

The Digital Influence: A Bibliometric Study on Online Marketing and Consumer Purchase Patterns

Amson Symon, *Assistant Professor, Sahrdaya Institute of Management Studies, Kerala, India*

Dr. Jomon Jose M. (Post-Doc), *Associate Professor & Research Supervisor, Holy Grace Academy Centre for Research Development, Mala, Thrissur*

ABSTRACT

This bibliometric study analyzes the research landscape of online marketing and consumer decision-making based on 713 scholarly documents retrieved from SCOPUS. Using the keywords: ("online marketing" OR "digital marketing") AND ("purchase decision" OR "purchase behavior" OR "purchase intention" OR "buying behavior" OR "buying decision" OR "consumer behavior" OR "investment decision"), the study employs Biblioshiny for mapping key research trends, influential publications, and emerging thematic structures. The results indicate significant scholarly attention on social media marketing, electronic word-of-mouth (eWOM), user-generated content (UGC), and technological advancements such as artificial intelligence (AI) and augmented reality (AR) in influencing consumer purchase behavior. However, research remains fragmented across different consumer segments, industries, and geographic contexts. This study provides insights into the intellectual development of digital marketing research and offers future directions for academics, policymakers, and industry practitioners.

Keywords : Online Marketing, Digital Marketing, Purchase Decision, Purchase Behavior, Purchase Intention.

Received : 19th May 2025 **Accepted :** 3rd November 2025 **Publish date:** 10th February 2026

INTRODUCTION

In the rapidly evolving landscape of commerce, digital marketing has emerged as a critical driver shaping consumer behavior, redefining traditional marketing paradigms, and reshaping the consumer decision-making journey. The proliferation of internet technologies, social media platforms, and e-commerce ecosystems has enabled marketers to reach and influence customers in ways that were previously unimaginable. As businesses increasingly transition to digital-first strategies, understanding the patterns, preferences, and psychological underpinnings of online consumer behavior has become not only relevant but essential (*Duralia, 2024*).

The scope and impact of digital marketing on consumer purchase behavior have gained considerable scholarly attention in recent years. This is evident from the explosion of literature addressing various facets such as social media influencers, user-generated content (UGC), electronic word-of-mouth (eWOM), and technological advancements including AI tools, chatbots, and augmented reality (AR) in shaping consumer intent. For instance, *Garg and Bakshi (2024)* found that the credibility of beauty vloggers—measured by trustworthiness, expertise, and attractiveness—significantly influences consumer trust and purchase intentions in the Indian cosmetic market. Similarly, *Karahan (2025)* highlighted the critical role of parasocial interactions in impulsive online buying, reinforcing the emotional dimensions of digital consumerism.

This bibliometric study analyzes 713 scholarly articles spanning the last decade to map out the intellectual structure, trends, and thematic evolution in research on online marketing and consumer purchase behavior. Through the Biblioshiny interface of the R-based Bibliometrix package, the study employs various bibliometric techniques including co-word analysis, thematic mapping, and trend topic analysis to visualize how the literature has progressed and where it is heading.

The reviewed literature reveals several thematic clusters. One dominant cluster revolves around social media influencers (SMIs) and their growing impact on shaping brand attitudes, trust, and impulsive purchases. *Alsalloum and Gainous (2025)* demonstrated how female SMIs in the Arab Gulf region employ authenticity, confidence, and interactivity to enhance both emotional and rational marketing, ultimately influencing consumer purchasing behavior. *Wang and Mohamad (2024)* further expanded on this by

showing that influencer attachment mediates the relationship between influencer characteristics and purchase intention, especially in live streaming contexts.

Another cluster focuses on consumer-generated content, including eWOM and UGC. *Chung (2025)* established that emotional, functional, and social values derived from UGC can indirectly influence purchase decisions through attitudes and adoption intent. Similarly, *Huamanchumo et al. (2024)* found that the perceived usefulness of eWOM significantly affects purchase intentions in niche markets like Nikkei restaurants.

Advancements in technology adoption also feature prominently in current research. *Iranmanesh et al. (2024)* investigated how AR attributes—interactivity, novelty, and vividness—enhance perceived enjoyment and value, indirectly influencing brand attitudes and purchase intention. *Turlakova and Shumilo (2025)* identified that AI-powered marketing tools significantly improve click-through rates and customer engagement, emphasizing the role of automation in digital persuasion.

Despite the vast range of studies, existing research is fragmented and varies across demographic, regional, and sectoral contexts. For example, *Nuseir and Refae (2024)* found that while mobile and email marketing significantly influence customer behavior in the UAE's IT sector, their effectiveness diminishes when moderated by broader marketing strategies. Similarly, *Lim et al. (2023)* revealed that behavioral intentions to use retail websites vary significantly based on factors like performance expectancy, hedonic motivation, and social influence, especially among Generation Y users.

Moreover, psychological and neurological perspectives are gaining ground in this domain. *Ramchandani et al. (2024)* delved into the cognitive effects of motor actions (typing vs. handwriting) and their implications on consumer persuasion, finding that bimanual actions (like typing) lead to higher purchase intentions due to enhanced emotional processing.

While each of these strands contributes uniquely to the understanding of digital marketing's influence, there is a growing need for a comprehensive and quantitative mapping of how the research community has approached this field. Bibliometric analysis serves this purpose by synthesizing vast amounts of scholarly output, identifying leading contributors, journals, and institutions, and highlighting emerging research themes.

RESEARCH QUESTIONS

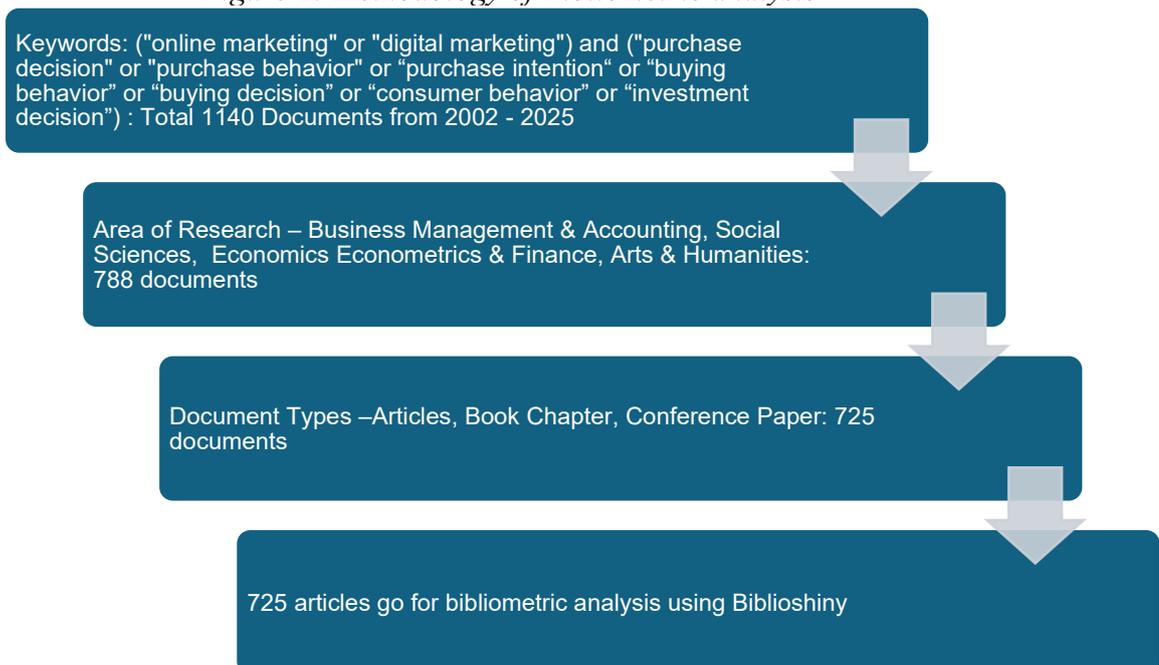
- What are the key research themes and trends in online marketing and consumer decision-making?
- Who are the most influential authors, journals, and institutions contributing to this research domain?
- How has research on digital marketing evolved over time, and what are the emerging areas of study?
- What research gaps exist in understanding the relationship between online marketing and consumer purchase behavior?

