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Bibliometric Analysis of Consumer Purchasing Decisions and Marketing Communication Strategies on E-Commerce Platforms

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Abstract

The rapid growth of e-commerce and digital transformation has changed consumer purchasing behavior and increased the importance of marketing communication strategies in online marketplaces. This study aims to examine the development, dominant themes, and emerging research directions concerning consumer purchasing decisions and marketing communication strategies in e-commerce. A bibliometric analysis was conducted using 158 Scopus-indexed publications. The data were analyzed using VOSviewer to examine publication trends, keyword co-occurrence, overlay patterns, and keyword density. The findings show that publication activity increased substantially after 2022, indicating growing research interest in digital commerce and consumer decision-making. Keyword mapping identified three major clusters: digital marketing and marketing communication, consumer behavior and consumption, and sustainability and consumer satisfaction. Consumer behavior emerged as the central theme, with strong connections to marketing, purchasing, e-commerce, social media, and purchasing decisions. Recent research increasingly emphasizes digital marketing, social media, influencer marketing, green marketing, and consumer decision-making. The findings indicate a shift toward technology-driven and sustainability-oriented marketing research and highlight opportunities for future studies on artificial intelligence, personalization, e-WOM, digital trust, and data privacy.

Keywords

Bibliometric Analysis, Consumer Purchasing Decisions, Digital Marketing, E-Commerce, Marketing Communication Strategies.

1. Introduction

The rapid development of information and communication technology has transformed the business landscape, particularly the e-commerce industry. The continued expansion of e-commerce across countries has changed consumer behavior, with consumers increasingly relying on digital platforms to fulfill their needs for both products and services. This shift has made understanding consumer purchasing decisions increasingly important for businesses operating in digital environments (Salhuteru & Hursepuny, 2025). Intensifying competition requires companies not only to offer high-quality products at competitive prices but also to develop marketing communication strategies that can build consumer relationships, trust, and engagement. In this context, digital marketing communication through social media, online advertising, and interactive promotions has become an important instrument for delivering information and encouraging consumers to make purchases on e-commerce platforms (Rochis & Setiawan, 2024).

Consumer purchasing decisions on e-commerce platforms involve a process of selecting, evaluating, and ultimately purchasing products or services based on needs, preferences, and digitally available information. Unlike purchasing decisions in conventional settings, consumers in e-commerce environments consider various digital factors, including platform usability, trust in sellers, transaction security, customer reviews, electronic service quality, and user experiences when interacting with applications or websites (Rachmiani et al., 2024). Platform features, such as promotions, discounts, free shipping, faster checkout processes, diverse payment methods, and product personalization, also shape consumer experiences and may influence their purchasing intentions. Therefore, purchasing decisions in e-commerce reflect consumers' comprehensive evaluations of perceived benefits, risks, experiences, and value throughout their interactions with digital services (Fitryaningsih & Mardian, 2022; Rahmawati et al., 2026).

Changes in the characteristics of digital consumers have also encouraged companies to adapt their marketing communication strategies. E-commerce platforms such as Shopee and Tokopedia utilize social media, digital advertising, and data-driven advertising to reach consumers more broadly and deliver more relevant marketing messages. These strategies enable companies to provide information more rapidly, interactively, and effectively according to consumers' characteristics and needs (Zhang & Li, 2025). Effective marketing communication can also strengthen consumer trust and create positive experiences that ultimately support purchasing decisions. As communication channels and digital marketing strategies continue to diversify, the relationship between marketing communication and consumer purchasing decisions has become increasingly complex and requires a more systematic examination.

Although research on marketing communication, consumer behavior, and purchasing decisions in e-commerce has continued to expand, the existing literature remains dispersed across different themes and perspectives. This condition highlights the need for a systematic mapping of research developments to identify dominant themes, relationships among research topics, and emerging directions in the field. A bibliometric approach provides a systematic method for examining publication patterns, research trends, thematic developments, conceptual relationships, and the intellectual structure of a particular field (Zahra, 2025; Celestia et al., 2026). Bibliometric analysis can also provide a comprehensive overview of recent research developments and identify areas that offer opportunities for further investigation (Radu et al., 2026).

