

Bibliometric Analysis of Repurchase Intention in E-commerce

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Abstract

The study seeks a comprehensive bibliometric analysis of the literature about the intention of repurchasing on e-commerce from 2010 to 2023. Analyzed and categorized 87 papers published and indexed by Scopus based on authors' distribution and affiliations. This study demonstrates publication patterns by employing scientific mapping and assessing publication performance on the Scopus database. This analysis can look at what research topics are the subject of more publications and the topic 'intention to re-purchase in e-commerce' in the future, providing opportunities for further research. The methodology used is bibliometric analysis, covering steps related to the implementation of data-based software Scopus, and it continued with the presentation of results using VOSviewer, discussion sessions, and conclusions of literature studies. The notable results demonstrate that Indonesia and China made the greatest contributions to the publication, with other Asian countries like India, Malaysia, Taiwan, South Korea, and Vietnam following suit. In addition, authors and keywords with significant contributions are also identified. According to the quotation analysis of the author, Fang Y, Qureshi I, Sun H, McCole P, Ramsey E, and Lim KH have a total of 574 quotations, making him the most quoted author. Meanwhile, the National Natural Science Foundation of China publishes the most articles in this field, with eight articles.

Keywords: Bibliometric Analysis, E-commerce, Repurchase Intention, Scopus Database, VOSviewer.

Introduction

E-commerce has become one of the fastest-growing areas in recent years. Many consumers are now making online purchases using e-commerce sites because they are more practical and efficient (1). This facility encourages e-commerce sites to continue to innovate to attract and retain their customers (2). One of the indicators of the success of an e-commerce site is the intention to re-purchase (3). Re-purchase intention is defined as the consumer's possibility or desire to re-buy from the same online seller (4). When consumers have a high interest in buying back from the same e-commerce site, it shows that e-commerce has succeeded in creating a positive shopping experience (5). Understanding the factors that influence the intention of re-purchase in e-commerce is essential for sellers to increase consumer satisfaction and loyalty (6). Some of the main factors that have been identified affecting the intention of re-purchase in e-commerce are confidence, consumer satisfaction, and quality of service (7). Consumer confidence in online sellers is a critical factor in re-purchase intentions. (7). When consumers believe that an e-commerce site is

secure and reliable for transactions, they will be more likely to return to shopping (8). In addition, consumer satisfaction with products and services also greatly affects the intention to re-purchase (9). Satisfied consumers will tend to buy back from the same site in the future because they are confident they can meet their expectations (9). The quality of e-commerce services, such as information quality, site usability, ease of shopping, and customer support, is also important in influencing the intention to re-purchase (3).

Gaining insight into the purpose behind repeat purchases is crucial for an e-commerce company seeking to enhance client loyalty and financial success. The reference is from a publication by (10). Re-purchase intents indicate the likelihood of a consumer revisiting the same e-commerce site for future transactions (11). This conduct is vital since it demonstrates client happiness and loyalty, which are crucial for long-term business expansion (12). By comprehending the determinants that impact re-purchase intentions, e-commerce entities may adapt their strategies to better align with client expectations (13). This can result in

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higher client retention rates, lower marketing expenses, and improved profitability (14). Furthermore, by prioritizing re-purchase intents, businesses can pinpoint specific areas that require enhancement in order to provide better services, resulting in the development of a more robust and customer-centric company model (15).

The motivation for repurchasing is grounded in many ideas that are applicable within the realm of electronic commerce. The Trust and Commitment Theory underscores the significance of trust and commitment in establishing enduring connections between vendors and buyers (16). Furthermore, the Information Systems Success Model (IS) which encompasses system quality, information quality, and service quality, significantly enhances the likelihood of repeat purchases by increasing user satisfaction (3). Another pertinent idea is the Confirmation of Expectations Model (ECM), which highlights that the intentions of a repurchase are impacted by satisfaction derived from comparing original expectations with actual performance (8). Bibliometric research aims to map and explore research trends on a particular topic based on quantitative analysis of existing publications (17). Bibliometrics is a multidisciplinary area of research that employs mathematical and statistical methods to quantitatively evaluate various types of information carriers (18). Bibliometric methods are used to analyze patterns in academic literature to understand how knowledge develops and transforms in a particular field (19). In bibliometry, statistical and data visualization techniques are applied to publication metadata, such as the number of quotations and keywords, to identify topic trends, find the collaboration between authors/agencies, and map the impact of research in a particular subject (17).

