

Cognitive Dissonance in Consumer Decision-Making: A Network Analysis of Theoretical Advancements and Research Frontiers

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ABSTRACT

Purpose – This research intends to undertake a rigorous bibliometric analysis of cognitive dissonance research trends and patterns, map the conceptual, intellectual and social structure; identify the predominant themes; and synthesize the knowledge structure in this discipline.

Design/methodology/approach – The procedure was carried out in a step-by-step manner. Following a specified search string, Scopus retrieved 471 research articles from the previous 58 years (1965-2023). To comprehend the field's base, various techniques of performance analysis and science mapping were employed using Biblioshiny and VOS-viewer software.

Findings – The bibliometric analysis of cognitive dissonance research from 1965 to 2023 reveals significant growth, particularly after 2009. Key contributors like the "Journal of Business Research" and author Russo JE have shaped the field. Cognitive dissonance, central to consumer decision-making, extends to domains like marketing and organizational studies. Using tools like VOSviewer and Biblioshiny, the analysis highlights key trends and collaboration patterns, offering valuable insights for marketers to manage consumer dissonance, improve customer satisfaction, and foster loyalty.

Originality/value – To the authors' understanding, this study represents a pioneering effort to examine the research field on cognitive dissonance using bibliometric analysis. Notwithstanding being rooted in Scientometric, this research's outcomes are instructive for practitioners, academics and aspiring researchers in the field.

Keywords: Cognitive Dissonance, Bibliometric analysis, Science mapping, Biblioshiny, Consumer Decision.

INTRODUCTION

Festinger first proposed the idea of cognitive dissonance in 1957, and it has since gained popularity in the fields of psychology and marketing research. Cognitive dissonance is characterized as the uneasy tension arising when an individual simultaneously holds two conflicting thoughts, encounters seemingly contradictory phenomena, or engages in behaviour that contradicts their beliefs. When someone makes a decision and then begins to question whether it is the right one, this is known as cognitive dissonance (Sweeney et al., 1996). Dissonance occurs when there is a difference in the customer's post-purchase cognitions, which causes psychological discomfort (Mohan et.al 2021)(Kim, 2011). Whenever a decision is made, there is typically some level of cognitive dissonance involved (Chen, 2011). According to the theory, individuals strive to alleviate this dissonance by either creating new thoughts or beliefs or adjusting existing ones. According to Tanford and Montgomery (2015), there are several ways to lessen cognitive dissonance, such as elevating the perceived value of the selected alternative and decreasing the non-selected item, looking for confirmation to support the choice, or altering attitudes to accept the decision. The theory is frequently used by marketing professionals to explain consumer behaviour (Telci et al., 2011)(Pankaj et al., 2023). Cognitive dissonance influences people's ability to

make decisions and affects how customers feel about their purchases and level of satisfaction (Kumar et al., 2023)(Yağcı and Özbozkurt, 2022).

1.1 Research Gap

The concept of cognitive dissonance has been examined by several scholars in relation to marketing and management. Other studies concentrated on specific aspects of cognitive dissonance, such as summarizing previous research in specific fields, conducted specific reviews, and investigating the theory's applications and potential advances in management research. But to the best of our knowledge, no bibliometric study has been conducted yet. Furthermore, we could not locate any study that undertakes a quantitative analysis of the literature regarding cognitive dissonance in consumer behaviour. This study is noteworthy in that it fills a gap in the current body of literature by mapping out published studies in a systematic order that captures both past and present trends as well as potential areas for future research. Accordingly, the purpose of this study is to use bibliometric analysis to look into the literature on cognitive dissonance.

1.2 Justification of the study

The majority of research has focused on the pre-decisional or pre-purchasing stage, but there is scarcity in the analysis of the post-purchase stage. The concept of cognitive dissonance, which is mainly related to experiences after purchase, has received more attention lately. A significant pattern can be seen in Figure 1, which shows an increase in research in this area since 2009, with 2023 seeing the greatest number of studies (65). This increase highlights the growing interest in understanding consumer psychology among academicians, which is fuelled by the spread of social media and online platforms.

1.3 Research Questions

RQ1: Which publications, authors and sources have substantial effect in the field of cognitive dissonance?

RQ2: What are the predominant themes in the domain of cognitive dissonance?

RQ3: What is the intellectual structure in the arena of cognitive dissonance?

RQ4: Which networks of collaboration are prevalent in the domain of cognitive dissonance?