Against this background, this study aims to analyze the development of the literature on marketing communication strategies and consumer purchasing decisions on e-commerce platforms using a bibliometric approach. Scientific articles

published over the past five years are analyzed to identify publication trends, dominant research themes, and conceptual relationships among topics within this field. The analysis uses Scopus data and VOSviewer software to systematically and visually map the intellectual structure and development of the research domain. The findings are expected to provide a comprehensive understanding of the dynamics of marketing communication strategies and consumer purchasing decisions in e-commerce while identifying research gaps that may provide directions for future studies. This study is expected to contribute to the literature on digital consumer behavior and marketing communication. In practice, these findings may provide insights for businesses and marketers in developing more effective communication strategies to strengthen consumer purchasing decisions and enhance competitiveness in the e-commerce marketplace.

2. Literature Review

2.1. Consumer Purchasing Decisions in E-Commerce

Consumer purchasing decision-making refers to a process through which consumers identify their needs, search for information, evaluate available alternatives, make purchasing decisions, and assess their experiences after the transaction. In the e-commerce environment, this process is increasingly influenced by the availability and transparency of digital information, user reviews, platform interfaces, and the convenience offered by online shopping systems. Technological developments have made purchasing more efficient and practical, positioning digital platforms as important sources of information and decision-making for consumers. The accessibility of product information and consumer-generated content enables consumers to compare alternatives more easily before determining their final choices (Lystia et al., 2022). According to Rahman et al. (2025), consumer decisions in e-commerce are not determined solely by product attributes but also by the quality and accessibility of information provided through digital platforms.

The rapid development of e-commerce has also transformed consumer behavior by integrating purchasing activities with social media, online reviews, and influencer interactions. According to Trisakti (2025), consumers increasingly rely on digital environments to obtain recommendations, evaluate products, and develop perceptions before purchasing. In this context, digital marketing strategies and personalized advertising are increasingly utilized by businesses to respond to changing consumer preferences and strengthen their competitive positions. Electronic Word-of-Mouth (e-WOM) further contributes to consumer decision-making by providing information and social validation that can increase attention and purchase interest (Rosário & Raimundo, 2021). These developments indicate that consumer purchasing decisions in e-commerce are dynamic processes shaped by technological accessibility, information quality, social influence, and digital interaction. Understanding these factors is therefore essential for examining how consumers respond to changing marketing practices in contemporary online marketplaces.

2.2. Digital Marketing Communication Strategies in E-Commerce

Digital marketing communication strategies encompass the use of digital media and communication channels to inform, persuade, and engage consumers throughout the purchasing process (Sulistiyowati, 2024). In e-commerce, these strategies include social media marketing, influencer marketing, online advertising, personalized communication, and e-WOM. Marketing communication therefore functions not only as an information channel but also as a persuasive mechanism that shapes consumer perceptions, preferences, trust, and purchasing intentions. The integration of digital marketing, influencer engagement, and e-WOM has become increasingly important because consumers interact with brands through multiple digital

touchpoints before making purchasing decisions (Rahman et al., 2025). Effective communication strategies can consequently strengthen consumer engagement and facilitate the transition from information search and evaluation to purchasing.

The relationship between digital marketing communication and consumer purchasing decisions can also be explained through the Stimulus-Organism-Response (SOR) framework. Digital marketing, social media, influencer activities, and advertising function as external stimuli that are processed through consumers' cognitive, affective, perceptual, and evaluative responses before generating behavioral outcomes. This framework highlights how communication strategies can influence purchasing decisions by shaping consumers' internal evaluations (Rahman et al., 2025). The growing literature on this relationship has primarily examined empirical associations between marketing variables and consumer responses, while broader patterns in the development and evolution of the research field remain less explored (Zahra, 2025). Bibliometric analysis can address this gap by systematically mapping publication trends, thematic relationships, and emerging research directions using databases such as Scopus and visualization tools such as VOSviewer (Tang & Jiang, 2026). Examining digital marketing communication strategies provides a foundation for understanding both consumer responses and the broader development of research on purchasing decisions in e-commerce.

3. Methods

This study employs a bibliometric analysis approach to examine the development of literature on consumer purchasing decisions and marketing communication strategies on e-commerce platforms. This approach was selected because bibliometric analysis enables researchers to systematically and objectively identify research trends, intellectual structures, and relationships among research topics based on scientific publication data (Donthu et al., 2021). Bibliometric methods have also been increasingly applied in recent research to evaluate the development of scientific knowledge and identify potential directions for future research (Kumar et al., 2023). The research process consists of three main stages: literature selection using the PRISMA framework, data collection from the Scopus database, and bibliometric analysis and visualization using VOSviewer.

