

Bibliometric Analysis of Consumer Behavior in Sustainable Fashion: Trends, Insights, and Future Direction

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Consumers are becoming increasingly aware of the environmental and social impacts of their purchasing choices, prompting in-depth research into consumer behavior in sustainable fashion. This study analyzes research trends in consumer behavior in sustainable fashion using bibliometric methods to identify key topics, patterns of researcher collaboration, and future research directions. Using a PRISMA-based systematic literature review methodology, data from 514 publications (2015-2025) were downloaded from Scopus and analyzed in RStudio using the Bibliometrix package to visualize citation networks, author collaborations, and keyword trends. Results revealed three dominant topics: "Sustainability" (192 publications), "Sustainable Fashion" (112 publications), and "Consumption Behavior" (109 publications), with an annual growth rate of 27.91%. International collaboration reached 26.26%, with significant contributions from leading universities such as Yonsei University and Sapienza Università di Roma, as well as institutions from the United States, Italy, and China. In conclusion, although understanding of consumer behavior in sustainable fashion has grown rapidly, future research should prioritize circular economy models, the influence of social media, consumer willingness to pay, and the adoption of sustainable consumption patterns in developing countries to drive the fashion industry's transition towards global sustainability.

Keywords: Bibliometric Analysis, Consumer Behavior, Sustainable Fashion.

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1. Introduction

The global fashion industry currently faces major challenges related to the environmental impact of fashion product production and consumption among consumers and producers. The phenomenon of sustainable fashion has emerged as a response to environmental issues, with a focus on reducing textile waste, carbon emissions, and the use of hazardous chemicals [1]. Sustainable fashion focuses not only on production aspects but also on consumer consumption patterns, which are increasingly shifting towards more environmentally friendly choices [2]. Consumers are now more aware of the social and environmental impacts of their purchases, which encourages producers to adapt to the demand for more sustainable products [3]. However, despite the growing interest in sustainable fashion, there is still a knowledge gap regarding how social, psychological, and cultural factors influence consumer behavior in choosing sustainable fashion products [4].

Many previous studies have examined the factors that influence sustainable consumption behavior, but most of these studies have focused only on environmental and ethical aspects, while consumer psychological and social factors are often overlooked ([5]; [6]. For example, McNeill & Venter, 2019 showed

that consumers with high environmental awareness tend to choose sustainable fashion products, but the study did not take into account the influence of social media or corporate social responsibility (CSR) on their purchasing decisions. Another study by Niinimäki et al., 2020 revealed that even though consumers are aware of the environmental impact, they often face barriers such as higher prices and limited product availability that restrict their purchasing decisions. This knowledge gap shows that there is still much to understand about how consumers evaluate and choose sustainable fashion products, as well as the role of social and cultural elements in their decisions [8].

Furthermore, although there is a wealth of research examining consumer behavior in sustainable fashion, international collaboration and the contributions of authors from different countries on this topic have yet to be analyzed in depth [9]. Collaboration between countries with different challenges and opportunities in adopting sustainable fashion could provide new insights into the influence of local policies and practices on consumer behavior [10]. Therefore, it is important to analyze how author and country collaboration plays a role in shaping a more holistic understanding of consumer behavior in the context of sustainable fashion [11].

This study aims to answer several important questions that underlie research trends in consumer behavior in sustainable fashion. The research questions posed in this study are: (1) What are the main topics and trends emerging in research on consumer behavior in sustainable fashion? (2) How do author and country collaborations play a role in shaping the understanding of consumer behavior in sustainable fashion? (3) What is the future direction of research on consumer behavior in sustainable fashion? This study aims to provide insights into current research trends, identify existing gaps, and provide an overview of the future direction in understanding consumer behavior in the context of more sustainable fashion.

2. Literature Review

Consumer behavior in sustainable fashion has attracted increasing attention in academic research, but many aspects are still not fully understood. One effective way to explore emerging patterns and trends in this study is through bibliometric analysis [12][13]. Using this method, researchers can map emerging topics, explore collaborations between authors and countries, and identify future research directions related to consumer behavior in sustainable fashion [14]. Bibliometric analysis allows for the identification of key factors that influence consumer behavior in a more systematic and structured manner, which not only relies on qualitative data but also provides an objective picture based on existing literature [15]. This is an important tool for tracking trends and identifying areas that still need further exploration in the study of sustainable fashion[16].

Most research on consumer behavior in sustainable fashion often focuses on environmental awareness as the main driver of consumption decisions. However, bibliometric analysis shows that social and psychological factors also play an increasingly significant role in purchasing decisions[17], [18]. Research by J. Kim and M. R. I. Rana emphasizes how social media and perceptions of corporate social responsibility (CSR) can influence consumer choices regarding sustainable fashion products. Bibliometric analysis can identify the extent to which this topic has developed in the literature and whether there is a growing trend of attention to social aspects, which have often been neglected in previous studies [19]. In addition, bibliometric analysis also helps to reveal economic constraints, such as higher prices and the availability of sustainable products [20], which according to Niinimäki et al. (2020) are major barriers for consumers who want to switch to more environmentally friendly products [7]. Thus, bibliometric analysis allows researchers to see these patterns in the literature and identify frequently occurring factors, providing an overview of what is still lacking in this research [21].

Furthermore, bibliometric analysis also provides important insights into the role of culture in sustainable fashion consumption behavior. Ciasullo et al. (2017) found that cultural values and local preferences greatly influence consumer decisions, especially in developing countries [22]. In this context, Arora (2023) revealed that in India, for example, changes in social values and increased environmental awareness are influencing more and more consumers to choose sustainable fashion products[23]. Bibliometric analysis makes it possible to map how this phenomenon is reflected in global literature and how this trend is developing in various countries. Furthermore, a study by Choudhary et al. (2022) emphasizes the importance of international collaboration in developing an understanding of consumer behavior, especially since each country has different challenges and policies in terms of sustainability[24]. By looking at collaboration between authors and countries, bibliometric analysis can show how strongly various countries are involved in this topic and how international collaboration contributes to the development of sustainable fashion research. This provides a broader picture of how local policies and cultures, as well as global efforts, interact in influencing consumer behavior in various markets. Thus, bibliometric analysis not only serves to analyze existing data, but also as a tool for designing a more integrated and transdisciplinary direction for future research.

