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Mapping Collectivism Research in Marketing: A Global Scopus Bibliometric Analysis

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ABSTRACT

Collectivism is a key cultural dimension that shapes consumer attitudes, particularly about sustainability and group identity. This study maps three decades of collectivist research in marketing and identifies key gaps in the field. Based on 631 English-language journal articles indexed in Scopus from 1996 to 2024, the analysis combines performance metrics with co-citation and keyword mapping using Biblioshiny and VOSviewer. Results show a steady growth in publication volume, with recent studies focusing more on green consumption and digital platforms. Despite this expansion, the literature remains heavily centered on Hofstede's cultural dimensions, Triandis's framework, and Fornell and Larcker's measurement model, indicating persistent theoretical path dependence. Research is also geographically concentrated in the United States and China, with limited representation from Africa and Latin America. Emerging-market contexts and Gen-Z cohorts receive comparatively little attention. These findings suggest that future studies should develop more grounded models of collectivism in sustainability research and broaden regional coverage. For marketing practitioners, the results point to both the potential and limitations of leveraging collectivist values to promote eco-conscious behaviors across culturally diverse audiences.

Keywords: Collectivism, Bibliometric Analysis, Green Consumption, Cultural Values, Marketing in Emerging Markets
JEL Classifications: M31, Q56, Z13, C89

1. INTRODUCTION

The study of collectivism in marketing has experienced a surge of interest over the past three decades, underscoring the growing recognition of the critical role that cultural values play in shaping consumer behavior and marketing strategies (Chetioui et al., 2021; Mariani et al., 2022; Šet a et al., 2022; Verma et al., 2021). The study of collectivism in marketing is intrinsically linked to broader discussions concerning cultural values and their pervasive influence on consumer behavior (Rusdian et al., 2024). Marketing communications in collectivistic contexts are more effective when they emphasize group identity, social harmony, and shared values, as such messaging aligns with the cultural emphasis on interdependence (Tymchenko et al., 2023). Furthermore, consumer-culture theory highlights the dynamic relationships between consumer actions, the marketplace, and cultural meanings, providing a relevant framework for understanding how collectivism shapes consumer behavior (Mariani et al., 2022).

Collectivism, in contrast to individualism, underscores the interdependence of individuals, prioritizing group goals, social harmony, and collective well-being over individual aspirations and achievements (Triandis, 1995; Wheeler et al., 1989). These cultural nuances are particularly salient in the digital marketplace, where e-commerce platforms must tailor their approaches to resonate with the values and preferences of diverse consumer segments (Zimu, 2023). The imperative for culturally sensitive marketing practices arises from the recognition that consumers' perceptions, preferences, and responses to marketing stimuli are deeply rooted in their cultural backgrounds (Masuda et al., 2020). Consequently, a nuanced understanding of collectivism is not merely an academic endeavor but a critical element in the development of effective and ethical marketing strategies that

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resonate with diverse cultural values and foster positive consumer relationships (Zimu, 2023).

However, the influence of collectivism on marketing strategies and consumer behavior is increasingly acknowledged; the existing literature, however, exhibits notable gaps that impede a holistic understanding of this complex domain (Chetioui et al., 2021; Roseira et al., 2022). First, numerous studies have examined collectivism in specific regional or cultural contexts; however, a comprehensive view of its global evolution in marketing literature remains limited (Kopalle et al., 2022). Many existing reviews isolate narrow facets of collectivism, such as advertising response or brand preference, without tracing its development over time (Chetioui et al., 2021). Bibliometric techniques can reveal how a research field changes over time by tracking publication counts, outlet dispersion, and thematic linkages, a broad view necessary for identifying long-term trends and inflection points (Sharma et al., 2023). Leveraging these methods, the present study conducts a global bibliometric analysis of collectivism research in marketing (1996-2024) to map its intellectual structure and spotlight under-examined themes and regions.

2. REVIEW OF LITERATURE

Collectivism is a cultural orientation in which individuals view themselves as interdependent members of in-groups, prioritizing collective goals, social harmony, and mutual obligations over personal preferences or autonomy. While Hofstede (1983) introduced the individualism-collectivism dimension as a core axis of cultural variation across nations, Triandis (1995) further developed the construct by providing psychological definitions, typologies, and measurement tools to capture how collectivism operates at the individual level. This interdependent outlook emphasizes group goals, social harmony, and collective well-being over individual aspirations and achievements (Zimu, 2023). Members of such societies tend to prioritize the needs and opinions of their in-group, including family, friends, and community, while also displaying heightened sensitivity to social norms and a strong inclination toward conformity (Kaczkurkin et al., 2022).

Collectivism has become a central construct in marketing due to its documented influence on consumer psychology and decision-making processes (Leonhardt et al., 2020). The theoretical distinction between collectivism and individualism offers a critical cultural framework for understanding consumer attitudes, value orientations, and responses to marketing stimuli across contexts (Czarnecka et al., 2020a). Distinguished as a core dimension of cultural variability, the individualism-collectivism axis substantially shapes how people perceive themselves and others, thereby informing their marketplace behaviors (Hassan et al., 2016). Consequently, the construct serves as a fundamental analytical lens for decoding cultural differences and their strategic implications in marketing (Pratesi et al., 2021).

Collectivism, as a cultural orientation, significantly influences how consumers process persuasive messages, make purchasing decisions, and interact with brands, often amplifying the effects of social influence and peer trust in these processes (Kongsompong et al., 2009; Leonhardt et al., 2020). For instance, research has confirmed that this orientation extends to online environments as well, where collectivist individuals are more trusting of peer-generated content, relying heavily on electronic word-of-mouth and social proof for product evaluations (Leonhardt et al., 2020; Zimu, 2023). This orientation is particularly evident in East Asian markets such as China, where brand loyalty is closely linked not only to satisfaction but also to a brand's ability to enhance Mianzi and reflect collective social identity, both of which are key values in collectivist cultural contexts (Filieri et al., 2019). These values also shape service-recovery expectations, as collectivist customers value emotional tone, sincere apology, and relationship maintenance more than purely transactional compensation (Rusdian et al., 2024). Across these diverse domains, including advertising, brand loyalty, e-WOM, and service interactions, a consistent pattern emerges: collectivism systematically enhances the power of social norms, communal benefits, and group validation as drivers of consumer behavior (Saracevic et al., 2022).

