

BIBLIOMETRIC ANALYSIS OF DETERMINANTS INFLUENCING ONLINE BUYING BEHAVIOUR

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Abstract: With the technological advancement, online shopping has evolved from being an alternative mode of purchasing into an increasingly important part of everyday life. Despite the growing adoption of online shopping, consumers differ considerably in their willingness to purchase through digital platforms because Online buying behaviour is influenced by several interrelated factors rather than by technological availability alone. Against this background, the present study examines 296 peer-reviewed papers from Scopus-indexed publications between 2006 and 2026, employing recognized Data Visualization technologies like Tableau & VOS viewer to examine the publication trends, country's contribution, authors contribution, journal productivity, authors impact and recurring themes within the discipline. The results uncover a diverse range of motivations that are driving consumer online buying behaviour that incorporates consumer psychology, experiential dimension, digital & technological advancements, environmental and social influence. This study presents a systematic assessment of the knowledge domain, identifies research deficiencies, and gives significant insights to inform future academic research, managerial decisions, and policy formulation in digital consuming situations.

Keywords: Online Buying Behaviour, Factors, Bibliometric Analysis

1.1 INTRODUCTION

The rapid development of digital technologies has transformed various aspects of economic and social life, including the way consumers purchase goods and services. The Internet has created a virtual business environment commonly referred to as e-retailing, providing businesses with new opportunities to interact with consumers beyond traditional physical stores. Consequently, retailers increasingly operate through both offline and online channels, while consumers have greater flexibility in deciding how, when and where to shop. The growth of online shopping has generated considerable academic interest in understanding why consumers choose online channels and what factors influence their purchasing decisions.

1.2 E-Retailing & Consumer Online Buying Behaviour

The term e-retailing emerged with the development of electronic commerce during the 1990s and refers to the selling of products and services to consumers through electronic and digital channels (Arora, 2017). It represents an important component of e-commerce, through which retailers interact directly with individual consumers using websites, applications and other digital platforms. In early stage e –retailing primarily served as information provider enabling consumers to obtain information about the products and services but generally complete their purchase through conventional channels. Today online shopping process resembles several stages of conventional shopping. Instead of physically entering a store, consumers enter a virtual store through a website or application, browse product categories, select products, make payment and receive the order at their preferred location.

Technological advancements have facilitated retailers to build well designed websites & applications providing detailed product descriptions, photographs, comparisons, customer reviews. multiple payment options, order tracking, personalized recommendations and return facilities which has helped reduce some of the uncertainties associated with purchasing products without physically examining them. Moreover, increased growth of mobile commerce and social commerce has enhanced the consumer acceptance, transforming e- retailing into complete market place. With rapid growth and diversification of e- retailing, consumer online buying behaviour is also evolving. Consumer behaviour is central to the success of any retail business. The online buying process includes: **Information Search → Evaluation of Alternatives → Purchase Intention → Actual Purchase → Post-Purchase Behaviour → Repurchase.**

This process demonstrates that online buying behaviour is broader than purchase intention alone. Consumers may search for information online without purchasing, or they may intend to purchase but discontinue the process because of concerns related to price, security, product quality, delivery or trust. Thus, consumer decisions are influenced by multiple factors throughout the buying process, which may affect differently in different stages, from information search and evaluation to purchase and repurchase. Consequently, comprehensive understanding of factors influencing consumer choices, preferences, and purchase decisions while buying online is vital for e-retailers to develop effective strategies and enhance customer satisfaction.

Table 1 shows the major factors studied by the researchers that influence consumers online shopping in present era.

S. No.	Major Dimension / Factor	Elements/Components	Explanation	Supporting Research Studies
1	Convenience and Efficiency	Time saving, easy navigation, accessibility, 24×7 availability, easy ordering, product comparison, effortless shopping	Reflects the ease, speed and flexibility offered by online shopping.	Bhandari & Kaushal (2013); Karthik & Deecan Sanyo Chillachi (2015); Banu (2017); Eni (2021); Mittal (2020)
2	Economic Factors	Price, discounts, offers, savings, bargains, payment options, perceived benefits	Represents the financial advantages and value consumers perceive from online shopping.	Ahmed (2017); Suhaily & Soelasih (2017); Khemka (2020); Chandrasekhar et al. (2024)
3	Product and Information Quality	Product quality, variety, product information, reviews, accuracy, completeness	Covers product evaluation and the availability of reliable information that reduces uncertainty.	Rajeshwari (2015); Khemka (2020); Kubanychbekova (2020); Mittal (2020)
4	Trust, Security and Perceived Risk	Trust, privacy, payment security, fraud, uncertainty, financial risk	Represents consumer confidence in online transactions and concerns regarding financial, privacy and product-related risks.	Adnan (2014); Rajeshwari (2015); Juyal (2017); Saifuddin (2018); Fachmi et al. (2019); Daroch (2020); Helmy et al. (2024)
5	Website and App Characteristics	Website design, app usability, interface, functionality, personalization, AI recommendations	Represents technological and interface features that influence the online shopping experience and purchase decisions.	Adnan (2014); Banu (2017); Eni (2021); Chandrasekhar et al. (2024); Helmy et al. (2024)
6	Delivery and Service Quality	Delivery speed, reliability, returns, refunds, customer support, complaint handling, after-sales service	Reflects the reliability and quality of services provided before, during and after purchase.	Karthik & Deecan Sanyo Chillachi (2015); Mittal (2020); Daroch (2020); Kubanychbekova (2020); Helmy et al. (2024)
7	Customer Satisfaction and Loyalty	Satisfaction, repurchase intention, loyalty, retailer reputation, service experience	Explains how positive online experiences contribute to satisfaction, repeat purchases and customer loyalty.	Suhaily & Soelasih (2017); Daroch (2020); Helmy et al. (2024); Venkatesh & Shankar (2002)
8	Psychological and Experiential Factors	Enjoyment, shopping experience, impulse buying, innovativeness, hedonic motivation, resistance to change	Captures emotional, psychological and experiential influences on online and offline shopping preferences.	Bhandari & Kaushal (2013); Karthik & Deecan Sanyo Chillachi (2015); Eni (2021); Ahmed (2017); Chandrasekhar et al. (2024); Kumar (2015)