This bibliometric analysis is crucial for organizing the research field and identifying significant patterns and deficiencies in the literature about the intention of re-purchase in e-commerce (20). The study conducts a comprehensive analysis of existing research datasets to identify significant patterns, key authors, and noteworthy publications in this particular topic. It offers a thorough examination of the present state of research and also emphasizes areas that have not been well investigated and need more exploration. These discoveries hold great value for both academics and practitioners, since they can guide

future research priorities, stimulate more targeted investigations, and foster collaboration among researchers. Ultimately, this approach enhances comprehension of the determinants behind the intention to repurchase and facilitates the formulation of more efficient e-commerce strategies.

This work seeks to conduct an exhaustive bibliometric analysis of the literature on the intention of re-purchase in e-commerce, building upon the aforementioned grounds. The articles published and indexed by scopus.com undergo analysis and categorization based on the distribution and affiliation of the authors. This analysis examines the research subjects that receive more publications and focuses specifically on the 'intention to purchase back in e-commerce.' This research topic presents potential chances for future studies. The analysis was conducted using bibliometric analysis, which involved following the steps required to utilize the scopus.com data-based program. Next, the presentation of the results using VOSviewer is followed by a discussion session and the study's conclusions based on the bibliometric analysis conducted.

The study's conclusions provide insightful information that can guide the creation of e-commerce plans and advancements in advertising techniques. Through the identification of critical elements influencing repurchase intentions, e-commerce can develop more efficient approaches to boost consumer happiness and loyalty. For instance, the study emphasizes the significance of client pleasure, service quality, and trust as crucial factors influencing repurchase intentions. Businesses involved in e-commerce can utilize this information to enhance user experience, maximize service offerings, and forge closer bonds with clients. Furthermore, bibliometric analysis helps to remain ahead of the curve and modify strategy in response to shifting market dynamics by identifying popular themes and developing trends in this field. This knowledge can also help direct resources toward high-impact areas, guaranteeing a more methodical and effective approach to e-commerce operations and marketing.

Methodology

In order to investigate and comprehend customer repurchase intentions on e-commerce platforms and associated effects, the research employs a qualitative methodology. A solid basis for this

research is provided by the data gathered by methodical searches in the Scopus database and filtering procedures using predetermined inclusion and exclusion criteria. To assure the authenticity of research findings, a number of significant procedures have been performed in the processing of research data, including data reduction, data presentation, conclusion withdrawal, and verification.

The inclusion and exclusion criteria for the bibliometric review are established based on the topic's relevance, the publishing year, and the document type. Only articles published throughout the timeframe of 2010 to 2023 and pertaining to the specific objective of repurchasing in the field of e-commerce have been incorporated. Irrelevant documents or documents published prior to 2010 are excluded. This is done to guarantee that only the most pertinent and current research is examined.

While bibliometric analysis is a valuable tool for assessing current literature, it is important to consider its limitations. This research is very dependent on specific databases, such as Scopus, which may not encompass all pertinent papers. Furthermore, there is a potential for bias in the selection of articles, as certain important research may not be included in the utilized database. Hence, it is imperative to exercise caution when interpreting the findings of bibliometric analysis and regard them as a component of a more comprehensive assessment of the available literature.

