Emerging Trends in Online Impulse Buying Behavior: A Bibliometric Analysis and Future Research Directions

Dr M.Ruby Evangelin[1], Dr A.Gokulakrishnan[2] and Dr P.Sasikumar[3]

Author's Specifications

1. Assistant Professor and Research Scholar, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai.

2. Assistant Professor and Research Scholar, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai.

3. Assistant Professor and Research Scholar, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai.

Abstract:

Online impulse buying behavior has become a rapidly growing area of research in the study of online consumer behavior over the past two decades. With increasing academic attention and publication opportunities, this paper presents a bibliometric review of the scientific literature in this field. The study examines 363 articles from the Scopus database, spanning the period from 2000 to 2023, to identify the most relevant and influential authors, countries, affiliations, highly cited documents, and commonly used keywords. Through bibliometric analysis, the study suggests specific future research agendas in online impulse buying behavior. This analysis provides valuable insights for researchers and practitioners, offering a roadmap to address key research gaps and emerging trends in this field. By understanding the major research streams and influential contributors, academics can direct their efforts toward critical areas of investigation, while practitioners can use the findings to formulate effective strategies for online retail and marketing. Overall, this study contributes to the understanding of the evolution of online impulse buying behavior research and its potential impact on consumer behavior. As the field continues to grow, it presents both challenges and opportunities for academics and practitioners alike. The bibliometric analysis serves as a foundation for further exploration and offers a comprehensive view of the research landscape, enabling scholars and industry professionals to make informed decisions and advancements in this dynamic domain.

Keywords: Online Impulse Buying Behavior, Bibliometric Review, Research Trends, Academic Literature, Consumer Behavior, Online Consumerism, E-commerce, Scopus Database

1. Introduction:

The rapid progress in internet technology and the rise of social media, mobile devices, analytics, and cloud computing (SMAC) have significantly disrupted consumer behavior in online shopping (Göttel et al., 2021). The internet has emerged as a prominent sales channel for marketers and a preferred marketplace for consumers. Numerous studies have acknowledged that e-stores or online retail stores have become the new norm (He and Liang, 2021) and are experiencing continuous growth (Yu et al., 2019).

Furthermore, the widespread availability of affordable internet access has empowered consumers with convenience and flexibility in shopping online at any time and from anywhere (Göttel et al., 2021). They can explore a variety of web stores (Graupner et al., 2021), compare options by reading reviews, and make purchases with a single click (Bourlakis et al., 2008;).

Online impulse buying behavior refers to the spontaneous and unplanned urge of consumers to purchase a product or service immediately in an online shopping environment (Lai, 2017). This behavior is influenced by a variety of intrinsic and extrinsic factors (Verma and Singh, 2019), which have been extensively explored in academic research. Understanding consumer activities and behavior in the online shopping environment is crucial for marketers as it allows them to effectively design unique selling propositions that attract, engage, and persuade consumers for online impulse buying (Gopu, 2019).

Online impulse buying behavior has garnered significant attention from both academic researchers and industry professionals. Various aspects, such as the design and aesthetics of virtual stores, website quality (Singh and Verma, 2018), engaging content (, ease of navigation, availability of credit cards, flexible payment options, and streamlined checkout processes, have been studied and found to positively influence online impulse buying among shoppers (Abdul Hamid et al., 2019).

Factors such as a wide product assortment, advanced marketing techniques, engaging presentations, and convenience and accessibility motivate consumers to consider online shopping (Singh and Verma, 2017;). Conversely, factors like delayed gratification, shipping and refund costs, and the inability to engage all five senses may discourage consumers from shopping online (Koufaris, 2013). The rise of social media and its widespread adoption has served as a positive catalyst for online shopping (Bashar et al., 2012). Consumers influence each other by sharing photographs, writing reviews, and providing recommendations about products and services through social media (Tariyal et al., 2020), thereby building positive brand perceptions and favoring impulse buying (Kim and Johnson, 2016).

Demographic variables, such as age, gender, income, and marital status, have been found to influence impulse buying behavior (Akram et al., 2016). Researchers have also examined the impact of digitization on social interactions, such as online reviews, electronic word of mouth (Singh and Verma, 2017), and product reviews (Ying et al., 2018). Perceived risks (Pappas, 2016; Souza and Dornelas, 2008), pricing and promotional strategies (Hultén and Vanyushyn, 2014), personal factors, personality traits (Ek Styvén et al., 2017;), situational factors, and time availability (Bashar, 2012) have also been identified as factors positively correlated with online impulse buying behavior.

However, it is worth noting that some researchers argue that online purchasing is a more rational process and cannot always be attributed solely to impulsive purchases (John et al., 2019). In these cases, consumers engage in information search, compare various products, and carefully consider their options before making a final decision (Verhagen and Van Dolen, 2011). Similarly, studies have shown that products such as clothing, which rely on touch and feel, are more likely to be purchased impulsively in physical stores where consumers can experience tangibility (Evangelin, 2021), compared to online shops where such sensory experiences are not possible.

Recently, several scholars have conducted reviews of existing literature on online impulse buying behavior, examining frameworks used, research outcomes, and future research directions (Bellini et al., 2017). Some recent studies have aimed to describe the current state of research on online impulse buying behavior, focusing on theoretical foundations, research methodologies, research contexts, and factors influencing online impulse buying (Abdelsalam et al., 2020).

However, these studies have not thoroughly explored major trends, sources of articles, author analytics, social structure, conceptual structure, and intellectual contributions to the body of knowledge. Given the widespread adoption of online shopping and impulsive behavior, it is crucial to carefully examine previous literature, systematically synthesize its findings, identify research gaps and limitations, and propose future research directions for academics and businesses.

The primary objective of this study is to provide an overview of the existing research landscape on online impulsive buying. The scope of the study is guided by the following research questions:

RQ1: What are the current publication trends in online impulsive buying in terms of time, journals, disciplines, authors, affiliated countries and institutions, type of study, and economic contexts?

RQ2: Which are the influential studies and themes of research in the domain of online impulsive buying?

RQ3: What is the intellectual structure of research on online impulsive buying, how has it evolved over the years, and what are the recent research trends in this domain?

