

Consumer Culture in Emerging Markets : A Bibliometric Analysis of Research Evolution, Intellectual Structure, and Future Directions

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ABSTRACT

This study examines the global research landscape and intellectual structure of consumer culture in emerging markets through a systematic bibliometric analysis of publications indexed in the Scopus database from 2006 to 2026. Using VOSviewer as the primary analytical tool, the study constructs and interprets keyword co-occurrence networks to identify dominant research themes, thematic clusters, temporal evolution patterns, and research density distributions within this rapidly evolving field, drawing on a cleaned dataset of 45 Scopus-indexed publications. The analysis reveals that consumer culture in emerging markets is firmly anchored around the constructs of emerging markets, consumer culture, and globalization, with consumption behavior, brand loyalty, and international marketing forming the core theoretical foundation. The findings demonstrate that the field has evolved from early acculturation and brand-positioning studies toward more recent research on Gen Z consumers, sustainability, e-WoM, and ethical consumption. Overlay visualization reveals that the most recently active themes concern sustainability, environmental consciousness, and digitally mediated consumer behaviour, while density analysis confirms emerging markets and consumer culture as the most intensively studied constructs. These findings collectively offer a comprehensive map of the field's intellectual structure and identify promising directions for future scholarly inquiry, particularly regarding sustainability, digital platforms, and generational identity in shaping consumption practices across emerging economies.

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A. INTRODUCTION

Consumer culture in emerging markets has become one of the most actively studied constructs in international marketing and consumer behavior research. At its core, consumer culture refers to the shared system of meanings, symbols, and practices through which individuals construct identity and social belonging through consumption (Strizhakova & Coulter, 2013), while emerging markets denote economies undergoing rapid income growth, urbanization, and integration into the global trading system that simultaneously reshape and are reshaped by these consumption practices. The theoretical foundations of this field trace back to research on acculturation to global consumer culture, which posited that consumers in transitioning economies increasingly negotiate between local traditions and globally circulating brands, media, and lifestyles.

The construct gained substantial empirical prominence following work demonstrating that materialism and global cultural identity jointly shape brand purchase decisions across BRIC and developed markets (Strizhakova & Coulter, 2013), (Strizhakova & Coulter, 2014). This landmark stream, alongside experiential and functional routes to persuasion in advertising (Zarantonello et al., 2013) and research on brand masstige in emerging contexts (Das et al., 2022), collectively established a multi-disciplinary foundation for understanding how firms and consumers navigate the tension between global aspiration and local identity. Over the following two decades, consumer culture in emerging markets has been examined in relation to a diverse range of contextual factors, including retail expansion (Ferreira & Ferreira, 2018), food consumption orientation (Salnikova & Grunert, 2020), tourism and outbound consumption (Zhu et al., 2015), and youth acculturation to western brands (Lee & Tai, 2006).

The growing global interest in consumer culture has produced a rich and heterogeneous body of scholarly literature spanning international marketing, sociology, tourism, and media studies. As this literature expands, it becomes increasingly challenging for researchers and practitioners to maintain a comprehensive and structured understanding of the field's intellectual trajectory, dominant themes, and emerging directions. Without a systematic overview of the knowledge base, scholars risk overlooking important theoretical connections or duplicating prior efforts. This underscores the need for rigorous bibliometric analyses that can systematically map the global research landscape of consumer culture in emerging markets.

Bibliometric analysis offers a robust quantitative framework for examining the intellectual evolution of a research field. By analyzing patterns in publication volume, citation structures, and keyword co-occurrences, bibliometric methods enable researchers to identify the most influential works, map thematic clusters, trace temporal developments, and uncover emerging research frontiers. Applied to consumer culture in emerging markets, bibliometric techniques can reveal how the field has evolved conceptually, which theoretical frameworks have gained momentum, and how the intersection with sustainability, digital word-of-mouth, and generational shifts is reshaping scholarly priorities (Osburg et al., 2024), (Lang & Guzm, 2022).

