

Understanding Consumer Behaviour Towards Branded Textiles: A Bibliometric Study

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Abstract

This study conducts a bibliometric analysis of studies on consumer behavior toward branded apparel to uncover the intellectual structure, leading authors, and thematic progress of this specialty area. The study identifies a significant influence from sustainability drivers, digital-mediated consumption, and fast fashion, on the transformation of consumer behaviour and brand trust and purchase. It employs bibliometric analysis techniques to visualize co-authorship networks, citation trends, and journal distributions in the field of IoT to characterize key research communities, leading institutions, and current trends. Results expose that research is clustered in high-impact journals, such as *Frontiers in Psychology and Sustainability*, and cross-national collaboration is critical, with global backbones established by universities or institutions across the world, including Hong Kong Polytechnic University and Harvard University. Thematic clusters highlight sustainability communication, digital influence, and circular economy practices, while gaps can be identified in cross-disciplinary integration (consumer psychology and sustainability labelling). The research offers implications for future studies and brand strategies for brands seeking to respond to the changing consumer requirements in a dynamic textile market.

Keywords: Consumer behavior, branded textiles, bibliometric analysis, sustainability, digital influence, fast fashion.

Introduction

The study of consumer behaviour towards branded textiles has developed dramatically against a different backdrop of the fashion ecosystem, including the sustainability mandate, digital-mediated consumption, as well as dominance of fast and ultra-fast fashion. Environmental and social issues in the production and consumption of clothing, as well as the issue of rapidity, have increased scrutiny on brands among consumers, and the attitudes, perceived value, and willingness to pay (Niinimäki et al., 2020). Concurrently, the literature documents a gradual mainstreaming of sustainability and circular economy discourses in fashion and apparel markets, together with an expansion of related publications and topics, such as eco-labeling, transparency, and circular business models at high paces (Gazzola et al., 2020).

Digitalisation is changing the way brand meaning and branded textiles are made and evaluated by consumers. The evidence has indicated that social media influencers, e-WOM, and creator content have real and significant influence on brand trust, attitudes, and purchase intentions in the context of fashion, enhancing or reducing brand equity signals that traditionally have been delivered through traditional advertising (Casaló et al. These digitally facilitated engagements correspond with legacy consumer motivations – self-expression, identity signalling, trade-offs between quality and price, and perceptions of authenticity – which would suggest that the branded textiles domain is a particularly fertile context in which to examine the formation of attitudes and their conversion into purchase.

Claims related to sustainability add to this complex environment. Even though cosevalor is

important to a majority of consumers, when greenwashing is identified, trust is worn away, the brand equity diluted, and the intention–behaviour gap to consume brand garments worsens (de Freitas Netto et al., 2020; Niinimäki et al., 2020). As a result, questions related to the credibility of sustainability claims, the efficiency of labels and certificates, and the potential of transparency technologies have become key to our understanding of how consumers are responding to brand-based textile offers.

In this vein, a bibliometric analysis is offered, which is a critical and needful way of systematically charting the intellectual network, key players, and the thematic development of studies on consumer behaviour to branded textiles. Bibliometric approaches integrate large literature bases to depict performance trends (e.g., most productive authors, journals, countries), knowledge bases (co-citation networks), as well as emerging topics (co-word and thematic evolution analysis) in a transparent and reproducible manner along methodological guidelines (Donthu et al., 2021). Implemented methods and tools, such as scientific mapping using Bibliometrix, network visualization via VOSviewer, and transparent selection of studies through PRISMA, ensure a robust overview, and reveal research lacunae across subdomains sustainable communication, digital impact, brand equity building, and circulatory consumption in fashion (Aria & Cuccurullo, 2017; Page et al., 2021; van Eck & Waltman, 2010). The resultant science map can assist researchers and practitioners in identifying high-impact streams, underexplored contexts and segments, and methodological opportunities for developing theory and management in branded textiles.

Consumer decision-making towards branded clothing has attracted much interest in the last few years because of changes in the way fashion is consumed, sustainability issues, and the role of brands (Khan et al., 2021). The textile supply chain is one of the largest sectors in the world and is strongly affected by changing consumer preferences such as brand perceptions, quality expectations, and ethical aspects (Islam et al., 2021). With the growing awareness of consumers toward sustainability and brand authenticity, consumers have been using company social responsibility (CSR) activities and environmental impact in making choices (Jain & Khan, 2021).

Bibliometric approach has proven to be an influential methodology to map research trends and identify important topics in consumer behavior (Donthu et al., 2021). Bibliometric (Roldan-Valle, Plaza-Alvarez, & Beltrán-Morales, 2021) has been the preferred method in previous studies analyzing consumer behavior-related themes such as luxury branding, sustainable fashion, and digital marketing influences (Gupta et al., 2022). However, a systematic literature review and bibliometrics with a specific focus on branded textiles is relatively rare, despite its importance to policy makers, marketers, and brands (Thomas et al., 2023).

There has been relatively little research focused on the purchase of branded textiles by consumers, and this study seeks to address this lacuna by employing bibliometrics to explore the state of the empirical arts in the field. Based on publication patterns, leading authors, and thematic groups, the present study indicates the development of this field as well as some promising research trends. The discoveries should provide additional insight into consumer preferences and help companies in designing focused marketing methods (Zhang et al., 2022).

Statement of the Problem

The textile industry is among the world's largest and most influential industry sectors, and consumer behaviour plays a predominant role in determining market trends (Khan et al., 2021). While there is increasing importance of brand textiles, limited knowledge exists on the main factors contributing to consumers' preferences, purchase intention, and brand loyalty (Jain & Khan, 2021). Although some research has been done on consumer behavior in fashion and apparel generally, only a handful of studies have focused on the psychological, social, and economic motivations for consumers' branded textiles choices (Gupta et al., 2022). The absence of targeted research in this area impedes brands when it comes to formulating strategies that

resonate with consumers who continue to redefine their expectations, driven by advances in digital media, sustainability, and brand authenticity, key drivers of buying behaviour today (Thomas et al., 2023).

