

## Mapping the Research Landscape: A Bibliometric Study of Marketing Strategies and Consumer Purchase Behavior

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### ABSTRACT

Over the past two decades, digital evolution has radically transformed how Purchase Decision of Customer with Marketing Strategies. Highly informed consumers actively seek news, knowledge, and inspiration and often interact with multiple touchpoints over an extended period before purchasing. Thus, companies face diverse and complex challenges in engaging with and retaining consumers in virtual contexts. This systematic literature review aims to understand what influences Purchase Decision of customer, that is, the impact of marketing strategies on online shopping. Based on Scopus database articles, bibliometric analysis was used to verify the state-of-the-art of Purchase Decision of Customer with Marketing Strategies topics. The results provide insights and help to develop a more profound understanding of this theme. An agenda for further research is presented based on the existing literature.

**Keywords:** Product Quality; Customer Satisfaction; Brand Image; Purchase Decision

### INTRODUCTION:

Over the course of the past two decades, digital transformation has brought about substantial changes in the way that customers interact with brands and arrive at decisions regarding their purchases (León-Alberca et al., 2024). This transition was expedited by the COVID-19 epidemic, as social distancing tactics led to an increased dependence on digital networks for shopping, entertainment, and communication (Erjavec & Manfreda, 2022; Petit et al., 2019). As e-commerce continues to expand, consumers are now demanding experiences that are more interactive, immersive, and personalized. This is forcing businesses to make changes to their communication and marketing strategies (Nuseir et al., 2023; Shankar et al., 2016).

This evolution has been largely driven by the increasing use of mobile devices, which has changed the way that people behave in the digital environment (Akhlaq & Ahmed, 2015; Boerman & Müller, 2022). The way in which individuals seek for and assess products has been changed by online platforms (De Veirman et al., 2017), which has resulted in the purchasing experience becoming more complicated and multi-channel (Boerman & Müller, 2022). Before making well-informed decisions, consumers are increasingly seeking out new experiences, information, and inspiration from a variety of interactions (Chang et al., 2016). In order to match these expectations, companies are working on developing technical advancements that improve customer involvement and communication (Figueiredo et al., 2025). In particular, mobile platforms provide immediacy and interaction, which have an impact on consumers' motives as they are happening (Hub, 2021).

In the present day, purchase decisions are significantly influenced by digital social behavior (Ha, 2004). Social influence has taken on a powerful new form in the shape of electronic word-of-mouth (eWOM), which is now responsible for altering the way that people see brands as well as their intents to make purchases across generations (León-Alberca et al., 2024). This "social proof" phenomenon demonstrates that peer reviews and suggestions frequently carry more weight than traditional marketing methods (Luo, 2021; Nuseir et al., 2023). In a similar vein, there has been the emergence of "herd behavior," in which people follow the activities of the group when they are experiencing times of uncertainty (Petit et al., 2019). As a result, businesses have to be diligent in managing their digital presence, use good feedback to establish confidence and increase sales (Thakur, 2019).

By making it possible for more engaging and sensory experiences (Park & Yoo, 2020), augmented reality (AR) and virtual reality (VR), which are emerging technologies, have contributed to the enrichment of e-commerce. Incorporating these kinds of aspects improves consumer confidence and increases the possibility of a purchase (Aljukhadar et al., 2020). Additionally, personalization has become crucial to the process of cultivating brand loyalty and maintaining long-term connections (Baye et al., 2003) since it caters to people's emotions and individual tastes. In a market that is becoming increasingly competitive, it is essential to have a thorough understanding of the factors that drive consumer behavior, both internally and outside. In tailored platforms, emotions have a direct impact on purchase intentions, as demonstrated by the findings of research conducted by Pappas and colleagues (Kalia & Paul, 2021). As a result, businesses have to make

improvements to the quality of the information available online(Kessler, 1963) while also introducing sensory and interactive features(Kuoppamäki et al., 2017).

In order to accomplish this, companies employ tactics such as behavioral targeting and sensory marketing (Kuoppamäki et al., 2017), which provide tailored adverts that are based on habits of browsing and purchasing. These methods of operation increase the confidence that consumers have in their ability to make decisions(Luo, 2021). There has been an increase in academic interest in this topic, and a number of systematic literature reviews (SLRs) have been conducted to investigate the influence of digital marketing on customer decision-making. Although recent studies such as Léon-Alberca et al. (Tranfield et al., 2003), which focuses on Instagram marketing, and Nuseir et al. (Vehmas et al., 2018), which focuses on digital tools, provide useful insights, they do not include bibliometric analysis, which leaves gaps in mapping major study areas.