Over the past three decades, empirical research on collectivism in marketing has evolved from early comparative studies between the United States and East Asia to large-scale, multi-country analyses. Initial investigations often focused on binary contrasts, highlighting how collectivist values in Asian markets shaped distinct patterns of persuasion and purchasing behavior compared to Western individualist norms (Han and Shavitt, 1994). In more recent years, global panels have explored more nuanced questions, such as how self-construal and in-group salience impact cross-border consumer intentions and behaviors (Leonhardt et al., 2020). China, in particular, has emerged as the most studied collectivist market, with numerous studies examining how its cultural values influence loyalty, impulsivity, and trust formation in brand-consumer relationships (Chan et al., 2022; Wang and Chapa, 2023). One key finding in this empirical evolution is that collectivist consumers tend to exhibit lower impulsive buying tendencies than their individualist counterparts, especially when long-term orientation moderates shopping decisions (Czarnecka et al., 2020b). These shifts suggest a broadening of collectivist research from static regional comparisons to more dynamic, culturally embedded analyses with strategic implications for global marketing.

Recent scholarship has increasingly explored how collectivist cultural values shape consumer motivations for environmentally responsible behavior, signaling a growing thematic convergence between cultural psychology and sustainable consumption. This burgeoning area of investigation frequently integrates the Theory of Planned Behavior with the principles of collectivism to disentangle the underlying psychological mechanisms that propel green purchase intentions and behaviors (Bordian et al., 2023). By integrating collectivism into the TPB framework, researchers have gained a more nuanced understanding of how cultural values and social norms interact to shape individual attitudes, subjective norms, perceived behavioral control, and, ultimately, green purchase intentions (Saxena and Sharma, 2024). Empirical evidence increasingly suggests that individuals in collectivist societies exhibit a greater inclination towards embracing sustainable consumption patterns, including reducing waste, embracing eco-friendly products, and supporting companies with robust CSR (Corporate Social Responsibility) initiatives (Al

Zubaidi, 2020; Le et al., 2019). This pattern reflects a culturally reinforced sense of interdependence and long-term orientation, which positions sustainability not merely as a personal choice but as a collective responsibility.

Recent research has increasingly explored how collectivist cultural values influence green purchase intentions, particularly in response to growing global sustainability concerns. This burgeoning area of investigation frequently integrates the Theory of Planned Behavior with the principles of collectivism to disentangle the underlying psychological mechanisms that propel green purchase intentions and behaviors (Bordian et al., 2023). Integrating collectivism into the Theory of Planned Behavior (TPB) enables a more precise understanding of how cultural values and social norms influence attitudes, subjective norms, perceived control, and green purchase intentions (Gunawan et al., 2024). Empirical evidence increasingly suggests that individuals in collectivist societies exhibit a greater inclination towards embracing sustainable consumption patterns, including reducing waste (Gunawan et al., 2024), embracing eco-friendly products (Le, 2019), and supporting companies with robust CSR initiatives. This tendency reflects a growing awareness of how personal actions impact collective well-being, fostering a sense of responsibility for the environment and future generations.

While significant advancements have been made in elucidating the role of collectivism within marketing, the existing body of literature remains fragmented across sub-disciplines, hindering the development of a cohesive understanding of the field (Zheng et al., 2024a). This fragmentation has produced disparate findings that often lack integration within a unifying theoretical framework, limiting the extraction of comprehensive insights and the construction of holistic models (ElHaffar et al., 2020). Another limitation is the geographic imbalance of existing studies: while East Asia and North America are well-represented, regions such as the Middle East and North Africa, Sub-Saharan Africa, and Latin America remain underexplored, obscuring potentially unique expressions of collectivism in consumer behavior (Van de Vliert et al., 2025). Finally, despite the volume of research produced over the last three decades, no comprehensive bibliometric review has systematically synthesized these findings. This absence hinders theoretical consolidation, leaving the field without a structured overview of its evolution.

This study conducts a global bibliometric analysis covering 1996-2024, with 1996 chosen as the earliest year when relevant collectivism-in-marketing research appears in the Scopus database. It also aims to trace the field's evolution, identify its key contributors, and highlight influential works over the past three decades (Radzi et al., 2024; Zheng et al., 2024a). It also seeks to identify the field's evolution, key contributors, and influential works over the past three decades. Based on these research aims, the study proposes three central research questions:

RQ1: How has collectivism-focused marketing research evolved between 1996 and 2024 in terms of volume, publication outlets, and disciplinary spread?

RQ2: What intellectual and collaborative structures—such as key authors, institutions, and countries—support this domain?

RQ3: Which thematic clusters have dominated the field, and how have they changed over time?

3. RESEARCH METHODOLOGY

This study adopts a quantitative bibliometric design to chart and interpret the intellectual structure of collectivism-focused marketing research published between 1996 and 2024. By concentrating on how scholars conceptualize and apply collectivist values in consumer and marketing contexts, the review illuminates the unique theoretical and managerial insights generated within this cultural lens. A bibliometric approach is appropriate because it systematically dissects large bodies of literature, revealing publication trends, thematic trajectories, and collaboration networks that are difficult to capture through narrative reviews alone (Varsha et al., 2021). In addition, well-established techniques such as co-word and co-citation mapping facilitate the identification of conceptual linkages and enable the tracking of how collectivism interacts with constructs such as purchase intention, reference-group influence, and brand loyalty across different periods (Kusumaningrum, 2023).

