

## **TRENDS AND PATTERNS IN ONLINE PURCHASE DECISION RESEARCH: A LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS**

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**Abstract :** *The purpose of this study is to understand the factors that influence online purchase decisions, especially amidst the increasing popularity of e-commerce and the shift accelerated by the COVID-19 pandemic. This bibliometric review examines 95 articles with the keyword "online purchase decision" from Scopus journals generated by Publish or Perish on April 25, 2023, to identify the most influential authors and trends in this field from 2002 to 2023. The study reveals a steady increase in publications on this subject over time, with a significant surge recently. S. Yoon emerged as the most cited author in this field, followed by H.W. Kim and N. Hu. "Decision Support Systems" is the most productive journal in this field, and M. Ramesh is the most prolific author. The research variables have similarities and differences in their focus and approach. For instance, trust, price, reviews, website characteristics, and the influence of social media are the focus in these studies. These studies differ in their approaches and focus. For example, Yoon (2002) examines the antecedents and consequences of trust, Kim et al. (2012) compare price and trust, Hu et al. (2014) analyze online review sentiment, and Luo et al. (2012) investigate the impact of website characteristics. There are also differences in the scope of research, including cross-cultural approaches, the teenage market, gender, and potential customers vs. repeat customers. The findings of this study provide valuable insights into the key trends and patterns in online purchase decision-making research, which can inform marketing strategies and improve online sales.*

**Keywords:** *Online Purchase Decision, Bibliometric Analysis, Consumer Behavior*

## **INTRODUCTION**

The internet has revolutionized the way consumers make purchasing decisions (Biçer, 2020). With the advent of e-commerce, online shopping has become an increasingly popular channel for consumers to purchase goods and services (Zumstein & Kotowski, 2020). Therefore, understanding the factors that influence online purchase decisions has become an important area of research for marketers and academics (He & Harris, 2020). Additionally, the COVID-19 pandemic has accelerated the shift to online shopping as more people choose to shop safely and conveniently from home (Shamshiripour et al., 2020). This has led to a significant increase in the number of online transactions, making it more crucial for businesses to understand the factors that influence consumer online purchase decisions (Changchit et al., 2019).

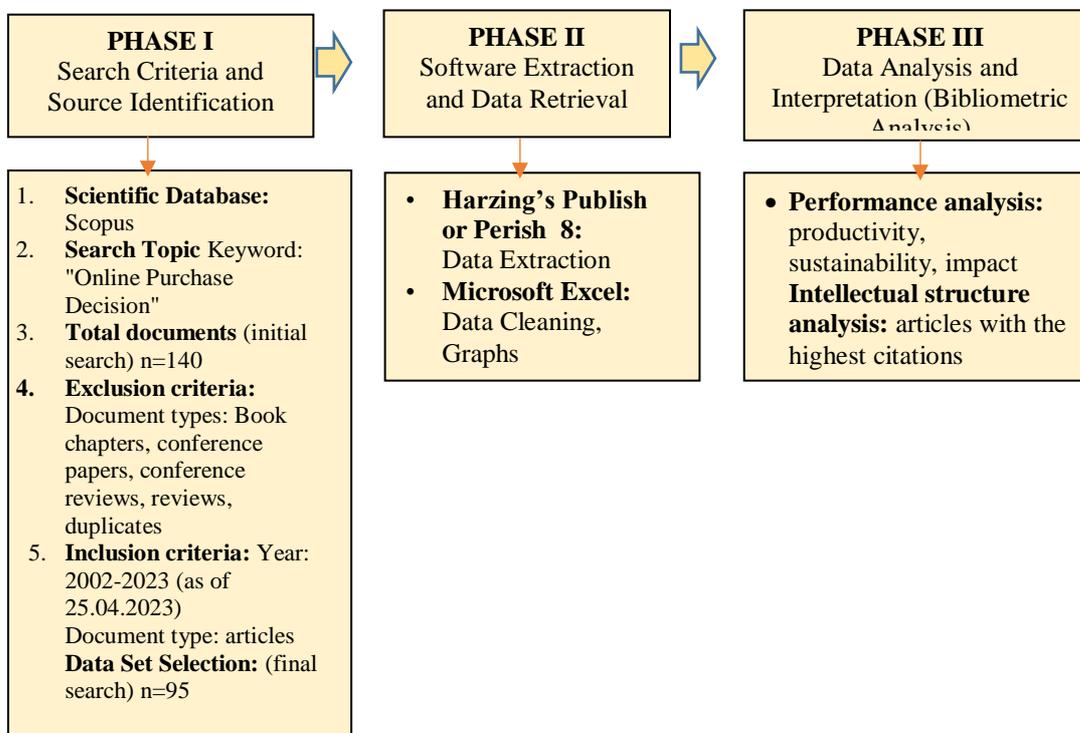
With the proliferation of e-commerce platforms and the abundance of online information, consumers are faced with a vast number of choices and information, which can make the online purchase decision-making process more complex (Lv & Liu, 2022). Therefore, it is important for businesses to gain insights into key trends and patterns in online purchase decision research to inform their marketing strategies and enhance online sales (Rosário & Raimundo, 2021).

