

Uncovering the Consumer Behavior among Generation Z: A Bibliometric Analysis

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Abstrak – This study aims to understand the consumer behavior of Generation Z using a bibliometric approach. The analysis technique uses VOSviewer with 235 articles collected from the Scopus database as the research object. Then, filtering was carried out based on the field of study, document type, year of publication, keywords, English language, and relevance to the topic, resulting in 32 articles from several stages of filtering. The findings of this study indicate that consumer behavior among Generation Z tends to be oriented toward or characterized by green consumerism and sustainable consumption. This pioneering study can serve as a foundation for further research exploring environmental concerns and green purchase intention in consumer behavior among Generation Z, contributing significantly to the literature on consumer behavior and generational groups.

Keywords: consumer behaviour, generation z, bibliometric analysis, green consumerism, sustainability.

Abstract – Penelitian ini bertujuan untuk memahami perilaku konsumen pada kalangan Generasi Z dengan pendekatan bibliometrik. Teknik analisis menggunakan VOSviewer dengan objek penelitian artikel dari database Scopus sebanyak 235 artikel terkumpul. Kemudian dilakukan penyaringan berdasarkan bidang ilmu, jenis dokumen, tahun terbit, kata kunci, Bahasa Inggris, dan relevansi topik terkait didapatkan sebanyak 32 artikel dari hasil beberapa kali tahap penyaringan. Temuan dari penelitian ini adalah perilaku konsumen pada kalangan Generasi Z cenderung berorientasi pada atau yang dikenal dengan konsumsi yang bersifat ramah lingkungan dan berkelanjutan. Studi ini secara pionir dapat dijadikan dasar penelitian dalam mengeksplorasi kepedulian lingkungan dan keputusan pembelian ramah lingkungan dalam perilaku konsumen di kalangan Generasi Z, memberikan kontribusi penting bagi literatur tentang perilaku konsumen dan kelompok generasi.

Keywords: perilaku konsumen, generasi z, analisis bibliometrik, konsumenisme hijau, berkelanjutan.

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INTRODUCTION

The emergence of Generation Z, which is rapidly growing as today's and tomorrow's consumers, has driven the need to fully understand their purchasing process, both in terms of behavior and underlying values (Salvietti et al., 2023). The Generation Z population, born between 1995 till 2010, is extremely large (Chaney et al., 2017; Priporas et al., 2017). Derbani et al. (2022) state that 25% of the world's population currently falls into the Generation Z category. They were born in the information-rich internet era, so Generation Z's behavior is influenced by advanced information technology such as smartphones (Dolot, 2018). They have values as the foundation for their shopping behavior that are more diverse compared to previous generations such as baby boomers, Gen X, and millennials (Munsch, 2021)

Unlike previous generations, rapid technological advances and easy digital access today have shaped the behavior, preferences, and expectations of Generation Z (Dragolea et al., 2023). As a result of digital interaction, their consumption habits continue to evolve as they age, giving rise to consumption trends and shifts in social values (Priporas et al., 2017). Generation Z has a different personality from other generations.

They have different choices, habits, and consumption behaviours, resulting in unique patterns and characteristics. Over the past 14 years, their consumption behaviors have been shaped.

An urgency for businesses to understand the factors that influence Generation Z in making purchasing decisions in order to develop marketing strategies from products to services that effectively meet their expectations (Pitanatri et al., 2024). Especially from 2020 to 2025, experts have extensively researched the consumption characteristics of Generation Z, leading to an explosive growth trend in research. Although the number of studies on consumer behavior among Generation Z has increased in recent years, there are still few bibliometric analysis studies discussing consumer behavior among Generation Z (Li & Hassan, 2023). This study aims to understand the consumer behavior of Generation Z based on related research articles, considering that Generation Z has a strong population and economy in shaping consumer trends.