Despite the breadth of existing literature, comprehensive bibliometric investigations that provide a field-level overview of global research trends and intellectual structure on consumer culture in emerging markets remain relatively limited. Many existing studies focus on specific dimensions or contexts for instance, brand positioning in Russia (Tang et al., 2019), skin-lightening consumption in India (Pham & Richards, 2015), or sustainable luxury consumption (Osburg et al., 2024) without offering a systematic mapping of the broader scholarly landscape. There is therefore a clear scholarly need for a structured analysis that captures the full scope of consumer culture research in emerging markets from 2006 to 2026 and provides a comprehensive picture of its intellectual development.

The present study addresses this gap by conducting a comprehensive bibliometric analysis of global research on consumer culture in emerging markets, drawing on publication data extracted from the Scopus

database. VOSviewer is employed to generate network, overlay, and density visualizations that together provide a multi-dimensional view of the field's intellectual structure. The study aims to identify dominant research themes and thematic clusters, trace the temporal evolution of key concepts, examine the most influential publications, and highlight emerging areas of scholarly inquiry. By systematically mapping the global research landscape, this study seeks to provide scholars and practitioners with actionable insights into the current state and future trajectories of consumer culture research in emerging markets.

B. RESEARCH METHOD

This study adopts a bibliometric methodology to systematically examine the global research landscape of consumer culture in emerging markets from 2006 to 2026. Bibliometric analysis is a well-established quantitative approach that enables researchers to evaluate the scientific output and intellectual structure of a research field by analyzing patterns in publication volumes, citation relationships, and keyword co-occurrence networks. This methodological framework is particularly suited to the objectives of the present study, as it allows for the systematic mapping of a large and diverse body of literature in an objective and reproducible manner, without the subjectivity inherent in traditional narrative reviews. The methodological design of this study encompasses three primary stages: data collection, data preparation, and bibliometric visualization and analysis.

Data for this study were sourced from the Scopus database, selected for its broad and comprehensive coverage of peer-reviewed academic literature across disciplines including marketing, business, sociology, tourism, and media studies. The search was structured using keyword queries centered on the constructs of consumer culture and emerging markets and their key conceptual derivatives, including global consumer culture, consumption behavior, brand loyalty, acculturation, and consumer behaviour. The search was restricted to publications from 2006 to 2026 to ensure coverage of contemporary research developments while capturing the full arc of the field's growth during this period. Only documents written in English and classified as journal articles were included in the dataset to ensure analytical consistency and comparability across records.

Following data extraction, the dataset underwent a systematic cleaning and preparation process. Duplicate entries, retracted publications, and records with insufficient bibliographic information for co-occurrence analysis were removed. The cleaned dataset, comprising 45 publications, served as the analytical foundation for all subsequent procedures. Bibliometric analyses were conducted using VOSviewer, a software application specifically designed for constructing and visualizing bibliometric networks. The study employed keyword co-occurrence analysis as the primary analytical technique, with a minimum keyword co-occurrence threshold applied to retain only statistically meaningful associations. The resulting network was examined across three visualization modes: the network map, illustrating thematic clustering and co-occurrence relationships; the overlay map, depicting the temporal evolution of research themes based on average publication year; and the density map, representing the relative concentration and research intensity around each keyword node.

Citation analysis was also conducted to identify the most influential publications within the broader consumer culture and emerging markets literature, ranked by total citation count as reported in Scopus as of 2026. This analysis supplements the visualization findings by highlighting the specific scholarly contributions that have most significantly shaped the intellectual development of consumer culture research in emerging markets. Together, these analytical procedures provide a multi-dimensional and comprehensive overview of the field's intellectual structure, temporal dynamics, and emerging directions.