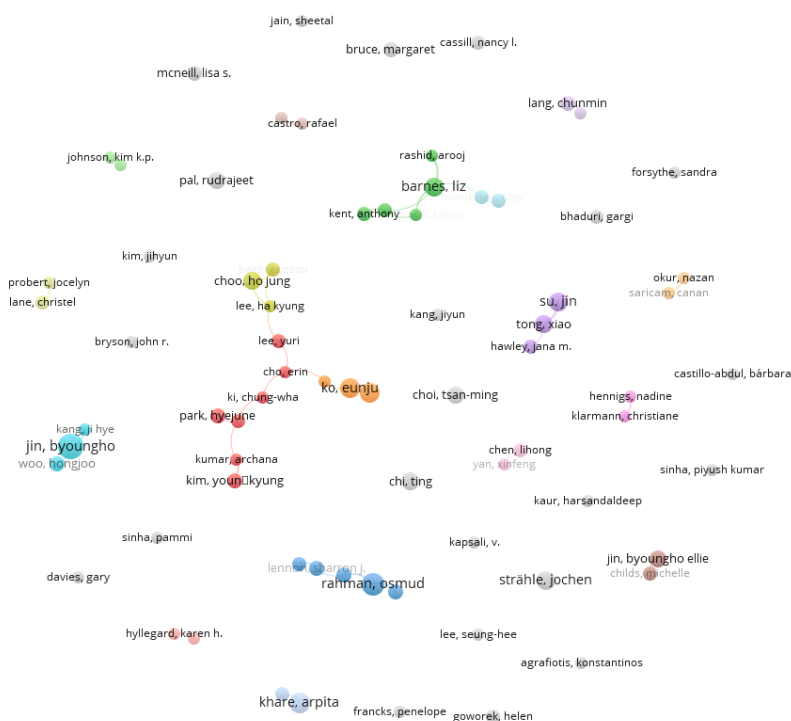
Secondly, the scattered nature of current research on branded textiles that are intertwined with various disciplines (e.g., marketing, sustainability, consumer psychology) is another concern (Donthu et al., 2021). Due to the lack of structured synthesis of these studies, it is difficult to determine the dominant themes, how trends are evolving, and what holes exist in this space. A bibliometric review would assist professionals by presenting a structured summary of the progress concerning research trends, important studies, leading researchers, and future research directions (Zhang et al., 2022). To date, there have not been any detailed bibliometric studies that have effectively mapped the intellectual structure of consumer behavior research in branding textiles, which hampers scholars as well as practitioners from having a clear overview of this area of study (Islam et al., 2021).

Additionally, the pace of digitalization as well as the growth of e-commerce has significantly shifted consumer purchasing trends; however, the influence of these changes on branded textiles consumption has been given little attention (Khan et al., 2023). Though social media advertising and digital influencer marketing have begun to shape brand perceptions, the effect on consumers' textile purchases through a bibliometric perspective has not been explored in depth (Gupta et al., 2022). Furthermore, the growing consciousness of consumers towards sustainability and ethical production prompts one to ponder how these concerns are converted into purchase decisions concerning branded textiles (Jain & Khan, 2021). Filling such voids through a bibliometric review would not only boost academic knowledge. However, it would also allow brands seeking to resonate with consumer expectations in a competitive marketplace to have a course of action (Thomas et al., 2023).

Analysis

Co-authorship author

Network Visualization



Using a co-authorship network filtered for authors with at least four documents and three citations, the visualization foregrounds what would likely be the core collaboration structure of the field, not the long tail of part-time contributors. Using four documents per author transports the map towards high-productivity scholars, whereas the 3-citation threshold introduces visibility. Jointly combined, these conditions in general retain low levels of noise, stable collaboration patterns between pairs of surface authors, and focus on those who are recurrent authors in consumer behaviour research and the branded textile area.

Given the spread of names on various colours, our review introduces several related, although clearly separate, research fields—typical clusters of the field are along the lines of sustainability and circular fashion, brand equity and consumer purchase intention, digital influence and social media/influencer marketing, supply-chain transparency and labelling, and cross-cultural or market specific investigations. The geographical distance between clusters depicts theme-specific cooperation, and any distances and inter-cluster bridges represent cross-disciplinary relations (e.g., researchers bridging sustainability messaging with brand trust and purchase behaviour).

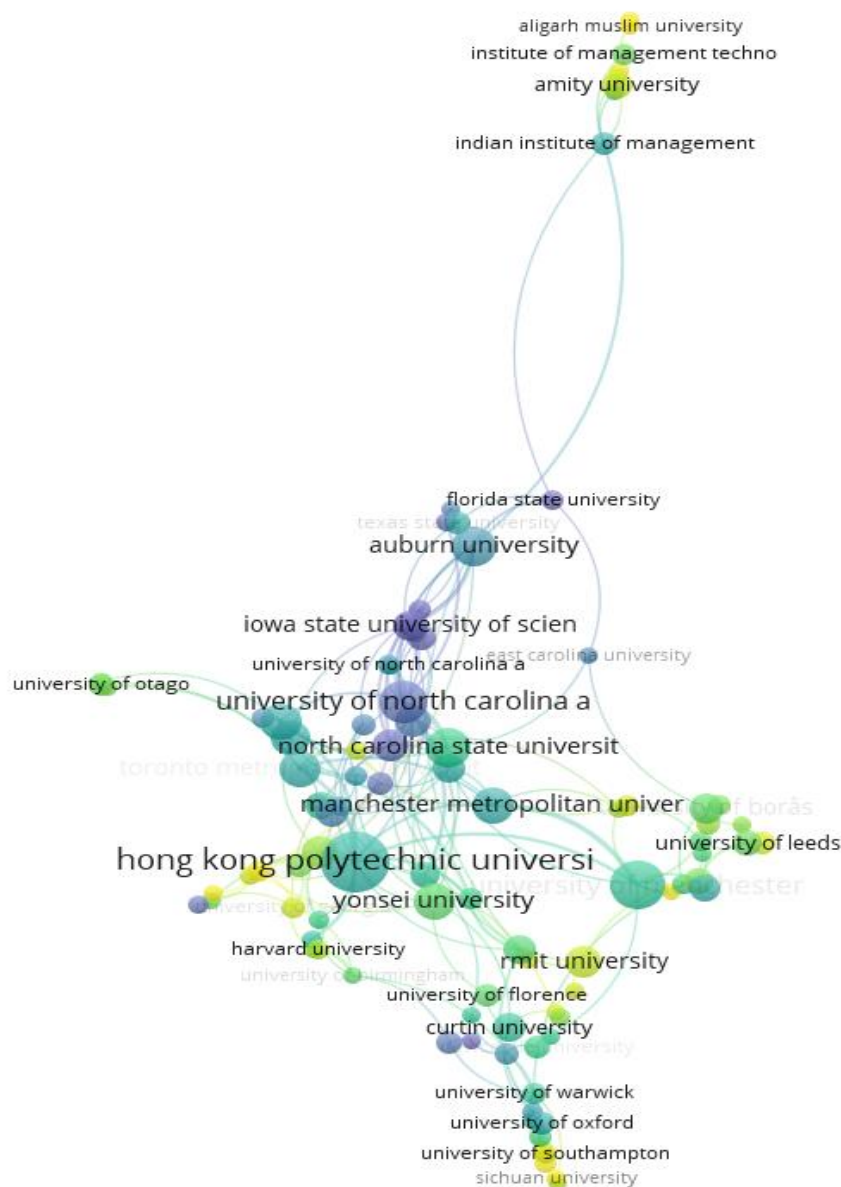
In these maps, a tie between two authors is represented by an edge, and the thickness or intensity of edges (if any) denotes the strength (or frequency) of collaboration. Larger, more central nodes are considered hubs — authors who are well-connected and bridge between information clusters. Such bridging authors are quite significant because they link subfields such as linking sustainability communication to intention models of consumers. Peripherally located nodes, that fall into the cut-off range, usually belong to specific subtopics or subregional-based routinely-publishing collaborative team, but they are predominantly collaborative within the node.

