International Review of Management and Marketing

ISSN: 2146-4405

available at http: www.econjournals.com

International Review of Management and Marketing, 2026, 16(3), 440-451.

Scientific Mapping of Purchase Intention Research: Patterns, Key Contributors, and Future Directions Based on Scopus (2023-2025)

Deddy Rakhmad Hidayat[1,2]*, Dian Anggraece Sigit Parawansa[2], Jusni Ambo Upe[2], Idayanti Nursyamsi[2]

[1]Department of Management, Faculty of Business and Economics, Universitas Palangka Raya, Indonesia, [2]Department of Management, Faculty of Business and Economics, Universitas Hasanuddin, Indonesia. *Email: deddyrakhmadhidayat@feb.upr.ac.id

Received: 16 November 2025 **Accepted:** 07 March 2026 **DOI:** https://doi.org/10.32479/irmm.22815

ABSTRACT

This study aims to conduct a bibliometric analysis of purchase intention research indexed in Scopus, focusing on trends and patterns from 2023 to 2025. Using Biblioshiny, the study identifies leading journals, authors, affiliations, countries, collaborations, highly cited articles, and main research themes. The Journal of Retailing and Consumer Services emerges as the most productive journal, with FPT University as the top affiliation and Zhang Y as the most prolific author. The most cited article is Treiblmaier (2023), Using blockchain to signal quality in the food supply chain: The impact on consumer purchase intentions and the moderating effect of brand familiarity, published in the International Journal of Information Management. China ranks first for corresponding author contributions. Dominant keywords include "purchase intention," "sales," and "purchasing." Emerging research areas such as the metaverse, NFTs (Non-Fungible Tokens), VIS (Vote to Influence System), skincare, and tactics. This research offers a meaningful contribution that can inform and guide future bibliometric investigations undertaken by scholars within the scope of purchase intention by offering insights into key authors, journals, affiliations, countries, and dominant keywords. Additionally, it supports broader academic collaboration and knowledge development in this research domain.

Keywords: Purchase Intention, Scopus Database, Biblioshiny, Bibliometric Analysis
JEL Classifications: M21, M30, M31, Y40

1. INTRODUCTION

The global retail landscape has undergone profound structural transformation in recent years, driven by the accelerated pace of digital innovation and shifting consumer behavior. According to recent data, total global retail sales are projected to reach USD 30.57 trillion by 2024, reflecting a consistent and significant growth trend worldwide (Doofinder, 2024).

Parallel to this expansion, the number of digital consumers has continued to rise—from 2.56 billion in 2022 to 2.71 billion in 2024. In that same year, e-commerce transactions are projected to exceed USD 6.3 trillion, representing over 19% of the overall global retail market share, and are projected to reach one-fourth of total retail by 2027 (Yu et al., 2025). This growth trajectory is strongly linked to globalization, which has facilitated cross-border access to goods and services, as evidenced by the increase in global export trade value to USD 24.9 trillion in 2022—almost quadrupling compared to the year 2000 (Kim et al., 2024; Kim et al., 2025).

The shift in consumer preferences toward e-commerce platforms that prioritize speed, efficiency, and convenience has stimulated a range of innovations in business models and digital marketing strategies. The evolution of digital platforms has broadened distribution strategies, including the reselling and agency models, each offering competitive advantages in supply chain efficiency

This Journal is licensed under a Creative Commons Attribution 4.0 International License

and global market penetration (Peng et al., 2025). For instance, Amazon and Alibaba have predominantly adopted the agency model—where producers sell directly to consumers while the platform earns a commission—while JD.com continues to operate primarily under the reselling model. Additionally, the growing consumer acceptance of private label brands, which recorded sales of USD 236.3 billion in 2023, reflects a market shift toward more affordable yet competitive brand alternatives (Peng et al., 2025).

Nevertheless, despite the progressive expansion of e-commerce, external dynamics such as global economic uncertainty, rising anti-globalization sentiments, and regional economic slowdowns have introduced new structural challenges for the retail and international trade sectors. Amidst these complexities, e-commerce continues to demonstrate resilience as a key driver of digital economic growth—fueled by technological advancement, robust consumer data infrastructure, and the capacity to adapt business strategies swiftly in response to market changes (Fan et al., 2025).

One of the strategic responses to the evolving dynamics in the marketing landscape is the growing role of purchase intention as both a predictive tool and a basis for decision-making in marketing management. Purchase intention has become a critical indicator for assessing new product concepts, planning product launches, and evaluating the effectiveness of promotional campaigns. In the context of products already available on the market, purchase intention serves as an early signal of future consumer demand, which in turn can inform decisions related to production, pricing, and distribution (Morwitz et al., 2007).

Theoretically, purchase intention is strongly correlated with actual purchasing behavior. Various consumer behavior models suggest that Purchase intention functions as an intermediary construct that bridges consumers' attitudes toward a product with their final purchasing decisions. This process does not occur instantaneously but rather progresses through several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Research indicates that the information search phase consists of two distinct stages: an increased attention phase that occurs immediately after a need is identified, followed by an active phase characterized by in-depth exploration of available options. The evaluation of alternatives is conducted rationally, based on a combination of beliefs, values, emotions, and prevailing trends, which collectively shape the formation of purchase intention at the end of the evaluation process (Bilro and Dias, 2022).

Accordingly, gaining a comprehensive understanding of the factors influencing purchase intention has become increasingly critical from both academic and practical perspectives. In a digital era marked by global connectivity, rapid shifts in consumer preferences, and intensifying competitive pressures, a deeper analysis of purchase intention offers a solid empirical and strategic foundation for developing more adaptive and sustainable marketing policies (Ali et al., 2018).

As research on purchase intention continues to expand alongside rapid digitalization, globalization, and evolving consumer behavior, the body of literature has become increasingly diverse in both focus and methodological orientation. While prior studies have substantially enriched theoretical and empirical understanding of purchase intention, a clear and up-to-date overview of how this research domain has developed in recent years remains limited. In this context, a systematic examination of publication patterns, influential scholarly actors, and emerging thematic directions is necessary to capture the current intellectual landscape of purchase intention research. Employing a bibliometric approach allows for an objective and comprehensive mapping of scientific contributions indexed in Scopus, thereby revealing structural trends and potential avenues for future inquiry. Accordingly, this study addresses the following research questions:

- RQ1. What publication and thematic patterns characterize purchase intention research indexed in Scopus during the period 2023-2025?
- RQ2. Who are the key contributors shaping purchase intention research in Scopus from 2023 to 2025 in terms of authors, journals, institutions, and countries?
- RQ3. What future research directions can be identified in purchase intention studies based on Scopus bibliometric trends from 2023 to 2025?