The literature selection process was conducted systematically using predefined inclusion and exclusion criteria to ensure the relevance and consistency of the selected publications. The search was conducted in the Scopus database using the keywords "Consumer Purchasing Decision" AND "Marketing Communication Strategies" AND "e-commerce platform", which initially identified 158 documents. The selection process followed the PRISMA framework, consisting of identification, screening, eligibility assessment, and inclusion stages (Page et al., 2021). During the screening process, duplicate records were removed, followed by an assessment of titles, abstracts, and full-text content to determine their relevance to the research objectives. The inclusion criteria consisted of publications indexed in Scopus, written in English, published within the past five years, and classified as journal articles or conference papers. In addition, publications were required to address topics relevant to consumer purchasing decisions, marketing communication strategies, and e-commerce platforms. Documents that did not meet these criteria, were not relevant to the research focus, or were duplicate records were excluded from the final dataset. The screening and eligibility processes were conducted to ensure that the selected publications were sufficiently aligned with the objectives of the study (Zahra, 2025).

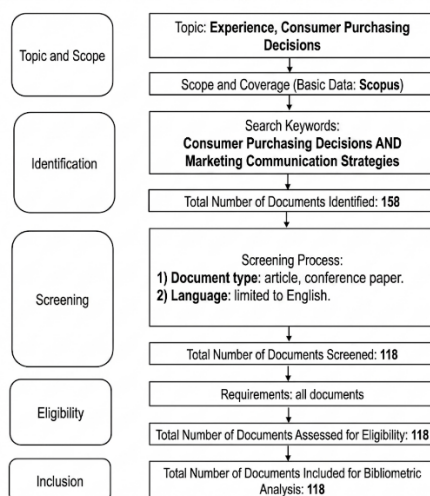


Figure 1. Data Collection Process

Following Figure 1, the eligible publications were retrieved from the Scopus database and exported in Comma-Separated Values (CSV) format for bibliometric analysis. The dataset contained bibliographic information, including publication titles, authors, publication years, keywords, abstracts, and citation data. The records were cleaned to remove duplicates and inconsistencies before analysis. The cleaning process also involved standardizing author names and keyword terminology to minimize inconsistencies and improve the accuracy of the bibliometric analysis. VOSviewer was employed to examine publication structures and visualize relationships among authors, keywords, and research topics (van Eck & Waltman, 2020).

The analysis included co-authorship, keyword co-occurrence, co-citation, and bibliographic coupling, with a minimum occurrence threshold applied to retain sufficiently prominent and relevant elements. VOSviewer was configured using full counting, with authors, keywords, cited references, and documents used as the respective units of analysis. A minimum occurrence threshold was applied to identify the most relevant and frequently occurring items. The resulting network visualizations were used to identify thematic clusters, relationships among research topics, and emerging research trends (Kumar et al., 2021). The study further examined temporal patterns and the evolution of research themes concerning consumer purchasing decisions and marketing communication strategies on e-commerce platforms. By focusing on publications from the past five years, the analysis provides insights into recent developments, prominent themes, emerging research directions, and research gaps, while offering practical implications for businesses and marketers seeking to develop more effective marketing communication strategies in the evolving e-commerce industry (Donthu et al., 2021).

4. Results

4.1. Publication Trends and Performance Analysis

Based on data retrieved from the Scopus database using the combination of the keywords “Consumer Purchasing Decisions” and “Marketing Communication Strategy,” a total of 158 relevant articles were identified, covering the publication period from 1978 to 2026.



Figure 2. Publication Performance and Research Productivity

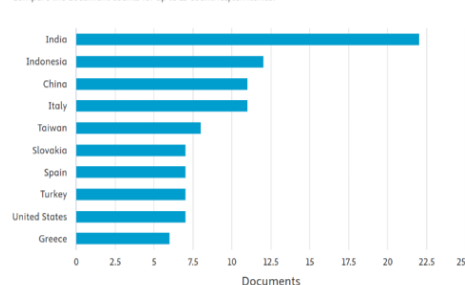
Figure 2(a) presents the annual publication trend for research related to “Consumer Purchasing Decisions” and “Marketing Communication Strategies” on e-commerce platforms. Publication activity was relatively low in the early years, with only one or two documents published in several years. However, a significant increase occurred in 2022, when the number of publications rose sharply to more than 40 documents. This increase indicates growing academic interest in the topic, corresponding with the rapid development of e-commerce and the increasing importance of digital marketing strategies and consumer purchasing decisions on digital platforms. In contrast, the number of publications decreased in 2026. This decline should not necessarily be interpreted as a reduction in academic interest, as 2026 was still ongoing at the time of data collection. Consequently, not all publications from 2026 may have been fully indexed in the Scopus database. This is a common issue in bibliometric analysis, and therefore, the 2026 data should be interpreted cautiously and should not be directly compared with data from completed publication years.