This research study aims to solve this gap by performing a systematic literature review (SLR) that takes a wide approach to investigating the effect of marketing strategies on consumers' purchase behavior. It provides a framework that emphasizes the ways in which they are all connected by identifying research streams, topic clusters, and geographical contexts. The results are advantageous for businesses, customers, researchers, and legislators that are interested in figuring out how digital marketing influences behavior. Additionally, this work provides a response to Wagner et al. (Willems et al., 2017), who made a request for additional research on the impact of digital marketing on the decisions that consumers make.

The review is centered around two questions for research:

RQ1: How does marketing Strategies influence the way people behave when it comes to shopping?

RQ2: What are the primary research themes that are related to this impact?

The study continues with a review of the literature, which is followed by a section on methodology, then a section on outcomes, and finally, conceptual frameworks that are based on bibliometric analysis. The conclusion consists of a presentation of the most important findings, as well as a list of recommendations for future study topic.

In a scenario where competition is intense and consumers are more informed and connected than ever, understanding the intrinsic and extrinsic motivations that influence purchasing decisions has become crucial (Chung & Cho, 2017). (Kalia & Paul, 2021) find that emotions influence consumers' purchasing intentions to use personalized e-commerce platforms. Therefore, companies must reinforce the quality and quantity of information websites to capture consumer attention and interest(Dennis et al., 2020), and sensory interactions should be addressed(Petit et al., 2019). Companies must then develop and access tools and technologies to offer richer online experiences to consumers (Park & Yoo, 2020). Companies use strategies such as "Behavioral targeting" (Ha, 2004) and the inclusion of sensory information to influence consumers. This allows for more personalized interactions with consumers, providing, for

example, digital advertisements based on online behavior, namely, research and purchases (Marchiori & Franco, 2020), which makes consumers more confident and secure in their choices (Petit et al., 2019). Studies on the impact of digital marketing on consumer choice have increased in recent years, leading to a deeper understanding of this subject. Existing Systematic Literature Reviews (SLRs) have contributed to the concept and development of this area. As expected, given the importance of the theme, this research found multiple SLRs about the subject. Some are very recent, such as the SLR developed by Léon-Alberca et al. (Amblee & Bui, 2011), which analyzed the impact of digital marketing, more specifically, the use of Instagram, or the SLR of Nuseir et al. (Kessler, 1963), which, although they analyzed digital marketing strategies and tools and the role played by these in various marketing activities or areas, do not resort to a bibliometric analysis, not allowing us to verify which areas of research are significant. In this sense, no SLR has investigated the impact of marketing strategies on consumers' purchasing behavior more broadly. This systematic approach contributes to the literature by mapping more streams, areas, contributions, and locations associated with the effects of digital marketing on consumer behavior. SLR also provides a comprehensive framework for understanding the process and impact of marketing strategies on consumer behavior. This framework illustrates how identified thematic groups are interrelated. The results of SLR can inform companies, consumers, researchers, and agents interested in understanding the impact of digital marketing. This research also responds to a gap pointed out by Wagner et al. (Ho et al., 2017), indicating the need for more studies to fully understand how consumers are impacted by digital marketing and how it influences their purchasing decisions.

