Research Article

Bibliometric Insights into the Effects of Personal and Social Factors on Consumer Online Purchase Intention

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ARTICLE INFO	ABSTRACT
	Purpose – The rapid growth of e-commerce and the increasing digitalization of consumer markets have heightened the importance of understanding personal and social factors influencing online purchase intention. However, there remains a gap in comprehensively reviewing the factors that impact this domain. This study aims to address this gap by systematically examining the key determinants of consumer behaviour in online shopping environments. **Design/methodology/approach** – The study uses bibliometric and systematic literature review techniques, analyzing a dataset of 304 articles from the Scopus database published between 1990 and 2024. The analysis sheds light on the most influential factors, contributors, and future research trends in consumer online purchase intention. **Findings** – The findings reveal a significant growth in the number of publications on consumer online purchase intention, especially after 2010. The personal factors influencing online purchases include perceived risk, trust, and demographic factors such as age and income. Social factors like peer recommendations, online reviews, and social proof have also been highlighted as critical drivers. Emerging areas such as social commerce and mobile technology are gaining traction. Future research should focus on the role of AI, cross-cultural comparisons, and the impact of sustainability on consumer behaviour. **Originality/value** – This paper comprehensively reviews personal and social factors shaping online purchase behaviour, emphasizing emerging trends like social commerce and mobile technology. It fills a crucial gap by identifying key influencers and offering directions for future research to enhance e-commerce strategies. **Keywords:** Consumer purchase intention, consumer behaviour, e-commerce, bibliometric analysis, perceived risk.

Introduction

Exploring online customer behaviour has become a key area of study in marketing and consumer research in the present era of digital technology. The exponential expansion of e-commerce and digital platforms has revolutionized the customer decision-making, transferring a significant portion of the buying process from conventional physical storefronts to the digital domain. The anticipated global e-commerce sales for 2023 were estimated to reach $6.3 trillion, representing more than 20% of the total retail sales worldwide (Statista, 2023). The rapid and significant expansion of this phenomenon has motivated scholars and professionals to comprehend the fundamental influences that shape consumer behaviour in online settings. A burgeoning corpus of literature has specifically examined the influence of personal and societal factors on the formation of online purchase intention.

1.1   Online Purchase Intention: A Conceptual Framework

Online purchase intention evaluates the probability that a consumer would participate in buying activities through digital platforms. This phenomenon functions as a forerunner to real purchase behaviour and is frequently employed to forecast forthcoming buying trends (Paul A Pavlou, 2003). Given the ongoing growth of the digital

marketplace, it has become crucial for firms and researchers to comprehend the elements that impact the intention to make online purchases. This knowledge facilitates optimizing marketing strategies, enhancing customer experience, and improving overall happiness, all of which are crucial elements in achieving a competitive advantage in the e-commerce industry (Kim & Peterson, 2017). Academic research on online purchase intention has concentrated primarily on psychological aspects, including trust and perceived risk, which are the most often mentioned variables (Jadil et al., 2022; Malhan & Kumar, 2021). Trust, for example, is crucial in predicting whether a consumer feels enough at ease to complete a transaction online. The lack of face-to-face contact and the possibility of data breaches or fraudulent activities can increase consumer deliberation, resulting in reduced intention to purchase (Gefen et al., 2003). Perceived risk, strongly linked to trust, pertains to the consumer's evaluation of possible adverse consequences, such as financial loss or product dissatisfaction, that can further impede online buying behaviour (Featherman & Pavlou, 2003).

However, despite the widely described psychological aspects, there is still a lack of research on the individual and societal elements influencing the intention to make online purchases. For example, attributes such as age, gender, and prior experience with online buying could greatly influence a consumer's probability of making an online purchase (N. Li & Zhang, 2002). Furthermore, consumer behaviour in digital settings may be significantly influenced by societal factors such as peer recommendations, online reviews, and cultural norms (Chen et al., 2021). Understanding these broader impacts can offer a comprehensive framework for analyzing online purchase intention and creating focused interventions that serve various consumer segments.

1.2 *Personal Factors Influencing Online Purchase Intention*

Personal determinants encompass human attributes, including personality traits, attitudes, and psychological perceptions, which impact consumer behaviour. Trust, perceived utility, perceived ease of use, and risk perceptions influence online purchase intention (Gefen et al., 2003). Perceived risk, which refers to the possible adverse outcomes of online transactions, is a crucial determinant of customer confidence and, ultimately, the desire to purchase (Bhatnagar et al., 2000). Furthermore, Parasuraman & Colby, (2015) have recognized that individual innovativeness and technological readiness can predict customers' inclination to participate in online commercial activities.

Consumer attitude towards e-commerce platforms is another significant personal determinant. As per the Technology Acceptance Model (TAM), consumers' favourable views towards the use of technology, which include their perception of how easy and beneficial it is, greatly influence their intentions to make online purchases (Davis & Davis, 1989). Furthermore, demographic variables such as age, level of education, and income level significantly influence internet buying patterns. Younger customers, for example, are typically more predisposed to engage in online shopping because of their experience with digital platforms. However, older consumers may show more reluctance to make online purchases because of perceived hazards (Yang & Forney, 2013).

1.3 *Social Factors Influencing Online Purchase Intention*

In addition to individual characteristics, social determinants can significantly impact consumer behaviour in online settings. These factors encompass social influence, recommendations from peers, internet reviews, and the existence of social proof. Academic research has demonstrated that social influence, namely through peer pressure and recommendations, has a substantial impact on purchasing choices. According to the theory of reasoned action (TRA), individuals frequently make decisions influenced by the subjective norms and expectations of others (Ajzen & Fishbein, 2005). This is especially pertinent in the digital realm, where consumers are subjected to user-generated material, such as evaluations and ratings, which can significantly influence their intentions to purchase.

Online reviews and social proof are widely recognized as significant determinants of customer behaviour. A meta-analysis conducted by (Floyd et al., 2014; Kumar et al., 2023) revealed that favourable internet evaluations have the dual effect of bolstering consumer confidence and increasing purchase intention. Moreover, the emergence of social media platforms has substantially magnified the influence of social determinants. Empirical evidence indicates that customers progressively depend on social networks and influencers to inform their online buying choices (Alalwan, 2018). The incorporation of social media networks has dramatically enhanced the social aspect of Internet purchasing by enabling individuals to establish connections with their peers and seek validation.

