



# Mapping Research Trends in Digital Consumer Behaviour and Purchase Intention: A Bibliometric Analysis

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## Abstract

Digital advancements have transformed how people engage with brands, shifting marketing, from traditional methods to more interactive, tailored, and analytics based approaches. With the continuous advancement of digital tools, examining consumer behaviour in online settings has emerged as a central concern for academics and industry professionals alike. Two constructs that have received particular attention are digital consumer behaviour and purchase intention, as both are essential in designing marketing strategies, fostering online engagement, and enhancing business outcomes. Research in this field has expanded considerably over the last two decades, drawing upon diverse theories, methods, and technological applications. The emergence of areas such as social commerce, influencer-driven marketing, and artificial intelligence has further enriched the literature, creating the need for a systematic assessment of how scholarship has evolved. Established theoretical perspectives—including the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Stimulus–Organism–Response (SOR) framework—continue to provide valuable insights, demonstrating their sustained relevance in digital contexts. In this study, a bibliometric methodology is employed to systematically review and map the body of research on digital consumer behaviour and purchase intention spanning the years 2000 to 2025. By examining influential publications, patterns of collaboration, thematic groupings, and emerging concepts, the analysis provides a comprehensive overview of the intellectual structure of the field and points toward promising directions for future research.

**Keywords:** *Digital Consumer Behaviour, Purchase Intention, Digital Marketing*

## 1. Introduction

With the acceleration of digitalization, gaining a deeper understanding of consumer behaviour in online spaces has become increasingly essential. The rise of e-commerce, mobile technologies, and social networking platforms has transformed not only how consumers interact with brands but also how they form and act on purchase intentions. As more businesses move toward digital-first strategies, uncovering the factors that influence digital consumer behaviour and, in turn, shape purchase decisions has drawn significant attention from marketers, strategists, and scholars.

Digital consumer behaviour encompasses the choices and actions individuals take when engaging with goods and services through online platforms. Closely tied to this is the concept of purchase intention, which reflects a consumer's likelihood of buying a product in response to certain stimuli. While this concept has long been a central theme in consumer behaviour research, its drivers in the digital age have evolved. Trust, perceived usefulness, peer influence, online reviews, website design, and user-generated content now play pivotal roles in shaping these intentions.

A growing body of work has sought to explain these dynamics. Gefen et al. (2003), for example, underscored the importance of trust and perceived usefulness in predicting online purchase intentions in the context of e-commerce. Pavlou and Fygenon (2006), drawing on the Theory of Planned Behaviour (TPB), demonstrated how attitudes, subjective norms, and perceived behavioural control impact digital purchasing decisions. More recently, Cheung et al. (2020) examined social commerce and found that tools such as recommendations, customer reviews, and interactive features enhance both consumer engagement and the likelihood of purchase.

As digital touchpoints multiply, research into this field has become increasingly diverse and multidimensional. This fragmentation underscores the need for systematic approaches that map and synthesize existing knowledge. Bibliometric analysis provides such a framework by uncovering the intellectual foundations, identifying influential scholars and works, detecting thematic clusters, and highlighting research frontiers. Accordingly, this study seeks to chart the evolution of scholarship on digital consumer behaviour and purchase intention between 2000 and 2025. By examining publication trends, co-authorship networks, and emerging research themes, it offers an integrated perspective on the field while pointing toward promising areas for future exploration.

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The study contributes value not only to future researchers but also to academics and practitioners engaged in digital marketing, consumer behaviour, and technology adoption. By consolidating the intellectual and thematic developments within this domain, it helps scholars avoid redundant efforts, identify overlooked research areas, and build on established insights. In doing so, the analysis strengthens the academic foundation of the field while providing practical guidance for digital strategy and marketing practice.

The bibliometric analysis highlights emerging topics, influential authors, and publication trends, allowing researchers to pinpoint gaps in the literature and align their work with current developments. This study provides insights into the predominant theories (e.g., Technology Acceptance Model, Theory of Planned Behaviour, S-O-R model) and research methodologies employed in the field, guiding future researchers in designing robust and relevant studies.

Marketers, brand managers, and digital strategists can benefit from an evidence-based understanding of what influences consumer behaviour and purchase decisions in digital contexts. Insights from the study can help policymakers and digital platform developers create more inclusive, trustworthy, and user-friendly digital environments that foster positive consumer experiences. As digital consumer behaviour intersects with fields such as psychology, data science, communication, and information systems, this study encourages interdisciplinary research and collaboration across domains.

