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Trends and Research Purchase Intention in Using E-Commerce A Bibliometric Analysis

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ABSTRACT

Digital business skills are necessary for many small and medium-sized businesses, sometimes referred to as SMEs. SME enterprises need to adopt innovative e-commerce to meet client expectations. For instance, half of the people in Botswana used their mobile phones to access the internet. This study report may provide readers with additional information on the topic. The study includes a comprehensive examination of 1977 publications collected between 2000 and 2025. This essay will focus on the findings of significant writers, publications, nations/regions, and fields of study. This article also attempted to discover many themes that evolved and evolved during the active years through the use of co-citation and co-occurrence networks. Because of the growing number of research articles and the widespread adoption of Purchase intent in using E-Commerce in many countries, bibliometric analysis must be used to provide a comprehensive set of data that can help researchers find the most relevant work to date. This can be achieved by utilizing the VOS Viewer and Biblioshiny tools to explore different facets of the Purchase intent in using E-Commerce research topic and discover potential future study directions.

1. Introduction

Many small and medium-sized firms, sometimes known as SMEs, require digital business expertise. To address the needs of customers, SME businesses must embrace creative E-commerce. In Botswana, for example, 50 percent of the population utilised mobile phones to access the internet. As a result, SMEs recognise the need of adopting E-commerce in emerging nations in order to increase national GDP. However, there are issues that are distinct to typical SME and E-commerce challenges, such as the fact that SME uses web technology while E-commerce uses applications and emails. Aside from SME businesses that embrace digitization, other regions that have not yet adopted E-commerce have seen modest growth. Where a lack of increasing felicity and infrastructure for

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accessing the internet is causing social and cultural challenges due to a lack of technological advancement, which "was also undertaken by *Shemi et al*., [9]." In Botswana, for example, the usage of E-commerce in SMEs is restricted due to a lack of infrastructure and IT competence. As a result, this company is working with blockchain, which creates an online trust for transferring cash and payments. Digital market is a new business that involves using technology to meet the customers. Where mobile commerce has created E-commerce that involves online shopping. However, there are some problems with customers using mobile commerce. Where this research is lacking knowledge on consumer behaviour that impacts different mediums of channel and technology. Thus, customers lose trust in transactions that have risks in e-commerce transactions. Besides, to know different control measures of identity theft on consumers' purchase intention through E-commerce that has an impact on the cost of products and services, and the operation process. Nowadays the businesses need to adapt with new generational behaviour to grow their business. Where assets for business set-up are no more very important because having multi-channel such as non-brick and mortar. The growth of E-commerce has increased the national income. Thus, the problems of lack of knowledge on finding generation with the type of media social using and prusching products such Generation X are more buying and using smartphones. Besides, to know the type of segments that use multi-channel. To know the buying frequency of generation thru online. In business, digital business is a mode of business that involves using mobile commerce that knows E- commerce to reach the customers fast and adapt with their lifestyle perspective and difference of price. This research was done for understanding mobile shopping services that impact the customers behaviour. Besides, to know customer satisfaction using shopping services with their lifestyle. Moreover, to find out the impact of market qualities from 4Ps to mobile shopping. Online businesses need E-commerce to reach different targets of group customers from around the world with use of e-grocery or known as online grocery. In fast moving consumer goods that involve traditional grocers such as natural food stores require managing, and associated costs. Thus, the problem is lack of practical operational efficiency and poor logistics that cause waste and loss to business. Besides, lack of knowledge on using smart devices is needed to understand the tools with functions of blockchain in mobile and applications. Hence, the supply chain must operate efficiently to reduce waste of goods.

The existing corpus of research is still scattered and has a narrow focus, despite the recent surge in purchase intent in using E-Commerce. Most studies focus on bibliometric indicators like publishing patterns, co-citations, and keyword analysis, ignoring the deeper qualitative aspects of E-Commerce, entrepreneurship, purchase intention, generation, and mobile tools. Many studies continue to focus on the past while ignoring the consequences for the progress of the academic and digital market sectors in the future. These differences highlight the need for a more comprehensive and proactive analysis of purchase intent in using E-Commerce. This study is significant because it offers one of the first comprehensive bibliometric mappings of purchase intent in using E-Commerce, combining several literary works into a coherent synopsis. By looking over 1977 articles from the Scopus database, it identifies leading authors, esteemed journals, and important topic advancements in the field. In order to improve the usage of purchase intent in using E-Commerce sector, the findings provide policymakers, scholars, and the food industry with helpful information on how to business growth. They also highlight the broader ways that purchase intent in using E-Commerce is impacted by factors including E-Commerce, entrepreneurship, purchase intention, generation, and mobile tools, as well as the way the online shopping and digital shop industries are changing. Importantly, this study encourages multidisciplinary collaboration in the areas of E-Commerce, entrepreneurship, purchase intention, generation, and mobile tools. As a result, it offers a helpful foundation for more research and implementation in the area of digital transformation in online shopping and digital bussiness. The project will use bibliometric analysis to address a number of subjects. Examine

academic databases and research archives to determine the number of publications on the topic of purchase intent in using E-Commerce. Analyze the publishing trend over time by breaking out the number of research publications published each year. Provide the names of respectable academic journals that frequently publish papers regarding purchase intent in using E-Commerce. Look for studies or analyses on the regional distribution of purchase intent in using E-Commerce to see which countries publish the most on this topic. Choose the authors who are most important and relevant to the topic of purchase intent in using E-Commerce based on their quantity of publications and citations. Seek out the names of research articles with a high number of citations, distinguishing between those with a high number of local and international citations. Find the title of the research article with the most references or citations. Examine earlier literature reviews and meta-analyses to determine the current and evolving topic structure of purchase intent in using E-Commerce study. Using bibliometric analysis of the Scopus database, this study analyzed the publishing patterns on purchase intent in using E-Commerce in order to support the earlier findings. This study looked at a range of publications in terms of accessibility, language, topic matter, and source title in addition to the most often cited works, publishing patterns, and authors' keywords.