Notwithstanding the increasing number of studies on consumer behaviour, current research has highlighted the need for more thorough examinations. This paper combines viewpoints on the influence of individual and societal elements on the patterns of consumer purchasing behaviour throughout various time periods, specifically the past, present, and future. Utilising bibliometric techniques, the analysis relies on secondary data obtained from the Scopus

database. This paper clearly outlines several crucial areas related to consumer behaviour, including its current dynamics and potential directions for future research.

The study research questions are enumerated below.

RQ1. What is the prevailing trend in terms of publishing and citation patterns within the field of consumer buying behaviour?

RQ2. Which academic journals are known for publishing a significant number of articles on research in consumer buying behaviour?

RQ3. Which individuals have demonstrated the highest level of prolificacy as authors within the context of this particular subject matter?

RQ4. Which scholarly articles gained the most substantial influence in terms of citation count?

RQ5. What are the prevailing motor and emergent themes pertaining to the subject matter within each examined time period?

RQ6. What is the prevailing trend in the collaborative efforts of authors of different countries in publishing within the field of consumer buying behaviour

RQ7. What are the potential future research trends within the field of consumer buying behaviour?

The primary objective of this study is to overcome certain constraints found in prior research and provide a significant contribution to the broader field of consumer purchase intention. This study involved a comprehensive analysis of relevant academic sources in establishing knowledge, followed by a meticulous evaluation of the collected data. An exhaustive scientific inquiry assessed the advancements achieved in consumer purchase behaviour research between 1990 and 2024. The evaluation used several pertinent indicators, including the yearly publication trend with citation patterns, countries with the highest productivity, authors' productivity, most cited research literature, dominant motor and emerging themes, and inter-country cooperation for publication. For this study, bibliographic information on the influence of personal and social characteristics on consumer purchase intention was obtained using the Scopus database. The present study demonstrates a greater level of thoroughness than prior studies, decreasing the probability of disregarding any noteworthy additions to the subject area. The temporal scope of previous research has shown considerable variation, contingent upon the particular subject being examined and the scientific objectives being sought.

Theoretical Framework

Consumer online buying behaviour is shaped by many factors, including personal, psychological, social, and cultural effects. These factors shape how consumers engage with digital markets and make purchase decisions. Extensive research has been conducted on personal aspects, such as age and online experience, which have been found to have a substantial impact on consumer preferences in online purchases (Riegger et al., 2021). Elderly consumers, who typically possess less online expertise, tend to approach online purchasing more cautiously, while younger, technologically proficient persons exhibit greater ease and eagerness to participate in online transactions (Kirk et al., 2012). This disparity is especially apparent in their capacity to navigate digital platforms, assess product information, and make well-informed payment choices. Besides age and experience, several individual factors, such as gender, income, education, and employment position, also influence online purchase behaviour (Saphores & Xu, 2021). Individuals with greater income levels tend to engage in regular online shopping. However, underlying motivations such as convenience, variety, or price comparison influence their ultimate purchasing selections. Likewise, the educational background of a consumer can improve their capacity to analyze product information critically, impacting their online shopping behaviour (Kumar et al., 2023; Wang et al., 2023).

Psychological characteristics have an equally important role in comprehending online buying choices. Several essential elements, including attitudes towards online purchasing, perceived benefits, intents, and self-efficacy, influence consumer behaviour in the digital marketplace (Al Hamli & Sobaih, 2023). Positive attitudes, typically influenced by perceived benefits such as convenience and a wide range of products, tend to enhance the likelihood of purchasing. In addition, self-efficacy, which refers to the belief in one's capability to use online platforms and conduct transactions effectively, substantially strengthens these intents (Thakur, 2018). Moreover, the psychological factors influencing online shopping behaviour, specifically behavioral, behaviour-compulsive buying and decision-making psychology, have become crucial research subjects. Compulsive purchase behaviour, frequently motivated by a lack of self-regulation and negative emotions, is predominantly shaped by internal psychological factors rather than external influences (Dittmar, 2005). Consumers who lack self-regulation are particularly

susceptible to impulsive online purchases since the digital marketplace provides a convenient means for instant satisfaction (Kukar-Kinney et al., 2009). Moreover, the psychology of decision-making in online purchases considers other elements such as age, the impact of social media, and the timing of transactions (Lajnef, 2023) Younger consumers, who are highly aware of social media trends and endorsements, are more inclined to participate in frequent online buying, motivated by the aspiration to be up-to-date with developing trends (Malhan & Kumar, 2022; Shavitt & Barnes, 2020). Seasonal sales, promotional activities, and temporal cues have a notable impact on consumer buying behaviour. Specific periods of the year, like holidays or end-of-season sales, lead to higher purchase activity because consumers regard these deals as urgent and valuable (Moe & Fader, 2004).

Additionally, cultural variables significantly impact the choice of payment methods in online transactions, often surpassing demographic influences in determining consumer preferences (Pratesi et al., 2021). In cultures characterized by high uncertainty avoidance, consumers prefer secure payment methods such as cash on delivery or trustworthy third-party payment systems. This preference arises from their desire to minimize the perceived risks involved with online transactions (Hofstede, 2001). In contrast, individuals in societies with lower levels of uncertainty avoidance may demonstrate a higher inclination to adopt digital payment systems like credit cards or mobile wallets, which are viewed as more convenient despite potential hazards (Hajli, 2015; Kumar et al., 2024).