In essence, the study not only contributes to the academic enrichment of the subject but also serves as a practical resource for enhancing digital strategies, consumer engagement, and policy formulation in an increasingly connected world.

"Based on this, the study endeavors to map the intellectual structure of the field by outlining the following research objectives."

1. To analyze the publication output and growth trend of research on digital consumer behaviour and purchase intention indexed in the Scopus database.
2. To identify the most influential contributors, including authors, journals, institutions, and countries, through citation analysis, co-authorship mapping, and productivity metrics using data retrieved from Scopus.
3. To map keyword co-occurrence networks in order to visualize the major research themes, emerging topics, and evolving terminology within the domain.
4. To perform co-citation analysis of authors and sources to reveal the intellectual structure and theoretical foundations of the research field.
5. To explore collaboration patterns across countries and institutions using co-authorship analysis in VOSviewer, highlighting international and inter-institutional research networks.
6. To generate thematic clusters through bibliometric mapping that categorize key focus areas, identify niche and motor themes, and suggest possible future directions.
7. To provide a visual and analytical overview of the field that assists researchers, marketers, and digital strategists in understanding the evolution and structure of scholarship in digital consumer behaviour and purchase intention.

## **2. Literature Review**

### **2.1 Digital Consumer Behaviour and Purchase Intention**

Digital consumer behaviour influences purchase intention by reflecting how individuals search, compare, review, and compare experiences online. Purchase intention refers to a consumer's conscious willingness to buy a product or service in the near future. . The connection between these two concepts has been well documented, with numerous studies confirming that consumer behaviour in digital contexts directly influences purchase outcomes.

Recent research provides clear evidence of this relationship. Li et al. (2022) reported that seamless navigation, user-friendly website design, and personalized recommendations on e-commerce sites enhance the shopping experience and, in turn, strengthen purchase intention. Chen and Wang (2023) showed that social media, especially influencer marketing and user-generated content on platforms like Instagram and TikTok, stimulates impulse buying by fostering trust and emotional engagement. Similarly, Hassan and Rahman (2021) found that

consumer trust, supported by secure payment systems and transparent business policies, is essential for driving purchase intention, while concerns such as data breaches discourage online transactions. Kumar and Gupta (2023) highlighted the role of AI-powered personalization in boosting consumer involvement and purchase likelihood, although privacy issues can erode this trust, as also observed by Smith and Johnson (2022). Lee and Chen (2024) demonstrated that immersive experiences in the metaverse generate experiential value, positively influencing consumer willingness to purchase, whereas Taylor and Patel (2025) noted that the convenience of voice commerce encourages adoption but is constrained by privacy risks.

Taken together, these studies suggest that digital consumer behaviour functions as a key antecedent to purchase intention, mediated by technological, psychological, and social drivers. For marketers and researchers, understanding this relationship is essential to designing strategies that effectively transform digital engagement into actual purchasing behaviour. Current trends further emphasize the convergence of personalization, advanced technologies, trust, and sustainability in this field. Social media and AI-driven tools are redefining how consumers discover, evaluate, and decide on products, while ethical considerations and convenience increasingly guide purchasing patterns. To remain competitive in 2025 and beyond, businesses must harness data analytics, maintain transparency, and adopt immersive digital solutions to meet evolving consumer expectations.

### 3. Study Materials and Methods

This study adopts a bibliometric methodology, which applies quantitative techniques to the analysis of bibliographic records and bibliometric indicators (Zupic & Čater, 2015). In contrast to conventional systematic literature reviews, bibliometric analysis is particularly effective for exploring research domains that generate a large volume of academic output. Originating within the field of scientometrics, it provides a structured, data-driven framework for evaluating and interpreting scholarly contributions in a given area (Glänzel & Moed, 2002).

This method employs various techniques such as citation analysis, co-citation tracking and keyword pattern analysis. These help scholars follow the development of a discipline, highlight key contributors, and spot new research trends (Ellegaard & Wallin, 2015). Citation mapping highlights highly referenced works and illustrates the diffusion of knowledge across disciplines (Small, 1973). Co-citation and keyword network analyses, meanwhile, shed light on thematic clusters and reveal how different strands of research interconnect (Rafols et al., 2010). Beyond offering a snapshot of intellectual structures, these analyses are useful for pinpointing gaps in the literature, suggesting new research directions, and promoting interdisciplinary collaboration (Chen et al., 2012; Leydesdorff & Rafols, 2009).