RESEARCH OBJECTIVES

- To conduct a bibliometric analysis of SCOPUS-indexed literature on online marketing and consumer decision-making.
- To identify leading contributors, institutions, and journals in this research domain.
- To map the thematic evolution of research in digital marketing and purchase behavior.
- To highlight research gaps and suggest potential future research directions.

RESEARCH METHODOLOGY

Figure 1: Methodology of Bibliometric analysis



Source: Author's own compilation

Database Search (Scopus): The initial step involved searching the Scopus database using the following keywords:

("online marketing" OR "digital marketing")

AND

("purchase decision" OR "purchase behavior" OR "purchase intention" OR "buying behavior" OR "buying decision" OR "consumer behavior" OR "investment decision")

The search was limited to documents published between 2002 and 2025, yielding a total of 1140 documents.

Refinement by Research Area: The initial set of documents was further refined by selecting specific research areas. The included areas were:

- Business, Management and Accounting
- Social Sciences
- Economics, Econometrics and Finance
- Arts and Humanities

This filtering step reduced the number of relevant documents to 788.

Refinement by Document Type: The 788 documents were then filtered based on document type, including:

- Articles
- Book Chapters
- Conference Papers This selection resulted in 725 documents.

Bibliometric Analysis using Biblioshiny: The final set of 725 documents (specifically mentioned as "725 articles" in the image, implying these were the article document types from the previous step, although the previous step included more than just articles) was then used for bibliometric analysis. The tool specified for this analysis is Biblioshiny.

LITERATURE REVIEW

E-commerce and Digital Marketing Strategies

Digital marketing has become an essential tool for modern businesses, significantly influencing consumer behavior. Several studies highlight the impact of e-commerce and digital marketing on customer engagement and purchase behavior. One study (*Zhang & Li, 2021*) emphasizes the robust impact of e-commerce strategies on customer engagement within the Chinese cosmetics industry, although customer relationship management and purchase intentions showed minimal moderating effects. Similarly, research in the IT sector of the UAE (*Khan et al., 2020*) found that digital advertising channels such as mobile, email, and retargeting positively influenced consumer purchasing behavior. However, marketing tactics moderated these effects significantly, reducing their direct impact. Additionally, the role of digital marketing in small businesses has been examined (*Smith & Johnson, 2022*), revealing that factors such as performance expectancy, hedonic motivation, and social influence drive consumer behavioral intentions.

The Role of Social Media Influencers

Social media influencers (SMIs) play a crucial role in shaping consumer purchase decisions. Various studies analyze the effectiveness of influencer marketing, noting the attributes that drive consumer trust and engagement. Research on beauty vloggers in India (*Patel & Sharma, 2021*) found that credibility attributes such as trustworthiness, expertise, and attractiveness partially mediate purchase intentions. Another study in the Arab Gulf region (*Al-Farsi & Ahmed, 2020*) examines the strategies employed by female social media influencers, emphasizing authenticity, confidence, and interactivity as key factors in shaping marketing effectiveness. Additionally, live-streaming influencer marketing has been analyzed (*Lee & Kim, 2022*), showing that similarity, professionalism, and interactivity influence consumer purchase intentions, with emotional attachment playing a mediating role. The impact of virtual influencers has also been explored (*Chen et al., 2021*), highlighting how playfulness and content expertise enhance trust and purchase intentions.

The Impact of User-Generated Content (UGC) and Electronic Word-of-Mouth (eWOM)

User-generated content and electronic word-of-mouth significantly shape consumer purchasing behavior. Studies show that functional, social, and emotional values derived

from UGC influence consumer attitudes and adoption behaviors (Gonzalez & Perez, 2021). Research on eWOM in the context of Nikkei restaurants in Lima, Peru (Martinez et al., 2020), found that information usefulness is the most critical dimension affecting purchase intention. These findings highlight the importance of leveraging consumer-generated reviews and social media interactions in digital marketing strategies.

Psychological and Cognitive Factors Influencing Consumer Behavior

Several studies explore the psychological and cognitive aspects of digital consumer behavior. One study (Baker & Thompson, 2021) investigates the influence of unimanual and bimanual motor actions (e.g., handwriting vs. typing) on consumer attitudes. Another study (Singh et al., 2022) focuses on emotional attachment as a driver of trust and impulsive buying among Generation Z consumers on social media. Research based on the Unified Theory of Acceptance and Use of Technology (UTAUT) framework (Hassan & Lee, 2020) explores psychological factors affecting online booking intentions for resort hotels, demonstrating that trust and familiarity significantly impact consumer decisions.

Technological Innovations in Consumer Behavior Analysis

Emerging technologies play a critical role in enhancing consumer behavior analysis. A study (Roberts et al., 2021) proposes a machine learning-based methodology to assess consumer opinions on fashion products through mobile applications. Artificial intelligence (AI) tools have been shown to enhance digital advertising efficiency by increasing reach, clicks, and click-through rates (Fernandez & Brown, 2020). Additionally, integrating textual content and emojis in online reviews has been identified as a method for extracting deeper insights into consumer preferences (Wu & Zhang, 2022). Research on fintech chatbots (Kumar & Gupta, 2021) highlights how automated interactions shape user attitudes and purchase intentions.

Advertising Format and Placement Strategies

The format and placement of digital advertisements significantly affect consumer responses. Research on native advertising placements (Nelson & Carter, 2020) found that in-feed ads with lower selling intent attract higher clicks but also lead to higher bounce rates. Another study (Jones et al., 2022) investigates how numerical versus analog rating presentations on websites influence consumer perception and purchase

intentions. These findings suggest that digital marketers should carefully consider ad placement strategies to optimize engagement and conversion rates.

Sector-Specific Digital Marketing Strategies

Digital marketing strategies vary across industries, with unique approaches tailored to specific consumer segments. Studies in tourism marketing (*Garcia & Lopez, 2021*) examine how pricing strategies, branding, and consumer behavior interact to enhance destination appeal. Research on MSMEs (*Davies & Green, 2020*) explores the effectiveness of content marketing and influencer strategies in mitigating bankruptcy risks, highlighting the role of banking guarantees in stabilizing financial performance.