Social variables have a crucial role in determining online purchase behaviour, primarily through the impact of social commerce platforms and the strength of social connections. Social commerce platforms, which incorporate social media elements like peer communication and the exchange of product experiences, significantly influence consumers' intentions to make a purchase (Hossain & Kim, 2020). These platforms enable consumers to connect and exchange information, reviews, and recommendations. This dramatically improves items' perceived credibility and appeal (Pookulangara & Koesler, 2011). The interactive character of these platforms enables users to leverage the collective expertise of their social networks, resulting in heightened trust and diminished perceived risk in online transactions (Ma et al., 2021). Further, the robustness of social connections, characterized by the frequency and excellence of contacts inside an individual's social circle, significantly influences online shopping behaviour. Research conducted by Pappas et al., (2016) has shown that having stronger social connections, which involve more frequent and meaningful interactions, might enhance consumer engagement in online shopping and thus raise their propensity to make purchases. Consumers' chance of making a purchase is often influenced by their cognitive and affective engagement, which refers to their emotional and rational ties to things (Hong & Pavlou, 2014). Social impact, encompassing informational social influence, personal recommendations, and online reviews, significantly shapes online purchase decisions (Cheung et al., 2014). Informational social influence refers to the impact of peer and expert assessments on customers' decision-making processes, typically resulting in conformity and increased inclinations to make group purchases (Zhang et al., 2023). The increasing popularity of group-buying platforms, where people collaborate to buy things at reduced prices, highlights the significant impact of social influence in the online economy. This social dynamic is additionally strengthened by customers' inclination to depend on the viewpoints and encounters of others inside their social networks, which can significantly influence their perceptions and purchase behaviours (Ruo-Fei et al., 2022).

A complex interplay of personal, societal, and psychological factors shapes online purchasing behaviour. Personal characteristics such as age and online experience are crucial in determining how consumers interact with and use online purchasing platforms (Daroch et al., 2021; Musa et al., 2024). Psychological characteristics, such as attitudes, self-efficacy, and tendencies towards compulsive buying, impact purchasing decisions by either strengthening or restraining consumer intentions (Dittmar, 2005; Sorce et al., 2005). Cultural disparities introduce an additional level of intricacy, as individuals from diverse cultural backgrounds demonstrate varied inclinations and levels of confidence in relation to online transactions, consequently impacting their buying patterns (Schumacher et al., 2023). Social elements, such as the impact of social commerce platforms and the intensity of social connections, are significant in determining online consumer behaviour. Social commerce platforms enable consumers to engage in conversations and share reviews and recommendations. This significantly affects purchase intentions by increasing the perceived trustworthiness of the information exchanged (Han & Trimi, 2017). The intensity of social connections, as determined by the frequency and excellence of contacts within an individual's social circle, also impacts their level of engagement in online shopping, thus influencing their probability of making purchases (Pappas et al., 2016).

Comprehending the complex interaction between these individual and societal elements is crucial for organizations seeking to enhance their online platforms and marketing tactics to cater to their customer base's varied requirements. Companies may optimize their strategies to effectively engage and cater to their clients in the digital

marketplace by understanding the impact of age, cultural context, social influence, and psychological qualities on online behaviour.

Materials and Methods

3.1   An overview of the methodology used

This subsection is a brief account of the approach that guided the study. The fragmentation of research streams in empirical studies is a challenge for researchers to keep up with the evolving literature (Gonz, 2023). Researchers have emphasized the increasing utilization of literature reviews to combine findings, establish the present condition of different topics, utilize existing knowledge, progress research, and provide evidence-based insights derived from professional judgment and experience (Aria & Cuccurullo, 2017; Basilio, Pereira, & Oliveira, 2021; Rousseau, 2012). Researchers employ numerous qualitative and quantitative approaches to examine the scientific output of subjects. Two types of literature reviews, namely systematic and bibliometric, are highly prevalent in academic research (Donthu et al., 2021; Saini et al., 2023). A systematic review study employing a qualitative methodology integrates the current scientific knowledge, enhances the present state of the area, and primarily focuses on content analysis. Using a quantitative methodology, bibliometric analysis establishes, evaluates, and monitors the published research (Basilio, Pereira, Costa Neto, et al., 2021; Zupic & Čater, 2015). Bibliometric approaches are increasingly recognized as a valuable tool for evaluating the impact of research trends in a particular subject (Martín-Navarro et al., 2023). This study's authors employ qualitative and quantitative approaches to enhance understanding of how personal and social factors influence consumer buying behaviour. The bibliometric approach objectively evaluates the performance and science mapping of a specific field of knowledge (She et al., 2023). Furthermore, the content analysis provides specific information and emphasizes the key aspects that impact stock market volatility. Prior scholars, including (Cruz-Cárdenas et al., 2021; Phulwani et al., 2020; Rita & Ramos, 2022; Si et al., 2019), have also employed a similar methodology in their respective studies.

3.2   Data collection

The present systematic literature review relies on the Preferred Reporting for Systematic Reviews and Meta-Analysis (PRISMA) criteria. The PRISMA group developed these recommendations in 2009 to address the issue of biased and subjective approaches commonly employed in research. The aim was to establish a more systematic and statistical strategy for reviewing and reporting the current condition of a field (Kaur et al., 2024; Kumar et al., 2023, 2024) The criteria consist of four stages: identification, screening, eligibility, and inclusion (Moher et al., 2009).

3.2.1 Identification: Scopus and Web of Science have predominantly been utilized for literature review investigations. The Scopus database was selected in this study to retrieve the pertinent articles due to its thorough inclusion of peer-reviewed scholarly literature that has met rigorous criteria for indexing quality (Kumar et al., 2023). The initial search using a well-designed search string ((("Personal" OR "Social" OR "psychological") AND ("consumer purchase behaviour" OR "customer purchase behaviour" OR "Consumer buying behaviour" OR "customer buying behaviour")) was limited to article titles, abstracts, and keywords. This search resulted in a list of 596 documents as of May 2024.

3.2.2   Screening process: Within this screening phase, the findings underwent refinement by applying a sequence of filters. The application of the following filters eliminated two hundred and Sixteen documents:

- Selected subject areas include economics, econometrics, finance, business, management, and accounting.
- Filter by document type (articles and review articles);
- source-type filter (published exclusively in academic publications);
- English language filter.

Therefore, a further analysis was conducted using a dataset of 380 articles.

3.2.3 Eligibility: This stage entails a thorough assessment of the complete texts of the chosen articles. The researcher independently assessed all 380 selected papers. Specifically, 66 articles were determined to be unrelated in terms of content and context and, after that, were eliminated. Moreover, an extra ten articles were included by cross-referencing. Consequently, a total of 304 papers were chosen for exhaustive evaluation.