2. Literature Review

In an effort to facilitate accessibility to the field and recognize the significance of bibliometric studies and Cognitive Dissonance, this paper endeavours to offer valuable research insights pertaining to the subject matter. Numerous academics have reviewed the literature on the studies on cognitive dissonance. Telci et al. (2011) conducted a literature review, likely summarizing existing research on cognitive dissonance within these fields. Hinojosa et al. (2017) took a specific review suggesting an examination of the theory's applications and potential for advancement in management research. Additionally, McGrath (2017) delved into the reduction of cognitive dissonance, likely exploring strategies or interventions to mitigate the psychological discomfort associated with conflicting beliefs or attitudes in the management and marketing context. To the best of the authors' knowledge, no previous bibliometric analysis has been conducted on the topic of cognitive dissonance. In general, bibliometric analysis is used to map the pattern of co-authorship (Dehdarirad and Nasini, 2017)(Kumar et al., 2023), co-citation networks (Shiau et al., 2017), affiliations (Taddeo et al., 2019), cross-border collaboration (Xu et al., 2018), as well as to identify the most frequently cited articles in journals in assessing global trends in specific research fields (Li and Zhao, 2015). These assessments are based on a systematic statistical evaluation of scientific investigation (Aria and Cuccurullo, 2017). Many fields of study, such as management (Gaviria-Marin et al., 2019), transportation (Modak et al., 2019)(Kumar et al., 2023, 2024), and scientist mobility (Robinson Garcia et al., 2019), have conducted such types of analyses.

Through the application of bibliometric analysis, our objective is to examine and consolidate the literature by exploring pertinent keywords, notable authors, influential journals, institutions, and nations. This analysis will be conducted using the Scopus databases, shedding light on potential future research areas associated with the subject. Our goal was to examine the scientific literature and provide insights into the future developments that can be expected, with a special emphasis on early studies in the field of cognitive dissonance. The purpose of this paper is to provide guidance for research scholars to gain a deeper understanding of emerging areas and potential avenues for future research. It also attempts to highlight the strength of the literature in the specific subject of research.

