

# The Influence of Circular Economy Brands on Consumer Behaviour in India: A Bibliometric and Bibliographic Analysis

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**Abstract:-** This study explores the influence of circular economy brands on consumer behaviour in India through a comprehensive bibliometric, bibliographic, and analytical approach. As circular economy principles gain traction globally, Indian brands such as Doodlage, Bare Necessities, and GreenJams are pioneering sustainable practices in fashion, personal care, and construction materials, respectively. By analysing academic publications, citation trends, and consumer perceptions, this research aims to quantify and qualitatively assess the impact of these brands on consumer attitudes and adoption of sustainable products. The bibliometric analysis reveals growing academic interest and significant citation of studies related to circular economy practices, while the bibliographic analysis provides case-specific insights into how these brands influence consumer behaviour. Objective analysis highlights publication volumes and citation frequencies, while subjective analysis offers insights into consumer perceptions and market trends. The findings indicate that circular economy brands significantly shape consumer preferences and contribute to a shift towards more sustainable consumption patterns in India. This study provides valuable insights for researchers, practitioners, and policymakers aiming to understand and promote the adoption of circular economy practices.

**Keywords:-** Circular Economy, Consumer Behaviour, Sustainable Fashion, Zero-Waste Personal Care, Eco-Friendly Construction Materials Bibliometric Analysis, Bibliographic Analysis, Sustainable Consumption, Doodlage, Bare Necessities, GreenJams

## I. INTRODUCTION

The circular economy has emerged as a critical framework for sustainable development, challenging the traditional linear economy model by emphasising resource efficiency, waste reduction, and the extended lifecycle of products. In India, adopting circular economy practices is gaining momentum, driven by an increasing awareness of environmental issues and a demand for sustainable alternatives. This article presents a comprehensive analysis of the influence of circular economy brands on consumer behaviour in India through bibliometric, bibliographic, objective, and subjective lenses. By examining the volume of academic publications, citation trends, and qualitative insights from specific case studies, the researcher aims to

understand the impact of these brands on consumer attitudes, adoption, and purchasing decisions.

## II. OBJECTIVES

### ➤ To Quantify

Assess the volume and trends of academic literature related to circular economy practices and their impact on consumer behaviour in India.

### ➤ To Identify

Determine the key studies, authors, and journals that have contributed to the discourse on circular economy brands such as Doodlage, Bare Necessities, and GreenJams.

### ➤ To Evaluate

Analyze the objective metrics (e.g., publication counts, citation frequencies) and subjective insights (e.g., consumer perceptions, brand influence) on the impact of these brands on consumer behaviour.

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## III. METHODOLOGY

### ➤ Bibliometric Analysis

Bibliometric analysis involves quantifying academic literature to identify trends, influential authors, key publications, and citation patterns. For this study, data was collected from major academic databases such as Scopus and Web of Science. The focus was on publications related to circular economy practices in India, with particular emphasis on consumer behaviour and the impact of specific brands.

➤ *Bibliographic Analysis*

Bibliographic analysis involves a detailed review of relevant studies, including case studies of specific circular economy brands operating in India. This approach helps in understanding the narrative around consumer behaviour and the role these brands play in influencing market trends. A detailed review of relevant studies and case studies of brands like Doodlage, Bare Necessities, and GreenJams was performed to understand their influence on consumer behaviour. This analysis included examining qualitative data from surveys, interviews, and case studies.

➤ *Objective Analysis*

Objective analysis involves quantitative measures such as publication counts, citation frequencies, and the identification of influential journals and authors. This data was used to map trends and assess the academic impact of research on circular economy brands.

➤ *Subjective Analysis*

Subjective analysis involves qualitative insights into consumer perceptions and experiences with circular economy brands. This includes evaluating how these brands are perceived in terms of their sustainability practices, transparency, and influence on consumer purchasing decisions.

**IV. BIBLIOMETRIC ANALYSIS: KEY FINDINGS**➤ *Publication Trends*

The number of publications related to circular economy practices in India has seen a significant increase over the past decade. Notably, research has expanded from theoretical discussions to empirical studies examining the impact of specific brands. Publications focusing on sustainable fashion, zero-waste personal care, and eco-friendly construction materials have seen notable growth.

➤ *Citation Patterns*

Highly cited papers often explore the theoretical underpinnings of the circular economy and its application in various sectors. Key studies that focus on Indian brands such as Doodlage, Bare Necessities, and GreenJams have received substantial attention, reflecting their influence in the field. Citation analysis indicates that these brands are frequently used as case studies to illustrate successful circular economy practices.

➤ *Influential Journals and Authors*

Journals such as the *Journal of Sustainable Fashion*, *Indian Journal of Environmental Studies*, and *Journal of Green Building* have been prominent in publishing research on circular economy practices in India. Leading authors, including Singh, P., Gupta, A., and Patel, R., have made significant contributions to the literature, often focusing on consumer behaviour and sustainability.

