

A BIBLIOMETRIC ANALYSIS OF CONSUMER BEHAVIOUR IN ONLINE SHOPPING

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ABSTRACT

In today's intensely competitive business environment, it is essential for marketers to understand online consumer behaviour and buying patterns. Over the past three decades, marketing scholars have extensively studied this phenomenon. This study explores the evolving landscape of online consumer behaviour, utilizing bibliometric analyses to trace research trends and identify future investigation paths. It focuses on the shift from traditional offline shopping to the dynamic realm of online shopping. By conducting a comprehensive bibliometric analysis of 180 articles obtained from Scopus database, this paper provides a comprehensive review of existing literature on consumers' online shopping behaviour, examining publication trends, journal productivity, research impact, organizational affiliations, and recurring themes in the field. This study uncovers a diverse range of motivations driving online purchases and identifies key factors influencing consumers' decision-making processes. The present study additionally highlights that, in recent years, research focused on security and data protection in online shopping within the context of consumer behaviour has been comparatively limited when compared to other areas of inquiry.

Keywords: Consumer Behaviour, Online Shopping, Bibliometric analysis

1. INTRODUCTION

Online shopping has become more popular as technology and customer service improves. Given that India has the second-highest number of internet users, there are factors that influence online shopping. This issue is unique and timely not only from an intellectual standpoint but also from a practical standpoint (Gera et al., 2021). Online shopping is also known as an “e-shop, an e-store, an Internet shop, a web-shop, a web-store, an online store, a virtual store, and a digital store”, amongst other terms. Online purchasing is a rapidly growing e-commerce sector (Parameshwaran & Krishnasamy, 2020). Social presence, social value, and the inclination to compare products across various shopping platforms significantly affect online shopping (Hebbar et al., 2020). Additionally, the COVID-19 pandemic has profoundly influenced many facets of our daily lives, including our buying behaviours. Even though many studies observed online purchases before the COVID-19 pandemic, their presence increased dramatically throughout the outbreak. The growing body of literature on online shopping demands an analysis on the research and publication trend touching upon the various themes.

1.1 Consumer Buying Behaviour and Online Shopping

Consumer buying behaviour is significantly influenced by demographic factors such as age, educational status, marital status, employment status, income, and credit card usage, which all affect the online shopping behaviour of households (Çebi Karaaslan, 2021). Perceived benefits significantly influence attitude toward online shopping, while attitude and domain-specific innovativeness also have a considerable impact on purchase intention (Hebbar et al., 2020). Additionally, purchase intention is most affected by factors such as star rating, price, and discount, demonstrating that items with higher star ratings, lower prices, and greater discounts lead to higher purchase intentions (Johnson et al., 2022). By identifying the key influences on purchasing behavior, retailers can improve their customers' shopping experiences by providing various e-channel touchpoints, including specific digital shopping formats that contribute differently to the online customer journey (Wagner et al., 2020; Beckers et al., 2021).

There are various factors perceived by consumer while buying the products such as risks involved in convenience, product, finance, delivery and return policy, which have an impact on online customer behaviour. Risk related to finance has been shown to have a marginal impact on consumer behaviour. Additionally, the risk of non-delivery has a significant and

adverse effect on online purchasing behaviour (Kok Wai et al., 2019). Online privacy concern is associated to personal information fabrication while having a negative impact on willingness to share information. There is no direct association between online privacy concern and internet purchases, however, it influences attitudes regarding online purchasing, which drives online sales (Anic et al., 2019). Online shopping behaviour among Kuwaiti customers is favorably influenced by susceptibility or severity of the risks, but not by risks associated with financial, product, and non-delivery. Convenience risk is the sole element identified as having a negative impact on consumer views (Alhaimer, 2022). Visual complexity have also significant impact on consumer behaviour, Its create negative impact on behaviour of consumer (Wang et al., 2021; Kolesova & Singh, 2019; S. Singh & Srivastava, 2020). Another study by Mishra et al., (2021) contributes to the understanding of consumer behaviour and retailing by identifying several significant implications and strategies that e-tailers can employ to reduce cart abandonment rates. Gomes & Lopes (2022) work aids policymakers and marketers in understanding the potential effect fof socio demographic factors on forging relationships with customers (Gomes & Lopes, 2022). It is observed that the existing literature has identified the major factors/reasons of online shopping. Table 1 shows the major factors that lead to growth of online shopping in present era.