3.2.4: Inclusion: Finally, the present study incorporated papers satisfying specific eligibility requirements. The bibliographic information and full text of the chosen papers were obtained, and a thorough analysis was performed

using both quantitative and qualitative methodologies. This work utilizes the well-known software packages Bibliometrics in R-Studio (Aria & Cuccurullo, 2017; Kumar, 2021) and VOSviewer (Zheng & Liu, 2015).

Bibliometric results and discussion

*Table 1: General statistics of the data taken for analysis*

Description	Results
Primary data information	
Period	1990:2024
Annual percentage growth of publication	11.99%
Sources	198
Articles	304
Average citations per doc	44.75
References	16993
Article types	
Research articles	276
Review articles	28
Authors	
Total number of authors	806
Authors of single-authored doc	33
International Co-authorship	27.63%
Authors' keywords	1072

Source: Authors' development using R-Studio.

4.1   *Annual scientific production*

To investigate Research Question 1, we examine the development of academic papers that attempt to establish the influence of personal and social factors on consumer purchase intention. The analysis is performed annually according to the specified period, as shown in Figure 1. In this study, we examined literature about the realm of personal and social factors influencing the tendency of consumers to make online purchases. The chosen period for this analysis extends from 1990 to May 2024 as shown in Figure 1.

The data used in this study was obtained from Scopus, a well-acknowledged and frequently used database by academics and researchers for bibliometric and systematic literature analysis. Analysis of the Scopus database data indicates a significant increase in the scientific production of research articles, with an annual growth rate of 11.99%, as indicated in Table 1. An exhaustive examination was conducted on a dataset consisting of 276 research publications and 28 review papers, all obtained from 198 journals. The analysis of 304 articles reveals that 33 of them have been published under a single authorship. Approximately 27.63% of scholarly articles published in academic journals include collaborations with authors from other countries.

Figure 1: Figure 1: Annual scientific production of articles
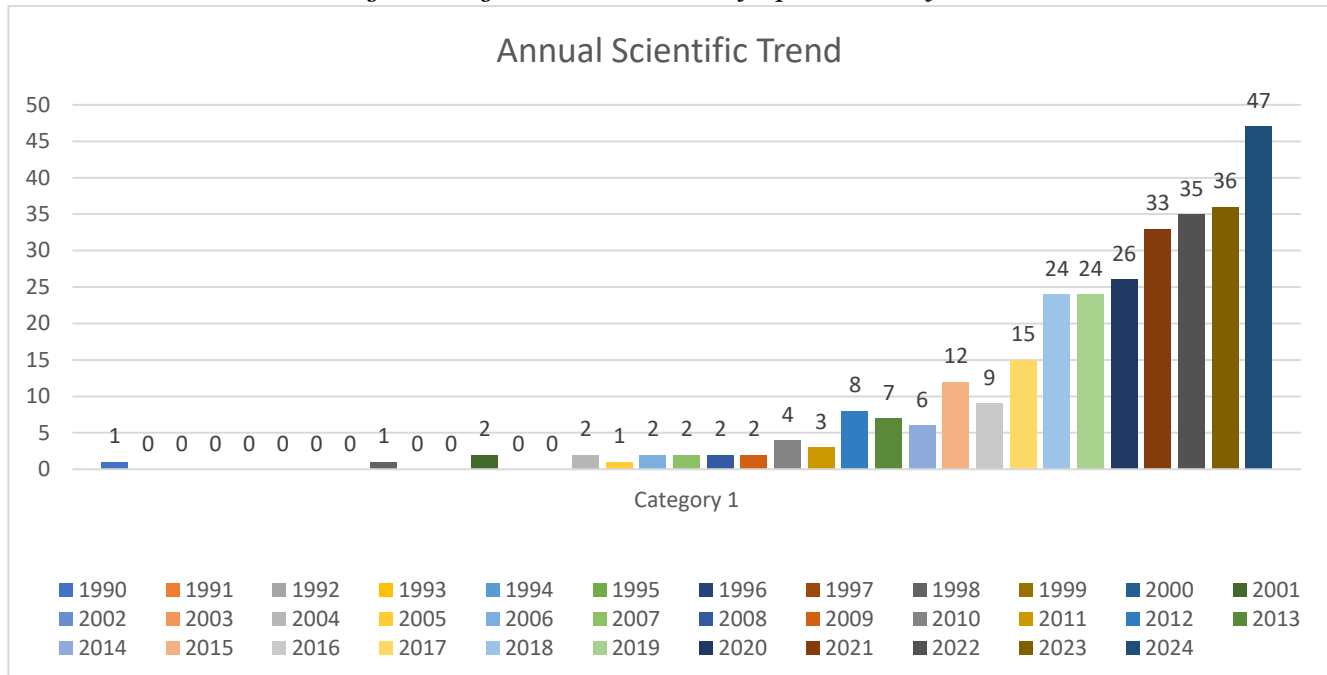
Source: Authors' Development.

4.2 Top productive journals

Figure 2 reveals that the journal "Developments in Marketing Science: Proceedings of The Academy of Marketing Science" has published the highest number of papers on the specific topic of interest, research question 2. Specifically, this journal has published 11 articles, making it the most prominent journal. Following closely behind is the "Indian Journal of Marketing," which has published ten research articles.

Similarly, the academic publications "Journal of Islamic Marketing", "Journal of Retailing and Consumer Services", and "Springer Proceedings in Business and Economics" have together published a total of seven research papers. Three articles have been published in each of the following journals: "Academy of Strategic Management Journal", "Australasian Marketing Journal", "Economics - Innovative and Economics Research Journal", "Innovative Marketing", and "International Journal of Retail and Distribution Management".

Figure 2: Most Productive journals

Source: Authors' development using R-Studio.