Scopus was selected as the sole database because of its wide disciplinary coverage, rigorous indexing standards, and proven suitability for bibliometric studies across business, social-science, and economics domains (Aysan and Nanaeva, 2022; Kabil et al., 2021). Using a single, high-quality source also avoids duplication errors that can inflate citation counts (Zheng et al., 2024b).

To chart the intellectual landscape of collectivism within marketing and pinpoint unresolved questions that can guide future scholarship and managerial practice, this study conducts a bibliometric analysis of publications indexed in Scopus. The search—restricted to English-language journal articles in Business, Social Sciences, and Economics—used the string: TITLE-ABS-KEY ("collectivism" OR "collectivist culture" OR "collectivist values") AND ("consumer" OR "consumption" OR "purchase" OR "buying" OR "marketing") AND PUBYEAR > 1992 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "SOCI") OR LIMIT-TO (SUBJAREA, "ECON")) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re")) AND (LIMIT-TO (LANGUAGE, "English")). The search, executed on 22 June 2025, yielded 631 records after Scopus's DOI-matching routine had automatically consolidated duplicate early-view and final-version items. A brief title–abstract screening confirmed that all records were thematically relevant to collectivism in marketing and included complete metadata, thereby justifying their inclusion in the final dataset. For transparency, a search flow chart is presented in Figure 1.

To interrogate the corpus that examines how collectivist values shape marketing outcomes, this study employs a multi-layered bibliometric workflow that combines Scopus analytics, VOSviewer, and the Biblioshiny package in R. The protocol comprises descriptive profiling, citation, and co-citation mapping, authorship and country-collaboration networks, thematic evolution, and keyword co-occurrence analysis. By charting publication and citation trajectories, these techniques expose influential themes and their chronological shifts (Srivastava and Saini, 2022), guide researchers through an expanding literature while pinpointing under-explored intersections between collectivism and consumer behavior,

and illuminate regional patterns that can steer future agendas and foster cross-disciplinary collaboration (Page et al., 2021).

4. RESULTS

4.1. Initial Analysis

Between 1996 and 2025, Scopus indexed 631 English-language journal articles related to collectivism in marketing, spanning 281 different journals. Table 1 provides a detailed breakdown. Annual production climbed from a single paper in 1996 to nearly 50 in 2021, yielding a compound annual growth rate of 12.8% (Table 1). Together, these studies cite 38,802 references and have an average of 44.9 citations each, resulting in an h-index of 79, which provides evidence of substantial scholarly impact. The corpus involves 1,463 distinct authors; 92 articles are single-authored, the mean team size is 2.73, and 34.7% of the papers result from international collaboration, reflecting a research network that is both moderately collaborative and appropriately cross-national for a culturally comparative theme.

Journal distribution (Figure 2) reveals a pronounced concentration in outlets that foreground consumer behavior across borders. The Journal of International Consumer Marketing leads with 34 papers, followed by Sustainability (26) and the Journal of Business Research (24). This hierarchy suggests two complementary trajectories. First, collectivism is increasingly examined through an international-consumer lens, consistent with the journal that tops the list. Second, sustainability-oriented venues have become prominent, indicating that scholars now frame collectivist norms as potential drivers (or barriers) to pro-environmental consumption. The presence of the Journal of Consumer Marketing and International Marketing Review among the top ten reinforces the impression that collectivism research has migrated from macro-level cultural comparisons to micro-level analyses of purchase motives, loyalty formation, and branding strategies in culturally diverse markets.

Figure 3 depicts a clear three-phase growth pattern in annual publications on collectivism in marketing. From 1996 to 2004, output remained embryonic, never exceeding ten papers a year and even dipping to two in 2003, suggesting the topic was still peripheral. A transitional expansion is observed, as production rose in a stair-step pattern from 2005 to 2014, climbing from single digits to the low thirties, with a brief surge to 28 articles in 2011. The acceleration phase begins in 2015 when yearly counts stabilize above 30 and peak at 49 articles in 2021. Although 2022–2024 hover just below that summit and 2025 falls to the low thirties, the recent dip likely reflects indexing lag rather than a substantive drop in scholarly interest. Overall, the trajectory underscores steadily intensifying attention to collectivist themes within marketing, punctuated by short-term corrections but no sustained decline.

Figure 1: Search flow chart

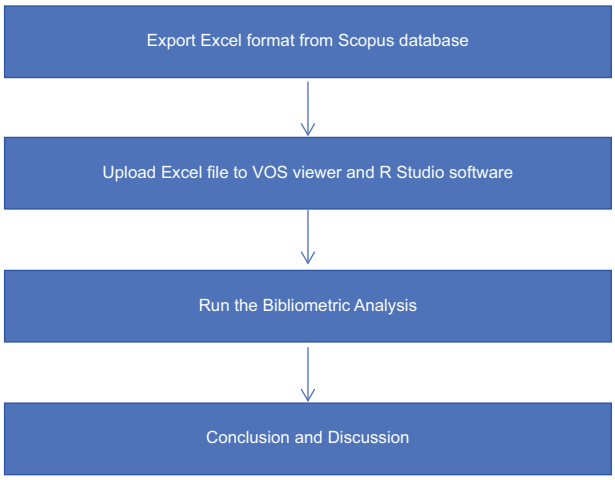
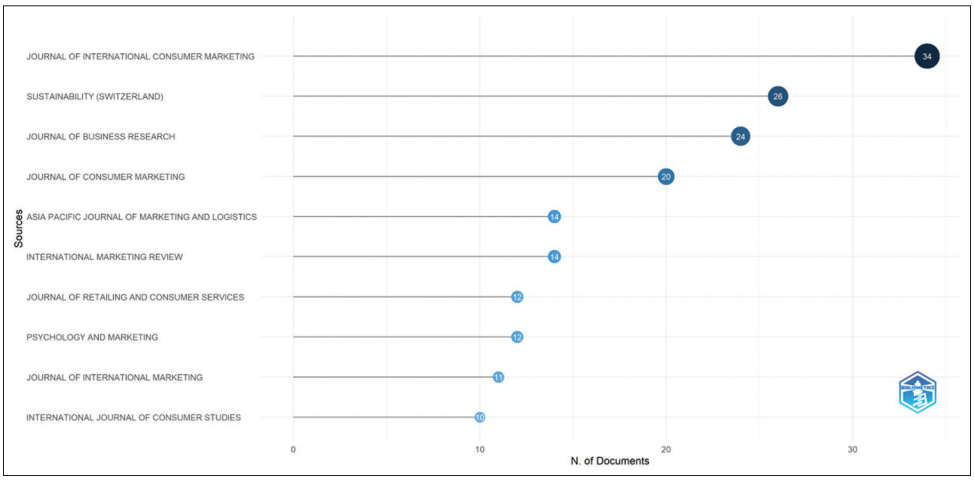