S. No.	Major Dimension / Factor	Elements/Components	Explanation	Supporting Research Studies
9	Online–Offline Shopping Preferences	Touch-and-feel, physical examination, social shopping, store experience, interpersonal interaction, resistance to change	Highlights the continuing importance of physical stores and explains why some consumers prefer offline shopping despite online convenience.	Kumar (2015); Karthik & Deecan Sanyo Chillachi (2015); Barvin (2014); Wassana (2021); Cassandra Ranee (2019)
10	Emerging Digital Influences	Social media, influencers, social commerce, AI, personalization, digital transformation, AR/VR, omnichannel retailing	Represents emerging technological and social influences that are reshaping consumer buying behaviour and retail channels.	Saraladevi et al. (2019); Cassandra Ranee (2019); Jyoti (2022); Higuera-Castillo et al. (2022/2023); Wang (2023); Sonu (2023); Bharti (2024); Chandrasekhar et al. (2024)
11	Consumer Background/(Demographic) Variables	Age, gender, income, education, occupation	Describe differences among consumer groups and are generally used as demographic or control variables rather than core determinants.	Barvin (2014); Juyal (2017); Akter & Saifuddin (2018); Abir et al. (2020); Wassana (2021); Bajpaia (2021)
12	Previous Online Experience	Purchase frequency, previous experience, technological familiarity, digital skills, habit	Reflects consumers' prior exposure to online shopping and technology, which can influence subsequent buying behaviour.	Kanchan (2015); Juyal (2017); Higuera-Castillo et al. (2022/2023); Wassana (2021)

Table 1: Major Dimensions/Factors Influencing Online Buying Behaviour

2. JUSTIFICATION FOR A BIBLIOMETRIC INVESTIGATION

Existing reviews are generally fragmented some concentrated on individual factor or specific factors or theoretical perspectives, to reap the full potential of online channel deeper understanding of determinants influencing consumer's online buying behaviour is essential. The objective to use bibliometric analysis methods in this study is to comprehend and presents a systematic assessment of the knowledge domain, identifying research deficiencies, and provide significant insights. So, business owners, academicians' and researchers can use these data analysis and interpretation results as a reference and guidance for future academic research, managerial decisions, and policy formulation in digital consuming situations.

3. BIBLIOMETRIC RESEARCH METHODS

Bibliometrics is a tool method technology that was established British librarian Alan Pritchard 1969 in the field of library and information science. This study applied a bibliometric analysis to get a full understanding and interpretation of scientific publication results. It is a quantitative approach for assessing textual and bibliographic data, facilitating a systematic investigation of publication trends and academic communication frameworks (Ahmuda,2024; Donthu,2024; Goyal,2020). This method enables researchers to get significant insights from literature reviews, such as thematic development and research deficiencies, through the statistical analysis of extensive literary collections (Ahmuda,2024; Poje,2021). It facilitates the discovery of research patterns, the mapping of discipline-specific knowledge structures, and the evaluation of significant studies to comprehend the contemporary research landscape (Mohammed and Li, 2023; Radeef and Velmurugan, 2025; Ahmuda and Yakhlf, 2024; Aghel et al., 2025). Fundamental bibliometric methodologies encompass authorship analysis, citation analysis, bibliographic coupling, co-citation analysis, and co-word analysis, collectively offering an extensive picture of a discipline (Donthu et al., 2021; Ahmuda and Yakhlf, 2024). There are two main procedures combined in bibliometrics according to (Noyons et al., 1999) the first one is performance analysis and the second one is science mapping. In conducting this study, the researcher uses three stages process including search criteria and source identification, software and data extraction, and the last stage is data analysis and interpretation.

Source of Data

Bibliometric analysis is a quantitative approach that employs statistical and mathematical methods to assess scientific publications and their metadata, thereby delineating research productivity, scientific impact, and the intellectual and social framework of a discipline (Donthu et al., 2021; Ninkov et al., 2021; Gutiérrez-Salcedo et al., 2018; Salinas-Ríos and López, 2022; L. L. Li et al., 2009). This study utilizes extensive bibliographic databases, including Web of Science, Scopus, and Google Scholar, employing indicators related to publications, citations, co-authorship, and co-occurrence to delineate performance and knowledge structures (Donthu et al.,

2021; Ellegaard and Wallin, 2015; Gutiérrez-Salcedo et al., 2018). The selection of an appropriate bibliographic database is a critical step in bibliometric research because the database serves as the primary source to filter articles that are relevant to the research issue under investigation (Thielen et al., 2016). Consequently, Scopus database was selected for this specific research endeavor due to its comprehensive multidisciplinary journal coverage, meticulously curated and high-quality citation data, and enhanced author and institutional profiles, facilitating thorough citation analysis and network mapping (Baas et al., 2020; Mongeon and Paul-Hus, 2015; Moral-Munoz et al., 2020; Magadán-Díaz and Rivas-García, 2022).