RQ4: What are the existing gaps and areas for future research in the study of online impulsive buying?

The structure of this paper is organized as follows: Section 2 outlines the methodology utilized for analysis and data collection. Section 3 presents the findings related to publication trends in research on online impulsive buying. Section 4 examines the citation network within the field, while Section 5 focuses on page-rank analysis. Section 6 provides a comprehensive keyword analysis, and Section 7 explores co-citation analysis. Section 8 presents a detailed content study

of the literature from the past four years. Section 9 delineates the conceptual framework of online impulsive buying, and Section 10 includes the discussion of the findings. In Section 11, future research avenues are suggested, considering theoretical advancements, methodological enhancements, and contextual considerations. Finally, the study concludes in Section 12, summarizing the key findings and implications.

2. Research Methodology

This article aims to provide a comprehensive bibliometric analysis of research on online impulsive buying. To begin, a retrieval approach is employed to identify relevant publications from the respective database. Bibliometric analysis, a quantitative study of publication records, citations, and citation patterns, is utilized to offer researchers reliable and high-quality academic material. This method has become the primary approach for bibliometric analysis, gradually replacing other sources. Through bibliometric analysis, researchers gain valuable data to evaluate the status and growth of the online impulsive buying research field, assess the relative importance of different works within the overall literature, and compare their own performance with that of other scholars.

The article discusses the fundamental traits of the identified articles, including annual indicators, publication types, study areas, and highly referenced publications. Additionally, a variety of complementary bibliometric approaches and tools are utilized to analyze influential countries/regions, institutions, authors, and their collaboration connections. The analysis also identifies future trends, hotspots, and research horizons in the field of online impulsive buying. Furthermore, the article delves into discussions regarding current hot topics, upcoming trends, problems, and limitations in the field. It highlights that bibliometric techniques are considered scientific expertise and play a crucial role in research evaluation methodologies, particularly in the sciences and applied fields.

3.1 Database Retrieval

According to Zhang, 2018 when it comes to researching online impulsive buying, Google Scholar generates results with varying levels of accuracy. Additionally, citation analysis from Scopus provides a 20% broader coverage compared to Web of Science. To retrieve relevant documents from the database, the following syntax, as depicted in Figure 1, is employed. In the case of online impulsive buying, a total of 345 publications indexed in Scopus were retrieved for the period spanning 2000 to present. The Scopus database was utilised to search for publications in the subject of online impulsive purchasing behaviour; a combination of keywords was used to identify the articles that were most suited for this context from the Scopus database.

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Search within
Article title, Abstract, Keywords

Search documents *
online impulse buying

Published from
2000

To
Present

Added to Scopus
Anytime

+ Add search field   Remove date range   Advanced document search >   Reset   Search

3.2 Number of Publications:

As shown in Fig. 2, the number of publications on the study of online impulsive purchasing throughout time has been collated in order to assess the development trend of this category. According to statistics obtained from 2000 to the present, only 63 papers were published on the subject of online impulsive purchasing until the year 2008, after which the number of publications increased. The growing trend also implies that these topics will attract attention from the academic and scientific communities in the future years.

Documents by year
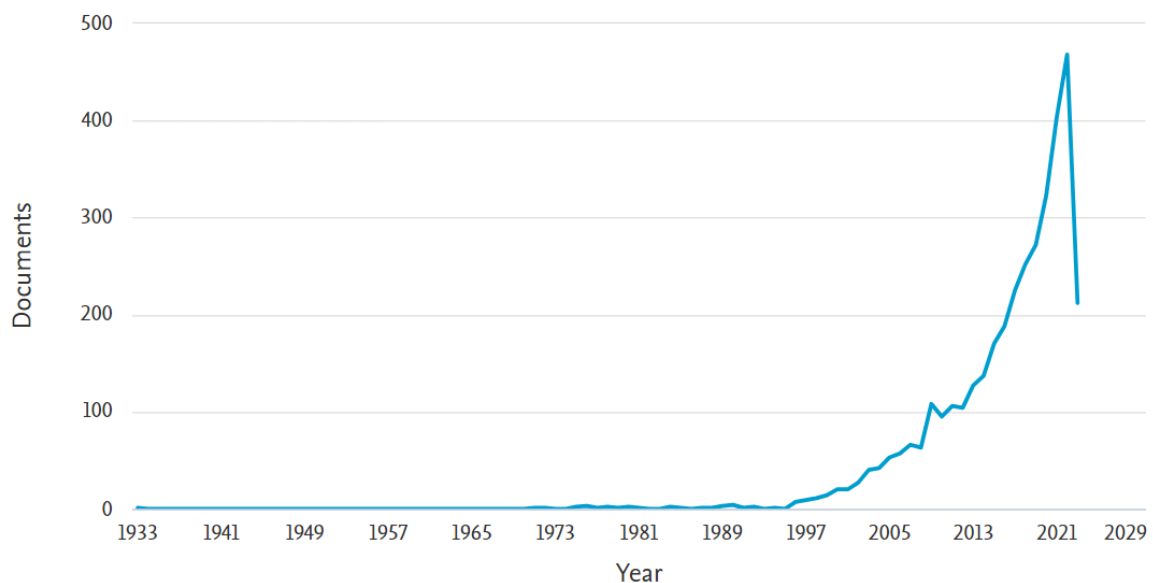
Aside from an increase of 468 articles in 2022, it fell dramatically in 2023 to just 212 publications, a 52% decrease from 2022 over a year.

3.3 Subject Area of Publication

The figure 3 provided presents the distribution of publications related to online impulse buying behavior across various subject areas. The number of publications and their corresponding percentages are outlined for each subject area. Here is an interpretation of the table:

- Business, Management, and Accounting: This subject area has the highest number of publications, with 169 articles, accounting for 49% of the total publications in the field of online impulse buying behavior.

- Computer Science: The field of Computer Science closely follows with 134 publications, comprising 39% of the total. This indicates a significant focus on the technological aspects and implications of online impulse buying behavior.

- Social Sciences: With 71 publications (21%), the Social Sciences domain demonstrates its relevance in understanding the behavioral and societal aspects of online impulse buying.