Beyond charting the terrain of academic research, bibliometric analysis plays a vital role in assessing research performance and shaping policy. It offers measurable indicators of scholarly output, influence and collaborative networks, which help guide decisions on funding and institutional priorities (Borrmann & Marx, 2013). Additionally, it enables the tracking of emerging research directions and their broader societal effects, contributing to informed policy choices and strategic foresight (Waltman & van Eck, 2013).

In line with the process proposed by Donthu et al. (2021), this study conducts the bibliometric review through four key stages:

1. Establishing the boundaries and goals of the review.
2. Choosing appropriate analytical techniques.
3. Gathering relevant bibliographic data.
4. Performing the analysis and presenting the results.

This review examines publication trends from various perspectives. To do so, it combines performance analysis with co-citation and keyword co-occurrence methods. Through co-citation analysis, the study highlights the most influential works and foundational theoretical frameworks that form the basis of existing research. (Small, 1973; Klavans & Boyack, 2010; Andersen, 2019). In contrast, co-occurrence (or co-word) analysis helps to trace how research topics have evolved and how thematic areas have developed over time (Andersen, 2019; Cheng et al., 2016; Pattnaik et al., 2020; Zupic & Čater, 2015).

This study utilized data sourced from scopuschosen for its broad inclusion of peer-reviewed research in marketing and related fields. (Pattnaik et al., 2020). This database not only ensures a wide and reliable scope of publications but also facilitates both retrospective mapping of the field's intellectual foundations and forward-looking analyses that point toward emerging research avenues (Ciampi et al., 2021; do Prado et al., 2016; Kumar et al., 2021; Pattnaik et al., 2021).

**Table 1: Search Criteria and Article Selection**

FilteringCriteria	Reject	Accept
Searchcriteria		
Searchengine:Scopus		
SearchDate: 2 <sup>nd</sup> August 2025		
Search term: "Digital Marketing* and Consumer Behaviour*" OR "Digital Marketing* and Consumer Behaviour* and *Purchase Intention*" OR "Digital Consumer Behaviour* and *Purchase Intention"		340
Subject Area: "Economics, Econometrics and Finance", "Business, Management and Accounting", "Social Sciences", "Decision Sciences", "Psychology", and "Arts and Humanities"	16	308
DocumentType:"Articles"and"Reviews"	9	179
SourceType:Journal	2	177
ArticleSelection		
Languagescreening:IncludedocumentsinEnglish only	2	177

Note: The table outlines the systematic process followed to select the final set of 177 papers for analysis. The search terms were developed through collaborative brainstorming by the authors, who brought expertise in both the subject matter and research methodology

Source: Data compiled from the Scopus database.

Bibliometric analysis has recently attracted considerable interest among researchers because of its ability to process large datasets over extended timeframes and its compatibility with various analytical software tools. In the present study, a bibliometric analysis of 177 articles was carried out using VOSviewer software, following a rigorous manual screening process.

Total Citations	Top Authors	Total Publications	Total Citations	Top Institutions	Top Publications
207	Persaud A.	1	207	Telfer School of Management, University of Ottawa, Ottawa, Canada	1
159	Pittman M.	1	159	Public Relations, College of Communication and Information, University of Tennessee Knoxville, Knoxville, TN.	1
153	Djafarzadeh E.	1	153	Northumbria University, Newcastle upon Tyne, United Kingdom	1
135	Clement Adbo P.	1	135	School of Management and Economics, University of Electronic Science and Technology of China, China	1
129	Summers C.A.	1	129	Darla Moore School of Business, University of South Carolina, Columbia, 29208, SC, United States.	1
125	Ang T.	1	125	College of Business and Administration, Texas A&M University Central Texas, Killeen, TX, United States	1
122	Hall A.	1	122	Department of Marketing, Operations and Digital Business, Manchester Metropolitan University, Manchester, United Kingdom	1
109	Nash J.	1	109	Bournemouth University, Poole, United Kingdom	1
96	Chang S-H.	1	96	Science and Technology Policy Research and Information Center, National Applied Research Laboratories, Taipei, Taiwan	1
91	Wang F.	1	91	School of Business Administration, Hunan University, Changsha, Hunan, 410082, China	1
84	Hwang J.	1	84	School of Hospitality and Tourism Management, University of Surrey, Guildford, Surrey, United Kingdom	1
81	Bowden J.	1	81	Department of Marketing and Management, Macquarie University, North Ryde, Australia	1
75	Chen C.	1	75	Department of Management Information Systems, National Chung Hsing University, Taichung City, Taiwan.	1
73	Prizzi G.	1	73	Department of Management, University of Bologna, Bologna, Italy	1
64	Alcibi S.	1	64	Economics and Business Management, University of Parma, Parma, Italy	1
63	Zhu P.	1	63	School of Economics and Management, Nanjing University of Science and Technology, Nanjing, China.	1
62	Ben-Shaul M.	1	62	Tourism Management, The Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.	1
61	Febryantoro M.	1	61	Faculty of business, Universal University, Batam, Indonesia	1
60	Tan Y.	1	60	College of Management, Shenzhen University, Shenzhen, 518061, China	1
55	Sharma S	1	55	Department of Management Studies, Indian Institute of Technology (Indian School of Mines), Jharkhand, Dhanbad, 826004, India	1