2. LITERATURE REVIEW

Purchase intention refers to a consumer's anticipated behavior to purchase a product at a future point in time, influenced by the degree of brand loyalty and trust. In retail channel dynamics, it is essential that loyalty and trust are interpreted coherently and in alignment. Academic researchers have introduced a conceptual framework comprising three core components—affective, cognitive, and behavioral components—to explain attitude, acknowledging that attitude is a product of these integrated dimensions. According to the Theory of Reasoned Action (TRA), an individual's behavior is primarily shaped by their willingness to perform a certain action and by the expected outcomes of that behavior. However, due to TRA's limitations in explaining behavioral variance, Ajzen (1991) introduced the Theory of Planned Behavior (TPB), which incorporates perceived behavioral control—reflecting an individual's belief in their capacity to exert control over the behavior. Behavior is thus realized when an individual makes a conscious decision to act, and TPB constructs such behavior through the interaction of attitude, subjective norms, perceived behavioral control, and intention (Bilro and Dias, 2022; Ajzen, 1991). In essence, behavior emerges from the cognitive and affective processes that precede an individual's conscious intention to act.

Purchase intention is commonly understood as a consumer's psychological inclination or readiness to purchase a particular product, and it serves as a critical construct in evaluating consumer behavior. This concept is frequently interpreted as the cognitive anticipation of future buying decisions. As such, purchase intention serves as a metric for assessing the likelihood that a consumer will make a purchase, wherein a stronger intention correlates with a higher likelihood of actual purchase behavior. There are three primary types of purchase intentions: unplanned purchases, partially planned purchases, and fully planned purchases. Each

of these can be influenced by the level of brand awareness and brand image strength. Moreover, purchase intention is also shaped by individual emotions and impulsive situations—where the former stems from personal preferences and the latter arises from situational triggers that may alter one's intention to purchase (Lee et al., 2019).

In the realm of marketing, purchase intention reflects a consumer's deliberate inclination or readiness to engage in the acquisition of a specific product. This intention may stem from internal or external influences and is frequently assessed through consumer attitudes or behaviors toward purchasing. Furthermore, purchase intention is closely tied to customer evaluations of the perceived benefits and costs associated with the product. Perceived value, understood as the consumer's evaluation of the balance between received benefits and incurred costs, serves as a pivotal factor in influencing their purchasing intentions. Additionally, purchase intention is influenced by a range of critical determinants such as inertia and satisfaction, hedonic and utilitarian values, perceived fairness, and overall customer satisfaction. These factors are of strategic importance for companies seeking to enhance their products or services. Conceptually, purchase intention is viewed as a measurable process through which customers express their willingness to buy a product or service, thus offering predictive insights into future buying behavior. Understanding consumer purchase intention is critical for achieving business profitability (Nuryakin et al., 2023).

Purchase intention refers to a consumer's internalized inclination or willingness to obtain a particular product or service, and is often regarded as a reliable predictor of actual buying behavior. It offers a viable alternative for examining consumer purchasing behavior. Extensive empirical evidence in social media marketing literature supports the existence of a causal connection between consumer engagement on social platforms and the formation of purchase intentions. Specifically, engagement with brand social media pages has been shown to positively influence various consumer behaviors, including purchase intention (Fatima et al., 2022).

Purchase intention plays a pivotal role for companies to predict the chance that consumers will proceed with a buying decision within a specific timeframe, acting as a strong predictor of actual behavior. The literature offers two perspectives on defining purchase intention: as a preference to repurchase a particular product and as the probability of a consumer choosing that product. Purchase intention is commonly viewed as a preliminary inclination that precedes and shapes consumers' subsequent desire to engage in a purchase, typically measured through a three-item scale assessing the intention for repeat purchase, long-term purchase, and certainty to make a purchase (Bianchi et al., 2019).

Furthermore, purchase intention is an integral component of consumer motivation and decision-making in choosing a specific product brand. It captures the behavioral aspect of consumer perception and attitude, thus serving as a significant indicator within the buying process (Bhattacharya et al., 2023). Psychologically, purchase intention functions as an intermediary between attitude and actual behavior. Brand attitude is considered a key determinant of behavioral intention. Consumers' attitudes toward a brand significantly influence their purchase intentions, as core brand awareness, brand attitudes, and consumer perceptions all directly or indirectly shape purchase behavior. Attitudes toward enacting behavior are also predictive of purchase intentions; a more favorable attitude leads to stronger intent to purchase (Kudeshia and Kumar, 2017).

Purchase intention may evolve into commitment, influencing brand loyalty. It reflects consumers' deliberations in considering a product or service purchase and indicates their likelihood of purchasing in the near future. In the context of social media, purchase intention is shaped by multiple variables, including brand trust, brand communities, brand awareness, user interaction, and emotional attachment (Pradani and Muthohar, 2022).

In line with the Stimulus-Organism-Response (S-O-R) framework, response represents the outcome and decision based on cognitive and affective reactions, including approach behaviors. Although actual purchase decisions are the ultimate behavioral outcome, purchase intention is the consumer's subjective tendency to buy a product and serves as a key indicator of consumer behavior. Many prior studies have conceptualized purchase intention as a response variable in the S-O-R framework, particularly within e-commerce settings, where it functions as the behavioral response (Zhu et al., 2020).

Purchase intention, viewed as a subjective decision to acquire a product or service, has also been explored extensively in tourism research, particularly in studies investigating tourist souvenirs. Factors such as perceived tourist value and destination image significantly influence tourists' behavior and purchase intentions. However, limited attention has been given to sustainable purchase intention, prompting its inclusion in this study's questionnaire (Chen et al., 2022).

Consumers' tendency to purchase a product or service is positively correlated with actual purchasing behavior across contexts. Since the rise of e-commerce, online shopping has become one of the most prevalent online activities, following web browsing and emailing. Online purchase intention refers to a consumer's willingness or readiness to buy products or services through virtual channels or the internet (Kumar et al., 2023).

Purchase intention is broadly regarded as a reliable predictor of actual buying behavior. Prior studies have examined several influential factors on purchase intention, such as product quality, stock-out risk, attitudes, perceived competition, and perceived value. Perceived value, in particular, exerts a significant influence on purchase intention in both social commerce and luxury brand contexts, as well as in the apparel industry (Song et al., 2022).

Purchase intention also serves as a proxy for behavior in the academic literature. In knowledge-based online environments, purchase intention represents consumers' behavioral responses to perceived value, which is shaped by environmental stimuli such as platform features, knowledge products, and content contributors (Zhou et al., 2022).

In behavioral science, intention refers to a predisposition to respond. When intention is strong, it is more likely to result in action. Similarly, purchase intention denotes a consumer's tendency to purchase a product or service in the future. This tendency can materialize into actual behavior when environmental conditions support it—such as availability of resources like money, time, or opportunity. Thus, purchase intention is a critical precursor to actual buying behavior, mediated by perceived behavioral control. A strong positive correlation exists between purchase intention and actual purchase behavior (Chakraborty et al., 2022).

3. METHODS

3.1. Bibliometric Analysis

This research utilizes bibliometric techniques through the Bibliometrix package and its web-based interface, Biblioshiny, integrated within the RStudio environment. These analytical tools facilitate an in-depth examination of the data by supporting both advanced processing and interactive visualizations. As an open-source solution, Bibliometrix is specifically designed for knowledge mapping and is widely recognized for its seamless integration with other analytical packages. This review utilizes Biblioshiny, one of the core functional elements of the Bibliometrix suite, to facilitate the data analysis process (Hidayat et al., 2024).

