

Online Retailing Site Bibliometric Analysis And Visualisation: The Past, Present, And Future

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Abstract

For more than three decades, marketing science experts have paid particular attention to the understanding of online retailing sites and client loyalty. By highlighting the research issues through bibliometric analysis and providing an agenda for future research, this study aims to analyse historical and present developments in the online retailing sites sector. The study used bibliometric analysis to conduct a comprehensive evaluation of the literature on online retailing sites from 2010 to 2021. The bibliographic information for 60 papers was gathered from Scopus, one of the most well-known academic indexing databases. For more than three decades, marketing science experts have paid particular attention to the understanding of online retailing sites and client loyalty. By highlighting the research issues through bibliometric analysis and providing an agenda for future research, this study aims to analyse historical and present developments in the online retailing sites sector. The study used bibliometric analysis to conduct a comprehensive evaluation of the literature on online retailing sites from 2010 to 2021. The bibliographic information for 60 papers was gathered from Scopus, one of the most well-known academic indexing databases. Biblioshiny, VOS Viewer, and Sci2 tool were among the open-source software programmes used by the study to conduct various bibliometric analyses. In order to understand and visualise the research field better, this work applies a number of quantitative and scientific mapping approaches. For research researchers in the academic community, the analysis of scientific research will serve as a reference manual for comprehending the theoretical underpinnings of online retailing sites study, identifying the knowledge gaps, and suggesting future research directions. Through numerous contributions made by the scientific literature, it can also assist marketing professionals in understanding the dynamic characteristics of online retailing sites and their purchasing behaviour.

Keywords: online retailing sites, social media, online consumer reviews, co-citation analysis.

Introduction

The internet is transforming how people order and shop, and it will soon become a global phenomenon. Many businesses have started to use the Internet to drastically reduce the cost of their products and services in order to compete in markets that are extremely competitive. The shopping data must appropriately depict the customer's online shopping preferences. The

internet is transforming how people order and shop, and it will soon become a global phenomenon. In order to compete in fiercely competitive markets, many firms have started to use the Internet to slash the pricing of their goods and services. Internet shopping for goods and services offers customers in the nation numerous benefits. We offer minimum-priced or free delivery of goods and services every day

of the year, 24 hours a day. Accurate information can be scanned everywhere, including homes or offices, depending on the requirements, in addition to online buying. There are numerous payment methods accessible, including net banking, credit cards, and cash delivery. A customer shopping online will easily locate the goods they need. An online shopper Excess consumers and suppliers are still looking for markets with greater environmental competition. Market Internet buying propensity for sales-related knowledge must be accurately characterised. We offer minimum-priced or free delivery of goods and services every day of the year, 24 hours a day. Accurate information can be scanned everywhere, including homes or offices, depending on the requirements, in addition to online buying. There are numerous payment methods accessible, including net banking, credit cards, and cash delivery. A customer shopping online will easily locate the goods they need. An online shopper Excess consumers and suppliers are still looking for markets with greater environmental competition. Market Internet buying propensity for sales-related knowledge must be accurately characterised. Indian internet users are rapidly increasing, which is good news for advertising. Businesses utilise the Internet to sell products, perform customer satisfaction surveys, and transfer, share, and distribute content. Consumers utilise the Internet to order products, as well as to compare prices, product details, and after-sale support services. They receive the items when they place an order with a particular store. Many professionals are optimistic about the potential of the online industry.

Online shopping is the convenient alternative to a hectic existence in the modern world. In the past ten years, customers' buying habits have greatly improved. Despite continuing to purchase in a physical store, people find internet shopping to be a pleasurable experience. Modern individuals use the internet to shop since they are too busy or do not want

to spend a lot of time shopping. This saves them valuable time.

The actions of people who actively participate in the acquisition and consumption of goods and services are referred to as customer behaviour. The decision-making process that results in the purchase is frequently involved. Market behaviour includes this as well as an analysis of how many and under what conditions people eat. Consumption behaviour has no own history or corpus of studies. Additionally, disciplines like psychology (individual studies), sociology (group studies), social psychology (individual research), anthropology (individual cultural impacts), and economics have recently acted strongly on ideas that have been established in other domains. The notion that customers act rationally to maximise their gains by purchasing goods and services served as the foundation for a number of early consumer-based theories. Marketing describes a consumer connection that benefits both parties in the economy. They make up the bulk of the nation's economy. They are actually referred to as economic foundations. Manufacturers must take into account their requirements and expectations in order to produce goods that satisfy them. The marketing function is reliant on consumer actions. Although the concept is challenging to grasp, it is essential for effective and profitable marketing. Consumer behaviour includes actions, reactions, and reactions related to the goods and services that consumers seek and purchase. The first factors that influence a customer's behaviour are their personality, knowledge, attitude, and education. The second factors are the products, prices, physical attributes, advertising, and culture. The marketer must therefore comprehend these elements in order to better understand the consumer. Fascinatingly, consumers frequently respond to marketing poorly and passively. In some circumstances, the customer is not likely to go back to the dealer or retailer to have his complaint about a commodity resolved.

Review of Literature

Doherty, N. F., & Ellis-Chadwick, F. (2010) This study's main goal is to critically assess the literature on the acceptability, effectiveness, and results of internet technologies used by companies for product marketing and sales. With regard to those early projections about the acceptability and influence of online shopping, this essay explicitly aims to give a detailed and critical evaluation. It then critically reevaluates these claims in light of recent advancements in the industry and discusses potential future directions for e-tailing.

Cho, J. (2004) This study analyses the cognitive, affective, and behavioural variables that either increase or decrease customers' propensity to skip planned online transactions (transaction abort likelihood). Path studies demonstrate that, in contrast to benefit perceptions, risk perceptions related to online transactions directly influence the chance that a transaction would fail. Customers who have good opinions of online buying, positive Internet shopping experiences, and a high frequency of catalogue purchases are also less likely to cancel scheduled transactions. The findings also demonstrate that negative attitudes toward online purchasing lessen connections between the likelihood that a transaction would fail and other aspects (i.e., effort saving, product offering, control in the information search, and time spent on the Internet per visit).