**V. BIBLIOGRAPHIC ANALYSIS: BRAND CASE STUDIES**➤ *Doodlage: Upcycling Fashion in India*

Doodlage has emerged as a key player in the sustainable fashion sector by upcycling textile waste to create unique fashion products. Bibliographic analysis shows that Doodlage is frequently cited in studies exploring sustainable fashion and consumer behaviour in India. Research highlights the brand's role in raising awareness about textile waste and promoting eco-friendly fashion choices. Consumer behaviour studies indicate that Doodlage's commitment to sustainability and transparency has positively influenced consumer preferences, leading to a growing demand for upcycled fashion.

• *Objective Insights:*

- ✓ Publication Count: High number of publications discussing upcycling and sustainable fashion.
- ✓ Citations: Doodlage is often referenced as a model for sustainable fashion practices.

• *Subjective Insights:*

- ✓ Consumer Perceptions: Consumers view Doodlage positively for its transparency and commitment to sustainability. The brand's success in promoting eco-friendly fashion reflects a growing consumer preference for sustainable choices.

➤ *Bare Necessities: Leading Zero-Waste Personal Care*

Bare Necessities has established itself as a leader in the zero-waste personal care market in India. The brand offers a range of products designed to minimize plastic waste and promote a sustainable lifestyle. Analysis of the literature on zero-waste personal care reveals that Bare Necessities is often cited as a successful example of consumer engagement and education. Studies show that the brand's educational initiatives and eco-friendly products have significantly impacted consumer attitudes, encouraging the adoption of zero-waste practices.

• *Objective Insights:*

- ✓ Publication Count: Increasing number of studies on zero-waste personal care with a focus on Bare Necessities.
- ✓ Citations: The brand is frequently cited for its role in consumer education and zero-waste lifestyle promotion.

• *Subjective Insights:*

- ✓ Consumer Perceptions: The brand is well-regarded for its educational efforts and eco-friendly products. Consumers are influenced by Bare Necessities' commitment to reducing plastic waste, leading to increased adoption of zero-waste products.

### ➤ *GreenJams: Innovating Sustainable Construction Materials*

GreenJams is known for its innovative approach to sustainable construction, using agricultural waste to produce eco-friendly materials like Agrocete. Bibliographic analysis indicates that GreenJams is frequently featured in research on sustainable construction practices. The brand's success in promoting green building materials reflects a shift in consumer and industry preferences towards more sustainable construction solutions. Research shows that GreenJams' products are gaining traction among environmentally conscious developers and homeowners.

#### • *Objective Insights:*

- ✓ Publication Count: Notable presence in publications related to sustainable construction materials.
- ✓ Citations: GreenJams is often cited in studies exploring green building solutions.

#### • *Subjective Insights:*

- ✓ Consumer Perceptions: GreenJams is recognized for its innovative approach to construction materials. The brand's focus on sustainability has resonated with environmentally conscious developers and homeowners.

### ➤ *Objective Analysis*

The bibliometric analysis demonstrates a clear increase in academic interest and citation of circular economy brands in India. The high volume of publications and citations related to brands like Doodlage, Bare Necessities, and GreenJams indicates their significant role in advancing the circular economy discourse. These objective metrics highlight the growing academic and industry recognition of these brands.

### ➤ *Subjective Analysis*

The subjective analysis reveals that consumer perceptions of these brands are generally positive. Doodlage is appreciated for its sustainable fashion practices, Bare Necessities for its zero-waste products, and GreenJams for its innovative construction materials. These perceptions influence consumer behaviour by encouraging the adoption of sustainable products and practices.

### ➤ *Consumer Behaviour Insights*

The combination of objective and subjective analyses shows that circular economy brands have a substantial impact on consumer behaviour. The increasing number of academic publications and positive consumer perceptions reflect a shift towards more sustainable consumption patterns in India. Brands that successfully communicate their sustainability efforts and engage in transparent practices are more likely to influence consumer preferences and drive the adoption of circular products.

## VI. DISCUSSION

The bibliometric and bibliographic analyses reveal that circular economy brands such as Doodlage, Bare Necessities, and GreenJams have a significant impact on consumer behaviour in India. The increase in academic publications and citations related to these brands highlights their influence in promoting sustainable consumption practices. The findings indicate that:

### ➤ *Consumer Awareness and Adoption*

Brands that emphasize transparency, sustainability, and education significantly impact consumer awareness and adoption of circular products. The growing number of studies focusing on these brands reflects their role in shaping consumer preferences and behaviours.

### ➤ *Market Trends*

The success of these brands illustrates a broader trend towards sustainability in the Indian market. Consumers are increasingly seeking products that align with their environmental values, driving demand for circular economy solutions.

### ➤ *Future Research Directions*

While the current literature provides valuable insights, there are opportunities for further research on the long-term effects of brand loyalty in the circular economy and the scalability of these practices across different regions and sectors in India.

## VII. CONCLUSION

The bibliometric and bibliographic analyses underscore the significant influence of circular economy brands on consumer behaviour in India. Brands like Doodlage, Bare Necessities, and GreenJams are at the forefront of this movement, shaping market trends and consumer attitudes towards sustainability. As the circular economy continues to gain prominence, ongoing research will be crucial in understanding its impact and potential for driving sustainable consumption practices.

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