3.2. Data Collection

Data collection was carried out using records retrieved from the Scopus database, covering publications from 2023 to 2025. A keyword-based search was performed using the term "purchase intention" and was limited to the subject area of Business, Management, and Accounting; document type was restricted to Articles; keywords were confined to "Purchase Intention" and "Purchase Intentions"; and language was restricted to English. Scopus was selected due to its extensive journal coverage, which surpasses that of other academic indexing platforms, for instance, Web of Science (WoS). By utilizing the keywords and comprehensive metadata from journal articles—including author names, titles, abstracts, keywords, citations, and affiliations—this study explores the recent relevance and scholarly attention to the topic of purchase intention.

4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis

This study employed textual analysis using RStudio and Biblioshiny is an interactive bibliometric analysis tool developed by Massimo Aria and Corrado Cuccurullo of the University of Naples, in collaboration with Luigi Vanvitelli from the University of Campania, Italy (Nursyamsi et al., 2024). The analysis focused on identifying frequently occurring terms in research related to purchase intention. The primary aim of this study aims to contribute to the existing body of literature on purchase intention by integrating insights derived from global studies indexed in the Scopus database.

Table 1, presents an overview of the documents analyzed in this study, filtered by the keyword "purchase intention" and limited to a 3-year publication period from 2023 to 2025. The results were generated through RStudio software, incorporating data from 270 source journals, with an annual growth rate of −65.15%. The documents included a total of 2,379 keywords assigned by authors. The publications involved 2,168 contributors from various countries, with an average of 5.725 citations per document, a co-authorship rate of 3.24 per document, and a total of 792 documents analyzed.

Table 1: Most relevant author

Description	Results
Main information about data	
Timespan	2023:2025
Sources (Journals, Books, etc)	270
Documents	792
Annual growth rate %	−65,15
Document average age	1,39
Average citations per doc	5,725
References	54319
Document contents	
Keywords plus (ID)	1130
Authors keywords (DE)	2379
Authors	
Authors	2168
Authors of single-authored docs	47
Authors collaboration	
Single-authored docs	48
Co-authors per doc	3,24
International co-authorships %	28,54
Document types	
Article	792

Source: Authors' elaboration in bibliometrix R studio (2025)

4.2. Overview Analysis

Figure 1 illustrates the annual output of scientific publications, including average citation rates and yearly scientific production. The findings indicate an increase in publication output related to "purchase intention" in Scopus-indexed journals between 2023 and 2024, followed by a reduction in 2024-2025. The mean value of citations per year also shows a downward trend, suggesting that relatively few Scopus-indexed publications are citing research on purchase intention from the same sources.

Understanding the linkage between authors, keywords, and authors' countries of origin is essential for mapping the intellectual framework of academic research. This study utilized the Biblioshiny package within RStudio to analyze three distinct diagrams. This approach offers valuable insights into how these elements interact to shape the intellectual structure of academic inquiry. Several authors have made significant contributions to the theme of "purchase intention." Thus, it is crucial to identify key contributors within this field. To address this, a Three-Field Plot was constructed using a Sankey diagram (Ishak et al., 2024).

Figure 2 illustrates a configuration in which the authors' names are positioned at the center of the diagram, with their countries of origin displayed on the left side and the keywords used by these authors on the right. The top five most frequently used keywords in this research domain are purchase intention, attitude, purchase intentions, influencer marketing, and trust. Meanwhile, the five most prolific contributing authors are Li et al. The leading countries

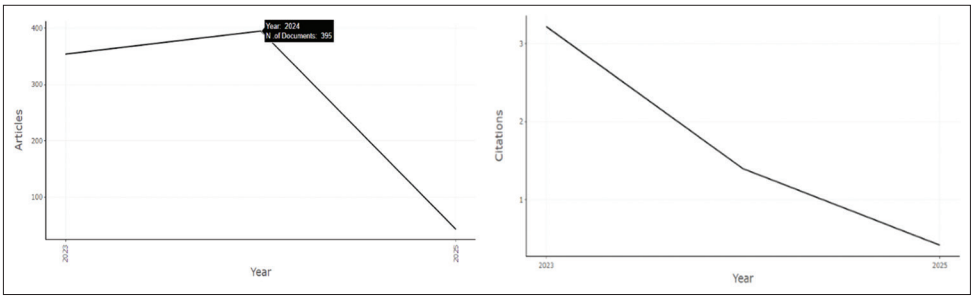
in terms of the number of contributing authors are China, India, Malaysia, the United States, and the United Kingdom.

4.3. Source Analysis

Figure 3 presents the distribution of scholarly publications across various journals that explore the theme of purchase intention. The bar chart displays journal names along with their respective publication frequencies. Darker-colored bars indicate a higher number of publications and stronger thematic relevance.

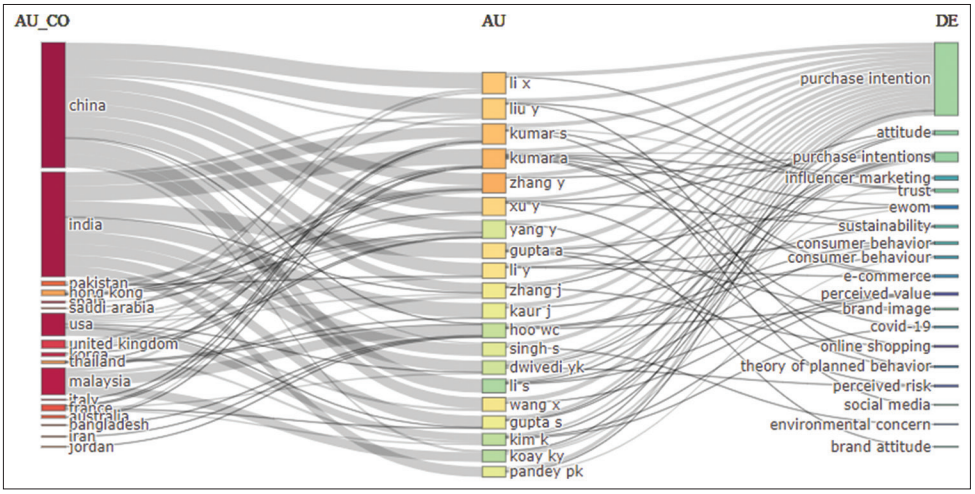
The following six journals emerged as the most prolific in publishing articles related to purchase intention: Journal of Retailing and Consumer Services ranks first with a total of 42 publications, highlighting its strong alignment with the topic; Asia Pacific Journal of Marketing and Logistics follows with 32 articles; Journal of Cleaner Production also accounts for 32 publications; Cogent Business and Management published 20 articles; Innovative Marketing and the Journal of Islamic Marketing each contributed 18 articles to the topic. This distribution underscores the interdisciplinary nature of purchase intention research and reflects the global academic interest in understanding consumer behavior across diverse market contexts.