Hoffman, D. L., & Novak, T. P. (2009) The flow construct has attracted a lot of attention in marketing and related fields over the past ten years, but it has been difficult to quantify and model. The conceptualization and measurement of flow in online contexts, as well as the marketing implications of flow, are two of the most significant issues in flow research over the past ten years that are covered in this article. In addition, even if the Internet's special qualities helped us realise that flow was an important concept for comprehending how people interacted with the Web in 1996, the actual

environment of the Web has evolved substantially over the previous 10 years. As a consequence, we take into account the present Internet environment, including virtual worlds, while analysing the function and application.

Vrechopoulos, A. P., Siomkos, G. J., & Doukidis, G. I. (2001). Creating profiles of customers who have already made online purchases as well as those who are considering doing so is the aim of this study. The study assesses demographic and behavioural traits, as well as attitudes and preferences of Greek customers toward distance selling in general and Internet retailing in particular, based on theories and processes of consumer acceptance decision and proliferation of innovations. The survey's results provide useful preliminary empirical information that may be utilised to create thorough profiles of internet customers (also known as "innovators" and "early adopters" and those who are considering doing so). The results of this study's empirical research enable further study in this field and offer practical management applications.

Bailey, J. P., & Rabinovich, E. (2005) Internet retailing strategies support supply chains that segregate sites for inventory from those where customers make purchases. Retailers consider order fulfilment in this scenario while assuming the products' location and postponing it. In order to manage their inventory and satisfy orders, retailers can use a variety of techniques, including drop-shipping and in-stock inventory management. This endeavour enriches the literature on supply chain management by emulating the choices made by online retailers to split their product offers between these two methods. The results show that as market share and product ubiquity increase, so increases merchants' dependence on each of these strategies. To more efficiently manage the inventory of online shops, it is feasible to link the two inventory management systems.

Mayank Yadav, Zillur Rahman, (2018)

Three significant conclusions from the study were drawn. First, five categories—trendiness, informativeness, personalisation, informativeness, and engagement—are used to group the perceived SMMA of e-commerce. Second, the perceived SMMA of e-commerce have had a large and positive influence on all of the consumer equity criteria (CEDs). Third, consumer loyalty to e-commerce websites is significantly and favourably impacted by CEDs.

Ju-Young M. Kang, Jieun Kim, (2017) This study found a negative correlation between patronage intention and perceived CRO of the green business. The perceived CRO of the green shop was highly correlated with the perceived degree of service content quality and marketing-focused social media content. Green awareness acted as a mediating factor in the relationship between perceived CRO and patronage intention.

Constanza Bianchi, Lynda Andrews, (2018)

Retailers must understand how customers connect with companies on websites like Facebook, Twitter, and Instagram given the prevalence of social media. The bulk of contacts between customers and retailers on social media are unknown. This study aims to close this gap in the literature and extend earlier studies by examining factors that influence customers' attitudes and intentions to connect with retail brands through Facebook and eventually make purchases of goods and services.

Chawanuan Kananukul, Sojin Jung, Kittichai Watchravesringkan, (2015)

If SNS users believe that SNSs would enhance their social and professional life, they are more inclined to trust websites than the firm itself. Consumers' opinions on the importance of entertainment, however, had no impact on how much they trusted SNS. The usefulness of SNS and brand trust were not found to be related in this study. Instead, a company's credibility is

influenced by customer trust in SNSs. High brand loyalty among consumers increases the likelihood that they will buy more of the company's goods more frequently and in bigger quantities. For merchants of quick fashion, this is especially true. Sanjit Kumar Roy, Walfried M. Lassar, Gul T. Butaney, (2014)

The project's objective is to develop and experimentally evaluate a model that examines the relationships between several elements, including the features of the e-servicescape, website quality aspects, stickiness, website loyalty, and word-of-mouth (WOM). WOM's impact on consumer behaviour is well-documented in writing. There hasn't been much research on the WOM factors in the context of internet buying, despite its growing relevance.

Sangeeta Sahney, Koustab Ghosh, Archana Shrivastava, (2013)

By identifying and empirically establishing key motivational parameters in the online reservation of railway tickets in the Indian context across demographics, this study contributes to our understanding of what consumers anticipate from the railways' online reservation facilities for their convenience and satisfaction. The responsible authority may be able to better comprehend the wants and expectations of the client with the use of the definitions provided in this study for the various components. This study may be used by academics and researchers to analyse variables that could either increase or decrease customer motivation while buying Indian train tickets online. The study's conclusions might be a helpful resource for the railway authority's policy decision-makers as they develop, manage, and assess their marketing strategies for the Indian market.

Shampy Kamboj, Zillur Rahman, (2017)

By addressing the many operationalizations and conceptualizations of consumer online

involvement, particularly in social media-based travel brand communities, this study contributes to the body of knowledge. The first multidimensional measurement of customer social interaction in e-travel provider communities is produced by this study. This is a wholly original contribution to the body of knowledge because the vast bulk of empirical study on this topic has been done in settings and with individuals other than consumer social interaction and e-travel businesses.

C.M. Sashi, Gina Brynildsen, Anil Bilgihan, (2019)

This study's focus is on the relationship between the variables that affect customer involvement and advocacy. An empirical inquiry is carried out using real data from social media networks, and the theory is built for a specific business in which network utilisation is common. It draws attention to how strategic commitment affects advocacy. In the context of QSR, calculated commitment affects advocacy both directly and indirectly through affective commitment. Social networking is another another tactic used by QSRs to boost advocacy and keep customers. Through advocacy, other factors indirectly affect customer involvement.

Ya-Ling Wu, Eldon Y. Li, (2018)

In this study, a thorough model is created to show how customer value mediates the wide effects of SCMM components on CL in SC. It demonstrates how social, hedonistic, and utilitarian ideas may be applied to improve online SC and how SCMM can be utilised to achieve these ends.