Table 1: Factors /Reasons for Online Shopping

Factors	Sources
Security of websites	(Agarwal & Raychaudhuri, 2019)
Ease of use and Convenience	(Gera et al., 2021)
Lived experience, creating perceived benefits	(Šarkovská & Chytková, 2019)
Time Saving	(Bytyçi et al., 2021; Stenius & Eriksson, 2023; Štimac et al., 2021)
Advancement of Technology	(K. Singh & Basu, 2023)
Amount of information available online	(Liang et al., 2021)
Tech-savvy and young customers	(Nguyen et al., 2021; Melović et al., 2021).
Perceived website quality and web satisfaction	(Paek et al.,2020;Asheq et al., 2022)
Online Product Review	(Mumuni et al.,2019)
Order fulfilment aspects	(Heyns & Kilbourn, 2021.)
Comparison to similar products on other websites.	(Ramezani Nia & Shokouhyar, 2020)
Brand leadership (i.e. quality, value, innovativeness and popularity)	(Chiu & Cho, 2019).
Online Customer Experience	(Gulfraz et al., 2022).

Security privacy and reliability fulfilment	(Fihartini et al., 2021)
AR(Augmented Reality)	(Riar et al., 2022)
Mobile commerce, social commerce, mall shopping, and augmented and virtual reality perceived ease of investment	(Hermes & Riedl, 2021;Soares et al., 2023)
Web analytics	(Kumar & Ayodeji, 2022)
Self-service technologies	(Quan et al., 2022)
Sales promotional strategies	(Maidiana& Hidayat, 2021)
Online trust	(Sánchez-Torres et al., 2019).

Some of the studies concentrated on positive aspects of consumer behaviour, while others discussed various factors leads to effect negatively. Despite the growing interest in online shopping, a systematic analysis of the existing literature is lacking to identify all factors associated with it. Therefore, the current study aims to summarize the various factors influencing online shopping.

2. MATERIALS AND METHODS

The literature was searched using the keywords "Consumer Behaviour" and "Online Shopping" in Scopus database which resulted in a total of 1,100 documents, with the primary objective being to map the body of literature related to these topics. The search was set to documents published from 2019 to 2023 and limited to 'Business Management', and 'Accounting', and 'Economics, subject areas. The search approach is also restricted to journal articles exclusively. A total of 196 documents was selected for examination. Since some of the pieces were at the press stage rather than the final step, they were removed from the process, bringing the total to 184 documents. Additionally, four papers written in languages other than English were eliminated. A total of 180 documents were considered for further analysis. VOSViewer software was used for bibliometric analysis.

3. BIBLIOMETRIC ANALYSIS RESULTS

Figure 1 depicts the documents gathered from the Scopus database from 2019 to 2023, from various sources. According to the analysis, the year 2022 has the highest number of publications, followed by 2021. This demonstrates that there is a solid opportunity to work in this field in the next years.

