

# **Green Customers through Consumer Psychology principles: A Bibliometric Analysis within Quality, Reliability and Maintenance Framework**

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## **Abstract**

Interest in sustainable consumption has increased in recent years, and researchers have turned their attention to understanding green customers through the domain of consumer psychology. This study examines how psychological factors influence environmentally responsible purchasing behaviour, with specific reference to product quality, reliability, and maintenance. A bibliometric analysis of published research drawn from major academic databases was conducted to map developments in the field and identify prevailing trends. The results indicate that customers' perceptions of product quality, durability, and long-term performance strongly influence their willingness to purchase sustainable goods. Consumers tend to favour green products when they are viewed as dependable and able to meet ongoing needs. Considerations related to product maintenance and lifespan also emerge as important, affecting satisfaction and continued use. Alongside these functional attributes, environmental values and confidence in sustainability claims remain central drivers of purchasing choices. The review highlights a growing body of work yet reveals limited integration between psychological studies of green consumption and research focused on quality and reliability. By bringing these areas together, this paper identifies gaps that warrant further investigation. The insights may support organisations seeking to design and manage sustainable products that align with customer expectations and long-term performance outcomes.

## **Keywords**

Green customers, Bibliometric analysis, Quality, Reliability, Sustainability

## **Biographies**

**Dr Betty Portia Maphala** is the Chair of the Department of Industrial and Organisational Psychology at the University of South Africa (Unisa) and a registered Industrial Psychologist with the Health Profession Council of South Africa, where she leads academic, research and strategic initiatives within a key discipline that bridges human behaviour, organisational performance and workplace psychology. As Chair, Dr Maphala oversees a comprehensive

programme portfolio that includes undergraduate, postgraduate and doctoral qualifications designed to equip students with both theoretical knowledge and practical competencies relevant to contemporary workplaces. Her department plays a critical role in shaping professional pathways, including preparation for registration with the Professional Board of Psychology of the Health Professions Council of South Africa. Dr Maphala actively promotes research that addresses both local and global challenges, with a focus on areas such as Afrocentricity, ethics and integrity, coaching psychology, organisational neuroscience, and wellbeing at work. Her leadership underscores the importance of integrating rigorous academic inquiry with real-world impact, advancing scholarship that is relevant to diverse organisational and social contexts. Under her guidance, the department supports a large student body and fosters collaboration among academics, industry stakeholders and community partners. Dr Maphala's work contributes to the development of graduates who are well prepared to lead, innovate and advocate for ethical, evidence-based solutions in organisational settings across Africa and beyond.

**Dr Carol Dineo Diale-Makgetla** is a registered Industrial Psychologist with the Health Professions Council of South Africa (HPCSA) and a Senior Lecturer in the Department of Industrial and Organisational Psychology at the University of South Africa (UNISA). Prior to joining UNISA, she gained extensive experience across the private sector, government, higher education institutions, and non-governmental organisations. Her research interests include green entrepreneurship, general entrepreneurship, women entrepreneurship, Black African studies, the green economy, environmental psychology, the Fourth and Fifth Industrial Revolutions (4IR and 5IR), artificial intelligence, system dynamics, organisational development, organisational behaviour, leadership, personnel psychology, human resource psychology, diversity management, transformation, Ubuntu/Botho in academic contexts, strategic human resource management, employee and organisational wellbeing, assessments, career counselling and guidance, renewable energy, and ergonomics. Her academic engagement includes international participation in Erasmus staff exchange programmes and presentations at conferences such as the African IEOM, IEEE, SIOPSA, SAIIE conference. Within the university, she plays an active role in, teaching and learning, mentoring emerging scholars and professionals, and serving as an external examiner and moderator across undergraduate and postgraduate programmes. Dr Diale-Makgetla remains committed to research that bridges psychological principles with practical organisational and societal outcomes, particularly within sustainability, entrepreneurship and human behaviour in workplace contexts.