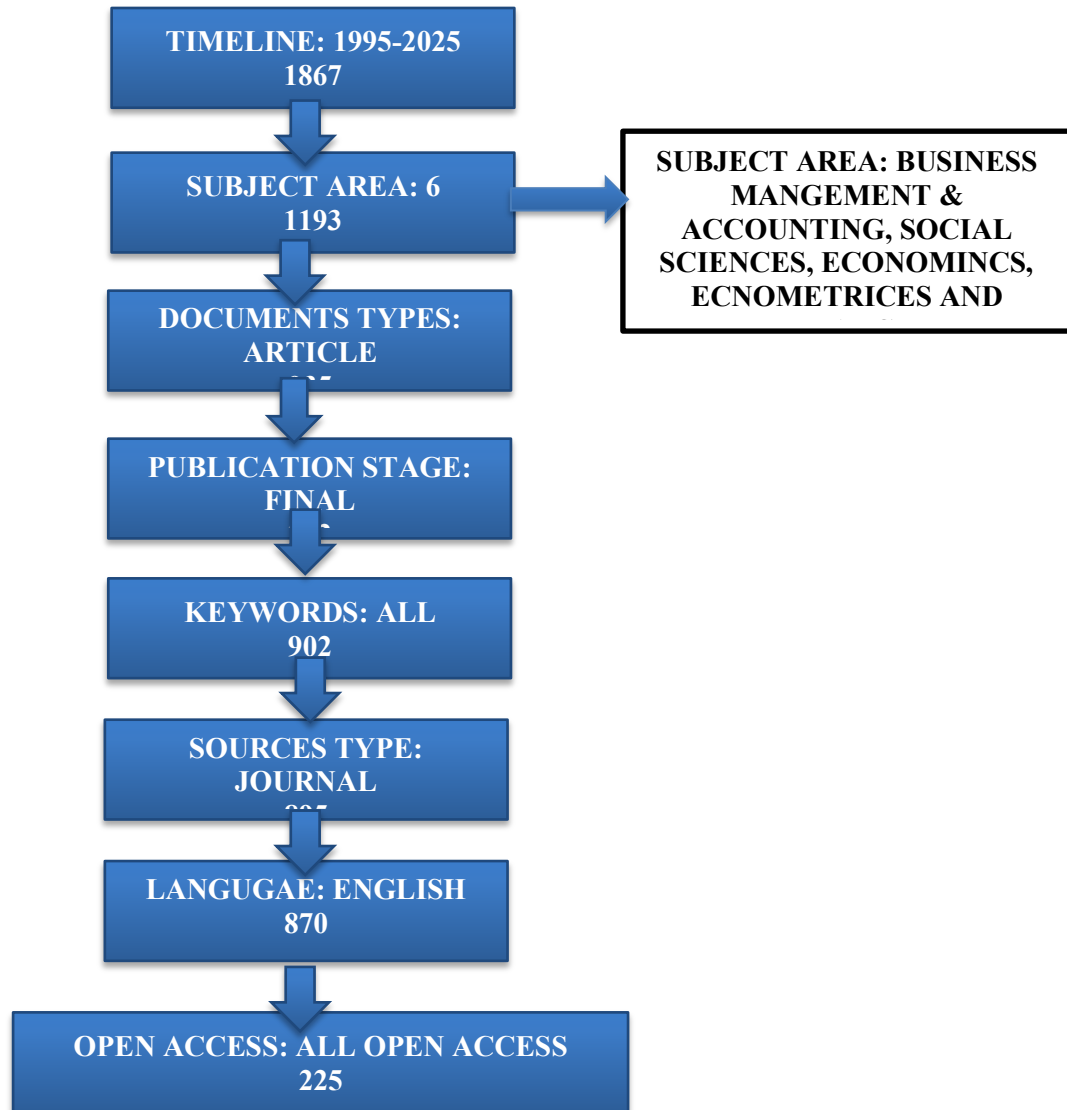
It begins with a comprehensive literature review on the topic under analysis; next, the frameworks of the materials and methods are introduced. The results, conceptual framework, and discussion, grounded in a bibliometric analysis, offer valuable insights into the current state of knowledge in the field. Finally, the study concludes with the key findings and proposes a future research agenda.

## 2. Methods

This methodology is based on rigorous and previously defined procedures, allowing an in-depth analysis of knowledge, minimizing possible biases, and ensuring the replicability of the results(Snyder, 2019). Considering the advantages of this methodology, this study develops an SLR to investigate the impact of Marketing Strategies on Purchase Decision. To this end, it was based on representative articles available in the Scopus database, as it is a multidisciplinary, comprehensive, and high-quality source, guaranteeing the validity of the articles analyzed (Naylor et al., 2012). The researchers used essential concepts and Boolean operators to collect raw data. A search by topics was conducted in the Scopus database with no time restriction, using the following keywords: "Marketing Strategies" AND "Purchase Decision" and it was carried out on 2025. The search yielded 1867 articles, which was reduced to 225 after applying the above-mentioned filters. The research protocol is illustrated in Figure 1. This study employs a bibliometric analysis

methodology that consists of a quantitative method that uses bibliographic data to analyze and map the development of a given area of research (Eisend & Tarrahi, 2022). Bibliometric techniques enhance the advancement of scientific knowledge by thoroughly examining and analyzing the underlying factors of bibliographic phenomena associated with scientific inquiry (Donthu et al., 2021). In this specific case, the aim is to collect and analyze bibliographic data, such as

publication records and citation data, to identify the main themes, concepts, and research gaps in consumers' purchasing behavior in the digital era. In this context, 191 articles were submitted to VOS viewer, version 1.6.13 software, to obtain different bibliometric analyses (Sánchez-Algarra & Anguera, 2013), allowing the mapping and processing of articles with reliability and suitability (Kessler, 1963).