Figure 2(b) illustrates the annual publication output across five publication sources: Springer Proceedings in Business and Economics, Cogent Business and Management, Sustainability, Lecture Notes in Networks and Systems, and Foods. Sustainability recorded a notable increase in publications in 2023 and 2024, indicating growing attention to topics relevant to the present study. Foods also experienced an increase in publication output in 2023, although its volume remained below that of Sustainability. Meanwhile, Cogent Business and Management and Springer Proceedings in Business and Economics showed relatively stable publication patterns with some fluctuations over the observed period. Several publication sources experienced a decline in 2025 after showing growth in previous years, suggesting a possible stabilization phase in publication activity. The broader decline observed in 2026 should also be interpreted cautiously because the year was still in progress and not all publications had necessarily been indexed in Scopus at the time of data collection.

Figure 2(c) shows author productivity based on the number of documents published in the research area. Borra, D. recorded the highest number of publications, while several other authors contributed approximately two to three documents. This distribution indicates that research contributions were not concentrated in a single author but were distributed among multiple researchers. Authors such as Markellou, P., Massagila, S., Marlino, V. M., Reis, J. L., Rigou, M., Sirmakesis, S., and Vlachopoulou, M. each contributed approximately two documents. The presence of the Author ID not found category indicates that some records contain incomplete author identification, which may affect the accuracy of the author productivity analysis. The distribution demonstrates a relatively broad contribution of researchers to the development of studies on consumer purchasing decisions and marketing communication strategies.

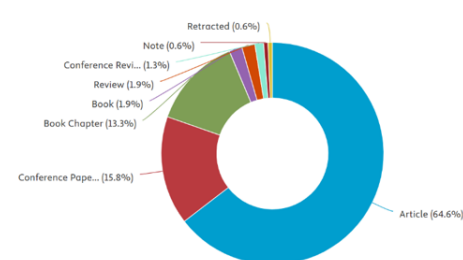
Figure 2(d) presents the distribution of publications by institutional affiliation. The University of Turin recorded the highest publication output, followed by several other institutions, including the University of Slovakia, Mokwon University, Universitat de Barcelona, and the University of Porto, which made comparatively smaller contributions. The distribution demonstrates that academic contributions to the field originate from diverse universities and research institutions. Differences in publication productivity across affiliations may reflect variations in research activity, institutional research capacity, academic collaboration, and research priorities. The concentration of publications in several institutions suggests that some academic centers have played a more prominent role in advancing research on the topic. Nevertheless, institutions with fewer publications continue to contribute to the diversity of perspectives and the broader development of research in this field.

Documents by country or territory
Compare the document counts for up to 15 countries/territories.



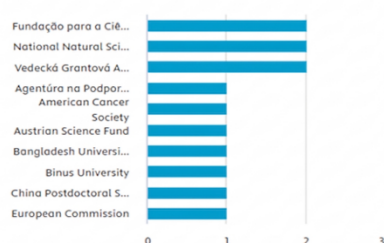
(a) Distribution of Publications by Country

Documents by type



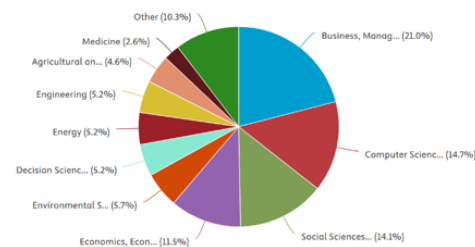
(b) Distribution of Document Types

Documents from funding sponsors



(c) Top Funding Agencies

Documents by subject area



(d) Distribution by Subject Area

Figure 3. Geographical and Publication Characteristics

Figure 3(a) presents the distribution of publications by country or region. India recorded the highest number of publications, followed by Indonesia, while China, Italy, and Taiwan also made notable contributions. Other countries, including Slovakia, Spain, Turkey, the United States, and Greece, contributed fewer publications, with their outputs distributed more evenly. This distribution reflects

the global nature of research on consumer purchasing decisions and marketing communication strategies, with India emerging as the leading publication center. Differences in publication productivity across countries may be influenced by research capacity, the number of active researchers, funding support, and the intensity of academic collaboration. Countries with higher publication output may have more established research activities and stronger academic networks in the field. Nevertheless, contributions from countries with fewer publications remain important for expanding the geographical scope and providing diverse perspectives in the development of global knowledge.