Figure 3 shows the cumulative articles of five publishing platforms, illustrating their expansion. The data suggests that none of these sources released articles before 2010. The "Journal of Retailing and Consumer Services" pioneered publishing papers and maintained stability for five years. "Developments in Marketing Science: Proceedings of The Academy of Marketing Science" has the highest number of published papers among all the journals investigated. Nevertheless, the publishing of its pieces dates back to 2005. Initiated in 2015, publication in the Journal of Modelling has shown significant growth. Similarly, the Indian Journal of Marketing gained fame in 2012 with the publication of a single article. Moreover, the "Springer Proceedings in Business and Economics" has a sluggish expansion for the whole term.
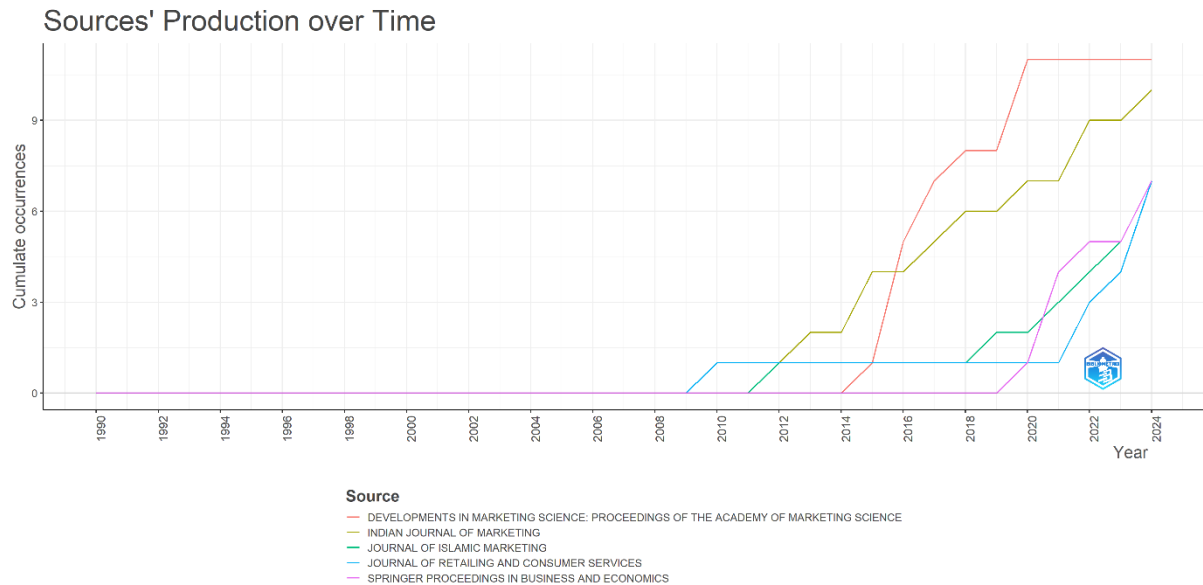

Figure 3: Growth of journal over period.

Source: Authors' development.

4.3   Most Productive Authors

In order to achieve a thorough understanding of this particular field of study and address Research Question 3, we also examined the authors who have produced the most significant amount of academic scholarship on this topic. Over the 34 years under investigation, a total of 806 authors have made contributions to the current literature on the influence of personal and societal characteristics on the tendency of consumers to make online purchases. A comprehensive compilation of the top ten authors who have demonstrated the highest degree of productivity in consumer buying intention, particularly in the context of personal and societal influences, is presented in Table 2. All the authors listed in this table have been indexed in Scopus, a well-acknowledged database for academic literature. The measure of productivity is established by evaluating the number of academic articles generated by particular writers. Moreover, the table provides detailed information on the overall citation count obtained by the writers above and their affiliations and h-index values inside the relevant database.

The analysis reveals that P. Ebrahimi, having Scopus h-index 17, is associated with the "Hungarian University of Agriculture and Life Sciences, Godollo, Hungary". With a Scopus h-index of 6, Shahzeb Hussain is associated with the University of Northumbria in Newcastle, United Kingdom. In contrast, X. Li, with a Scopus h-index of 21, is also associated with The University of Alabama in Huntsville, Huntsville, United States. Both researchers have contributed to four research papers. Syed Faheem Hasan Bukhari, a researcher with a Scopus h-index of 4, is affiliated with Iqra University in Karachi, Pakistan. Mariana Fekete-Farkas, a highly regarded academic with a Scopus h-index of 20, is associated with the Hungarian University of Agriculture and Life Science in Godollo, Hungary. Abbas Gholampour, an academic researcher with a Scopus h-index of 8, is associated with the Rasht Branch of Islamic Azad University in Rasht, Iran. A Scopus h-index of 3 is currently held by Sushant Gupta, an academic affiliated with Lovely Professional University in Phagwara, India. Rumman Hassan, with a Scopus h-index of 6, is affiliated with the University of Southern Queensland in Toowoomba, Australia. Aidin Salamzadeh, with a Scopus h-index of 24, is affiliated with the Centre for Innovation and Research in Business Sciences and Information Systems in Felgueiras,

Portugal. These authors have contributed substantially to three research articles, each in the incorporated domain of consumer online buying behaviour.

Table 2: Most Productive Authors

Authors	Current Affiliations	Scopus h-index	DRP/TP	TC
P. Ebrahimi	Hungarian University of Agriculture and Life Sciences, Godollo, Hungary	17	4/34	679
Shahzeb Hussain	University of Northumbria, Newcastle, United Kingdom	6	4/11	182
X. Li	The University of Alabama in Huntsville, Huntsville, United States	21	4/43	1996
Syed Faheem Hasan Bukhari	Iqra University, Karachi, Pakistan	4	3/9	84
Maria Fekete-Farkas	Hungarian University of Agriculture and Life Science, Godollo, Hungary	20	3/102	1491
Abbas Gholampour	Islamic Azad University, Rasht Branch, Rasht, Iran	8	3/9	176
Sushant Gupta	Lovely Professional University, Phagwara, India	3	3/8	21
Rumman Hassan	University of Southern Queensland, Toowoomba, Australia	6	3/12	116
Santosh Kumar	Indian Institute of Technology (Indian School of Mines), Dhanbad, India	3	3/8	23
Aidin Salamzadeh	Center for Innovation and Research in Business Sciences and Information Systems, Felgueiras, Portugal	24	3/91	1522

Source: Authors' development. DRP- Domain-related publication, TP- Total publication.