3. Methods

A systematic literature review using a quantitative bibliometric approach assesses literature to identify trends, patterns, and key research entities within a discipline. The study used the PRISMA framework (see Figure 1), an approach that ensures a comprehensive and replicable literature review, providing a clear and transparent overview of the topic under investigation[25]. The inclusion criteria were: (1) articles published between 2015 and November 12, 2025, (2) publications in English, and (3) a focus on the characteristics and trends of vocational training. Bibliometric analysis was conducted using R Studio to visualize bibliographic data in analyzing citation networks, author collaborations, and co-occurring keywords, which revealed the intellectual structure and dynamics of the research field. The combination of bibliometric analysis and systematic review helped researchers synthesize empirical findings and map the landscape of research activities, including identifying key contributors and emerging trends. The integration of these two approaches provided a comprehensive picture.

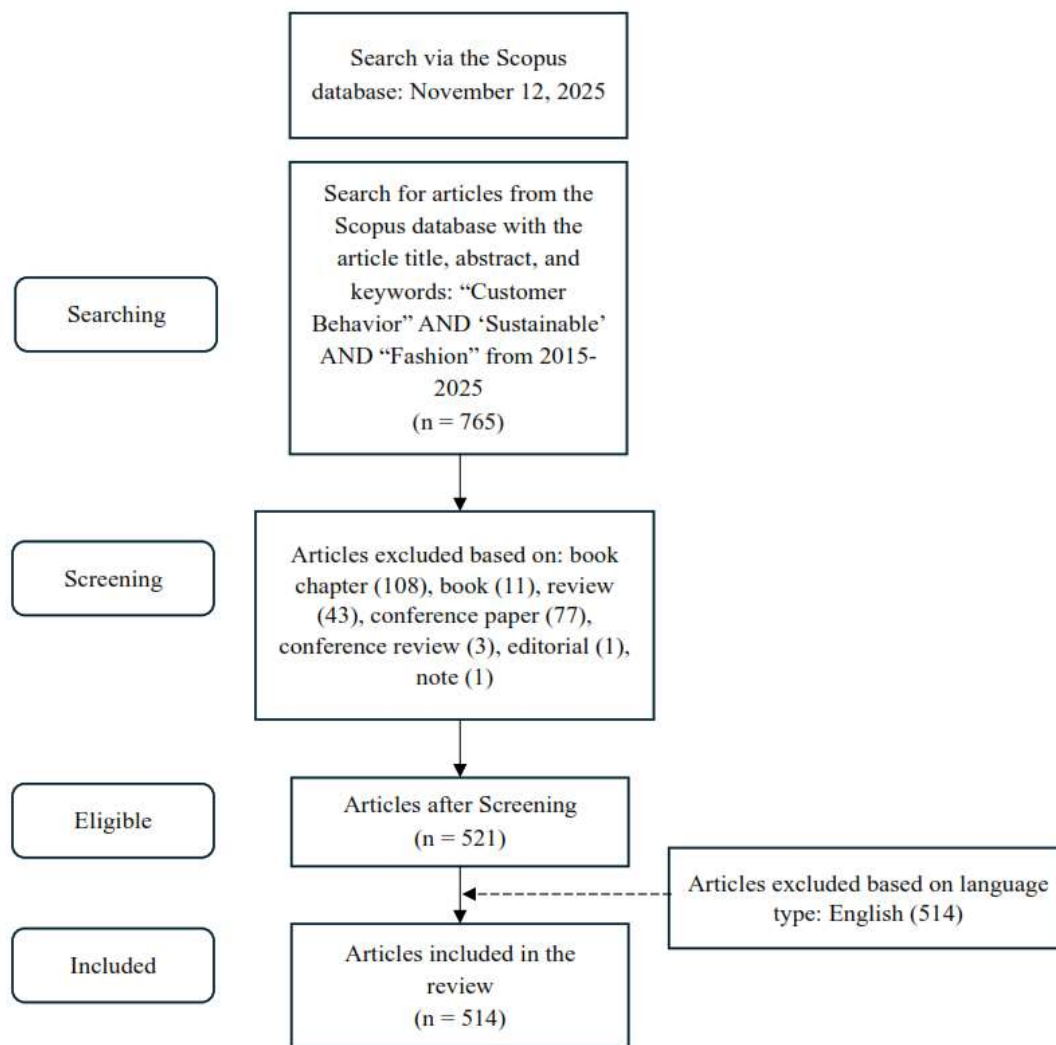


Figure 1. Research Design

Data Collection

Primary data collection was conducted exclusively from the Scopus database (Q1 - Q4) as of November 12, 2025 to ensure the quality and coverage of academically indexed literature. The search strategy was carefully designed using Boolean operators to limit the results to relevant fields. The specific search query used was: (TITLE-ABS-KEY (Consumer Behavior) AND TITLE-ABS-KEY (sustainable) AND TITLE-ABS-KEY (fashion)) AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")). Restrictions were applied to document types (journal articles, reviews, and conference papers) and language (English) to filter relevant publications. All metadata from the search results (including title, abstract, author, year, institution, keywords, and citation references) were exported in CSV (.csv) format for further analysis. To analyze directly and reflect real trends in a topic over a specific period, no additional subjective criteria were used that could differ between authors during the data screening process. In this study, the publication time range was set from 2015 to 2025 to ensure reliability and credibility. The types of studies included were limited to the categories "article" and "review article" to ensure the completeness of information from all literature to be analyzed. For exclusion criteria, literature in the format of "conference paper," "conference review," "book," "book chapter," and "note" was excluded from this bibliometric analysis. Literature published before 2015 and not written in English was also excluded.

Analysis and Visualization Techniques

The data was analyzed using quantitative methods. The extracted data was then analyzed using a combination of specialized bibliometric software. The R-package Bibliometrix (version 5.0.1) was run on the R platform (version 4.4.3) to clean the data, perform basic analysis, and calculate key bibliometric indicators, such as annual publication trends, most productive authors, most influential journals, and citation analysis.