The research uses a qualitative approach to explore and understand consumer re-purchase intentions on e-commerce platforms and the associated re-purchasing results. Collecting data through systematic searches in the Scopus database and filtering processes based on the established inclusion and exclusion criteria provide a strong foundation for this research. In the research data analysis, several important steps have been undertaken, such as data reduction, data presentation, conclusion drawing, and verification, as illustrated in Figure 1, to ensure the validity of

the research findings. Among other things: The first step is to title-abs-key (repurchase AND intention AND in AND e-commerce), and the result shows 207 documents. Step 2: title-abs-key (repurchase AND intention AND in AND e-commerce) and (not included (pub year, 2002-2009), and the result shows 190 documents. Step 3: title-abs-key (repurchase AND intention AND in AND e-commerce) and (excluding (pub year, 2002,2005,2007,2008 and 2009) and (limit-to (doctype, "ar") or limit-to (doctypes, "cp") and limited to (correct keywords, "repurchase intention") or limits-to ("E-commerce"), and the result shows 87 documents.

In short, 87 papers that passed the selection and met the specified criteria from the year of publication 2010 to 2023 were successfully explored using a database of reputable Scopus journals. The publications were then analyzed in depth to map the latest scientific research landscape in the field studied. The mapping of the study's findings is further visualized with the help of the selected VOSviewer software because of its reliable ability to facilitate the visualization of bibliometric data and the analysis of network collaborations between researchers, countries, and institutions. Furthermore, the program is free and can be utilized for bibliometric mapping, a precious tool for visually presenting extensive scientific maps in a user-friendly manner (21), with a visually stunning and accurate depiction (22). Potential contributions of bibliometric analysis using VOSviewer include: (1) identifying prominent research areas within a specific field by analyzing publication patterns and co-citation networks, which can inform strategic decision-making and research priority-setting, (2) mapping collaborative networks among researchers or institutions by examining joint authorship networks, which can help identify potential collaborators, and (3) evaluating the impact of research, such as the number of citations, to assess the quality of publications, authors, or influential institutions.

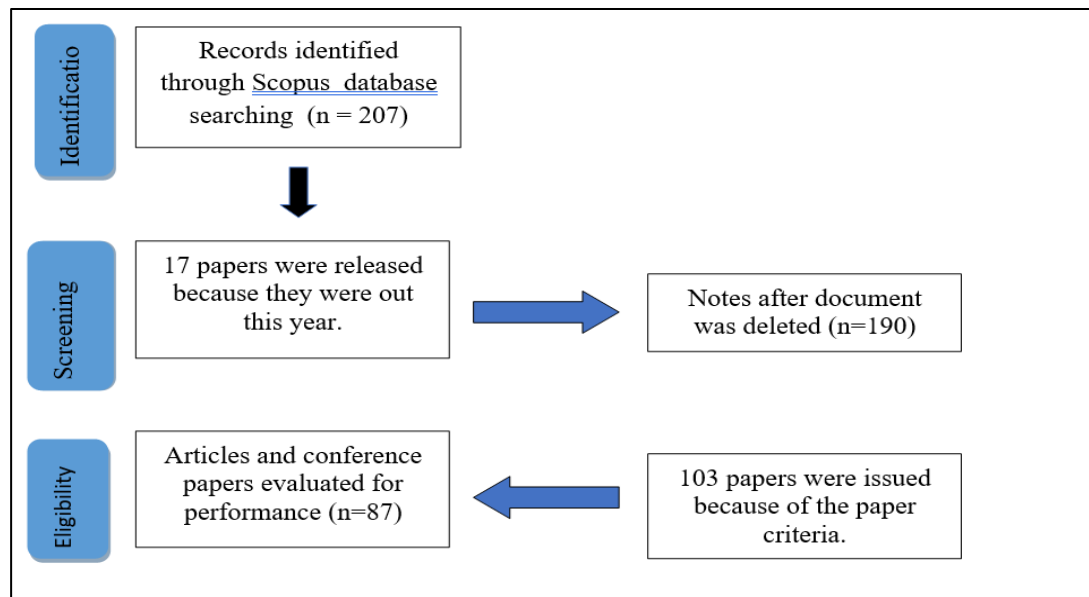


Figure 1: Flow Chart for Bibliometric Review

Results and Discussion

The image below provides a more comprehensive explanation of the bibliometric review conducted using VOSviewer: During the 13 years from 2010 to 2023, notifications met the research criteria, as shown in Figure 2. The graph illustrates annual publication trends in the area studied, where no publications were

found in 2010.