Figure 1: Annual scientific production and average citation per year



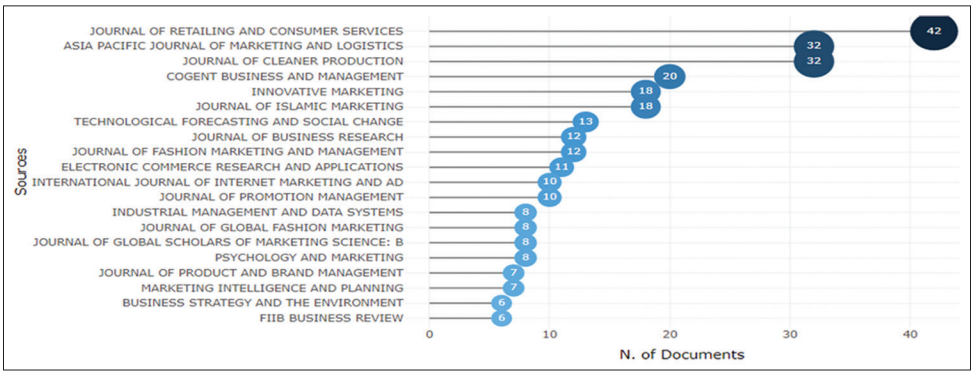
Source: Authors' Elaboration in Bibliometrix R Studio (2025)

Figure 2: Three-field plot



Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 3: Most relevant sources



Source: Authors' elaboration in bibliometrix R studio (2025)

Journal evaluation in this study is not limited to publication quantity or thematic relevance alone. The study also assesses the impact of journals that have published papers on purchase intention by referencing each journal's h-index, which is visualized in a bar chart. Alongside indicating the h-index, the chart uses color gradients to represent the journal's impact—darker colors indicate greater impact. Figure 4 shows that the h-index scores of the journals analyzed in this study ranges from 5 to 12. The Journal of Retailing and Consumer Services tops the list in terms of h-index, scoring 12, followed by the Journal of Cleaner Production with an h-index of 11, and the Asia Pacific Journal of Marketing and Logistics with an h-index of 8.

4.4. Author Analysis

Figure 5 presents the number of research articles authored by individual researchers whose works are relevant to the purchase intention theme. The bar chart highlights the authors along with the number of documents they have published. Darker bars indicate a higher volume of publications and stronger relevance to the theme. The volume of scholarly output per author spans from 4 to 8 documents. Zhang ranks the highest with eight publications, as represented by the darkest bar, indicating his prominent contribution to the field. Other key contributors include Kumar et al. each with seven publications. These findings suggest that research on purchase intention remains relatively concentrated among a limited number of authors.

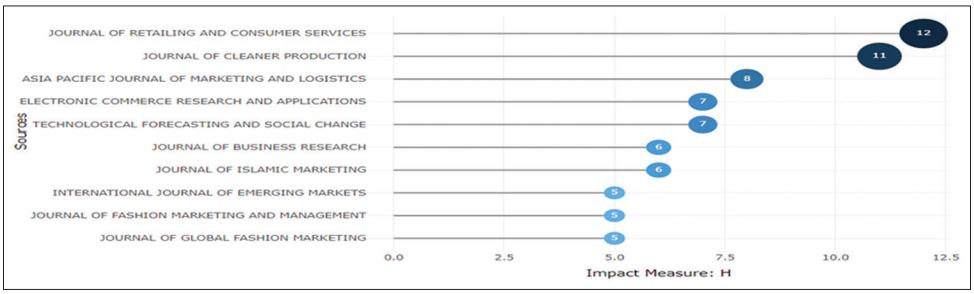
Figure 6 shows the productivity of the most prolific authors throughout the research period (2023-2025). A dark line tracks each author's annual publication output, with circles marking their publication frequency per year. This visualization highlights researchers who have consistently contributed to the purchase intention theme, such as Zhang et al.

Figure 7 displays the number of research documents on purchase intention based on author affiliations. This visual representation shows the top 20 institutions by publication volume, with a dark bar chart indicating document counts. Darker bars signal stronger institutional involvement, with publication totals ranging from 10 to 18 documents. FPT University ranks first with 18 publications, followed by Guangdong University of Technology, International University, Shandong University, Symbiosis International (Deemed University), and The Hong Kong Polytechnic University, each with 13 publications.

Figure 8 presents the distribution pattern of corresponding authors according to their country of origin, capturing the degree of national and international collaboration. The results indicate that China leads with the highest number of corresponding authors, followed by India, the United States, Malaysia, and Indonesia.

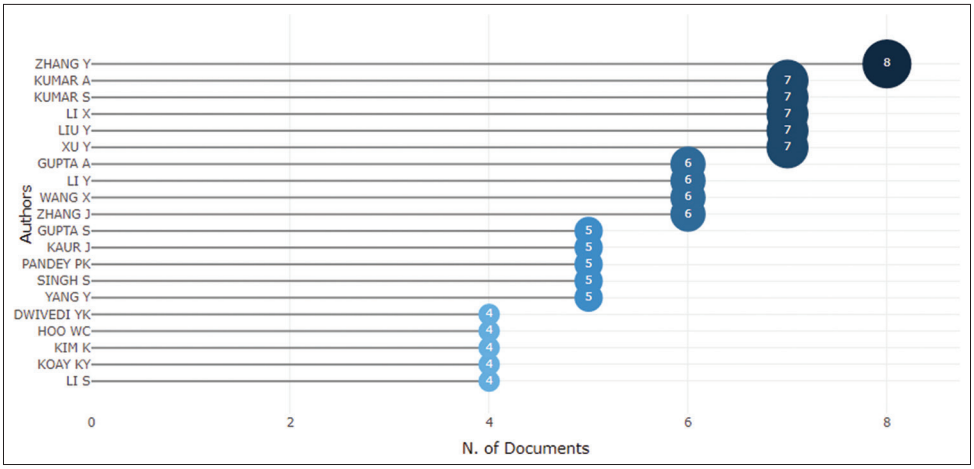
Figure 9 showcases the global collaboration map among countries, highlighting cross-national research efforts involving multiple institutions. Dark colors indicate active research output, while gray signifies minimal publication activity. The lines illustrate the international collaboration network among countries. As shown in the figure, it can be inferred that substantial international

Figure 4: Sources impact



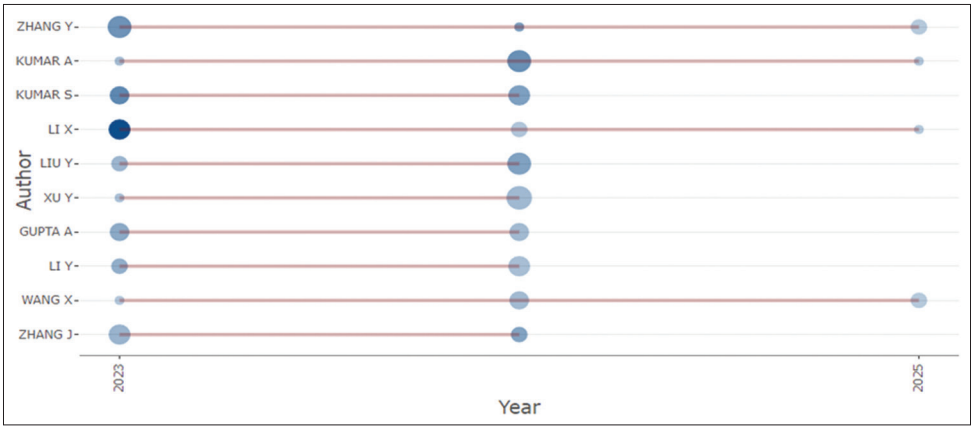
Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 5: Most relevant authors