Table 1: Citation metrics

Description	Results
Main information about data	
Timespan	1996-2025
Sources (Journals, Books, etc.)	281
Documents	631
Annual growth rate %	12.81
Document average age	8.78
Average citations per doc	44.92
References	38802
Author's keywords (DE)	1892
Authors	1463

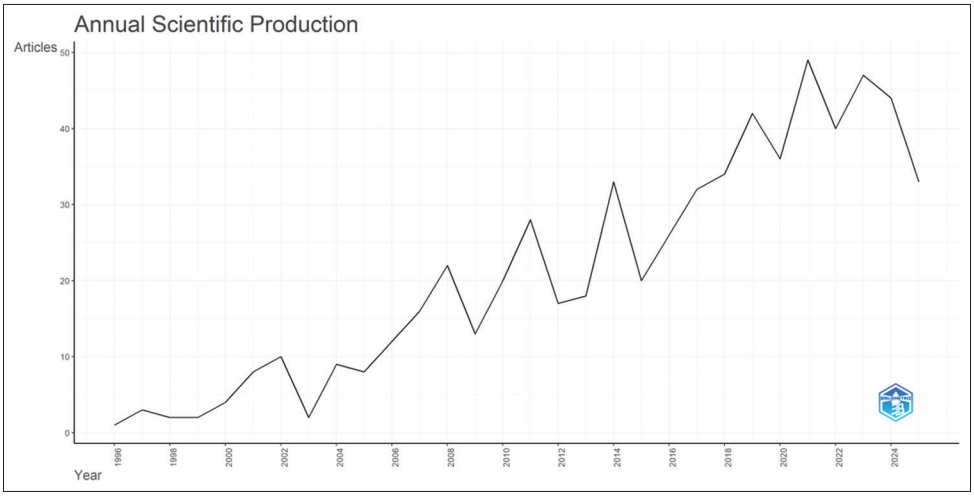
Source: Constructed by authors using data from the Scopus database

Figure 2: Most relevant sources



Source: Constructed by authors using data from the Scopus database

Figure 3: Global annual publications



Source: Constructed by authors using data from the Scopus database

4.2. Leading Authors and Institutions in Collectivism Research

Mapping leading authors and institutions provides insight into the intellectual structure of collectivism research and reveals where scholarly influence is most concentrated (Glänzel, 2002; Newman, 2004). As shown in Table 2, the most productive authors in this field reflect a remarkably even distribution. During 1996-2025, Ali A. leads with six publications, followed closely by Chan K., Leonhardt J.M., Patterson P.G., Wang Y., and Zhang J., each with five. Such modest maxima indicate that no single laboratory or research group dominates discourse; instead, the output is spread across a broad scholarly base. When fractionalised by co-authorship, however, Ali's contribution slips to 1.30 articles, illustrating the heavy reliance on collaborative writing teams and suggesting that headline counts alone overstate individual influence.

Scholarly influence, however, exhibits greater variability across contributors. Table 3 presents three citation-based indices commonly used to assess academic impact. The h-index records the number of papers (h) that have attracted at least h citations, rewarding sustained impact; the g-index gives additional weight to highly cited items by requiring the top g papers to amass at least g^2 citations; and the m-index normalizes the h-index by career length (years since first publication), highlighting momentum rather than longevity (Glänzel, 2002). On these indicators, Patterson P.G. outperforms peers: five papers since 2006 have drawn 599 citations (h = 5, g = 5, m = 0.25), yielding almost 120 citations per study. Ali A., despite the highest output, registers fewer total citations and a lower m-index, suggesting that productivity alone does not guarantee visibility. Younger scholars such as Wang Y. (first paper 2014, m = 0.42) have already achieved h-scores comparable to senior researchers, indicating that research situated at the intersection of collectivism, digital consumption, and sustainability is gaining rapid academic traction. These patterns suggest a field marked by dispersed authorship but concentrated influence, where emerging voices gain traction when aligned with evolving cultural and managerial agendas.

Institutional data echo this diffuse pattern. Figure 4 shows that Hong Kong Polytechnic University heads the list with 12 articles, followed by Pennsylvania State University (10). A second tier includes the China University of Mining and Technology and Korea University, each contributing nine papers, while six additional universities contribute eight papers each. Two observations stand out. First, East Asian institutions account for five of the top ten producers, confirming that collectivism research remains firmly rooted in regions where the construct has immediate cultural salience. Second, North American and European universities (e.g., Penn State, University of Illinois at Urbana-Champaign, University of Turin, University of Vaasa) also feature prominently, indicating that collectivism has moved beyond an "Asian studies" niche to become a global marketing concern. However, even the leading university represents <2% of the sample, reinforcing the earlier finding that no single center dominates the agenda. Taken together, the evidence from the author and affiliation suggests a research landscape that is geographically diversified and conceptually plural yet still fragmented enough to leave room for larger cross-regional collaborations capable of integrating culturally grounded constructs into mainstream consumer behavior theory.