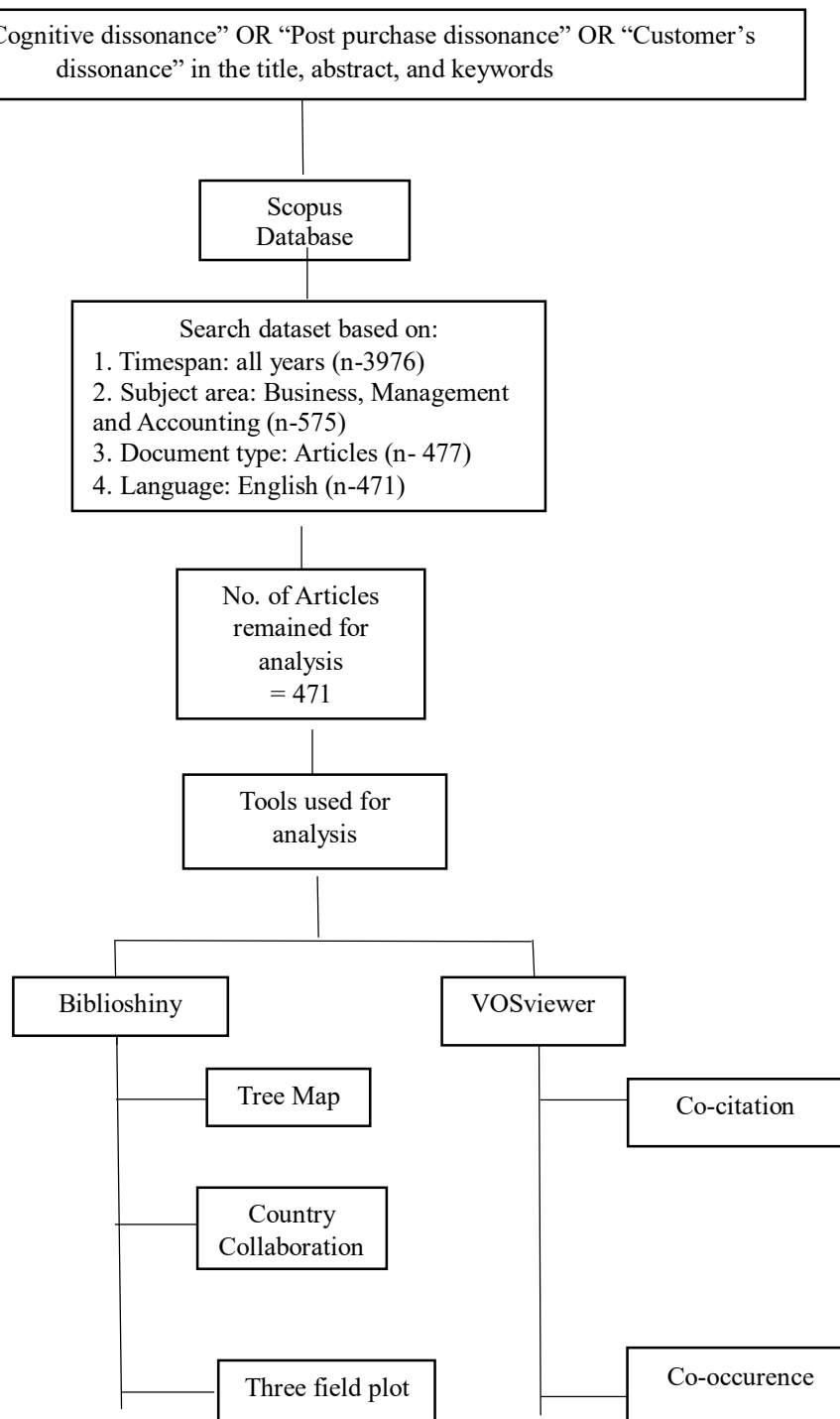
3. Research Design

3.1 Data Collection

Using the keywords "cognitive dissonance", OR "post purchase dissonance", OR "customer's dissonance", a preliminary document search was first conducted in the Scopus database. On November 28, 2023, the data was retrieved. Opting for Scopus over other databases like Web of Science and Google Scholar stems from the fact that it stands as one of the biggest searchable databases containing abstracts and citations of scholarly publications, with regular updates and additions (Rew, 2010; Wahid et al., 2020)(Kumar et al., 2023, 2024).

We looked for relevant papers about cognitive dissonance research using the article title, abstract, and keyword. A total of 3976 papers were found during the search.

Figure: 1 Research Design



Source: Created by Authors

3.2 Inclusion Exclusion Criteria

Using inclusion and exclusion criteria, the search results in the Scopus database were narrowed down in three steps to produce a list of the most pertinent articles about the topic of the study. First, the research subject areas were limited to business, management, and accounting and the articles left after this filter was 575. Second, only "articles" were included in the documents which narrowed the documents to 477 and third, the language exclusion criteria were used, and only articles that were published in English were kept for further review. This led to the selection of a final data set consisting of 471 documents for this study. Figure 1 depicts the complete

refining process of the initial results. For additional analysis, the final collection of 471 articles were exported and stored in .csv extension format.

3.3 Data Analysis

The software used for the study was VOSviewer (version 1.6.19) and the R (Bibliometric R package). The R-based tool “Bibliometrix,” created by Massimo Aria and Corrado Cuccurullo (2017), has a web-based graphical interface called Biblioshiny, which was introduced in 2019.

A variety of analysis and visualization options are provided by this highly advanced tool, which is intended for science mapping bibliometric analysis, (Moral-Munoz et al. 2020). In this study co-citation analysis, co-occurrence analysis, and bibliographic coupling were visualized using VOSviewer. Biblioshiny was used to obtain a tree map, country collaboration, three-field plot, and other analyses.

4.

Results & Discussion

4.1 Statistical summary of data

In this study, the data is collected and extracted from the Scopus database. The period taken for this study is 1965 to 2023. The first paper on cognitive dissonance was published in the selected database in the year 1965. The information was exported from the Scopus database in CSV format. In the course of the analysis, 279 sources encompassing 471 documents were identified and scrutinized for the present study. Consequently, a comprehensive examination of 471 documents was conducted. As depicted in the primary details of Table 1, the annual growth rate is 6.19% and the average document age is 9.31. The average citations per document stood at 28.95. The collective utilization of 1650 author keywords and 602 keyword Plus across various papers indicates a wide-ranging and extensive field of research on the subject of “cognitive dissonance”. A total of 1122 authors have worked and out of which 97 single-authored documents were found. Co-authors per document is 2.53 and international co-authorships is 25.48%.

Table:1 Description of publications on cognitive dissonance

Description	Result
Period	1965:2023
Documents	471
Sources (Journals, Books, etc)	279
Annual Growth Rate %	6.19
Document Average Age	9.31
Average citations per doc	28.95
References	27643
Keywords Plus (ID)	602
Author's Keywords (DE)	1650
Authors	1122
Authors of single-authored docs	97
Single-authored docs	97
Co-Authors per Doc	2.53
International co-authorships %	25.48

Source: Created by authors using Biblioshiny

4.2 Publication trend

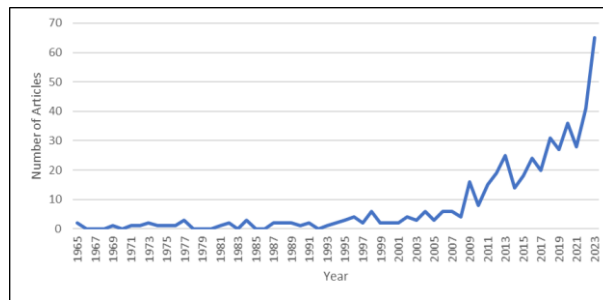
After extracting the information from the database, we created a line graph. The research trends in cognitive dissonance are shown in Figure 2, which shows an increasing trend in publications since 2009. Most of studies conducted on the subject have been published after 2009 and is currently growing at a rate of 6.19% per year. The year with the greatest number of articles published ($n = 65$) is 2023. It indicates that researchers are becoming more and more interested in the subject. It suggests that there is a vast scope for research in this area.