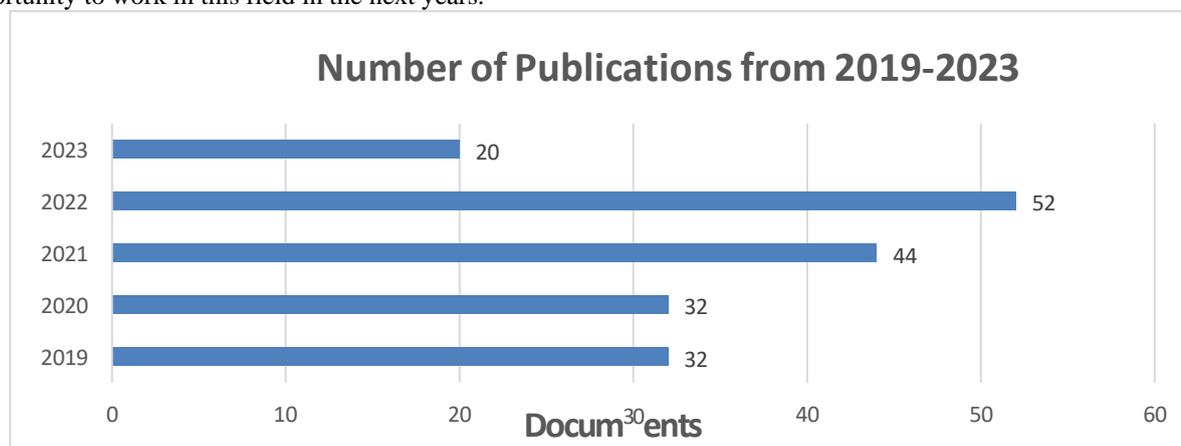


Figure 1: Document analysis by Year

Figure 2 depicts the number of documents published each year between 2015 and 2020 on consumer behaviour in online shopping. The graph shows that research is significant and reasonably stable, with a range of 32 (2019) to 32 (2020). There were 44 papers published in 2021, which represented 24.45% of all publications; 52 publications in 2022, contributing for 28.88%; and 20 publications in 2023, contributing for 11.11% of total documents during the time frame.

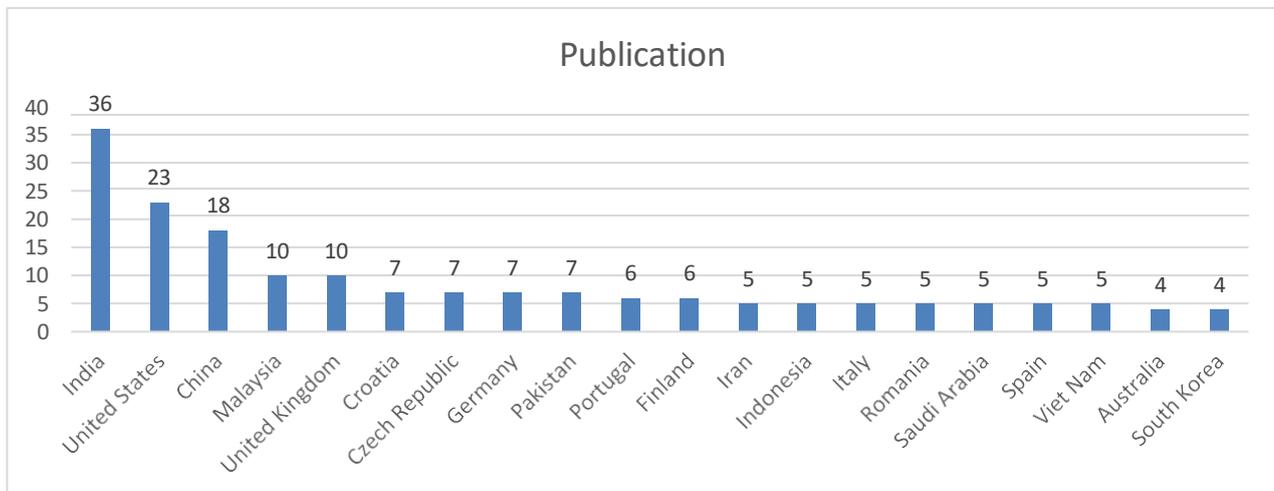


Figure 2: Documents published Top 20 Countries

Figure 2 shows that India has the highest number of documents (36) published. It is followed by United States (23), China (18), Malaysia (10), UK (10), and Croatia, Czech Republic, Germany, Pakistan have published seven documents.