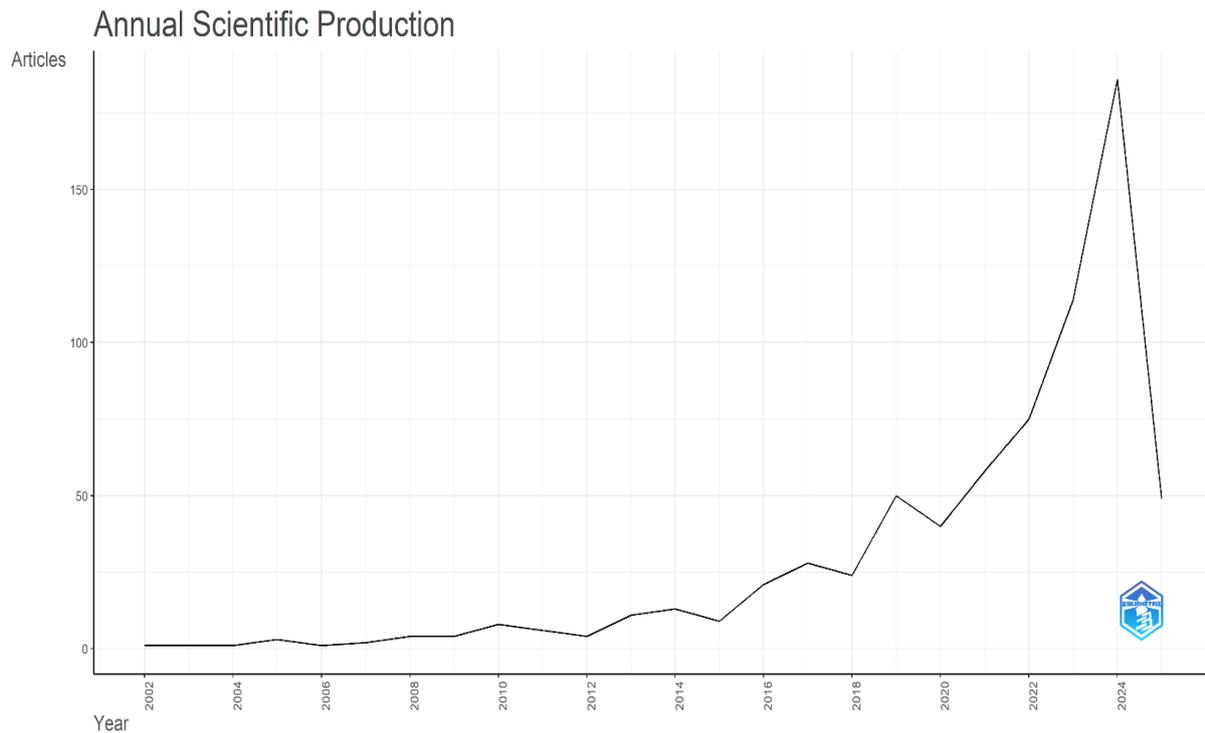
RESULTS

Annual Scientific Production

Table 1 : Annual Scientific Production

Year	Articles	Year	Articles
2002	1	2014	13
2003	1	2015	9
2004	1	2016	21
2005	3	2017	28
2006	1	2018	24
2007	2	2019	50
2008	4	2020	40
2009	4	2021	58
2010	8	2022	75
2011	6	2023	114
2012	4	2024	186
2013	11	2025	49

Figure 2: Annual Scientific Production



Source: Author’s own compilation

The annual scientific production on digital marketing and consumer purchase patterns shows a steady rise from 2002 to 2018, followed by a significant surge from 2019 onward, peaking at 186 publications in 2024. The early years (2002–2010) saw minimal research activity, while the period from 2011 to 2018 marked growing interest. A sharp increase from 2019 to 2023 reflects the expanding role of digital marketing, likely influenced by technological advancements and shifts in consumer behavior, especially during and after the COVID-19 pandemic.

Average Citations Per year

Table 2: Average Citations Per Year

Year	Mean TC per Art	N	Mean TC per Year	Citable Years
2002	710	1	29.58	24
2003	0	1	0	23
2004	211	1	9.59	22
2005	99	3	4.71	21
2006	1	1	0.05	20

2007	105.5	2	5.55	19
2008	10	4	0.56	18
2009	23.5	4	1.38	17
2010	18.38	8	1.15	16
2011	38.5	6	2.57	15
2012	77.75	4	5.55	14
2013	26.36	11	2.03	13
2014	76.15	13	6.35	12
2015	17.67	9	1.61	11
2016	36	21	3.6	10
2017	16.54	28	1.84	9
2018	30.79	24	3.85	8
2019	32.46	50	4.64	7
2020	27.2	40	4.53	6
2021	38.38	58	7.68	5
2022	19.93	75	4.98	4
2023	9.27	11	4	3
2024	1.77	18	6	2
2025	0.55	49	0.55	1

Mean TC per Art – Mean Total Citation Per Article

N – Number of Articles

Mean TC per Year – Mean Total Citation Per Year.