Table 2: Most relevant authors

Authors	Articles	Articles fractionalized
Ali A	6	1.30
Chan K	5	2.00
Leonhardt JM	5	2.00
Patterson PG	5	2.17
Wang Y	5	2.14
Zhang J	5	1.65
Chung C	4	1.67
Cruz-Cárdenas J	4	2.17
Eastman JK	4	1.37
Iyer R	4	1.37

Source: Constructed by authors using data from the Scopus database

4.3. Geographical Analysis

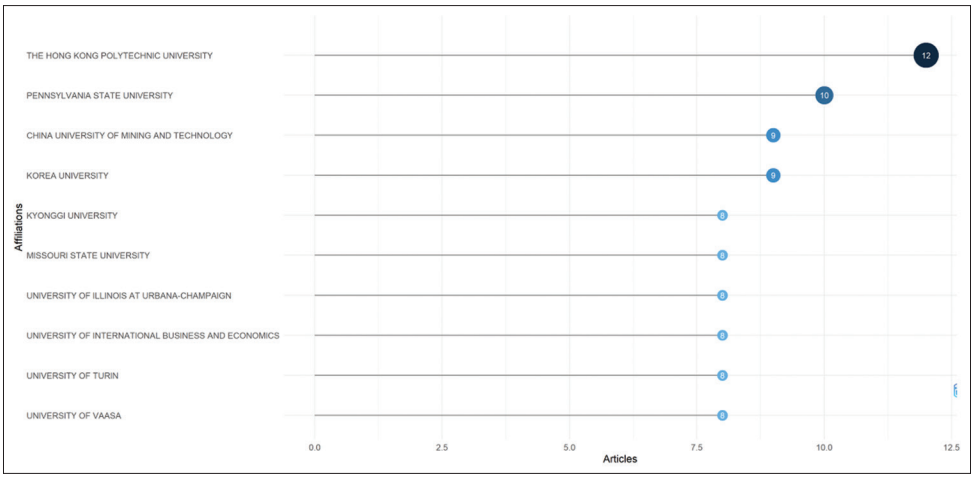
Geographical analysis provides a systematic approach to examining spatial patterns, relationships, and regional trends across various locations (Okour et al., 2025). This method enables researchers to interpret complex spatial phenomena and understand the geographic distribution of various factors in a more structured and location-specific manner (Singleton and Arribassnth, 2021).

Table 3: Authors' local impact

Author	h_index	g_index	m_index	TC	NP	PY_start
Ali A	6	6	0.75	254	6	2018
Chan K	5	5	0.238	90	5	2005
Patterson PG	5	5	0.25	599	5	2006
Wang Y	5	5	0.417	133	5	2014
Cruz-Cárdenas J	4	4	0.333	66	4	2014
Eastman JK	4	4	0.444	170	4	2017
Iyer R	4	4	0.444	170	4	2017
Lee Y-I	4	4	0.222	34	4	2008
Leonhardt JM	4	5	0.444	152	5	2017
Pezzuti T	4	4	0.444	151	4	2017

Source: Constructed by authors using data from the Scopus database

Figure 4: Most relevant affiliations



Source: Constructed by authors using data from the Scopus database

The world map of scientific production shows a markedly asymmetric pattern (Figure 5). The United States dominates output, its deep shading signaling the largest share of collectivism-marketing articles. China forms the second hub, reflecting both the construct's cultural salience and the country's expanding research capacity. A mid-sized tier, comprising the United Kingdom, Australia, South Korea, and India, primarily fill out the darker blue category, indicating that work on collectivist values now spans Anglo-European as well as East-Asian contexts. Continental Europe displays a scatter of moderate contributors (e.g., France, Germany, Italy), while most of Africa, the Middle East, and Latin America remain lightly shaded, highlighting sizable geographic gaps. The pattern suggests that future progress will benefit from broader sampling frames and cross-regional collaborations, especially in under-represented emerging markets where collectivist norms may manifest differently from the well-studied Sino-American axis.

4.4. Keyword Analysis

Analyzing keyword co-occurrence networks is a method for identifying the primary topics discussed in a field of knowledge (Statsenko et al., 2023; Zhu and Lamsali, 2024). Figure 6 displays the keyword co-occurrence network derived from the 60 most frequent author keywords. Collectivism and culture occupy the gravitational center of the map, confirming their role as conceptual anchors that connect otherwise distinct thematic realms.

The green cluster links "collectivism," "individualism," and "marketing" with geographic tags such as "China," "India," and "United States," underscoring a longstanding preoccupation with cross-national comparisons grounded in Hofstede's taxonomy.

In contrast, the red cluster pivots toward behavioral outcomes, as terms like "consumer behavior," "perceived value," and "purchase intention" co-locate with "trust" and "cultural values," signaling a stream that translates macro-level cultural constructs into micro-level decision-making processes.

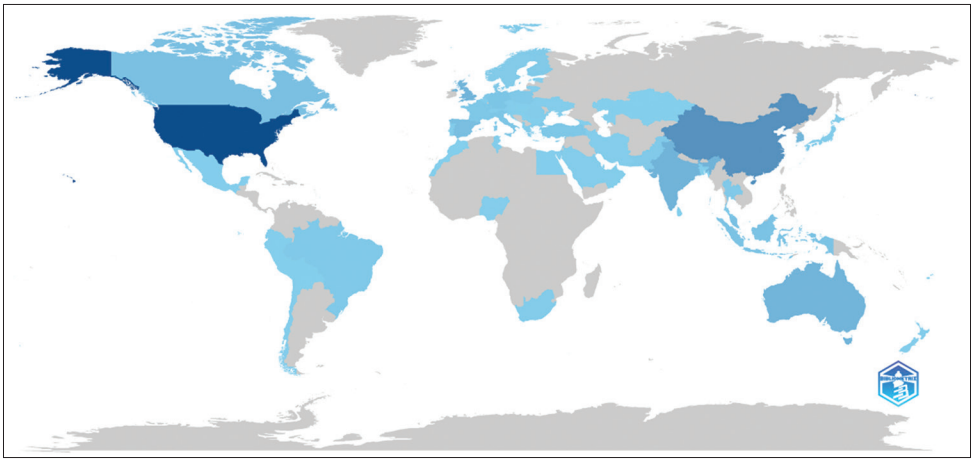
A separate blue cluster groups demographic descriptors such as "male," "female," "adult," and "motivation," suggesting that many studies treat collectivism effects as contingent on individual characteristics rather than cultural context alone.