4.3 Top authors

Table 2 presents a list of the most influential writers in the field of cognitive dissonance. In our list, Russo JE comes at first place with four publications, followed by Medvec VH with three and Meloy MG with three. Top-cited author Russo JE has 490 citations, followed by Medvec VH (481 citations), Meloy MG (481 citations), Boo EHY (346 citations), Tanford S (183 citations), and Dwivedi YK (100 citations). In terms of h-index, Russo JE has the highest score of 4, followed by Medvec VH (3), and Meloy MG (3). The majority of highly renowned

writers in terms of publications and citations were from the United States, suggesting that the subject has been thoroughly studied there.

Figure 2: Publication trend in cognitive dissonance from 1965 to 2023.



Source: Created by authors

Table 2: Top authors in the research field according to publications

Sr. No.	Author	Author ID (Scopus)	Year of 1 st publication	TP	h-index	TC	Current affiliation	Country
1.	Russo JE	7202599622	1996	4	4	490	Cornell University, Ithaca	United States
2.	Medvec VH	6602458185	1996	3	3	481	Kellogg School of Management Northwestern University, Evanston	United States
3.	Meloy MG	6602947979	1996	3	3	481	Penn State Smeal College of Business, University Park	United States
4.	Tanford S	36167859900	2015	3	3	183	University of Nevada, Las Vegas, Las Vegas	United States
5.	Dwivedi YK	35239818900	2018	3	3	100	Swansea University, Swansea	United Kingdom
6.	Butt MM	36520787500	2016	3	3	79	Institute of Business Administration Karachi, Karachi,	Pakistan
7.	Wilkins S	36164956500	2016	3	3	79	British University in Dubai, Dubai	United Arab Emirates
8.	Boo EHY	23768222900	2001	2	2	346	Nanyang Technological University, Singapore City,	Singapore
9.	Bock DE	57002776600	2017	2	2	27	Raymond J. Harbert College of Business, Auburn	United States
10.	Albaum G	6603676792	2004	2	2	17	The University of New Mexico, Albuquerque	United States

Source: Created by Authors

4.4 Leading Journals

Table 3 shows the top 10 journals that published more than six cognitive dissonance research documents. This table shows that the majority ($n > 10$) of the articles on cognitive dissonance have been published by the “Journal of Business Research”, “Journal of Economic Behaviour and Organization”, “Journal of Business Ethics”, and “Journal of Psychology: Interdisciplinary and Applied”. Notwithstanding, because it has been publishing CD research for a long time, the “Journal of Business Ethics” has received the most citations ($n = 1096$), followed by the Journal of Business Research ($n = 716$) and Organizational Behaviour and Human Decision Processes (n

= 386). For any field of study, highly cited articles are an excellent source of information. As a result, research articles with a high citation count facilitate understanding of theoretical advancement, methodological maturity, research gaps, and general popularity across different fields (Liu, 2013). The article with the most citations from the Journal of Business Ethics is “An Exploratory Study into the Factors Impeding Ethical Consumption”, followed by the articles “The Distortion of Information During Decisions”, “Cognitive dissonance after purchase: A multidimensional scale” and “What induces online loyalty? Online versus offline brand images”.

Table 3: Top 10 journals in the field of cognitive dissonance with article and publishers

Sr. No	Journal	Most Cited Article	TP	TC	Cite Score 2022	Times Cited
1	Journal of Business Research	What induces online loyalty? Online versus offline brand images	16	716	16.0	183
2	Journal of Economic Behavior and Organization	Cognitive dissonance and social change	16	335	3.0	130
3	Journal of Business Ethics	An Exploratory Study into the Factors Impeding Ethical Consumption	12	1096	12.0	515
4	Journal of Psychology: Interdisciplinary and Applied	Correlates of Academic Procrastination: Discomfort, Task Aversiveness, and Task Capability	11	185		87
5	Psychology and Marketing	Cognitive dissonance after purchase: A multidimensional scale	8	362	7.9	198
6	Journal of Consumer Marketing	Dissonant cognitions: from psychological discomfort to motivation to change	8	41	4.5	13
7	Organizational Behavior and Human Decision Processes	The Distortion of Information during Decisions	6	386	8.0	254
8	International Journal of Retail and Distribution Management	The impacts of relationship marketing on cognitive dissonance, satisfaction, and loyalty: The mediating role of trust and cognitive dissonance	6	224	7.3	83
9	Journal of Cleaner Production	Consumers' food cycle and household waste. When behaviors matter	6	121	18.5	70
10	European Journal of Marketing	Consumers' behavioural intentions after experiencing deception or cognitive dissonance caused by deceptive packaging, package downsizing or slack filling	6	100	8.1	49

Source: Created by Authors

4.5 Tree Map

A tree map visually represents the distribution and frequency of keywords or themes in a dataset related to cognitive dissonance research. Each rectangle corresponds to a specific keyword, with the size indicating the frequency or prominence of that keyword. The larger the box, the more frequently the keyword appears, while the percentages within the boxes reflect the proportion of the dataset attributed to each keyword.

