

# From Carts To Charts: A Bibliometric Insight Into Online Shopping Trends

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*Abstract*—This article examines the growing importance of internet buying in the digital era. The research delineates important trends, prominent writers, and critical keywords associated with internet purchasing. It underscores the key influence of social media on internet purchasing behaviour. A bibliometric study indicates a significant yearly increase in publications, underscoring the rising academic interest in this domain. This research enhances comprehension of the dynamics of internet commerce and its growing significance. It also analyses the interrelation of aspects such as social media, marketing, and e-commerce in shaping customer behaviour.

*Keywords*—influencer marketing, purchase intentions, influencer credibility, influencer relatability

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## INTRODUCTION

In the contemporary digital age, online shopping has beyond mere trend status and has become a fundamental aspect of daily life, shown by significant shifts in societal behaviour and the pervasive adoption of online shopping as the primary means of acquiring goods and services. This phenomenon has facilitated rapid access for customers to products and services, enabling transactions with only a few clicks on their smartphones (Cuong, 2023). Hiding one's identity creates a greater feeling of safety and privacy, allowing people to feel secure about their personal information. This confidence encourages a readiness among them to participate in transactions without any hesitations (Sun et al., 2023).

Online purchasing had also captured the attention of consumer psychology experts. They believe that many complexities and factors influence their behaviour were becoming more intricate as we move towards digital platforms (Madhu et al., 2023). Recent global devastating events, especially the Covid-19 pandemic, had majorly speed up the transformation process, affecting consumers behaviour (Li & Hassan, 2023). It's important to acknowledge that shifts in the digital world had created more intricate dynamics, which call for a profound understanding of consumer behaviour (Bansal & Kumar, 2018). Different factors such as how to access easily products at good prices, using creative marketing approaches, and offering exclusive customised shopping experiences, can trigger spontaneous reactions from consumers. Previous studies on online shopping have not fully examined the key areas which significantly influence a person's willingness to engage in these transactions in today's advanced e-commerce environment (Madhu et al., 2023). Exploring driving factors of online shopping is an important area of study, offering valuable insight that can benefit both shoppers and e-commerce companies.

This contemporary technology landscape had facilitated many consumer actions and their behavioural patterns in the online realm. A primary benefit of this online environment have been its accessibility, namely 24/7 availability, enabling transactions which can be conducted at any time due to the supporting technology. (Cuong, 2023). The online environment had significantly influenced both consumers and sellers, with sellers experiencing increased profitability due to the ease of transactions in a more flexible manner. Moreover, this environment influences how consumers and sellers act in this digital era (Cuong, 2023).

Sellers use many different strategies, with current technology playing a significant role. The techniques included creating impulsive, compulsive purchase tactics, advertising campaigns, and online promotions. This online digital environment has become an crucial component in changing how people behave. It clearly deserves enhanced attention and exploration (Bansal & Kumar, 2018).

Alalwan et al. (Alalwan, 2018) had developed a model. He explored various factors that can influence students' academic success in higher education. The model was based upon three theories that is communication theory, constructivism theory, and the technology acceptance model. This study looked into the driving factors which is known to help students in embracing technology for online communication and participative learning using the Technology Acceptance Model. The impact of technology on students work and communication in higher education was explored through communication theory (Almulla, 2023). Constructivist method encouraged critical thinking, meaningful learning whereas social interaction had proved to boost academic achievements of students (Zajda, 2023). Constructivism emphasised that learning is a shared journey where students connect with their teachers (Pillai & Sivathanu, 2020).

This study has used publisher websites which may be found via the "publish & perish" Scopus journal. While complete reading eliminates crucial research components, selected articles create trends.

This approach aimed to give a detailed and comprehensive understanding of the dynamics regarding online shopping environment. The preceding paragraphs illustrate that the online environment significantly alters behavioural patterns. This research aims to identify the primary factors influencing online shopping behaviour, thereby providing a framework for understanding the dominant influences on purchasing decisions. Additionally, the E-Commerce sector can incorporate the consumer's perspective, which can be utilised in their strategy to enhance online purchasing levels.

The goal of this study is to provide useful information so that business executives and consumers may make wise choices in the world of online purchasing.

## **RESEARCH QUESTIONS**

The research article's purpose and aims focus on identifying the following stated research questions.

**RQ1.** What is the yearly trend of internet shopping?

**RQ2.** Which author made a greater contribution to internet shopping?

**RQ3.** What are the keywords and citations associated with online shopping?

The introduction part assesses a fundamental understanding of the research issue, incorporating the purpose, objectives, and research questions. A comprehensive overview of the entire research has a literature review, methodologies, analysis discussion, and conclusion have been produced accordingly.