The theoretical foundation for this research is theory of contextualism by Pettigrew, which "was also undertaken by *Shemi et al*., [9]", about organisations and change, which outline three components. There is content, context and process that involve changing interconnections. Thus, the theory of information systems (IS), which "was also undertaken by *Shemi et al*., [9]", that used technology in E-commerce to deal with work and tasks. The IS public administration, which "was also undertaken by Shemi et al., [9]", was change the business operation from political attitudes. The theoretical foundation for this research is social exchange theory, which "was also undertaken by *Shareef et al*., [8]", that focuses on customer investment such as buyers looking to value products, social exchange theory, which "was also undertaken by *Shareef et al*., [8]", focus on customer trust using the transaction in e-commerce. The light of transaction cost theory, which "was also undertaken by *Shareef et al*., [8]", customer buying the products based to value of products. Unified theory that uses technology find customers behaviour from operation performance and innovation theory in technology to meet the customers. The theoretical foundation for this research is multi-channel retailing is connecting customers, which "was also undertaken by *Dorie et al*., [4]", that have different channels of shopping. Segmenting generational cohorts, which "was also undertaken by *Dorie et al*., [4]", the age of using every channel is different with brands. Hence, marketing mix elements, which "was also undertaken by *Dorie et al*., [4]", is needed to reach all groups of customers. Thus, variances in multi-channel behaviour by generation, which "was also undertaken by *Dorie et al*., [4]", are having multiple applications used for buying. The demographic segmentation is impacting the using channel by all generational motivations for channel usage. Purchase amounts by generation is from income and willingness to spend on shopping, which "was also undertaken by *Dorie et al*., [4]". The theoretical foundation for this research is 4Ps marketing theory that impacts the user mobile shopping from their satisfaction and qualities. Where used 4Ps that works with information systems (IS) on impacting the customers using the mobile service, which "was also undertaken by *Chen et al*., [3]". Besides, there IS a success model for identifying the customers using mobile service such as websites and apps. The theoretical foundation for this research is mobile application and technology operation for mobile tools such banking and mobile services, which "was also undertaken by *Cagliano et al.,* [2]", that work with applications. Thus, financial privacy the funds transfer is risky, which "was also undertaken by *Cagliano et al.,* [2]", need of blockchain systems for more privacy. Cold chain monitoring can reduce time sensitivity and waste of foods by using radio frequency identification (RFID), and recently near field communication (NFC) tags. Hence, the lack of

best operation SCM chain is impacting the delivery time that can be improved by time-based deliveries such as time slots, which "was also undertaken by *Cagliano et al.,* [2]".

2. Methodology

The bibliometric toolbox will be used to do the bibliometric analysis. The primary technique and the enrichment technique are the two methods included in the toolbox. Performance analysis (A) and science mapping (B) are the two key components of the approach. Although the primary approaches may be used for a wide range of investigations, this research study will concentrate on a few of them. Two pieces of software, R and VOSViewer, helped with the bibliometric. A quantitative study of a vast collection of data is called bibliometric analysis, and the results are presented as themes, networks, research elements, and descriptive analysis. The evolution and thematic organization of a certain field may be studied with the use of this bibliometric analysis, which "was also undertaken by *Badenes-Rocha et al*., [1]". Additionally, this study is free of subjective prejudice. This paper's analysis of the bibliographic data, which "was also undertaken by *Nasir et al*., [7]". Science mapping and performance analysis were used to derive the trends and research direction. A technique for analyzing the contributions of research participants, including authors, counties, publishers, publications, and institutions in the subject region, is performance analysis. The purpose of science mapping is to create connections among the components of research. As "also undertaken by earlier studies [1,6,7]," combining scientific mapping and enrichment approaches gives us the conceptual framework of a study area and the fundamental topics of the issue, establishing a connection between different research parts.

A bibliometric analysis database is gathered from the Scopus database. The Scopus database, which "was also undertaken by Jakhar *et al*., [5]," is regarded as the most scientific and methodical database for bibliometric analysis. Scopus has been recognized as the best database for bibliometric analysis in addition to the aforementioned claim, which "was also done prior research [1,6,7]". Therefore, it can be claimed that Scopus is the most extensive database that includes a wide range of information on articles and that papers must meet strict criteria in order to be included in this database. Several keywords are recognized for the optimal search, including “E-Commerce”, “Purchase intent in using E-Commerce”, and “Purchase”. The optimal keyword was “Purchase intent in using E-Commerce”. This article will analyze Purchase intent in using E-Commerce. A search was performed on the Scopus database using the phrase "Purchase intent in using E-Commerce," resulting in the retrieval of 1977 papers. The language publications were not chosen for to having other language publications. The selected papers were then those that were printed in journals. There were 1977 final articles chosen for analysis. Since further filtration may lower the number of articles and may affect the bibliometric analysis, no sorting criteria other than these two were used.

3. Results

3.1 Total Publication and Number of Active Years of Publication

One performance analysis approach is the total publication. The overall number of publications on the study topic is taken into account. The 1977 gathered findings from the articles released each year are included in the yearly scientific production. The papers were arranged in groups based on the year they were published in the journals. It is possible to conclude from Figure (1) that Purchase intent in using E-Commerce research is growing annually. There was just one publication in 2000, nevertheless, by 2022, there were 223 publications overall, and in 2023 and 2024, there were 229 and 329, respectively. 301 papers are counted until October 2025. The phrase "active years of

publishing" refers to the number of years that research has been done in the field to examine the phenomena. Groundbreaking research is still being conducted, and the active year began in 2000. Given the pattern shown in Figures (1) and (2), there are still comparatively fewer studies conducted annually; as a result, there is need for further study on this subject.