3.1 NETWORK ANALYSIS IN TERMS OF CO-OCCURRENCE OF KEYWORDS

To analyze the co-occurrence of keywords, a network analysis was conducted. The minimum number of occurrence of keywords was set to five. Out of 1071 keywords, 35 met the threshold. For each of the 35 keywords, the total strength of the co-occurrence links with other keywords were calculated and the result is shown in Table 2.

Table 2: Top 20 Keywords Occurrences and Total Link Strength

Keyword	Occurrences	Total link strength
Consumer Behaviour	123	288
Online Shopping	112	213
Electronic Commerce	47	164
E-Commerce	45	98
Covid-19	27	71
Sales	23	93
Online Consumer Behaviour	17	38
Purchase Intention	12	28
Trust	11	28
Marketing	10	31
Retail	10	28
Retailing	10	34
Consumption Behaviour	8	38
Online Grocery Shopping	7	20

Figure 3 shows the network visualization of co-occurrence of keywords. The analysis resulted in six clusters. Documents in

each cluster is discussed as follows:

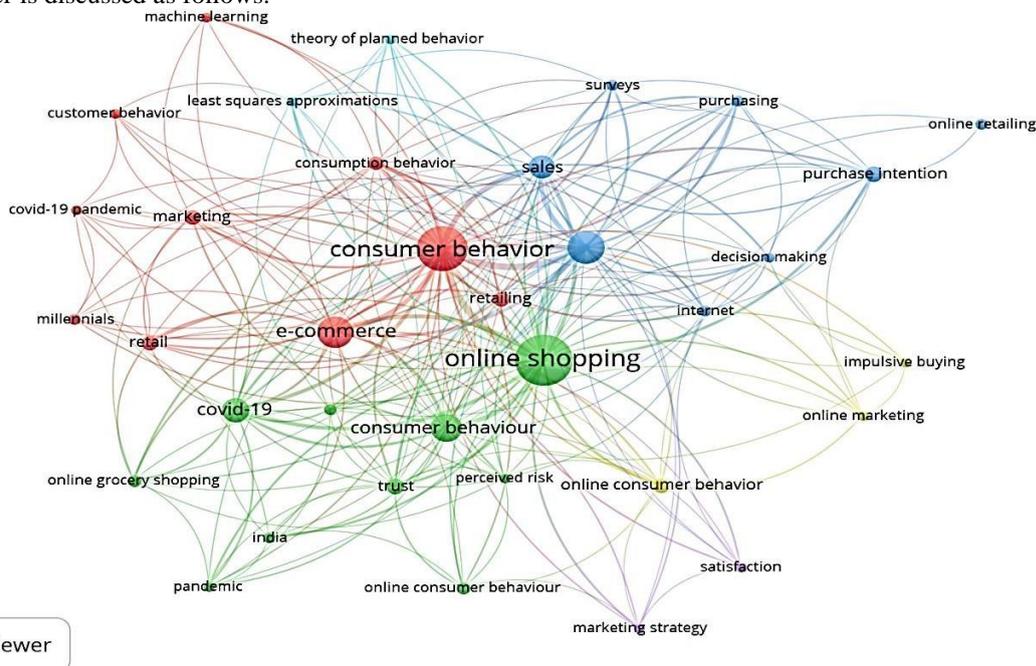


Figure 3: Network visualization of co-occurrence of Keywords

3.1.1. Cluster 1: Online Shopping and Customer Purchase Intention (Red)

This cluster consists of significant keywords such as “Consumer Behaviour”, “Consumption Behaviour”, “Covid-19 Pandemic”, “E-Commerce”, “Machine Learning”, “Marketing and Millennial Retailing” in the documents relating to online shopping and customer purchase intention. The cluster analysis reveals the importance of confidence, utilitarian value, and hedonic value in strengthening the purchase intention of an online shopper (Nayak et al., 2022). In addition to this, perceived usefulness, perceived ease of use, perceived trust, convenience, as well as situational factors were found to have a positive relationship with purchase intention (Grunkowski & Martinez, 2022). Discomfort and optimism affect online shopping also have influence on Consumer (Ramírez-Correa et al., 2019). Friends, income, product quality, food labels, packaging, and payment security found to have effect online shoppers’ purchase intention (Zhao et al., 2021). Service recovery, consumer behaviour, and service management are influential factors that significantly impact customer engagement in web stores, as noted by Mazhar et al. (2022). It is observed that sensory reviews are less effective because they reduce the review’s objectivity, which in turn affects how likely consumers are to make a purchase (Lopez & Garza, 2021). US consumers were more influenced favourably by perceived compatibility than were Chinese consumers toward online fashion renting (Lee & Huang, 2020). Online buying intention and persistence are determined by consumers’ attitudes (Usman & Kumar, 2021).

3.1.2. Cluster 2: COVID-19 and Perceived Risk by Consumers (Green)

The second cluster focused on the theme of COVID-19 and various consumer buying behaviour, with keywords like consumer behaviour, COVID-19, pandemic, perceived risk, online shopping, and online grocery shopping, and social media. Social isolation and personal well-being emerged as major factors that had a direct effect on consumer behaviour in online shopping (Safara, 2022).