Breakdown of the Tree Map:

1. Cognitive Dissonance (161 occurrences, 40%): The largest rectangle, representing 40% of the total, highlights that cognitive dissonance is the most frequently occurring keyword, signifying its central importance in the research.
2. Cognitive Dissonance Theory (29 occurrences, 7%): This is the second-largest rectangle, showing that the specific theory itself is commonly referenced, occupying 7% of the dataset.
3. Other Key Themes (2-3%): Keywords like consumer behavior, customer satisfaction, social media, climate change, cognition, sustainability, and dissonance each make up 2-3% of the dataset, indicating that cognitive

dissonance is studied in a variety of contexts, from consumer decision-making to environmental issues and technology.

4. Lower Frequency Keywords (1%): Many other themes, such as tourism, attitude, choice, culture, leadership, motivation, and emotions, represent 1% of the dataset. This suggests that while these topics are relevant, they are not as central to the discussion as cognitive dissonance and its theory.

5. Specific Terms (1%): Terms like trust, satisfaction, social norms, perception, purchase intention, and emotional dissonance also appear, but with lower frequency, indicating more niche or specific areas of research related to cognitive dissonance.

This tree map shows that cognitive dissonance and its theoretical framework dominate the research field, but it is studied in various contexts such as consumer behavior, sustainability, and social media. Lesser but still relevant topics include emotions, leadership, and motivation, reflecting the diversity of applications for cognitive dissonance theory across different fields of study.

Table 4 displays the top 20-word occurrences in cognitive dissonance research, emphasizing the centrality of cognitive dissonance and cognitive dissonance theory, with significant occurrences (161 and 29, respectively). The research primarily focuses on how dissonance manifests in consumer behavior and customer satisfaction, reflecting its relevance in understanding post-purchase evaluations. Emerging areas such as social media, climate change, and sustainability suggest the theory's application in modern, diverse contexts, particularly around environmental responsibility and online behavior. Additionally, key terms like attitude, decision-making, and the attitude-behavior gap indicate a focus on internal conflicts between beliefs and actions. The table also underscores the importance of social norms and culture in shaping these behaviors, while fields like tourism and change management show the broad applicability of cognitive dissonance theory across different industries and domains.

4.6 Country Collaboration

Wagner (2005) noted that there has been a notable rise in the number of authors from various nations collaborating on scientific projects since the Second World War for a number of reasons. Scholarly research heavily relies on collaborative efforts, often requiring interactions among academicians, institutions, and nations (Acedo et al. 2006; Finardi and Buratti, 2016). The global research landscape is visualized on the world map, depicting the number of publications per country through varying shades of blue (figure 4). Additionally, collaborative efforts between countries are illustrated with connecting lines, highlighting the growing importance of international cooperation in advancing scientific knowledge and addressing global research challenges.