## **REVIEW OF LITERATURE**

Li et al. (Li & Hassan, 2023) conducted a bibliometric analysis of 638 items on Gen Z purchasing behaviour from the Scopus database. The study identifies key research themes, including factors influencing consumer behaviour, generational comparisons, demographics, and sustainable consumption. The analysis also highlights the evolution of research in this field and suggests future directions. Singh (Mahendra & Yoshiki, 2015) used bibliometric tools to analyse online purchasing research from 2000 to 2014, scrutinising 772 publications sourced from the Web of Science. It assesses journals, authors, and publications according to productivity, sustainability, and impact. The study finds leading publications such as the Journal of Business Research and highlights prominent authors and citation patterns within the fragmented domain of internet retail research. Shafi (Shafi et al., 2024) examines the correlation between environmental awareness and internet buying via a bibliometric and systematic review. It examines literary trends, prominent writers, and the environmental implications of internet buying, highlighting the contradiction between customers' eco-conscious beliefs and their purchasing behaviours. This study by Tass [14] offers a bibliometric examination of consumer internet purchase behaviour utilising data from Scopus and Web of Science spanning from 1996 to 2022. It

evaluates journals, researchers, and publications according to productivity, viability, and impact. The study delineates principal patterns and significant determinants in online purchasing behaviour. Nadroo [15] examines research patterns and topic development in online purchasing intention (OPI). A bibliometric examination of 1,470 Scopus papers indicates six major groupings in OPI research and future trends, including the integration of AI and chatbots.

### DATA EXTRACTION

Selecting the right search engine is crucial for effective data extraction. Scopus was picked for this reason. This pick was made because Scopus, Elsevier's citation database, is a significant index. 2) It publishes peer-reviewed, high-quality content. Scopus evaluates each title's quality using four metrics: h-index, Cite Score, SCI Imago Journal Rank (SJR), and Source Normalized Impact per Paper. 4) Scopus indexed 282 research publications on . This research project on social media marketing covers the years 2015-2024. This search was performed on April 30, 2025. This Scopus search string focused on yearly trends, authors, top journals, topic areas, document types, affiliations, and top countries.

### RESULTS AND DISCUSSION

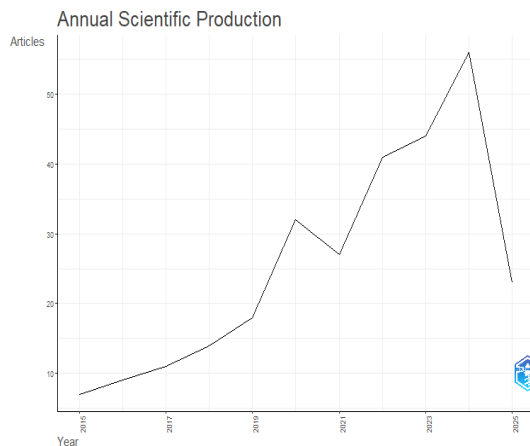
Between the years 2015 and 2025, this dataset has 282 documents derived from 188 articles and is expanding at a rate of 12.63% yearly. A document is considered to be 3.48 years old on average and has 28,84 citations, which adds up to 18,411 references. 660 Keywords Plus (ID) and 1006 Author, DE Keywords are what are revealed by the content analysis. There are 829 authors in the landscape of authors, 29 of whom publish work on their own. Collaboration is evident given that there are 31 papers that were written by a single author and 3.07 co-authors for each document. Observe that 28.72% of the co-authorships are from other countries. When it comes to this collection, articles make up every 282 items.

Table no. 1

Description	Results
<b>DATA INFORMATION</b>	
Timespan	2015:2025
Sources (Journals, Books, etc)	188
Files	282
Yearly Growth Percentage%	12.63
Files mean Age	3.48
Average citations per file	28.84
References	18411
<b>FILES CONTENTS</b>	
Keywords Plus (ID)	660
Keywords used by authors (DE)	1006
<b>AUTHORS INFORMATION</b>	
Total no of Authors	829
No of single-authored docs	29
<b>AUTHORS PARTNERSHIP</b>	
One authored	31

Co-authors average per file	3.07
Global co-authorships %	28.72
<b>DOCUMENT CLASSIFICATION</b>	
Article	282

Figure no. 2 Annual trend



Beginning in 2015 and continuing through 2024, the first graph is an illustration of the yearly scientific production connected to research on online purchasing. There was a steady increase in the number of articles that were written up to the year 2019, and then there was a significant surge in the year 2020. This might be attributed to the impact that the COVID-19 epidemic had on internet purchasing. In 2023, the number of publications published in research reached its highest point, surpassing the previous year's total of almost 60. On the other hand, 2024 reveals a fall, which may be an indication of market saturation or a shift in the priority given to research. Changes in consumer behaviour, technical improvements, and the growth of digital marketing are all factors that have contributed to the trend, which indicates that academics are becoming increasingly interested in online buying.



