

Consumer Behavior and Sustainability in E-Commerce: a Bibliometric Analysis to Exploring the Global Trends Research

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Abstract

Sustainable consumption is closely related to changes in consumer behavior, particularly in online purchasing. Despite growing interest in this topic, research on e-commerce sustainability—including the status, development, and structure of consumer behavior—remains limited. This study aims to analyze the conceptual, social, and dynamic knowledge surrounding consumer behavior and sustainability within e-commerce research. A bibliometric analysis was conducted using data collected from 297 articles in the Scopus database. The study reveals strong connections between these topics and others such as big data analytics, customer engagement, online services, sales, sustainable development, and supply chain management, indicating diverse research approaches and cross-sectoral themes related to this subject. By identifying these trends, the research contributes to the academic sustainability discourse and proposes directions for future research.

Keywords: consumer behavior; sustainability; e-commerce; bibliometric