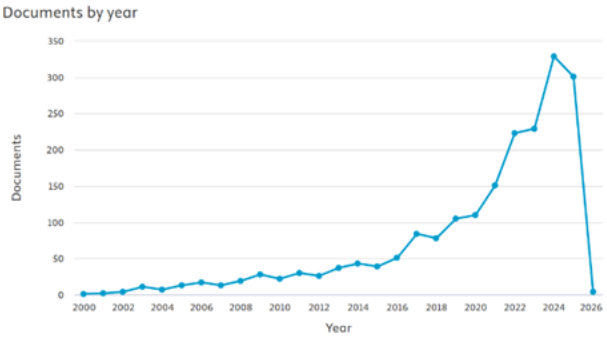

Fig. 1. Year-to-year publications from 2000 to 2026

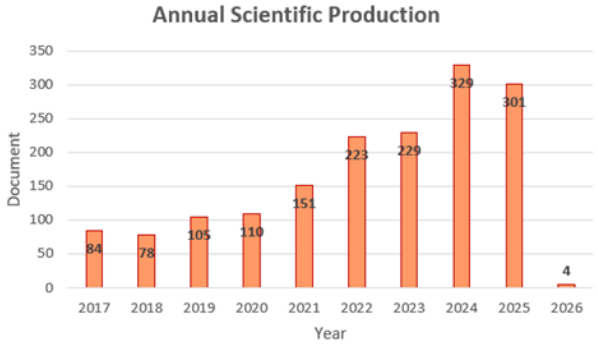

Fig. 2. Year-to-year publications from 2017 to 2026

3.2 Most Promising Journals

The journals that publish the most articles on a certain subject are considered promising. R software was used to identify promising journals based on Bradford's law. Table (1), which lists the top 10 promising journals in the subject of Purchase intent in using E-Commerce, shows the most promising journals. With a total of 41 articles in the topic of Purchase intent in using E-Commerce, the Sustainability (Switzerland)have an advantage over other journals. With a total of 36 articles in the field of Purchase intent in using E-Commerce, Journal Of Retailing And Consumer Services has an advantage over other journals. With a total of 34 publications in the subject of Purchase intent in using E-Commerce, Acm International Conference Proceeding Series, Frontiers In Psychology, and Lecture Notes In Computer Science have an advantage over other journals. Others journals have and advantages over other journals that shows in in Table (1). Bradford's law was chosen for examination in publications that showed promise. A graph displaying the source name and the quantity of papers published by a journal achieved the result. This can be seen in Table (1), the graph was later shaped into a table. By identifying the most pertinent journals that are leading the way in publishing content about Purchase intent in using E-Commerce, Bradford's law analysis will help researchers swiftly find and choose a few journals that will support their study of Purchase intent in using E-Commerce and future research. A journal's potential to impact future scholars in a certain topic increase with the number of papers it publishes in that field.

Table 1
The name of the journal along with the number of a paper published

No.	Name of journals	No. of published
1.	Sustainability (Switzerland)	41
2.	Journal Of Retailing And Consumer Services	36
3.	Acm International Conference Proceeding Series	34
4.	Frontiers In Psychology	34
5.	Lecture Notes In Computer Science	34
6.	Journal Of Theoretical And Applied Electronic Commerce Research	33
7.	Electronic Commerce Research And Applications	26
8.	Asia Pacific Journal Of Marketing And Logistics	24
9.	Lecture Notes In Business Information Processing	21
10.	Lecture Notes In Networks And Systems	20

3.3 Dominant Countries

In the field of research, the nations with the highest number of published papers and citations are regarded as dominating nations. The database is examined using R software for the analytical task. The results are interpreted using the scientific production and citations of the countries in order to identify the leading nations in the field of Purchase intent in using E-Commerce. Both the quantity of papers and the number of citations is used to determine which nations are dominant. The top ten nations are chosen to be examined from both angles. Finding the top nation by looking at figures (2) and (3) shows that, while United States has the greatest average article citations (237.63), the China leads all other nations in terms of documents (1866). With not list in top 10 number of documents, the Fiji ranks second in terms of average document citations, which is a surprise element. Even though China nation had more published documents, China lagged behind several others in terms of citations, including Indonesia and others. India is in a similar situation. Compared to its Fiji equivalent, this country earned more citations with not list in top 10 total document. Information from figures (3) and (4) was transformed into a tabular format in Table (2) to facilitate the interpretation of the analysis. Thus, it can be said that United States and the China are at the forefront of Purchase intent in using E-Commerce research. In terms of average article citations, the United States, Fiji, Lithuania, and Switzerland are notable nations.

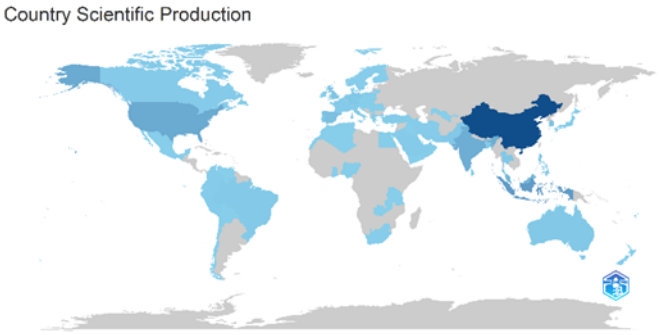

Fig. 3. A world map depicting the number of documents published by each country

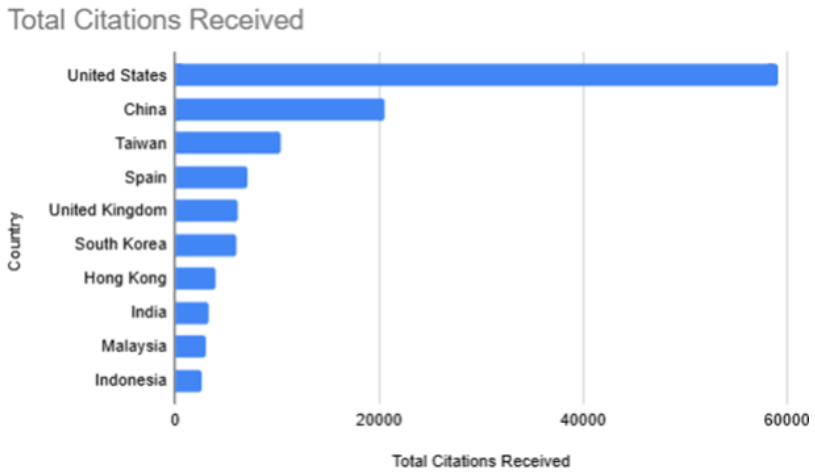

Fig. 4. The number of citations received by each country's documents

Table 2
The countries' names, the number of documents published and the number of citations received

Rank	Country	Document	Rank	Country	Average Article Citations
1	China	1866	1	United States	237.63
2	Indonesia	687	2	Fiji	186.00
3	United States	501	3	Lithuania	177.00
4	India	443	4	Israel	165.33
5	Malaysia	315	5	Colombia	162.88
6	Spain	189	6	Norway	128.29
7	South Korea	157	7	Kuwait	120.00
8	United Kingdom	128	8	Switzerland	115.62
9	Germany	102	9	Spain	95.04
10	Thailand	101	10	Hong Kong	89.41

3.4 Most Relevant Authors

The quantity of papers each author publishes determines which writers are the most pertinent. R software therefore calculated it by counting the number of Purchase intent in using E-Commerce in Malysia related publications they had written. According to the data, an author's significance increases with the number of papers they have written. The ten most pertinent writers are displayed in Figure (5). It is evident that Hajli, Nick has 9 papers, Halim, Erwin until Sohaib, Osama have 8 papers. The top ten writers cited can help readers understand their work and what more needs to be done.