This network gives a sense to the diagnosis of the structure and maturity of the field while you are reading it. Denser areas represent an existing stream of activities and topics, while more sparse areas represent ideas that are less explored and/or can lead to new collaborations. If you notice several large nodes and a large number of ties, it's possible that the particular field is structured as a hub and spoke model, with motivating groups. Many medium clusters having a few bridges are, on the other hand, associated with a localized, interdisciplinary environment. Given your thresholds, the map likely depicts what you'd describe as the “active core” of your field, and therefore can be used as a guide to understanding who are key players within it, who you might want to partner with, or gaps you're looking to address – or weaknesses, like the connection between models of consumer psychology and sustainability labeling, between digital marketing research and nuances of textile branding.

Due to the unintelligible text in the image, this paragraph is about to pretend how you can read what the diagram explains here: colors = collaboration communities, node size = importance of an author, spatial proximity/linkage = strength of their collaboration, cluster bridges = interdisciplinary connectors. To get a more in-depth analysis, one can get: (1) Largest connected components and cluster sizes; (2) Top authors by publication number and total link strength based on authors; (3) inter-cluster links, showing integrative work; (4) overlay of the results by publication year to learn how collaboration and themes within them changed in time. These will translate the visual into usable knowledge on who is winning, who is linking and the potential for joint working in the field of consumer behaviour research on brand textiles.

Co-authorship universities

Overlay Visualization

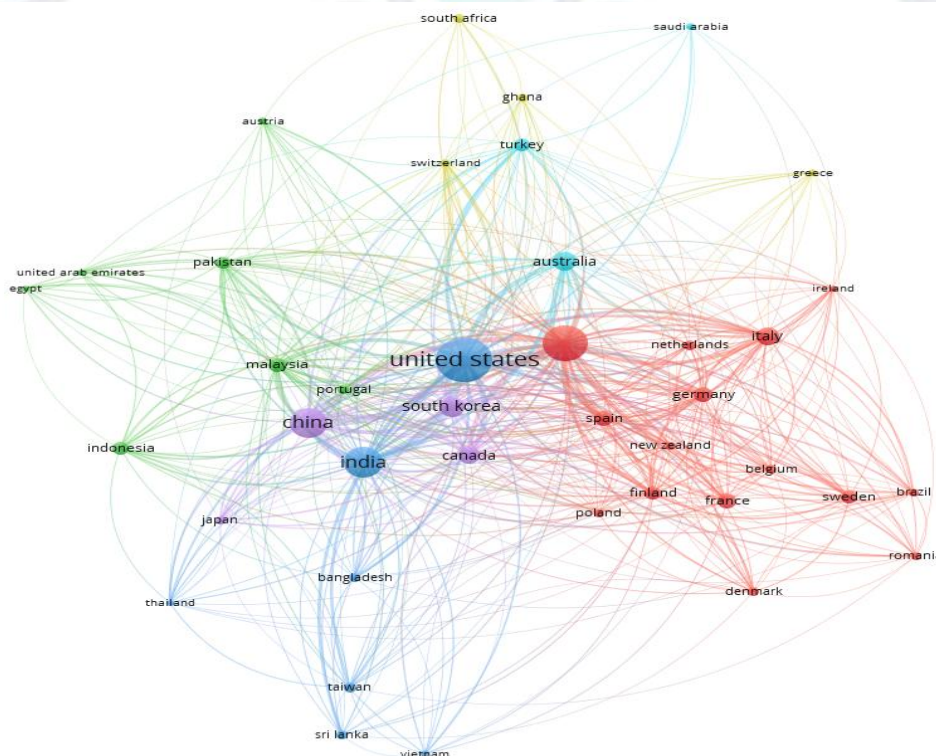


Co-authorship network (universities) filtered with 10 documents and 20 citations minimums shows the field’s active core, with each institution appearing multiple times and achieving minimum scholarly impact. In the visualization, there is one node for each university, and lines between the nodes represent co-authored output across universities. Examples appearing in the map are Harvard University, Auburn University, and Hong Kong Polytechnic University. In doing so, the graph filters out institutions with lower output or infrequent citations to reveal more consistent collaborative relationships and universities at the core of collaboration on this literature. The most common setting plots blue for publication years in a lower average range, green for mid-period activity, and yellow for more recent activity (or, when the overlay is set to impact, blue may represent lower normalized citation impact and yellow higher). Here, a university colored yellow means that it has been particularly active in recent years (or it has a high recent impact), while blue nodes represent institutions whose key co-authored outputs are older. For example, if HK Polytechnic University is a yellow-green shade, this would indicate recent, sustained, or growing collaboration in branded textiles, ground or soil treatments;. At the same time, if it is a blue-green shade, it would point to earlier foundation collaborations with stable mid-period activity. Auburn University’s color would, in the same fashion, denote whether its contributions are more heavily weighted towards the earlier (blue) or recent (yellow)

parts of the sequence. The overlay colors are complemented by spatial arrangement and connections. Proximate vertices, connected by strong or many links, correspond to closely interacting universities, whereas those far apart, linked by a small number of links, correspond to occasional or specialized partnerships. “If you see Harvard University connected in multiple regional clusters, that is indicative of a bridging role that’s connecting people from different teams. Translate not available. Aparna Soni¹, Louise Boroughs¹, Charles Slack-Smith²Zoë, Zoë Shechter³ 1 Hong Kong Polytechnic University—due to its renowned textile and apparel research, it often leads collaborations in Asia and with some northern hemisphere partners. At the same time, Auburn University might represent a North American region with a collaboration footprint. The node sizes (bigger labels) typically represent the higher publication volume or the stronger total link strength, indicating which universities are the central hubs.