4.3 Most cited research articles

Consistent with Research Question 4, Table 4 presents a collection of the top 10 papers that have garnered the most significant number of citations inside the Scopus scientific databases. Findings indicate that the research article titled "Does Doing Good Always Lead to Doing Better?" The article "Consumer Reactions to Corporate Social Responsibility", authored by Sen & Bhattacharya in 2001 and published in the "Journal of Marketing Research", received 32,964 citations. It was followed by the article "Doing Better at Doing Good: When, why, and How Consumers Respond to Corporate Social Initiatives", authored by Bhattacharya & Sen in 2004 and published in the "California Management Review", which received 1484 citations. The paper entitled "The Impact of Corporate Social Responsibility on Customer Contributions to Corporate-Supported Nonprofits," authored by Lichtenstein et al. in 2004 and published in the "Journal of Marketing", garnered a cumulative total of 1045 citations. The research manuscript titled "The Myth of the Ethical Consumer - Do Ethics Matter in Purchase Behaviour?" authored by Carrigan and Attalla in 2001 and published in the "Journal of Consumer Marketing," has garnered 1033 citations, placing it in the top fourth place.

Table: Most cited articles of the incorporated domain

Authors	Title	Journal	YOP	Publisher	Total Citations	TC/P	Normalized TC
Sen & Bhattacharya, (2001)	Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility	Journal of Marketing Research	2021	Sage	2964	123.50	1.48
Bhattacharya & Sen, (2004)	Doing Better at Doing Good: When, why, and How Consumers Respond to Corporate Social Initiatives	California Management Review	2004	Sage	1484	70.67	1.17
Lichtenstein et al., (2004)	The Effect of Corporate Social Responsibility on Customer Donations to Corporate-Supported Nonprofits	Journal of Marketing	2004	Sage	1045	49.76	0.83
Carrigan & Attalla, (2001)	The myth of the ethical consumer – do ethics matter in purchase behaviour?	Journal of Consumer Marketing	2001	Emerald Insight	1033	43.04	0.52
X. Li & Hitt, (2008)	Self-Selection and Information Role of Online Product Reviews	Information System Research	2008	Informs PubsOnLine	826	48.59	1.96
Manaktola & Jauhari,(2007)	Exploring consumer attitude and behaviour towards green practices in the lodging industry in India	International Journal of Contemporary Hospitality Management	2007	Emerald Insight	675	37.50	1.92
Bredahl et al., (1998)	Consumer Attitudes and Decision-Making With Regard to Genetically Engineered Food Products – A Review of the Literature and a Presentation of Models for Future Research	Journal of Consumer Policy	1998	Springer Link	174	6.44	1.00
Shen et al., (2012)	The impact of ethical fashion on consumer purchase behaviour	Journal of Fashion Marketing and Management	2012	Emerald Insight	154	11.85	3.23
Tien et al., (2019)	Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites	Asia Pacific Management Review	2019	Elsevier	121	20.17	8.25
Sharma, (2021)	Consumers' purchase behaviour and green marketing: A synthesis, review and agenda	International Journal of Consumer Studies	2021	Wiley	119	29.75	6.66

Source: Authors' development using Biblioshiny (R-Studio)

Similarly, a research paper titled "Self-Selection and Information Role of Online Product Reviews" by Li & Hitt (2008) in the journal "Information System Research" attained the 5th rank with 826 citations. Similarly, the article "Exploring consumer attitude and behaviour towards green practices in the lodging industry in India" by Manaktola & Jauhari (2007) in the International Journal of Contemporary Hospitality Management received 675 citations, securing the 6th position. Moreover, a scholarly piece entitled "Consumers' Purchase Behaviour and Green Marketing: A Synthesis, review and Agenda", authored by Sharma (2021) and published in the "International Journal of Consumer Studies" has achieved the 10th rank with 119 citations.

4.5   Thematic analysis: Subthemes on consumer buying behaviour

To answer Research Question 5, Biblioshiny was used to analyze the development of these topics from 1990 to May 2024 over the specified inquiry period. To conduct precise data analysis, it is essential to consider that the size of the areas is directly proportional to the number of articles related to each topic. Furthermore, it is essential to distinguish between the numerous categories of lines that link the topics (Murgado-Armenteros et al., 2015). Within the period of scholarly research from 1990 to 2024 on the impact of personal and social factors on consumer purchasing behaviour, the terminology and conceptual disagreements related to this phenomenon were observed to be quite varied, indicating its developing character. During the initial three decades (1972-2002) of scholarly investigation on reverse migration, the terms and conceptual dispute surrounding this phenomenon were highly diverse, reflecting its emergent nature. Through bibliometric analysis, a broader range of topics is identified, with particular emphasis placed on "Consumer behaviour" (30 occurrences) and Sales (16 occurrences). Next in sequence are the categories of "Purchasing" (16 occurrences), "Electronics commerce" (15 occurrences), "Economic and social effects" (12 occurrences), "Commerce" (11 occurrences), "Consumer purchase" (10 occurrences), and "Social media" (10 occurrences). The term "Knowledge", shown nine times, was the most fantastic cluster within the niche theme. The term "consumer attitude" was identified as appearing three times. In contrast, the term "artificial intelligence" was present twice, constituting a significant cluster within the emerging or declining theme.
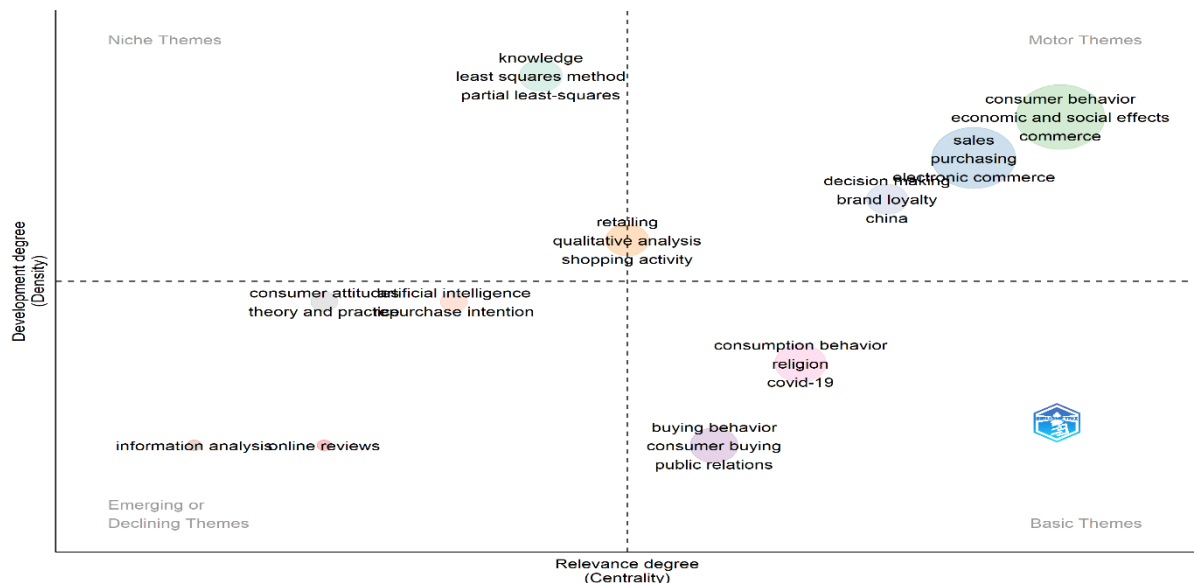