Defining Keywords

It is essential to use keywords that are appropriate and relevant if a researcher want to get the highest possible degree of accuracy in the findings for the study (Achimugu et al., 2014). The selection of appropriate keywords will directly affect the result findings of a bibliometric research study (X. Li et al., 2017). The keywords for this study were strategically selected based on previous research, as identification and analysis of the factors influencing consumers' online buying behavior is essential to understand consumers' decisions to engage with, purchase from, and continue using online retail platforms. Such an insight is essential for examining the evolving dynamics of e-retailing and consumer participation in online markets.

TITLE-ABS-KEY (("online buying behaviour" OR "online buying behavior" OR "online purchase behaviour" OR "online purchase behavior" OR "online shopping behaviour" OR "online shopping behavior") AND (determinant* OR factor* OR antecedent* OR predictor*))

This methodology supports the comprehensive collection of pertinent material across several fields, thereby providing a robust foundation for a thorough analysis and interpretation of the relationship between the Factors and Online Buying Behaviour.

Inclusion and Exclusion Criteria

The analysis of this study is using several steps limitation as inclusion and exclusion criteria in order to ensure that the results are as relevant as possible. The first stage strategy analysis after deciding the keywords is distribution years, it is decided that the years of 2006 through 2026 would be applied to cover the desired data. This study is limited to English-language publications, emphasizing data integrity and error minimization during extraction from Scopus and other databases, in accordance with the methodological standards set by Donthu et al. (2021).

Our research must focus on specific domains pertinent to our topic of inquiry therefore, the study focusing on fields such: "Business, Management and Accounting," "Social Sciences," and "Economics, Econometrics and Finance." are included to ensure that the collected resources directly facilitate our research. This tailored method enables a thorough examination of pertinent literature, the extraction of significant discoveries, and the

enhancement of knowledge within our specific research domain. Moreover, by choosing the “Articles and Review” category, we emphasize scholarly articles that have completed stringent peer review processes. We see these publications as invaluable source because of their rigorous methodology, theoretical progress, and empirical proof, making them crucial for developing a robust research foundation. This criterion enables comprehensive analysis and promotes knowledge sharing throughout the worldwide academic community. At the end, 295 articles are used as a final article are included for the literature.

Data Extraction

In this study, the obtained articles data are retrieved directly from the Scopus database on September 2026, with CSV (comma-separated values) files format. Stringent data cleansing and validation protocols are executed, using OpenRefine application in order to obtain reliable results in analysis. The natural language processing (NLP) capabilities of VOS viewer are utilized to optimize the keyword corpus by removing redundant terms and standardizing abbreviations thus improving the reliability and interpretability of subsequent bibliometric analyses.

The next stage, all the data results are evaluated and analyzed using Tableau, Microsoft Excel 2016 and VOS Viewer software. The findings of the study are displayed in the form of graphs using tableau and maps in VOS Viewer.