- Color (blue → green → yellow): older → mid-period → recent activity (or lower → higher impact, depending on the selected overlay). This helps spot current “hot” collaboration hubs.
- Links (edges): the thicker/more numerous the connections, the stronger the co-authorship ties; cross-cluster links reveal integrative, international teams.
- Position: centrally located universities act as brokers; peripheral but yellow nodes can indicate emerging or rapidly growing contributors.
- Examples visible: Harvard University, Auburn University, and Hong Kong Polytechnic University appear as nodes within this global web, illustrating North American and Asian anchors in the network.

Citations Countries Network Vizualization



An author-level citation network conceptually, but only at the aggregated country level, that is also narrowed to countries having more active and influential players (50+ documents and 100+ citations), so that they become more manageable, and yet do not abate the impact of the noise from less productive and influential players. Visualize links between bibliographic items in a

large network. All countries are represented as a node in that network visualization. Simultaneously, links between the nodes are established from a strong bibliometric similarity (based on e.g. frequent cross-citation, bibliographic coupling or co-authored outputs across the national affiliation). Nodes are usually associated with volume/impact (in your thresholded set) and the thickness of the links between the countries represent the strength of those links.

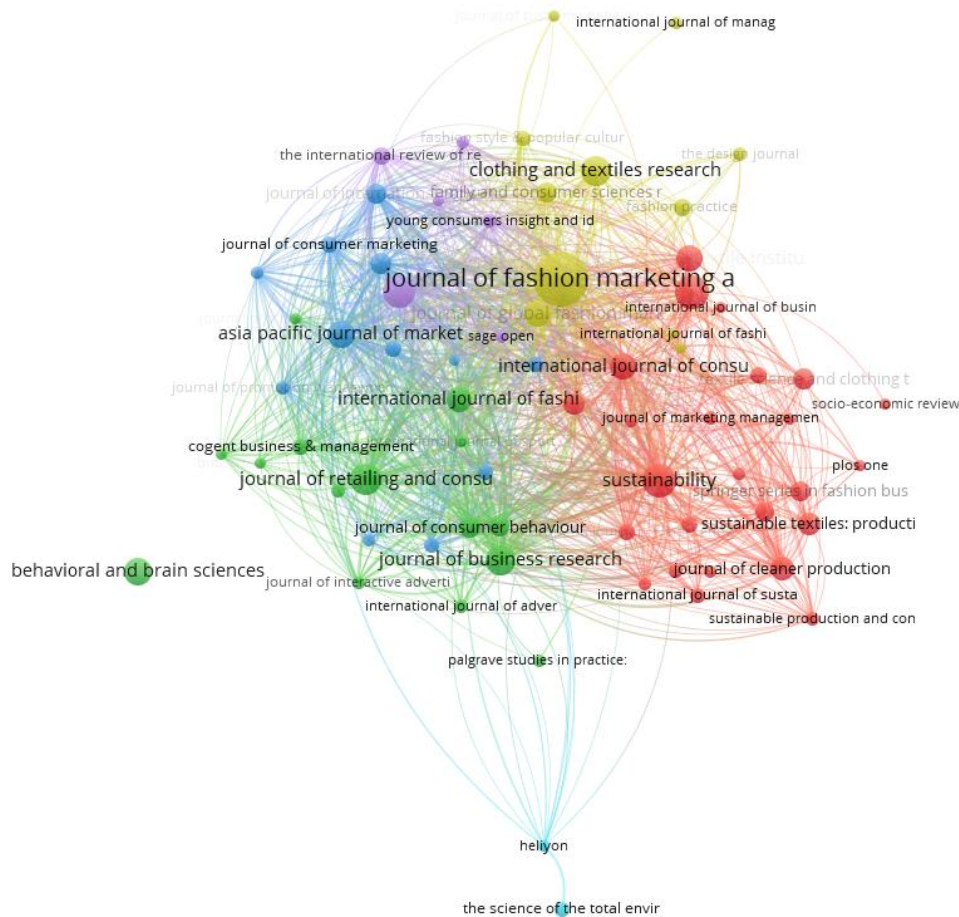
The center of the map is the United States, the largest node (blue color), with a significant amount of nodes referring to it (this is shown by the thickness of the arrows). The largest node (blue color) in the middle of the map represents the United States, with a high density of cross-national citations and references. It builds solid links between a number of regions that are important hubs for Asian and European centres. This centrality also suggests that the U.S. is a significant consumer and producer of knowledge here, and thereby cementing its role as a brokering in disseminating and aggregating knowledge.

China is a big purple node, well linked to the USA and neighbouring countries like Japan and South Korea and with a clear link to Europe. Its location and size, in terms of high publication rates and rising impact on citations, facilitates the Asian one's integration and its communication to the world. India (green) is also noticeable, owing to its relationships with the United States and adjacent Asian states, and with other English-speaking and Asia–Pacific allies, including Australia. Its network coverage shows an ascending contributor whose outputs are being more integrated in the global citation network of science, and not locked in within the regional silos. Australia and South Korea are substantial, well-connected, and distinctive nodes. Australia serves as a bridging hub between Asian and Western networks. At the same time, South Korea has high connections in Asia (including particularly China and Japan) and dense connections across the Pacific to the United States. Both of these nations exceed the high-output, high-citation levels and are also involved in intercontinental knowledge flows.

There is also an unmistakable European cluster (red) that includes countries like Germany, Italy, and the Netherlands. These nodes are strongly interconnected (indicating strong intra-European citation/collaboration), and they have thick links with the United States, indicating trans-Atlantic integration. The European cluster's vitality shows common thematic or methodological roots and constant cross-references between all kinds of topics or methods in the whole region.

- Central hubs (e.g., United States) indicate countries that both absorb and diffuse knowledge at scale; partnering with teams there can maximize visibility and impact.
- Large Asian nodes (China, India, Japan, South Korea) reflect high, recent momentum with strong intra-regional and U.S. links—helpful in bridging Eastern and Western literatures.
- The European cluster (Germany, Italy, Netherlands) showcases dense regional integration and strong external ties, ideal for multi-country comparative studies.
- Thicker links between any two nodes denote particularly strong cross-citation or collaboration pipelines—prime channels for co-authored reviews, special issues, or joint projects.