Figure 3: Tree Map



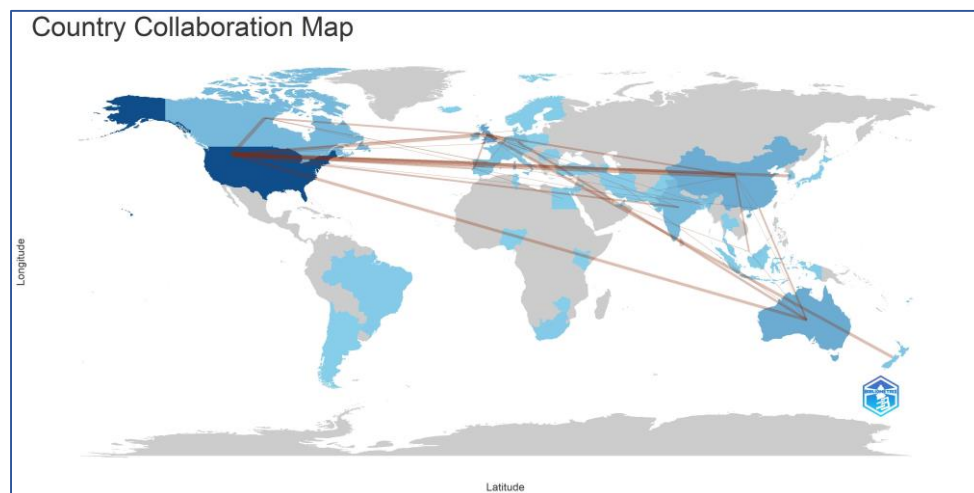
Source: Biblioshiny

Table: 4 Tree Map

Keywords	Occurrences
Cognitive Dissonance	161
Cognitive Dissonance Theory	29
Consumer Behaviour	9
Customer Satisfaction	8
Social-Media	8
Climate Change	7
Cognition	7
Consumer Behaviour	7
Sustainability	7
Dissonance	6
Tourism	6
Attitude	5
Choice	5
Culture	5
Decision Making	5
Field Experiment	5
Purchase Intention	5
Social Norms	5
Attitude-Behaviour Gap	4
Change Management	4

Source: Biblioshiny

Table 5 further details these collaborations by ranking the most frequent country partnerships. For instance, the USA and China hold the top rank with 11 collaborations, followed by the USA and Canada with 7, and the USA and the United Kingdom with 6. Other notable partnerships include the United Kingdom's collaborations with the Netherlands and New Zealand, each occurring 5 times. These frequent collaborations underscore the strong international relationships between the USA, the UK, and various other nations, reflecting their leadership in global research and the mutual benefits of scientific partnerships across continents.

Figure 4: Country Collaboration Map

Source: Biblioshiny

International research collaboration is depicted in blue on the map. Additionally, the brown lines connecting countries indicate the extent of cooperation between authors from those nations.

Table 5: Country collaboration

Rank	From	To	Frequency
1	USA	China	11
2	USA	Canada	7
3	USA	United Kingdom	6
4	United Kingdom	Netherlands	5
5	United Kingdom	New Zealand	5
6	USA	Australia	5

7	USA	Korea	5
8	Australia	Germany	4
9	Australia	Hong Kong	3
10	China	Malaysia	3

Source: Biblioshiny

4.7 Three field plot

A three-field plot is employed to visualize the interconnections between key elements, specifically top authors, keywords, and journals. This graphical representation is generated by choosing three primary metadata fields: authors on the left, keywords in the centre, and sources on the right (figure 5). The resulting plot illustrates the correlations among leading authors, the sources they reference, and the keywords they incorporate. As stated by Riehmann et al. (2005), the boxes' sizes indicate how frequently they occur. In this particular diagram, the left column lists authors such as Dwivedi YK and Tanford S, while the centre column highlights keywords like cognitive dissonance and consumer behavior. The right column displays the journals where these studies have been published, such as *Journal of Economic Behavior and Organization* and *European Journal of Marketing*. The lines connecting these columns show the relationships between the authors, their research focus, and where that research is disseminated, with the width of these lines signifying the strength of those associations. This visualization provides a clear overview of the research landscape, helping to identify the most influential authors, popular research topics, and key publication venues in the field of cognitive dissonance research.

4.8 Co-citation Analysis

A co-citation analysis allows researchers to understand the key concepts of a group of authors who are constantly cited together (Donthu et al., 2021)(Kumar et al., 2023). According to Khurana et al. (2024), it entails figuring out how frequently different authors jointly mentioned or referenced two research works in the literature.

Compared to traditional citation analysis, this interconnectedness offers a more robust approach by defining the intellectual structure of the field and signifying similarities between studies. Three approaches can be used to conduct the analysis: based on cited references, cited authors, or cited documents. We chose author co-citation analysis for our study and used Vos-viewer software to create the social network shown in figure 6.

Central Authors and Their Influence

At the heart of the map, Festinger L. emerges as the most prominent figure, occupying the largest node due to his foundational work in cognitive dissonance theory. As the originator of this theory, Festinger is the most frequently cited author in the field. Other influential figures include Aronson E., Cooper J., and Harmon-Jones E., who are also key contributors to the development and expansion of cognitive dissonance research.

Figure 5: Three Field Plot (Relationship among top authors, keywords and journals)



Source: Biblioshiny

Key Research Clusters and Subfields

The map is divided into several distinct clusters, each representing a specific area of focus within the broader research landscape:

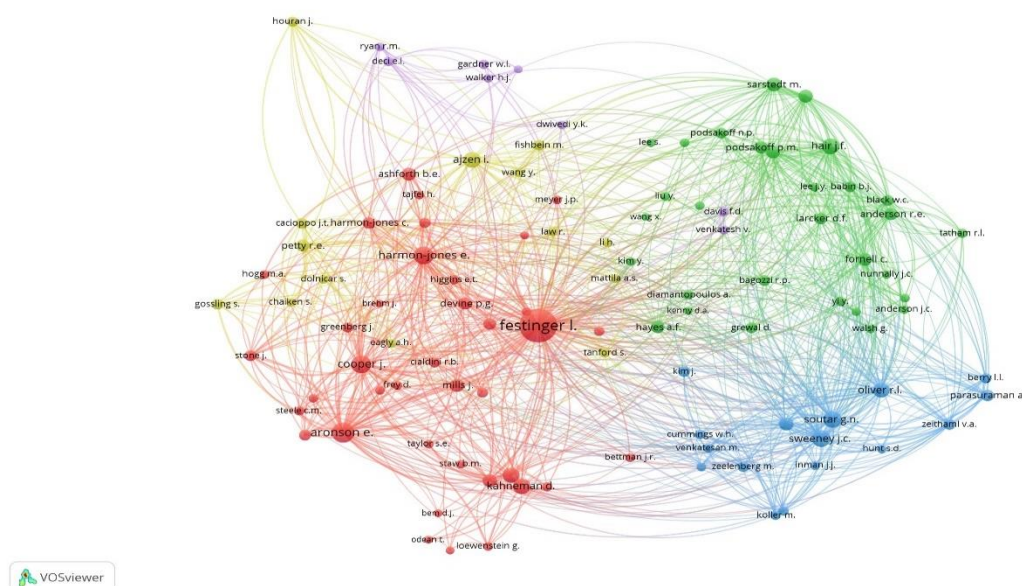
- Red cluster is central to cognitive dissonance, featuring key contributors like Festinger, Aronson, and Cooper. This cluster serves as the core of the research landscape, reflecting its foundational role.
- Green cluster includes authors such as Sarstedt M. and Podsakoff P.M., indicating a focus on social and organizational psychology.
- Blue cluster highlights researchers like Oliver R.L. and Parasuraman A., suggesting a concentration on consumer behavior and marketing.

Smaller clusters, such as the yellow and purple groups, represent niche areas of research, with authors like Hofmann J. and Ryan R.M. contributing to subfields such as behavioral and motivational studies.

Strength of Author Interconnections

The dense network of lines connecting the nodes illustrates strong interconnections between authors, particularly those in the red cluster. Thicker lines represent stronger co-citation links, indicating that foundational figures like Festinger, Aronson, and Harmon-Jones are frequently cited together, reinforcing their central influence in the development of cognitive dissonance theory. The lines that connect different clusters reflect cross-disciplinary influence, showing how cognitive dissonance research impacts fields such as consumer behavior, social psychology, and organizational studies.

Figure 6: Co-Citation networks



Source: VOSviewer

4.9 Keyword Co-occurrences

A keyword co-occurrence analysis simplifies the identification of commonly used keywords in publications and aids in establishing the conceptual structure of a field (Strozzi et al., 2014). When two keywords appear together, it implies a strong connection between the content of the work and those terms. Generally, keywords are considered to be more related when they co-occur more frequently. The diagram presented is a keyword co-occurrence network, which includes keywords that appear at least five times. From the 1650 keywords extracted from 471 cognitive dissonance research articles, only 18 met the minimum threshold for inclusion. According to Figure 7, “cognitive dissonance” is the most frequently occurring keyword (161), with the highest number of connections (41). The most prominent keywords include cognitive dissonance (161), cognitive dissonance theory (29), consumer behavior (9), cognition (7), decision making (5), culture (5), choice (5), customer satisfaction (8), purchase intention (5), and tourism (6). These terms highlight the current focus of cognitive dissonance research and suggest numerous opportunities for future exploration in the field.

Several of these keywords were anticipated, given their frequent use in cognitive dissonance (CD) research. As business models, especially online ones, expand, so do the instances of cognitive dissonance, particularly when a product’s performance fails to meet expectations. Understanding cognitive dissonance is crucial for marketing professionals to devise strategies that reduce dissonance and apply effective communication techniques to repair a negative image. Therefore, frequently occurring keywords such as “cognitive dissonance,” “cognitive dissonance theory,” “decision making,” “customer satisfaction,” and “purchase intention” warrant further attention. However, there are many other important keyword combinations that reflect the main focus of