- Economics, Econometrics, and Finance: This subject area accounts for 48 publications (14%), highlighting the economic and financial perspectives related to online impulse buying behavior.

- Engineering: Similar to Economics, Econometrics, and Finance, Engineering also has 48 publications (14%), emphasizing the technical and engineering aspects of online impulse buying platforms and systems.

- Psychology: Psychology contributes 40 publications (12%), underscoring the psychological factors and influences that drive online impulse buying behavior.

- Decision Sciences: With 35 publications (10%), Decision Sciences provide insights into the decision-making processes and models associated with online impulse buying.

- Arts and Humanities: This subject area has 17 publications (5%), suggesting a growing interest in understanding the cultural and artistic dimensions of online impulse buying behavior.

- Environmental Science, Medicine, and Agricultural and Biological Sciences: These subject areas each have 15 publications (4%), reflecting the intersection of online impulse buying with environmental sustainability, healthcare, and agricultural domains, respectively.

- Mathematics, Energy, and other subject areas: These subject areas have relatively lower numbers of publications, ranging from 10 to 2, indicating a lesser emphasis on these specific fields in the context of online impulse buying behavior.

Overall, the distribution of publications across various subject areas demonstrates the multidisciplinary nature of research on online impulse buying behavior, incorporating aspects from business, technology, social sciences, psychology, and more.
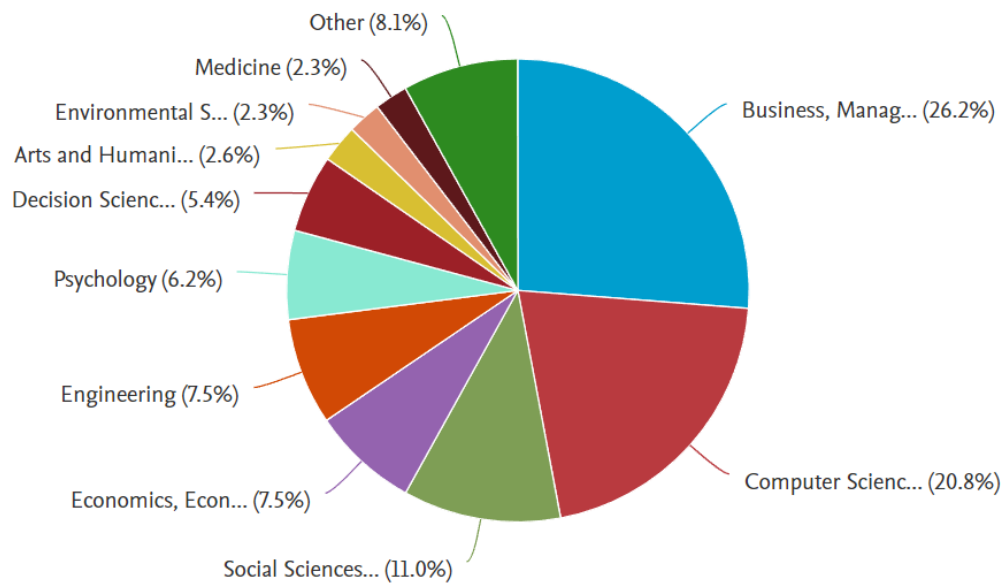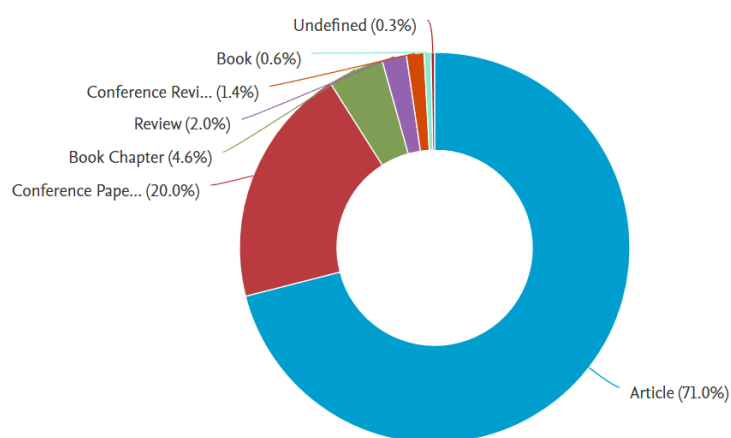
SUBJECT AREA	No of Publications	Percentage
Business, Management and Accounting	169	49
Computer Science	134	39
Social Sciences	71	21
Economics, Econometrics and Finance	48	14
Engineering	48	14
Psychology	40	12
Decision Sciences	35	10
Arts and Humanities	17	5
Environmental Science	15	4
Medicine	15	4
Mathematics	12	3
Energy	10	3
Agricultural and Biological Sciences	7	2
Multidisciplinary	6	2
Health Professions	3	1

Materials Science	3	1
Neuroscience	3	1
Physics and Astronomy	2	1

3.4 Types of Publications

The Fig:4 provided presents the distribution of publications related to online impulse buying behavior based on their types. The different types of publications and their corresponding counts are as follows: There are 245 articles, indicating that this is the most common type of publication in the field of online impulse buying behavior. The Conference papers account for 69 publications. These are typically research papers presented at conferences or symposiums focusing on the topic of online impulse buying behavior. There are 16 publications categorized as book chapters. These are sections or chapters contributed by authors in edited books or scholarly volumes dedicated to online impulse buying behavior. The category of reviews includes 7 publications. These are likely literature reviews or systematic reviews that summarize and analyse existing research on online impulse buying behavior. There are 5 conference reviews, which are likely summaries or evaluations of conferences or events related to online impulse buying behavior. Two publications fall under the category of books. These could be comprehensive works solely dedicated to the topic of online impulse buying behavior.

Overall, the distribution of publication types provides insights into the formats in which research on online impulse buying behavior is disseminated. The majority of publications consist of articles, followed by conference papers and book chapters. Reviews, conference reviews, and books also contribute to the scholarly literature in this field.