4. Results

Analysis and Visualization Techniques

Based on the data in Figure 2, the literature analysis covered publications published between 2015 and 2025, focusing on 514 documents taken from 201 sources, including journals and books. During this period, there was a fairly high annual growth rate of 27.91%, indicating a significant increase in the number of publications related to this topic (see Table 1). The documents analyzed had an average age of 2.59 years, indicating that the majority of the literature used was recent. The average number of citations per document reached 26.74, illustrating the significant impact of these publications in the scientific community. The total number of references recorded reached 3,563, reflecting the large number of sources used in this study.

Table 1. Main information about data

Description	Results
Timespan	2015:2025
Sources (Journals, Books, etc)	20
Documents	514
Annual Growth Rate %	27.91
Average Document Age	2.59
Average citations per document	26.74
References	3563
DOCUMENT CONTENTS	
Keywords Plus (ID)	898
Author's Keywords (DE)	1550
AUTHORS	
Authors	1356
Authors of single-authored documents	38
AUTHORS COLLABORATION	
Single-authored documents	41
Co-Authors per Document	3.06
International co-authorships %	26.26
DOCUMENT TYPES	
article	514

In terms of content, there were 898 keywords identified through "Keywords Plus" and 1,550 keywords determined by the authors, which provided an overview of the diverse topics studied. This shows a broad and diverse focus in research on the characteristics and trends of vocational training. The number of authors involved in these publications reached 1,356, but only 38 authors wrote documents individually, indicating a low contribution from solo authors in this field.

Collaboration between authors is also quite evident in this data, with an average of 3.06 co-authors per document. This reflects a high level of collaboration between authors. In addition, approximately 26.26%

of these collaborations are international collaborations, indicating significant cross-border research cooperation. All documents analyzed were scientific articles, indicating that scientific articles are the dominant type of publication in this field.

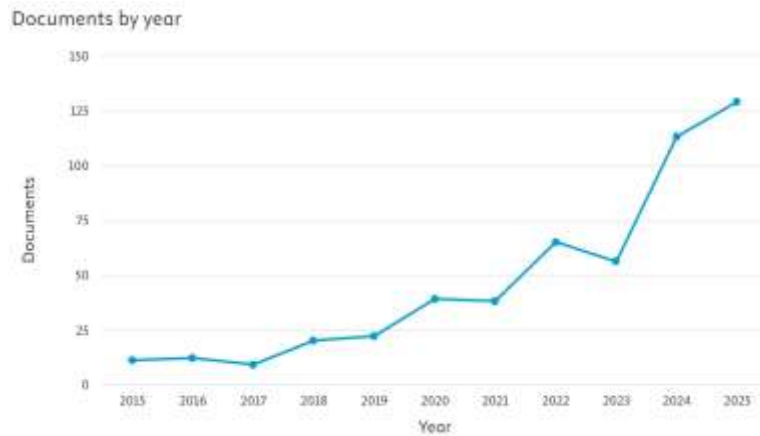
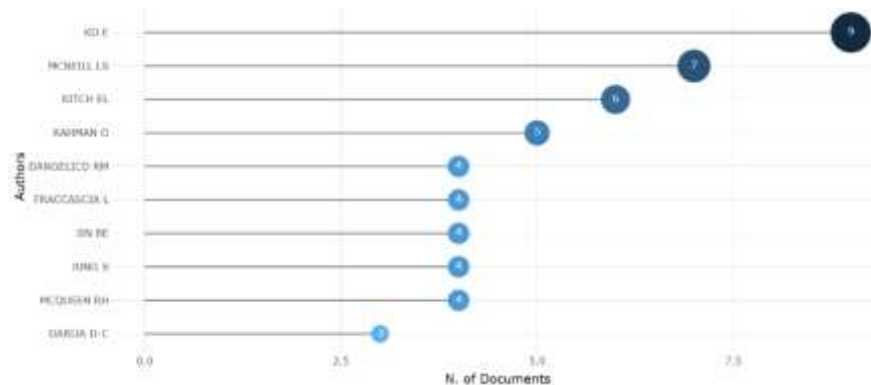


Figure 2. Number of Documents from Year to Year

Analysis of Authors

Bibliometric analysis of author data reveals several significant findings related to author productivity, relevance, and collaboration in the literature on vocational training. The first graph, which illustrates author productivity over time (Figure 3b), shows that Ko E is the author with the highest number of articles, especially in recent years, followed by McNeill LS and Ritch EL, who also made significant contributions. Meanwhile, other authors such as Rahman O and Dangelico RM had more sporadic productivity, with greater fluctuations in the number of articles throughout the period from 2015 to 2025. The second graph identifies the most relevant authors, with Ko E leading with 9 documents, followed by McNeill LS with 7 documents. Other authors such as Ritch EL, Rahman O, Dangelico RM, and Fraccascia L each contributed 4 documents, indicating that Ko E and McNeill LS are the main contributors in this field.

In addition, the analysis of international collaboration shows strong connections between the United States and other major countries such as China, Japan, the United Kingdom, and European countries (See Figure 3 c). This map of collaboration between countries illustrates the importance of cross-border cooperation in the development of related research and literature. The author collaboration network shown in the last graph indicates that Ko E has an extensive network, collaborating with authors from various countries, including Korea and the United States. Authors such as McNeill LS, Fraccascia L, and Dangelico RM also show significant collaboration networks, indicating that collaboration between authors plays a key role in the development of scientific literature in this field.