Andrew Rohm, Velitchka D. Kaltcheva, George R. Milne, (2013)

Social media on the internet has had a significant impact on how consumers and businesses engage. This essay will examine the interactions between young consumers, or

"digital natives," and businesses on Facebook and Twitter. The authors look at how younger customers, or "digital natives," use social media in their interactions with businesses using latent class analysis (LCA), a mixed-method approach.

Jill Nash, (2019)

It is predicted that this study's insightful advice for high-street fashion marketers will deepen and broaden their knowledge of CDMP while utilising SM. They must work together to comprehend and provide relevant information to customers, not just for Generation Y but also for Generation X, in order to adapt to rapidly changing customer desires and expectations with both of these cohorts. These results demonstrate that high-street fashion merchants using social media (SM) need to be aware of the subtleties of internal and external factors that affect customers' interactions with businesses both online and in person. They also need to be able to offer value to their clients. This is advantageous for marketing initiatives.

Hsin Hsin Chang, Hsin-Wei Wang, (2011)

This study looked at each stage of the buying process separately since consumers could make decisions at any point. The link between customer satisfaction and loyalty might also be examined in this study in terms of the moderating effects of customer perceived value.

Guida Helal, Wilson Ozuem, Geoff Lancaster, (2018) The technological communication habits of the millennial age are a phenomenon that has revolutionised society. The development of brand-customer relationships has been facilitated by social media, which fosters regular participation as well as a feeling of social identity. This article's goal is to look into how business communications are impacted.

Sheau Fen Crystal Yap, Christina Kwai Choi Lee, (2014)

This study advances our knowledge of how an individual's personality affects their dedication to their online community. Future studies that examine a variety of aspects of online community participation, such as blogging, online marketing, and online public relations activities, may build on the research paradigm employed in this study.

Wimmala Pongpaew, Mark Speece, Leela Tiangsoongnern, (2017)

Social media is increasingly being used for commercial purposes as marketers work to increase customer-brand engagement (CBE) in brand communities in order to enhance the consumer experience. Social media's role in marketing communications is always changing. The goal of this study is to better understand how users and managers perceive CBE in a corporate Facebook environment, as well as how perceived social presence (PSP) affects CBE.

Eric W.T. Ngai, Ka-leung Karen Moon, S.S. Lam, Eric S. K. Chin, Spencer S.C. Tao, (2015)

Two stages of this inquiry were carried out. The first stage then presents a conceptual framework that illustrates the tools, technologies, ideas, and models that form the basis for social media applications. A critical analysis of academic works on social media research is also a part of this stage. The second stage provides a practical illustration of how the suggested design facilitates the development of social media applications by a regional affiliate of an international non-governmental organisation.

Yongbing Jiao, Myriam Ertz, Myung-Soo Jo, Emine Sarigollu, (2018) In a social media brand community (SMBC) setting, this study aims to examine how culture, personality, and

motivation effect social and content value and, in turn, brand equity.

Tino Fenech, Aron O'Cass, (2001)

investigates the elements that affect how people utilise the Internet for activities linked to making purchases (retail use). The main constructs examined in connection to actual adoption are attitudes and perceived usefulness. focuses on variables such as shopping orientation, perceived online security, shopping innovation, website satisfaction, the value of product inspection, and price sensitivity that affect how Internet users view Web commerce. To gather the data, a self-administered Web survey was employed.

Oly Mishra, Prasad Ayatham, (2017)

This essay aims to provide readers with a better grasp of the various personality types and Facebook behaviours of young Indian internet shoppers. As Facebook's popularity increased, it transformed into a platform for more effective communication between customers and online retailers. With the use of Facebook post analysis and an understanding of how they relate to personality and gender, this study aims to examine the motivations behind young people's online buying behaviour. Qing Tang, Fen Liu, Shan Liu, Yunfeng Ma, (2018)

Few research have examined consumer reactions to mobile coupons in trials where the coupons were delivered by stores, in contrast to earlier studies that looked at customer responses to mobile coupons via social referrals. In addition to analysing the impacts of recommendation trust, positive utilities, and negative utilities on mobile coupon redemption in the context of social recommendations, this study underlines the key components of recommendation trust.

Objectives

1. To analysis the previous research articles for the further study.

- To utilize the bibliometrix technique to analyze the data.

papers from the reputed journals on the basis of country, quantity etc. R studio, VOS viewer tools used to analyse the data. Data extracted from the Scopus database.

Methodology

Motive of the study to analyse the data by using bibliometrix technique and analyse the 60