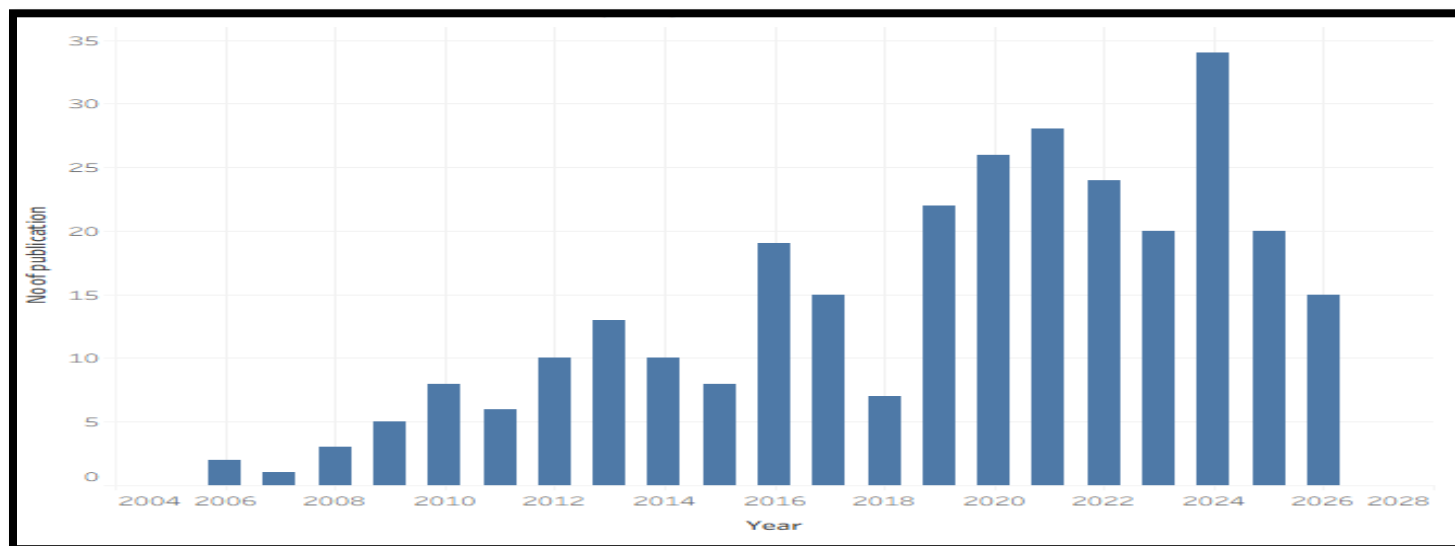
4. RESULTS AND DISCUSSION

After completing all the stage process, a bibliometric analysis is performed to obtain a research result. (Merigó & Yang 2017) mentioned that to the explore an overall view of a certain subject of study the usefulness of bibliometric analysis originates. The study uses numerous methodologies to examine qualitative and quantitative changes in the topic of scientific inquiry is known as bibliometrics analysis. The concept of bibliometrics encompasses a wide range of activities, including the creation of a publishing profile for a certain topic, as well as the analysis of structural and trend features of research conducted within a given field (Systems et al., 1986). The bibliometric approach may be subdivided into two different subfields: performance analysis and scientific chart mapping, which is also known as bibliometric mapping. Both of these keywords refer to different aspects of the method. The procedure starts out with an analysis of the performance from the preceding period (Noyons et al., 1999).

Publication Trends

After reviewing the qualifications for inclusion and exclusion criteria, 296 article type of documents are used and analyzed in this study. As seen in Picture 1, research work with the title “A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior” was first published in 2006 by Hsu et al. (2006) in International Journal of Human Computer Studies. The graph shows a gradual

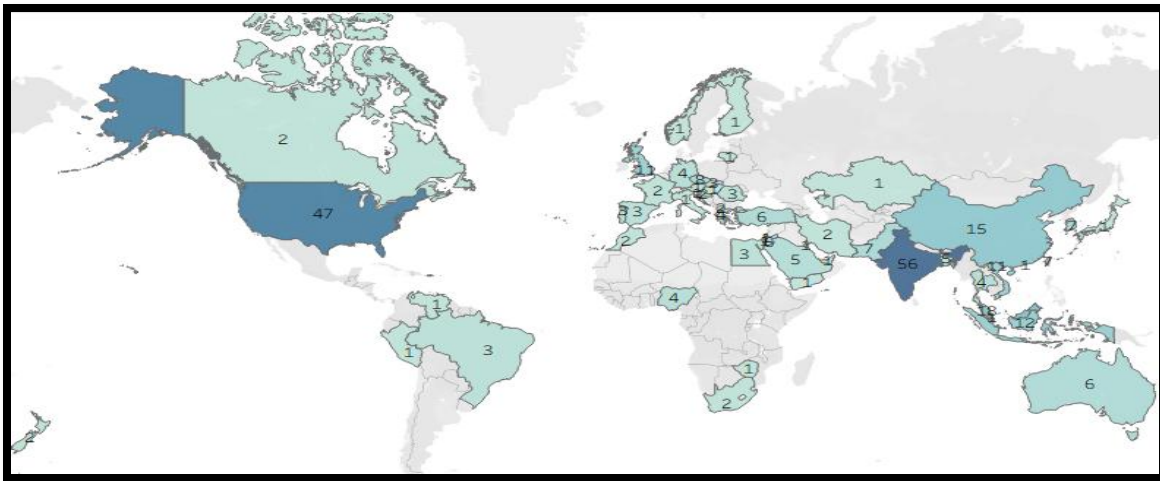
increasing trend in the subject followed by fluctuations in annual research within the study period. A notable increase is observed from 2019 onwards, with the annual publication output reaching 22 articles in 2019, 26 in 2020, and 28 in 2021. The highest publication output was recorded in 2024, with 34 publications. Overall, the distribution indicates an expanding research trajectory in online buying behaviour, with publication activity becoming more evident during the later years of the observation period.