(a)

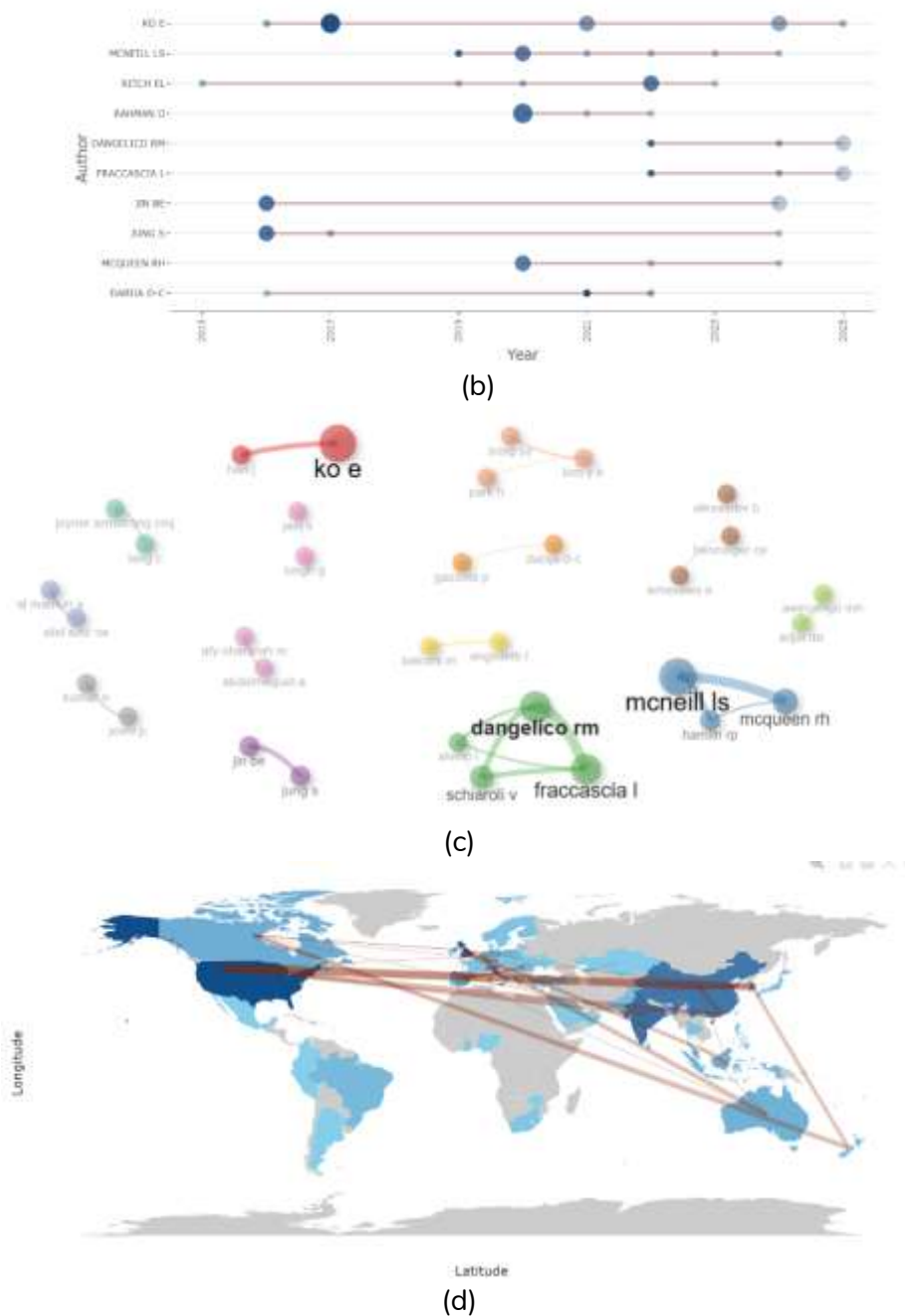


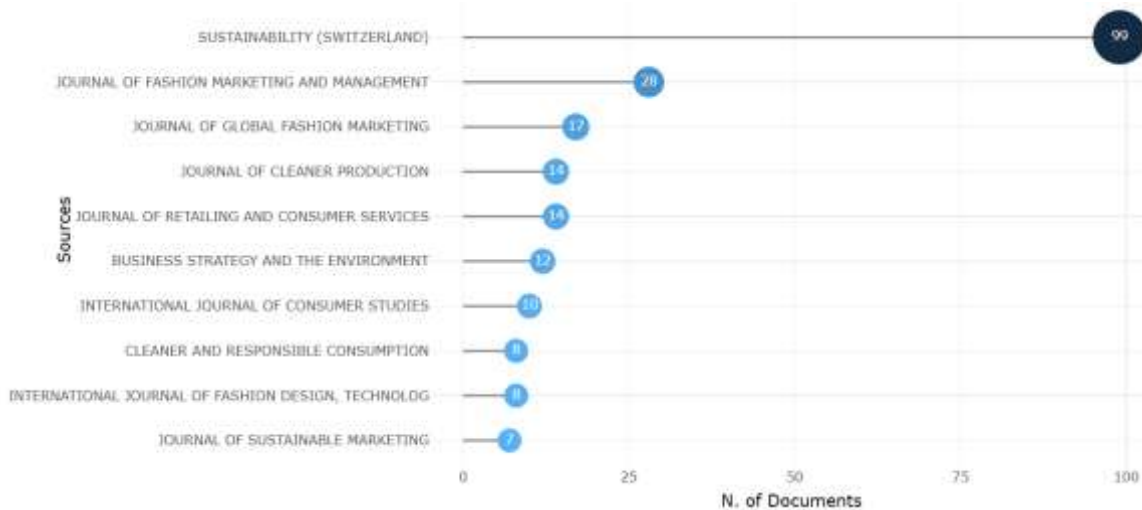
Figure 3. (a) List of Top Publications and Number of Corresponding Publications. (b) Number of Publications by Each Author Mentioned Above in Each Year. (c) Researcher Collaboration Network in the Field of Sustainable Fashion (d) Inter-country Collaboration Network.