The purpose of this literature review and bibliometric analysis is to provide a comprehensive overview of existing research on online purchase decision-making and to identify the most influential authors and trends in this field from 2002 to 2023 (Biçer, 2020). This article stands out due to its innovative approach of conducting a comprehensive bibliometric analysis on the topic of online purchase decision-making, a method not extensively applied in previous studies. While existing research has explored various factors influencing online purchasing behavior through empirical studies and literature reviews,

this study fills a critical gap by systematically analyzing a wide range of scholarly articles from 2002 to 2023. By using structured, transparent, and reproducible procedures at every stage of the process, a systematic literature review aims to systematically find and synthesize relevant research (Shaffril et al., 2021). This approach provides a nuanced understanding of the evolution of research on this topic over time by identifying influential authors, key publications, and emerging trends in the field.

## RESEARCH METHODS

This study employs a quantitative method for bibliometric analysis and a qualitative method for systematic literature review (Sulistiyowati & Husda, 2023b, 2023a), focusing on "online purchase decision-making" by analyzing 95 articles from Scopus journals obtained on April 25th, 2023, using Publish or Perish. A systematic literature review involves a rigorous and structured approach to gathering, evaluating, and synthesizing existing research relevant to a specific topic or question. The research was conducted in three phases. Initially, criteria were defined and sources were identified using the Scopus scholarly database, with exclusion criteria including book chapters, conference papers, conference reviews, reviews, and duplicates, while inclusion criteria encompassed articles published between 2002 and 2023. After applying these criteria, 95 articles were selected for analysis. In the second phase, data extraction was performed using Harzing's Publish or Perish 8, and data cleaning and graphical analysis were conducted using Microsoft Excel. Subsequently, the third phase involved bibliometric analysis to assess the performance, productivity, sustainability, and impact of the selected articles. Additionally, the study systematically examined the intellectual structure of articles with the highest citation counts.



**Figure 1. Design of Bibliometric Analysis Methodology Source**  
Source: Lam et al. (2023); Mahendra & Yoshiki, (2015)

## RESULTS AND DISCUSSION

As seen in Figure 2, the number of scholarly articles related to online purchase decision has steadily increased over time, with a significant rise in recent years. This study identified a total of 95 published articles, authored by 88 contributors across 75 journals. The year 2021 had the highest number of publications, with 13 articles, marking the highest count for any year analyzed in this study.



**Figure 2. Number of Scopus-indexed Papers on the Keyword "Online Purchase Decision"**

Source: data processed from the Scopus database on April 25th, 2023

This study refers to research conducted by Mahendra & Yoshiki (2015) which analyzed using three standards: productivity, sustainability, and impact.

### Productivity

Productivity is generally defined as the number of papers published within a specific timeframe, either by individual authors or in specific journals (Mahendra & Yoshiki, 2015). Academic output is a common measure of productivity, encompassing the number of abstracts or manuscripts submitted to conferences or journals, the number of posters or oral presentations delivered at conferences, and the number of journal articles published (Kshatriya, 2017). Table 1 shows the top 10 journals based on the number of papers they have published, along with the corresponding percentage of the total number of papers. The journal with the highest number of papers is "Decision Support Systems" with 6 papers, representing 6.32% of the total number of papers. Journals with 3 papers each, representing 3.16% of the total number of papers, include "Journal of Interactive Marketing," "Psychology and Marketing," and "International Journal of Data and Network Science." The remaining journals in the table have published 2 papers each, representing 2.11% of the total number of papers.