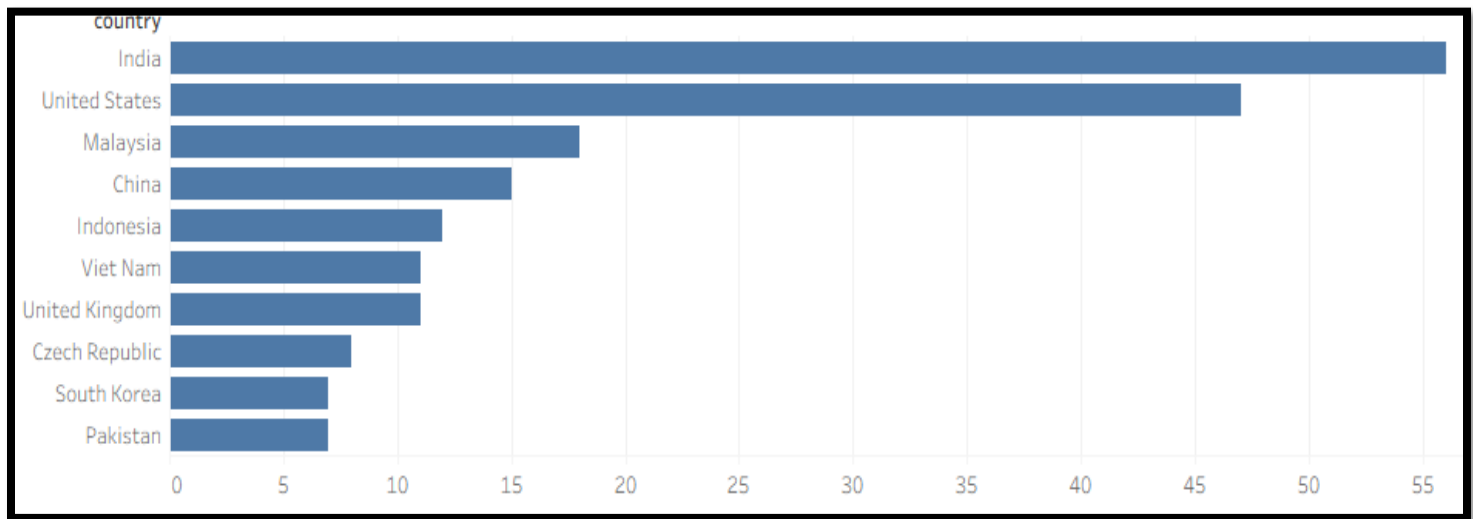
Picture 1. Annual Publication Trend

Countries' Contribution on Factors influencing Online Buying Behaviour Research

The geographical distribution of publications was analysed based on author-affiliated countries. The Tableau map identified contributions from 53 countries across the selected dataset of 296 publications. The publication counts varied considerably across countries, indicating differences in the geographical distribution of research on Online Buying Behaviour. According to the findings, India and United States have most of the contribution to the publications with the number of 56 (India) and 47 (US) respectively. Publication contribution by other countries is as following- Malaysia (18), China (15), Indonesia (12), Vietnam (11), United Kingdom (11), Czech republic (8) and Taiwan, South Korea and Pakistan each accounted for 7 publications.



Picture 2. Country-wise Distribution of Publications

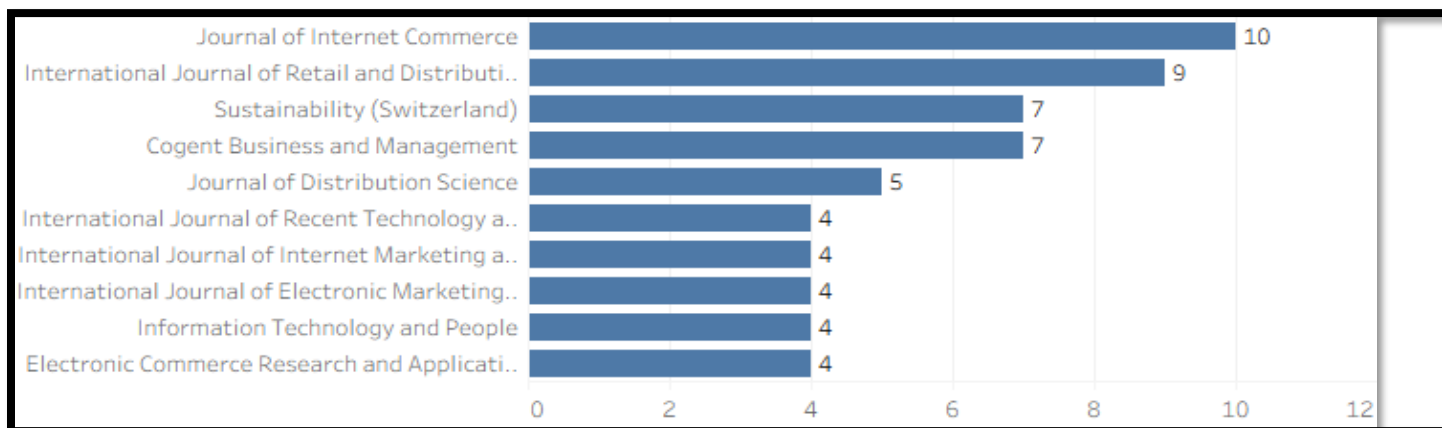


Picture 3. Top 10 Countries Publication

Journal Contribution on Factors influencing Online Buying Behaviour Research

Articles about factors influencing Online Purchase Behavior are published in a variety of journals, one of it is the Journal of Internet Commerce. Due to the rapid expansion of this subject, publications pertaining to this topic are published in a variety of journals in order to provide interpretation for the findings that is found in the research's. Picture 4 illustrates the top 10 journals that have made the most significant contributions to the fields. This facilitates the classification of journals and the systematic analysis of the papers they publish. In this investigation, the data from the journals are ranked from one to ten according to the amount of contribution each one has made. The journal that has the most articles published is the "Journal of Internet Commerce," which has published 10 articles. This is followed by "International Journal of Retail and Distribution Management," which has published 9 articles, "Sustainability (Switzerland)," and "Cogent Business and Management," each has published 7 articles, "Journal of Distribution Science," which has published 5 articles and "International Journal of Recent Technology and Engineering," International Journal of Internet Marketing and Advertising," "International Journal of Electronic Marketing and Retailing," "Information