Publication began in 2011 with only two papers. The number of publications increased by six papers in 2016, then decreased to 2 in 2017. The publication growth again occurred in 2018 with 13 papers, but it saw a consecutive decrease until 2020. Following 2023, the highest number of published documents is 16 papers, as shown in Figure 2.

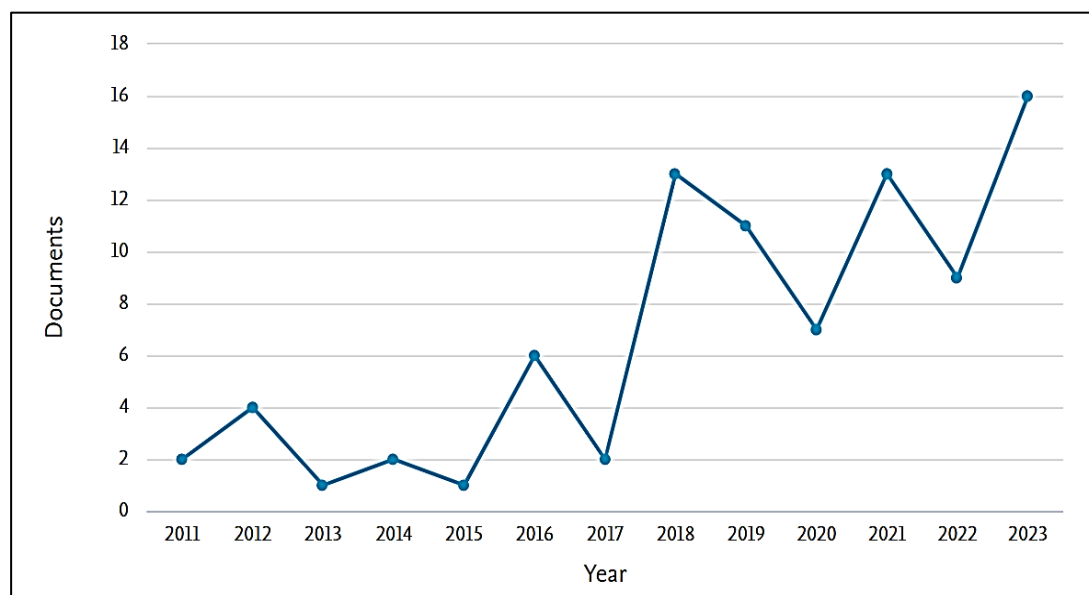


Figure 2: Trends in Publication Repurchase Intentions in E-Commerce

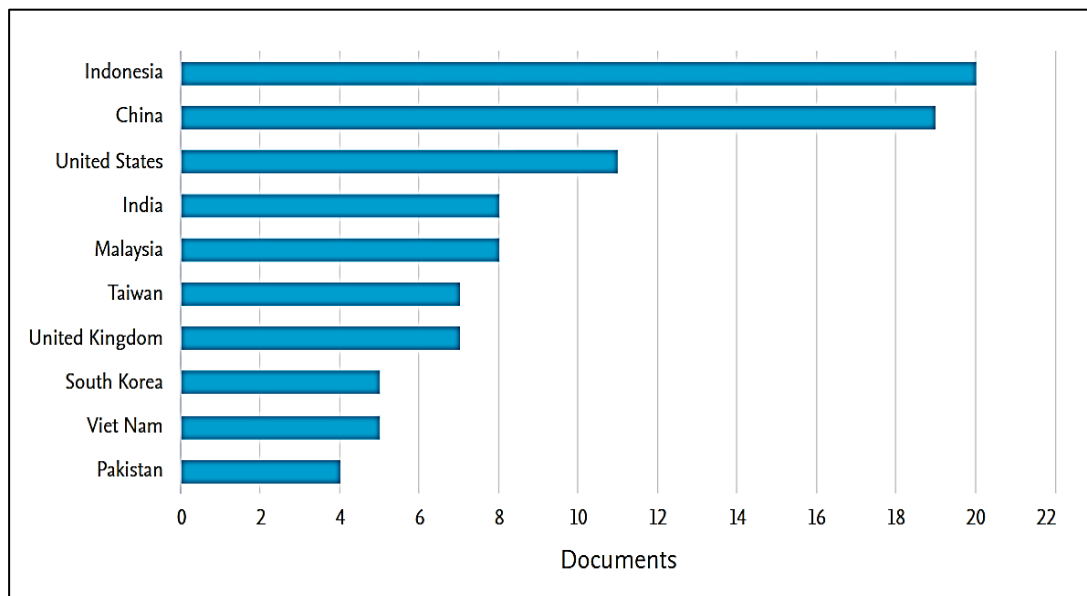


Figure 3: The 10 Most Contributing Countries in E-commerce Repurchase Intention Research

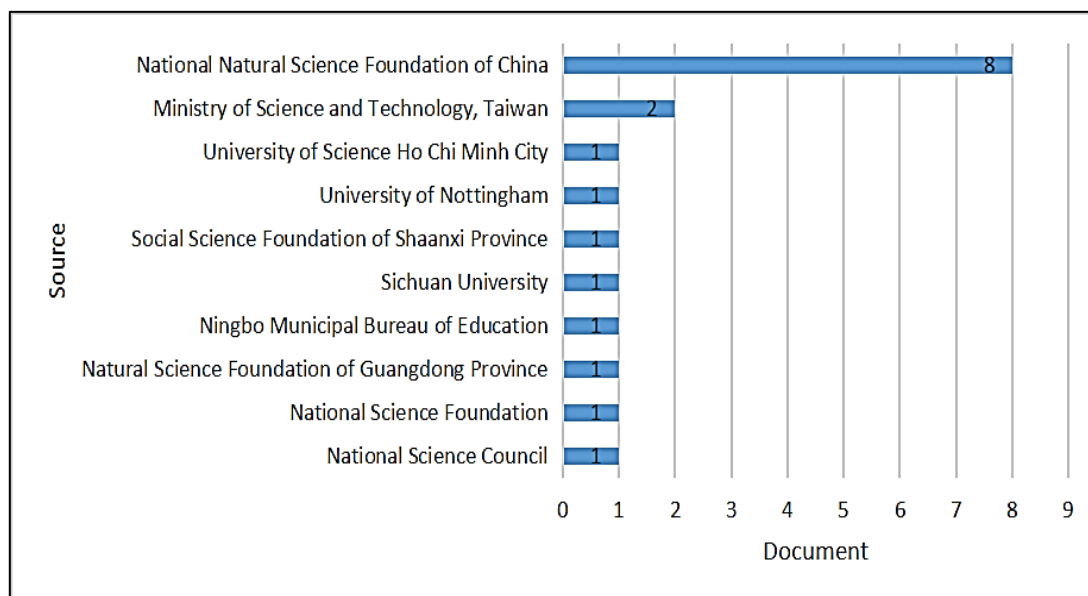


Figure 4: Top 10 Repurchase Intentions Journals in E-Commerce

Based on data analysis, ten countries contributed the most to the publication of research on consumer re-purchase intentions on e-commerce platforms. Indonesia and China have the most significant contributions in the number of publications, with 20 and 19 scientific articles each. However, several other Asian countries, such as India, Malaysia, Taiwan, South Korea, and Vietnam, contributed significantly to this topic and entered the top ten list.

Overall, the total contributions from the ten

countries are the United States (11 articles), India (8 articles), Malaysia (8 articles), Taiwan (7 articles), the United Kingdom (7 articles), South Korea (5 articles), Vietnam (5 articles) and Pakistan. (4 articles). The contribution of each country visually can be seen in Figure 3.