Table 2: Top Contributing Authors in the Field of Research

## 4. Results

### 4.1 Digital Consumer Behaviour and Purchase Intention

#### 4.1.1 Publication Trend in Chronological Order

Figure 1 illustrates the historical growth of publications in the fields of digital marketing, consumer behaviour, and purchase intention, showing the annual number of research papers published from 2000 to 2025. The data reveal a clear upward trend, with publications increasing from just 1 paper in 2012 to 57 papers in 2025. While only a small number of studies were published between 2015 and 2020, a significant surge in research activity became evident from 2018 onwards. This trend indicates a growing scholarly interest in these topics over time.

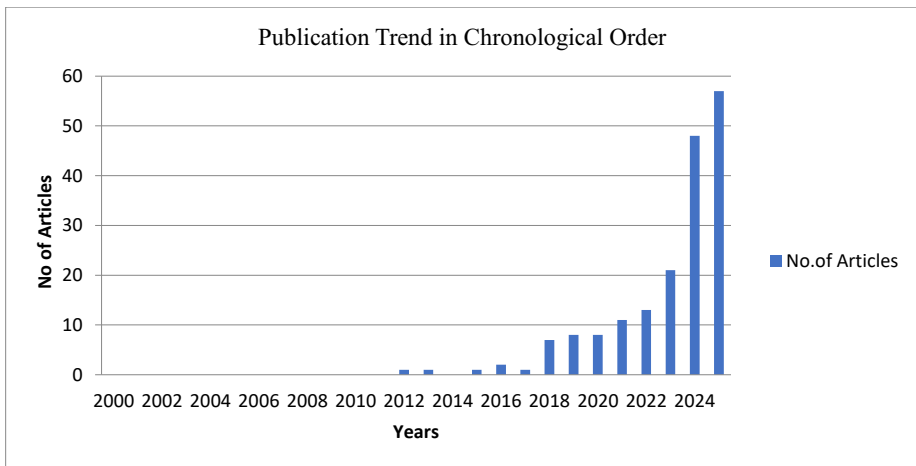


Figure 1: Publication Trend In Chronological Order

Source: Compiled with data extracted from the Scopus database

Fig. 1 illustrates that since 2019, only around eight research papers were published annually, with a significant rise observed in 2023. The publication output peaked in 2025, reaching 57 papers. This trend suggests that the growth in publications is likely to continue in the coming years, indicating that the topic remains a promising area of research.

The table highlights top contributing authors based on total citation count, a common bibliometric indicator reflecting the impact and influence of individual researchers in the field of digital consumer behaviour and purchase intention from 2000 to 2025. Persaud A. is the most highly cited author with 207 citations, though like others, has only one publication in the field. All listed authors have 1 publication, indicating high citation impact despite low publication volume, reflecting landmark or highly influential individual papers. There is a steep drop in citations from top authors to those ranked below the top five, which could indicate a few dominant voices shaping the field. The data suggest that a few key papers in the area of digital consumer behaviour and purchase intention have had significant academic influence.

Since the publication count is low (often 1), many of these authors may not be specialists in this field, but interdisciplinary scholars who published high-impact work in this domain. This could suggest that digital consumer behaviour is a cross-cutting topic attracting diverse researchers. New researchers can examine the highly cited works of authors like Persaud A., Pittman M., and Djafarova E. to understand methodological approaches, theoretical frameworks, or novel findings that shaped research.