The yellow cluster, centered on "sustainability," "environmental concern," and "theory of planned behavior," indicates a newer research trend that integrates collectivist norms into pro-environmental consumption models.

Finally, the purple cluster binds Hofstede's less explored dimensions, including "long-term orientation" and "uncertainty avoidance," to "purchase intention," suggesting that scholars are beginning to move beyond the standard individualism-collectivism dichotomy when predicting buying decisions.

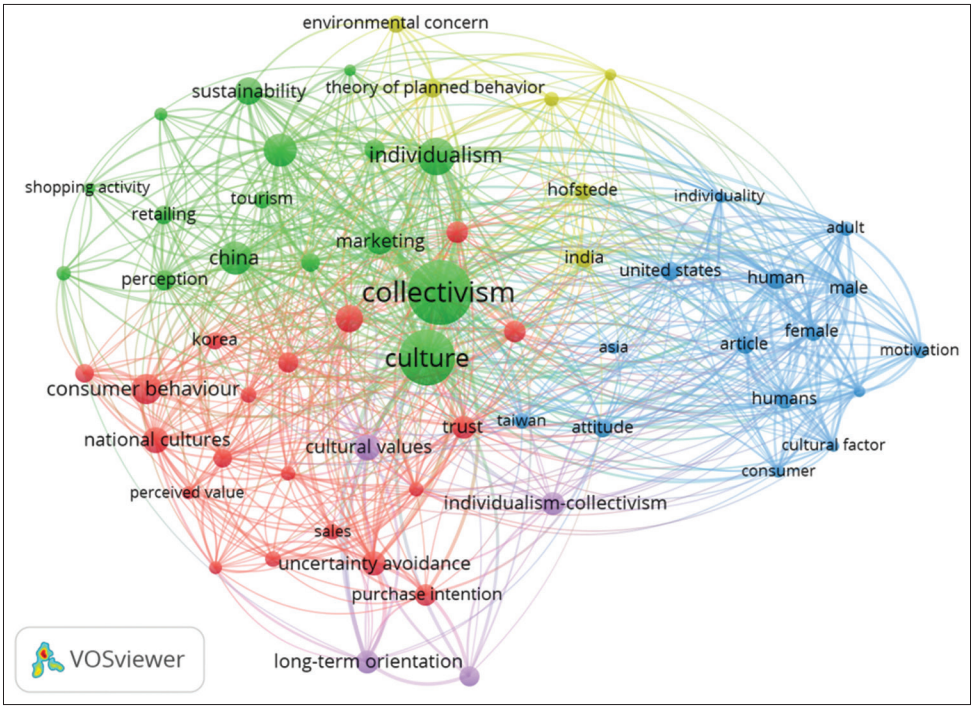
The topic trend within collectivist research in marketing requires further exploration to reveal nuanced shifts in research focus and identify emerging trends (Patel et al., 2023). Figure 7 illustrates the

Figure 5: Country scientific production



Source: Constructed by authors using data from the Scopus database

Figure 6: Overlay visualization of index keywords analysis.



Source: Constructed by authors using data from the Scopus database

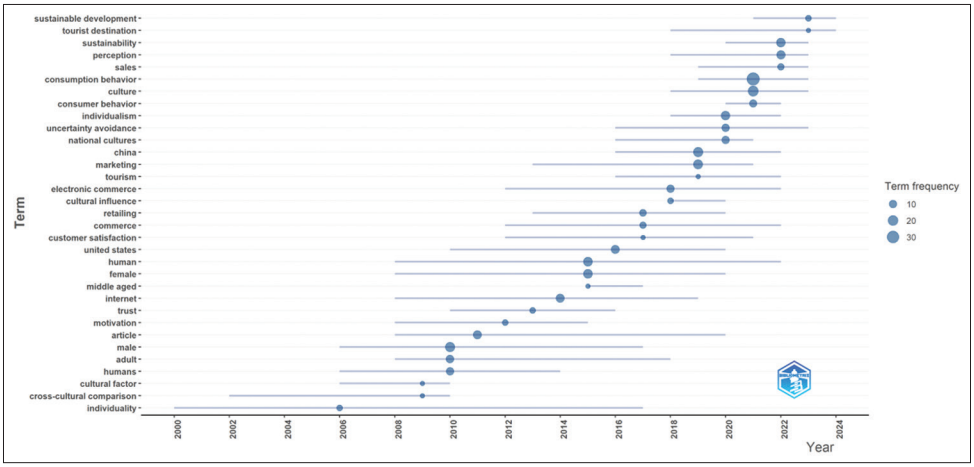
temporal dynamics of key research terms, highlighting emerging interests and declining themes throughout the period. Early work from 2000 to 2010 foregrounds macro labels such as individualism, cross-cultural comparison, and national cultures, signaling a descriptive orientation that mapped collectivism against other cultural profiles. From 2011 onward, however, the timeline is dominated by behavior-centric and sustainability terms. Bubble size and duration reveal consumer behavior, trust, and, especially, the rapid expansion of sustainability and sustainable development after 2018, indicating that scholars now employ collectivist constructs to explain green consumption and digital retail phenomena rather than merely to classify cultures. The relative tapering of once-core keywords suggests conceptual maturation. However, the limited presence of technology-specific terms hints that future studies could more fully integrate collectivist insights into emerging retail platforms.