METHOD

This study is a literature review study with bibliometric analysis. The research data consists of Scopus-indexed articles obtained from the Scopus.com database for two reasons. The first reason is that the Scopus database has the largest database of scientific research abstracts and citations recognized among academics worldwide, given that Scopus-indexed research articles are of high quality. The second reason is that text mining and bibliometric analysis are easy to perform to obtain the results from (Deng & Romainoor, 2022). The analysis tool used in this bibliometric approach is VOSviewer (Version 1.6.20). The data search in this study combines two search themes, namely consumer behavior and Generation Z. The bibliometric analysis of this study includes five stages (Febriani & Churiyah, 2022), as follows:

- 1) Determine search keywords
- 2) Initial search results
- 3) Refinement search results
- 4) Collect initial data statistics
- 5) Data analysis

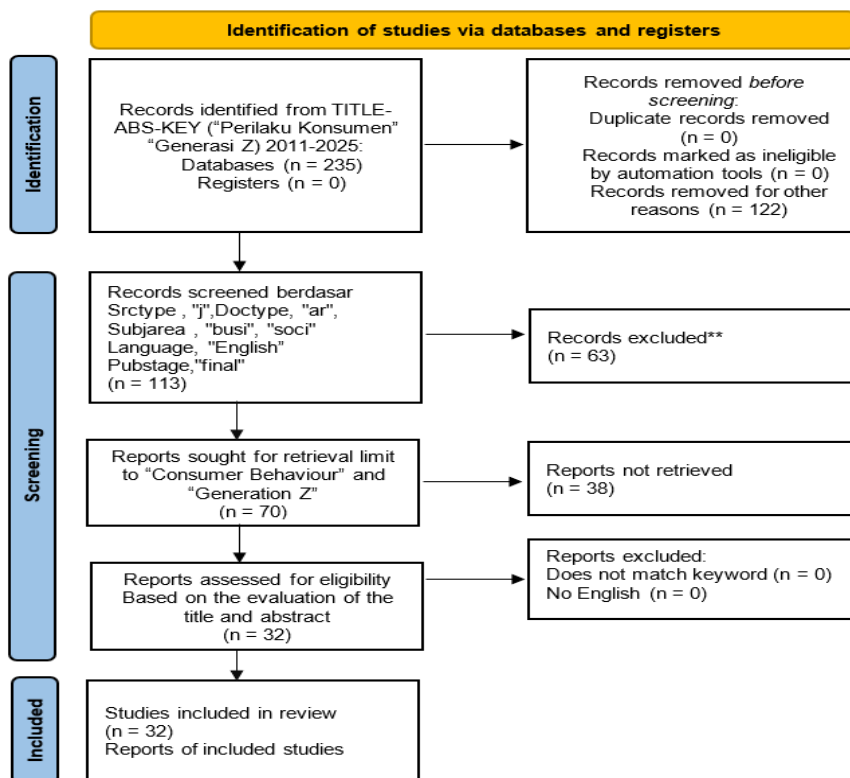


Figure 1. PRISMA flow
Source: Haddaway et al., 2022

A search of the Scopus database based on title, keywords, and abstract with a selected journal article range of 2011-2025 yielded 235 articles. In the subsequent data screening process, a subject area filter was

applied, namely “Business, Management, and Accounting” and “Social Sciences,” yielding 113 articles. Based on keyword relevance, 70 articles were obtained. Finally, further searches were conducted on the titles and abstracts of each article to find articles that were truly relevant to the author's topic. The author limited the keywords to “consumer behavior” and “Generation Z,” ultimately yielding 32 articles for further analysis. The article identification process is illustrated in Figure 1.

RESULT AND DISCUSSION

Publication and Citation Trends

Documents by year

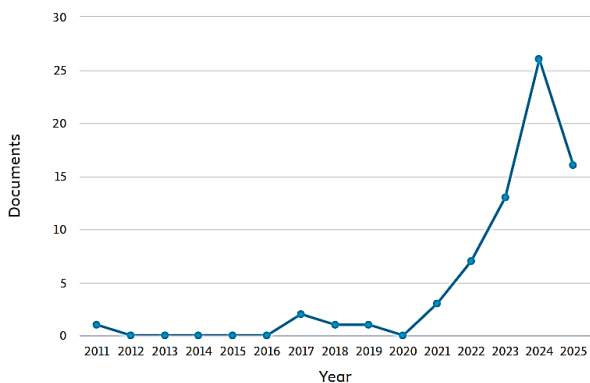


Figure 2. Number of article publications

Source: www.Scopus.com, 2025

Documents by country or territory

Compare the document counts for up to 15 countries/territories.