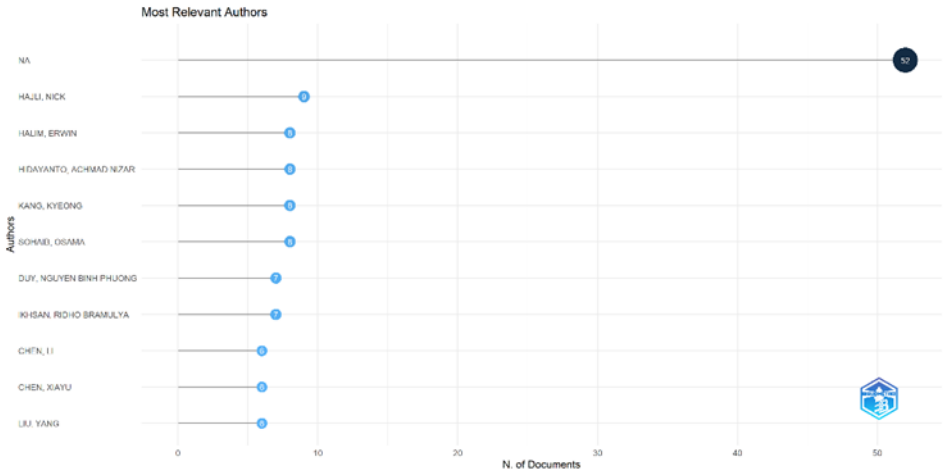

Fig. 5. The authors' names and the number of papers published by them

3.5 Influential Authors

The most influential authors are the ones who have received the highest number of documents in their field. It is solely based on the citations. Therefore, influential authors were determined by the total document count an author receives. Authors with the highest total document in their account will be the most influential, and authors with fewer citations will be less influential. Authors such as Hajli, Nick. with 8 documents, are clearly leading the chart. But authors such as Hidayanto Achmad Nizar are in 2nd position with 7 documents respectively. The rest of the authors are shown in figure (6).

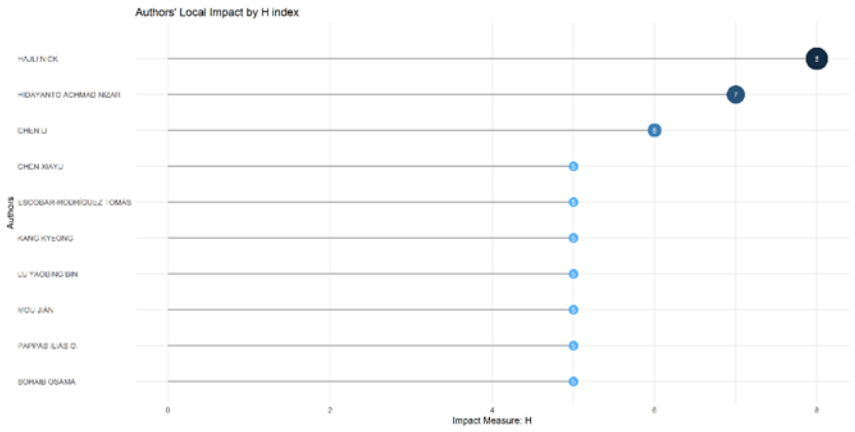

Fig. 6. Authors' names and numbers of total document

3.6 Citation Analysis

Citation analysis is a scientific mapping approach. When a publication is referenced by another publication, it links the publication. This "was also done by Jakhar et al., (2023)". Two criteria are used for citation analysis: (1) global citation and (2) local citation. The quantity of citations an article obtains from readers may be used to gauge its impact in citation analysis.

3.6.1 Most global cited documents

The publications with the most citations without any filtering, such as topic domain, are referred to as the most internationally cited texts. This research, which "was also undertaken by Jakhar *et al*., [5],". To put it another way, global citations are those that a publication receives regardless of whether it has been cited inside or outside of its topic domain. The ten most frequently cited papers worldwide might also be seen as having a significant impact on other writers' decision to include citations in their works. Both articles that discuss Purchase intent in using E-Commerce and those that do not discuss it make reference to these materials. Figure (7) displays the ten most influential papers, and table (3) analyzes them. The top ten most internationally cited publications that were examined from Figure (7) are included in Table (3) along with their article names, authors, and citation counts.

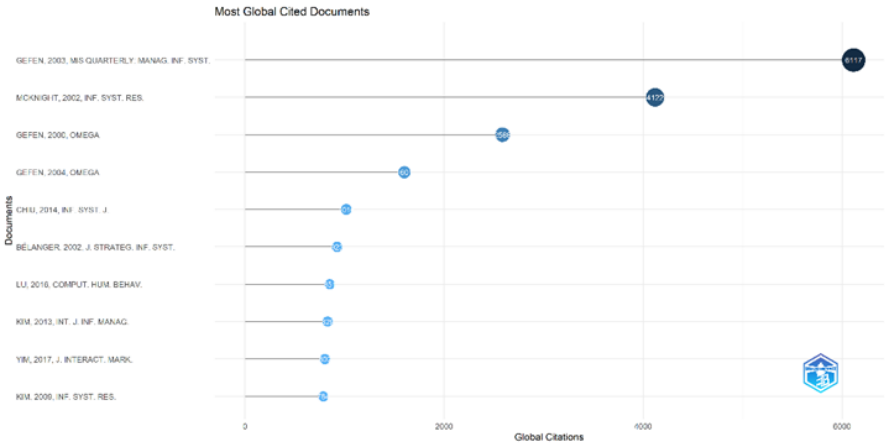

Fig. 7. Shows the most influential papers in terms of global citation

Table 3
The article name, authors' name, and citations of the top 10 globally cited documents

No.	Article Title	Authors	Global citation
1.	Trust and TAM in online shopping: An integrated model	Gefen, 2003, Mis Quarterly: Manag. Inf. Syst.	6117
2.	Developing and validating trust measures for e-commerce: An integrative typology	Mcknight, 2002, Inf. Syst. Res.	4122
3.	E-commerce: the role of familiarity and trust	Gefen, 2000, Omega	2588
4.	Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services	Gefen, 2004, Omega	1601
5.	Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk	Chiu, 2014, Inf. Syst. J.	1016
6.	Trustworthiness in electronic commerce: the role of privacy, security, and site attributes	Bélanger, 2002, J. Strateg. Inf. Syst.	923
7.	Social presence, trust, and social commerce purchase intention: An empirical research	Lu, 2016, Comput. Hum. Behav.	851
8.	Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance	Kim, 2013, Int. J. Inf. Manag.	829
9.	Is augmented reality technology an effective tool for e-commerce? An interactivity and vividness perspective	Yim, 2017, J. Interact. Mark.	802
10.	Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration	Kim, 2009, Inf. Syst. Res.	784

