consumption publications within the discipline of sociology, identifying social networks, assessing the importance of academic publications, and outlining future research directions.

Дата надходження до редакції / Submitted: 05.02.2024

Дата прийняття до публікації / Accepted: 21.10.2024

Дата публікації / Published: 07.01.2025