Figure no. 3 Author's production

A representation of the academic contributions made by notable authors in the field of research on online shopping is shown in Figure no. 3, which spans the years 2014 through 2023. To illustrate the timeline, each author is displayed along the vertical axis, while the horizontal axis depicts the timeline. Each author's row has dots that represent the years in which they published their work. The size of the dot represents the number of articles (N. Articles), and the shade represents the total number of citations received in a given year (TC per Year).

Authors like Omeish P. T. and Alghizzwi M. have been incredibly busy in recent years. The largest and darkest dots on the graph indicate that they authored two articles each in 2022 and 2023. This demonstrates that they have produced a big body of work and have had a significant impact. The contributions of Abuhashem M M and Liu S, on the other hand, cover a wider range of publishing years; Abuhashem's contributions cover the years 2017–2023 while Liu's cover the years 2014–2023. However, they have produced a far smaller number of papers overall.

Foroudi P, Escobar-Rodrigue T, and Dutta N were among the writers who made earlier contributions. Individual papers are represented by the smaller dots, which often have lower citation rates. The graph illustrates the consistency, intensity, and importance of writers in the subject of online shopping research. Both new researchers and those who have been making contributions for a long time are included in the graph.

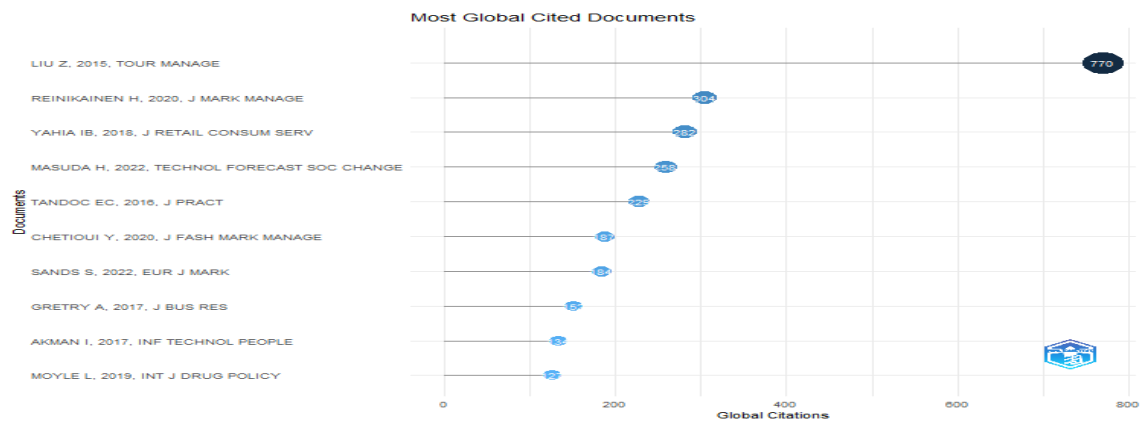


Figure no. 4 Cited documents

The top ten scholarly works that have been cited the most in relation to online shopping are shown in the "Most Globally Cited Documents" graph. With 770 citations, the work of Hajli N. (2014) has significantly impacted the field and was the one with the most citations. Other notable papers are Yang H. et al. (2015), which garnered 282 citations, and Kemp E. et al. (2020), which received 304 citations. Each bubble represents a publication, and the size of the bubble is proportional to the number of citations the publication has received. The horizontal axis depicts the total number of citations. The fundamental studies that have influenced research on online shopping throughout the course of time are shown in this picture.