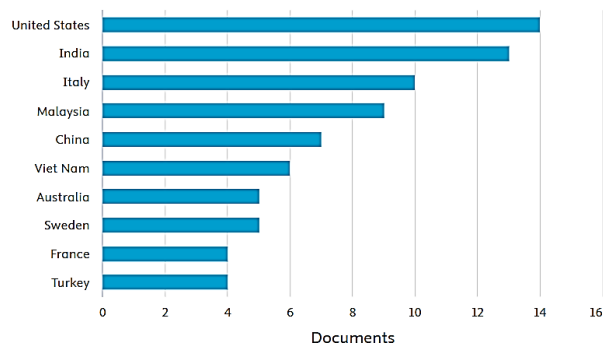


Figure 3. Countries with the most articles published

Source: www.Scopus.com, 2025

Documents by affiliation

Compare the document counts for up to 15 affiliations.

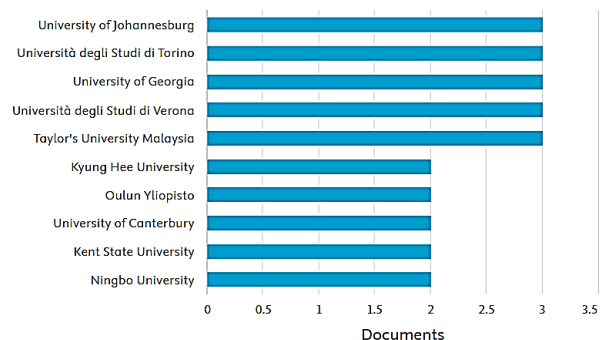


Figure 4. Total university contribution

Source: www.Scopus.com, 2025

Documents per year by source

Compare the document counts for up to 10 sources. [Compare sources and view CiteScore, SJR, and SNIP data](#)

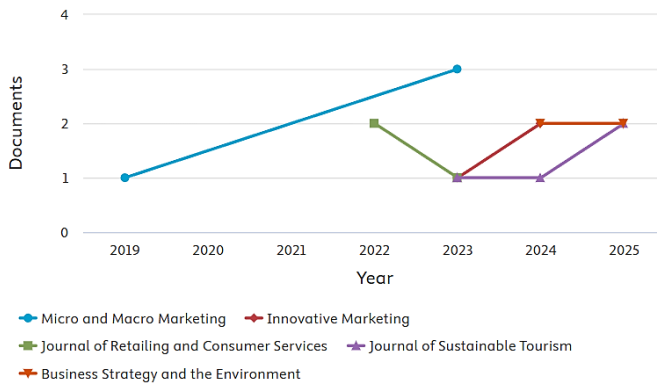


Figure 5. Top journals

Source: www.Scopus.com, 2025

Table 1. Most cited journals

Title	Journal	Year	Excerpt	Result
Gender, generation and sustainable consumption: Exploring the behavior of consumers from Izmir, Turkey (Bulut et al., 2017)	International Journal of Consumer Studies	2017	123	Generation Z has a higher level of sustainable consumption behavior than Baby Boomers. In addition, women have a higher level of sustainable consumption behavior.
Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis (Thangavel et al., 2022)	Global Business Review	2022	81	Value awareness and convenience are the dominant shopping orientations that influence Generation Z consumers.
Does socio demographic, green washing, and marketing mix factors influence Gen Z purchase intention towards environmentally friendly packaged drinks? Evidence from emerging economy (Meet et al., 2024)	Journal of Cleaner Production	2024	34	Marketing mix and socio-demographics except age influence Generation Z's purchase intention of green packaged drinks in India.
Generation Z's green purchase behavior: Do green consumer knowledge, consumer social responsibility, green advertising, and green consumer trust matter for sustainable development? (Borah et al., 2024)	Business Strategy and the Environment	2024	30	Consumer social responsibility as mediation affects the influence of green-oriented consumer knowledge on green-oriented purchasing behavior among Generation Z consumers.
From green hype to green habits: Understanding the factors that influence young consumers' green purchasing decisions (Lopes et al., 2024)	Business Strategy and the Environment	2024	24	Marketing factors, namely willingness to purchase green products, green price awareness, perceived green benefits, and perceived green quality, are positively related to young people's environmental concern, and these factors are also proven to be positively related to their green purchasing decisions when mediated by the variable of environmental concern among Generation Z.