C. RESULTS AND DISCUSSION

Keyword Co-Occurrence Analysis

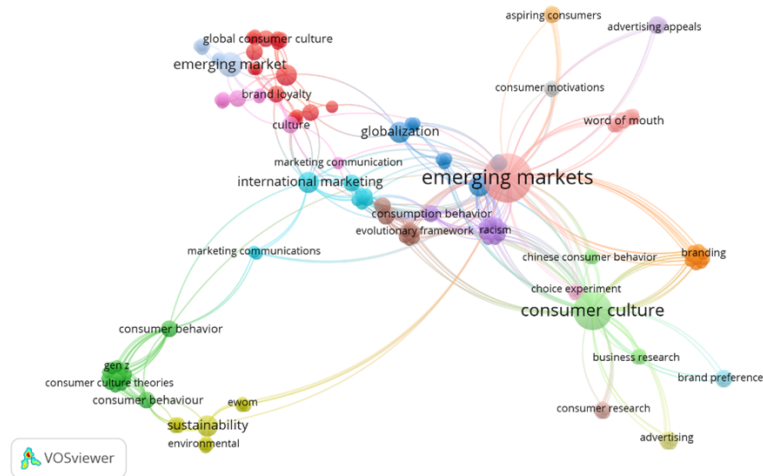


Figure 1. Network Visualization

Source: Data Analysis

Figure 1 presents the keyword co-occurrence network generated from the bibliometric analysis of consumer culture in emerging markets research from 2006 to 2026. The network displays a richly interconnected knowledge structure organized into several distinct thematic clusters, each differentiated by color. The size of each node reflects the frequency of keyword occurrence across the dataset, while the thickness of connecting edges represents the strength of co-occurrence relationships between keyword pairs. The visualization reveals a field with a clearly defined conceptual core flanked by multiple surrounding thematic domains, reflecting the multidisciplinary reach of consumer culture as a scholarly construct.

At the center of the network, emerging markets and consumer culture occupy the most prominent positions, reflecting their role as the primary conceptual anchors around which related themes are organized. The orange cluster surrounding branding, chinese consumer behavior, advertising, consumer research, business research, and brand preference represents the marketing-practice dimension of the field, capturing the extensive body of research examining how firms build brand equity and advertising strategies for consumers in transitioning economies (Ferreira & Ferreira, 2018), (Zhu et al., 2015). The red cluster encompassing global consumer culture, emerging market, brand loyalty, and culture indicates a robust theoretical stream tracing the foundational acculturation-to-global-consumer-culture framework and its connection with brand loyalty formation (Tang et al., 2019).

The cyan cluster groups together international marketing, marketing communication, consumption behavior, and evolutionary framework, capturing the theoretical dimension concerned with how marketing communication strategies are adapted across markets at different stages of economic development (Zarantonello et al., 2013), (Jakubanečs, 2010). The purple cluster surrounding racism reflects a smaller but persistent stream of critical consumer-culture research examining colonial and post-racial dynamics embedded in consumption practices (Pham & Richards, 2015). The green cluster, positioned in the lower-left of the network, encompasses gen z, consumer behaviour, consumer culture theories, sustainability, ewom, and environmental, reflecting a growing body of research connecting consumer culture with generational shifts and sustainability concerns. Finally, the salmon cluster comprising aspiring consumers, advertising appeals, consumer motivations, and word of mouth illustrates ongoing attention to the psychological drivers underlying consumption aspiration in emerging-market contexts. Together, these clusters illustrate the theoretical pluralism of consumer culture research and its capacity to integrate insights from multiple scholarly domains.