3.1.3. Cluster 3: Online Shopping & Consumers Impulsive Buying Behaviour (Blue)

The third cluster was centered around consumer impulsive purchase intention in online shopping comprised of keywords like decision making, electronic commerce, internet, online retailing, purchasing, purchase intention, sales and survey etc. Customers are relied on cash- on-delivery system while buying the product (Khan et al., 2021). Online trust is crucial to while shopping (Guru et al., 2021). In addition, cluster studies that took into account the weights attributed to price, online reviews, promotions, and photographs identified three distinct tourist groupings (Pinto & Castro, 2019).

3.1.4. Cluster 4: Role of Marketing & Millennial Buying Behaviour (Yellow)

Then fourth cluster is consists of keywords impulsive buying, Online consumer behaviour, Online marketing-marketing exposure resulted in desired behaviour such as being more sensible when evaluating prices and forming a favorable image and perception of the products (Lubis et al., 2022). Online marketing channels effects consumers to buy products online (Bhatnagar et al., 2022). Females are more likely to link internet buying with negative descriptors than offline shopping

with positive ones. For the male group, the reverse pattern was discovered. This research reveals a desire but dislike attitude toward online buying among Chinese women customers, which offers a novel theoretical contribution to the field of consumer behaviour theory and improves market targeting and segmentation efficiency for e- marketers in China (Dai et al., 2019).

3.1.5 Cluster 5: E-Commerce & M-Commerce (Orange)

Cluster 5 highlights that the leading consumption group in virtual platforms is the youngest population due to their familiarity with technology such as virtual reality (VR) and augmented reality (AR) (Morales Rangel, 2021). Key factors influencing online shopping include e- satisfaction and consumer behavioural intention (Hassan et al., 2021). However, challenges such as perceptions of slow online shopping, particularly regarding the time gap in order- delivery and reluctance to pay for delivery services, contribute to hesitance in this demographic (Klepek & Bauerová, 2020). Additionally, information search and electronic word of mouth are identified as critical factors impacting the online shopping adoption (Misra & Vashisht, 2019).

3.1.6 Cluster 6: Impact of Sales Promotional Strategies on Consumer Buying (Purple) This cluster Deals with marketing strategies and level of customer satisfaction with keywords “marketing strategies”, “satisfaction”. It focuses on the factors such as extra discounts to consumers to attract them to buy online (Suman et al., 2019; Stoian Bobalca et al., 2021).