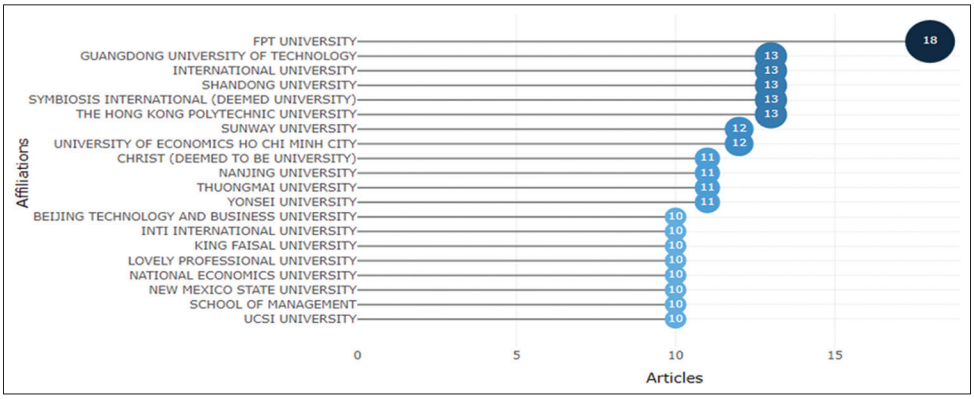
Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 6: Author's production overtime



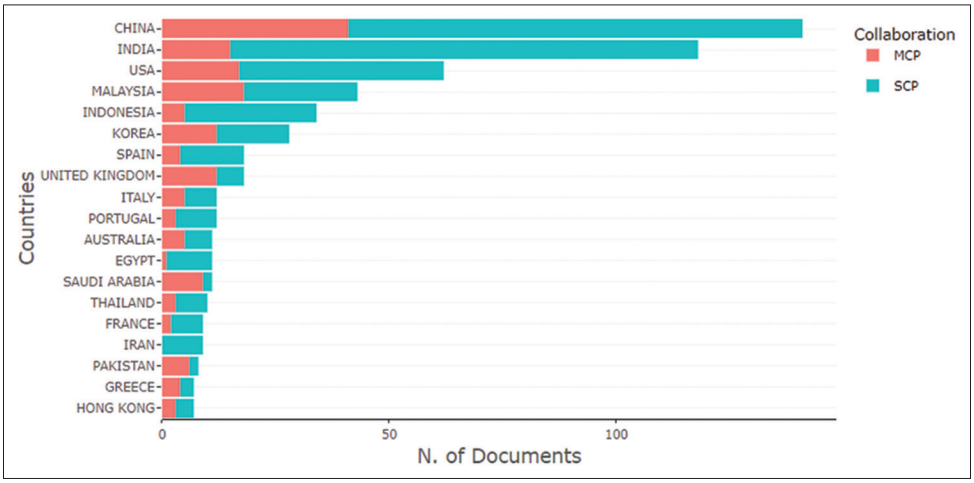
Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 7: Most relevant affiliations



Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 8: Corresponding author's countries



Source: Authors' elaboration in bibliometrix R studio (2025)

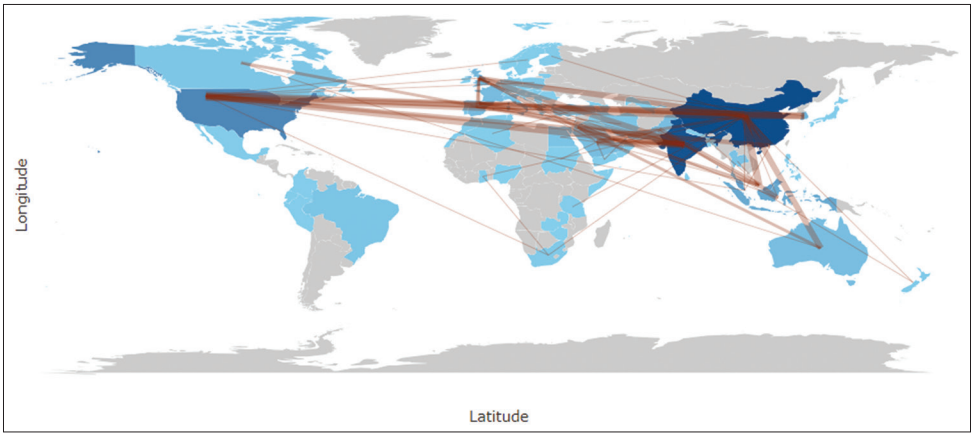
collaboration exists in the field of purchase intention, with China, India, and the United States being the most actively engaged countries in cross-border partnerships.

Figure 10 categorizes purchase intention research by the countries most frequently citing these works. The bar chart displays the number of citations, with darker bars denoting higher citation counts. Citation frequencies range from 36 to 1,044. China ranks first with 1,044 citations, followed by India (794), the United States (410), Saudi Arabia (189), and Malaysia (179). These countries have demonstrated a significant role in advancing research on purchase intention.

4.5. Document Analysis

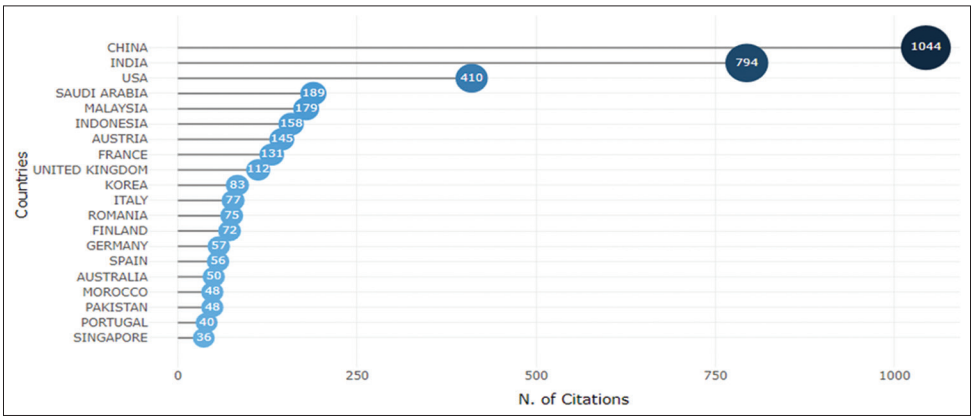
Figure 11 highlights the documents with the highest citation counts related to purchase intention, showcasing citation data