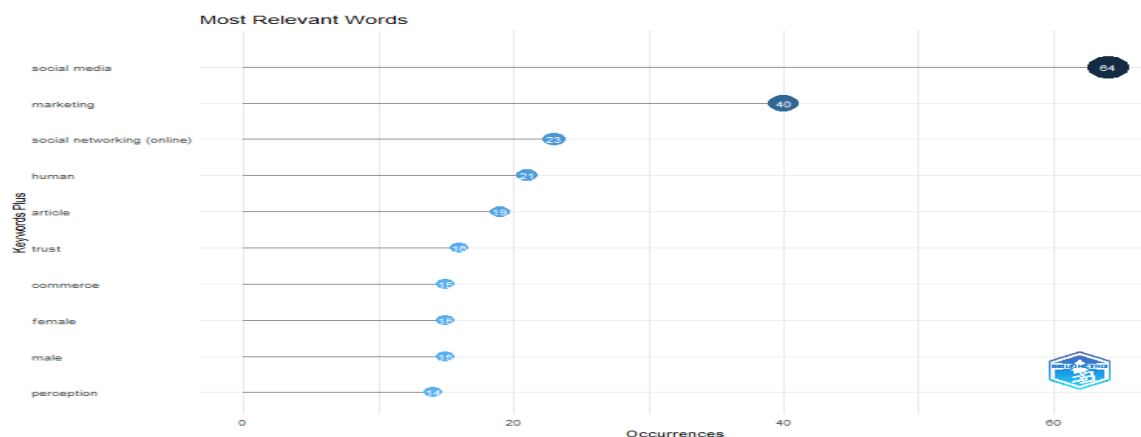


Figure no. 5 Keywords

The graph labelled "Most Relevant Words" displays the keywords that are most frequently used in scholarly articles pertaining to online purchasing. The x-axis displays the number of times each phrase appears in the manuscript. After "marketing" in forty studies and "social networking (online)" in twenty-

three papers, the word "social media" is the most relevant phrase according to sixty-four papers. The words "influence" (21) and "consumers" (19) as well as "e-commerce" (16) are also significantly important. The study topics that are being investigated in this sector are digital platforms, user behaviour, and consumer engagement. In order to highlight research trends and areas of interest, the bubble sizes emphasise the frequency of the research.

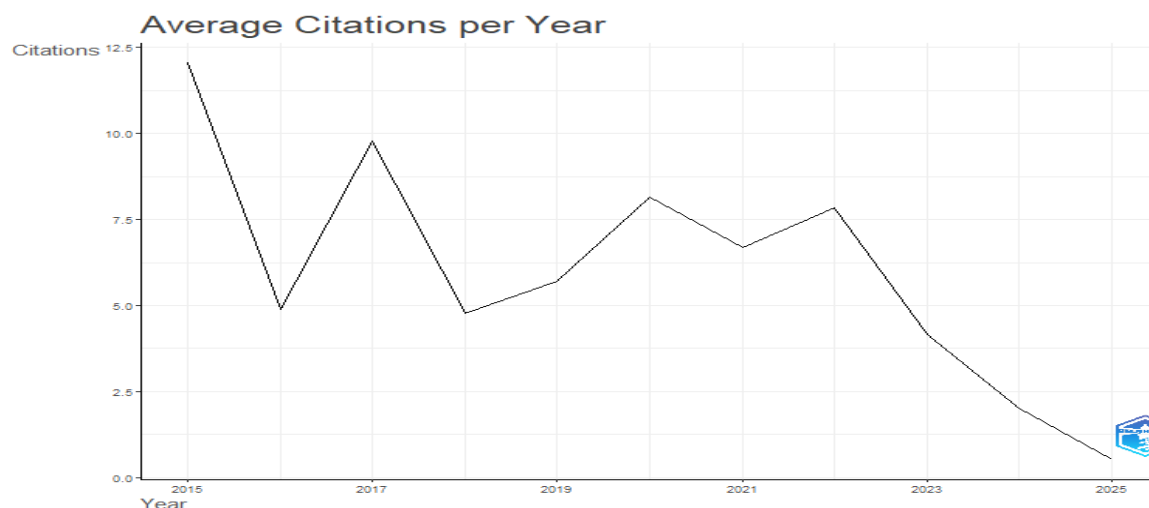


Figure no. 6 Average citations per year

The graph that is named "Average Citations per Year" depicts the progression of the annual average number of citations that articles have received from the year 2015 to the year 2025. After reaching a peak of more than 12 citations in 2015, the average number of citations continued to fluctuate over the years. The top citation average was recorded in 2015. It is noticed that peaks occur once again in the years 2017 and 2020, with averages coming close to or above 8 citations. In spite of this, a considerable decline begins after the year 2022 and continues until the year 2025, when there is less than one citation. As a result of this trend, older works have had more time to accumulate citations, whereas more recent publications have not yet earned a significant amount of attention from the academic community.

## DISCUSSION

This study examines the several elements that influence online purchasing patterns, with a focus on the notable increase in the amount of time spent on these activities. Important trends, well-known writers, and crucial phrases related to internet commerce are revealed by the study. According to this study, the results show that social media creates a big impact on online internet users' in driving their purchase intentions. The significance of academic work is highlighted by the fact that previous article often receive more citations when examining the average number of citations received annually. This study provides a comprehensive analysis of the present condition of online shopping research now and its historical development. This study shows how crucial e-commerce and digital platforms have grown in shaping the individual consumers actions and communication with one another.

## FUTURE DIRECTIONS

Future research may look at the long-term impacts of emerging technology on online buying habits, such as virtual reality and artificial intelligence. Furthermore, analysing the cultural differences in online purchasing habits would provide important information for global e-commerce projects. The ethical ramifications of online purchasing, including data privacy and consumer protection, require a more thorough examination..

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