Articles discussing the intention of consumer re-purchasing on e-commerce platforms have yet to be published in various reputable scientific journals. One of the most widely published journals on this subject is the National Natural

Science Foundation of China, which has eight articles. The high interest of the researchers in publishing their findings in the journal is supposed to be because the journal has acknowledged its reputation in the field of science. Figure 4 shows ten journals with the most significant contributions to e-commerce resale intentions based on the number of articles published. The National Natural Science Foundation of China ranks top with 16 related articles published, showing outstanding commitment and interest in the field. In addition to the National Natural Sciences Foundation, other journals in the second to tenth rankings include the Ministry of Science and Technology of Taiwan (2 articles), and the rest, on average, publish one related article. This indicates that although the topic attracted attention from various funding sources, most institutions only made limited contributions to a single publication in this area.

Examining the study issue on re-purchase intent

in e-commerce revealed the top 10 authors who have made significant contributions to the field. Each of these authors has written two scientifically valuable works on the subject. Their contributions show that this topic attracts much attention and still requires further research to explore the factors influencing the intention to re-purchase in greater depth. Understanding the factors influencing re-purchase intentions is crucial for e-commerce to develop effective strategies for attracting and retaining customers. Companies can better understand consumer motivations and behavior by formulating targeted approaches to increasing customer loyalty and encouraging re-buy in e-commerce. Moreover, conducting additional research can yield significant insights into the most recent trends and advancements in the e-commerce industry. This, in turn, allows for adapting marketing and operational strategies to align with the always evolving customer preferences and requirements.

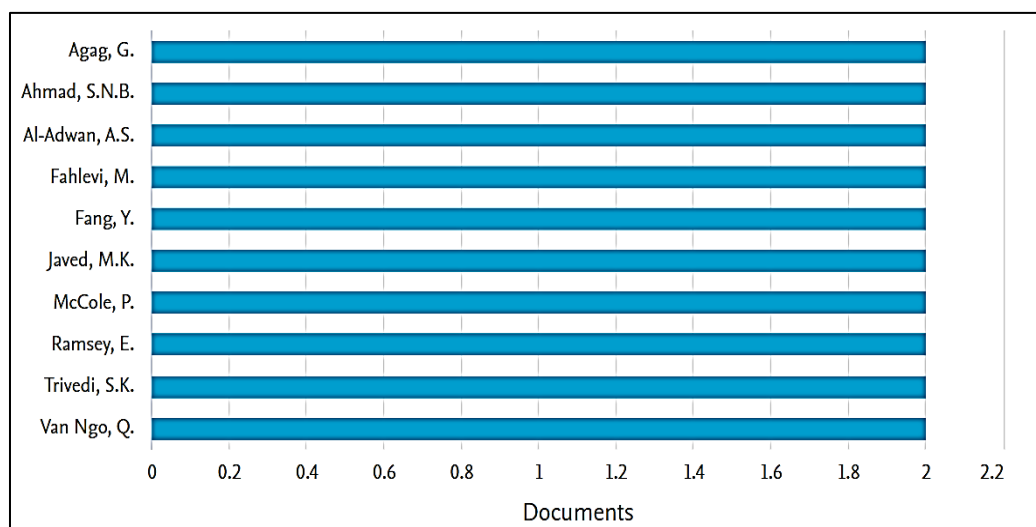


Figure 5: Top 10 Authors Who Published About Repurchase Intentions in E-commerce

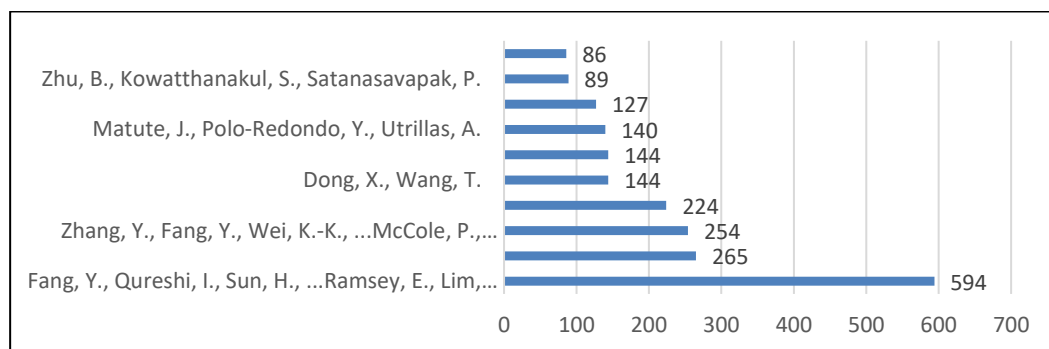


Figure 6: A Quote from the Top 10 Authors About Repurchase Intentions in E-Commerce