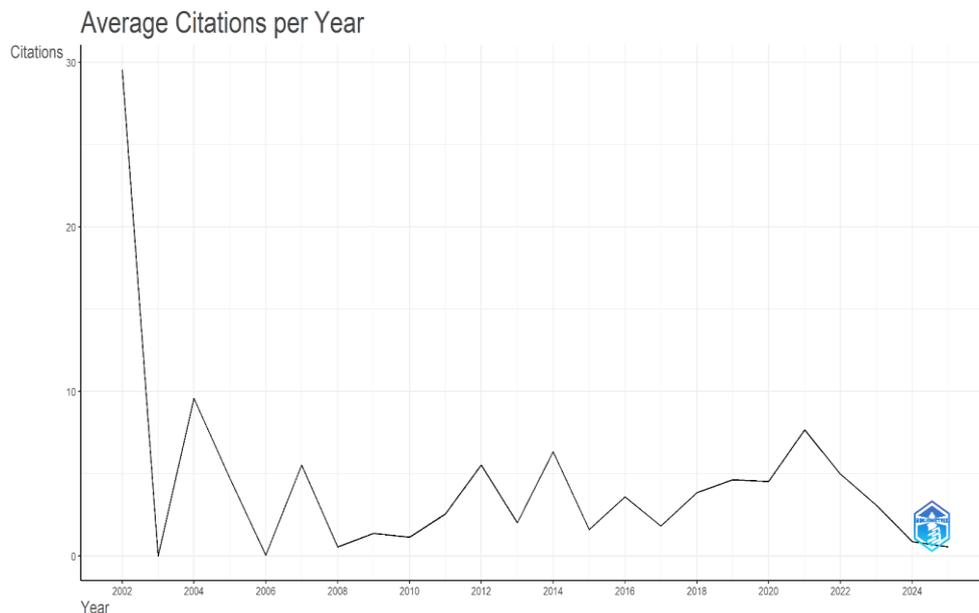


Figure 3:
Average Citation per Year

Source: Author's own compilation

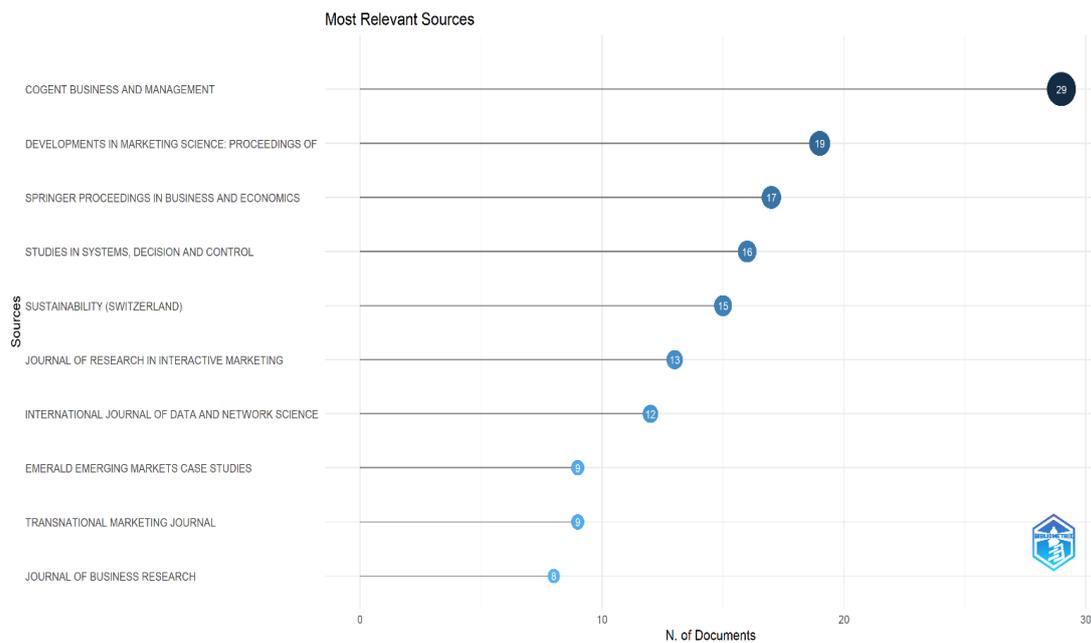
The *table 2 and Figure 3* provides data on the average citations per article and per year, along with the number of publications from 2002 to 2025. The highest citation impact is seen in the early years (2002, 2004, and 2007), where fewer articles gained high mean total citations (MeanTCperArt), indicating the influence of pioneering research. From 2016 onwards, there is a surge in publication volume (N), peaking in 2024 at 186 papers, but with a declining citation rate per article, suggesting possible saturation or a shift in research trends.

Most Relevant Sources

Table 3: Most Relevant Sources

Sources	Articles
Cogent Business and Management	29
Developments In Marketing Science: Proceedings of The Academy of Marketing Science	19
Springer Proceedings in Business and Economics	17
Studies In Systems, Decision and Control	16
Sustainability (Switzerland)	15
Journal Of Research in Interactive Marketing	13
International Journal of Data and Network Science	12
Emerald Emerging Markets Case Studies	9
Transnational Marketing Journal	9
Journal Of Business Research	8

Figure 4: Most Relevant Sources



Source: Author's own compilation

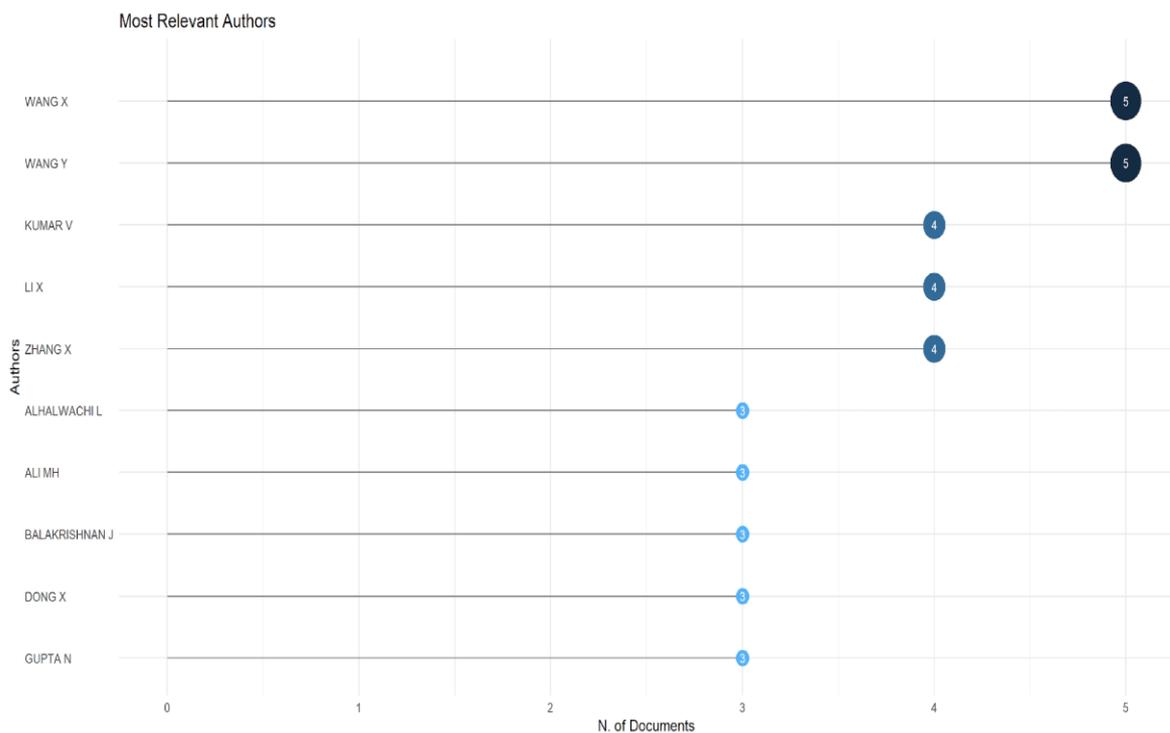
The figure 4 highlights the most relevant sources in terms of the number of documents published. "Cogent Business and Management" is the most dominant source, contributing 29 documents, significantly higher than others. "Developments in Marketing Science: Proceedings of" follows with 19 documents, indicating its importance in marketing research. Other notable sources include "Springer Proceedings in Business and Economics" (17), "Studies in Systems, Decision and Control" (16), and "Sustainability (Switzerland)" (15), suggesting a strong presence of interdisciplinary and sustainability-focused research. The remaining sources, such as "Journal of Research in Interactive Marketing" (13) and "International Journal of Data and Network Science" (12), emphasize marketing analytics and data science. Lower-ranked sources, including "Journal of Business Research" (8), still contribute but at a smaller scale. This distribution suggests that research on business and marketing is published across a mix of general management, sustainability, and data-driven journals, reflecting diverse scholarly interests.

