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Thematic Progression and Emerging Trends in Online Purchase Intention Research: A Bibliometric Analysis

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ABSTRACT

This study aims to analyse research trends and thematic progression in the field of online purchase intention (OPI) and identify potential areas for future exploration. By conducting quantitative bibliometric analysis on 1470 publications from the Scopus database, the study identifies six primary clusters in OPI research: Security, Customer Emotions and Psychology, User Experience, Social Influence, Intention and Consumer Behaviour, eWom and Behaviour. Thematic progression over four-time ranges is established, revealing changes in trends, subjects, and theoretical viewpoints. The study also identifies potential hot research areas, including the behavioural impact of AI and chatbot integration, customer patience, parasocial interactions, and the relationship between social presence and trust development among consumers. This comprehensive analysis contributes to the existing literature by guiding future research and practice in the field of OPI and emphasises the importance of quantitative bibliometric analysis in exploring research trends and thematic progression.

Keywords: Online Purchase Intention; Bibliometric Analysis; E-commerce; Online Consumer Behaviour; Electronic Commerce; B2C Commerce.

1.0 Introduction

Online retailing has emerged as an essential sector for newly launched brands as well as the existing old brands, mainly due to its cost-effective nature compared to

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