

Four Decades of the Consumer Culture Publication: A Bibliometric Overview

Yanuarita Kusuma Permata Sari
Communication Science Department
Faculty of Economics and Communication
Bina Nusantara University
Jakarta 11480, Indonesia
ypermatasari@binus.edu

Bruce Dame Laoera
School of Liberal Arts
Mae Fah Luang University
Thailang
laoerahartono@gmail.com

Windaningsih
Communication Science Department
Faculty of Economics and Communication
Bina Nusantara University
Jakarta 11480, Indonesia
windaningsih@binus.ac.id

Agung Purnomo
Entrepreneurship Department
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta 11480, Indonesia
agung.purnomo@binus.ac.id

Abstract

Research on consumer culture continues to develop but is limited to one field or one country. From a bibliometric review, this study aims to visually research mapping and research trends in the field of consumer culture. As a matter of fact, bibliometric indicators are increasingly being used as a tool for research performance evaluation (Wallin, 2005). This study used bibliometric techniques with secondary data from Scopus. It is carried out by examining and visualizing the data using VOS Viewer program then by analyzing search results function on Scopus. Furthermore, this study analyzed 1,850 scientific documents published in scopus.com from 1977 to 2020. According to the research, the University of Wisconsin-Madison and Craig J. Thompson had the most active affiliated institutions and individual scientists in consumer culture research. Journal of Consumer Culture was the most disseminated outlet of consumer culture research. Moreover, there were four category maps of collaborative researchers which based on the identification of a collection of knowledge generated from over forty-three years of publication. This research results a grouping of consumer culture research themes: Consumerism, Human, Identity, Culture, and Advertising, abbreviated as the CHIHA research themes.

Keywords

Bibliometric, consumer culture, culture, research themes, research mapping.

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Biographies

Yanuarita Kusuma Permata Sari, is a researcher and faculty member of Bina Nusantara University, Communication Science Department, Indonesia.

Bruce Dame Laoera, is a researcher and faculty member of Mah Fuang University, School of Liberal Arts, Thailand.

Windaningsih, is a researcher and faculty member of Bina Nusantara University, Communication Science Department, Indonesia.

Agung Purnomo, is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.