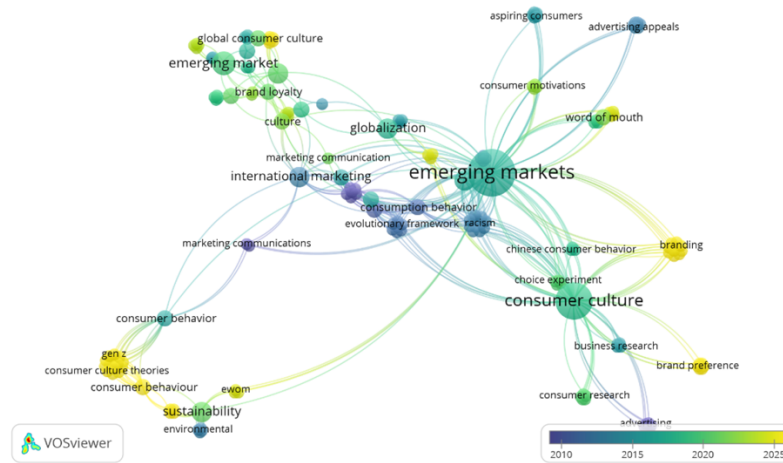


Figure 2. Overlay Visualization
Source: Data Analysis

Figure 2 presents the overlay visualization of the keyword co-occurrence network, where the color of each node reflects the average publication year of articles associated with that keyword. Darker blue and purple tones indicate keywords that were predominantly active in earlier years of the study period (approximately 2012 and before), while greener and yellow tones signal more recently active research themes (approximately 2020–2026). This temporal mapping provides a chronological dimension to the thematic clusters identified in the network visualization and reveals how scholarly attention has shifted over the course of the study period.

Keywords rendered in darker blue-purple tones, including marketing communications, evolutionary framework, and consumption behavior, reflect well-established research areas that were among the first to attract systematic scholarly investigation within the consumer culture literature. These terms are associated with the foundational theoretical contributions on acculturation and global cultural identity (Strizhakova & Coulter, 2013), (Strizhakova & Coulter, 2014), and have been consistently examined throughout the study period. Their darker coloration indicates that they represent mature thematic areas with deep and sustained bodies of literature rather than recently emerging trends.

In contrast, keywords displayed in lighter green and yellow tones signal more recently active research themes. Terms such as gen z, sustainability, ewom, branding, and brand preference appear in greener and yellow hues, indicating that research connecting consumer culture with generational change, digital word-of-mouth, and environmentally conscious consumption has experienced significant growth in the most recent years of the study period (Osburg et al., 2024), (Lang & Guzm, 2022). This temporal pattern reflects the broader global trend toward sustainability-oriented and digitally mediated consumption research, as scholars increasingly examine how younger, digitally connected consumers in emerging economies negotiate ethical and global brand identities. The overlay visualization confirms that consumer culture research in emerging markets is undergoing a meaningful thematic evolution, with sustainability- and technology-mediated perspectives gaining increasing prominence alongside the field's established theoretical foundations.



Figure 3. Density Visualization
Source: Data Analysis

Figure 3 presents the density visualization of the keyword co-occurrence network, in which bright yellow regions indicate high co-occurrence concentration and research intensity, while green and blue areas reflect progressively lower research density. This visualization provides a clear picture of which concepts have attracted the greatest volume of scholarly attention and constitute the most robust intellectual anchors within the global consumer culture in emerging markets literature.

The highest density regions, rendered in bright yellow, are concentrated around emerging markets and consumer culture. These nodes represent the core of the literature, characterized not only by high individual keyword frequency but also by strong interconnectedness with surrounding conceptual domains. The intense concentration around emerging markets confirms its status as the dominant organizing construct of the field, drawing together multiple theoretical perspectives and empirical research streams under a single conceptual umbrella (Strizhakova & Coulter, 2013), (Das et al., 2022).

Moderate density areas, appearing in green tones, surround terms such as emerging market, global consumer culture, branding, gen z, and sustainability. These zones represent well developed but secondary research areas that attract substantial scholarly attention without reaching the concentration levels of the innermost core. The presence of sustainability and gen z within the moderately dense region confirms that generational and ethical-consumption perspectives are gaining a prominent position within the field (Salnikova & Grunert, 2020). The peripheral regions of the density map, rendered in blue, encompass terms such as racism, advertising appeals, aspiring consumers, and word of mouth, suggesting that while these areas are active, they represent frontier zones with significant potential for further scholarly development..