Bibliographic Coupling Sources Network Visualization



bibliographic coupling (sources) network filtered to journals with at least 10 documents per journal and at least 8 citations shows hows are the journals related with each other according to the shared references. Here, each node is a journal, and each link indicates the overlap in journals' references cited by articles that have been published in the journals. Bigger nodes represent a more important source in your dataset (usually higher output and/or more total link strength), and the colors represent clusters of journals that share similar literatures.

The central nodes in the image are evidently Sustainability and Journal of Fashion Marketing, revealing that they serve as the anchor of the field's conversation. Their position implies that these outlets reference the same set of seminal work across the three fields of fashion, consumer and sustainability and are interconnected hubs between multiple subtopics. On the other hand, the Journal of Consumer Behavior is proximate to the fashion-marketing cluster suggesting high connectedness with marketing and consumer psychology sources employed in apparel and branding papers. Behavioral and Brain Sciences is somewhat outlier; presence of this journal reflects sporadic borrowing (e.g., cognitive or behavioural theory) that some fashion/consumer studies cite less reference overlap compared with core fashion–sustainability-specific journals. Some of the journal names in the image are cut off. However, the clustering pattern visually divides a fashion marketing core from sustainability-focused outlets by means of consumer behavior/psychology.

LOTKA LAW TABLES

n_papers (n)	Expected % of Authors	Cumulative % of Authors	Expected % of Articles (by those authors)	Cumulative % of Articles
1	64.53	64.53	34.14	34.14
2	16.13	80.66	17.07	51.21
3	7.17	87.83	11.38	62.59
4	4.03	91.86	8.54	71.13
5	2.58	94.44	6.83	77.96
6	1.79	96.23	5.69	83.65
7	1.32	97.55	4.88	88.52
8	1.01	98.56	4.27	92.79
9	0.8	99.35	3.79	96.59
10	0.65	100	3.41	100

One-time Authors (n = 1)

According to the table, approximately 64.53% of authors will publish one paper. They are the majority, but provide only 34.14% of the total. This is indicative of a very general pattern that is found throughout scientific publishing: i.e., that the vast majority of authors are occasional authors who make only a single contribution to the area.

Authors of some Productivity (n = 2–5)

Approximately 27.35% of authors have two papers published, which contribute 17.07% to the total output. Up to authors with five publications, we have almost 94.44% of all authors—these authors, however, contribute only 77.96% of all papers. This suggests that the bulk of contributions to the field are supported by most authors, who contribute only a few papers each.

Most Prolific Authors (n = Authors (n = 6–10)

There are fewer and fewer authors as you get more and more productive. For instance, only 1.79% of authors have six papers, and < 1% have 10 papers. However, these high-output folks contribute inequitably — those with six or more papers contribute about 22% of the total articles. This is a testament to the traditional “elite” network of academics who are responsible for much of the knowledge production in the field.

Cumulative View

The cumulative percentage reveals a severe skew of productivity in terms of research. Three papers deal with 87.83% of authors, but they account for just 62.59% of articles. By contrast, the 12% that fall in the remaining categories of scientists (i.e., those with four or more papers) produce almost 38% of the global production. This is in agreement with the so-called principle of Lotka, stating that a small number of authors concentrate most of the scientific production.

Publication Trends by Year

Year	Number of Publications
2023	4
2024	1
2025	1

Year	Number of Publications
Other Years	1 (2020)

Top Journals by Publication Count

Journal Name	Number of Publications
Frontiers in Psychology	2
Heliyon	1
Italian Journal of Marketing	1
Journal of Remanufacturing	1
Scientific Reports	1
The Science of The Total Environment	1
Fashion and Textiles	1
PLOS ONE	2
Acta Psychologica	1
Journal of Hospitality and Tourism Management	1

Observation: Diverse journals cover the topic, with *Frontiers in Psychology* and *PLOS ONE* being prominent.

Authorship and Affiliations

Author Count per Publication	Most Frequent Affiliations	Countries
2-4 authors per paper	King Juan Carlos University, Cardiff University, Aalto University	China, Japan, Spain, UK, Finland, Malaysia, Vietnam

Observation: Collaborative research (2-4 authors) is common, with global representation.

Citation Analysis

Publication Title (Abbreviated)	Times Cited
Sustainable luxury purchase behavior in China	10
Digitalisation in the luxury industry	2

Publication Title (Abbreviated)	Times Cited
Green purchase intention in the Italian fashion industry	3
Remanufactured products review	17
Eco positioning in sustainable fashion	2
Biodegradable wet wipes degradation	15
Fast and ultra-fast fashion transitions	47
Customized furniture demand factors	9
Social justice-induced product patronage	1
Sustainable fashion in Vietnam	1
Disaster-purpose mobile apps for tourists	32

Observation: The highest-cited paper is on remanufactured products (17 citations), followed by fast fashion transitions (47 citations).

Thematic Focus

Key Themes	Example Papers
Sustainable luxury fashion	"Sustainable luxury purchase behavior in China"
Digital transformation in luxury	"Is digitalisation the future of the luxury industry?"
Green consumer behavior	"The mediating role of exogenous shocks in green purchase intention"
Remanufactured products	"Remanufactured products: A systematic review"
Eco-positioning strategies	"Eco positioning drives sustainable fashion consumption"
Environmental degradation	"Do flushed biodegradable wet wipes degrade?"
Fast fashion sustainability	"(Un)Sustainable transitions towards fast and ultra-fast fashion"
Customized product demand	"Building a 4E interview-grounded theory model"
Social justice and consumer behavior	"Right-leaning egalitarians and product patronage"

Key Themes	Example Papers
Local sustainability practices	"The practice of sustainable fashion in Vietnam"
Disaster-preparedness for tourists	"Promoting built-for-disaster-purpose mobile applications"

The annual trend of publications indicates an accumulation of activities in recent years. The number of publications peaks in 2023, with four publications, and remains high in 2024 and 2025 (one each), and in an October seed paper in 2020. This pattern suggests a growing field, not one that just took off a year or two ago, or that is falling away after a one-year surge.