This study developed several complementary bibliometric analyses to obtain a comprehensive view of the evolution of the literature and the different dynamics of the topic under analysis, namely, the bibliographic coupling of documents and the analysis of the co-occurrence of keywords (Marchiori & Franco, 2020). Bibliographic coupling involves grouping articles based on the references they share, allowing the identification of emerging search networks and the connection between studies (Van Eck & Waltman, 2010). Keyword co-occurrence analysis focuses on the relationships between the most frequently used terms in the literature, revealing the conceptual structure of the field, and highlighting the central themes and areas of intersection (Marchiori & Franco, 2020). Together, these techniques provide an in-

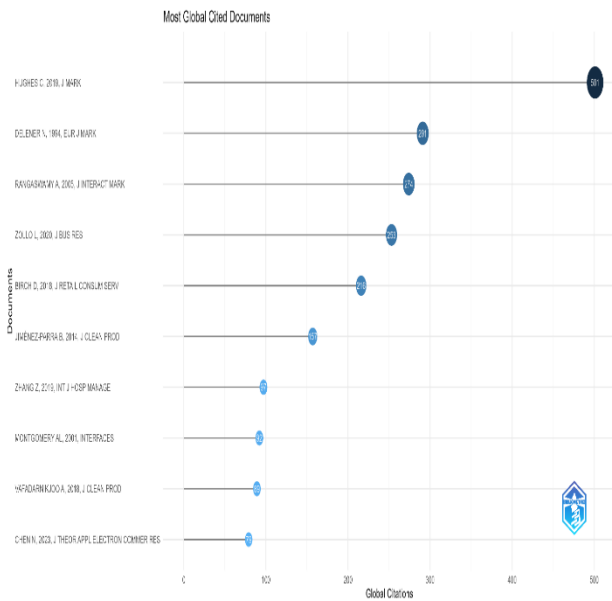
depth understanding of the dynamics of knowledge and trends that shape scientific development in specific areas of study (Eisend & Tarrahi, 2022), in this case, the evolution and analysis of consumer purchasing behavior in the digital era.

## Results

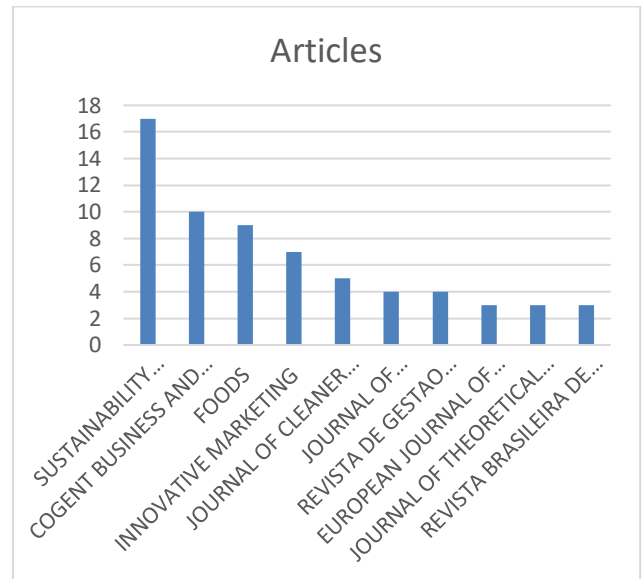
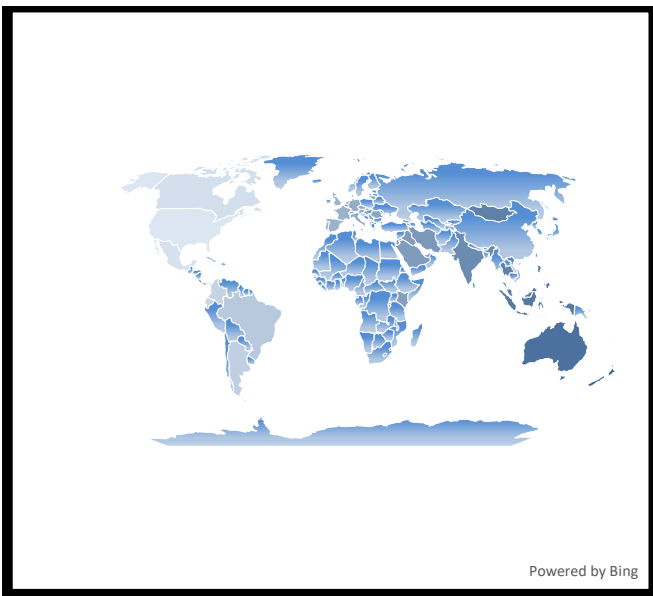
### 3.1. Descriptive Analysis