Article Source Analysis

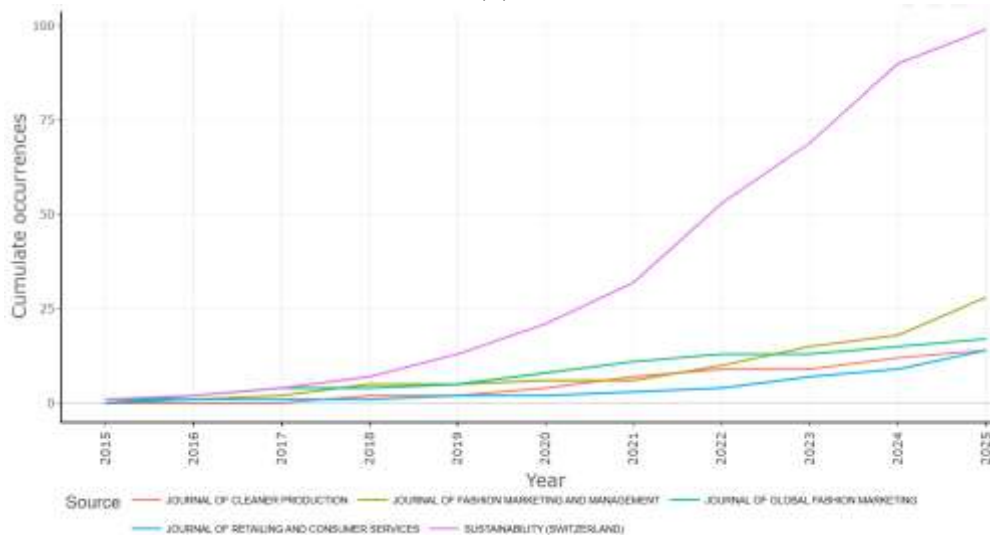
Based on the results of the analysis of relevant sources shown in Figure 4a, Sustainability (Switzerland) was the most dominant source, with 99 published documents. This source far exceeded other sources, indicating that sustainability was the main topic of interest in this study. It was followed by the Journal of Fashion Marketing and Management with 28 documents and the Journal of Global Fashion Marketing with 17 documents. Other sources such as the Journal of Cleaner Production and the Journal of Retailing and Consumer Services contributed 14 documents each. These results reflect that topics such as sustainability, fashion marketing, and cleaner production are central themes in research related to vocational training and sustainable consumption.

The publication trends of these sources are also clearly visible in the Figure 4 b, which shows the cumulative development of publications over time. The Journal of Cleaner Production has experienced a sharp increase in publications since 2020, signaling a growing interest in sustainability in cleaner production and consumption. Similarly, Sustainability (Switzerland) has shown a significant increase in recent years, reflecting a global trend that increasingly prioritizes environmental and sustainability issues. Other sources such as the Journal of Fashion Marketing and Management and the Journal of Retailing and Consumer Services show a more stable but consistent increase, indicating that topics related to sustainable marketing and consumers are also gaining attention.

This analysis shows a significant shift in research focus towards sustainability and cleaner production, with Sustainability (Switzerland) as the main source recording a large surge in publications. The increase in the number of publications in related sources also reflects the high level of interest in environmental and sustainability issues, which are increasingly important in the context of global industry. These findings illustrate that sustainability is not just a trend, but also a major focus in various fields of research, including vocational training, marketing, and more environmentally friendly production.



(a)



(b)

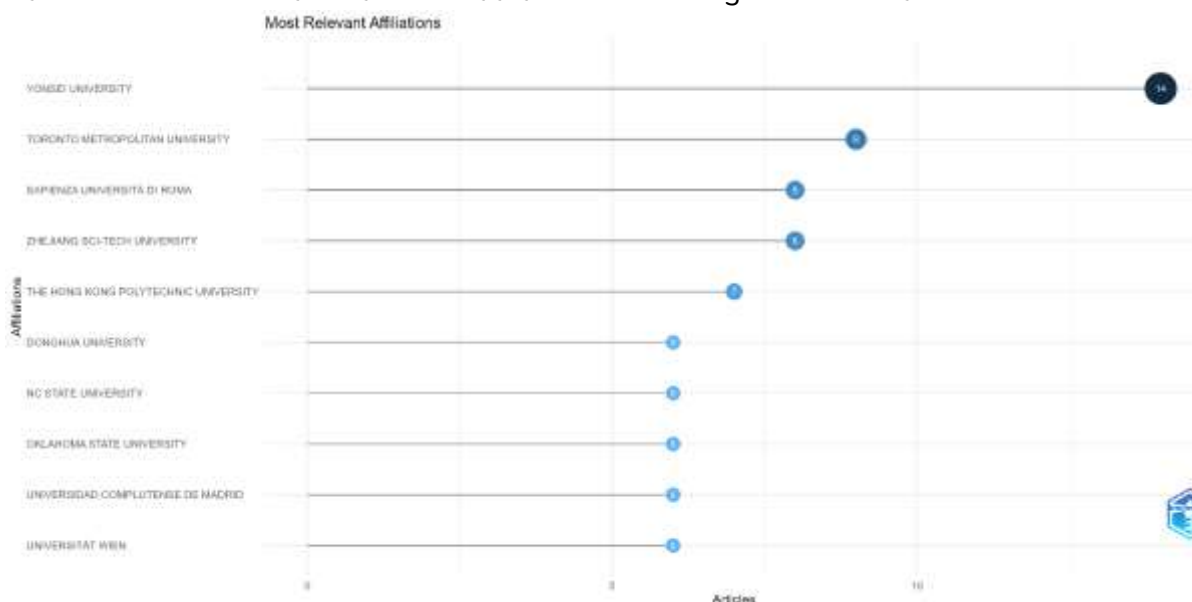
Figure 4. (a) The Top Relevant Sources and the Number of Their Publications. (b) The Number of Publications of Each Source Mentioned Above in Each Year