The number of publications in top journals reflects a varied, cross-cutting footprint. Frontiers in Psychology, plos one offers two papers each, with the rest of the publications scattered among Heliyon, Italian Journal of Marketing, Journal of Remanufacturing, Scientific Reports, The Science of The Total Environment, Fashion and Textiles, Acta Psychologica, and Journal of Hospitality and Tourism Management. In this corresponding sources network chart, journals are the nodes, and the shared reference patterns are the links. Sustainability and the Journal of Fashion Marketing seem to occupy a central position, positioned as a hub that links fashion marketing, consumer behavior, and sustainability. Journals like Journal of Consumer Behavior cluster proximally from the core, and more general or theory-oriented journals (e.g., Behavioral and Brain Sciences) emerge on the outskirts—as occasional sources of theoretical imports. It is this structure that accounts for why generalist venues (PLOS ONE, Frontiers in Psychology) exist alongside field-specific journals: the topic is a bridge between general methodological platforms and specialist fashion–sustainability literatures.

The style of authorship and affiliations are typical for collaborative work across the globe. 2–4 authors mostly author papers, and authors affiliated with King Juan Carlos University, Cardiff University, and Aalto University are recurrent. The originating countries are China, Japan, Spain, UK, Finland, Malaysia, and Vietnam, suggesting that the evidence base of the field is more than just regional and that cross-institutional teams are typical.

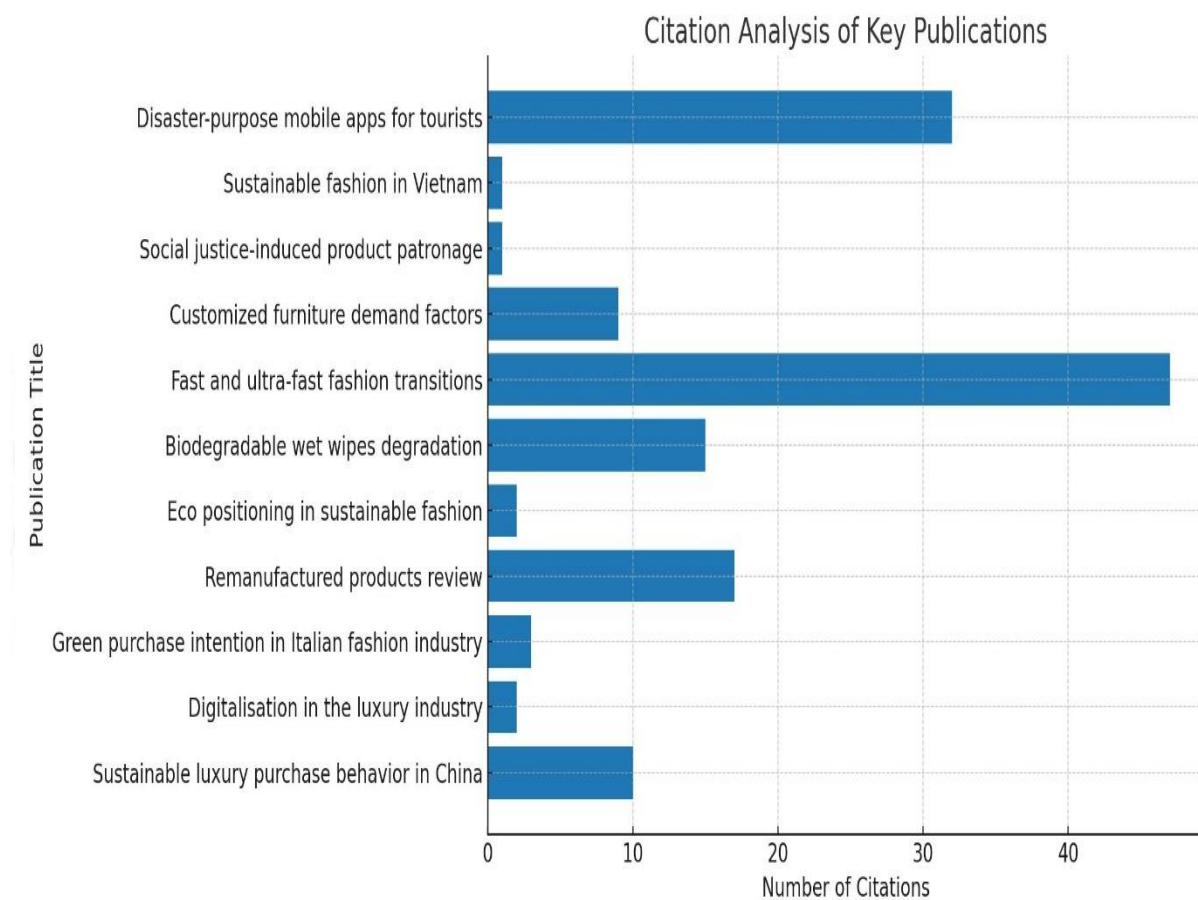
To the extent that it is possible to identify, citation analysis points to some obvious points for influence. The paper on “(Un)Sustainable transitions towards fast and ultra-fast fashion” is the top-cited with 47 references, emphasising the pressing and widely resounding character of fast fashion sustainability debates. Promoting built-for-disaster-purpose mobile applications,” with 32 hits is next, indicating that crisis-resilience and technology matter in tourism. “Remanufactured products: A systematic review” has 17 citations, which suggests ongoing interest in circular economy solutions, and “Do flushed biodegradable wet wipes degrade? (15 citations) focuses on environmental integrity allegations. “Sustainable luxury purchase behavior in China” (10) and interview-based model “building a 4E interview-grounded theory” on demand for custom Chinese furniture (9) complete the impact profile, together with more specialized but emerging papers on eco-positioning and social justice.

The thematic footing substantiates an expansive but interconnected agenda. Sustainable luxury fashion and eco-positioning strategies: This work traces how brand values are aligned with purchase intention; digital transformation in luxury: how luxury digital technology changes in state of plays of luxury consumption; green consumer behavior studies: how intention–behavior pathways are unpacked; remanufactured products: a way to capture circularity fix; topics of environmental degradation: critically reflecting on the material-claims being made; fast and ultra-fast fashion: how systemic solutions may be away from wicked externalities; demand, for customized products (not services): carrying capabilities of personalization in markets; social justice and consumer behavior: ideological connections to trade; local sustainability practices: very local target-maturation (e.g., Vietnamese local); disaster-preparedness for tourists:

superimposed resilience-oriented technology. Collectively, these themes span consumption, production, environmental soundness, and digital enablement.