Document Type	No of Publications	Percentage

|		
Article	245	71
Conference Paper	69	20
Book Chapter	16	5
Review	7	2
Conference Review	5	1
Book	2	1
Undefined	1	0

3.5 Publications by Country Wise

The table provided presents the distribution of publications related to online impulse buying behavior based on the countries of origin. The countries, along with the number of publications and their corresponding percentages, are as follows: With 73 publications, China has the highest number of publications in the field of online impulse buying behavior, accounting for 21% of the total. The United States follows closely with 53 publications, representing 15% of the total. India contributes 39 publications, making up 11% of the total. Taiwan has 38 publications, also accounting for 11%. With 27 publications, Indonesia represents 8% of the total. Malaysia contributes 25 publications, making up 7%. South Korea: South Korea has 17 publications, representing 5% of the total. Spain: Spain accounts for 11 publications, comprising 3%. Viet Nam: Viet Nam contributes 10 publications, representing 3%. Portugal: Portugal has 9 publications, also accounting for 3%. The remaining countries in the list have varying numbers of publications, each representing 2% or 1% of the total. These include Canada, Hong Kong, Pakistan, United Kingdom, Australia, France, Singapore, Turkey, Italy, United Arab Emirates, Brazil, Denmark, Germany, Sweden, Thailand, Finland, Iran, Netherlands, Russian Federation, Belgium, Japan, Macao, Norway, Poland, South Africa, Sudan, and Tunisia. Overall, the distribution of publications across countries provides insights into the geographic representation of research on online impulse buying behavior. China, the United States, India, and Taiwan are among the leading contributors to the literature in this field.

Country	No of Publications	Percentage
China	73	21
United States	53	15
India	39	11
Taiwan	38	11

Indonesia	27	8
Malaysia	25	7
South Korea	17	5
Spain	11	3
Viet Nam	10	3
Portugal	9	3
Canada	8	2
Hong Kong	8	2
Pakistan	7	2
United Kingdom	7	2
Australia	6	2
France	6	2
Singapore	6	2
Turkey	6	2
Italy	5	1
United Arab Emirates	5	1
Brazil	4	1
Denmark	4	1
Germany	4	1
Sweden	4	1
Thailand	4	1
Finland	3	1
Iran	3	1
Netherlands	3	1
Russian Federation	3	1
Belgium	2	1
Japan	2	1

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Macao	2	1
Norway	2	1
Poland	2	1
South Africa	2	1
Sudan	2	1
Tunisia	2	1
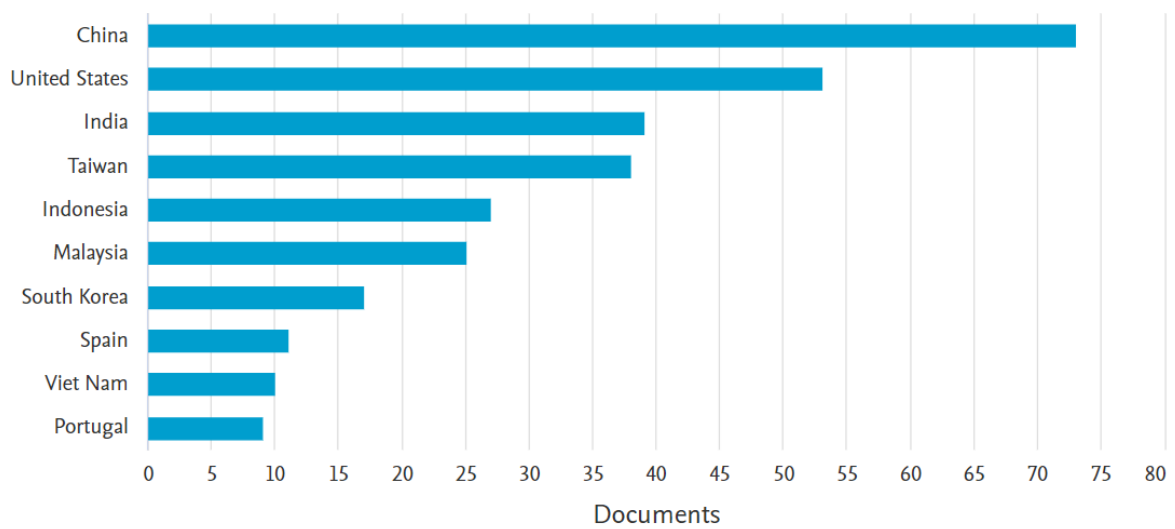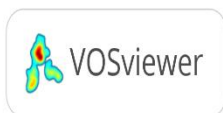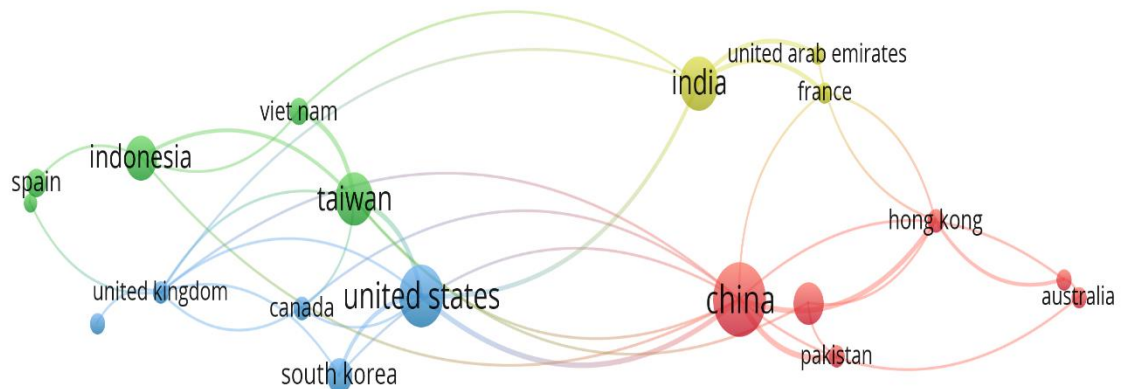
3.6 Author and Co-authorship Analysis

The table provided presents the distribution of publications related to online impulse buying behavior based on author names. The authors, along with the number of publications attributed to them and their corresponding percentages, are as follows: With 11 publications, Akram, U. has the highest number of publications, representing 3% of the total. Hui, P. has 6 publications, accounting for 2% of the total. Tanveer, Y. also has 6 publications, comprising 2% of the total. Khan, M.K. contributes 5 publications, representing 1% of the total. Akram, Z. has 4 publications, accounting for 1%.Hasim, M.A. also has 4 publications, comprising 1% of the total. Banerjee, R., Caldeira, S.N., Chauhan, S., Chen, C.W., Chen, W.K., Gan, C.L., Lee, Y.Y., Liew, T.W., Lust, K., Pacheco, D.C., Parboteeah, D.V., Shahzad, M., Shamsudin, M.F., Shao, Z., Silva, O.D.L., Singh, S., Tariq, A., Wang, C., Zafar, A.U., Zhang, K.Z.K., Zhang, L.: Each of these authors has 3 publications, representing 1% of the total. The distribution of publications across authors highlights the contributions of various researchers to the field of online impulse buying behavior. Akram, U., Hui, P., Tanveer, Y., and several others have made significant contributions, with varying numbers of publications.