**Table 1. Top 10 Most Productive Journals Indexed in Scopus from 2002 to 2023**

No.	Source	Number of papers	% of Total
1	Decision Support Systems	6	6.32%
2	Journal of Interactive Marketing	3	3.16%
3	Psychology and Marketing	3	3.16%

4	International Journal of Data and Network Science	3	3.16%
5	Electronic Commerce Research and Applications	2	2.11%
6	Journal of Retailing and Consumer Services	2	2.11%
7	Electronic Commerce Research	2	2.11%
8	Internet Research	2	2.11%
9	Computers in Human Behavior	2	2.11%
10	IEEE Access	2	2.11%

Source: data processed from the Scopus database on April 25th, 2023

Table 2 displays the top 10 authors ranked by the number of papers they have written and their citations per paper. M. Ramesh ranks first on the list with three papers, contributing to 3.16% of the total papers. Other authors on the list have each written two or three papers, representing 2.11% and 1.05% of the total papers, respectively.

**Table 2. Top 10 Most Productive Authors Indexed in Scopus from 2002-2023**

No.	Authors	Number of Papers	% of Total
1	M. Ramesh	3	3.16%
2	H.W. Kim	2	2.11%
3	S. Karimi	2	2.11%
4	X. Wang	2	2.11%
5	C.C. Dinulescu	2	2.11%
6	K. Kusno	2	2.11%
7	S. Yoon	1	1.05%
8	N. Hu	1	1.05%
9	J. Luo	1	1.05%
10	K. Goodrich	1	1.05%

Source: data processed from the Scopus database on April 25th, 2023

### Sustainability

"Sustainability" refers to the period during which each research paper on the topic of online purchase decisions was published between 2002 and 2023. Table 3 ranks the top 10 journals based on the number of years their articles have been present in online purchase decision research. According to the table, the Journal of Interactive Marketing has been published for the longest period, covering 21 years. European Management Journal ranks second with a publication history of 20 years, while Tourism Management has been published for 19 years.

**Table 3. Top 10 Sustainable Journals Indexed in Scopus from 2002-2023**

No.	Source	Number of Years
1	Journal of Interactive Marketing	21
2	European Management Journal	20
3	Tourism Management	19
4	International Marketing Review	18

5	Latin American Business Review	15
6	International Journal of Internet Marketing and Advertising	14
7	Psychology and Marketing	13
8	Information and Management	13
9	International Journal of Data Analysis Techniques and Strategies	13
10	Journal of Hospitality and Tourism Research	12

Source: data processed from the Scopus database on April 25th, 2023

Table 4 provides valuable information about authors who have made significant contributions to research on online purchase decisions over the years. This table ranks the top 10 authors based on the duration of their publication years and their citation counts, reflecting their publication history from 2002 to 2023. At the top rank is S. Yoon, who has been actively publishing articles in this field for 21 years. G. Odekerken-Schröder and K.S. Fam follow with publication histories of 20 and 19 years, respectively. D. Kuhlmeier, L.F. Hor-Meyll, C. Ruiz-Mafé, S. Gupta, H. Wang, R. Yeh, and S. Tanford complete the list with publication histories ranging from 12 to 18 years. These authors have made significant contributions to the field of online purchase decision research, and their works have been widely cited and recognized. Their long publication histories serve as evidence of the relevance and importance of their work in this field.

**Table 4. Top 10 Sustainable Authors Indexed in Scopus from 2002 to 2023**

No.	Authors	Number of Years
1	S. Yoon	21
2	G. Odekerken-Schröder	20
3	K.S. Fam	19
4	D. Kuhlmeier	18
5	L.F. Hor-Meyll	15
6	C. Ruiz-Mafé	14
7	S. Gupta	13
8	H. Wang	13
9	R. Yeh	13
10	S. Tanford	12

Source: data processed from the Scopus database on April 25th, 2023

### Impact

Impact is a metric widely used in the academic world to evaluate the significance and influence of journals, authors, and individual articles (Mahendra & Yoshiki, 2015). Table 5 presents the top 10 sources or journals ranked by the number of citations received per article during a specific period, along with their percentage of total citations per article. The journal "Journal of Interactive Marketing" received the highest number of citations per article with 649, representing 21.50% of the total citations per article. This is followed by "Electronic Commerce Research and Applications" with 314 citations per article, accounting for 10.40% of the total citations per article, and "Decision Support Systems" with 289 citations per article, representing 9.58% of the total citations per article. Other sources in the list have citations per article ranging from 85 to 170, each representing a percentage of total citations per article ranging from 2.82% to 5.63%.