Source: www.Scopus.com (2025)

Based on the findings, it can be seen that, as shown in Figure 2, the number of research articles on the consumer behavior of Generation Z indexed by Scopus has increased significantly in the last five years, from 2020 to 2024. Figure 3 shows that there are 10 most productive countries contributing to the writing of consumer behavior articles among Generation Z, namely the United States, India, Italy, Malaysia, China, Vietnam, Australia, Sweden, France, and Turkey. The United States is the most productive in writing consumer behavior articles among Generation Z, contributing 14 research articles. Figure 4 shows that there are five universities with the most researcher affiliations in consumer behavior research among Generation Z, with the same number: the University of Johannesburg, Università degli Studi Torino, the University of Georgia, Università degli Studi Verona, and Taylor's University Malaysia. Figure 5 shows that there are five journals that most frequently discuss consumer behavior among Generation Z: *Micro and Macro Marketing* produces an average of 3 articles, while *Innovative Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Sustainable Tourism*, and *Business Strategy and the Environment* each produce an average of 2 articles.

Table 1 shows Scopus-indexed articles with the most citations and relevance to the topic of consumer behavior among Generation Z. This indicates that these articles are influential as a basis for other scientific research. Based on the highest number of citations in the research articles in Table 1, the findings reveal a tendency toward green consumerism or environmentally friendly and sustainable consumption among Generation Z consumers. This trend aligns with the results of the bibliometric analysis using VOSviewer, as shown in Figures 6, 7, and 8.

Analysis of Keyword Co-Occurrence

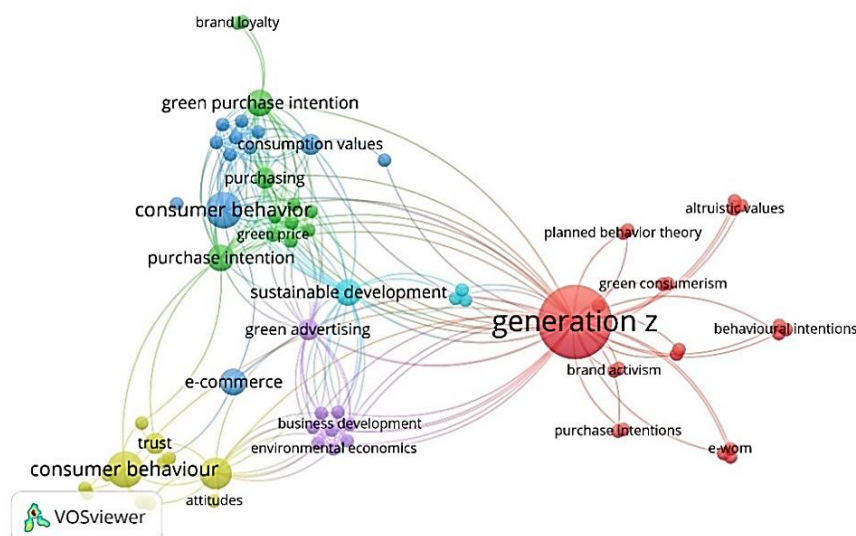


Figure 6. Network visualization
Source: Data processed by VOSViewer, 2025

In the network visualization in Figure 6, keywords are represented by circles whose size is determined by the intensity of the keywords appearing in the title and abstract. The more frequently a particular keyword appears, the larger the circle that is formed. Figure 6 shows the results of the analysis using VOSviewer in the form of a Network Visualization on the topic of consumer behavior among Generation Z, yielding 70 keywords connected by 302 links and divided into 6 color clusters. Each cluster has a different color and meaning. Cluster 1, colored red, focuses on research areas related to Generation Z with 21 keyword items. Cluster 2, colored green, focuses on research areas related to green purchase intention with 12 keyword items. Cluster 3, colored dark blue, and Cluster 4, colored yellow, share the same research focus on consumer behavior. Cluster 5, colored purple, focuses on research areas related to green advertising. Cluster 6, colored light blue, focuses on research areas related to sustainable development.

Cluster 1, colored red, indicates the presence of keywords that frequently appear in the title or abstract of the article. In this case, the focus area of research on consumer behavior among Generation Z, which is green consumer, is indicated by 21 items, namely altruistic values, behavioral intentions, brand activism, conspicuous consumption, consumer perceived readiness, consumer-brand identification, e-wom, egoistic

values, Generation Z, green consumerism, green habits, halal cosmetics, halal production knowledge, planned behavior theory, purchase intention, purchasing behavior, service quality, service value, social media usage, TAM (Technology Acceptance Model), and TRA (Theory of Reasoned Action). This aligns with the findings in the most cited article in Table 1, which indicates that consumer behavior among Generation Z tends to be oriented toward green consumerism.

