

# Bibliometric Study on Consumer Protection Law in the Global Business Context

Loso Judijanto

IPOSS Jakarta, Indonesia

## Article Info

### Article history:

Received Feb, 2024

Revised Feb, 2024

Accepted Feb, 2024

### Keywords:

Bibliometric Study

Consumer Protection Law

Global Business

## ABSTRACT

This bibliometric study delves into the realm of consumer protection law within the global business context, offering a comprehensive analysis of its historical evolution, research themes, temporal trends, influential authors, and prospective research directions. Spanning from 1951 to 2024 and encompassing 980 papers with 6,312 citations, the study illuminates the intricate web of academic literature. It identifies clusters of research themes, showcasing the field's interdisciplinary nature, and sheds light on emerging topics such as data protection and Islamic law in consumer protection. Notable authors and collaborations are highlighted, providing insights for scholars and policymakers, and emphasizing the global perspective in addressing consumer rights challenges in today's interconnected world.

*This is an open access article under the [CC BY-SA](#) license.*



## Corresponding Author:

Name: Loso Judijanto

Institution: IPOSS Jakarta, Indonesia

Email: losojudijantobumn@gmail.com

## 1. INTRODUCTION

In today's interconnected world, the dynamics of global business have evolved exponentially, impacting virtually every aspect of our daily lives [1], [2]. One crucial facet of this transformation is the realm of consumer protection law. As businesses transcend national boundaries, the need for effective consumer protection mechanisms becomes paramount [3]. This research embarks on a bibliometric journey to explore and analyze the intricate web of academic literature that has developed around consumer protection law in the global business context [3]–[5].

Consumer protection law, a cornerstone of modern market economies, has witnessed significant development and adaptation to the challenges posed by

globalization. With the proliferation of e-commerce, cross-border transactions, and multinational corporations, the scope and complexity of consumer protection issues have expanded [6]–[9]. These changes have necessitated continuous academic scrutiny and exploration. Scholars worldwide have delved into various aspects of consumer protection law, encompassing legal frameworks, regulatory mechanisms, case studies, and the evolving role of technology [10]–[13].

Understanding the evolution and trends in the literature surrounding consumer protection law is crucial to address the pressing challenges faced by consumers in today's globalized marketplace [10]. It allows policymakers, legal practitioners, and scholars to identify gaps in knowledge, assess the impact of legal reforms, and adapt

strategies to safeguard consumers effectively [14]–[16]. Therefore, this bibliometric study seeks to unravel the intricate tapestry of academic publications in this field, shedding light on the prevailing research trends and highlighting areas that require further investigation [17].

While the importance of consumer protection law in the global business context cannot be overstated, there is a need to gain a comprehensive understanding of the state of scholarly research in this field. Existing literature may be dispersed across various disciplines, and trends in research topics and methodologies may not be readily apparent. This study addresses the research problem of synthesizing and analyzing the vast corpus of literature related to consumer protection law in the global business context [18]. It aims to provide a holistic view of the research landscape, enabling stakeholders to make informed decisions and drive future research in directions that contribute to improved consumer protection [19]–[21].

The primary objective of this research is to conduct a bibliometric analysis of publications related to consumer protection law in the global business context [22]–[24]. This study seeks to achieve the following specific objectives:

1. Identify and categorize the key themes, topics, and subtopics that have emerged in academic literature on consumer protection law in the context of global business.
2. Analyze the temporal evolution of research trends, including shifts in focus, methodologies, and interdisciplinary collaborations.
3. Analyze the potential topics for further research in this field.

By pursuing these objectives, this research aims to provide a comprehensive overview of the current state of knowledge in consumer protection law in the global business context, enabling stakeholders to make informed decisions and guiding future research endeavors in this critical area.