Figure 4: Emergent and motor themes in consumer buying behaviour research domain
Source: Authors; development.

4.7   Corresponding authors' country (SCP/MCP):

Based on the data shown in Figure 5 to answer research question 6, it is evident that India has made a cumulative contribution of 50 research papers, thereby establishing itself as the foremost country in terms of corresponding authors' contributions. Still, the results suggest that the MCP ratio, which stands for Multiple Country Publications, is 0.16 (8 out of 50) about the total number of articles. This ratio indicates a reasonable degree of international collaboration. China has made a cumulative contribution of 34 research papers, of which 12 articles were successfully published in partnership with authors from other nations. This has resulted in a higher MCP ratio of 0.35, which suggests a significant involvement in international research collaborations. Furthermore, the United

States of America has authored 22 research papers, of which just three articles have collaborated with foreign entities. This has led to an MCP ratio of 0.14, indicating a quite limited level of international participation.

Out of the nine research papers contributed by the United Kingdom, four were co-authored with international collaborators, leading to a relatively high MCP ratio of 0.44. Nations such as Germany, Korea, and Australia demonstrate an equitable contribution by publishing six research papers each (with MCP ratios of 0.33 for Germany, 0.33 for Korea, and 0.40 for Australia, respectively), indicating a commendable degree of global collaboration. The results indicate that certain nations, such as China and the United Kingdom, have larger MCP ratios, indicating substantial international research cooperation. Conversely, Greece and the United States have lower levels of collaboration within the framework of this dataset.
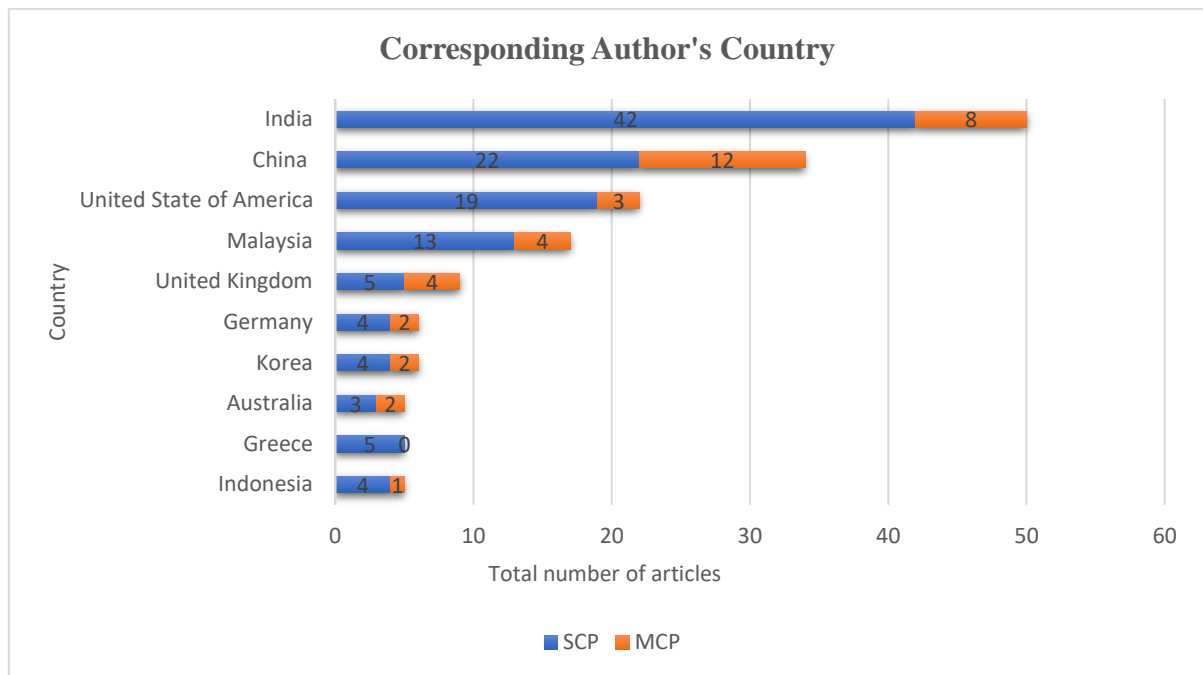

Figure 5: Corresponding Authors' country for the research on consumer buying behaviour
Source: Authors' development using Biblioshiny (R-Studio).

4.8   Future research trends within the field of consumer buying behaviour

The paper presents a comprehensive overview of numerous prospective research directions concerning the impact of personal and social phenomena on the intention of consumers to make online purchases. An important area of focus centres on the influence of developing technologies, including artificial intelligence (AI), big data, and machine learning, on consumer behaviour. Potential future studies might investigate the impact of these technologies, notably in terms of customisation and risk mitigation, on online purchasing choices. Social commerce is an emerging field of study that examines how social media platforms, influencers, and digital communities deeply influence consumer intentions using peer recommendations and user-generated content.