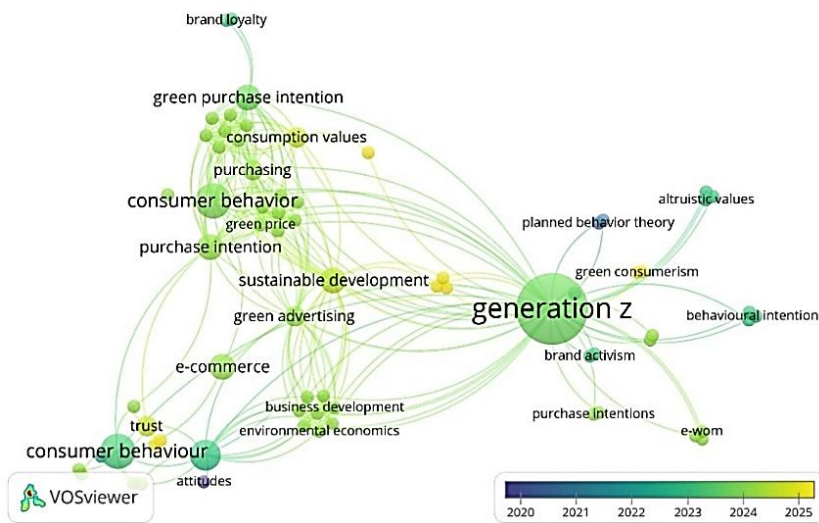


Figure 7. Overlay visualization
 Source: data processed by VOSViewer, 2025

Figure 7 shows an overlay visualization of emerging research trends from 2020 to 2025. The more yellow the connecting lines, the more recent the research trends. Research trends surrounding Generation Z topics include altruism, behavioral intent, high-end consumerism, and purchase intent. Research trends around consumer behavior items include green purchase intent, sustainable development, green advertising, trust, consumption values, and brand loyalty. Based on the overlay visualization analysis in Figure 7, consumer behavior among Generation Z tends to be oriented toward green/environmentally friendly and sustainable consumerism.

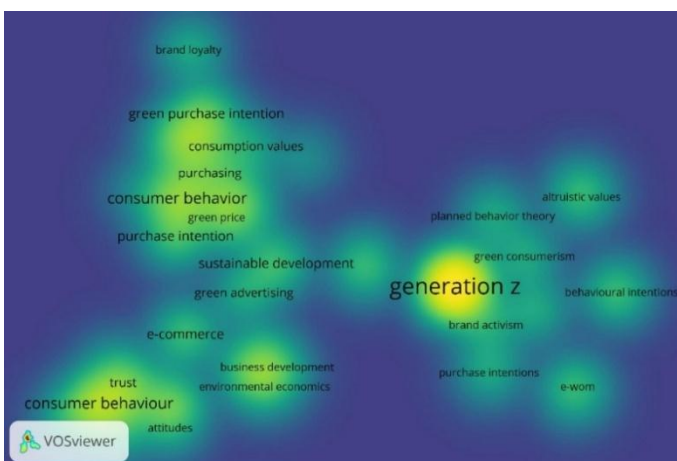


Figure 8. Density visualization
 Source: data processed by VOSViewer, 2025

Figure 8 illustrates the depth of the item density visualization. The density display mode in Figure 8 shows that most of the research is related to consumer behavior, Generation Z, green purchasing intentions, and business development. Each point on the item in the density visualization has a different color. The colors represent the density of the item. The colors range from blue to green to yellow. The more items around a point, the greater the weight of that item, and the item moves closer to the yellow color. This means that the more keywords appear in the analyzed research articles or the more studies discuss the

keywords related to that item. Research topics related to Generation Z, such as consumer behavior and green purchasing intent, are marked with a bright yellow color. The brighter the color, the more research there is. Research that is still very limited includes sustainable development, altruism, green consumption, green advertising, trust, behavioral intent, brand activities, purchase intent, prominent consumption, and E-WOM, among others, marked by non-bright colors. Thus, there is an opportunity for new research by focusing on these items.