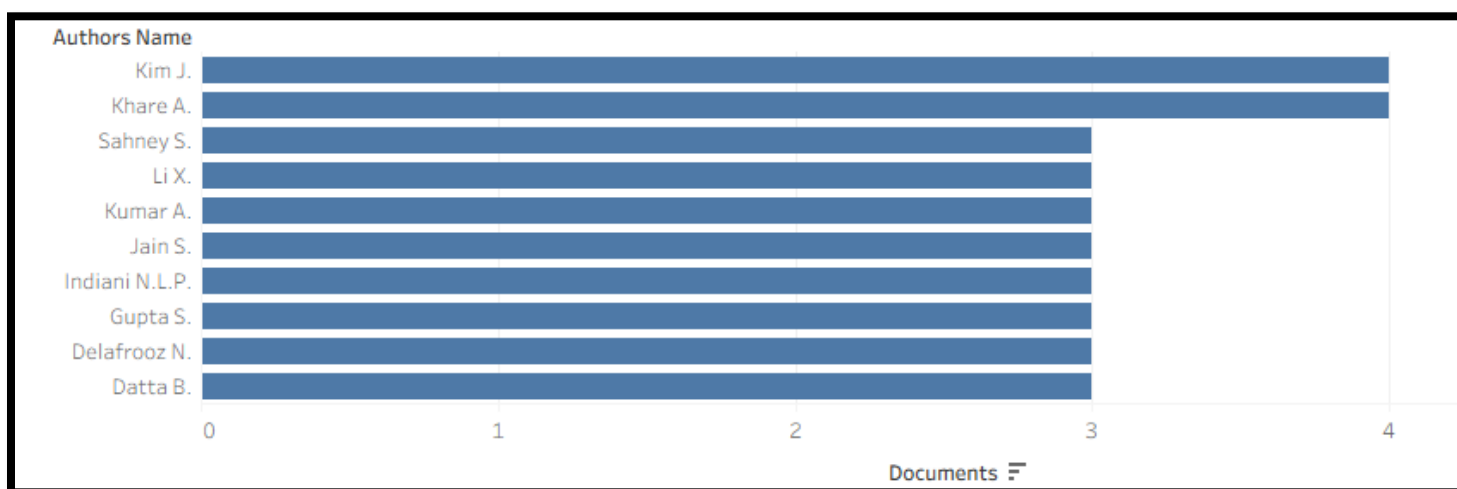
Technology and People," and "Electronic Commerce Research and Application ," each has published 4 articles. Through this analysis, it can be observed that the Journal of Internet Commerce has contributed the highest number of publications to the field, suggesting that it may represent a preferred choice of publication outlet among researchers working on online buying behavior.



Picture 4. Top 10 Journal Contribution

Authors' Contribution to Factors influencing Online Buying Behaviour Research

While analyzing the quantity of documents published by authors in the field of Study of factors influencing Online Purchase Behavior, research found that Kim J and Khare A. are the most contributive authors with the total number of four articles. The analysis is limited to scholarly publications which are published between 2006 to 2026 and that addressed issues concerning factors influencing online buying behaviour. This distribution indicates that research on online buying behaviour is spread across a relatively diverse group of researchers, reflecting growing scholarly interest and continued research engagement in this domain.

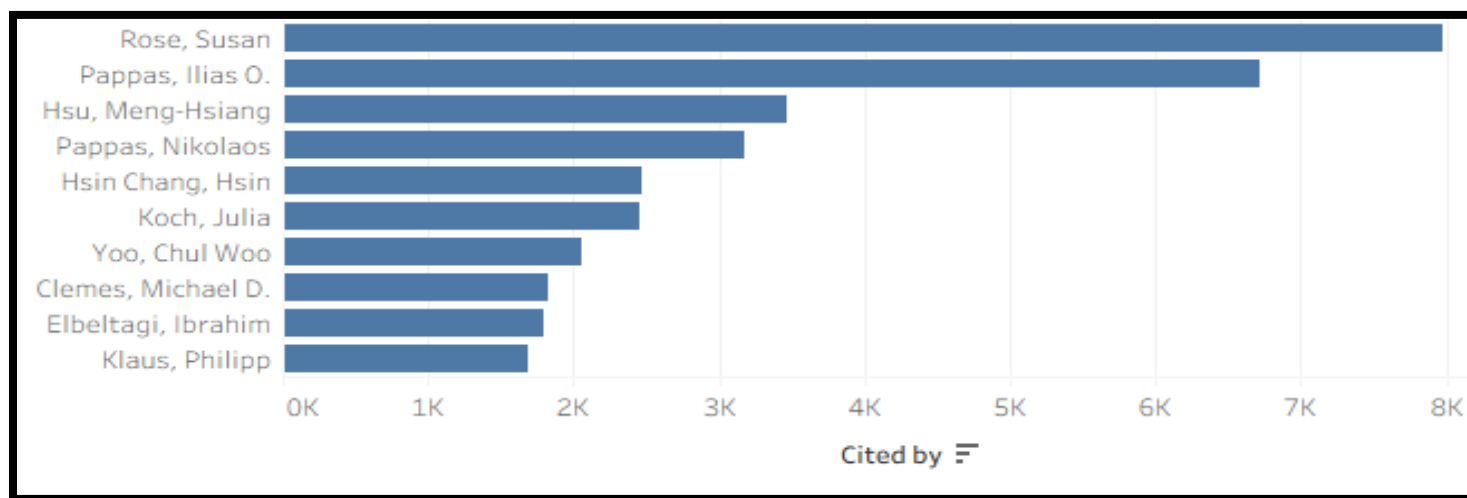


Picture 5. Top 10 Authors contribution

The Most Cited Authors in Purchase Intention in e-commerce Research

Throughout the years of publication study, a variety of publications have published a number of notable studies on the subject factors influencing online buying behaviour. Publications may be categorized based on the total number of citations that they have received. It is one of the ways that can be used to identify the contribution of the authors (Merigó et al., 2015), which is used as the method of previous study. It is considered that the total number of citations of an article paper receive, reflects the level of influence, productivity, and contribution from the scientific community. Based on the result on the Scopus database, the most cited authors in the study of field, factors influencing Online Purchase Behaviour can be discovered.

Among the 295 articles discovered in this study; Rose and Susan is considered as the most notable author with the total number of citations 7974. Followed by the second author Pappas, Ilias O with the total number of citations 6723. At third position is Hsu, Meng Hsiang., that have 3465 citations in this field. After that, Pappas, Nikolaos. (3177 citations), Hsin Chang, Hsin, (2466 citations), Koch, Julia, (2448 citations), Yoo, Chul Woo. (2052 citations), Clemes, Michael D, (1818 citations), Elbeltagi, Ibrahim (1791 citations), and the last author in the top 10 position is Klaus, Philipp, with total number of 1683 citations. All the information regarding to the total number of citations are represented in Picture 6.