## 2. LITERATURE REVIEW

Consumer protection law in the global business context is a critical area of research that examines the legal frameworks and challenges associated with safeguarding consumer rights in the context of international trade and commerce. Several studies have focused on this topic, addressing various aspects such as the application of standard clauses in shipping services, the influence of justice in consumer agreements on the validity of contracts, and the challenges and measures related to consumer protection law in the global market milieu. For instance, research has been conducted on the strengthening of consumer protection regulations in Indonesia, particularly in the context of the global halal business sector, and the application of Law Number 8 of 1999 concerning Consumer Protection in shipping service companies. These studies aim to analyze the effectiveness of existing legal provisions and identify potential areas for improvement in ensuring consumer rights are upheld within the global business environment [25]–[27].

Furthermore, research has also delved into the specific challenges and measures pertaining to consumer protection law in the context of the Indian market, highlighting the need for a strong and organized consumer movement to safeguard consumer interests. The study emphasizes the prevalence of detrimental market practices and the limited power and privilege of consumers, advocating for a more robust legal framework to protect consumer rights. Additionally, the emergence of e-commerce as a borderless market has presented new challenges for consumer protection, leading to research on the legal protection of e-commerce transactions and the problems and challenges associated with resolving disputes in a global business context. These studies shed light on the evolving nature of consumer protection law in response to the dynamics of international trade and the digital economy, emphasizing the need for comprehensive legal frameworks to address the complexities of global business transactions [28], [29].

### 3. METHOD

This study will draw upon a diverse range of academic databases and repositories, including but not limited to PubMed, Scopus, Web of Science, Google Scholar, and specialized legal databases such as Westlaw and LexisNexis. These sources encompass multidisciplinary and specialized repositories to ensure a comprehensive representation of consumer protection law research. To maintain the integrity of the study, we will include academic articles, conference papers, reviews, and books related to consumer protection law within the context of global business. Publications from the last two decades (1951-2024) will be considered to capture contemporary research trends. Non-English publications will be excluded, given the language limitations of the research team. A comprehensive list of keywords and search terms, including "consumer protection law," "global business," "international trade," and related synonyms, will be employed to identify relevant publications. Boolean operators and advanced search techniques will be utilized to refine search results.

The collected dataset will be imported into bibliometric analysis software, such as VOSviewer, to perform various analyses and visualizations. Co-citation analysis will be employed to identify the most frequently cited publications and the intellectual structure of the field. It will help identify seminal works and key concepts that have shaped the literature. Keyword analysis will highlight the most common terms and phrases used in the literature, allowing us to identify emerging trends and evolving research themes.

### 4. RESULT AND DISCUSSION

In this section, the discussion and analysis will be divided into five sections. The first part is a discussion of the research data matrix, the second part is a clustering analysis, the third part is a research trend analysis, the fourth part is about the most influential authors and the collaboration

network between them, and the last part is an analysis of potential topics for future research.

#### 4.1 Research Data Metrics

Tabel 1. Research Data Metrics

Metrics Data	Information
Publication years	1951-2024
Citation years	73
Papers	980
Citations	6312
Cites/year	86.47
Cites/paper	6.44
Cites/author	4958.15
Papers/author	809.08
Authors/paper	1.45
h-index	38
g-index	65
hI,norm	34
hI,annual	0.47
hA, index	9

Sumber: Output Publish or Perish, 2024

Table 1 provides key metrics summarizing the research data for the bibliometric study on consumer protection law in the global business context. The study encompasses a wide publication timeframe, spanning from 1951 to 2024, with a total of 980 papers analyzed. These papers have collectively garnered 6,312 citations, resulting in an average of 86.47 citations per year and 6.44 citations per paper. On average, each author has contributed to approximately 809.08 papers, while the authors per paper ratio is 1.45, indicating collaborative research efforts. The study's h-index stands at 38, indicating the presence of a significant number of highly cited papers. The g-index is 65, reflecting the broader impact of research contributions. The hI,norm score of 34 highlights the influential nature of the research corpus, and the hI,annual score of 0.47 indicates a sustained impact over time. Finally, the hA index is 9, suggesting a relatively high degree of authorship concentration in the analyzed literature. These metrics collectively provide a quantitative

overview of the research landscape, underscoring its depth, impact, and longevity.