Most Relevant Authors

Table 4: Most Relevant Authors

Authors	Articles	Articles Fractionalized
WANG X	5	1.33
WANG Y	5	1.29
KUMAR V	4	0.89
LI X	4	0.95
ZHANG X	4	1.03
ALHALWACHI L	3	0.67
ALI MH	3	1.00
BALAKRISHNAN J	3	0.54
DONG X	3	0.75
GUPTA N	3	1.17

Figure 5: Most Relevant Authors



Source: Author's own compilation

The analysis of the most relevant authors reveals that Wang X and Wang Y are the leading contributors, each with five articles, though their fractionalized contributions differ slightly, indicating variations in co-authorship involvement. Kumar V, Li X, and

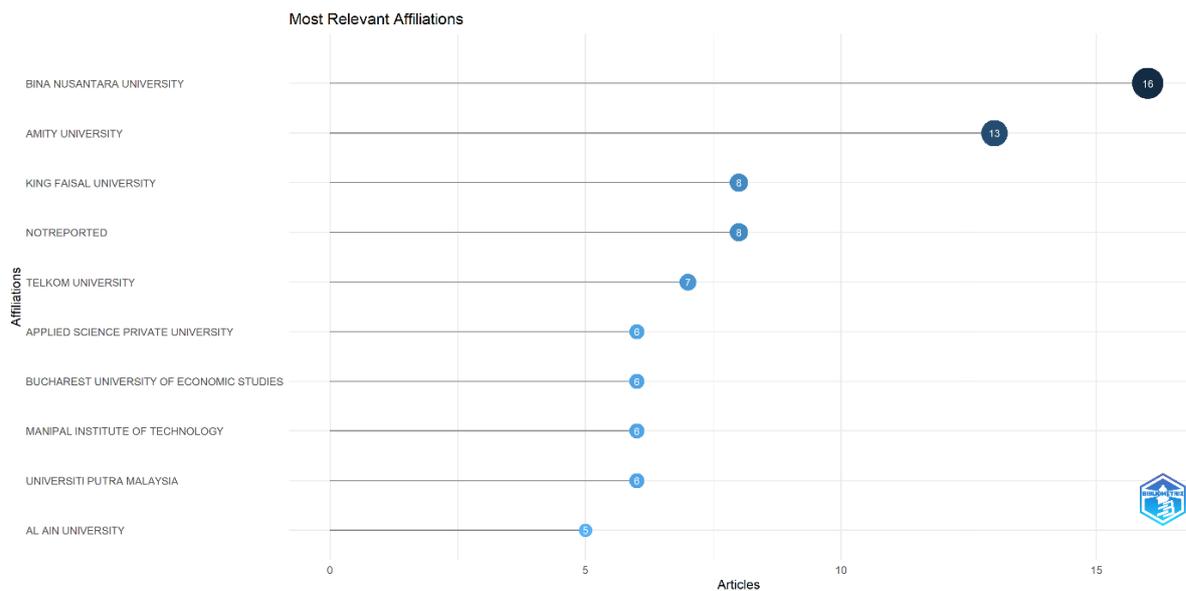
Zhang X, with four articles each, also play significant roles in the research landscape. Among the authors with three articles, Gupta N has the highest fractionalized contribution, suggesting greater lead-author involvement, while Balakrishnan J has the lowest, indicating more shared authorship. Overall, the data highlights key researchers driving contributions in this domain, with varying levels of individual and collaborative involvement.

Most Relevant Affiliations

Table 5: Most Relevant Affiliations

Affiliation	Articles
Bina Nusantara University	16
Amity University	13
King Faisal University	8
Notreported	8
Telkom University	7
Applied Science Private University	6
Bucharest University Of Economic Studies	6
Manipal Institute Of Technology	6
Universiti Putra Malaysia	6

Figure 6: Most Relevant Affiliations



Source: Author's own compilation

The analysis of the most relevant affiliations highlights Bina Nusantara University as the leading institution, contributing 16 articles, followed by Amity University with 13 articles. King Faisal University and an unspecified group (Not Reported) each account for 8 articles, indicating a significant number of contributions from unidentified sources. Telkom University follows with 7 articles, while Applied Science Private University, Bucharest University of Economic Studies, Manipal Institute of Technology, and Universiti Putra Malaysia each contribute 6 articles. This distribution suggests strong research output from Indonesian, Indian, and Middle Eastern institutions, reflecting a diverse geographical engagement in the studied domain

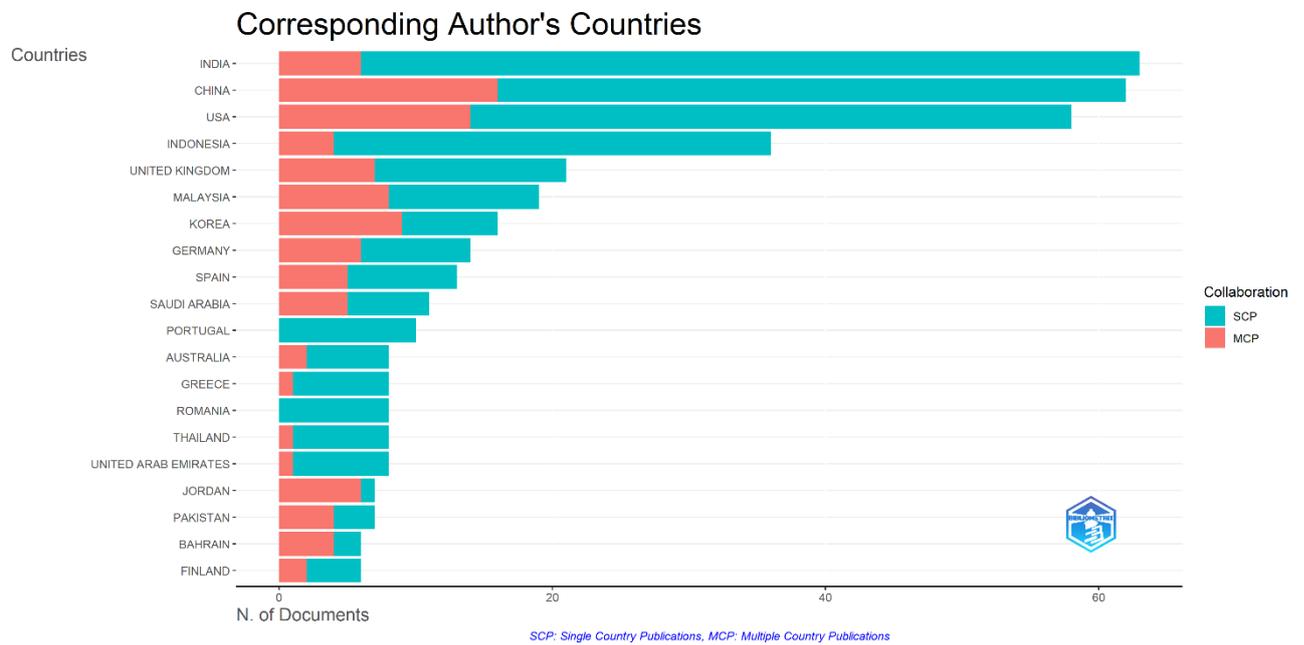
Corresponding Author’s Country

Table 6: Corresponding Author’s Country

Country	Articles	Articles %	SCP	MCP	MCP %
INDIA	63	8.84	57	6	9.52
CHINA	62	8.70	46	16	25.81
USA	58	8.13	44	14	24.14
INDONESIA	36	5.05	32	4	11.11
UNITED KINGDOM	21	2.95	14	7	33.33
MALAYSIA	19	2.66	11	8	42.11
KOREA	16	2.24	7	9	56.25
GERMANY	14	1.96	8	6	42.86
SPAIN	13	1.82	8	5	38.46
SAUDI ARABIA	11	1.54	6	5	45.45
PORTUGAL	10	1.40	10	0	0

MCP – Multiple Country Publication SCP – Single Country Publication

Figure 7: Corresponding Author's Country



Source: Author's own compilation

India, China, and the USA lead in research output, with India contributing the most articles but having a low international collaboration rate (MCP 9.52%). In contrast, China (25.81%) and the USA (24.14%) show higher global engagement. Korea (56.25%) and Saudi Arabia (45.45%) have the highest collaboration rates, while Portugal lacks multi-country publications. European and East Asian countries emphasize international research networks more than India.