Citation Analysis

Table 1. Most Cited Article

Citations	Author and Year	Title	Publication
149	Y. Strizhakova, R.A. Coulter (Strizhakova & Coulter, 2013)	The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity	International Journal of Research in Marketing

141	Y. Strizhakova, R.A. Coulter (Strizhakova & Coulter, 2014)	Drivers of local relative to global brand purchases: A contingency approach	Journal of International Marketing
103	L. Zarantonello, K. Jedidi, B.H. Schmitt, D.L. Alden, A. Nariswari (Zarantonello et al., 2013)	Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets	International Journal of Research in Marketing
59	M. Das, V. Saha, C. Jebarajakirthy, A. Kalai, N. Debnath, M. Leibold (Das et al., 2022)	Cultural consequences of brands' masstige: An emerging market perspective	Journal of Business Research
46	J. Ferreira, C. Ferreira (Ferreira & Ferreira, 2018)	Challenges and opportunities of new retail horizons in emerging markets: The case of a rising coffee culture in China	Business Horizons
40	E. Salnikova, K.G. Grunert, T. Mo, E. Roux (Salnikova & Grunert, 2020)	The role of consumption orientation in consumer food preferences in emerging markets	Journal of Business Research
28	D. Zhu, H. Xu, L. Jiang (Zhu et al., 2015)	Behind Buying: The Chinese Gaze on European Commodities	Asia Pacific Journal of Tourism Research
28	J.-W. Lee, S. Tai, et al. (Lee & Tai, 2006)	Young consumers' perceptions of multinational firms and their acculturation channels towards western products in transition economies	International Journal of Emerging Markets
27	V.-S. Osburg, V. Yoganathan, F. Bartsch, M.F. Diallo, H. Liu (Osburg et al., 2024)	How Sustainable Luxury Influences Product Value Perceptions and Behavioral Intentions: A Comparative Study of Emerging vs. Developed Markets	Journal of Business Ethics
24	L.D. Lang, A. Behl, F. Guzmán, V. Pereira, M. Del Giudice (Lang & Guzm, 2022)	The role of advertising, distribution intensity and store image in achieving global brand loyalty in an emerging market	International Marketing Review

Source: Scopus, 2026

Discussion

The findings of this bibliometric analysis offer a comprehensive and multi-dimensional portrait of the global intellectual landscape surrounding consumer culture in emerging markets. Taken together, the

network, overlay, and density visualizations reveal a field that is simultaneously theoretically mature and dynamically evolving, shaped by the enduring influence of foundational frameworks linking materialism, cultural identity, and brand purchase behavior (Strizhakova & Coulter, 2013), (Strizhakova & Coulter, 2014), as well as the accelerating emergence of new research streams at the intersection of sustainability, generational change, and digital word of mouth. The consistent prominence of emerging markets, consumer culture, and consumption behavior across all three visualization modes confirms that the field's core theoretical architecture remains anchored in identity based and brand-oriented perspectives that have defined the literature since its foundational period.

A particularly significant finding of this analysis concerns the growing scholarly attention devoted to sustainability, gen z, and e-wom as emerging research themes. The overlay visualization clearly demonstrates that research themes associated with these constructs are among the most recently active in the dataset, signaling a meaningful temporal shift in how scholars conceptualize consumer culture in transitioning economies. This trend suggests that researchers are increasingly moving beyond examining whether global brand exposure affects identity and consumption toward examining the mechanisms through which younger, digitally connected, and ethically conscious consumers in emerging markets negotiate global and local cultural meanings (Salnikova & Grunert, 2020), (Osburg et al., 2024). This evolution mirrors broader developments in the international marketing literature, where sustainability and digital engagement have become dominant themes.