Author Name	No of Publications	Percentage
Akram, U.	11	3
Hui, P.	6	2
Tanveer, Y.	6	2

|		
Khan, M.K.	5	1
Akram, Z.	4	1
Hasim, M.A.	4	1
Banerjee, R.	3	1
Caldeira, S.N.	3	1
Chauhan, S.	3	1
Chen, C.W.	3	1
Chen, W.K.	3	1
Gan, C.L.	3	1
Lee, Y.Y.	3	1
Liew, T.W.	3	1
Lust, K.	3	1
Pacheco, D.C.	3	1
Parboteeah, D.V.	3	1
Shahzad, M.	3	1
Shamsudin, M.F.	3	1
Shao, Z.	3	1
Silva, O.D.L.	3	1
Singh, S.	3	1
Tariq, A.	3	1
Wang, C.	3	1
Zafar, A.U.	3	1
Zhang, K.Z.K.	3	1
Zhang, L.	3	1
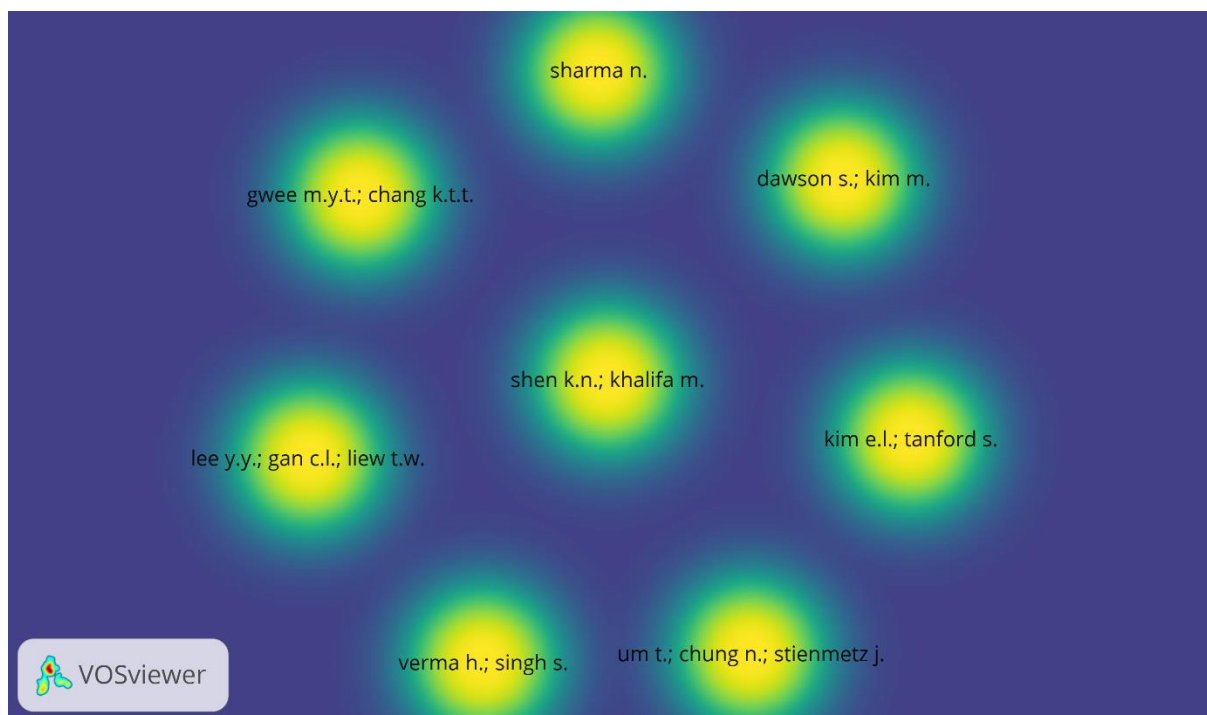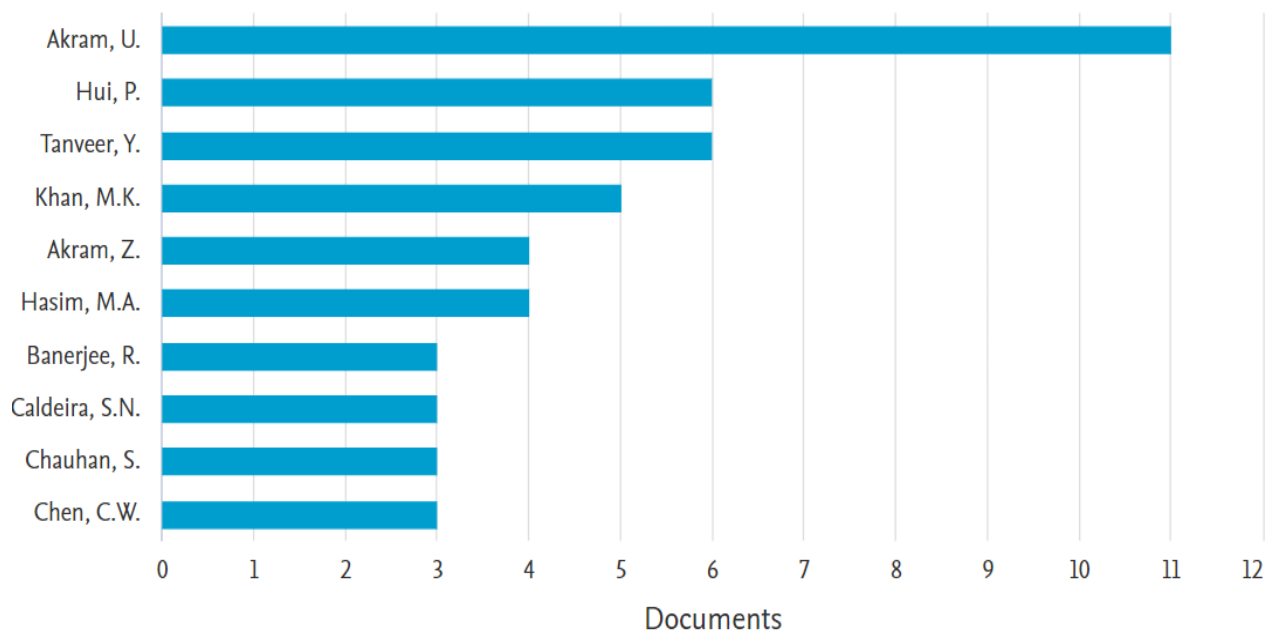
3.7 Publications by Number of Affiliations:

From the total of 363 publications, 354 affiliations were recorded in the SCOPUS database which is only 97% of the total. Based Fig. 10 the Beijing University of Posts and Telecommunications has a maximum affiliation of 11 Beijing University of Posts and Telecommunications has 11 affiliations. The Chaoyang University of Technology has 8 affiliations. The Bina Nusantara University has 7 affiliations. And the Multimedia University has 6 affiliations. Based on the additional information provided, it seems that the United States

has the highest number of affiliations and publications, suggesting a strong presence and collaboration in academic and research activities across different institutions. This prominence opens up opportunities for cross-country studies, where researchers from different countries can collaborate on projects that benefit from the diversity of expertise and perspectives. The finding also suggests that Eastern countries (presumably referring to Asian countries) are making their mark in the field of online marketing applications. This indicates that these countries are actively involved in research and application of strategies in online marketing, potentially making significant contributions to the field. The emphasis on strategies being useful for practitioners indicates a practical approach to the research, with a focus on real-world applications and solutions.

3.8 Source of Journals

Numerous research papers and case studies have been published, many of which have undergone a rigorous evaluation process known as "refereeing" or "peer review." This assessment ensures the quality and credibility of the published work, as it involves subjecting the manuscripts to critical evaluation by experts in the respective field before acceptance for publication.
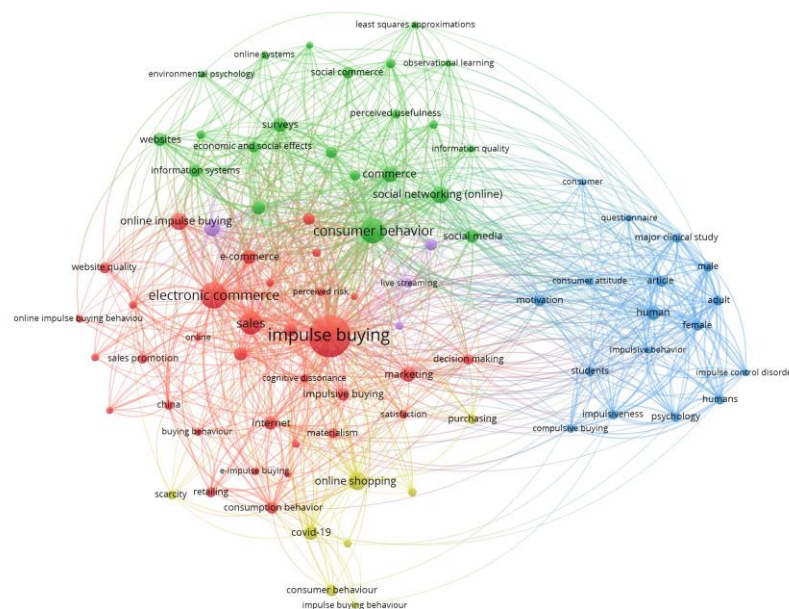
Correlation of Keywords
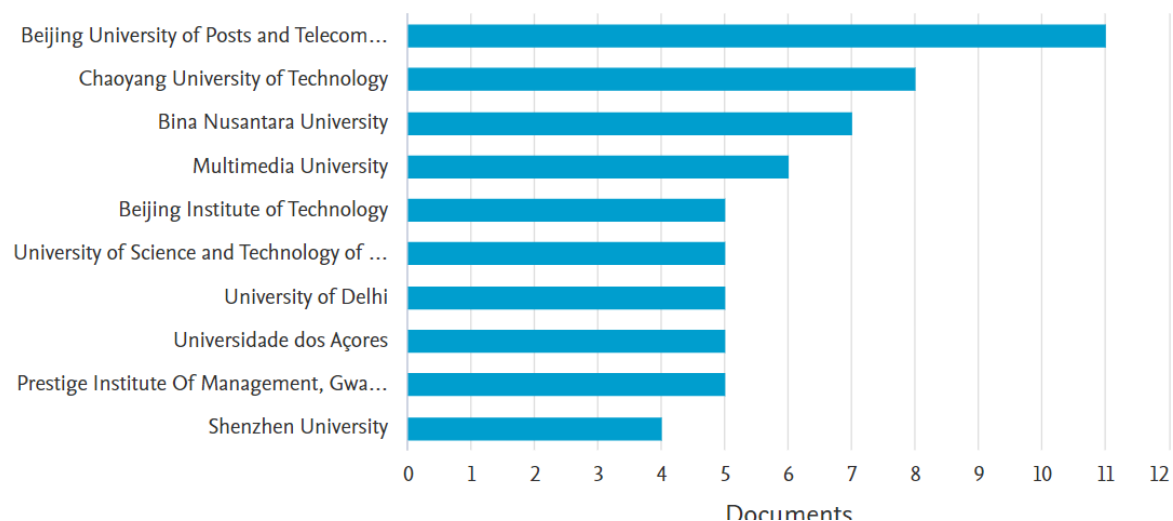
No of Affiliations