### 4.2 Analysis Clusterization

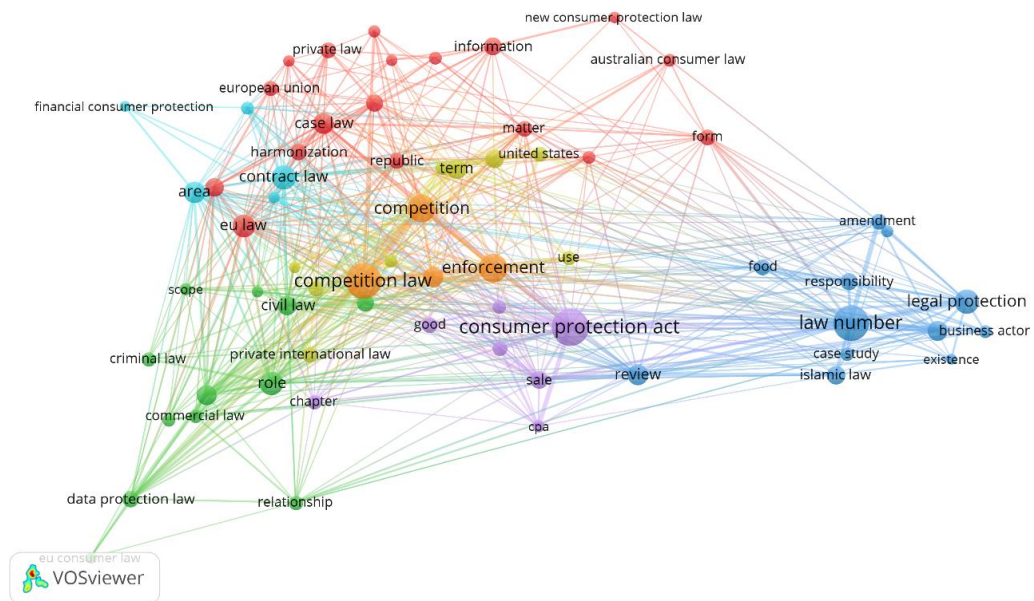


Figure 1. Network Visualization  
Source: Data Analysis Result, 2024

In bibliometrics, these visualizations help in understanding how different concepts or topics are interrelated within a certain field or body of literature. From the image, we can observe several clusters indicating different areas of focus within the field of law:

1. Red clusters, includes terms like "European Union," "case law," and "contract law," which may relate to European legal frameworks and legislation.
2. Green cluster, contains "competition law," "civil law," "criminal law," indicating areas of law that deal with regulation of business practices, civil disputes, and criminal offenses.
3. Blue cluster, features terms like "consumer protection act," "sale," "review," and "law number," likely referring to consumer protection laws and regulations.
4. Purple cluster, seems to focus on "financial consumer protection,"

suggesting a subtopic that deals with laws related to financial services and consumer rights.

5. Orange cluster, this cluster includes terms such as "competition law" and "enforcement," indicating a focus on the laws that regulate competitive practices between businesses to ensure fair competition, as well as the processes and agencies involved in enforcing these laws.
6. Yellow cluster, the presence of terms like "consumer contract," "consumer protection legal," and "antitrust law" suggests this cluster deals with legal aspects that protect consumers in the marketplace. This may involve laws that regulate the fairness and transparency of contracts between consumers and businesses, as well as antitrust laws that relate to monopolistic practices and market dominance.