Figure 3(b) illustrates the distribution of document types in the dataset. Articles represent the most dominant document type, while other document categories contribute considerably smaller proportions. Notes and retracted documents each account for approximately 0.6% of the documents. The dominance of journal articles indicates that scientific research in this field is primarily disseminated through academic journal publications. Conference papers also contribute to the dissemination of research findings through academic forums, while other document types, including book chapters and reviews, provide additional channels for knowledge exchange. The presence of various document types demonstrates that research on consumer purchasing decisions and marketing communication strategies is disseminated through multiple academic outlets, although journal articles remain the primary publication medium.

Figure 3(c) presents the distribution of research funding across sponsoring agencies. Fundação para a Ciência, the National Natural Science Foundation, and Vedecká Grantová Agentúra were among the leading funding agencies, each supporting up to two research documents. Other sponsors, including Agentura na Podporu, the American Cancer Society, the Austrian Science Fund, Bangladesh University, BINUS University, the China Postdoctoral Science Foundation, and the European Commission, each supported one document. This distribution indicates that research funding originates from diverse academic, governmental, and research organizations rather than being dominated by a single sponsor. However, the relatively small number of funded documents suggests that financial support for research in this area remains limited. The involvement of funding agencies from different countries nevertheless demonstrates international interest and indicates opportunities for broader research collaboration and funding support in the future.

Figure 3(d) shows the distribution of publications across scientific subject areas. Business, Management and Accounting represented the largest share at 21.0%, followed by Computer Science at 14.7% and Social Sciences at 14.1%. Economics, Econometrics and Finance accounted for 11.5%, while other subject areas represented 10.3%. Environmental Science contributed 5.7%, Decision Sciences and Energy each accounted for 5.2%, Agricultural and Biological Sciences each represented 4.6%, and Medicine accounted for 2.6%. This distribution demonstrates the multidisciplinary nature of research on consumer purchasing decisions and marketing communication strategies. The dominance of Business, Management and Accounting reflects the close relationship between the research topic and business management and organizational strategies, while Computer Science and Social Sciences support technological and behavioral perspectives. Contributions from Environmental Science, Engineering, Energy, Agriculture, Biology, and Medicine further indicate that the topic extends beyond conventional marketing research and encompasses diverse areas of knowledge development.

4.2. Science Mapping and Emerging Research Themes

Figure 4 presents the keyword co-occurrence network generated using VOSviewer, illustrating the relationships among research topics based on the frequency of keyword co-occurrences. Larger nodes indicate keywords that appear more frequently, while connecting lines represent the strength of relationships

between keywords. The visualization shows that consumer behavior is the dominant theme, reflected in its relatively large node size, central position, and strong connections with keywords such as marketing, purchasing, trading, selling, and marketing communication. Other closely related keywords, including digital marketing, e-commerce, social media, and influencer marketing, indicate the growing integration of digital technologies into consumer behavior and marketing research. Keywords such as desire, sustainability, green marketing, consumer attitudes, customer satisfaction, and consumer decision-making further demonstrate that the research extends beyond purchasing behavior to include consumer preferences, satisfaction, and decision-making processes.