Analysis of Affiliations

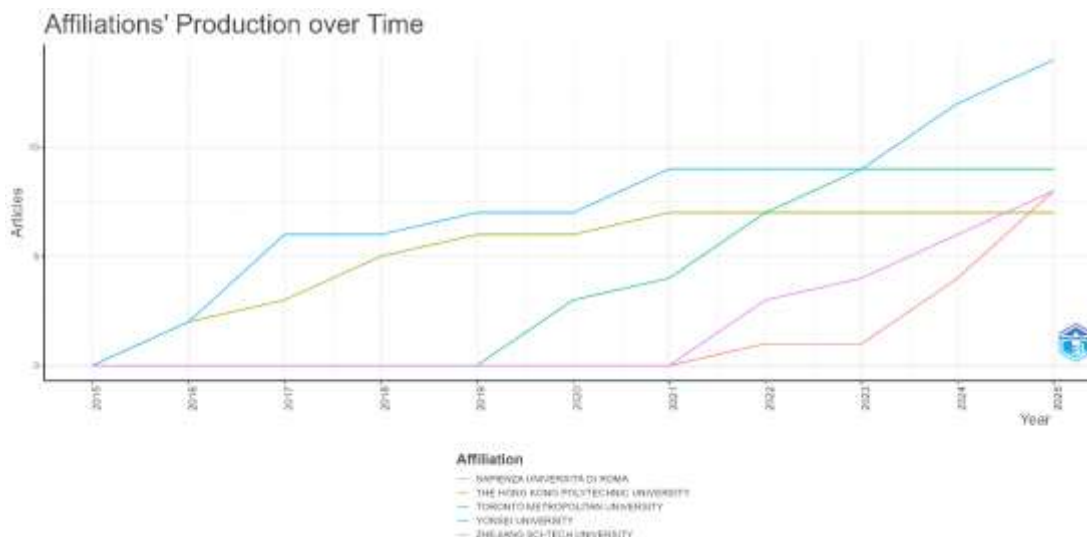
Based on the results of the analysis related to author affiliations show in Figure 5 a, there are several important findings that illustrate the contribution of institutions to the production of articles in this study. The first graph shows Author Affiliation Production Over Time, where Yonsei University (blue line) has seen significant growth in the number of articles published since 2015, peaking in 2025 with more than 10 articles. Sapienza Università di Roma (red line) also shows a clear growth trend with an increase in the number of articles each year, albeit at a slightly slower rate than Yonsei University. Zhejiang Sci-Tech University (purple line) recorded a considerable surge in 2020 and continues to grow, while other universities such as The Hong Kong Polytechnic University and Toronto Metropolitan University show a more moderate but consistent increase year on year.

The second graph shown in Figure 5b shows the Most Relevant Affiliations based on the number of articles published. Yonsei University emerged as the most relevant affiliation with 14 articles, followed by Toronto Metropolitan University and Sapienza Università di Roma, which recorded 8 articles each. Zhejiang Sci-Tech University also made an important contribution with 7 articles. Universities such as The Hong Kong Polytechnic University and Donghua University each had 6 articles, showing a significant contribution although slightly lower than other leading universities.

Overall, this analysis indicates that Yonsei University and Sapienza Università di Roma are the institutions with the largest contributions to publications in this field, reflecting their relevance in research focused on vocational training and sustainability. The significant increase in the number of publications from year to year shows that these institutions are increasingly playing a major role in developing the literature on this topic. The more stable but constant growth of other universities shows the importance of collaboration and contributions from various international institutions in enriching research in this field.



(a)



(b)

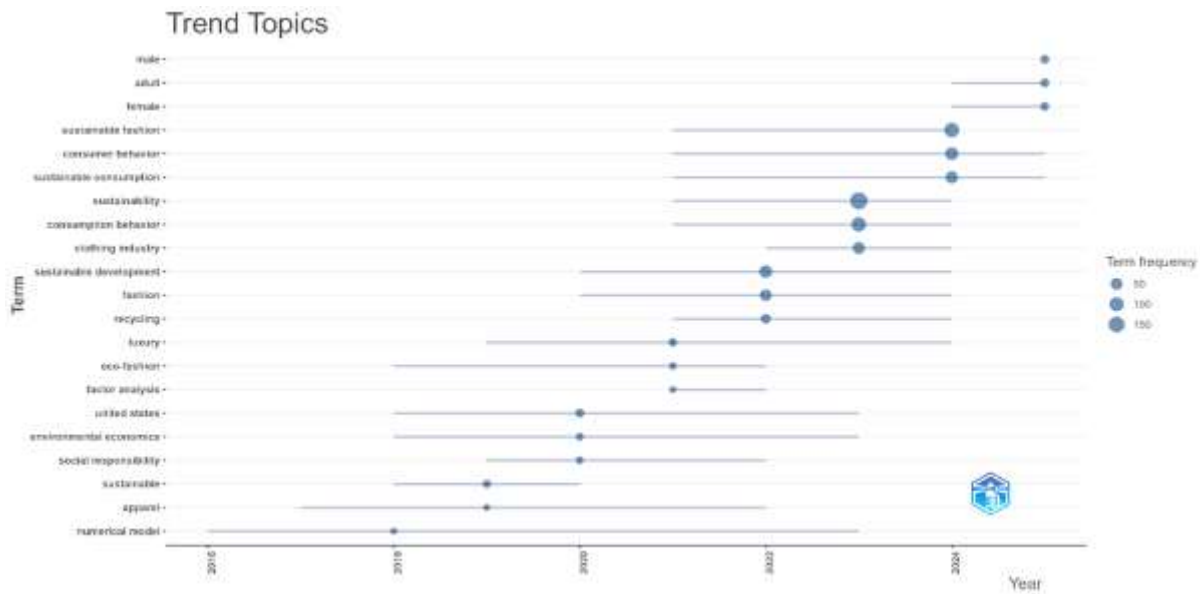
Figure 5. (a) The Top Relevant Affiliations and the Number of Their Publications. (b) The Number of Publications of Each Affiliations Mentioned Previously in Each Year.

Trend Topics

Based on an analysis of trending topics in literature related to sustainability and fashion, there has been a significant increase in interest in issues such as sustainability and consumer behavior in recent years. Figure 6a show that the topic of "Sustainability" has been the most frequently discussed keyword since 2022, reflecting a growing global awareness of the importance of sustainability in various sectors, especially in the fashion industry. Other topics that are gaining popularity include "Sustainable Fashion," "Consumer Behavior," and "Sustainable Consumption," which signify a shift towards more environmentally friendly and sustainable consumption patterns. This study shows how responsible consumption and sustainable fashion are increasingly becoming a major focus in academic and industrial development.