#### 4.4 Analysis of Influential Authors

Tabel 3. Artikel Paling Banyak Dikutip

Citations	Author and Year	Title
353	NW Averitt, RH Lande	Consumer sovereignty: A unified theory of antitrust and consumer protection law
316	G Howells, S Weatherill	Consumer protection law
293	KJ Cseres	Competition law and consumer protection
190	D Pridgen, RM Alderman, JC Cuaresma	Consumer protection and the law
168	W Kerber	Digital markets, data, and privacy: competition law, consumer law and data protection
159	O Ben-Shahar, O Bar-Gill	Regulatory techniques in consumer protection: a critique of European consumer contract law
145	F Kessler	The Protection of the Consumer under Modern Sales Law, Part 1: A Comparative Study
119	P Cartwright	Consumer protection and the criminal law: Law, theory, and policy in the UK
111	BW Harvey, DL Parry	The law of consumer protection and fair trading
109	N Helberger, FZ Borgesius, ...	The perfect match? A closer look at the relationship between EU consumer law and data protection law

Sumber: *Output Publish or Perish*, 2024

Table 3 presents a list of the most highly cited articles in the field of consumer protection law in the global business context, along with the number of citations each article has received. These articles have played a pivotal role in shaping the discourse and understanding of consumer protection law. Notably, the most influential authors in this context can be identified through their contributions to these highly cited works. NW Averitt and RH Lande, the authors of "Consumer sovereignty: A unified theory of antitrust and consumer protection law," hold the top spot with 353 citations, making them influential

figures in the field. Additionally, authors like G Howells, S Weatherill, KJ Cseres, D Pridgen, RM Alderman, JC Cuaresma, and others have also significantly contributed to the literature on consumer protection law, as their works are among the most cited in this table, indicating their influence in the research domain. These authors have contributed valuable insights and theories that have shaped the discourse surrounding consumer protection law in the global business context.

#### 4.5 Analysis of Potential Topics for Further Research



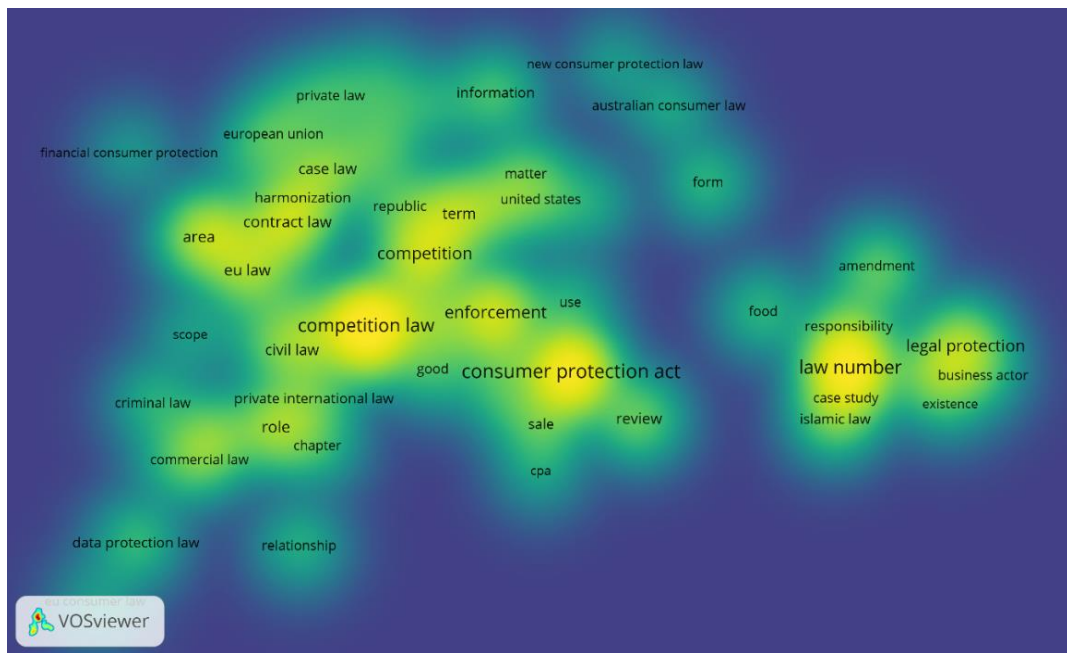


Figure 3. Density Visualization  
Source: Data Analysis Result, 2024

In a density visualization, areas with higher concentrations of terms are typically more researched or have a higher volume of literature associated with them, and they are represented by warmer colors. Conversely, cooler colors (like dark blue or green) represent fewer occurrences, suggesting less research focus in those areas. Based on the visualization, the following observations can be made.