Figure 2 shows the evolution of the number of publications and citations of 191 articles obtained from the SCOPUS database. This information considers the period between 1995 and 2025, with the same yearly information. It is possible to verify that the number of citations has evolved over the years, reaching its maximum in 2023 with 750 citations, and in 2024, it

already has approximately 542 citations. Regarding the number of publications, it was also in 2023 that it reached its maximum of 45 publications, and in 2024, there will be around 17 new publications in the area. These data demonstrate the relevance and importance of this research area.



The 191 articles analyzed, 49 (25.65%) had no citations, and 121 (63.35%) had less than ten citations. This happens because they are very recent articles, and of these, 102 articles were published between 2020 and 2024. The first study identified was developed by Baye et al. [28] and examines the value of information to consumers in online electronic marketplaces. This study investigates how the availability of online information, such as price comparisons and product reviews, affects consumer purchasing behavior and competition among sellers.



This bar chart represents the distribution of research articles across different journals. The x-axis shows the journal names (some truncated), and the y-axis indicates the number of articles published.

Sustainability published the highest number of articles (17) in this dataset. This shows that sustainability-related topics are a dominant research stream, with growing attention in marketing and consumer studies. Cogent Business and Management (10 articles) – an open-access journal covering business and management, reflecting significant interest in marketing, consumer behavior, and decision-making. Foods (9 articles) – indicates a strong connection between consumer studies and the food industry, particularly in areas like consumer preferences, sustainable food choices, and health-conscious consumption. Innovative Marketing (7 articles) – suggests innovation-driven marketing strategies are also a popular theme. Journal of Cleaner Production (5 articles) – shows the importance of sustainability, green marketing, and consumer behavior toward eco-friendly products.

Research on sustainability, food consumption, and innovative marketing is gaining stronger academic traction. The spread across multiple journals shows that this field is multidisciplinary (covering marketing, sustainability, business management, and food sciences). Sustainability as a journal is clearly the central hub for publishing in this area.

The chart indicates that Sustainability (17 articles) leads as the most influential outlet for related research, followed by Cogent Business & Management (10) and Foods (9), while other journals contribute smaller but still relevant portions.



			Hospitality Management	
Applying Quantitative Marketing Techniques to the Internet	MONTGOMERY AL, 2001, INTERFACES	10.1287/inte.31.2.90.10630	INFORMS Journal on Applied Analytics	92
Assessment of consumers' motivations to purchase a remanufactured product by applying Fuzzy Delphi method and single valued neutrosophic sets	VAFADARNIKJOO A, 2018, J CLEAN PROD	10.1016/j.jclepro.2018.06.037	Journal of Cleaner Production	89
The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers	DUFFETT R, 2020, SUSTAINABILITY	10.3390/su12125075	Sustainability	78

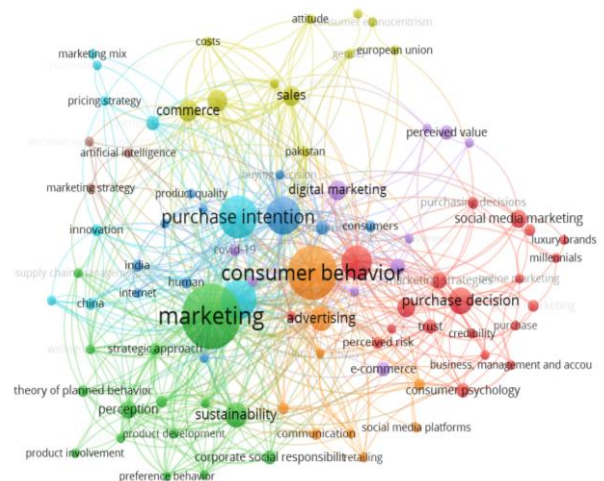
The most cited paper is Hughes C (2019), *Journal of Marketing on brand engagement through online influencers* (490 citations).