Based on the results of analysis using VOSviewer on network visualization, overlay visualization, and density visualization, interesting patterns of relationships in the study of consumer behavior among Generation Z can be seen in Figure 9.

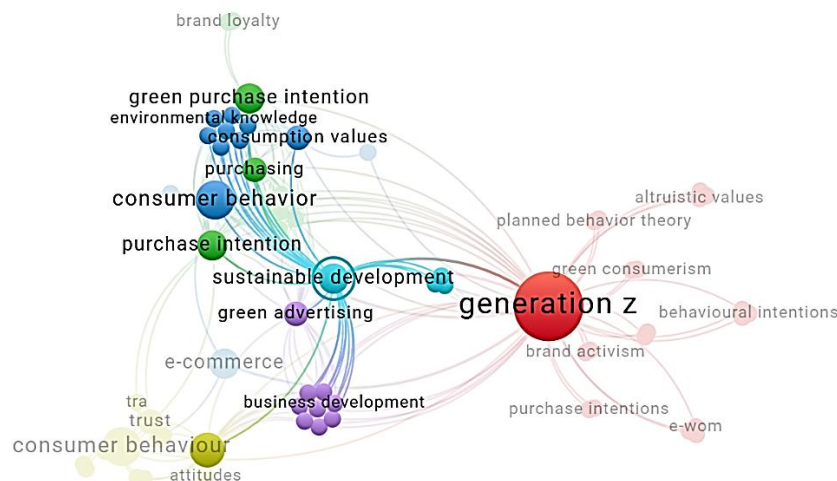


Figure 9. Network visualization
Source: data processed by VOSViewer, 2025

The network visualization, overlay visualization, and density visualization shown illustrate the relationship between consumer behavior, Generation Z, and sustainable development. It is concluded that consumer behavior among Generation Z tends to be oriented toward green consumerism and sustainable consumerism, as depicted in Figure 9, along with the novelty of the research based on the findings illustrated in the density visualization, as shown in Figure 8.

Consumer Behavior Trends among Generation Z

In 2024, Gen Z will be the largest consumer group, accounting for around 25–30% of the world's population (Shahid & Ikram, 2024). In 2030, they are predicted to be the dominant demographic group, which will have an impact on purchasing and play a major role in driving market evolution (Harari et al., 2023). The significant influence of Generation Z makes it imperative to understand consumer behavior among Generation Z as a step in determining market trends and optimizing the adoption of new technological solutions (Grigoreva et al., 2021).

The number of articles published can reflect the status of development and attention of a particular search focus. The more articles related to it, the higher the focus of attention. By reviewing 235 articles on consumer behavior among Generation Z, it was found that the relevant literature is sufficient to describe consumer behavior among Generation Z. Based on the findings from the most cited articles, network visualization, overlay visualization, and density visualization indicate that consumer behavior among Generation Z tends toward green consumerism, which considers environmental and social impacts.

Research on consumer behavior has produced various theories and models of behavior that show the evolution of consumer decision-making in the realm of sustainability (Saeed, 2019). Generation Z is defined as people born between 1995 till 2010 (Chaney et al., 2017; Priporas et al., 2017). Meanwhile according to Gomes et al. (2023) Generation Z is considered to be the generation after millennials, born between 1997 till 2012. Nguyen & Nguyen (2020) believes that Generation Z has received and experienced education better than other generations, so this generation may be more oriented toward ethical consumption with a focus on environmental protection issues and green products.

As digital natives, Generation Z has greater access to information than previous generations, enabling them to be socially aware of the information they receive about brands that reflect innovation, transparency

and sustainability, which drives their purchasing decisions. They actively research brands, look into certifications, and compare sustainability features before making a purchase. Unlike Baby Boomers, Gen X, and Millennials, traditional marketing tactics are ineffective in influencing Generation Z. Instead, they rely on recommendations from friends/colleagues, Digital reviews, recommendations from friends/colleagues, and influencer reviews on social media are used to validate a brand's commitment to sustainability (Mishra et al., 2024). Older generations such as baby boomers, Gen X, and millennials prioritize brand heritage or price, while Gen Z consumers actively seek brands that align with their values, namely ethical sourcing, transparency, and environmental protection (Muhammad et al., 2024).