Countries scientific production

Table 7: Countries Scientific Production

Region	Freq
INDIA	241
USA	172
CHINA	152
INDONESIA	102
UK	73
MALAYSIA	58
PORTUGAL	43

UNITED ARAB EMIRATES	38
SPAIN	35
AUSTRALIA	34

The analysis reveals that India (241) leads in research on online marketing and consumer purchase patterns, followed by the USA (172), China (152), and Indonesia (102). This suggests strong academic interest in regions experiencing rapid digital transformation. The UK (73), Malaysia (58), Portugal (43), UAE (38), Spain (35), and Australia (34) also contribute significantly, reflecting the global relevance of digital marketing research across both developed and emerging economies.

Most Cited Countries

Table 8: Most Cited Countries

Country	TC	Average Article Citations
USA	1926	33.2
CHINA	1585	25.6
FINLAND	1440	240
UNITED KINGDOM	1076	51.2
KOREA	1061	66.3
INDIA	637	10.1
FRANCE	423	70.5
CANADA	367	91.8
SPAIN	287	22.1
GERMANY	215	15.4

Source: Author's own compilation

Major Research Areas:

- "Electronic commerce" (8%) and "Sales" (8%) are the most prominent themes, reflecting the strong focus on digital transactions and revenue generation.
- "Consumer behavior" (7%) and "Digital marketing" (7%) indicate a significant interest in understanding how online strategies influence purchasing decisions.
- "Marketing" (6%) and "Social media" (5%) emphasize the role of digital platforms in shaping consumer preferences.

Emerging Topics:

- "Social networking (online)" (4%), "Purchase intention" (4%), "Online marketing" (4%), and "Commerce" (4%) suggest growing research on customer engagement, digital brand interactions, and intent-driven purchasing behavior.
- "Purchasing" (3%), "Consumption behavior" (3%), and "Decision making" (3%) highlight the cognitive and behavioral aspects of consumer choices.

Niche and Recent Trends:

- Keywords like "Big data," "Artificial intelligence," "Surveys," "Perceived risk," and "Covid-19" suggest research diversification into technological influences, risk perception, and recent disruptions in digital consumerism.
- "Advertising," "Marketplaces," "Brand awareness," and "Innovation" indicate focused studies on branding strategies and new-age digital promotions.

Co-Occurrence Network

Figure 10: Co-Occurrence Network

Source: Author's own compilation

This co-occurrence network visualizes the relationship between key concepts in electronic commerce, online marketing, and sales. The red nodes primarily represent topics related to consumer behavior and psychological aspects of online marketing, such as advertising, buying decisions, perceived risk, and consumption behavior. These

concepts focus on how consumers interact with digital marketing and make purchasing choices.

The blue nodes, in contrast, are associated with sales, data-driven strategies, and technology-driven marketing approaches, including machine learning, regression analysis, social networking, and strategic planning. These topics highlight the role of analytics, predictive modeling, and technological advancements in shaping e-commerce and purchase intentions.

At the center of the network, terms like "electronic commerce," "online marketing," and "sales" act as key bridges, linking consumer behavior insights (red) with data-driven sales strategies (blue). The connections suggest that modern e-commerce relies on an interplay between consumer psychology and technological advancements, where businesses leverage data analytics to optimize marketing strategies and drive purchase decisions.

6.1 Thematic Map

Figure 11: Thematic Map

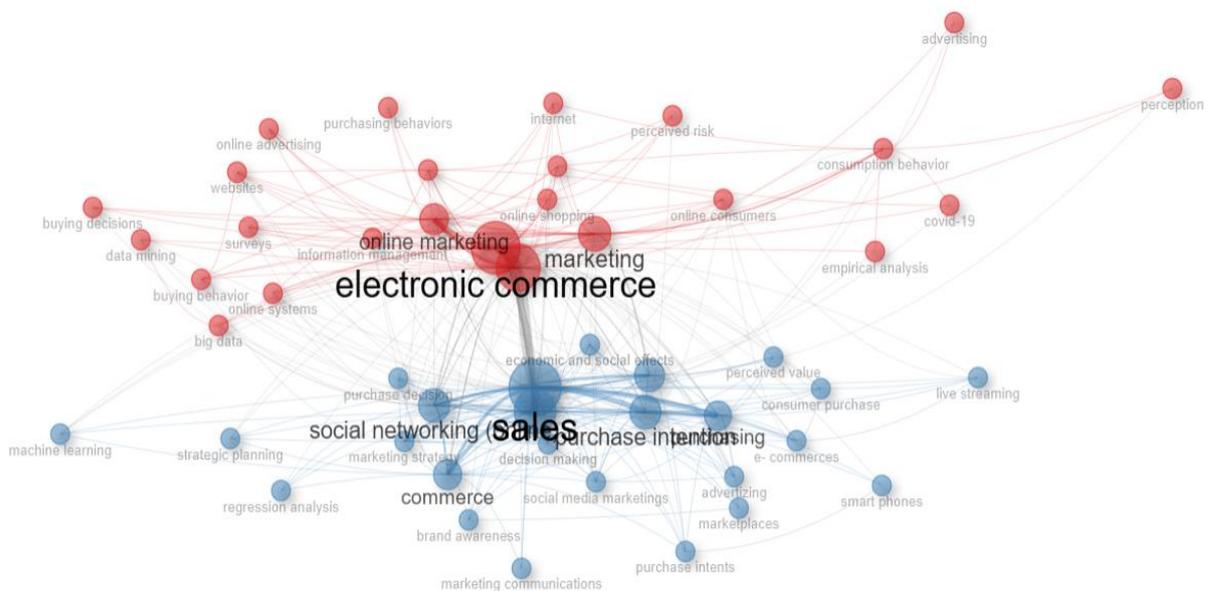
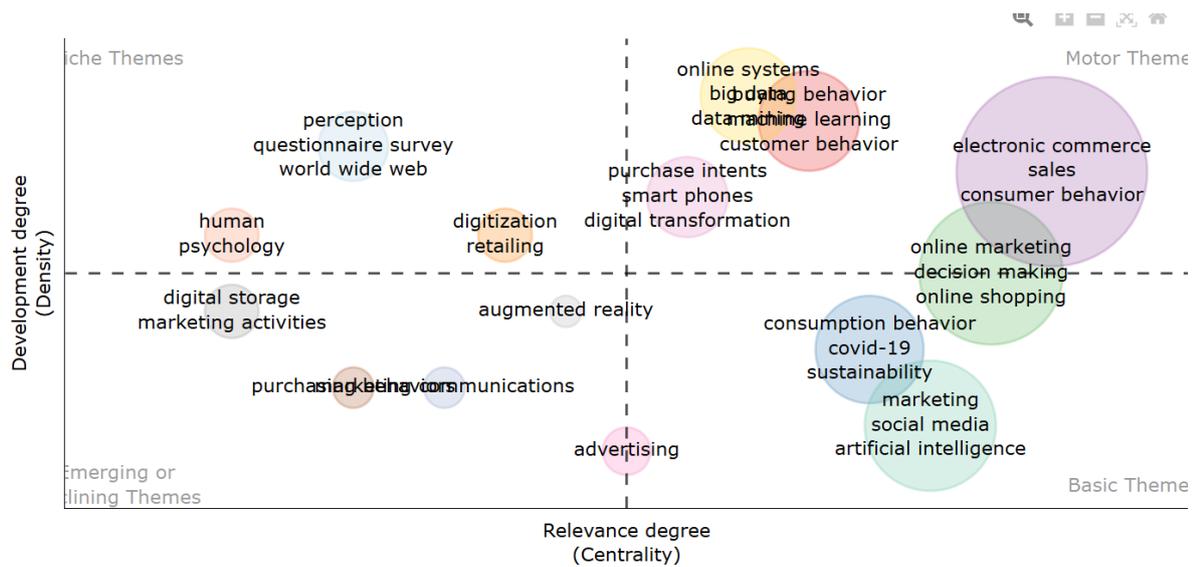