This highlights how social media influencers and sponsored blogging are at the forefront of consumer research, driving engagement and shaping marketing strategies. Other highly cited works; Rangaswamy A (2005), *Journal of Interactive Marketing – multichannel marketing opportunities* (272 citations), foundational in digital era marketing strategies. Chiu W-Y (2013), *Knowledge-Based Systems – proposing a hybrid MCDM model for e-store improvement* (260 citations). This shows the importance of decision-making models in e-commerce. Zollo L (2020), *Journal of Business Research – link between social media marketing & brand equity* (249 citations) underlines how consumer benefits & experiences mediate branding outcomes. Duffett R (2020), *Sustainability – YouTube marketing & Gen Z attitudes* (78 citations) shows the growing focus on youth-driven digital platforms. Sustainability & Ethical Consumption Birch D (2018), *Journal of Retailing & Consumer Services – mindful consumer behavior balancing egoistic vs altruistic motivations* (214 citations). Jiménez-Parra B (2014), *Journal of Cleaner Production – consumer behavior toward remanufactured products* (157 citations). Vafadarnikjoo A (2018), *Journal of Cleaner Production – assessment of motivations for remanufactured products* (89 citations). These papers reveal an important research stream around sustainability, circular economy, and ethical consumerism. Zhang Z (2019), *International Journal of Hospitality Management – role of online reviews in booking decisions* (97 citations). Montgomery AL (2001), *INFORMS Journal on Applied Analytics – quantitative marketing for internet* (92 citations). Together, they highlight how online peer reviews, data analytics, and quantitative models shape consumer purchase timing and e-store strategies. Digital & social media marketing (influencers, YouTube, social media brand equity) dominate recent high-impact research. Consumer

behavior under sustainability and ethics is another growing, highly cited stream.

Quantitative models, reviews, and decision-making tools remain crucial in e-commerce research. The highest citations go to influencer marketing research (490), showing its global academic and practical significance.

This dataset shows two major clusters of impactful research — (a) digital/social media-driven marketing and (b) sustainable/ethical consumer behavior, both supported by decision-making models and data-driven analytics.



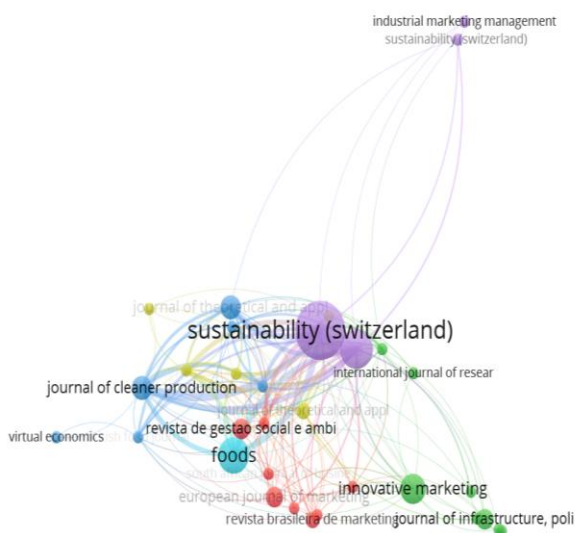
This image is a keyword co-occurrence network map (often generated in bibliometric studies using VOSviewer or similar tools). It shows how frequently different keywords appear together in research articles and how they cluster into themes.

Marketing (green, largest node) and Consumer Behavior (orange, large node) are the core research areas. Their central placement and larger size show they are the most frequently studied and most connected keywords in the dataset. Purchase Intention (blue) and Purchase Decision (red) are also prominent, indicating high research interest in what drives consumer buying behavior.

Artificial Intelligence, Innovation, Supply Chain, Internet, China, Pakistan, European Union → indicate regional or technological perspectives within consumer research. Sustainability, Corporate Social Responsibility, Green Marketing → growing focus on ethical and eco-friendly consumption. Social Media Platforms, Digital Marketing, Millennials, Gen Z → trending topics reflecting new-age consumer behavior.

The network shows consumer-centric research dominates the field: behavior, intention, and decision-making are the backbone. Digital transformation (social media, e-commerce, AI) and sustainability are major emerging directions. The presence of trust, credibility, perceived risk, and value highlights the importance of psychological and attitudinal factors in modern marketing.

This map reveals that research in this domain is structured around four major clusters — (1) marketing & sustainability strategies, (2) consumer behavior & advertising, (3) purchase intention & commerce, (4) purchase decisions & social media marketing — with digitalization and sustainability emerging as strong cross-cutting themes.



This visualization is a journal co-citation network map, which shows how frequently different journals are cited together in the research dataset. The size of each node represents the importance (frequency of co-citation) of that journal, while the colors represent clusters of related journals (research communities).