Picture 6. Top 10 Authors' Citations

The Most Used Keywords in Studies

To analyze the co-occurrence of keywords, a network analysis was conducted. The minimum number of occurrence of keywords was set to five. Out of 1232 keywords, 43 met the threshold. For each of the 43 keywords, total links and the total strength of the co-occurrence links with other keywords were calculated and the result is shown in Table2

label	Occurrences	Links	Total link strength
online shopping	88	39	181
e-commerce	71	36	171
consumer behaviour	50	32	126
online buying behaviour	49	29	80
perceived risks	27	27	64
trust	26	26	63
covid-19	23	21	47
internet	22	29	72
purchase intention	18	16	29
online purchase behaviour	15	8	19
online purchase intention	15	12	24
shopping activity	15	19	55
sales	14	20	48
buying behaviour	12	13	23
consumption behavior	12	15	41
customer satisfaction	12	19	43
online purchase	12	15	19
marketing	10	24	38
satisfaction	10	17	29
india	9	19	25

Table 2: Top 20 Keywords Occurrences and Total Link Strength

perceived usefulness represent consumer perceptions towards technology while convenience denotes the practical benefit consumers derive by purchasing online. Consumer trust shows how consumer perceive safety and reliability of technology which can further form his willingness to engage in online transactions. The presence of the Technology Acceptance Model (TAM) indicates use of theoretical foundation to explain consumers' acceptance of online shopping technologies. The appearance of India indicates the geographical context of several studies within this cluster.

Cluster 3 – Environmental Factors on Internet Shopping Activity

The Blue cluster is associated with terms COVID-19, travel behavior, theory of planned behavior, internet, shopping activity, perception, satisfaction and Structural Equation Model. During the pandemic, health perceptions and lockdowns strictly restricted physical travel behavior. As a direct result of these physical restrictions, internet shopping activity emerged not just as a convenience, but as an absolute necessity. Theory of Planned Behavior (TPB) evaluates that risk perceptions during the pandemic that has shifted consumer intentions toward digital alternatives. SEM reflects the methodological approach used in several studies to examine relationships among variables. This cluster therefore connects environmental factors i.e. the Impact of COVID-19 and Travel Restrictions on Internet Shopping Activity.

Cluster 4 – Perceived Risk, Trust and Online Purchase

The yellow cluster is centered around online purchase, purchase intention, perceived benefits, perceived risks, e-wom and trust. This cluster represents the online buying risk–benefit and trust dimensions. The studies show that Consumers analyze and compare the benefits and risks associated with online purchasing. Perceived risk is particularly important because concerns about transactions, privacy, security, product uncertainty and other forms of online risk can influence purchase-related decisions. At the same time, trust and positive e-wom can reduce uncertainty and support consumers' willingness to purchase online. Thus, this cluster reflects research examining the relationship between perceived benefits, perceived risks, trust and online purchase behaviour.

Cluster 5 – E-commerce and Social media & marketing

The Purple cluster comprises key terms such as consumer behaviour, e-commerce, marketing, social media, e-retailing, and sales. This reflects e-retailers intensified focus on marketing promotion activities and social media elements. Marketing promotion and social media supports in consumer engagement and sales in the online marketplace.