Data Analysis and Interpretation

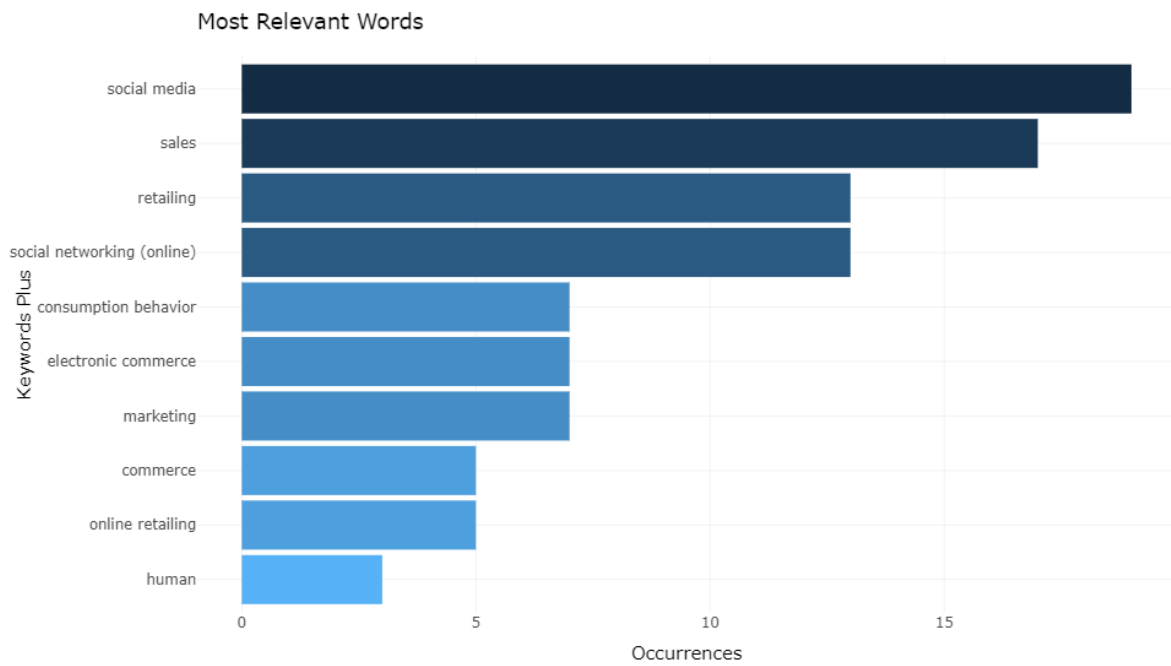


Figure 1: Most relevant words identified after running the Scopus data base on the R studio or VOS viewer software. Identified the most relevant words like social media, sales, retailing, social networking.



Figure 2: In the Tree major keywords identified on the basis of R studio and VOS viewer like social media, sales, retailing, social networking, consumer behaviour, electronics commerce, marketing.

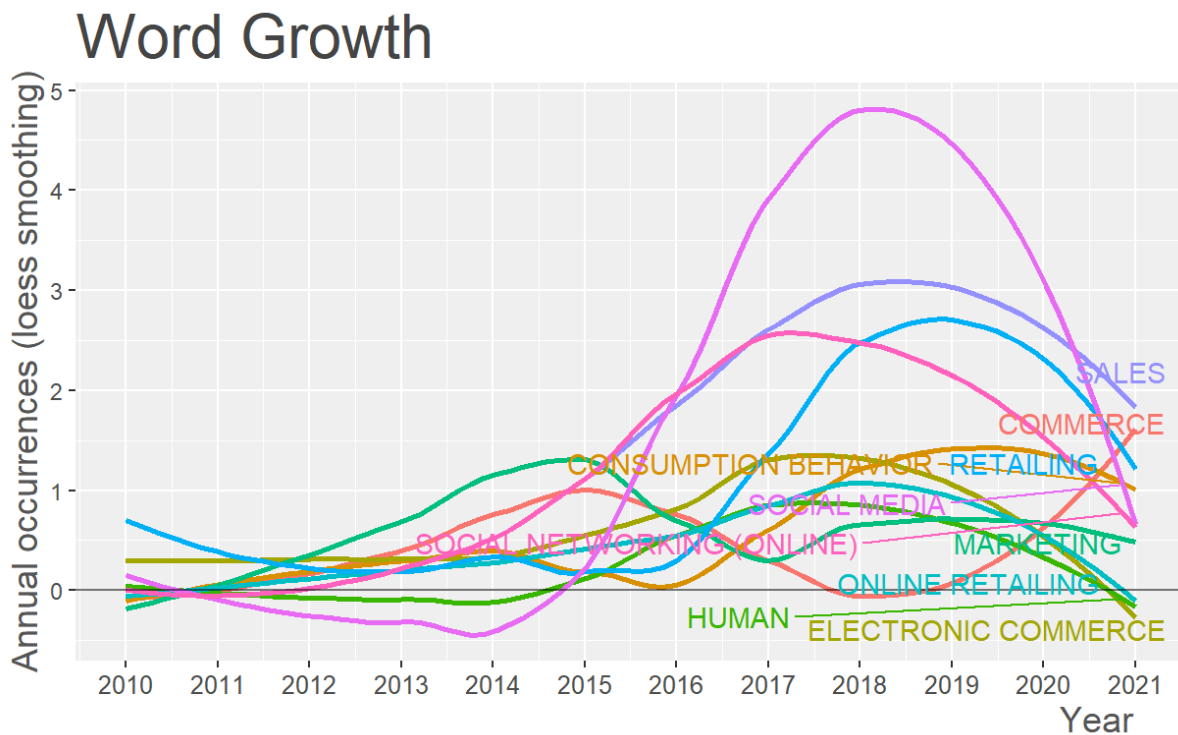


Figure 3: Word growth represent the year wise growth of the words those represent the information on the graph that shows the information of relevant words. In the year wise data social media and social networking mostly found in the year between 2015 to 2021.