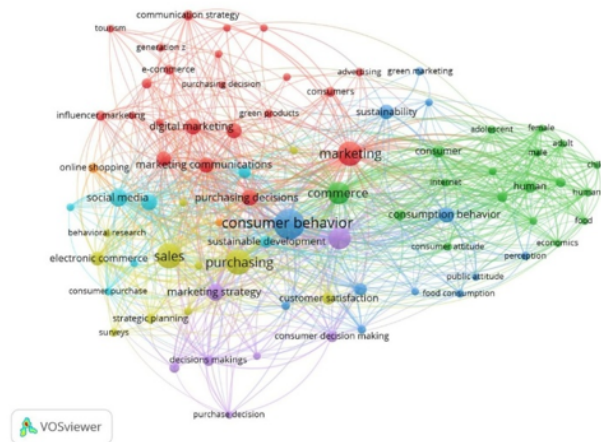


Figure 4. Network Visualization

The keyword network reveals three interconnected research clusters. The first focuses on digital marketing and marketing communication strategies, with key terms including digital marketing, marketing communication, communication strategy, e-commerce, influencer marketing, Generation Z, purchasing decisions, environmentally friendly product advertising, and consumers, indicating the importance of digital media and communication strategies in influencing consumer behavior and purchasing decisions. The second cluster emphasizes consumer behavior and consumption, involving keywords such as consumption behavior, consumer behavior, consumers, humans, internet, consumer attitudes, perceptions, economics, food, adults, women, men, and teenagers, highlighting the role of individual characteristics and perceptions in shaping consumption behavior within digital and social environments. The third cluster centers on sustainability and consumer satisfaction, represented by keywords such as desire, green marketing, marketing, customer satisfaction, food consumption, public attitudes, and consumer decision-making, reflecting growing attention to environmentally oriented marketing and consumer satisfaction as factors influencing purchasing decisions and marketing outcomes. Together, these clusters demonstrate the multidisciplinary development of research connecting consumer behavior, digital marketing, marketing communication, sustainability, and consumer satisfaction.



Figure 5. Overlay Visualization

Figure 5 illustrates the development of research themes based on the average publication year of keywords in the VOSviewer overlay visualization. Blue indicates topics that emerged predominantly around 2018–2020, green represents themes that developed during 2021–2022, and yellow indicates more recent topics. In the earlier period, keywords such as humans, adults, children, women, men, economy, and e-commerce were more prominent. During the middle period, research increasingly focused on consumer behavior, marketing, trade, buying, selling, and sustainable development. In the more recent period, particularly around 2023–2024 and extending into the latest research period covered by the dataset, greater attention is evident toward social media, digital marketing, influencer marketing, desire, green marketing, consumer decision-making, and purchasing decisions. These emerging themes indicate a shift from broader consumer and market-related topics toward digital marketing, technology-driven communication, influencer-based strategies, sustainability, and evolving consumer decision-making processes. The development of these themes reflects the ongoing digital transformation of the business environment and the increasing use of online platforms for information seeking, consumer interaction, and purchasing decisions. Thus, the overlay visualization suggests that recent research increasingly emphasizes the intersection of digital communication, consumer preferences, sustainability, and purchasing behavior.



Figure 6. Density Visualization

Figure 6 shows that the density visualization generated by VOSviewer illustrates the frequency and concentration of keyword occurrences in the research. Yellow areas indicate keywords with higher occurrence frequency and stronger relationships; green represents a moderate level of occurrence, while blue indicates lower frequency. The brightest areas are concentrated around keywords such as

consumer behavior, purchasing, sales, trade, and marketing, indicating that these topics constitute the core focus of the research. Keywords such as marketing communication, digital marketing, social media, purchasing decisions, and sustainable development also show relatively high density, suggesting their role as important supporting themes. Meanwhile, keywords such as humans, consumer attitudes, food consumption, economy, and tourism appear in less dense areas, indicating comparatively lower levels of discussion. The green areas surrounding marketing communication, digital marketing, social media, purchasing decisions, and sustainable development further demonstrate their significant but supporting roles within the research network. The density visualization confirms that the research is primarily centered on consumer behavior in the context of marketing, purchasing, and commerce, while digital marketing, social media, marketing communication, and sustainability represent closely related themes that support the development of the field.

5. Discussion

The bibliometric findings indicate that research on marketing communication strategies and consumer purchasing decisions in e-commerce has developed substantially, particularly after 2022. The increasing number of publications reflects growing academic attention to consumer behavior, marketing, purchasing, and digital commerce, which are also identified as the dominant themes in the keyword network. This development is consistent with the broader evolution of bibliometric research, in which publication trends and keyword mapping can be used to identify the development and emerging directions of a research field (Donthu et al., 2021). The increasing prominence of digital marketing, social media, influencer marketing, and purchasing decisions in the overlay visualization further indicates a shift from conventional marketing perspectives toward digitally mediated consumer interactions. This development is supported by research showing that online communication and digital technologies increasingly influence consumer decision-making. For example, Saprikis et al. (2018) identified important behavioral dimensions in mobile shopping, while Teixeira et al. (2023) demonstrated the strategic role of online brand activities in communicating with consumers. More recent research has also emphasized social media as an information driver in consumer decision-making (Tarnanidis et al., 2026).