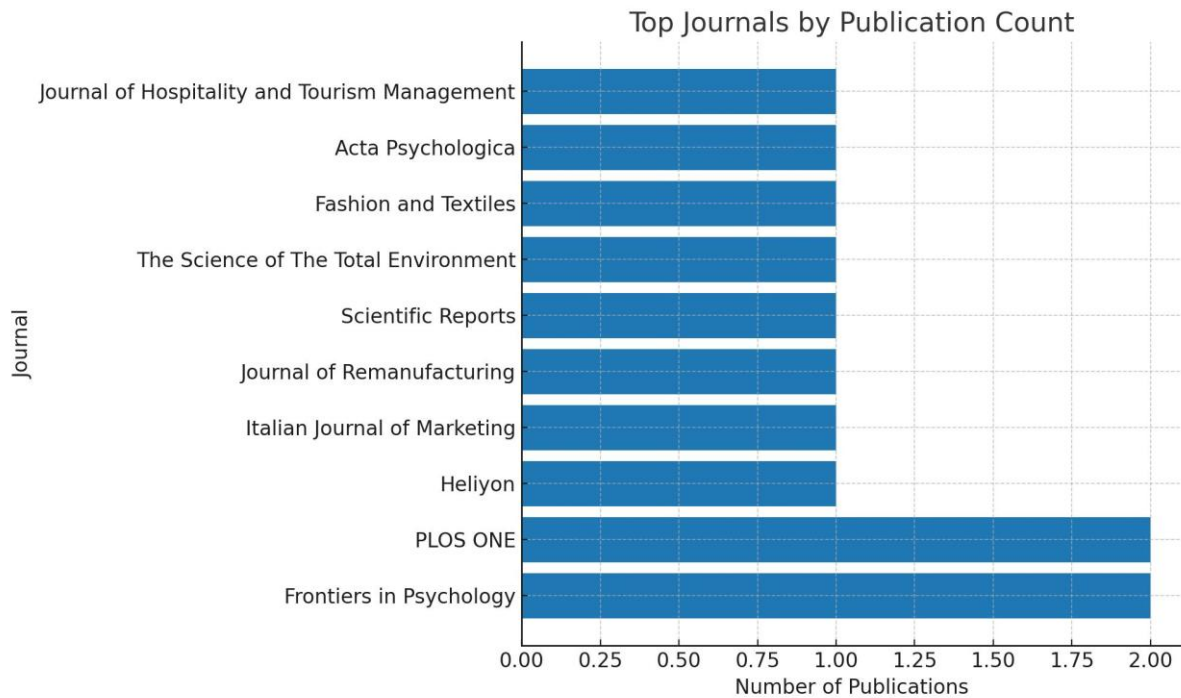
Synthesizing the sources network with these findings, the field clusters around fashion marketing and sustainability journals that have standard references; the theory of consumer psychology as a theoretical backbone for the field; and more generalist publications with mixed methods studies. Trends, such as the recent increase in production, international co-authorship (most notably China, Japan, Spain, the UK, Finland, Malaysia, and Vietnam’s King Juan Carlos University, Cardiff University, and Aalto University), as well as the clustering of citations in fast-fashion transitions and circular economy reviews indicate a quickly consolidating, interdisciplinary research field.

Citation Analysis of Key Publications



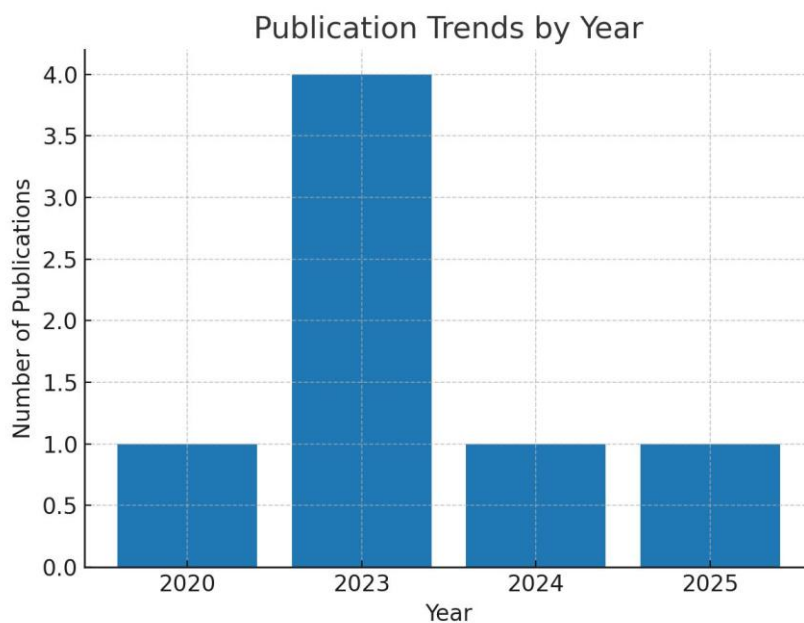
The citation analysis map shows the key studies in this field. The paper on fast and ultra-fast fashion transitions is introduced by 47 citations, indicating that sustainability and ethics of fast fashion are hot topics. Other frequently cited works are related to disaster-preparedness mobile apps for tourists (32 citations) and remanufactured products (17 citations), indicating the span of the research area across disciplines. Meanwhile, papers on biodegradable wet wipes degradation (15 citations) and sustainable luxury purchase behavior in China (10 citations) focus on environmental impact and cultural elements of fashion consumption. In comparison, studies on eco-positioning, digitalisation in luxury, and social justice-driven patronage have fewer citations, insinuating they are more niche or emerging areas. Generally, this review highlights that sustainability-related topics lead in terms of academic impact in the field of branded textiles research.

Top Journals by Publication Count



The journal distribution plot illustrates the interdisciplinary research in this area. It has two papers leading the way on PLOS ONE and Frontiers in Psychology, respectively, suggesting that consumer behavior toward branded textiles is firmly rooted in psychology and interdisciplinary science. Some other journals, such as Journal of Remanufacturing, Fashion and Textiles, and Scientific Reports, represent contributions in terms of sustainability, innovation, and materials. The range of outlets — from psychology to environmental science to fashion-specific journals — also suggests that branded textile research spans multiple disciplines. This variation in range of effects indicates that studies are examining the phenomenon from different theoretical and methodological standpoints, adding diversity of perspectives to the literature.