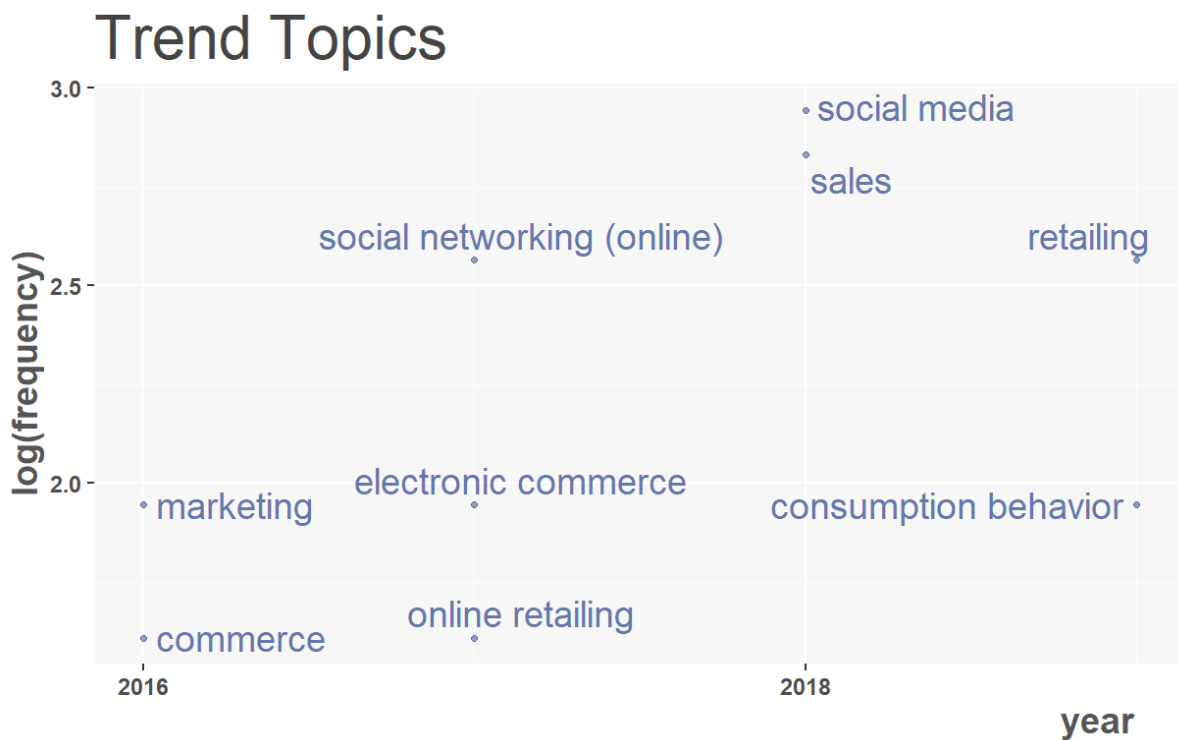


Figure 4: Trend topics in the year 2016 and 2018 that showing the frequency year by year.

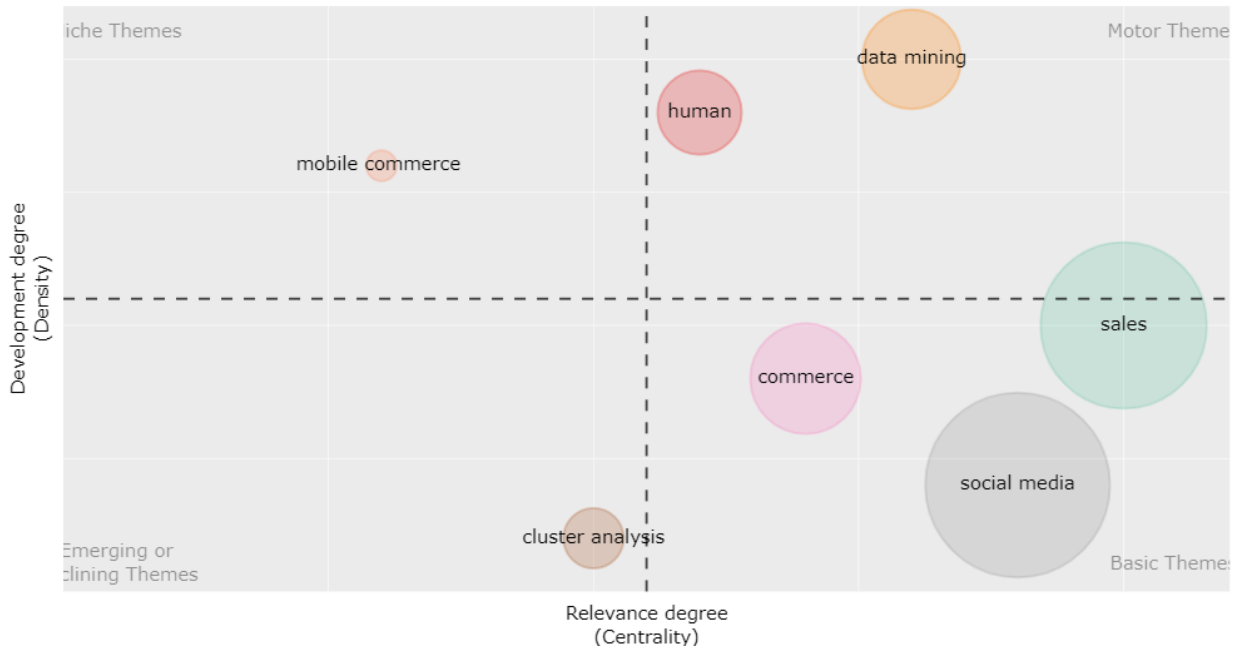


Figure 4: Development degree on the density graph as per the motor theme human and data mining main words on the other hand basic theme commerce, sales, social media are the main words.

Country Collaboration Map

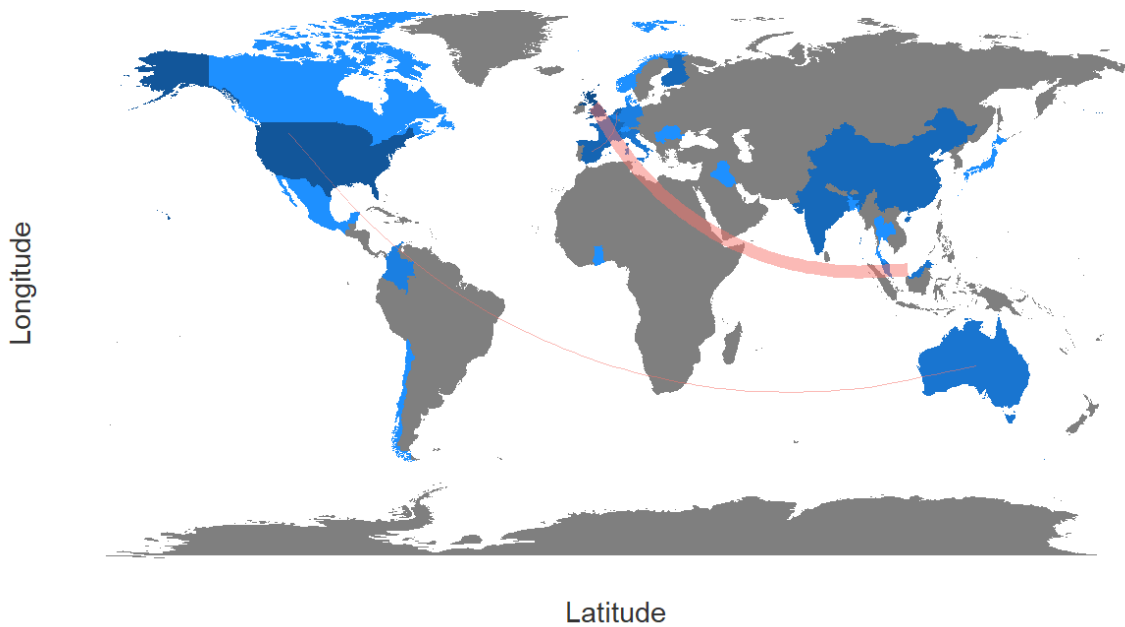


Figure 5: shows the country collaboration map that showing the major contribution from which region of the world in this research.