The publication source, author, and institutional patterns provide further evidence of the development and diversity of this research area. Sustainability showed a notable increase in publication output during 2023 and 2024, while other sources such as Cogent Business and Management and Springer Proceedings in Business and Economics demonstrated relatively stable but fluctuating patterns. The relatively distributed author productivity also suggests that a single researcher does not dominate research in this field. Although the University of Turin recorded the highest institutional productivity, contributions from other institutions and countries demonstrate the international and collaborative character of the field. The presence of records categorized as “Author ID not found” should nevertheless be considered when interpreting author-level patterns because incomplete bibliographic identification may affect the precision of productivity and collaboration mapping. These findings by Figueiredo et al. (2025) and Jati et al. (2026) indicate that the field remains open to contributions from diverse researchers and institutions, while the concentration of publications in several institutions suggests the emergence of prominent academic centers.

The geographical, document-type, funding, and subject-area distributions further demonstrate the multidisciplinary and internationally distributed nature of the research. India recorded the highest number of publications, followed by Indonesia, while China, Italy, Taiwan, and several other countries also contributed to the field.

Journal articles were the dominant document type, confirming that peer-reviewed publications remain the principal channel for disseminating research findings, while conference papers and other document types provide additional channels for academic exchange. Funding was distributed across several international agencies, although the relatively small number of funded documents indicates that financial support remains limited. In terms of subject areas, the dominance of Business, Management and Accounting, followed by Computer Science and Social Sciences, confirms that consumer purchasing decisions and marketing communication strategies are examined through both managerial and technological perspectives. This multidisciplinary orientation is consistent with Markellou et al. (2005), Rigou et al. (2023), and Sparacino et al. (2024) examining online consumer decision-making, digital communication, and changing consumer interactions across different commercial contexts.

The VOSviewer visualizations provide insight into the thematic development of the field. Co-occurrence and density visualizations identify consumer behavior, purchasing, sales, trade, and marketing as central, highly connected themes, while marketing communication, digital marketing, social media, purchasing decisions, and sustainable development serve as supporting themes. The overlay visualization indicates that earlier research focused more on general consumer characteristics and online consumption, whereas recent studies increasingly emphasize social media, digital marketing, influencer marketing, green marketing, consumer decision-making, and purchasing decisions. This shift suggests that marketing communication research is increasingly linked to digitally mediated consumer experiences and sustainability. Recent studies support these directions: Sparacino et al. (2024) highlight web-based content and communication strategies, Rui et al. (2025) examine consumer sentiments in wine e-commerce, and Balaskas et al. (2023) demonstrate the relevance of environmental concern and green advertising to purchasing intentions. Future research could examine emerging technologies, personalized digital marketing, influencer communication, e-WOM, live commerce, digital trust, consumer privacy, and ethical data use.

6. Conclusion

This bibliometric study provides an overview of the development and research landscape concerning consumer purchasing decisions and marketing communication strategies in e-commerce. Based on 158 Scopus-indexed publications from 1978 to 2026, publication activity increased substantially after 2022, reflecting growing academic attention to digital commerce and consumer decision-making. VOSviewer analysis identified three major thematic clusters: digital marketing and marketing communication, consumer behavior and consumption, and sustainability and consumer satisfaction. Among these, consumer behavior emerged as the central theme, with strong connections to purchasing, marketing, e-commerce, social media, and purchasing decisions. The overlay visualization further indicates a shift from earlier consumer and online consumption topics toward more recent themes involving digital marketing, social media, influencer marketing, green marketing, and consumer decision-making. These findings imply that marketing communication research is increasingly shaped by digital transformation and changing consumer interactions, providing useful insights for academics and practitioners in developing more relevant digital marketing strategies.

This study is limited by its reliance on the Scopus database, the use of a specific keyword combination, the availability of bibliographic records at the time of data collection, and the quantitative nature of VOSviewer-based mapping. Relevant studies indexed in other databases or using alternative terminology may not have been captured, while network visualizations primarily reflect keyword frequency and relationships rather than the substantive quality of individual studies. Future

research should therefore expand the database sources and keyword combinations and combine bibliometric mapping with systematic or qualitative content analysis. Further investigation may also examine emerging areas identified through the recent thematic trends, including influencer marketing, green marketing, social media, artificial intelligence, digital personalization, e-WOM, digital trust, and data privacy, to better understand their implications for consumer purchasing decisions in increasingly digital e-commerce environments.

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