3.6.2 Most local cited documents

Publications that are mentioned inside the topic domain are known as local cited documents; for example, an article that, which "was also undertaken by *Jakhar* et al., [5]," is obtains citations from another article in the same subject area. To put it another way, local citations are those that are specific to the field in which the materials are found. As an illustration, a paper about Purchase intent in using E-Commerce is referenced in another work about Purchase intent in using E-Commerce. As a result, the majority of locally cited papers examine works that are often referenced or mentioned in the field. One can rely on the papers displayed in figure (8) to gain understanding about the topic matter. These materials are particularly pertinent to the subject of Purchase intent in using E-Commerce and can be considered trustworthy sources for obtaining first papers. It should be highlighted that, for the clear reasons stated in their definition, local citations are always lower than global citations. The analysis of Figure (8) is completed in Table (4).

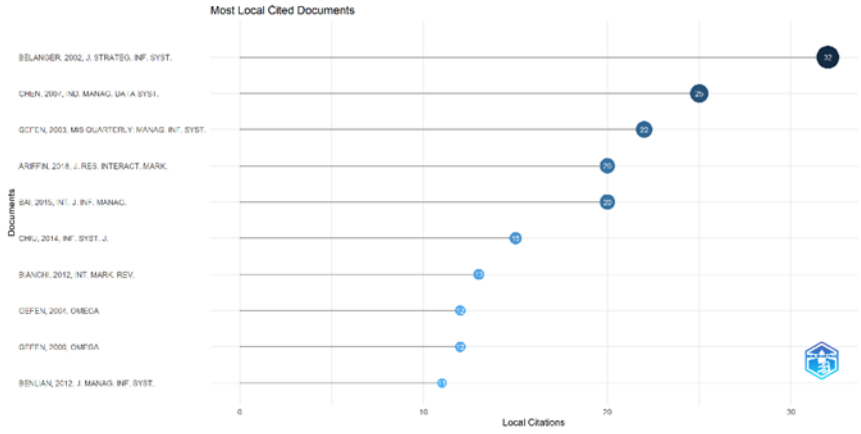

Fig. 8. Shows documents receiving a total number of local citations

Table 4
Shows the article name, authors' name, and citations of the top 10 locally cited documents

No.	Article Title	Authors	Local Citations
1.	Trustworthiness in electronic commerce: the role of privacy, security, and site attributes	Bélanger, 2002, J. Strateg. Inf. Syst.	32
2.	Initial trust and online buyer behaviour	Chen, 2007, Ind. Manag. Data Syst.	25
3.	Trust and TAM in online shopping: An integrated model	Gefen, 2003, Mis Quarterly: Manag. Inf. Syst.	22
4.	Influence of consumers' perceived risk on consumers' online purchase intention	Ariffin, 2018, J. Res. Interact. Mark.	20
5.	Effect of social commerce factors on user purchase behavior: An empirical investigation from renren. com	Bai, 2015, Int. J. Inf. Manag.	20
6.	Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk	Chiu, 2014, Inf. Syst. J.	15
7.	Risk, trust, and consumer online purchasing behaviour: a Chilean perspective	Bianchi, 2012, Int. Mark. Rev.	13
8.	Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services	Gefen, 2004, Omega	12
9.	E-commerce: the role of familiarity and trust	Gefen, 2000, Omega	12
10.	Differential effects of provider recommendations and consumer reviews in e-commerce transactions: An experimental study	Benlian, 2012, J. Manag. Inf. Syst.	11

3.7 Co-citation Analysis

One method of scientific mapping is co-citation analysis. When two references are mentioned together in a third work, it is assumed that they are related in some way or share a similar content structure. Co-citation analysis, which " was also undertaken by Jakhar *et al*., [5]," used to expose the conceptual framework of a particular field of research. Based on the clusters created, this approach also assists us in identifying the most important publications. Each cluster has a theme and is based on a certain foundation. After grouping the documents into clusters, the co-citation analysis identifies the publications that are most related to each subject. Researchers can learn more about the article based on their interests thanks to this analysis. Additionally, future scholars might gather literature on a specific topic by consulting the related publications. The VOSViewer program employs a co-citation approach for the analysis. Only publications that have at least 20 citations in published articles are chosen. Just 56 out of 3275 reach the citation limit. Figure (9) was examined by assigning weight to the links.

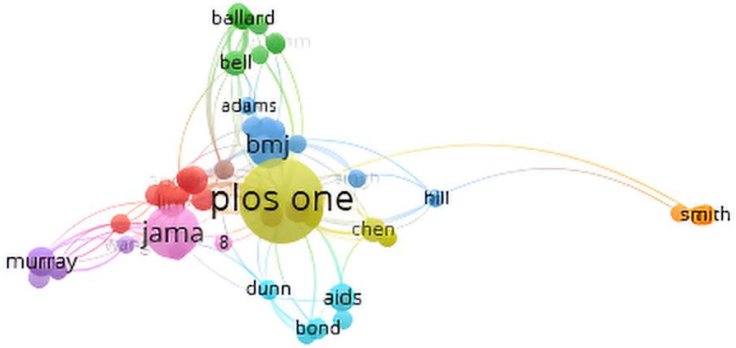

Fig. 9. Shows a map of co-citation analysis based on the authors' name

8 cluster are created in total. By giving the connections more weight, you may show how many additional papers are related to the papers in the reference list. A paper is better suitable for study if it has a greater number of connections.

Table 5
Shows the interpretation of the co-citation map

Colour of cluster	Author name	Citation
Red	Alba	37
Green	Chin	39
Bule	Baron	54
Yellow	Amit	39
Purple	Berge.	25
Sky bule	Eroglu	21
Orange	Bentler	30
Brown	Ameen	25

This bar chart, titled "Document by author," in Figure (10) illustrates the number of documents published by a selection of authors. The y-axis represents the number of documents, while the x-axis lists the authors. Having written around 23 papers, Liu, Y. is the author with the most documents. Li, X., with around 20 papers, and Zhang, Y., with about 22 documents, are just behind. With almost 17 documents apiece, the writers Li, Z., Li, Y., and Wang, J. are tied. With around 16 papers, the following

three authors Wang, X., Chen, Y., and Zhang, X. have a somewhat smaller but comparable number. With almost 14 papers, Wang, Y. is the author with the tenth-highest count. With a document count that ranges from the highest of around 23 to the lowest of roughly 14, the chart generally depicts a fairly similar distribution among the top writers.