Furthermore, an analysis of the relationship between authors and frequently appearing topics shows that leading authors such as McQueen RH, D'Adamo I, and Jung S focus on themes such as Sustainability, Consumption Behavior, and Sustainable Fashion (Figure 6b). The collaboration between these authors and these topics reflects a significant contribution to the development of research in this field. On the other hand, this diagram also reveals the involvement of countries such as the USA, Italy, India, and China, indicating that research on sustainability and sustainable fashion is a global issue involving international collaboration.

This trend is increasingly evident with the growing interest in concepts such as "Recycling," "Luxury," and "Eco-Fashion" after 2020, which shows more attention to fashion that is not only environmentally friendly but also economically and socially sustainable. The increased interest in topics such as "Circular Economy" and "Factor Analysis" in 2023-2024 indicates that this research is beginning to take a more holistic and data-driven approach to addressing sustainability challenges. Overall, this analysis reflects a global trend that increasingly prioritizes sustainability in research and practice in the fashion and consumer industries, with contributions from various authors and countries around the world.



(a)

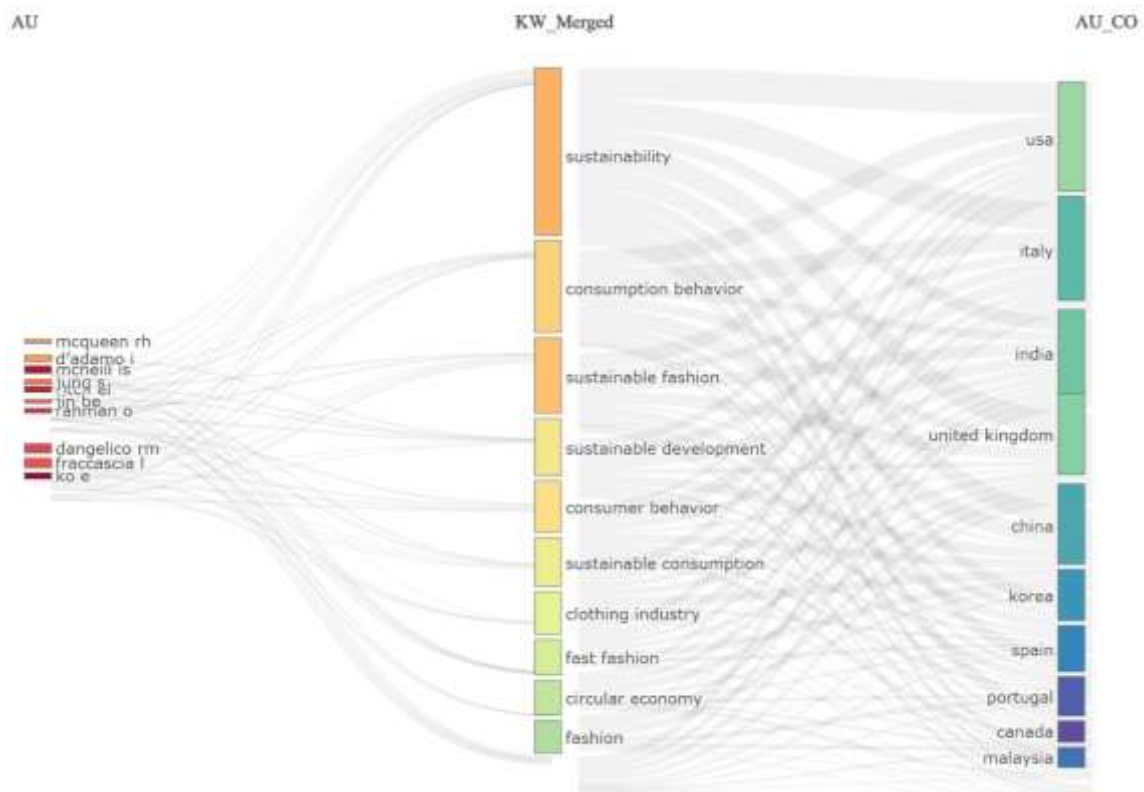


Figure 6. (a) The Trend Topics Analysis in the Scope of all Enrolled Studies. (b) Tree Field Plot by Topic, Author and Country

Keyword Analysis

Based on the visual analysis of the uploaded word cloud show in Figure 7, it can be seen that "Sustainability" and "Sustainable Fashion" appear as the most dominant keywords in the analyzed literature. These words indicate that sustainability in the fashion industry is a central theme in the research discussed. In addition, "Consumer Behavior" and "Consumption Behavior" are also frequently appearing keywords, indicating that much of the research focuses on consumer behavior related to sustainable consumption and environmentally friendly fashion. Other topics that also appear significantly include

"Sustainable Consumption," "Sustainable Development," and "Circular Economy," indicating that much of the research focuses on more sustainable consumption patterns and the transition to a more environmentally friendly economy. Keywords such as "Fashion Industry," "Clothing Industry," and "Eco-Fashion" reinforce the theme of applying sustainability principles in the fashion and clothing industries. In addition, terms such as "Recycling," "Willingness to Pay," and "Social Responsibility" indicate a concern for social and environmental responsibility issues that are driving factors in changing consumer behavior.



Figure 7. Keyword Analysis

Thematic Map Publication

Based on the Thematic Map of uploaded publications show in Figure 8, it can be seen that topics such as "Sustainability," "Sustainable Fashion," and "Consumption Behavior" dominate the thematic map, with very high relevance (centrality) and rapid development (density). The topic of Sustainability is the most dominant with 192 publications, followed by Sustainable Fashion (112 publications) and Consumption Behavior (109 publications), indicating that sustainability issues in the fashion industry and consumer behavior related to sustainable consumption are the main focus in the current literature. Although topics such as Sustainable Development, Circular Economy, and Fashion Industry have high levels of development, they are more classified as emerging topics, indicating that despite their high relevance, they are still in the early stages of development. In addition, topics such as Circular Fashion and Recycling are beginning to gain attention, reflecting a shift towards more sustainable production and consumption models.