The study of cultural differences in online buying behaviours is a very attractive area for further research, particularly in light of the ongoing global expansion of Internet commerce. A potential avenue for future study is to examine the perceptions of risk, trust, and social impact in online buying across different cultures, particularly in locations that have received limited research attention. Moreover, incorporating psychological aspects and behavioural economics may provide novel perspectives, including Internet emotions, decision fatigue, and cognitive biases. Research on compulsive purchasing behaviour influenced by convenience may also offer significant contributions. Given the increasing importance of sustainability and ethical buying among consumers, it would be worthwhile for future research to investigate the impact of these conditions on online purchase intentions. Another aspect worth investigating is how consumers align with firms' corporate social responsibility objectives, directly influencing their buying behaviour. In conclusion, the emergence of mobile commerce (m-commerce) and its distinctive characteristics, such as the widespread presence of mobile devices and their influence on decision-making,

provide an essential field for further investigation to comprehend the impact of mobile technology on consumer behaviour.

Additional discussions

5.1   Policy Implications

Given the increasing impact of digital commerce on consumer behaviour, governments and policymakers must formulate comprehensive plans to regulate and foster secure online purchase environments. An essential area for intervention is to strengthen consumer confidence in e-commerce platforms by implementing strong cybersecurity measures and policies that specifically target data protection, fraud prevention, and online transaction safety. In light of the growing threats of cyberattacks and data breaches in digital markets, governments should collaborate with industry players to establish uniform rules that promote openness and protect consumer information.

In addition, governments should endorse programs that encourage digital literacy among consumers, especially older age groups who may be reluctant to participate in online purchasing because of perceived hazards. Implementing educational programs to enhance confidence in navigating digital platforms and making well-informed purchasing decisions can narrow the generational divide in e-commerce engagement. Moreover, efforts to tackle the psychological factors of consumer behaviour, such as managing obsessive purchasing tendencies or decision fatigue, might contribute to mitigating adverse consequences for susceptible groups. Therefore, policymakers should prioritize promoting sustainable purchasing habits by incentivising firms to embrace ethical and ecologically conscious activities. Integrating these policies with digital platforms through conspicuous corporate social responsibility (CSR) initiatives can augment consumer involvement and confidence. In light of the continuous growth of mobile commerce, governments must ensure the security and availability of mobile payments. The future of consumer behaviour is significantly influenced by mobile technology. Therefore, policies should be designed to address the specific issues and opportunities related to e-commerce. These include promoting safe mobile payment systems and guaranteeing safe mobile payment systems and access for individuals from various socio-economic backgrounds. Implementing these legislative measures will be essential in establishing a digital marketplace that is safer, more inclusive, and sustainable. This will enable consumers to participate in e-commerce while encouraging comfortable ethical business practices.

5.2   Future research direction

Amidst the rapidly evolving digital marketplace, future research into consumer online purchase intention must address various challenges and opportunities. Based on the current body of literature, the following areas warrant further scrutiny from researchers in the future:

1. Subsequent investigations should prioritize examining the influence exerted by cutting-edge technologies, including artificial intelligence, machine learning, and big data, on consumer behaviour. Furthermore, investigating how these technologies customize customer experiences and mitigate perceived dangers during online transactions is a highly significant field of research. Gaining insight into the enduring impact of AI-powered customisation on customer confidence and intent to make purchases will be critical.

2. Emerging social media platforms and influencers have created an opportunity for future studies to explore the impact of social commerce on customer purchase intentions. Analyzing the impact of peer recommendations, user-generated material, and online communities on trust and decision-making processes will provide a significant understanding of social influence dynamics in digital markets.

3. In light of the global expansion of e-commerce, it is imperative to conduct comparative studies investigating the impact of various cultural contexts on intentions to make online purchases. Potential future studies might investigate cultural disparities in trust, perceived risks, and the influence of social proof in various geographical areas, with a specific emphasis on markets that have received limited research attention.

4. The psychological determinants of online shopping, including decision fatigue, cognitive biases, and compulsive buying, should be investigated in future research in behavioural economics. Analyzing how consumers' emotions and psychological states impact their buying behaviour in the digital realm, especially during economic or social strain, could offer practical insights for e-commerce platforms and marketers.

5. In light of the growing significance of sustainability and corporate social responsibility (CSR), it is imperative for future research to investigate the impact of consumers' affinity for ethical and environmentally conscientious firms on their intentions to make online purchases. Further investigation could examine the impact of corporate social responsibility (CSR) activities on forming consumer trust and enduring loyalty.

6. Given the growing ubiquity of mobile devices, it is imperative for future research to concentrate on the unique attributes of mobile commerce (m-commerce) and its impact on customer decision-making. Analysing how mobile technology enables ease and immediate satisfaction and the effects on consumer behaviour will be crucial as m-commerce expands.

Conclusions

The present paper thoroughly summarizes the published literature on personal and social factors influencing consumer online purchase intention from 1990 to 2024. Using bibliometric analysis tools such as R-Studio and VOSviewer, we explored the attributes of published research on this topic from different perspectives.

1. Initially, the annual indicators of documents show a consistent increase in publications and citations in the field. The annual growth rate of publications stands at 11.99%, with a noticeable surge after 2010. The quality of sources is high, with most of the journals being classified in the top quartiles. The "Developments in Marketing Science" and "Indian Journal of Marketing" have emerged as the most prolific journals. This highlights the growing academic interest in online consumer behaviour, particularly in business and marketing.
2. Collaborative research efforts are strong, with international co-authorships accounting for 27.63% of the studies. Countries such as India, China, and the United States have contributed the most papers to this field. The most prolific authors, such as P. Ebrahimi and X. Li, hail from diverse regions, reflecting the global nature of this research area.
3. Analyzing emerging and motor themes over time reveals evolving research priorities. In earlier years, topics like consumer trust and perceived risk dominated, while recent studies focused more on social commerce, peer influence, and the impact of mobile technologies on online purchase behaviour. These trends underline the dynamic nature of the field and the need for ongoing exploration of new factors, such as artificial intelligence and sustainability, shaping consumer behaviour.

The rapid transformation of digital platforms, social media, and mobile commerce continues to shape consumer purchase behaviours, creating new research opportunities. There remains substantial scope for further investigation, particularly in emerging markets and underexplored psychological and cultural factors influencing online shopping intentions.

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