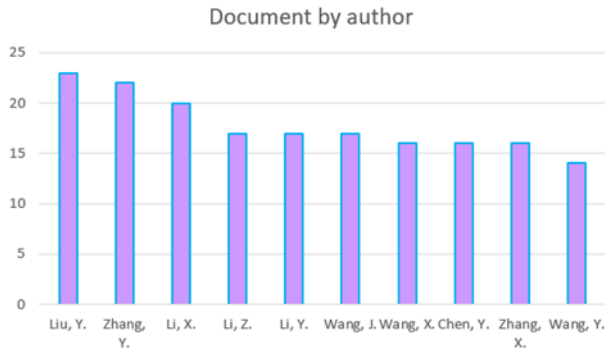

Fig. 10. Highest document from authors' name

This Table 6, shows the author pair of the collaborations," lists the top 10 author pairs based on the number of collaborations they've had. The table has three columns: No. ranking, Author Pair, and Collaborations the number of joint publications. Kang, K. and Sohaib, O. have collaborated eight times, making them the duo with the most. With five collaborations apiece, the following two pairs Feste, J. and Peters, L. and Belkhamza, Z. and Niasin, M.A.F. share the second-highest number. From rank 4 to rank 10, the following seven author couples each had four collaborations. These pairings are: Hao, Z., and Tang, X.; Li, X., and Tang, X.; Giannakos, M.N., and Pappas, I.O.; Lopez-Nicolas, C., and Molina-Castillo, F.J.; Kumar, V., and Shareef, M.A.; and Halim, E., and Hebrard, M. With a maximum of eight collaborations and a minimum of four for the pairings in the top 10, the list showcases the most fruitful collaborations in terms of joint publications or projects.

Table 6
The author pair of the collaborations

No.	Author Pair	Collaborations
1.	Kang, K., and Sohaib, O.	8
2.	Feste, J., and Peters, L.	5
3.	Belkhamza, Z., and Niasin, M.A.F.	5
4.	Halim, E., and Hebrard, M.	4
5.	Lopez-Nicolas, C., and Molina-Castillo, F.J.	4
6.	Kumar, V., and Shareef, M.A.	4
7.	Hao, Z., and Tang, X.	4
8.	Li, X., and Tang, X.	4
9.	Hao, Z., and Li, X.	4
10.	Giannakos, M.N., and Pappas, I.O.	4

3.8 Co-occurrence Analysis

A further science mapping method that uses "author keywords" is co-occurrence analysis. Considering the study aims to concentrate on the author's preferred method of conducting research, it contains terms that the author has utilized as keywords. Co-word analysis, which "was also undertaken by Jakhar *et al*., [5]," creates themes or groups based on words that occur together. Because just those keywords are desired, just the ones that appear in at least 20 articles are utilized for the purpose of analysis.

Keywords are frequently used by several writers to assess how a field of study is operating, and only powerful words may be examined. The point where the limit is reached by 39 characters. Sixgroups were formed by co-occurrence analysis using Figure (11) and Table (7). A keyword's effect increases with the size of the circle, E-commerce and Purchase intention were mentioned 630 and 540 times, respectively. The keywords E-commerce and Online shopping appeared 630 and 112 times, respectively, and the Consumer behavior appeared 91 times in a cluster (1) of red highlight words. The terms " Purchase intention " (540), “Perceived value “(66), and " Social presence " (37) are included in cluster (2) of green. The terms " Trust " (227), “Social commerce “(81), and " Electronic commerce " (50) are included in cluster (2) of Bule. The terms " Perceived risk " (78), “Online purchase intention “(68), and " Technology acceptance model " (38) are included in cluster (2) of Yellow. The terms " Satisfaction " (45), “Purchase intentions “(43), and " Customer satisfaction " (39) are included in cluster (2) of Purple. The terms " Covid-19 " (20) are included in cluster (6) of Sky bule.

Fig. 11. Shows a map of the co-occurrence of keywords

Table 7
Various keywords formulated through co-occurrence analysis

Colour of cluster	Keywords	Link	Total link strength	Times appeared
Red	E-commerce	38	747	630
	Online shopping	32	175	112
	Consumer behavior	29	151	91
Green	Purchase intention	34	645	540
	Perceived value	27	101	66
	Social presence	19	54	37
Bule	Trust	33	401	227
	Social commerce	28	124	81
	Electronic commerce	18	71	50
Yellow	Perceived risk	26	148	78
	Online purchase intention	25	95	68
	Technology acceptance model	23	68	38
Purple	Satisfaction	21	77	45
	Purchase intentions	19	59	43
	Customer satisfaction	22	65	39
Sky bule	Covid-19	9	26	20

3.8.1 Thematic analysis

The co-occurrence analysis was used to create thematic clusters, as seen in Figure (12). This, which "was also undertaken by *Krishnamoorthi et al.,* [6]," Co-occurrence analysis is a science