Meanwhile, several topics such as "Theory of Planned Behavior," "Consumer Attitude," and "Consumer Behavior" are classified in the Basic Themes category, indicating that although their relevance is slightly lower, these topics remain fundamental to the development of theory and understanding of consumer behavior in the context of sustainability. Furthermore, topics such as Fashion and Marketing show that even though they serve as basic topics, they remain important in analyzing how consumers respond to sustainable products in the fashion industry. Overall, this thematic map illustrates the dominance of topics related to sustainability and consumer behavior in recent research, with an increased interest in concepts such as the circular economy and sustainability-based solutions to global challenges in the fashion industry.

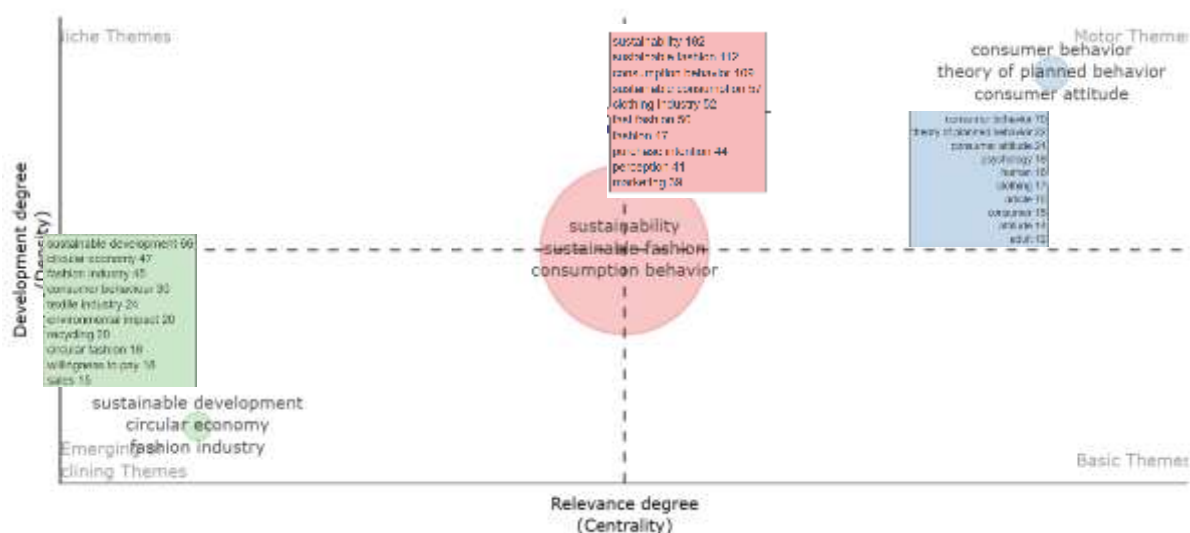


Figure 8. Thematic Map Publication

Discussion

Analysis and Visualization Techniques

Based on various findings from the analysis, here are the answers to the three main research questions posed:

- a. What are the main topics and trends emerging in research on consumer behavior in sustainable fashion?

Based on the bibliometric analysis conducted, the most dominant and relevant topics in the research literature are "Sustainability," "Sustainable Fashion," and "Consumption Behavior." Sustainability is a very central theme, with publications growing rapidly since 2020, indicating an increase in interest in sustainability issues, especially in the context of the fashion industry. Sustainable Fashion and Consumption Behavior also dominate, indicating that research is increasingly focusing on consumer behavior that supports sustainable products. In addition, topics related to Sustainable Consumption, the Clothing Industry, and the Circular Economy are also important concerns, indicating a shift in the industry towards more sustainable production and socially and environmentally responsible consumption patterns. This trend reflects how sustainability is increasingly becoming a major focus in consumer behavior research in the fashion industry, with growing interest in aspects such as recycling and eco-fashion[26], [27].

- b. How do author and country collaborations shape our understanding of consumer behavior in sustainable fashion?

An analysis of author and country collaboration reveals an extensive network of collaboration between leading authors and countries focused on sustainability in fashion. Authors such as McQueen RH, D'Adamo I, and Jung S often collaborate on topics such as Sustainability, Sustainable Fashion, and Consumption Behavior, which shows a significant contribution to understanding consumer behavior in the context of sustainability. Countries such as the USA, Italy, India, and China have recorded high involvement in this research, reflecting the global dimension of sustainability issues in the fashion industry. This international collaboration allows for a richer exchange of ideas and methodologies, enriching research results and providing a broader perspective on how consumer behavior can influence sustainable fashion markets around the world. The country collaboration map also shows that developing economies are increasingly involved in sustainability trends, indicating the important role these markets play in the transition to more sustainable consumption.

c. What is the future direction of research on consumer behavior in sustainable fashion?

Future research on consumer behavior in sustainable fashion will likely focus more on the application of concepts such as the Circular Economy and Recycling in the fashion industry. This research is expected to lead to more in-depth analysis related to factor analysis and numerical models that can more accurately describe the factors that influence consumer decisions to buy sustainable fashion products. In addition, with the growing awareness of the environmental impact of fast fashion, research will also examine how consumers can switch to more environmentally friendly alternatives, such as slow fashion and eco-fashion. Insights from this analysis show that understanding consumer willingness to pay and purchase intention will be key to identifying effective marketing strategies for promoting sustainable fashion products. In addition, social media and corporate social responsibility will also become increasingly important topics, as consumers are now more aware of the social and ethical responsibilities behind the brands they choose.

5. Conclusion

The findings of this study, "sustainability," sustainability in fashion, and "consumption behavior" are key topics that continue to evolve. This study confirms that although there is a strong focus on sustainability in the fashion industry, aspects such as the circular economy, recycling, and eco-fashion are beginning to receive significant attention. In addition, international collaboration shows the involvement of many countries such as the USA, Italy, and China, which have a global perspective on how consumer behavior can support the transition to more environmentally friendly fashion. This research provides important implications, such as the need for more empirical research examining the factors that influence consumer decisions in purchasing sustainable fashion products. Further research could also deepen the study of sustainable marketing strategies and business models to encourage wider adoption of sustainable fashion products. Along with that, further research is needed to explore sustainable consumption patterns in developing countries and the application of new concepts such as the circular economy in the fashion industry.

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