Figure 9: Corresponding author's countries



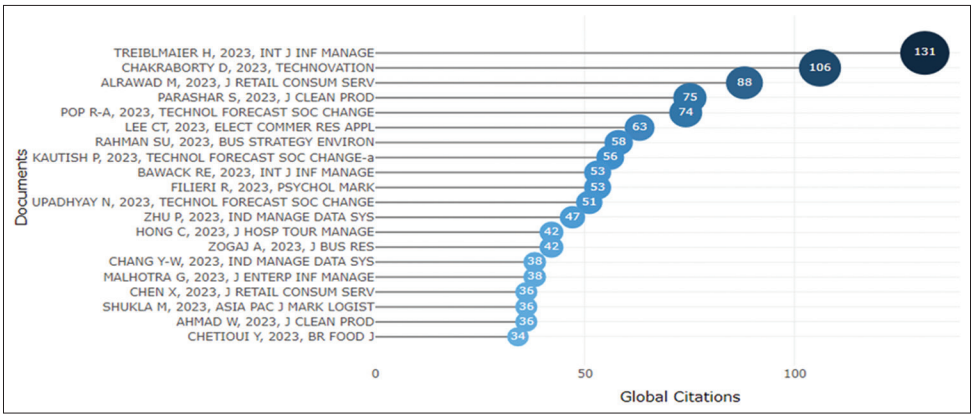
Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 10: Corresponding author's countries



Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 11: Most global cited documents

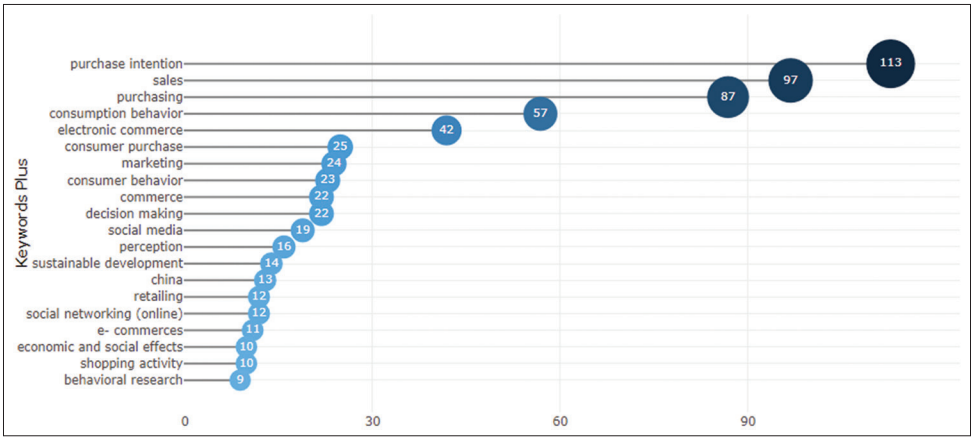


Source: Authors' elaboration in bibliometrix R studio (2025)

including author names, publication year, and journal source. The blue bar chart reflects citation intensity, which ranges from 34 to 131 citations. The most cited article is by Horst Treiblmaier (2023) in International Journal of Information Management with 131 citations. The second most cited is by Debarun Chakraborty (2023) in Technovation with 106 citations, followed by Mahmaod Alrawad (2023) in Journal of Retailing and Consumer Services with 88 citations.

Figure 11 highlights the documents with the highest citation counts related to purchase intention, showcasing citation data including author names, publication year, and journal source. The blue bar chart reflects citation intensity, which ranges from 34 to 131 citations. The most cited article is by Treiblmaier (2023) in International Journal of Information Management with 131 citations. The second most cited is by Chakraborty (2023) in Technovation with 106 citations, followed by Alrawad

Figure 12: Dominant terms



Source: Authors' elaboration in bibliometrix R studio (2025)

Figure 13: Word cloud

Source: Authors' elaboration in bibliometrix R studio (2025)

(2023) in Journal of Retailing and Consumer Services with 88 citations.

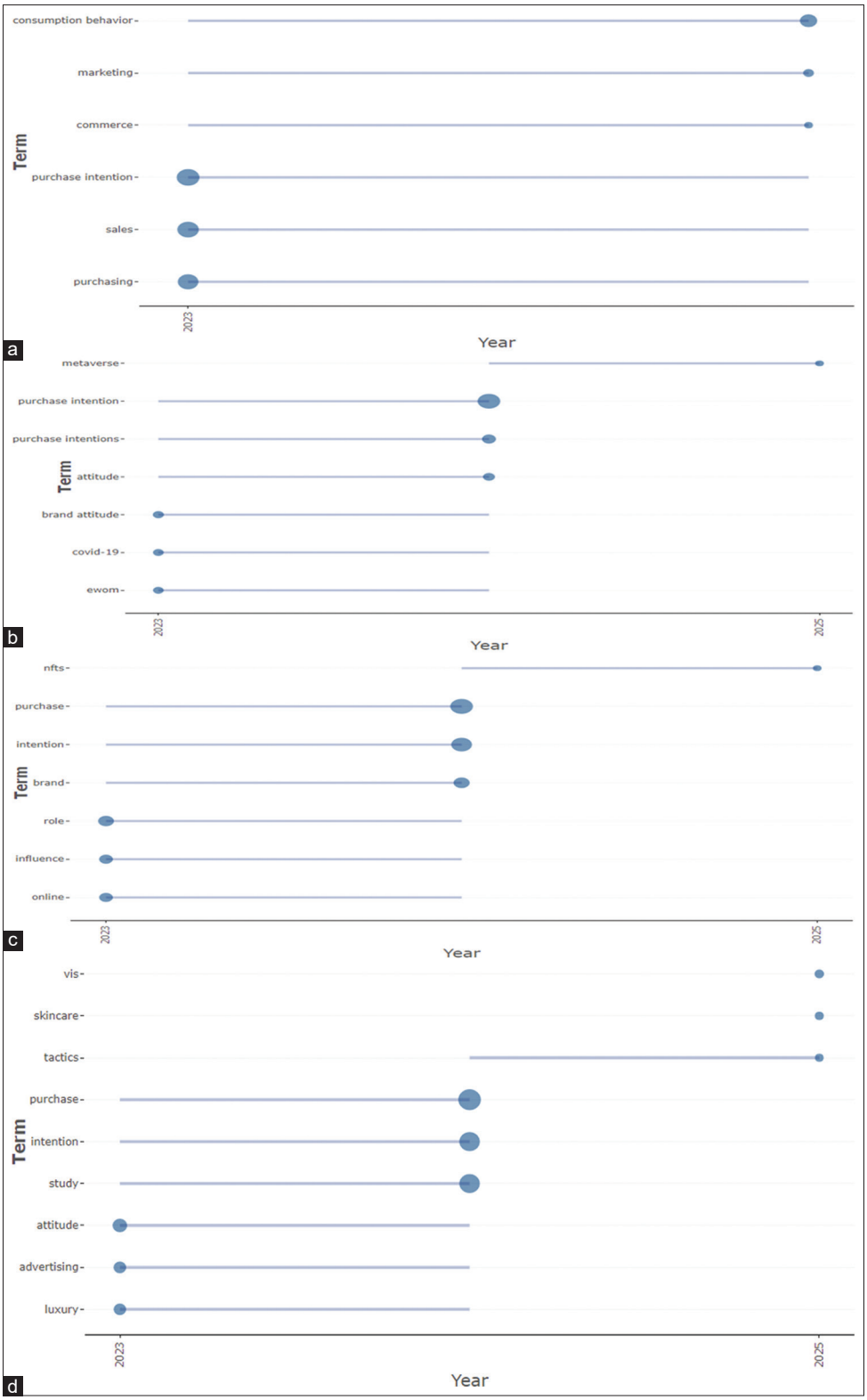
Figure 12 presents a visual representation of dominant terms within the purchase intention research theme. The data indicate that "purchase intention" is the most frequently occurring term, mentioned 113 times, affirming its central importance. The next most frequent terms include "sales" (97), "purchasing" (87), "consumption behavior" (57), and "electronic commerce" (42). These terms constitute the five most relevant keywords shaping the thematic core of this research area.