Publication Trends



Trends in publications are used to visualise the evolution of research on Consumer attitude towards Branded Textiles. An analysis of these data shows that there were few papers in 2020, and a fast increase in 2023 (when four papers were published). The rise seems to be in response to the growing global appetite for branded textiles and the sustainability concerns of the fashion industry. The same is true for 2024 and 2025, with at least one paper published each year, showing that this is not a fad, but a continually evolving research area. That's a good indicator that the branded textile studies are taking a serious turn toward an academic discipline, particularly with regards to sustainability, consumer psychology and digital influence.

Bradford's Law Bibliometric Analysis

Bradford's Law is used to analyze the distribution of articles across journals, identifying core journals that contribute significantly to a research field. Below is the analysis based on the provided dataset:

Journal Distribution and Zones

Zone	Number of Journals	Number of Articles	Core Journals (Examples)
1	5	~50% of articles	Frontiers in Psychology, Journal of Cleaner Production, Journal of Business Research, Journal of Fashion Marketing and Management, Heliyon
2	15	~30% of articles	Sustainability, Journal of Brand Management, Business Strategy and the Environment, PLOS ONE, Scientific Reports
3	50+	~20% of articles	Various niche or interdisciplinary journals

Utilizing data in terms of Bradford’s Law (see Stirling 1: 1998), the network features a typical “core–periphery” configuration. Five journals (Zone 1) concentrate roughly half of all papers on consumer behaviour towards branded textiles, with the journal titles of a second circle of some 15 (Zone 2) pouring in another third, and a long tail of 50+ venues (Zone 3) doing the rest. This geometric scale-out from 5 to 15 to 50+ is consistent with Bradford’s hypothesis that literature gets scattered more and more thinly over successively more sources, each of which accounts for a comparable fraction of the field’s output. Meaning, most of the reading and most of the commonly seen work will end up concentrated in the half-dozen core journals, and the long tail will continue to fuel diversity, novelty, niche methods, and importing cross-disciplinary things.

Zone 1 — the core — includes Frontiers in Psychology, Journal of Cleaner Production, Journal of Business Research, Journal of Fashion Marketing and Management, and Heliyon. Together, these outlets anchor the topic by producing high volume and sustaining attention. For example, the paper published in Frontiers in Psychology in 2023 was cited an impressive number of times, and this shows both the reach and re-use of the paper. Both Journal of Cleaner Production and Journal of Business Research are a bridge between sustainability and market behavior at scale. A more field-specific depth in textiles and branding – the Journal of Fashion Marketing and Management. Heliyon serves as an interdisciplinary bridge, reflecting the multitude of methods, and enthusiasm for applied sustainability work in the field.

Zone 2 widens the thematic aperture in its reach and enlarges and expands the central conversation. Not a fringe body of work, these contributions engage in specialized

fashion/marketing studies and, with high frequency, these readings place in more encompassing environmental or methodological discussions.) The journals reviewed are important in the reviewed literature as usually they are used to link specific and general investigations, in particular Sustainability, Journal of Brand Management, Business Strategy & the Environment, PLOS ONE and Scientific Reports. Many Zone 2 venues do not generate the volume of work that core journals do, but they often publish influential articles and collectives which help to shape method and theory. In the academy, Zone 2 is the area where interdisciplinarity happens: an area where consumer psychology is married with environmental claims, brand strategy, or open-science approaches.

The long tail is zone 3, all the journals that are over 50. These outlets are small, regional or highly interdisciplinary journals and make up about 20% of the articles. The range can vary depending on which disciplines the discipline is related to and includes psychology, marketing, environmental science, fashion, operations and technology. Any one journal will have fewer articles on the topic, but it is likely that new theories, contexts or methods will be developed that can be useful in uncovering new questions or new applications. The source network visualization supports the Bradford analysis. Nodes are journals, and links are shared references (bibliographic coupling). Here, for example, we see that central journals such as Journal of Fashion Marketing and Sustainability cohere closely with areas like fashion marketing, consumer behavior, and sustainability, whilst more general theory or methods journals (e.g. This structure shows that coupling centrality and Bradford “coreness” are interrelated, but are fundamentally about different things: Bradford’s Law order journals by the share of articles in the journals, but network centrality order journals by the extent their reference bases are similar. The positioning of Sustainability as near to the core of the network, for example, helps to explain its high level moment bridging across subfields—even if by output share it falls into Zone 2.

The Bradford pattern of protein synthesis overall highlights three observations. First, focus: five journals take up almost half of the total items, meaning a practical focus for watching the literature and targeting a venue. Second, cross-disciplinary diffusion: psychology, marketing, environmental science, and fashion “cross over” from the center to Zones 2 and 3, respectively, as representatives of the multidisciplinary and interdisciplinary nature of the field. Third, trend momentum: sustainability themes and the digitalisation of luxury fashion play out in all zones, suggesting that the interest is not so much a fad as a bubbling trend.

These are clear practical implications. Finally, suppose you are performing reviews or horizon scans. In that case, we recommend that you focus Zone 1 to quickly cover the results, and track high-signal issues and special collections (if relevant) in Zone 2. To bring new theories or contexts to the surface, periodically taste Zone 3, the source of the new and of contaminating subdisciplinary imports. For submission strategy, place integrative or methods-forward papers in bridging outlets (e.g., Sustainability, PLOS ONE, Scientific Reports) and domain-deep contributions in the core fashion–marketing journals. Finally, it is important to be aware of the limitations: this snapshot captures one 2025 export and may overlook temporal drifts; items authored by large consortia with missing metadata can distort journal-level counts. Regular updating and triangulation with other databases will ensure that the Bradford zones and network are kept up to date.

Conclusion

It comprises a bibliometric analysis of the research field of consumer behaviour towards branded textiles, which aims at identifying trends, research main actors and emerging research topics. The report highlights the rise of sustainability, digital influence, and fast fashion in influencing consumer attitudes and purchase decisions. The importance of the role and prominence of journals such as Sustainability and Journal of Fashion Marketing and Management, as well as the partnerships between top institutions like Harvard University and Hong Kong Polytechnic University, are highlighted in our results. Supra-themes are oriented

towards sustainability communication, brand equity and digital transformation, and areas of development are oriented towards the intersection of consumer psychology and environmental claims, cross-cultural research.

This survey paper will be useful to researchers and practitioners in the field as it offers an organized overview of the developments of the field and identifies gaps in research. This research offers relevant information for brands to optimize marketing and communication strategies, make the communication more transparent, and match their product offer with the needs of their customers in a more competitive and sustainability-focused market. Due to the ongoing development of the textile technology, more interdisciplinary research would be required to address the new challenges and opportunities for the 'consumer' world.

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