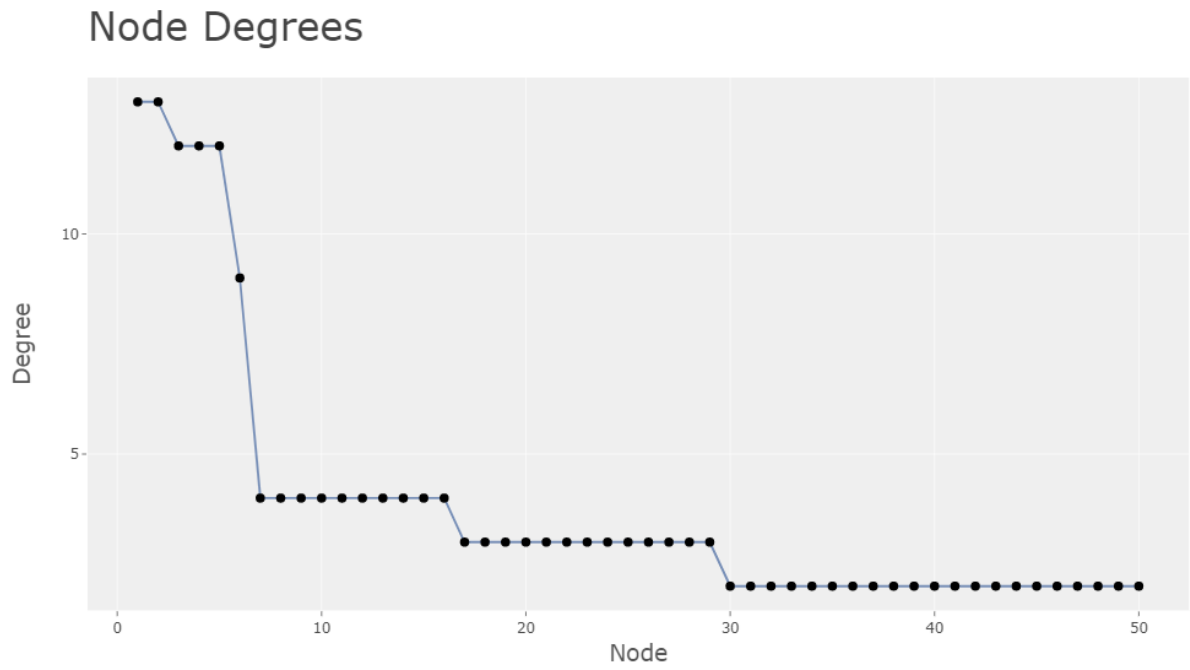


Figure 6: shows the node degrees in which showing the joint papers or identical with this research areas.

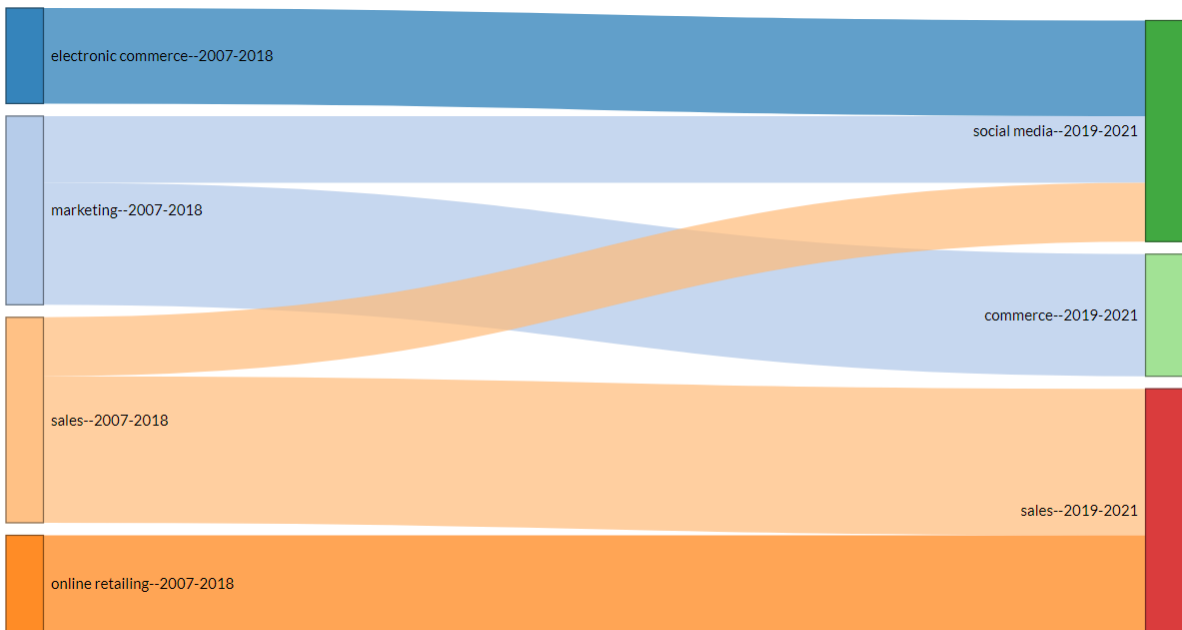


Figure:7 Predict the subject areas where research connected.