Figure 13 provides a visual representation of the most frequently occurring terms related to purchase intention research in the form of a word cloud. This graphic highlights the most prominent words featured in the titles and abstracts of publications pertaining to the research theme. The word cloud uses variations in font size to denote the frequency of each term's appearance within the dataset—larger fonts indicate higher occurrence. Although the arrangement of words in the cloud is random, the most prominent terms are strategically positioned at the center to enhance visibility. The construction of the word cloud in this analysis relied exclusively on keywords supplied by the contributing authors.

Furthermore, the word cloud acts as a complementary bibliometric method for visually mapping the key themes within a specific research domain. It highlights the principal areas of inquiry and reveals emerging directions in the research landscape. Several prominent terms shown in the word cloud in Figure 13—including purchase intentions, attitude, trust, brand image, brand attitude, social media, consumer behavior, and sustainability—represent the authors' frequently selected keywords related to purchase intention. Meanwhile, terms shown in smaller fonts correspond to under-researched topics, indicating potential novelty and future research opportunities within this domain.

This study places significant emphasis on identifying topic trends, aiming to explore how research themes related to purchase intention have evolved over time. Figure 14 illustrates the longitudinal development of purchase intention topics based on annual analysis, identifying which subjects are longstanding and which are more recent. The topic trend visualization adopts a logarithmic scale to reflect word frequency. Beyond yearly trend analysis, the prevalence

Figure 14: (a) Trending topics: Keywords plus, (b) Trending topics: Authors' keywords, (c) Trending topics: Title words, (d) Trending topics: Abstract words



Source: Authors' elaboration in bibliometrix R studio (2025)

of each topic is calculated based on keyword frequency found in relevant purchase intention research. The diagram also depicts the relationship between keyword frequency and emergence: larger circles denote higher publication frequency, while the position further to the right indicates more recent emergence.

Relevant trending topics in 2024—based on keywords plus, authors' keywords, title words, and abstract words—include consumption behavior, marketing, commerce, purchase intention, purchase intentions, attitude, purchase, intention, brand, and study. Meanwhile, projected trending topics for 2025 include

metaverse, NFTs (non-fungible tokens), VIS (vote to influence system), skincare, and tactics. These trends reflect the potential for further development of purchase intention research using emerging thematic insights derived from multiple bibliometric keyword sources.

This study provides a systematic bibliometric synthesis of purchase intention research indexed in Scopus between 2023 and 2025, offering a comprehensive interpretation of how this research domain has evolved in terms of publication dynamics, intellectual structure, and thematic orientation. By integrating multiple bibliometric dimensions—namely publication trends, citation networks, scholarly contributions, collaboration patterns, and emerging themes—the findings move beyond descriptive mapping to generate deeper conceptual insights relevant to both academic inquiry and managerial decision-making.

The analysis reveals a paradoxical pattern within contemporary purchase intention research. On the one hand, the field exhibits a marked decline in annual publication growth; on the other, it demonstrates sustained intellectual vitality, as reflected in robust citation performance and increasing thematic diversification. This apparent contradiction suggests a phase of consolidation rather than stagnation, wherein research efforts are becoming more focused, theoretically grounded, and methodologically sophisticated. The richness of author-provided keywords and the consistent citation rates indicate that recent studies continue to address substantively relevant and analytically rigorous research questions, reinforcing the enduring centrality of purchase intention within marketing and consumer behavior scholarship.

In addressing RQ1, the discussion highlights clear publication and thematic patterns that characterize the current phase of purchase intention research. The literature increasingly adopts a multidisciplinary orientation, drawing from marketing, information systems, behavioral science, and sustainability studies. While traditional themes related to consumer behavior, purchasing processes, and sales decision-making remain foundational, the thematic structure reveals a discernible shift toward digitally mediated and technology-intensive consumption contexts. This transition reflects broader transformations in marketplace realities, where digital platforms, algorithmic personalization, and experiential interfaces fundamentally reshape how consumers form intentions and make purchasing decisions. Consequently, purchase intention research is evolving from static, intention-based models toward more dynamic frameworks that account for technological intermediation and experiential complexity.

With respect to RQ2, the findings point to a concentration of scholarly influence across specific geographic, institutional, and publication outlets. China's emergence as the most productive contributor underscores its expanding role in shaping global marketing and consumer research agendas, particularly in technology-driven contexts. Core journals such as the Journal of Retailing and Consumer Services, Asia Pacific Journal of Marketing and Logistics, and the Journal of Cleaner Production function not merely as publication venues but as intellectual hubs that define dominant research conversations and methodological standards. At the institutional and individual levels, the prominence of FPT University and scholars such as Zhang Y reflects the growing impact of Asian research networks. Moreover, the high citation impact of studies such as Treiblmaier's (2023) work on blockchain-based quality signaling illustrates a broader scholarly shift toward examining trust-enhancing technologies and digital infrastructures as critical determinants of purchase intention in contemporary markets.

In response to RQ3, the discussion underscores the strategic significance of emerging research directions identified through bibliometric trends. Themes such as the metaverse, non-fungible tokens (NFTs), vote-to-influence systems, and technology-enhanced consumer experiences signal a paradigmatic movement toward immersive, decentralized, and participatory consumption environments. These developments suggest that future purchase intention research will increasingly intersect with digital innovation, sustainability imperatives, and evolving market governance mechanisms. Importantly, the growing diversity of keywords and research foci points to expanding opportunities for interdisciplinary collaboration, methodological innovation, and theory development that bridges behavioral science with advanced digital technologies.

5. CONCLUSION

The objective of this study was to develop a conceptual framework to assist both scholars and practitioners in comprehending the progression of purchase intention research between 2023 and 2025. Utilizing bibliometric analysis, the study explored publication trends in academic writing, citation patterns, sources, countries of origin, leading authors, international collaboration, research novelty, and emerging themes for future investigations. The article contributes to the field by synthesizing the existing literature indexed in the Scopus database, with particular attention to influential sources, authors, and documents.

The R Bibliometrix package, renowned for its flexibility and user-friendliness, proved to be an effective tool for bibliometric analysis. In this research, the Biblioshiny platform integrated with R Studio was used to analyze a dataset consisting of 270 sources—including journals, books, and others—with an annual growth rate of −65.15%. The dataset comprises 2,379 keywords provided by authors and includes 792 articles authored by 2,168 individuals from diverse countries. Single-author collaboration per document was identified in 48 cases, and on average, each document received 5.725 citations.