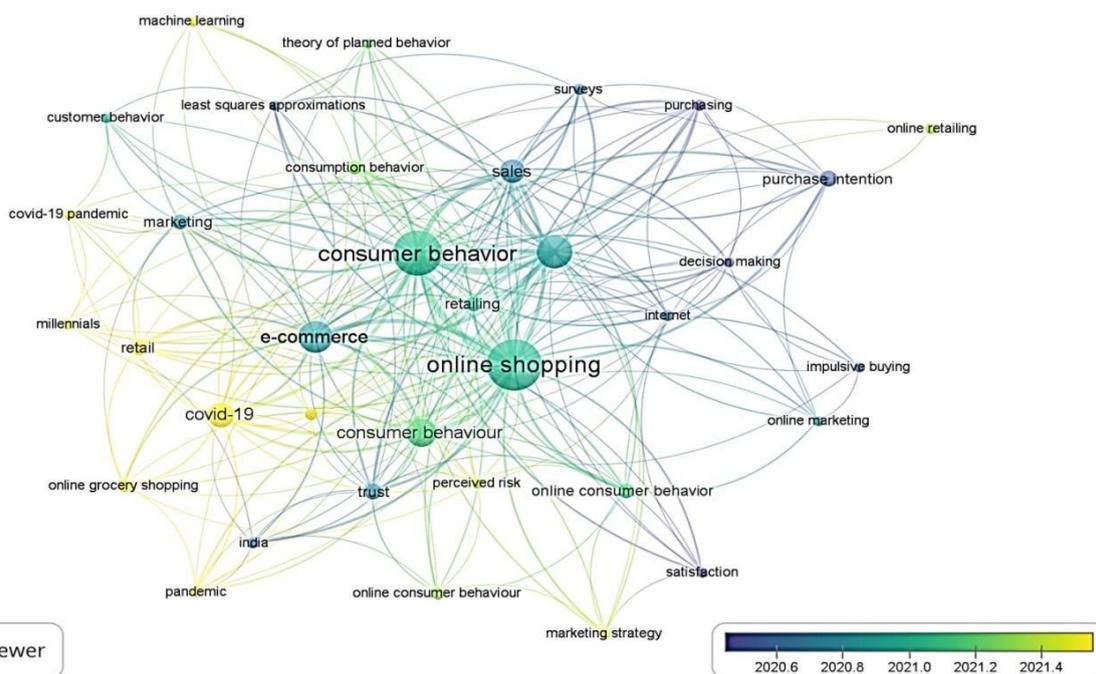


Figure 4: Overlay Visualization of Co-occurrence of keyword

For chosen terms, network visualization & overlay visualization (Figure 4) were performed. As shown in the network diagram that earlier the topics on online consumer and behaviour was almost on the purchases intentions and decision making as it slightly varies in colours. Around 2021 the area of research revolved around the theme of “COVID-19 pandemic”, “online grocery shopping”, and “millennials”. In order to detect the most cited documents in the online consumer behaviour literature, a cut-off point of minimum number of documents 2 with a minimum of five citations have been selected for analysis. Only 85 documents have met the minimum requirement of 5 citations, which were used for further analysis. The top 20 most influential publications are presented in Table 3, showcasing the key contributions to the literature on consumer behaviour and online shopping.

Table 3: Top 20 documents having highest Citation

No.	Document	citations
1	Eger I. (2021)	207
2	Kursanmilaković. (2021)	118

3	Wagner g. (2020)	103
4	Liu f. (2020)	65
5	Beckers j. (2021)	65
6	Zhang t. (2019)	63
7	Thamk.w. (2019)	52
8	White baker e. (2019)	47
9	Anici.-d. (2019)	46
10	Raman p. (2019)	45
11	Islam h. (2021)	38
12	Wang y. (2022)	34
13	Phamv.k. (2020)	34
14	Ramezaninia m. (2020)	33
15	Heidarydahooie j. (2021)	30
16	Melović b. (2021)	29
17	Chiu w. (2019)	26
18	Gulfrazm.b. (2022)	26
19	Klepek m. (2020)	26
20	Ramírez-correa p.e. (2019)	25