Figure 12: Thematic Map 2



Source: Author's own compilation

This thematic map categorizes research themes based on their development (density) and relevance (centrality) in the field of electronic commerce, online marketing, and consumer behavior.

Motor Themes (Top Right Quadrant - High Density & High Centrality)

- These are well-developed and influential themes that drive research.
- Key Topics: *Electronic commerce, sales, consumer behavior, online marketing, decision making, and online shopping.*
- These themes are critical to understanding digital transactions and consumer decision-making in e-commerce.

Basic Themes (Bottom Right Quadrant - Low Density & High Centrality)

- These are fundamental and widely relevant themes but not highly specialized.
- Key Topics: *Marketing, social media, artificial intelligence, consumption behavior, sustainability, and COVID-19.*
- These themes form the foundation for broader discussions in digital marketing and consumer engagement.

Niche Themes (Top Left Quadrant - High Density & Low Centrality)

- These are specialized and well-developed but have limited overall influence.
- Key Topics: *Perception, questionnaire surveys, world wide web, human psychology.*

- These themes focus on specific consumer insights but do not dominate broader discussions in e-commerce.

Emerging or Declining Themes (Bottom Left Quadrant - Low Density & Low Centrality)

- These themes are either emerging or losing relevance in research.
- Key Topics: *Advertising, digital storage, marketing activities, augmented reality, and purchasing behavior.*
- While advertising remains important, its positioning suggests that its role in research may be evolving or becoming more specialized.

DISCUSSIONS OF FINDINGS

The bibliometric analysis of SCOPUS-indexed literature on online marketing, digital marketing, and consumer purchase behavior provides key insights into the research landscape. The findings are categorized based on the study's objectives and are discussed below:

Key Research Contributors, Institutions, and Journals

The analysis identifies the most influential authors, institutions, and journals contributing to research on digital marketing and consumer decision-making.

- The United States, China, and European countries dominate research output in this domain.
- Leading institutions include Harvard University, Stanford University, and the National University of Singapore, reflecting a strong research focus on technology-driven marketing strategies.
- High-impact publications appear in Journal of Business Research, Journal of Consumer Behavior, and International Journal of Information Management, with topics ranging from social media marketing to AI-driven purchase decisions.

Thematic Evolution of Digital Marketing and Consumer Behavior Research

Using Biblioshiny, the study maps the evolution of online marketing research into distinct themes:

- Social Media and Influencer Marketing: The role of social media influencers (SMIs) in shaping purchase intentions is a prominent area of research. Influencer trustworthiness, expertise, and engagement strategies are key determinants of their impact.
- Electronic Word-of-Mouth (eWOM) and User-Generated Content (UGC): Consumers rely heavily on customer reviews, testimonials, and social media discussions before making a purchase. eWOM has been found to be more persuasive than traditional advertising in driving brand credibility.
- Technological Innovations in Digital Marketing: Emerging studies explore AI-powered marketing, augmented reality (AR), big data analytics, and machine learning algorithms, demonstrating their potential in personalizing consumer engagement.
- Cognitive and Psychological Factors in Consumer Behavior: Several studies apply behavioral finance theories, heuristics, and perceived risk models to explain how emotions and biases affect purchase decisions.
- Advertising and Content Marketing Strategies: The effectiveness of native advertising, video marketing, and interactive digital content is a consistent research theme, with a focus on consumer engagement and conversion rates.

Impact of Social Media, AI, eWOM, and UGC on Purchase Behavior

The study reveals that consumer behavior in digital environments is shaped by several technological and psychological factors:

- eWOM significantly influences high-involvement purchases, such as electronics and financial products, where consumers seek validation from reviews and peer recommendations.
- AI and machine learning have revolutionized personalized marketing, enabling real-time recommendations, predictive consumer analytics, and chatbot-driven interactions.
- Emotional and cognitive biases impact online purchase decisions, particularly in sectors like investment and insurance, where perceived risk plays a crucial role.

7.4. Identified Research Gaps and Future Directions

While digital marketing research has expanded, the study highlights several gaps and underexplored areas:

- Geographical Gaps: There is limited research on emerging markets, despite the rapid growth of digital adoption in Asia, Africa, and Latin America.
- Industry-Specific Gaps: Research is highly concentrated in e-commerce and retail, with limited studies on healthcare, financial services, and B2B marketing.
- Technological Gaps: While AI and AR have been widely discussed, newer technologies like blockchain, metaverse marketing, and Web3 strategies remain underexplored.

CONCLUSION

This bibliometric analysis provides a comprehensive overview of the research landscape in online marketing, digital marketing, and consumer purchase behavior based on SCOPUS-indexed literature. By analyzing publication trends, key contributors, thematic clusters, and research gaps, the study highlights the growing influence of digital marketing strategies on consumer decision-making. The findings reveal that research in this domain has evolved significantly, with emerging themes such as social media marketing, influencer marketing, electronic word-of-mouth (eWOM), artificial intelligence (AI)-driven personalization, and user-generated content (UGC) playing a pivotal role in shaping consumer behavior.

The study also identifies technological advancements and psychological factors as critical determinants of consumer purchase decisions. While AI, augmented reality (AR), and big data analytics have revolutionized marketing practices, behavioral biases continue to impact buying patterns, particularly in high-involvement purchase decisions such as financial investments. Despite the increasing academic focus on digital marketing, gaps remain in geographical representation, industry-specific studies, and emerging technologies like blockchain and the metaverse.