Digital infrastructure influences Indonesian Gen Z's consumer behavior by creating a mobile-first, convenience-driven market where they shop primarily on smartphones, research products extensively on social media and search engines, and are heavily swayed by influencer content, reviews, and promotions. This digital environment fosters a preference for fast transactions and the availability of information, while also highlighting the importance of digital payment methods and the ability for businesses to engage with consumers directly through these platforms.

It is clear in the industry that there has been a transformation in consumer behavior among Gen Z. This is evident in industries such as technology, food, and fashion. There is growing consumer demand for eco-friendly products, sustainable packaging, and solutions that can play a role throughout the supply chain in reducing carbon emissions (Theocharis & Tsekouropoulos, 2025). Ultimately, sustainable consumption behavior or green consumerism continues to evolve, representing a shift toward an ethical and more responsible market where environmental and social considerations are integral to purchasing decisions. Businesses that recognize changes in consumer behavior must be able to adapt their brand and product strategies to remain in a better position, especially among Generation Z, as they are the highest-ranking demographic in terms of population size driving demand for sustainability (Salam & Pratiwi Ar, 2024).

Businesses risk losing relevance and long-term profitability if they cannot meet Generation Z's expectations regarding their preferences for sustainable consumption (Muhammad et al., 2024). Additionally, Generation Z's influence is not limited to individual purchasing decisions, but they also play a role in shaping household and family consumption choices (Elkhwesky et al., 2023). Generation Z consumer behavior is characterized by its digital nativity, preference for social media and mobile shopping, and strong value-based purchasing decisions, including a focus on sustainability, authenticity, and inclusivity (Pitanatri et al., 2024). They expect personalized, seamless, and fast experiences across all channels and are influenced by social media trends and online reviews, though their online habits may be disconnected from strong financial literacy. Besides, in Indonesia, socio-cultural factors such as national values also shape their behaviours in many aspects of their life (Hinduan et al., 2020). Digital infrastructure influences Indonesian Gen Z's consumer behavior also by creating a mobile-first, convenience-driven market where they shop primarily on smartphones, research products extensively on social media and search engines, and are heavily swayed by influencer content, reviews, and promotions. This digital environment fosters a preference for fast transactions and the availability of information, while also highlighting the importance of digital payment methods and the ability for businesses to engage with consumers directly through these platforms (Saputra & Pitanatri, 2022). In Indonesia, green purchasing is evident in the increasing promotion of environmentally friendly products, processes, and services to meet consumer demand in a sustainable manner. This is evident in companies using environmentally friendly materials and packaging, implementing recycling programs, and adopting strategies such as green advertising and eco-labeling (Widodo et al., 2025).

Future Research

This study is a pioneering piece of research that explores environmental awareness and green purchasing decisions in the consumer behavior of Generation Z, and makes an important contribution to the literature on consumer behavior and generational groups. Based on the results of the density visualization analysis in Figure 8, altruistic, behavioral intentions, green consumerism, and purchase intentions. Research trends surrounding consumer behavior include green purchasing intentions, sustainable development, green advertising, trust, consumption values, and brand loyalty. Businesses and policymakers can consider the findings of this study when developing their strategies to influence young consumers' decisions to purchase green products. Businesses must respond to these preferences by integrating sustainability into their branding, marketing strategies, and product development.

CONCLUSION

Research on consumer behavior among Generation Z aims to understand the specific motivations underlying purchasing decisions. The consumer behavior of Generation Z emphasizes ethical consumption and social responsibility as the basis for sustainable consumption. These two factors are key in their decision-making process. The green consumption values held by Generation Z, such as environmental management and social impact, play a crucial role in shaping their preferences and loyalty. Businesses must be able to create long-term value by integrating environmental responsibility into their brand identity amid the growing consumer demand for sustainable consumption activities. Therefore, companies can position themselves as leaders in sustainable innovation while maintaining long-term relationships with consumers if they proactively address Gen Z expectations.

This study is limited in terms of data sources because it only uses articles indexed in Scopus. Future researchers are advised to also use articles indexed in Web of Science (WoS) to obtain broader results with different perspectives. Additionally, manufacturers, marketers, and policymakers are advised to consider these findings when developing strategies to attract young consumers to purchase environmentally friendly products. Businesses should integrate sustainability aspects into their branding, marketing strategies, and product development as a response to the consumption preferences of Generation Z.

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