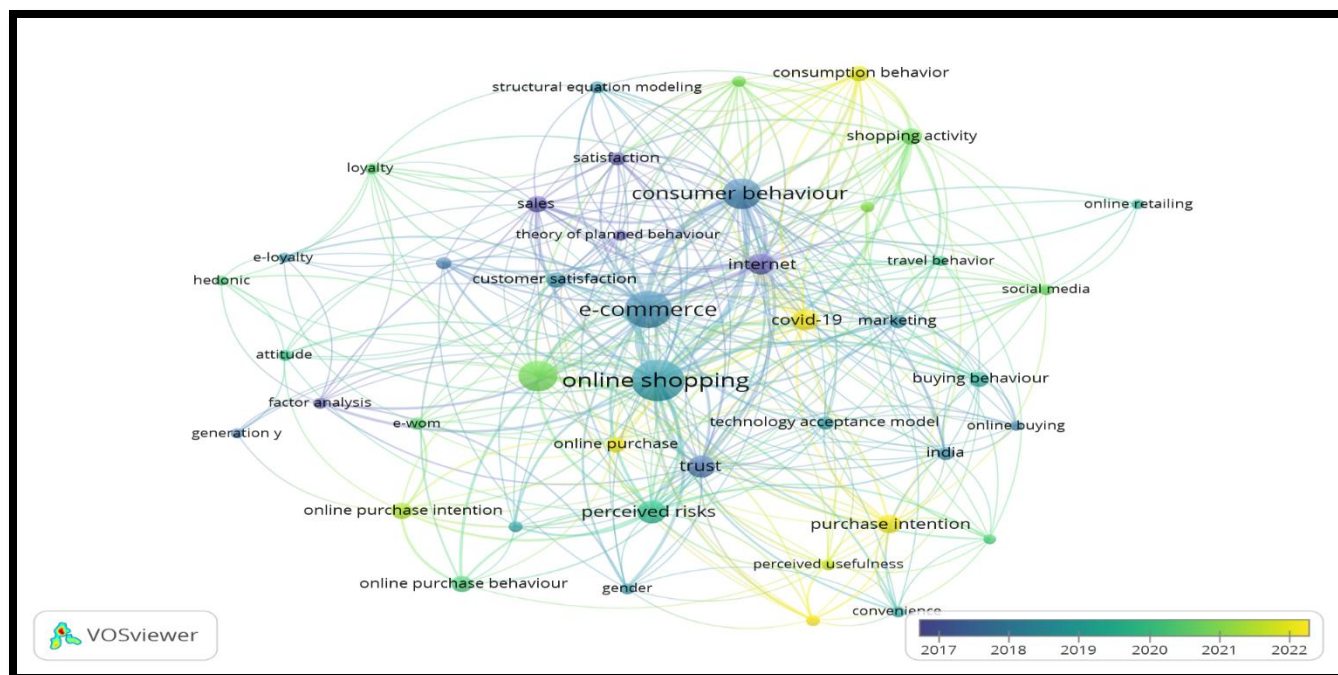
Overall interpretation

The five clusters demonstrate that research on online buying behaviour is not restricted to a single dimension. The literature covers consumer experience, attitudes and loyalty, technology acceptance, impact of Covid-19, trust and perceived risk, and the e-commerce/digital environment. The central position and relatively large nodes for online shopping, e-commerce and consumer behaviour indicates their importance in connecting different research themes.

Trends Keywords in Studies

VOS Viewer performs an overlay visualization analysis on the keyword presenting the temporal evolution of research on online buying behaviour from 2017 to 2022 in picture 8. The tone of each node is an indication of the typical number of publications that have been linked to the keywords connected with that node, over the years (Tang et al., 2017). The nodes that are depicted by blue colour presents the keywords that were used most often at the beginning of our study period. Meanwhile, yellow nodes are correlate to latest keywords in a publication. By categorizing the keywords as older and latterly used, we are able to explain the most discussed subjects and emerging trends.

The picture 8 shows that “online shopping,” “e-commerce,” “consumer behaviour,” “internet,” “trust,” and “perceived risks” are prominent terms located around the central of the research structure mainly represented by blue to green shades, signifies the core concepts studied during the earlier and middle stages of the study period. Earlier research indicates emphasis on basic adoption and behavioural aspects. As timeline advanced toward (2021-2022) shown by yellow hues, themes including purchase intention, perceived usefulness, convenience, consumption behavior and ease of use, indicates a distinct transition towards psychological and experiential focused viewpoints on online buying behavior.



Picture 8: Overlay Visualization of Keywords Trends

Overall, the overlay visualization indicates a progression from foundational themes such as e-commerce, online shopping, trust, perceived risk, and technology acceptance towards more specific consumer-oriented themes such as purchase intention, convenience, perceived usefulness, consumption behaviour, and shopping activity. Thus, the research field appears to have gradually expanded from explaining why consumers adopt online shopping to examining how consumers behave and what factors shape their online purchasing decisions. This suggests increasing research attention towards specific factors influencing consumers' online purchasing decisions and actual shopping experiences.

5. CONCLUSION

An analysis of factors influencing online purchase behavior using bibliometric methods indicates the emergence of worldwide research trends on the topic throughout the study period. For this bibliometric analysis articles from the Scopus database is considered to be the most pertinent. Using the relevant keywords 296 documents were obtained related to this discussion topic. 2006 is marked as the first publication year for the study of factors influencing online purchase behaviour publications. Researcher found that “longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior” was the first published article in 2006 by Hsu et al. (2006) in International Journal of Human Computer Studies. Subsequently, in 2019 there is a significant growth in the number of publications compared to the previous years. Based on the results obtained in this study, India and United States have the utmost contribution to the publications followed by the other countries such as Malaysia, China, Indonesia, Vietnam, United Kingdom, Czech Republic, Taiwan, South Korea and Pakistan. These countries are considered as the top ten productive countries. The articles produced

by these nations are published in the most prominent journals worldwide. Journal of Internet Commerce has produce 10 articles on the topic and emerged as most preferred journal choice for the topic. It is found that Kim J and Khare A. are the most contributive authors to the studied subject, with four articles each. According to the analysis of cited paper all over the world, Rose and Susan is considered as the most notable author with the total number of citations 7974.

In addition, Co-occurrence of Keyword analysis is done through network visualization that reveals that there are five different groupings of keywords that are connected to one another. The color associated with each cluster served as a visual representation of the cluster. The interconnectedness among these clusters indicates that online buying behaviour is studied as a multidimensional phenomenon involving psychological, technological, behavioural and environmental factors. Furthermore, the overlay visualization indicates a progression from foundational consumer behaviour research towards more specific consumer-oriented themes. Expanding the research dimensions from why consumers adopt online shopping to examining how they behave and what factors shape their purchasing decisions.

It is reasonable to deduce that till now we are lacking a comprehensive understanding of determinants influencing online buying behavior, which presently overlaps with facets associated to online buying keywords. Future studies must concentrate on the interplay between modern digital technologies and consumer psychology including how voice commerce, artificial intelligence, immersive technologies like virtual and augmented reality, personalization and real time data analytics influence the online buying behaviour. Comparative studies across cultures and region and longitudinal design studies are currently insufficient which requires adequate attention, to facilitate framing evidence based sustainable market policies.

The findings of this study are having a relevant implication to understand consumer online buying behaviour. It can be used as a guidance for future research aligning subsequent research with the most impactful keyword domains. Lastly, it can be concluded that these findings can give contribution and assistance to academics, business owners, and researchers to discover relevant information about factors influencing online purchase behavior as research.

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