From the publications analyzed, only seven papers were cited more than 50 times. The article by Eger. I (2021) titled “The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective” published in the journal “Journal of Retailing and Consumer Services” in 2021 is the most cited article in Consumer Behaviour in Online Shopping (207 times). The second most cited paper is Kursanmilakovići titled “Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase” published in 2021 in the journal “International Journal of Consumer Studies” has been cited 118 times. The third most cited paper is by Wagner G titled “Online retailing across e-channels and e- channel touch points: Empirical studies of consumer behaviour in the multichannel e- commerce environment,” published in 2020 in the Journal of Business Research, has been cited 103 times. Analysis indicates that the most cited papers are generally the oldest, with many of the most popular publications appearing in 2019 and 2021, while the most recent among the top 20 was published in 2022. Notably, several highly cited papers focus on literature reviews, systematic literature reviews, or meta-analyses, highlighting the significance of social and experimental research in online shopping and consumer buying behaviour, underscoring the value of review studies in this field. Among the most cited papers, several focus on literature reviews, systematic literature reviews, or meta-analyses. This indicates a strong emphasis on the importance of social and experimental research in online shopping and consumer buying behaviour, thereby highlighting the significance of review studies in this field.

To determine the most influential country in consumer behaviour and online shopping research, a citation analysis was conducted, taking into account the number of citations each paper received. Out of 63 countries, with minimum of 2 documents for each country and a minimum of 5 citations per document, 39 countries met the threshold. The top 20 influential countries with the highest number of citations are presented in Table 4.

Table 4: List of Top Countries with Highest Citation

S.N	Country	Documents	Citations
1	India	43	266
2	Czech Republic	7	260
3	United states	33	247
4	China	28	239
5	Croatia	6	209

6	Germany	9	149
7	United Kingdom	13	127
8	Australia	9	123
9	Finland	6	118
10	Malaysia	12	90
11	Iran	8	88
12	South Korea	5	75
13	Spain	9	72
14	Pakistan	7	69
15	Canada	2	67
16	Denmark	2	65
17	New Zealand	2	65
18	Vietnam	5	51
19	France	4	45
20	Portugal	11	39

It is found that research in the field of online shopping and consumer buying behaviour is being conducted in 63 different countries, and the most cited country is India, followed by Czech Republic, United States, China, Croatia, Germany, United Kingdom, Australia, and Finland.

To determine the most influential journal that published papers in online shopping and consumer buying behaviour, a citation analysis was performed. The top 30 journals with the highest number of citations are listed in Table 5.

Table 5: Top 30 Journal with Highest Number of Citations

S.N.	Source	Documents	Citations
1	Journal of Retailing and Consumer Services	4	298
2	International Journal of Consumer Studies	5	130
3	Journal of Business Research	3	125
4	Information and Management	2	112
5	Asia Pacific Journal of Marketing and Logistics	5	106
6	Internet Research	4	100
7	Electronic Commerce Research And Applications	3	79
8	Journal Of Research In Interactive Marketing	3	66
9	Journal Of Asian Finance, Economics And Business	1	52
10	Technological Forecasting And Social Change	3	49
11	Cogent Business And Management	4	43
12	Journal Of Theoretical And Applied Electronic Commerce Research	5	43
13	Journal Of Internet Commerce	2	41
14	Technology In Society	2	41
15	Journal Of Strategic Marketing	1	38
16	Global Business Review	3	35

17	Journal Of Modeling In Management	2	31
18	International Journal Of Retail And Distribution Management	5	30
19	Technological And Economic Development Of Economy	1	26
20	Economist (Netherlands)	1	25
21	Industrial Management And Data Systems	1	25
22	Journal Of Consumer Marketing	2	25
23	International Journal Of Electronic Marketing And Retailing	4	22
24	Benchmarking	1	21
25	Journal Of Service Management	1	18
26	Information Systems Research	1	16
27	Innovative Marketing	2	16
28	Academy Of Strategic Management Journal	4	15
29	Journal Of Public Economics	1	15
30	International Review Of Retail, Distribution And Consumer Research	3	14

Examining Table 5, the journals with the highest number of citations are “Journal of Retailing and Consumer Services”, “International Journal of Consumer Studies” followed by “Journal of Business Research,” “Information and Management,” “Asia Pacific Journal of Marketing and Logistics”, “Internet Research”. These six journals have more than 100 citations.