1. The terms "competition law," "consumer protection act," "enforcement," and "private law" are located in regions with warmer colors, indicating they are well-established topics within the literature.
2. The peripheries of the visualization, with cooler colors, suggest potential topics for further research. These might include the intersections of "case law" with "European Union" law, "commercial law," and "private international law," which appear less dense.
3. The visualization also shows a gradient that suggests a transition from "eu law" and "civil law" towards "consumer protection

act" and "legal protection." This gradient could represent an evolution of research themes over time, where the focus has shifted towards consumer rights and protection within the legal framework.

Potential areas for further research could be where the color starts transitioning from warm to cool, indicating a topic is well established but may be on the cusp of further developments.

1. The interface between "consumer protection act" and "data protection law" could be an emerging area, given the increasing importance of data privacy and security in the digital age.
2. "Islamic law" and its relationship to international consumer protection could be another area for further study, especially considering the globalization of trade and commerce.
3. The area around "financial consumer protection" and "eu consumer law" might be ripe for more research, particularly in light of recent financial crises and regulatory reforms.

#### 4.6 Research Implication

The findings and analyses presented in this bibliometric study on consumer protection law in the global business context hold several implications for academics, policymakers, legal practitioners, and scholars. Firstly, the study provides a comprehensive overview of the field's knowledge evolution, aiding scholars in understanding its historical development and pinpointing gaps in existing literature. Secondly, it identifies key research themes, topics, and subtopics, offering researchers valuable insights for deepening their investigations and ensuring their work contributes to ongoing discourse. Thirdly, the temporal analysis illuminates the shifting landscape of research trends, guiding researchers in aligning their work with current developments and emerging issues. Furthermore, by highlighting influential authors and their contributions, the study promotes collaboration among scholars with shared interests and offers authors insight into their work's impact. Lastly, the analysis of

potential research directions points to emerging areas ripe for exploration, such as the intersection of consumer protection and data protection law or the application of Islamic law in international consumer protection, providing valuable guidance for future research endeavors in the field.

#### 5. CONCLUSION

In conclusion, this bibliometric study on consumer protection law in the global business context has provided a comprehensive analysis of the field's scholarly landscape, spanning historical development, key research themes, temporal evolution, influential authors, and future research directions. The findings offer valuable insights for scholars aiming to navigate the field's complexities, identify research gaps, and collaborate effectively. Policymakers and legal practitioners can leverage this study to inform policy development and regulatory frameworks in an increasingly interconnected global marketplace, ultimately contributing to the enhancement of consumer protection mechanisms in the ever-evolving landscape of international business.