mapping approach concentrating around terms to develop clusters of different themes by categorizing keywords the fact that come together regularly. Every term was chosen in order to recognize the various themes that emerged. The reason is due to the simple reason that all keywords provide a more accurate image for theme creation, which considers the words used in the abstract, title, or keywords. Because the coverage of all keywords is greater than that of the author's keyword, phrases that featured in publications at least ten times were chosen for the thematic analysis. Phrases that appeared in documents more frequently were also considered. Although a keyword develops of greater significance in a specific area if it appears a minimum of 5 times in various papers, we need to assign it a weight of at least ten times before it appears in papers. Second, a hit-and-trial approach was used with varying weights; findings were easy to understand when the weight was ten times. A total of 246 words satisfied the minimum requirement, which assigned weight to keyword occurrences. 7 clusters in all were created. Theme 1 talks about the red cluster of the theme is on the aspects of E-commerce, purchase intention, and trust. The network as a whole is centered around the biggest and most important subject, which is electronic commerce and buy intention. Trust, perceived value, social commerce, incentive, and e-commerce are important ideas in this field. This cluster places a lot of emphasis on the direct behaviors and psychological aspects that influence a customer's decision to buy something online. The robust relationships demonstrate how crucial it is to build trust and provide perceived value through electronic commerce platforms in order to comprehend customer propensity to buy (purchase intention). Theme 2 aims to green cluster, decision making and business strategy. This subject, which is positioned lower on the left, focuses on the strategic and operational facets of consumer research and e-commerce. Decision-making, markets, e-commerce websites, big data, user experience, privacy, brand image, and expenses are some of the concepts. The business decisions and platform design choices that impact the customer journey and overall business performance in the digital marketplace are the main focus of this field of study. Theme 3 aims to bule cluster, about machine learning and analytical methods. This is a unique cluster that focuses on sophisticated analytical methods and technologies utilized with consumer data and e-commerce. Machine learning, deep learning, e-learning, sentiment analysis, decision trees, and learning systems are fundamental ideas. It is the use of advanced data analysis and artificial intelligence to better understand customer behavior, enhance customization, and maximize marketing tactics. Theme 4 aims to yellow cluster, about technology acceptance and user experience. This theme is situated above the central cluster and focuses on the underlying models and factors that drive the adoption and use of e-commerce technology. Concepts include the technology acceptance model (TAM), perceived usefulness, perceived ease of use, perceived enjoyment, and information technology. It also touches on data collection methods like questionnaire surveys and data acquisition. Essentially, this area explores how user perceptions of technology influence its acceptance and subsequent use in the e-commerce context. Theme 5 aims to purple cluster, about social commerce, networking, and behavioral research. This field links consumer decision-making to the social dimension. Behavioral research, e-wom (electronic word of mouth), social networking (online), social commerce, and reputation are important words. It also has connections to ideas like product design and consumer goals. This subject looks into how online interactions and social impact shape customer behavior and propel e-commerce. Theme 6 aims to sky bule cluster, about consumer behavior and psychological factors. This subject explores the more profound psychological foundations of internet shopping. Consumer behavior, live streaming, perception, cognition, eye tracking, factor analysis, and different consumer segments (male, female, human, and adult) are some of the key concepts. Understanding the mental and affective mechanisms that influence internet usage is the focus of this subject, which frequently uses observational or experimental research techniques. Theme 7 aims to orange cluster, about structural

equation modeling and external influences. The analytical framework for examining intricate linkages in e-commerce and external market conditions are the main topics of this more limited and dispersed area. Structural equation modeling, cross-border e-commerce, social and economic impacts, information asymmetry, and references to regional context, such as China, are among the terms used. It is an example of study that looks at the larger social and economic backdrop of global e-commerce while attempting to analyze and quantify the links between several factors (such as trust, perceived value, and satisfaction). A forward-looking, planning-oriented study focus is suggested by the inclusion of forecasting, which aims to manage and develop the digital market current digital online shopping apps in order to fulfill future demand for E-commerce shopping apps and enhance online buying in general.

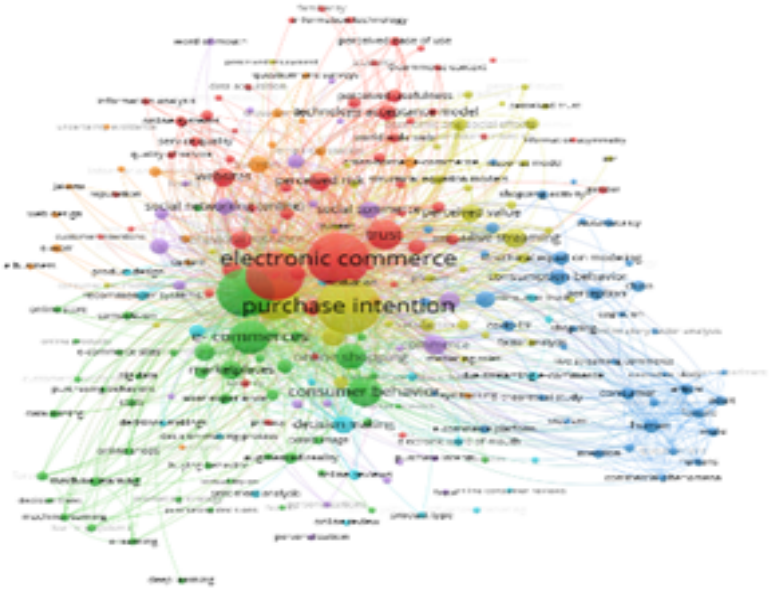

Fig. 12. A map of co-occurrence analysis to form themes through all keywords

3.9 Thematic Evolution

Thematic evolution is used to determine the direction of the trend, through offering a thorough bibliometric analysis of Purchase intent in using E-Commerce research, which methodically maps the field's intellectual structure, publishing patterns, and thematic evolution, the current study has significant advantages for both academia and practice. Finding reputable sources, identifying research gaps, and forming partnerships with seasoned professionals are all made easier for researchers and practitioners by the identification of powerful nations, significant writers, and high-impact publications. Time is broken down into groups in theme progression in order to examine changes across time. Based on the Figure (13), analysis of publication trends and key research topics, the thematic evolution of Purchase intent in using E-Commerce has progressed through distinct phases. Figure (13), shows themes changed over the years, from 1990 to 2025. The early stages from late 1990 to early 2000 was focuse on key themes of foundational issues and adoption. Transaction Models, Security, Privacy, Distrust, and Website Design/Functionality. Early e-commerce models (B2C being the most well-known) and the consequences of implementing the new channel were the main subjects of the research. The mid-evolution from mid-2000 to early 2010 was focused on key themes of foundational issues and adoption. Customer relationship management (ECCRM), retailing, auction mechanics, strategy, marketing/advertising, and adoption/implementation. Making e-commerce effective and comprehending online customer and organizational processes become the main priorities. The growth and integration from mid-2010 to recent years was focused on key themes of

consumer behavior and business strategy. Cross-border e-commerce, supply chain management (SCM), logistics, mobile commerce (M-commerce), and social commerce (S-commerce). The integration of social media with purchasing and selling, globalization, and new platforms are the main topics of research. The current and future trends from recent years to present was focused on key themes of mobile, social, and cross-border commerce. Artificial Intelligence (AI) for Personalization, Big Data Analytics, Online Reputation Management (ORM), Sustainability/Ethical Sourcing, Chatbots/Voice Assistants, Augmented/Virtual Reality (AR/VR) Shopping Experiences, and Sharing Commerce. Enhancing the experience through extensive technological integration and addressing wider societal implications are the main goals. Thus, the evolution shows how broad purchase intent in using E-Commerce studies gave way to highly specialized shared mobility research, which in turn led to an emphasis on the systemic integration and effects of these new modes.