4.5. Thematic Analysis

Thematic analysis is a widely used qualitative technique that enables researchers to identify recurring patterns and key themes within textual datasets. It provides meaningful insights into the deeper narratives and interpretations embedded in the data, making it valuable for exploring participant experiences and perspectives (Nowell et al., 2017; Sundler et al., 2019; Vaismoradi et al., 2013).

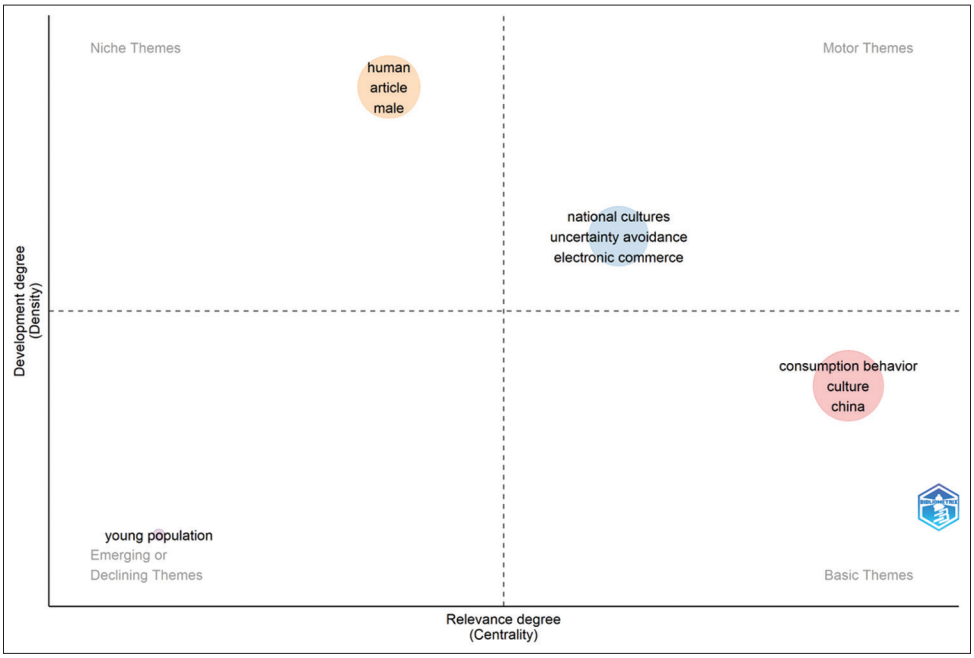
Figure 8 presents keyword clusters along two axes: centrality (horizontal), reflecting the theme's integration with the broader field, and density (vertical), indicating its level of internal development. In the upper-right quadrant, characterized by high centrality and density, the cluster comprising national cultures, uncertainty avoidance, and electronic commerce is both well-developed and tightly integrated, suggesting that research linking Hofstede-type dimensions to digital

Figure 7: Trend topic (2000-2024)



Source: Constructed by authors using data from the Scopus database

Figure 8: Thematic map.



Source: Constructed by authors using data from the Scopus database

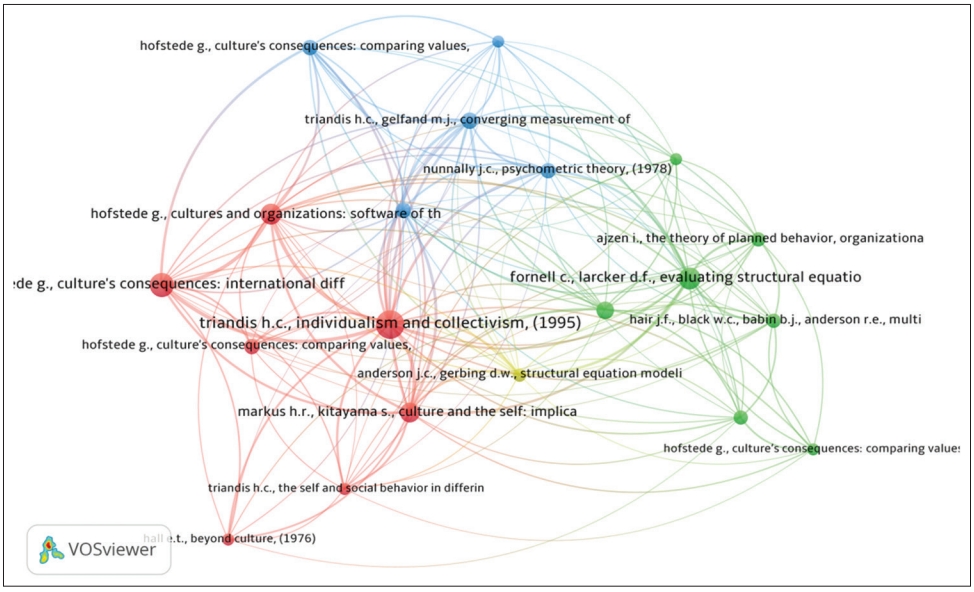
retail now drives collectivism research. The lower-right quadrant (high centrality + low density) contains the large bubble consumption behavior–culture–China, which lies at the conceptual core but remains fragmented. Therefore, future studies should move beyond descriptive country cases toward explanatory models that connect collectivist norms with concrete decision heuristics and outcomes.

In the upper-left quadrant (low centrality + high density), a demographic cluster (*human, male*) is methodologically cohesive yet peripheral, suggesting it informs specialized sub-questions rather than shaping mainstream debates. Finally, the lower-left quadrant (low centrality + low density) holds the small node young population, an embryonic theme whose limited footprint may either foreshadow a new focus on Gen-Z collectivism or signal a line of inquiry losing momentum. Taken together, the map highlights a field that has a robust, digitally oriented core and several promising but disconnected peripheries; progress will hinge on theorizing the China-centred stream more rigorously and stitching peripheral demographic work into the dominant cross-cultural e-commerce narrative.