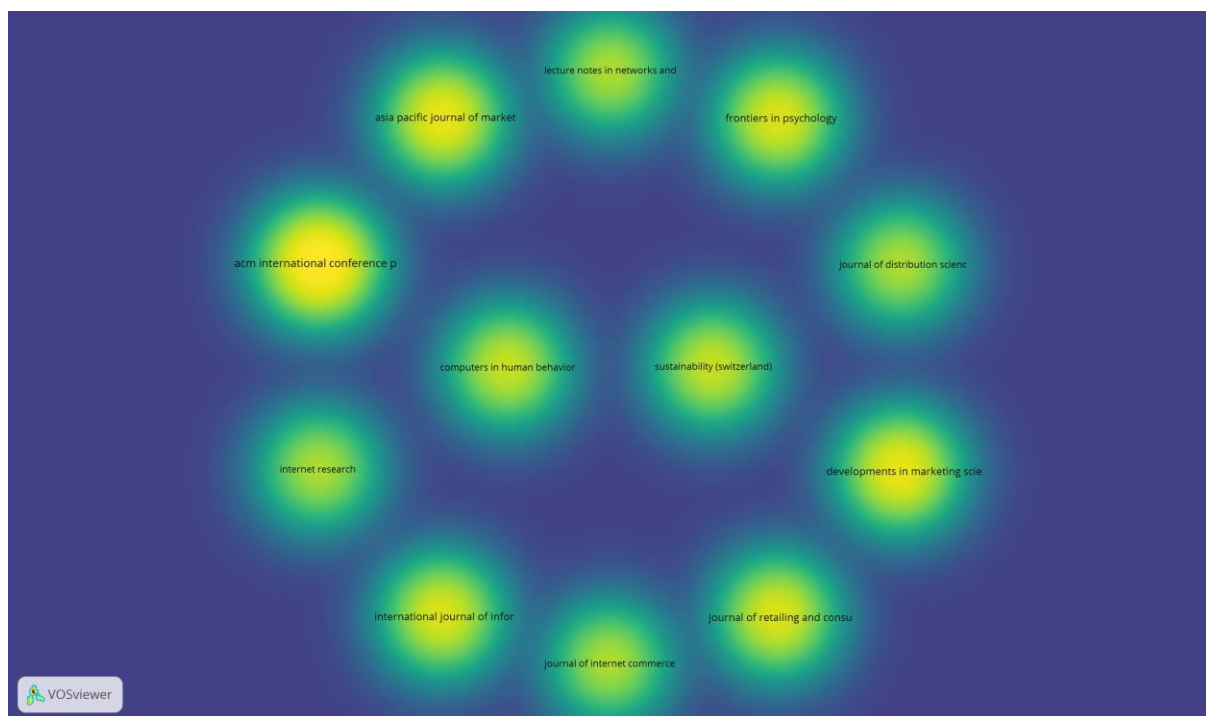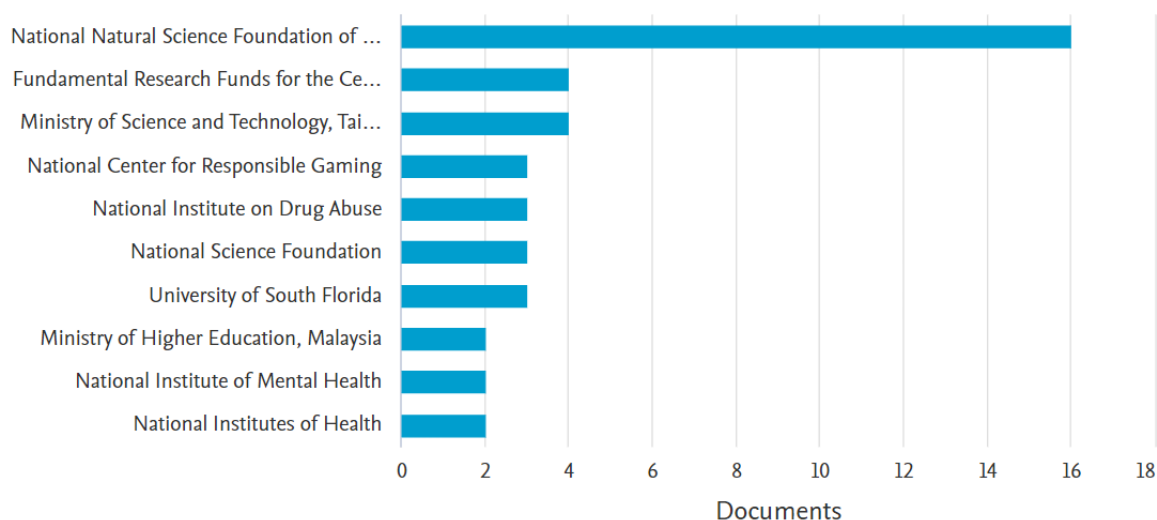

Sources of Journals

3.9 Fund Sponsors

In Fig. 11 database consisting of 363 publications only 94 publications are sponsored. The above table indicates the Top 11 Sponsors for various publications. The list you provided appears to be a collection of funding sources, along with the respective number of occurrences (grants or projects) associated with each source. National Natural Science Foundation of China: This is a major funding agency in China that supports scientific research across various disciplines. It has provided funding for 16 projects. Fundamental Research Funds for the Central Universities: This refers to funding allocated by the government to support

fundamental research at universities in China. Four projects have been funded through this source.Ministry of Science and Technology, Taiwan: This is a Taiwanese government agency responsible for promoting scientific and technological development. Four projects have received funding from this ministry. Overall, the list includes a diverse range of funding sources from different countries and organizations, supporting research in various areas, such as natural sciences, technology, mental health, and gaming. Researchers and institutions often rely on these funding sources to carry out their projects and studies.

Publications by funding sponsors	No. Of sponsors
National Natural Science Foundation of China	16
Fundamental Research Funds for the Central Universities	4
Ministry of Science and Technology, Taiwan	4
National Center for Responsible Gaming	3
National Institute on Drug Abuse	3
National Science Foundation	3
University of South Florida	3
Ministry of Higher Education, Malaysia	2
National Institute of Mental Health	2
National Institutes of Health	2
U.S. Department of Veterans Affairs	2
National Natural Science Foundation of China	16

Documents by funding sponsor

Compare the document counts for up to 15 funding sponsors.