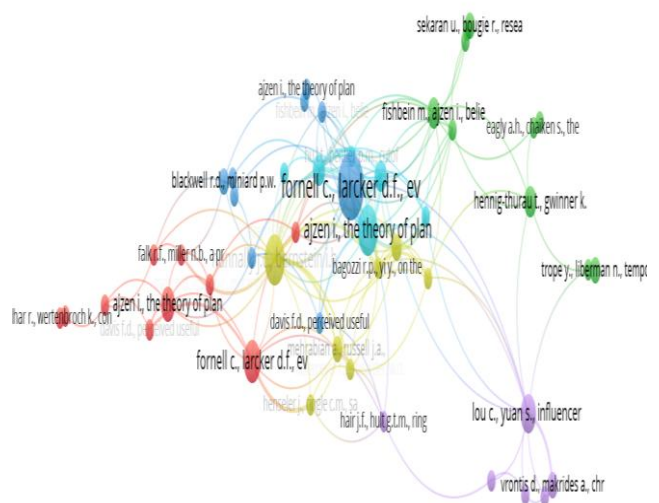
Sustainability (Switzerland) is the largest and most central node, meaning it is the most frequently co-cited journal in this research field. This confirms that sustainability-related studies are the backbone of current research, especially in marketing, consumer behavior, and business studies.

Journal of Cleaner Production and Foods are highly connected to Sustainability. *Journal of Cleaner Production* → Focuses on sustainable production, environmental management, and consumer behavior. *Foods* → Highlights the role of consumer research in the food and nutrition industry, particularly in sustainability and consumption studies. *Cogent Business and Management / Innovative Marketing / Revista de Gestão*

Social e Ambiental are part of the network, showing a mix of business, marketing, and management journals connected with sustainability. Industrial Marketing Management is linked to *Sustainability (Switzerland)* but sits somewhat separately at the top of the map → indicating it is relevant but more niche in the sustainability-marketing intersection.

The field is dominated by sustainability research, making *Sustainability (Switzerland)* the anchor journal. Research is multidisciplinary, spanning sustainability, cleaner production, food sciences, business management, and marketing. There is a regional dimension, with journals from Brazil (*Revista Brasileira de Marketing*), Europe, and Latin America also connected, showing global scholarly participation.

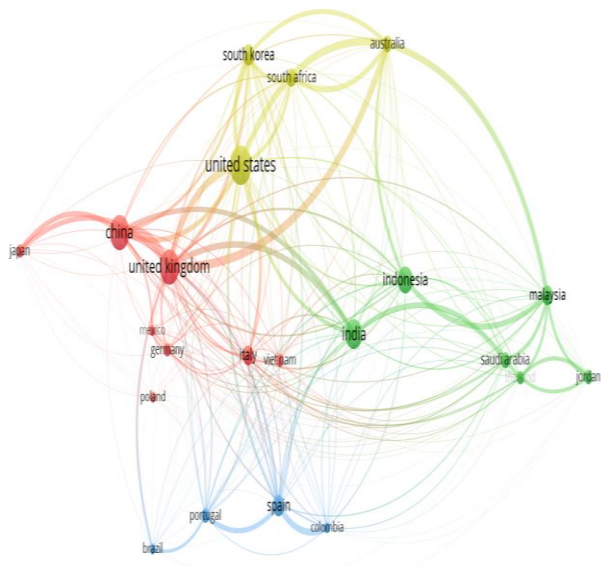
This map demonstrates that *Sustainability (Switzerland)* is the central hub journal for research in this domain, with strong connections to *Journal of Cleaner Production* and *Foods*. The network highlights a multidisciplinary integration of sustainability, food consumption, marketing, and management journals, reflecting the global and cross-cutting nature of research in this area.



This is a co-citation author network map. It shows which authors are most frequently cited together in the research field. Larger nodes = highly cited authors, and colors = clusters of related works (thematic groups). Fornell C. & Larcker D.F. (center, largest yellow node) → Most influential, widely cited for their work on structural equation modeling (SEM), validity, and measurement models. Ajzen I. (Theory of Planned Behavior, large red/blue nodes) → Extremely central; his behavioral intention and planned behavior theory forms a theoretical foundation for consumer behavior and purchase intention research. Davis F.D. (Perceived usefulness → Technology Acceptance Model) → Highly cited, connected to technology-driven consumer behavior studies.