4.6. Co-citation Analysis

To map the intellectual backbone of the field, Figure 9 visualizes the co-citation network of the most frequently cited references, specifically the 31 documents cited at least 30 times in the corpus. Three tightly knit constellations become visible. The first, dominated by Hofstede (1984, 2001)'s Culture's Consequences and Triandis (1995)'s Individualism and Collectivism, serves as the field's conceptual backbone: virtually every empirical paper still couples collectivist arguments to these cultural-value classics. A second constellation centres on methodological treatises, including Fornell and Larcker (1981) reliability criteria, Anderson and Gerbing (1988) two-step SEM protocol, and Hair Jr et al. (2010) multivariate manual. This cluster underscores the persistent need to demonstrate scale validity when collectivist constructs

Figure 9: Network visualization of co-cited references



Source: Constructed by authors using data from the Scopus database

are applied in consumer-behavior models. Bridging the two is a smaller integration cluster led by Triandis and Gelfand (2012) convergence study, which updates cultural taxonomies while retaining the measurement rigour of the earlier bloc. Dense inter-cluster ties reveal that most articles couple at least one cultural classic with one measurement authority, thereby forging a stable theory–method spine that continues to shape citation behavior in this domain.

5. DISCUSSION

5.1. Publication Momentum and Intellectual Core

Annual output on collectivism in marketing climbed from one article in 1996 to forty-nine in 2021, a compound rise of roughly 12% per year—nearly double the 6% average growth reported for marketing journals overall (Donthu et al., 2020; Durmuş Şenyapar, 2024). Publication venues have likewise shifted: whereas early work appeared mainly in culturally oriented outlets, recent papers cluster in high-impact journals such as Journal of Business Research and Sustainability, showing that collectivist constructs are now mobilised to tackle mainstream issues like green consumption and platform retailing. Yet the co-citation skeleton remains anchored by three seminal works: Hofstede (1984)'s cultural taxonomy, Triandis (1995)'s refinement of individualism and collectivism, and Fornell and Larcker (1981)'s measurement paper. This indicates that, despite topical diffusion, studies still lean on a narrow theoretical spine. This combination of expanding empirical scope and a stable conceptual centre suggests room for genuinely new frameworks that embed collectivism in sustainability discourse rather than merely citing the canonical trio.

5.2. Authorship Distribution and Geographical Reach

Authorship patterns confirm a highly decentralised scholarship. The 631-document corpus involves 1,463 distinct researchers, yet the most prolific author appears on only six papers and the median scholar on a single paper; impact is similarly concentrated, with Patterson P.G. achieving the highest citation count from just five articles. Such dispersion makes entry barriers low but inhibits cumulative programme building around any single laboratory. Institutional data echo this spread: five East-Asian universities (led by Hong Kong Polytechnic) and three Western institutions occupy the top-ten list, reflecting collectivism's cultural heartland and its assimilation into mainstream Western agendas. Country output is likewise polarised: the United States and China together account for just over 40% of publications, whereas Africa and Latin America contribute fewer than 5%. This skew leaves potentially rich contexts—rapidly urbanising African or Latin-American markets—largely untested, limiting claims of cross-cultural generalisability.

5.3. Thematic Evolution and Emergent Fronts

Keyword co-occurrence and the thematic map reveal a three-stage trajectory. Early clusters (1996-2005) revolve around "national cultures" and "cross-cultural comparison," reflecting a descriptive agenda dominated by Hofstede-style contrasts. A second phase (2006-2014) adds behavioral nodes—"purchase intention," "reference-group influence," "trust"—signalling a shift from context to mechanism. Since 2015, sustainability terms—"green purchase," "electric vehicle," "sustainable development"—have surged to the thematic core, corroborating Leonidou et al. (2013). Nevertheless, the map positions consumption behavior–culture–China high in centrality but low in density, indicating abundant data yet fragmented theory; most studies still treat collectivism as a contextual moderator rather than integrating it into value–attitude–behavior chains. Conversely, the national cultures–uncertainty avoidance–e-commerce cluster sits in the motor quadrant, showing mature inquiry into risk perceptions in digital retail. Demographic tags such as "young population" appear in the emerging quadrant, confirming that Gen-Z collectivist dynamics remain under-examined. Overall, the field is advancing into sustainability and platform commerce but has not yet forged a coherent explanatory architecture.

6. CONCLUSION

This study offers the first panoramic bibliometric account of collectivism research in marketing, documenting its maturation from a niche cultural topic into a mainstream lens for understanding sustainable and digital consumption. By combining performance indicators, science-mapping techniques and intellectual network analysis, this review clarifies where scholarship has concentrated and how its conceptual anchors have stabilised. The analysis also highlights emerging thematic frontiers, especially in sustainability and platform retailing. In doing so it supplies a reproducible baseline against which future inquiries can gauge growth, detects under-explored regions and demographics that merit closer investigation, and highlights the need for theory building that moves beyond canonical cultural frameworks. For practitioners, the review underscores the continued managerial relevance of group-norm appeals and signals where collectivist insights can be leveraged to foster pro-environmental choice and peer-driven brand engagement.

Taken together, these findings highlight three priorities. First, conceptual renewal: sustainability research should move beyond citing Hofstede and Triandis and develop collectivism-specific mechanisms (e.g., horizontal–vertical, face/Mianzi) for green consumption. Second, geographic breadth: systematic inclusion of African and Latin-American samples is needed to test collectivist effects under diverse socio-economic conditions. Third, demographic depth: longitudinal work on Gen-Z cohorts could reveal whether digital peer pressure amplifies or softens collectivist norms in eco-purchase contexts. Addressing these gaps will convert the field's current descriptive richness into cumulative, theory-building progress.

This review relies only on English-language articles from Scopus, so studies in other languages, books or conference papers may be overlooked. Setting citation and keyword cut-offs highlights older, well-cited work and may hide newer studies; automatic keyword cleaning can also leave similar terms unmatched. Because bibliometrics shows connection patterns rather than study quality, its results are descriptive. Future research should broaden data sources and add careful reading of key papers to deepen insight.

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