It also hints at the potential for impactful publications, even with a low number of contributions, when addressing relevant, timely, and novel aspects of digital consumer behaviour. There appears to be a lack of prolific authorship, i.e., no author has published multiple highly cited papers, which may indicate that the field is still maturing, or researchers contribute to this area as part of a broader research agenda. This table provides a snapshot of academic influence in digital consumer behaviour and purchase intention research. The dominance of single-publication authors with high citations suggests a field shaped by a few impactful studies, rather than continuous contributions from a core group. This trend underscores the importance of quality over quantity and points toward a fragmented yet dynamic research landscape, offering ample scope for further foundational studies. This table also helps to map the institutional landscape of digital consumer behaviour and purchase intention research. It identifies the most impactful institutions, suggests global research interest, and highlights the nascent but promising nature of the field. Every institution has only one publication represented in this domain, yet some have garnered over 200 citations (e.g., University of Ottawa). This points to high-impact contributions made by these institutions through individual landmark studies in digital consumer behaviour purchase intention. Suggests the field has a few highly influential studies rather than large volumes of repetitive research. The top institutions span across North America (Canada, USA), Europe (UK, Italy), Asia-Pacific (China, Taiwan, India, Israel), Australia. This indicates the global relevance and widespread interest in the topic of digital consumer behaviour and purchase intention. Digital platforms being globally accessible may have encouraged such geographically diverse research output. The top 5 institutions alone account for over 780 citations (combined). This suggests a concentration of academic influence—certain universities have become thought leaders in this space. The presence of only one publication per institution shows that the field is relatively young and growing. There is significant opportunity for longitudinal research or multiple contributions from institutions in the future. Institutions can establish a strong presence by investing in sustained research.

**Table 3: Top Journals in the Field of Research**

Journals	Total Citations	Total Publications	Year-wise Publications				
			2000-05	2006-10	2011-2015	2016-20	2021-25
Marketing Intelligence and Planning	207	1			1		
European Journal of Marketing	206	2				2	
International Journal of Retail and Distribution Management	186	2				1	1
Journal of Interactive Marketing	180	2					2
Sustainability (Switzerland)	169	14				1	13
Young Consumers	169	3					3
Journal of Retailing and Consumer Services	165	7					7
Journal of Retailing	143	2				1	
Service Industries Journal	135	1					1
Journal of	123	11				1	10

Theoretical and Applied Electronic Commerce Research							
Cogent Business and Management	116	15				1	14
Journal of Fashion Marketing and Management	109	2				1	1
Asia Pacific Journal of Tourism Research	84	1				1	
Library Hi Tech	75	1				1	
Psychology and Marketing	73	1					1
Journal of Travel Research	62	1				1	
Journal of Global Fashion Marketing	58	2				1	1
Journal of Consumer Marketing	55	3				1	2
Journal of Strategic Marketing	53	1					1
Technology in Society	51	1					1

Majority of the journal contributions fall in the most recent period (2021–2025). This reflects a sharp rise in scholarly attention to topics related to digital consumer behaviour and purchase intention. It indicates ongoing and intensifying research activity, suggesting that this is an emerging and dynamically evolving field. Sustainability (Switzerland) and Cogent Business and Management have the highest number of publications (14 and 15 respectively), though their citation counts are lower than some journals with only 1 or 2 articles. Marketing Intelligence and Planning stands out with 207 citations for a single article, suggesting a highly influential or landmark study in the domain. It indicates that quality and impact aren't always tied to volume, which is important for mapping research influence. Research is not only in traditional marketing journals but also in areas intersecting with technology, society, environment, and information systems—highlighting a broad academic interest. The early periods (2000–2015) have very few or no entries. A visible growth phase begins around 2016, and a major spike is observed in 2021–2025. It suggests that there is an increasing consumer digitalization, rise of e-commerce and social commerce, growing relevance of purchase intention modeling in a digital context. This table supports the bibliometric mapping objective by highlighting - Key publication sources contributing to the knowledge base, Trend of growing interest and publication surge post-2020, the diversity of journals where researchers are publishing, which helps future researchers identify potential journals for submission, to understand the thematic and disciplinary boundaries of the field. The data reveals a rapidly evolving and interdisciplinary research landscape, with key contributions spread across marketing, consumer behaviour, and digital commerce outlets.