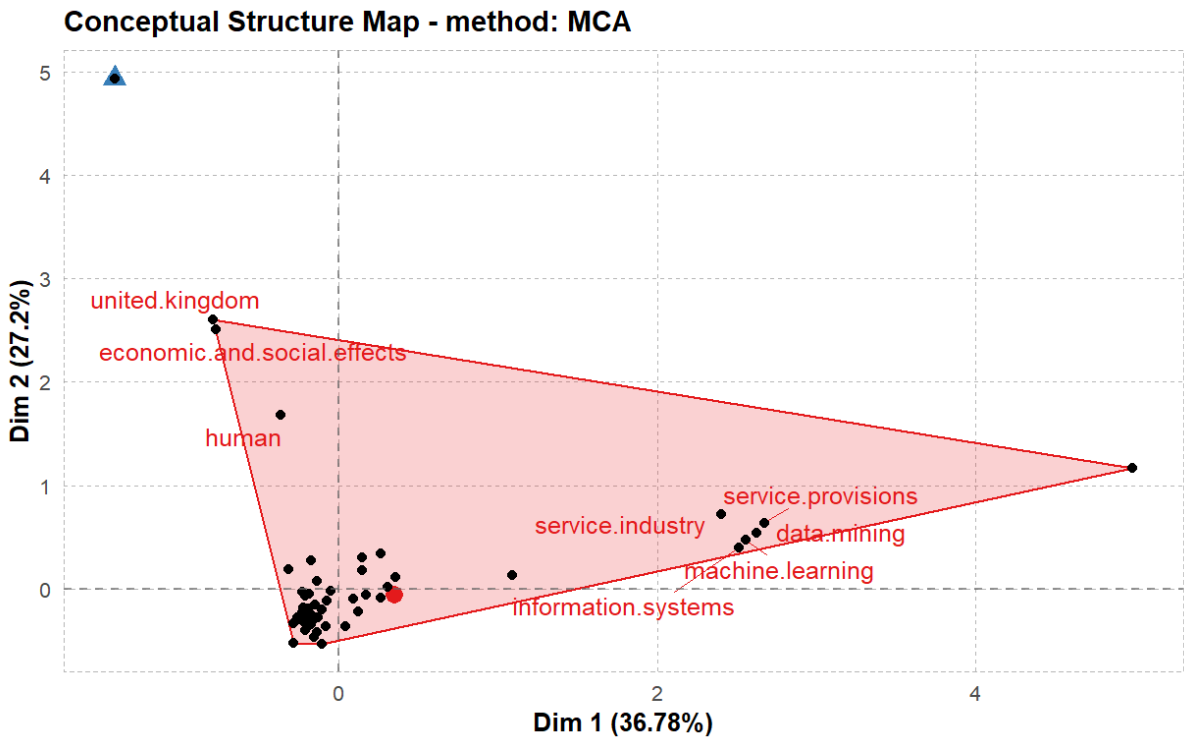


Figure:8 Conceptual structure map- method showing the United Kingdom where the mostly topics or points covered in this research.

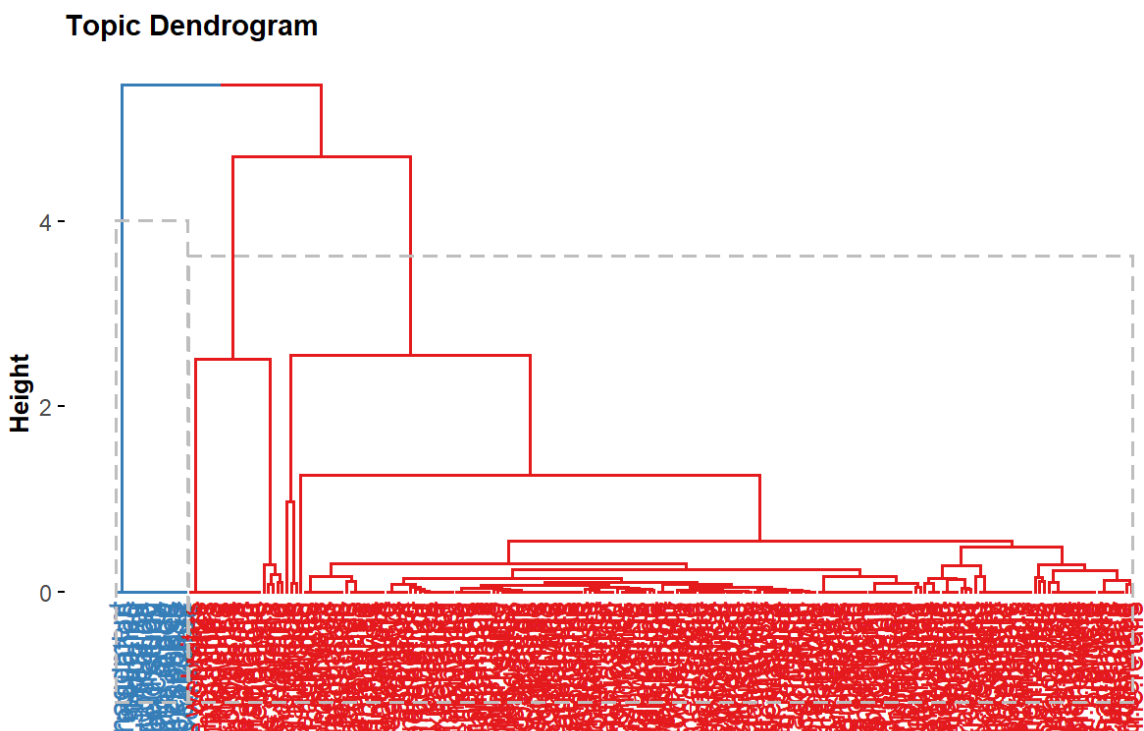


Figure 9: Dendrogram shows the Less relevant part of the topic.