#### REFERENCES

- [1] M. Plachkinova, "Exploring the Shift from Physical to Cybercrime at the Onset of the COVID-19 Pandemic," *Int. J. Cyber Forensics Adv. Threat Investig.* Vol 2, No 1 J. Cyber Forensics Adv. Threat Investig. - 10.46386/ijcfati.v2i1.29 , May 2021.
- [2] N. M. Avena, J. Simkus, A. Lewandowski, M. S. Gold, and M. N. Potenza, "Substance Use Disorders and Behavioral Addictions During the COVID-19 Pandemic and COVID-19-Related Restrictions," *Front. Psychiatry*, vol. 12, 2021.
- [3] N. Chawla and B. Kumar, "E-Commerce and Consumer Protection in India: The Emerging Trend," *J. Bus. Ethics*, vol. 180, no. 2, pp. 581–604, 2022, doi: 10.1007/s10551-021-04884-3.
- [4] M. A. Mody, L. Hanks, and M. Cheng, "Sharing economy research in hospitality and tourism: a critical review using bibliometric analysis, content analysis and a quantitative systematic literature review," *Int. J. Contemp. Hosp. Manag.*, vol. 33, no. 5, pp. 1711–1745, Jan. 2021, doi: 10.1108/IJCHM-12-2020-1457.
- [5] A. N. Susanto Putro and Agung Nugroho, "Mapping the Journey of Internet of Things (IoT) Research: A Bibliometric Analysis of Technology Advancements and Research Focus," *West Sci. Interdiscip. Stud.*, vol. 1, no. 08 SE-Articles, pp. 586–597, Aug. 2023, doi: 10.58812/ws.v1i08.181.
- [6] E. Dilah, D. Rahmah, and Y. Iskandar, "The Effect of Profitability and Financial Risk on Earning Management of Mobile Telecommunication Operators That Registered in Indonesia Stock Exchange Period 2015 - 2018," vol. 2021, pp. 362–368, 2021, doi: 10.11594/nstp.2021.1041.
- [7] Y. Iskandar, A. Ardhiyansyah, and U. B. Jaman, "The Impact of the Principal's Leadership Style and the Organizational Culture of the School on Teacher Performance in SMAN 1 Cicalengka in Bandung City, West Java," in *International Conference on Education, Humanities, Social Science (ICEHoS 2022)*, Atlantis Press, 2023, pp. 453–459.
- [8] M. Silajadja, P. Magdalena, and T. P. Nugrahanti, "Pemanfaatan Media Sosial (Digital Marketing) untuk Pemasaran Produk UMKM," *Cakrawala J. Pengabd. Masy. Glob.*, vol. 2, no. 2, pp. 88–100, 2023.
- [9] M. Hidayat, R. Salam, Y. S. Hidayat, A. Sutira, and T. P. Nugrahanti, "Sustainable Digital Marketing Strategy in the Perspective of Sustainable Development Goals," *Komitmen J. Ilm. Manaj.*, vol. 3, no. 2, pp. 100–106, 2022.
- [10] K. Nizioł, "The challenges of consumer protection law connected with the development of artificial intelligence on