The bibliometric findings revealed that China is the most productive country in publishing research on purchase intention. The journals with the highest publication counts in this field are the Journal of Retailing and Consumer Services, Asia Pacific Journal of Marketing and Logistics, and the Journal of Cleaner Production. FPT University emerged as the most prolific institution in terms of affiliated publications on purchase intention, followed by Guangdong University of Technology and International University. The most productive author in this domain is Zhang, with eight published documents. Meanwhile, the most cited article is by

Treiblmaier (2023), titled Using blockchain to signal quality in the food supply chain: The impact on consumer purchase intentions and the moderating effect of brand familiarity, published in the International Journal of Information Management.

The most frequently used keywords in the literature include purchase intention, sales, purchasing, consumption behavior, and commerce. Several emerging topics with high potential for future research include metaverse, NFTs (non-fungible tokens), VIS (vote to influence system), skincare, and tactics. These findings suggest promising directions for future research on purchase intention, as identified through keywords plus, authors' keywords, title words, and abstract words.

The findings provide valuable guidance for academics interested in mapping the intellectual structure of purchase intention studies through bibliometric analysis, offering insights into key authors, leading journals, institutional affiliations, countries of origin, and the most influential keywords and emerging topics.

Furthermore, the results support scholars in identifying broader opportunities for collaborative research within this rapidly developing and dynamic area of research.

REFERENCES

Ajzen, I. (1991), The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179-211.

Ali, A., Xiaoling, G., Sherwani, M., Ali, A. (2018), Antecedents of consumers' Halal brand purchase intention : An integrated approach. Management Decision, 56, 715-735.

Bhattacharya, S., Sharma, R.P., Gupta, A. (2023), Does e-retailer's country of origin in fl uence consumer privacy, trust and purchase intention ? Journal of Consumer Marketing, 2, 248-259.

Bianchi, E., Bruno, J.M., Sarabia-Sanchez, F.J. (2019), The impact of perceived CSR on corporate reputation and purchase intention. European Journal of Management and Business Economics, 28 (3), 206-221.

Bilro, R.G., Dias, F. (2022), Now I can see : How brand interactions influence channel loyalty and purchase intention in optical physical stores mo las Ahora puedo ver : co interacciones de marca in fl uyen en la n de lealtad al canal y la intenci opticas físicas compra en las tie. Management Research: Journal of the Iberoamerican Academy of Management, 20(3), 229-243.

Chakraborty, D., Siddiqui, A., Siddiqui, M., Mohmmad, F., Alatawi, H. (2022), Exploring consumer purchase intentions and behavior of buying ayurveda products using SOBC framework. Journal of Retailing and Consumer Services, 65(November 2021), 102889.

Chen, C., Chen, H., Yeh, S., Tseng, L., Huan, T. (2022), Exploring tourists' purchase intention of food-related souvenirs. Tourism Management Perspectives, 44, 101035.

Doofinder. (2024), Global Retail Sales Statistics. Spain: Doofinder.

Fan, Z., Guo, F., ChenBian. (2025), Global uncertainty, macroprudence and export value: "Quality up" or "quantity up." International Review of Economics and Finance, 99, 104058.

Fatima, T., Bilal, A.R., Khan, S.I. (2022), I am more inclined to buy online – novel social media engagement stimulated purchase intentions post-COVID-19 : A case of Pakistani market. American Journal of Business, 37(4), 173-195.

Hidayat, D.R., Parawansa, D.A.S., Jusni, J., Nursyamsi, I. (2024), Customer loyalty : Bibliometric Analysis Based on Scopus Data. In: Proceedings of the 8th International Conference on Accounting, Management, and Economics (ICAME 2023), Advances in Economics, Business and Management Research 279, ICAME 2023.

Ishak, A.D., Hidayat, D.R., Agustinus, J., Nursyamsi, I., Nur Wahyudin, S.M. (2024), Exploring digital financial research from the scopus database (2023-2024): A bibliometric analysis. International Conference on Digital, Social, and Science, 1(1), 21-33.

Kim, C., Lee, H.K., Kim, W. Bin, Jan, I.U., Lee, D.I., Wu, K.W. (2024), How do online sales channels affect global product purchases? The role of CSR and cross-country differences. Journal of Retailing and Consumer Services, 81, 104049.

Kim, W.B., Kim, C., Kurata, K. (2025), Relationships among consumer innovativeness, learning, and global product purchases: Store manager perspectives in retailing. Journal of Retailing and Consumer Services, 82, 104084.

Kudeshia, C., Kumar, A. (2017), Social eWOM : does it affect the brand attitude and purchase intention of management research review article information. Management Research Review, 40, 310-330.

Kumar, S., Prakash, G., Gupta, B., Cappiello, G. (2023), Technological Forecasting & Social Change How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (information adoption model) and ELM (elaboration likelihood model) models. Technological Forecasting and Social Change, 187, 122199.

Lee, J.E., Goh, M.L., Mohd Noor, M.N.B. (2019), Understanding purchase intention of university students towards skin care products. PSU Research Review, 3(3), 161-178.

Morwitz, V.G., Steckel, J.H., Gupta, A. (2007), When do purchase intentions predict sales? International Journal of Forecasting, 23(3), 347-364.

Nursyamsi, I., Hidayat, D.R., Melmambessy, D., Ariadi, W. (2024), Trends in research on female lecturers : A bibliometric analysis. In: Abiprayu, K.B., Setiawan, A.B., editors. Proceedings of the International conference of Economics Business and Economics Education Science (ICE-BEES-24). Atlantis Press International BV.

Nuryakin, N., Saad, M.S.M., Maulani, M.R. (2023), Purchase intention behavior of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation. Journal of Islamic Accounting and Business Research, 15 (8): 1266–1292.

Peng, X., Xiang, Z., Ji, T. (2025), Platform's premium store brand introduction and sales mode selection strategies with the cost-advantageous manufacturer. Journal of Retailing and Consumer Services, 84, 104190.

Pradani, H.H., Muthohar, M. (2022), The influence of social media marketing on purchase intention and brand loyalty (study on the batik fashion customer in pekalongan). Budapest International Research and Critics Institute-Journal, 5(3), 21772-21786.

Song, M., Jing, L., Moon, J. (2022), Framing effect of optional pricing on ticket purchasing intention in low-cost carriers. Journal of Hospitality and Tourism Management, 51, 529-538.

Yu, L., Xu, H., Zhang, Z. (2025), Dynamic decision-making of the e-commerce supply chain considering greenwashing and sales format. Socio-Economic Planning Sciences, 98, 102170.

Zhou, S., Li, T., Yang, S., Chen, Y. (2022), What drives consumers ' purchase intention of online paid knowledge ? A stimulus-organism-response perspective. Electronic Commerce Research and Applications, 52, 101126.

Zhu, L., Li, H., Wang, F., He, W., Tian, Z. (2020), How online reviews affect purchase intention : A new model based on the stimulus-organism- response (S - O - R) framework. Aslib Journal of Information Management, 72 (4): 463–488. https://doi.org/10.1108/AJIM-11-2019-0308