The co-citation author map highlights that research in this field is anchored in behavioral theories (Ajzen, Fishbein,

Davis) and methodological robustness (Fornell, Larcker, Hair), while newer scholars (Lou, Yuan, Vrontis) are expanding into influencer marketing and social media studies. This indicates a transition from traditional behavioral models toward digital and influencer-driven marketing research.



This visualization is a country collaboration network map in research. Each node = a country, size publication/collaboration volume, and colors, clusters of closely collaborating nations. Thicker connecting lines show stronger research ties.

United States, China, and the United Kingdom are the most prominent, with larger nodes and stronger linkages. They act as global hubs connecting different regions, showing their dominance in international research networks.

United States is the most influential connector, bridging collaborations across all clusters (Asia, Europe, Oceania, Africa). China and UK show a strong bilateral partnership, influencing both Asian and European networks. India, Indonesia, and Malaysia are emerging as important research hubs in Asia, particularly tied to Middle East countries. Spain, Portugal, Brazil, and Colombia form a regional collaboration block, with language/cultural ties playing a role. The map shows a globally interconnected research landscape with the US, China, and UK as central hubs. At the same time, India, Indonesia, and Malaysia are strengthening South–South and regional collaborations, while Spain, Portugal, and Latin America highlight linguistic-based cooperation. The structure reflects a balance between established powers (US, China, UK) and emerging regional leaders (India, Indonesia, Malaysia).

### Conclusion

In today’s era of globalization and heightened competition, particularly in the FMCG and personal care sectors, understanding consumer behavior has become essential for business survival and growth. This study emphasizes that purchasing decisions are shaped by several interrelated factors such as product quality, brand image, and customer satisfaction. These dimensions not

only influence consumer perceptions but also determine loyalty, repeat purchase behavior, and positive word-of-mouth, which are critical in sustaining competitiveness.

The findings highlight that marketing strategies aligned with the consumer decision-making process—from need recognition to post-purchase evaluation—play a pivotal role in guiding customer choices. With the rise of digital marketing and personalized consumer interactions, businesses must leverage targeted advertising, content marketing, social media engagement, and behavioral targeting to effectively capture and retain consumer attention.

Bibliometric analysis further demonstrates that research in this domain is increasingly multidisciplinary, spanning marketing, sustainability, consumer psychology, and technology-driven strategies. Digital and social media marketing, sustainability-driven consumer behavior, and decision-making models emerge as the two dominant streams of scholarly and practical importance. Influencer marketing, online reviews, and green consumerism are particularly shaping purchase intentions in the modern marketplace.

Ultimately, the study underlines that consumer purchase behavior is no longer driven by traditional marketing alone but by a blend of quality, credibility, digital engagement, and sustainability considerations. Companies that successfully integrate these elements into their strategies will not only strengthen their market share but also build lasting consumer trust and brand equity. Future research must continue to explore how evolving digital technologies, sustainability practices, and psychological factors intersect to influence purchasing decisions in dynamic global markets.

### Recommendations

FMCG companies, especially in the personal care sector, should continuously improve product quality, as it directly affects consumer trust and satisfaction. It building a strong, consistent brand image through storytelling, transparency, and value-driven communication will enhance consumer loyalty.

Businesses must adopt personalized digital marketing strategies, including social media influencers, behavioral targeting, and interactive content, to engage consumers effectively. Greater investment in data analytics and AI-driven marketing tools is recommended to understand and predict consumer preferences.

Firms should align strategies with the five stages of consumer decision-making (need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation). Offering product comparisons, customer reviews, and loyalty programs can strengthen purchase decisions. Since sustainability has emerged as a dominant research stream, companies should incorporate eco-friendly practices, such as green packaging, responsible sourcing, and ethical communication. Highlighting sustainability in marketing campaigns can improve brand reputation and attract conscious consumers. Encouraging customer feedback, offering after-sales support, and creating loyalty reward systems will improve long-term customer retention.

### Suggestions for Future Research

Explore how AI, machine learning, augmented reality (AR), and virtual reality (VR) are shaping online consumer experiences and influencing purchase decisions. Conduct comparative studies across different regions to understand how cultural factors affect brand perception, satisfaction, and consumer decision-making. Investigate the impact of green marketing and ethical consumerism on long-term brand loyalty in personal care and FMCG sectors.

Assess the authenticity and credibility of influencer marketing across different consumer demographics, especially Gen Z and Millennials. Future studies should analyze the role of emotions, trust, and perceived risk in shaping consumer purchase intentions in digital platforms. Research should also examine omnichannel strategies, where offline experiences (in-store sampling, promotions) are integrated with digital campaigns to influence buying decisions

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