**Table 5. Top 10 Journals with Highest Citations Indexed in Scopus from 2002-2023**

No.	Source	Citation/ Paper	% of Total
1	Journal of Interactive Marketing	649	21.50%
2	Electronic Commerce Research and Applications	314	10.40%
3	Decision Support Systems	289	9.58%
4	MIS Quarterly: Management Information Systems	215	7.12%
5	Journal of Marketing Communications	177	5.86%
6	Psychology and Marketing	170	5.63%
7	Journal of Retailing and Consumer Services	153	5.07%
8	Information Systems Frontiers	93	3.08%
9	Tourism Management	92	3.05%
10	International Marketing Review	85	2.82%

Source: data processed from the Scopus database on April 25th, 2023

Table 6 presents the most cited articles in Scopus related to the keyword "online purchase decision." The common thread among these articles is their focus on identifying factors influencing online purchase decision-making and providing practical advice for online retailers and marketers to enhance the online shopping experience for consumers. However, these articles differ in their research focus and specific methodologies. Some emphasize the importance of trust, while others focus on variables such as price, reviews, and social media. Moreover, these articles employ different research methods, ranging from survey data and experiments to qualitative analysis and data obtained from online retailers. Additionally, the number of citations received by each article varies significantly, with the most cited article Yoon (2002) receiving 649 citations and the least cited article Lin et al. (2019) receiving 93 citations. This disparity indicates that these articles have varying levels of influence and impact within the scholarly community.

**Table 6. Top 10 Articles with the Highest Citations Indexed in Scopus from 2002 to 2023**

No.	Year	Authors	Title	Cites
1	2002	S. Yoon	"The antecedents and consequences of trust in online-purchase decisions" (Yoon, 2002)	649
2	2012	H.W. Kim	"Which is more important in Internet shopping, perceived price or trust?" (Kim et al., 2012)	314
3	2014	N. Hu	"Ratings lead you to the product, reviews help you clinch it? the mediating role of online review sentiments on product sales" (Hu et al., 2014)	289
4	2012	J. Luo	"The effectiveness of online shopping characteristics and well-designed websites on satisfaction" (Luo et al., 2012)	215

5	2014	K. Goodrich	“How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences”	177
6	2010	S. Gupta	“Value-driven internet shopping: The mental accounting theory perspective”	170
7	2017	E. Pantano	“Enhancing the online decision-making process by using augmented reality: A two country comparison of youth markets”	153
8	2015	S. Karimi	“The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour”	108
9	2009	H.W. Kim	“A comparison of purchase decision calculus between potential and repeat customers of an online store”	96
10	2019	X. Lin	“Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective”	93

Source: data processed from the Scopus database on April 25th, 2023

## CONCLUSION

This study reveals a consistent increase in publications on this topic over time, with a significant rise occurring in recent periods. S. Yoon is identified as the most frequently cited author in this field, followed by H.W. Kim and N. Hu. The journal Decision Support Systems is the most productive in this field, while M. Ramesh is the most prolific author. The research variables discussed in the study share similarities and differences in terms of focus and approaches used. Some commonalities include the use of trust as a determinant variable in online purchase decisions. The studies acknowledge that trust is a crucial factor influencing consumer behavior when deciding to make purchases online. Additionally, some studies examine factors such as perceived price, reviews, website characteristics, and the influence of social media on purchase decisions.

However, there are differences in the approach and focus of each study. For example, the research by Yoon (2002) focuses more on antecedents and consequences of trust in online purchase decisions. Meanwhile, the study by Kim et al. (2012) compares the importance of perceived price and trust in online shopping. The study by Hu et al. (2014) involves sentiment analysis of online reviews in influencing product sales. On the other hand, Luo et al. (2012) study the impact of well-designed website characteristics on consumer satisfaction. Additionally, there are differences in the scope and context of research. Some studies adopt a cross-cultural approach to comparing the influences of online and offline purchase decisions ("How 'social' are social media?", "Value-driven internet shopping"). Other studies focus on specific consumer groups, such as the teenage market ("Enhancing the online decision-making process by using augmented reality"), gender differences ("Exploring Gender Differences in Online Consumer Purchase Decision Making"), and the difference between potential and repeat customers ("A comparison of purchase decision calculus between potential and repeat customers").

By understanding the similarities and differences of these research variables, a broader insight into the factors influencing online purchase decisions can be gained.

Furthermore, understanding the context and differences in consumer behavior in online shopping is also crucial. The findings from this research provide valuable insights into key trends and patterns in online purchase decision-making research. These insights can be used to inform effective marketing strategies and enhance online sales.

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