4. DISCUSSION

The bibliometric analysis of online shopping behaviour uncovers a diverse and extensive body of research organized around six key themes: Online Shopping and Customer Purchase Intention, COVID-19 and Perceived Risk by Consumers, Online Shopping and Consumers’ Impulsive Buying Behaviour, Role of Marketing and Millennial Buying Behaviour, E-Commerce and M-Commerce, and Impact of Sales Promotional Strategies on Consumer Buying. These themes highlight significant research efforts aimed at understanding the psychological, technological, and strategic factors that influence consumer behaviour in the digital marketplace.

Research conducted so far has extensively explored how factors such as website usability, trust, pricing, and social influence shape purchase intentions. It has highlighted the role of AI- driven recommendations, personalized experiences, and secure payment systems in enhancing consumer confidence and decision-making (Morales Rangel, 2021; Hassan et al., 2021; Zhao et al., 2021). Research surged during the COVID-19 pandemic, focusing on how health concerns, delivery delays, and financial risks influenced online shopping behaviour. Studies examined the shift toward e-commerce as a safer alternative and the long-term behavioural changes that occurred post-pandemic (Mazhar et al., 2022; Safara, 2022). Research also emphasized the psychological triggers of impulsive buying, such as ease of access, attractive visuals, and urgency-creating strategies like flash sales. The role of social media platforms in amplifying impulsive behaviour has been widely studied (Pinto & Castro, 2019; Guru et al., 2021; Khan et al., 2021).

Several studies have investigated how millennials, as digital natives, prioritize authenticity, social responsibility, and personalized experiences. Research has emphasized the effectiveness of social media marketing, influencer endorsements, and user-generated content in engaging this demographic (Dai et al., 2019; Bhatnagar et al., 2022; Lubis et al., 2022). In addition, studies have explored the rapid growth of m-commerce, focusing on the convenience of app-based shopping, AR/VR-enhanced experiences, and seamless payment solutions. They have also highlighted the importance of mobile optimization for businesses (Hassan et al., 2021; Klepek & Bauerová, 2020; Misra & Vashisht, 2019). Furthermore, research has examined how discounts, coupons, and limited-time offers drive immediate purchases. However, studies caution against the overuse of promotions, which can lead to diminished brand value (Suman et al., 2019; Stoian Bobalca et al., 2021).

5. RESEARCH GAPS AND FUTURE DIRECTIONS

Despite significant advancements in understanding consumer behaviour toward online shopping, several limitations remain, highlighting opportunities for future research. There is a need for cross-cultural and comparative studies to identify both universal trends and regional nuances in shopping behaviour. Longitudinal studies could provide insight into whether the behavioural shifts prompted by the pandemic—such as increased online shopping and perceived risks—will persist over time. Additionally, emerging technologies like AI and AR/VR are still underexplored, warranting research into their effects on consumer trust and engagement.

The ethical implications of marketing strategies and their potential to manipulate consumers also require critical examination, along with an investigation into how sustainability initiatives influence purchasing decisions. Furthermore, the psychological aspects of online shopping, particularly issues related to impulsive buying and addiction, should be studied to promote healthier consumption patterns. Lastly, understanding omnichannel integration and the impact of the metaverse on consumer behaviour during the shopping journey will be essential for optimizing m-commerce and enhancing customer experiences.

6. CONCLUSION

The bibliometric analysis examined the changing dynamics of research on online shopping behaviour, which are influenced by technology, social factors, and marketing strategies. However, significant gaps persist, particularly in understanding cross-cultural differences, long-term behavioural shifts, and the impact of emerging technologies. The future of online shopping hinges on trust, personalization, and seamless experiences. To remain competitive, businesses must implement data-driven approaches, harness emerging technologies, and align with consumer values. Future research should investigate trends such as voice commerce, blockchain security, and the metaverse to gain deeper insights into evolving consumer behaviours.

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