Funding Sponsor	Documents
National Natural Science Foundation of ...	16
Fundamental Research Funds for the Ce...	4
Ministry of Science and Technology, Tai...	4
National Center for Responsible Gaming	3
National Institute on Drug Abuse	3
National Science Foundation	3
University of South Florida	3
Ministry of Higher Education, Malaysia	2
National Institute of Mental Health	2
National Institutes of Health	2

No of Funding Sponsors

4 Discussion and Conclusion

There is a growing requirement for publications to be focused on specific topics, and the utilization of technologies capable of handling large datasets, commonly known as big data, has become increasingly prevalent. As a result, the demand for these analytical methods is expected to rise across numerous scientific communities, as well as among legislators and funding organizations, as they evaluate research and production. Bibliometric analysis, a quantitative evaluation of publications and their impact within the academic community, is emerging as a popular approach for assessing scientific output.

- Analysis 1. The result depicts the trend of publications on online impulsive purchasing from 2000 to the resent. Only 63 papers were published until 2008, but there was a notable increase afterward, indicating growing interest and research in this category.

- Analysis 2. The result illustrates the distribution of publications on online impulse buying behavior across subject areas is shown. Business, Management, and Accounting have the most articles, totaling 169 and comprising 49% of all publications in this field.

- Analysis 3. The result illustrates the distribution of publications on online impulse buying behavior according to their types. Research articles are the most prevalent, with 245 counts, while conference papers account for 69 publications, representing research presented at conferences or symposiums focused on this topic.

- Analysis 4. The table displays the distribution of publications on online impulse buying behavior by countries. China leads with 73 publications, representing 21% of the total, indicating significant research contribution from China in this field.

- Analysis 5. Out of the total 363 publications, 354 affiliations were recorded in the SCOPUS database, representing 97% of the total. The Beijing University of Posts and Telecommunications stands out with the highest affiliation count of 11, indicating its significant involvement in the research related to online impulse buying behavior.

- Analysis 6. The results illustrates a database of 363 publications, of which only 94 are sponsored. The table displays the Top 11 Sponsors for these publications. The National Natural Science Foundation of China, a significant funding agency in the country, has supported 16 projects related to online impulse buying behavior research across various disciplines.

5 Direction to Future Studies:

The bibliometric and content analysis revealed several key areas that warrant attention from future researchers in the study of online impulse buying behavior. Firstly, cross-cultural dimensions are vital to comprehend due to the global nature of online retailing, where retailers offer products and services worldwide. Understanding cultural variations and their impact on consumer behavior in online impulse buying is crucial, both in international and domestic retail settings. Another critical area for exploration is the management of electronic word of mouth (eWOM) and online reviews in the context of online impulse buying behavior. Limited research exists in this area, and while some studies have focused on eWOM and customer reviews, they fail to elucidate how these factors influence online impulse buying. Future research could develop frameworks to efficiently and positively handle eWOM and reviews to encourage impulse buying among online shoppers. Furthermore, there is a need to delve deeper into the intersection of social commerce and impulsive buying to gain a better understanding of the underlying dynamics. The rise of social commerce has enabled retailers to attract and direct traffic to their e-commerce websites, influencing impulse buying. However, research on the phenomenon of impulsive buying within the context of social commerce is scarce. Future studies can explore this area and propose strategies that retailers can adopt to effectively attract, engage, and persuade customers to make impulsive purchases while shopping online.

6. Implications

The primary focus of this study was to identify trends and major research areas in online impulse buying behavior that require further exploration. By understanding these trends, researchers can tackle challenging and recent issues in this field more effectively. Co-authorship findings will enable international collaborations for enhanced visibility and impact in research areas. Academicians and researchers can utilize the study's findings to fill academic and research gaps in the online context and analyze evolving trends to extend research in specific areas.

The study's implications are twofold. First, online store website attributes should be carefully planned, designed, and developed to create a comfortable and confident shopping experience for customers. Integration of electronic word of mouth and reviews on web portals can aid customers in making informed decisions based on social inputs. Second, practitioners should carefully examine factors influencing online impulse buying behavior, such as demographics, external and internal cues, utilitarian and hedonic needs, cultural factors, temptation, resistance, time pressure, and affective role. Retailers can incorporate these factors into their marketing and sales strategies to increase online conversions, revenue, and profitability. This would lead to better customer engagement and higher impulsive purchase revenue for marketing and e-commerce practitioners.

7. Conclusions:

This paper employed a bibliometric review of academic literature on online impulse buying behavior, gathering 363 articles from the Scopus database spanning from 2000 to 2023. The analysis utilized bibliometric tools, co-citation analysis, and co-authorship analysis to identify significant trends in this research domain. As a result, three major research streams were identified.

In our study, we identified the most relevant and influential authors, countries, affiliations, highly cited documents, and commonly used keywords in online impulse buying behavior research. The research indicates that online retailing and impulse purchasing are rapidly growing and contributing to economic growth. However, certain challenges hinder its full potential. Firstly, establishing consumer trust in online shopping remains a challenge for marketers. Ensuring transaction security, product quality, and timely delivery are crucial to gain consumer confidence. Secondly, addressing the lack of physical evidence is essential to overcome the limitations of virtual aspects in online shopping. Consumers often prefer tangible experiences in traditional brick and mortar stores. Thirdly, raising awareness among rural and suburban customers about online shopping portals and e-commerce websites is necessary. Companies can devise strategies based on the insights from this study to target these populations effectively.

8. Limitations

The study acknowledges certain limitations. Firstly, the measure of literature quality was based solely on the total number of citations and other citation-based indexes. This approach may

have overlooked some high-quality papers that have not received many citations yet. Secondly, the study focused only on articles from the Scopus database, potentially missing out on relevant papers indexed in other databases. Additionally, research studies conducted in languages other than English were excluded from the analysis, which could be considered in future analyses. To overcome these limitations, future research should explore alternative software and analysis techniques to ensure a more comprehensive representation of insights and results.

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