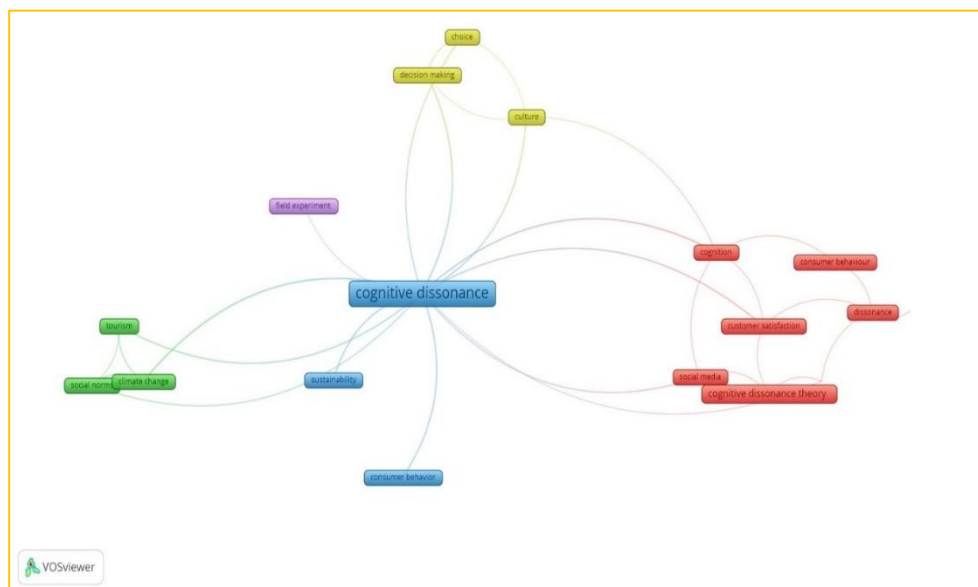
cognitive dissonance research. The five clusters identified in the analysis show a clear correlation between the keywords grouped within the same clusters. These clusters reveal the key themes and areas of focus for researchers studying cognitive dissonance.

5. Conclusion

The main aim of this study is to comprehend how cognitive dissonance research is changing in the context of international marketing and make recommendations for potential future research topics. The findings of this bibliometric analysis demonstrate the increasing trend of cognitive dissonance research worldwide. According to descriptive statistics, there has been an increase in the publication of research on cognitive dissonance since 2009. Approximately 82% of the addressed articles were published after 2009. Based on overall publications and related metrics, the study determined which journals and authors contributed the most, as well as which ones were the most influential.

Russo JE has authored the most publications and received the most citations in the field of cognitive dissonance research among the other authors. After conducting analysis, it was found that the “Journal of Business Research” has the highest CiteScore i.e. 16 and also published the maximum number of articles related to this field. Using co-occurrence networks, the study also discovered recurring themes in the literature. After that, we provided managerial implications that might aid marketers in reducing cognitive dissonance and creating a long-lasting competitive advantage.

Figure:7 Keyword Co-occurrences



Source: VOSviewer

6. Implications

This study has implications for researchers and practitioners alike, as it offers a comprehensive understanding of the current state of research on cognitive dissonance in the context of international marketing. We talk about the academic and managerial implications in this section.

6.1 Academic implications

Scholars working on cognitive dissonance can locate pertinent data regarding potential collaborations, publications, and country-wise scientific output in the field. Additionally, they would be aware of the top three trending topics, the most popular keywords, keywords that are getting more and more attention, and the themes that are changing within the domain. It will help to identify influential authors and seminal works. These analyses would assist researchers in identifying gaps and making appropriate plans for their next research projects. The 471 articles covered in this paper can serve as a foundation for further studies in the field.

6.2 Managerial implications

There are several practical implications from this study. Marketers should consider this, as production trends indicate that cognitive dissonance studies are becoming more and more prevalent. It has applications for practitioners, particularly in reducing the detrimental impact of cognitive dissonance that arises after a customer makes a purchase. Organizations can only survive long-term if they can reduce dissonance while

raising customer satisfaction and fostering loyalty. Without a doubt, a company's customer service provides them with a competitive advantage. Being favoured and set apart by clients in the industry is also a crucial success component. Organizations ought to focus more on disseminating information that bolsters consumers' decisions regarding the services they offer in this regard. Organizations should also give priority to post-purchase communication through appropriate channels, understanding the value of customers in the fiercely competitive and quickly evolving world of today. Subsequently, it will have an impact on their sales and client loyalty. It will assist marketers in effectively planning their marketing strategies to reduce cognitive dissonance. In order to reduce cognitive dissonance, concentrate on developing a satisfying post-purchase experience. To support the customer's decision, offer effective customer service and follow-up communications. The long-term survival of organizations depends critically on reducing dissonance while raising customer satisfaction and fostering loyalty. This bibliometric analysis will assist them in identifying the main causes of cognitive dissonance in consumer decision-making and understanding the factors that cause cognitive dissonance when making decisions about what to buy. It will be beneficial in formulating plans to foresee and manage cognitive dissonance in consumer behaviour.

7. Limitations of the Study

Addressing the limitations, our research is restricted to the scope of the Scopus database. Other databases may be used in future research. Furthermore, we have limited our attention to certain bibliometric analysis dimensions. Other parameters may be used to study networking in future research. We limited our scope by incorporating solely the research articles into our analysis. Notwithstanding these drawbacks, we believe the study will benefit research and management alike and contribute to the pool of literature already available on the subject. These analyses would help researchers identify gaps and make appropriate plans for their future research projects.

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