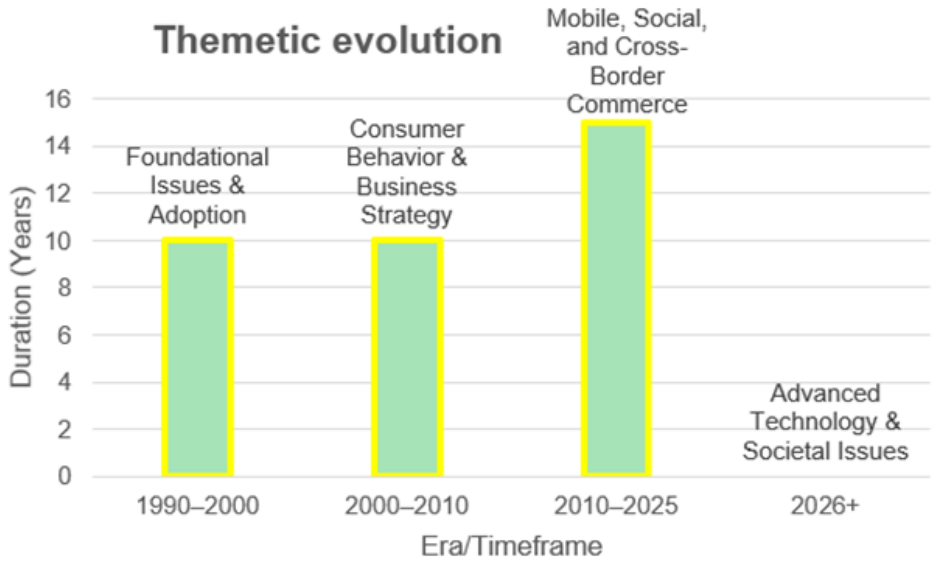

Fig. 13. Showcases thematic evolution

3.10 Discussion

This numerous bibliometric analyses of Purchase intent in using E-Commerce adds to both academic discussion and real-world implementation. Scholarly knowledge of the topic is greatly improved by the study's compilation and mapping of earlier studies. By highlighting important areas and resources, the study gives researchers a crucial framework. The examination of yearly scientific output shows that research on Purchase intent in using E-Commerce is expanding, but the relatively small number of studies carried out each year suggests that further research is necessary. By pointing out reliable sources and high-impact articles, the study serves as an essential navigational aid for researchers. The most promising journals are identified by the study, including Sustainability (Switzerland), which can assist researchers in quickly locating and selecting pertinent venues for their work. The study promotes networking and the development of partnerships with seasoned experts by identifying the most relevant authors and their collaborations, as well as by emphasizing powerful nations in the research output, such as China (most documents) and the United States (highest average citations). Additionally, by revealing the conceptual structure of the field of study and highlighting the most significant publications, the co-citation analysis aids future researchers in compiling material on certain subjects and gaining a fundamental grasp of the subject. Crucially, the study also identifies a research gap, coming to the conclusion that while there are relatively less studies carried out each year, more research is still required on this topic. The report provides

strategic insights into the present and future trajectory of the market for practitioners. The trend's direction is established by the topic evolution analysis, which also shows how the study has developed through several stages. The themes have changed over time, moving from Foundational Issues & Adoption (1990-2000) to Mobile, Social, and Cross-Border Commerce (2010-2025) and Advanced Technology & Societal Issues (2026+). In order to meet future demand for e-commerce shopping apps and improve online purchasing in general, this evolution points to a forward-thinking, planning-oriented research emphasis that strives to manage and create digital online shopping applications. Practitioners may match their investments and business plans with the new cultural and technical elements influencing customer behavior by being aware of these changes.

4. Conclusions

In conclusion, the bibliometric study, which is based on an examination of 1,977 articles in the Scopus database, offers a thorough summary of the "Purchase intent in utilizing E-Commerce" research subject. From a single document in 2000 to a staggering 329 in 2024, the research is distinguished by a notable yearly increase in publications. This growing volume demonstrates the topic's continued and robust scholarly attention. The report highlights important production regions, pointing out that the United States has the greatest research effect, ranking first in terms of both average article citations (237.63) and total citations received, while China leads in terms of the sheer quantity of published documents (1866). With the most publications (41) published on the topic, the journal Sustainability (Switzerland) is acknowledged as the most promising publication outlet for this study. Co-occurrence and theme analyses are used to map the field's intellectual structure, exposing key study topics and their development. The main focus of current study is on ideas like trust, purchase intention, and e-commerce. Perceived value, social commerce, perceived risk, online buying, and the technology acceptance model (TAM) are further key issues. The most often recognized work is the seminal work "Trust and TAM in online shopping: An integrated model" by Gefen (2003), which emphasizes the fundamental significance of trust and technology adoption models in the industry. In the past, the study has gone through numerous stages. From 1990 to 2000, the first phase concentrated on Foundational Issues & Adoption, which included topics like privacy, security, and transaction models. After thereafter, the focus shifted to Consumer Behavior & Business Strategy (2000–2010), emphasizing marketing and customer relationship management. The emphasis has been on mobile, social, and cross-border commerce since 2010. This includes logistics, supply chain management, and the incorporation of social media into the buying process. The trend reflects the field's ongoing adaptability to technology improvements and points to a future focus (2026+) on Advanced Technology & Societal Issues, including AI, Big Data Analytics, and ethical sourcing. This thorough mapping is important because it gives academics, industry experts, and policymakers a coherent overview, promoting interdisciplinary cooperation and laying the groundwork for further studies in digital transformation.

The current study has limitations. This study's findings were not generalizable to other situations, primarily because it only looked at papers that were included in the Scopus database. Thus, employing larger databases, like Web of Science or Google Scholar, may yield fascinating insights for future research. This restriction limits the range of perspectives and can leave out significant contributions to the Purchase intent in using E-Commerce field that were not included in Scopus. Future studies might therefore broaden the bibliometric mapping by integrating many databases, enabling more comprehensive coverage, improved cross-validation of results, and more cross-disciplinary generalizability. Quantitative bibliometric variables including publishing trends, co-occurrence, co-citation, and topic progression were the main focus of this study. Deeper qualitative

facets of customer experiences and management techniques are not captured by these approaches, despite the fact that they offer insightful information about structural patterns. To provide deeper theoretical and practical insights, future research can use a mixed-method approach, employing more language and integrating bibliometric mapping with content analysis or systematic literature reviews. Thus, future research should extend the bibliometric horizon by incorporating foresight analysis, trend forecasting, and scenario planning to anticipate emerging research avenues and practical challenges in the purchase intent in using E-Commerce ecosystem.

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