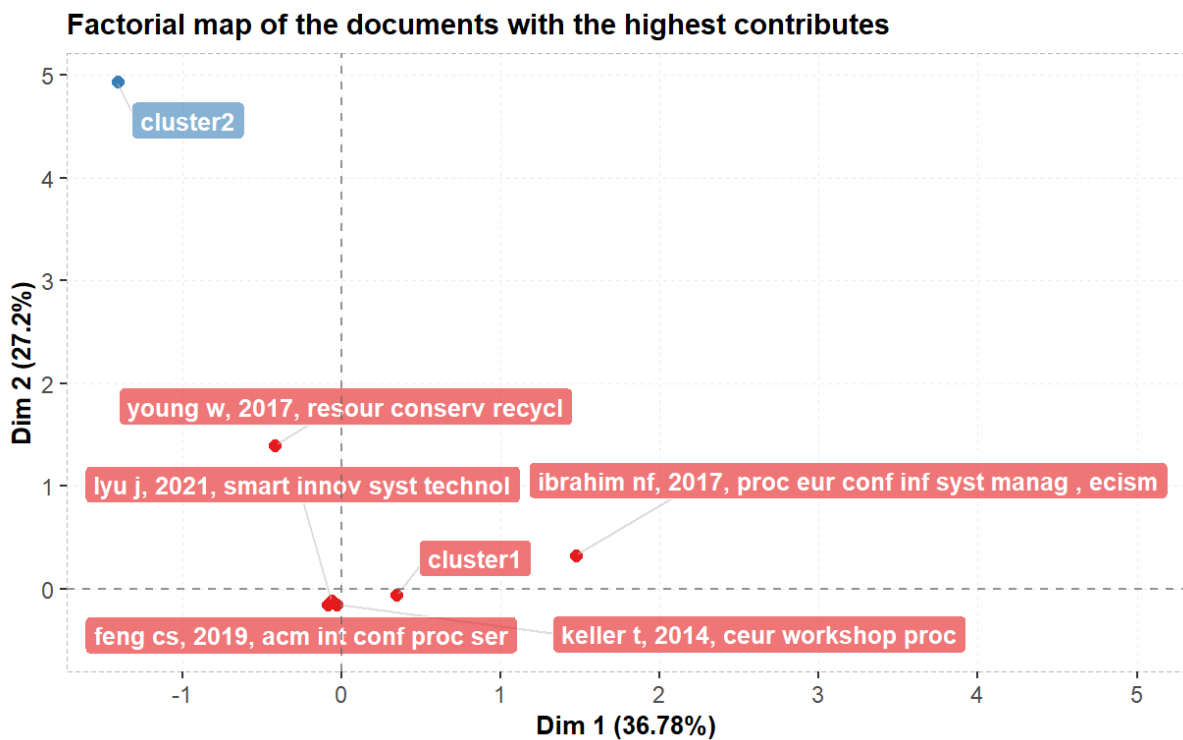


Figure 10: Factorial map of the documents with the highest contributes. According to the figure the most contributor is young W,2017.

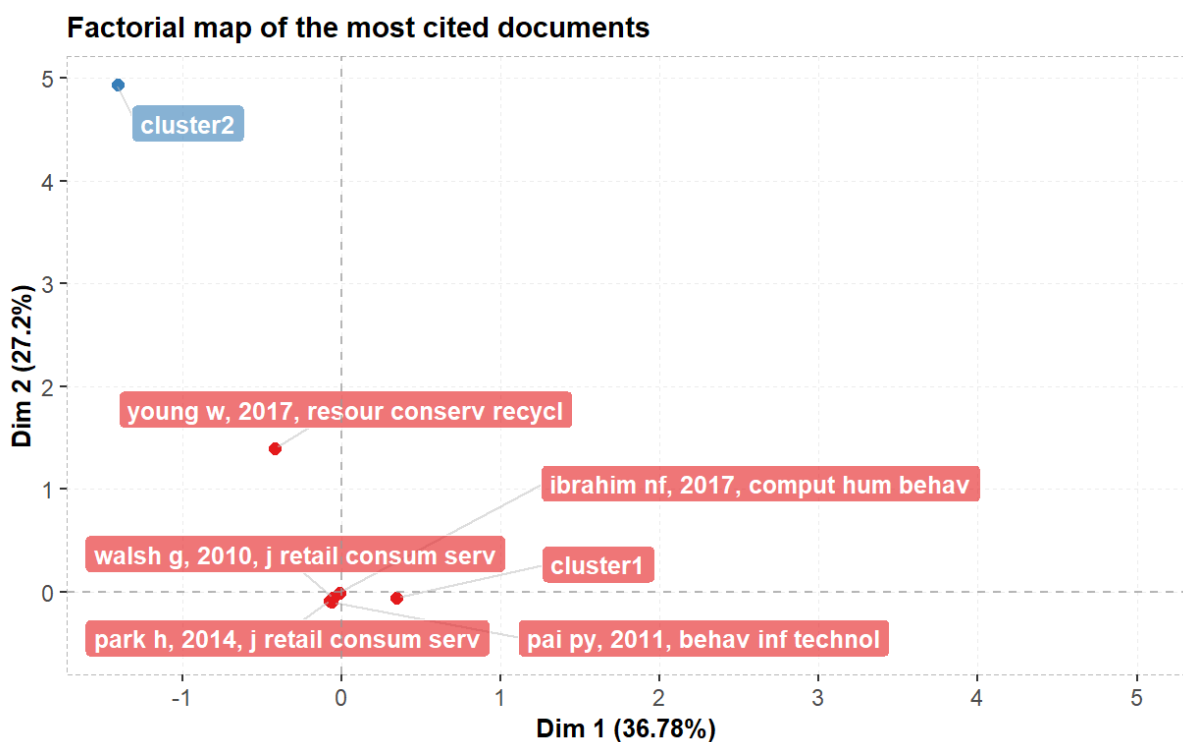


Figure:11 Factorial map of the most cited documents and as per the above chart young w, 2017 most cited person.

Conclusion

In the last concluded that 60 paper evaluated in this research data extracted from the Scopus database. Data extracted from the year 2010 to 2021. Various result found related to the study and it will be more useful for the further study because it's the research of 60 paper. Most relevant words identified after running the Scopus data base on the R studio or VOS viewer software. Identified the most relevant words like social media, sales, retailing, social networking.

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