**Table 4: Top Articles on Digital Consumer Behaviour and Purchase Intention**

Authors and Year	Title	Journal Name	Total Citations
Persaud A.; Azhar I.(2012)	Innovative mobile marketing via smartphones: Are consumers ready?	Marketing Intelligence and Planning	207
Pittman M.; Abell A.	More Trust in Fewer	Journal of Interactive	159

(2021)	Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers	Marketing	
Djafarova E.; Foots S. (2022)	Exploring ethical consumption of generation Z: theory of planned behaviour	Young Consumers	153
Clement Addo P.; Fang J.; Asare A.O.; KulboN.B.(2021)	Customer engagement and purchase intention in live-streaming digital marketing platforms	Service Industries Journal	135
Summers C.A.; Smith R.W.; Reczek R.W. (2016)	An audience of one: Behaviourally targeted ads as implied social labels.	Journal of Consumer Research	129
Ang T.; Wei S.; Anaza N.A. (2018)	Livestreaming vs pre-recorded: How social viewing strategies impact consumers viewing experiences and behavioural intentions	European Journal of Marketing	125
Hall A.; Towers N. (2017)	Understanding how Millennial shoppers decide what to buy: Digitally connected unseen journeys.	International Journal of Retail and Distribution Management	122
Nash J (2019)	Exploring how social media platforms influence fashion consumer decisions in the UK retail sector	Journal of Fashion Marketing and Management	109
Chang S.-H.; Chih W.-H.; Liou D.-K.; Yang Y.-T. (2016)	The mediation of cognitive attitude for online shopping	Information Technology and People	96
Wang F.; Liu X.; Fang E. (2015)	User Reviews Variance, Critic Reviews Variance, and Product Sales: An Exploration of Customer Breadth and Depth Effects	Journal of Retailing	91
Hwang J.; Park S.; Woo M.(2018)	Understanding user experiences of online travel review websites for hotel booking behaviours: an investigation of a dual motivation theory	Asia Pacific Journal of Tourism Research	84
Bowden J.; Mirzaei A. (2020)	Consumer engagement within retail communication channels: an examination of online brand communities and digital content marketing initiatives	European Journal of Marketing	81
Chen C.-C.; Hsiao K.-L.; Wu S.-J. (2018)	Purchase intention in social commerce: An	Library Hi Tech	75

	empirical examination of perceived value and social awareness		
Pizzi G.; Vannucci V.; Mazzoli V.; Donvito R. (2023)	I, chatbot! the impact of anthropomorphism and gaze direction on willingness to disclose personal information and behavioural intentions	Psychology and Marketing	73
Aiolfi S.; Bellini S.; Pellegrini D. (2021)	Data-driven digital advertising: benefits and risks of online behavioural advertising	International Journal of Retail and Distribution Management	64
Zhu P.; Liu Z.; Li X.; Jiang X.; Zhu M.X. (2021)	The influences of livestreaming on online purchase intention: examining platform characteristics and consumer psychology	Industrial Management and Data Systems	63

Articles by Persaud & Azhar (2012) and Pittman & Abell (2021) have over 150 citations, indicating seminal or influential studies in this area. Such works serve as theoretical or empirical foundations for subsequent research in digital consumer behaviour and purchase intention. Many studies rely on consumer psychology and behavioural theories: Theory of Planned Behaviour (Djafarova, 2022), Cognitive attitude models (Chang et al., 2016), Anthropomorphism and behavioural intentions (Pizzi et al., 2023). These studies underscore how psychological constructs drive digital purchase behaviour, aligning well with your study's focus on consumer intention in digital contexts. A number of studies focus on social media platforms and livestreaming such as Livestreaming platforms (Addo et al., 2021; Zhu et al., 2021), Social media influencers (Pittman & Abell, 2021), Online reviews (Hwang et al., 2018; Wang et al., 2015). These reflect technological and platform-specific shifts in how digital consumer behaviour is shaped. More than 75% of the articles were published between 2016–2023, with newer articles (like Pizzi et al., 2023) quickly gaining traction. It indicates an acceleration of interest in digital consumer behaviour and purchase intention research in the last decade—especially after 2020 (COVID-era digitalization boom). This table helps us to identify high-impact articles and influential authors, to trace conceptual and thematic evolution, to highlight platforms and technologies shaping consumer behaviour, to understand how purchase intention is influenced by emerging digital tools and psychological mechanisms. It strengthens the quantitative mapping of research trends by showing: Who is researching the field, What journals they are publishing in, When impactful work was published, Which topics are gaining traction. The articles listed reflect the core intellectual structure of the field. They show how digitalization, psychological constructs, and platform dynamics converge to shape research in digital consumer behaviour and purchase intention. This supports the relevance and timeliness of your bibliometric analysis.