- the example of financial services (chosen legal aspects)," *Procedia Comput. Sci.*, vol. 192, pp. 4103–4111, 2021, doi: <https://doi.org/10.1016/j.procs.2021.09.185>.
- [11] H. Chengbo, "Notice of Retraction: Environment and economic social development of healthy adaptation," in *2011 International Conference on Consumer Electronics, Communications and Networks (CECNet)*, 2011, pp. 1236–1239. doi: 10.1109/CECNET.2011.5769130.
- [12] J. G. J. Rinkes, "Book Review: EC Consumer Law," *Maastrich. J. Eur. Comp. Law*, vol. 5, no. 3, pp. 317–321, Sep. 1998, doi: 10.1177/1023263X9800500306.
- [13] J. M. Carvalho, "Directive (EU) 2019/770 on certain aspects concerning contracts for the supply of digital content and digital services," *EU Regul. E-Commerce*, vol. 2019, no. March, pp. 334–363, 2022, doi: 10.4337/9781800372092.00018.
- [14] N. Trends, "New Trends and Issues Proceedings on Humanities Media in Schools : Work Experience of Teachers as a Determinant of the Utilization of Media Resources," 2016.
- [15] N. Reich, "Diverse approaches to consumer protection philosophy," *J. Consum. Policy*, vol. 14, no. 3, pp. 257–292, 1992, doi: 10.1007/BF00380900.
- [16] A. A. Hasan and N. Abdullah, "Compulsory Travel Insurance in Malaysia: Some Regulatory Considerations," *Procedia - Soc. Behav. Sci.*, vol. 172, Jan. 2015, doi: 10.1016/j.sbspro.2015.01.375.
- [17] D. M. Astanin\*, "Third Level of Organization of Environmental Protection Systems: Scientific and Literature-Philosophical Flows," *Int. J. Recent Technol. Eng.*, vol. 8, no. 6, pp. 2399–2402, 2020, doi: 10.35940/ijrte.f7756.038620.
- [18] S. Nadkarni and R. Prügl, "Digital transformation: a review, synthesis and opportunities for future research," *Manag. Rev. Q.*, vol. 71, no. 2, pp. 233–341, 2021, doi: 10.1007/s11301-020-00185-7.
- [19] H. Alliou and Y. Mourdi, "Exploring the Full Potentials of IoT for Better Financial Growth and Stability: A Comprehensive Survey," *Sensors*, vol. 23, no. 19, 2023. doi: 10.3390/s23198015.
- [20] T. Dogru et al., "Generative Artificial Intelligence in the Hospitality and Tourism Industry: Developing a Framework for Future Research," *J. Hosp. Tour. Res.*, p. 10963480231188664, Jul. 2023, doi: 10.1177/10963480231188663.
- [21] U. Awan, R. Sroufe, and M. Shahbaz, "Industry 4.0 and the circular economy: A literature review and recommendations for future research," *Bus. Strateg. Environ.*, vol. 30, no. 4, pp. 2038–2060, May 2021, doi: <https://doi.org/10.1002/bse.2731>.
- [22] S. Kraus, H. Li, Q. Kang, P. Westhead, and V. Tiberius, "The sharing economy: a bibliometric analysis of the state-of-the-art," *Int. J. Entrep. Behav. Res.*, vol. 26, no. 8, pp. 1769–1786, Jan. 2020, doi: 10.1108/IJEBR-06-2020-0438.
- [23] A. Nova-Reyes, F. Muñoz-Leiva, and T. Luque-Martínez, "The tipping point in the status of socially responsible consumer behavior research? A bibliometric analysis," *Sustainability*, vol. 12, no. 8, p. 3141, 2020.
- [24] H. F. Haba, C. Bredillet, and O. Dastane, "Green consumer research: Trends and way forward based on bibliometric analysis," *Clean. Responsible Consum.*, vol. 8, p. 100089, 2023, doi: <https://doi.org/10.1016/j.clrc.2022.100089>.
- [25] V. A. Santoso, "Legal Protection on E-Commerce Transactions: Problems and Challenges in Global Business," *Semarang State Univ. Undergrad. Law Soc. Rev.*, vol. 1, no. 2, pp. 101–112, 2021, doi: 10.15294/lrs.v1i2.50552.
- [26] M. Lokanadha, "Consumer Protection Law in India-Some Challenges and Measures in Global Market Milieu," vol. xI, no. August, pp. 19–40, 2016.
- [27] B. Meteray, "the Strengthening of Nationalism Among the People of Papua, Indonesia," *J. Humanit.*, vol. 3, no. 2, pp. 59–68, 2015, doi: 10.14724/jh.v3i2.37.
- [28] T. Razqi Al-Faruqi, M. Sastro, and E. Damera, "Application of Standard Clauses in Shipping Service Companies in terms of Law Number 8 of 1999 concerning Consumer Protection (Research Study of PT. Global Jet Express Lhokseumawe City)," *Proc. Malikussaleh Int. Conf. Law, Leg. Stud. Soc. Sci.*, vol. 2, no. 8, p. 00024, 2022, doi: 10.29103/micolls.v2i.96.
- [29] D. Mustika and Z. Fakrulloh, "Strengthening Consumer Protection Regulations in Indonesia as The Center and Global Halal Business Sector (Comparison of Health Law, Food Law, Consumer Protection Law and Halal Label)," 2022, doi: 10.4108/eai.30-10-2021.2315756.