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A Bibliometric Investigation into the Evolving Consumer Behavior and Market Dynamics

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N. Nagasubba Reddy, M. V. Ramaprasad, M. Jahnavi & Purushottam Bung

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Abstract

This study aims to illustrate the research progress historical and topic trends in consumer behavior and market dynamics during the last 47 years. In the present study data is extracted from the SCOPUS database, R Studio and VOS software are employed to analyze the study results. In addition, this research illustrate Key topics, trends, main achievements, research directions, and future prospects in consumer behaviour and market dynamics. However, there is a significant relationship between consumer behaviour, consumer marketing, retailing, internet, marketing, marketing segmentation, retail marketing, customer loyalty, marketing strategy, advertising, shopping, marketing communication, customer satisfaction, decision-making, marketing theory, brand, marketing research, purchase intention, customer psychology, perception, e-commerce, and electronic commerce. Adopting those keywords will assist the research scholar in getting a deep understanding of consumer behaviour and market dynamics. This study provides a complete picture and description of resulting body knowledge in consumer behaviour and market dynamics area.

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Author information

Authors and Affiliations

GITAM (Deemed to Be University), Bangalore, India

N. Nagasubba Reddy & M. V. Ramaprasad

Department of Finance and Business Analytics, RV Institute of Management, Bangalore, India

M. Jahnavi & Purushottam Bung

Corresponding author

Correspondence to N. Nagasubba Reddy.

Editor information

Editors and Affiliations

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