## 4.2 Intellectual Structure and Scholarly Influence in Research on Digital Consumer Behaviour and Purchase Intention

### 4.2.1 Uncovering Foundational Knowledge with Co-Citation Analysis:

Co-citation analysis is a bibliometric method that uncovers relationships between scholarly works by analyzing how often they are cited together in subsequent publications. This technique highlights connections and thematic patterns among cited studies, providing valuable insights into the intellectual structure of a research domain. According to White and McCain (1998), co-citation takes place 'when two or more documents are cited in the same third document.' By studying co-citation patterns, researchers can identify thematic clusters that reflect shared concepts or ideas (Small, 1973).

In the present study, co-citation analysis of references related to Digital Consumer Behaviour and Purchase Intention identified four major thematic clusters:



Table 5: Major Keywords Used in Research on Digital Consumer Behaviour and Purchase Intention

Keywords	Occurrences	Keywords	Occurrences
Purchase Intention	52	E-marketing	4
Digital Marketing	34	Brand Awareness	4
Social Media	19	Digital Awareness	4
Consumer Behaviour	17	Social media advertising	4
E-commerce	14	Customer satisfaction	4
Influencer Marketing	11	Branding	4
Marketing	10	Artificial Intelligence	4
Trust	8	Marketing Research	4
Marketing Communications	6	Instagram	4
Social Commerce	6	Marketing management	4
Digital Influencers	6	Digital marketing	4
Online Purchase Intentions	5	Ewom	4

Source: Compiled with data extracted from the Scopus database

The table indicates that the most frequently occurring keyword in the field of consumer behaviour and purchase intention is Purchase Intention which appears 52 times. This is followed by Digital Marketing with 34 occurrences. The theme of social behaviour, which explores consumer behaviour and purchase intention phenomena, ranks next with 19 occurrences. Consumer Behaviour itself also stands out as a significant keyword, appearing 17 times. Other frequently used keywords include E-Commerce(14 occurrences) and Influencer Marketing(11 occurrences). Additionally, emerging themes reflected in author keywords highlight areas such as trust, social commerce, branding, customer satisfaction, and digital awareness.

Figure 3 presents a network visualization of the co-occurrence analysis of author keywords. Initially, a minimum occurrence threshold of 5 was applied, which identified 15 out of 703 keywords; however, the resulting map was overly complex and difficult to interpret. Raising the threshold further would have reduced the set to too few keywords for meaningful insights. After testing, a minimum occurrence threshold of 4 was found to be optimal, yielding 24 keywords organized into 5 clusters, with 118 links and a total link strength of 227. In the final visualization, each cluster corresponds to a thematic area, as detailed in the following section.

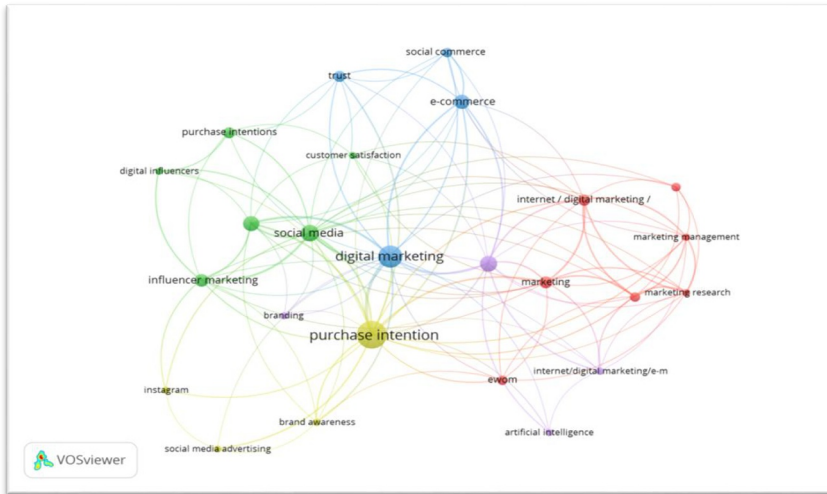


Figure 3: Network Visualisation of Co-Occurrence of Keyword

Source: Prepared using VOSviewer with the help of data extracted from the Scopus database

Cluster 1: The cluster highlighted in red is primarily defined by the keyword 'Purchase Intention,' which appears 52 times, followed by 'Brand Awareness' with 4 occurrences. Other notable keywords within this cluster include 'eWOM,' 'Marketing Management,' and 'Marketing Communications.'