The density visualization further reinforces these observations by confirming that while the conceptual core of the field remains tightly organized around emerging markets and consumer culture, emerging thematic zones including sustainability, gen z, and branding are gaining scholarly momentum. The density of the emerging-markets consumer culture nexus also reflects the substantial managerial interest in understanding how global and local consumption identities translate into brand outcomes, a question that has driven much of the empirical research in this domain since the foundational contributions of Strizhakova and Coulter (Strizhakova & Coulter, 2013), (Strizhakova & Coulter, 2014) and subsequent elaborations by Zarantonello et al. (Zarantonello et al., 2013) and Das et al. (Das et al., 2022).

The citation analysis adds an important dimension by identifying the specific contributions that have most significantly shaped the intellectual trajectory of consumer culture research in emerging markets. The dominance of Strizhakova and Coulter (Strizhakova & Coulter, 2013), (Strizhakova & Coulter, 2014) in citation counts reflects the field's continued reliance on the theoretical and empirical foundations they established. The appearance of Ferreira and Ferreira (Ferreira & Ferreira, 2018) and Salnikova et al. (Salnikova & Grunert, 2020) within the top-cited works underscores the field's expansion from brand identity to retail and food-consumption contexts respectively. The cross disciplinary reach of consumer culture is also evident in citation patterns, with contributions from tourism (Zhu et al., 2015), business ethics (Osburg et al., 2024), and international marketing (Lang & Guzm, 2022) appearing alongside core marketing journals, confirming that consumer-culture research has established a broad and diverse scholarly footprint.

Theoretically, the findings suggest that consumer culture research in emerging markets stands at an important juncture. The convergence of traditional acculturation and brand identity frameworks with sustainability, generational, and digital word of mouth perspectives creates significant opportunities for theoretical enrichment and integration. On the one hand, sustainability concerns and digital platforms offer the potential to transform how consumers in emerging economies negotiate global and local identities, enabling more nuanced and context sensitive consumption practices. On the other hand, this convergence raises important questions about the conceptual boundaries of consumer culture, particularly as virtual influencers, algorithmic visibility, and platform-mediated identity construction increasingly shape consumption in emerging markets (Ameen, 2026). Addressing these questions represents a significant and timely agenda for future research in the field.

D. CONCLUSION

This study concludes that consumer culture in emerging markets has developed into a mature and strategically important research field within global marketing and consumer behavior studies. Based on the bibliometric analysis of 45 Scopus-indexed publications from 2006 to 2026, the findings show that the literature is strongly centered on the relationship between emerging markets, consumer culture, globalization, consumption behavior, and brand loyalty. The keyword co occurrence analysis confirms that emerging markets and consumer culture function as the main intellectual anchors of the field, while related concepts such as global consumer culture, international marketing, and consumption behavior form the core theoretical foundation of the research landscape.

The results also indicate that the field has expanded beyond its original focus on acculturation to global brands. Recent studies increasingly connect consumer culture in emerging markets with sustainability, gen z consumer behaviour, electronic word of mouth, and environmental consciousness. This shift demonstrates that current scholarship is no longer limited to examining whether exposure to global consumer culture shapes identity, but increasingly investigates how consumers and firms negotiate ethical, generational, and digitally mediated dimensions of consumption in transitioning economies.

The citation analysis further confirms the strong influence of foundational works by Strizhakova and Coulter, Zarantonello et al., and Das et al. These studies continue to shape the theoretical structure of consumer culture research, particularly through the materialism cultural identity framework, brand masstige theory, and comparative advertising-persuasion perspectives. At the same time, the presence of more recent highly cited studies on sustainable luxury and global brand loyalty shows that the field is becoming increasingly interdisciplinary and responsive to contemporary consumer challenges.

Overall, this study provides a systematic map of the intellectual structure, dominant themes, and emerging directions in consumer culture research in emerging markets. The findings suggest that future studies should give greater attention to the role of sustainability, digital and social media platforms, virtual influencers, and generational identity in shaping how consumers in emerging economies construct meaning through consumption. Future research may also examine consumer culture across different emerging-market regions, income segments, and cultural contexts to provide a more nuanced understanding of how global and local consumption identities co evolve.

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