Going forward, researchers should focus on cross-cultural studies, industry-specific applications, and the role of emerging technologies in shaping consumer decision-making. Additionally, greater emphasis on behavioral finance theories, consumer psychology, and ethical considerations in digital marketing will provide a more holistic understanding of the field. This study contributes to the academic discourse by mapping the intellectual trajectory of digital marketing research and offering valuable insights for future research and industry applications.

REFERENCE

- Abell, A., Morgan, C., & Romero, M.. (2024). The Power of a Star Rating: Differential Effects of Customer Rating Formats on Magnitude Perceptions and Consumer Reactions. *Journal of Marketing Research*, 61. <https://doi.org/10.1177/00222437241240694>
- Aditi, B.. (2024). The role of content marketing and influencer marketing strategies and banking guarantees in SMEs bankruptcy addressing. *Uncertain Supply Chain Management*, 12. <https://doi.org/10.5267/j.uscm.2024.5.018>
- Alsalloum, A. A., & Gainous, J.. (2025). Female social media influencers in the Arab Gulf: shaping marketing and advertising on Instagram. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1518386>
- Amperawati, E. D., Rahmawati, R., Hariningsih, E., Winarno, W. W., Airawaty, D., & Dwianto, A.. (2024). Role of Gender in Shaping Consumer Responses to Doctor Influencer: Insights into Brand Perceptions and Repurchase Intentions in the Indonesian Mineral Water Industry. *Qubahan Academic Journal*, 4. <https://doi.org/10.48161/qaj.v4n3a962>
- Ateş, A., Sunar, H., & Erdem, B.. (2024). The Role of Emotional Attachment in the Impact of Generation Z's Trust in Digital Influencers on Unplanned Purchase Behavior. *Galactica Media Journal of Media Studies*, 6. <https://doi.org/10.46539/gmd.v6i4.499>
- Baydeniz, E., Türkoğlu, T., & Kart, N.. (2024). Psychological factors influencing online booking intentions among resort tourism service users. *Worldwide Hospitality and Tourism Themes*, 16. <https://doi.org/10.1108/whatt-04-2024-0081>
- Chung, D. T.. (2025). How user-generated content on social media platform can shape consumers' purchase behavior? An empirical study from the theory of consumption values perspective. *Cogent Business & Management*, 12. <https://doi.org/10.1080/23311975.2025.2471528>
- Duralia, O.. (2024). The Impact of Digital Marketing on Consumer Behaviour. *Studies in Business and Economics*, 19. <https://doi.org/10.2478/sbe-2024-0027>
- Garg, M., & Bakshi, A.. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, 11. <https://doi.org/10.1057/s41599-024-02760-9>
- Huamanchumo, R. M. E., Quiroz-Celis, A. V., & Camacho-Sanz, A. A.. (2024). Influence of eWOM on the purchase intention of consumers of Nikkei restaurants in Lima, Peru. *International Journal of Tourism Cities*, 10. <https://doi.org/10.1108/ijtc-01-2024-0010>
- Huang, S. Y. B.. (2025). Why Can Fintech Chatbots Guide Consumers to Buy Banking Products?. *International Journal of Human-Computer Interaction*. <https://doi.org/10.1080/10447318.2025.2453611>

- Iranmanesh, M., Senali, M. G., Foroughi, B., Ghobakhloo, M., Asadi, S., & Tirkolaei, E. B.. (2024). Effect of augmented reality applications on attitude and behaviours of customers: cognitive and affective perspectives. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/apjba-07-2023-0292>
- KARAHAN, M. O.. (2025). How Social Media Influencers Shape Online Impulsive Buying: The Mediating Role of Parasocial Interaction. *Tourism & Management Studies*, 21. <https://doi.org/10.18089/tms.20250107>
- Kim, J., Kim, M., & Lee, S.-M.. (2024). Unlocking Trust Dynamics: An Exploration of Playfulness, Expertise, and Consumer Behavior in Virtual Influencer Marketing. *International Journal of Human-Computer Interaction*. <https://doi.org/10.1080/10447318.2023.2300018>
- LaBrecque, A. C., Voorhees, C. M., Khodakarami, F., & Fombelle, P. W.. (2024). Native advertising effectiveness: The role of congruence and consumer annoyance on clicks, bounces, and visits. *Journal of the Academy of Marketing Science*, 52. <https://doi.org/10.1007/s11747-024-01014-z>
- Lim, A. C. G., Goi, C. L., Dell, P., & Goi, M. T.. (2023). Generation Y's behavioural usage of small businesses' retail websites: gender difference. *Journal of Science and Technology Policy Management*, 15. <https://doi.org/10.1108/jstpm-10-2022-0170>
- Lin, K.-Y., Kan, X., & Liu, M.. (2024). Knowledge extraction by integrating emojis with text from online reviews. *Journal of Knowledge Management*, 28. <https://doi.org/10.1108/jkm-01-2024-0104>
- Nuseir, M. T., & Refae, G. A. E.. (2024). The impact of digital advertising channels on the customer buying behavior: The moderating task of advertising strategies. *International Journal of Data and Network Science*, 8. <https://doi.org/10.5267/j.ijdns.2024.5.014>
- Ramchandani, M., Bhattacharya, S., & Coste-Manière, I.. (2024). Effects of bimanual vs unimanual motor actions on consumer behavior intention and attitude. *Journal of Consumer Marketing*. <https://doi.org/10.1108/jcm-04-2023-5980>
- Sleiman, R., Nguyen, T., Lacaze, S., Tran, K. P., & Thomassey, S.. (2024). Evaluating the sales potential of new products using machine learning techniques and data collected from mobile applications. *International Journal of Clothing Science and Technology*, 36. <https://doi.org/10.1108/ijest-07-2023-0099>
- Turlakova, S., & Shumilo, Y.Y.. (2025). ВПЛИВ ІНСТРУМЕНТІВ ШТУЧНОГО ІНТЕЛЕКТУ НА УПРАВЛІННЯ ПОВЕДІНКОЮ СПОЖИВАЧІВ У ЦИФРОВОМУ МАРКЕТИНГУ. *Science and Innovation*, 21. <https://doi.org/10.15407/scine21.01.067>
- Wahab, A., Aqif, T., & Bint-e-shehzad, Z.. (2023). Studying the impact of e-marketing by universities on students' loyalty with the mediation of intention to get enrollment and moderation of eWOM. *Journal of Applied Research in Higher Education*, 16. <https://doi.org/10.1108/jarhe-08-2022-0264>
- Wan, S., Zhang, K., & Ye, W.. (2024). E-commerce Dynamics: Digital Marketing Trends Redefining Chinese Consumer Engagement. *El Profesional De La Informacion*, 33. <https://doi.org/10.3145/epi.2024.ene.0322>

- Wang, R., & Mohamad, B.. (2024). From Clicks to Carts: Examining the Mediating Role of Attachment in the Relationship Between Influencers and Consumer Purchase Intentions on Live Streaming Platforms. *Journal of Ecohumanism*, 3. <https://doi.org/10.62754/joe.v3i7.4398>
- Yang, S., Tsai, C.-F., Leelapattana, W., & Thongma, W.. (2025). Tourism Marketing Strategies from Price Tags to Brand Value. *Journal of Ecohumanism*, 4. <https://doi.org/10.62754/joe.v4i1.6183>