Cluster 2: The cluster highlighted in green is mainly linked to the keyword 'Social Media' (19 occurrences), along with other significant terms such as 'Consumer Behaviour,' 'Consumer Satisfaction,' 'Digital Influencers,' and 'Influencer Marketing.'

Cluster 3: The cluster represented in blue is primarily defined by the keyword 'Digital Marketing' (34 occurrences), followed by 'E-Commerce' and 'Social Commerce.' Both digital marketing and e-commerce are widely studied approaches within the marketing domain.

Cluster 4: The cluster represented in yellow is defined by the major keywords 'Purchase Intention' and 'Social Media Advertising.' It reflects the growing research focus on digital consumer behaviour and purchase intention over the past decade, particularly following the digitalization surge during the post-2020 COVID era."

Cluster 5: The cluster marked in purple comprises four keywords: 'Branding' (4), 'Artificial Intelligence' (4), 'Consumer Behaviour' (17), and 'E-Marketing' (4). Within this cluster, 'Consumer Behaviour' emerges as the central concept, while 'Branding' and 'E-Marketing' represent significant components of the broader consumer behaviour domain in marketing, as reflected in their frequencies of occurrence."

## 5. Discussion

Persaud and Azhar, in their study titled, "Innovative Mobile Marketing via Smartphones: Are Consumers Ready?", observed that the rapid growth in smartphone usage offers marketers unprecedented opportunities to connect with and serve their customers. However, the study raises an important question- are consumers truly prepared for mobile marketing through their smartphones? The research investigates consumers' readiness and willingness to embrace mobile-based marketing initiatives. The findings reveal that factors such as consumers' shopping styles, trust in brands, and perceived value play a crucial role in motivating engagement with mobile marketing. The authors emphasize that for mobile marketing to succeed, marketers must focus on creating genuine value, fostering authentic brands, instead of simply modifying existing marketing tactics. Marketers should actively listen to their customers and design strategies that align with their expectations. In this context, digital consumer behaviour refers to how consumers act and make decisions while interacting with products and services through digital channels. A central concept in this area, purchase intention, denotes the likelihood that a

consumer will buy a product when influenced by various factors. In today's digital environment this intention is shaped by multiple determinants including trust, perceived usefulness, social influence, online reviews, website quality and AI generated content- all of which redefine how consumers form and act upon their purchase decisions.

This study employs bibliometric analysis to trace the evolution of research on digital consumer behaviour and purchase intention. The findings show a notable surge in publications on the topic since 2019. Among contributing authors, Persaud A. emerges as the most cited, with 207 citations. While each institution in the dataset has only one publication in this domain, some—such as the University of Ottawa—have achieved over 200 citations, indicating that single, high-impact studies have made substantial contributions to the field.

An examination of source impact revealed that Marketing Intelligence and Planning is the most frequently cited journal. In terms of individual articles, Innovative Mobile Marketing and Customer Engagement and Purchase Intention rank highest in citations.

Co-citation analysis uncovered strong intellectual linkages between research on digital marketing and purchase intention with themes such as social behaviour, trust, social commerce, and digital influencers. Four thematic clusters were identified within the domain, reflecting the conceptual diversity of the field.

Finally, keyword co-occurrence analysis showed that 'Purchase Intention' and 'Digital Consumer Behaviour' are the most prominent keywords, followed by 'Digital Marketing'. These terms encapsulate the central themes and research focus within the corpus.

This study aims to advance marketing scholarship by focussing on digital consumer behaviour and purchase decisions. Using an extensive bibliometric approach, it uncovers four key thematic areas that shape current research. It also brings attention to the leading publications and prominent scholars in the domain, while identifying the most impactful institutions, articles, and journals. The paper concludes with the recommendations for future enquiry, emphasizing the need for longitudinal research into digital consumer patterns.

## 6. Conclusion

The bibliometric analysis of digital consumer behaviour and purchase intention underscores a growing scholarly interest in this field. The steady increase in published studies over time under scores the fields ongoing significance. Through co-citation analysis, keywords by Persaud and Azhar (2012) and Pittman and Abell (2021) emerge as foundational. The continued use of models reflects the lasting relevance of behavioural theory in digital research. Additionally keyword co-occurrence analysis points to a wide range of research topics and growing avenues, such as how social media affects consumer choices and the impact of digital marketing on buying decisions. The growing reliance on behavioural theories to explore and address these dynamics is reflected in the rising number of related publications. Overall, the study indicates that ample opportunities remain for future research in the areas of consumer behaviour, digital marketing, and purchase intention.

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