Over the last few years, there has been an increase in the number of research journals dealing with research on re-purchase intentions on e-commerce platforms. Researchers in this field have published significant research on the subject. Identifying the contributions of these authors' researchers can be done by analyzing the number of quotations received by their respective publications, as had been done in previous studies (18). The greater the citation rate of an article, the more accurately it can indicate the amount of influence, productivity, and contribution of the research to the scientific community. Based on Scopus data, it is known that the journal writers with the most quotations on the topic of e-commerce resale intentions can be seen in

Figure 6.

Furthermore, of the 87 articles found in this study, Fang *et al.*, (15) are considered the most famous authors with a total of 594 quotes, followed by the second authors Fang *et al.*, (23) with several 265 quotations, which is quite far from the highest authors. Subsequently, Zhang *et al.*, (254 quotes) (24), Sullivan and Kim (224 quotations) (25), Dong and Wang (144 quotations) (26), Elbeltagi and Agag (144 quotations) (16), Matute *et al.*, (140 quotatives) (27), Pham *et al.*, (127 quoted) (28), Zhu *et al.*, (29) with a total of 89 quotation, and the last author in the top ten was Wen (30) with a total of 86 quotation. The complete information on the number of quotes is shown in Figure 6.

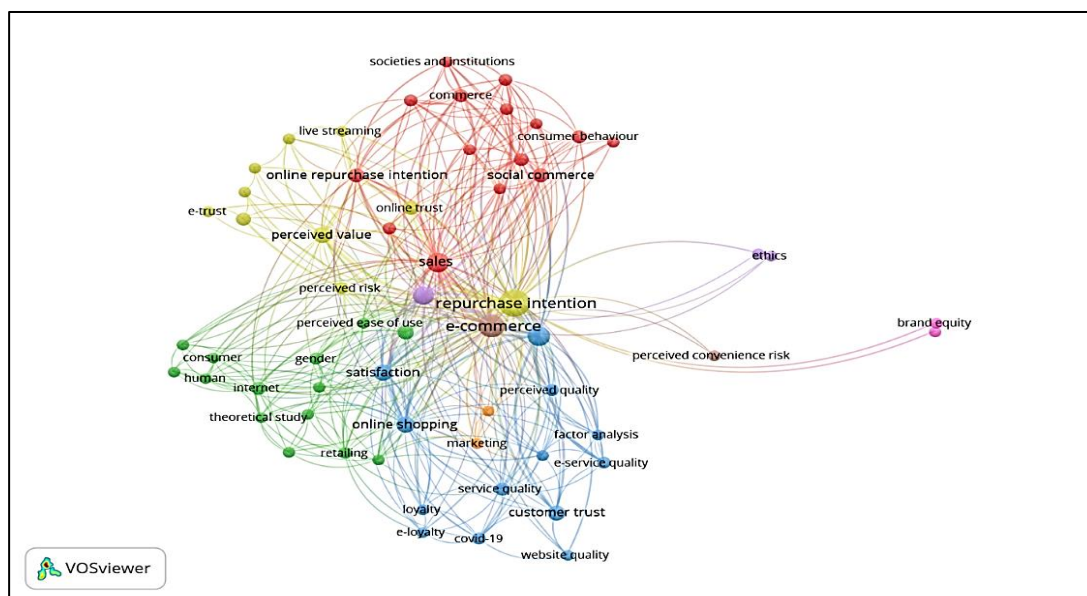


Figure 7: Keyword Co-occurrence Network

This research presents a distribution analysis of publications' most widely used keywords. The utilization of VOS Viewer allows for the acquisition of interactive co-occurrence maps. The results indicate the five most prominent terms associated with repurchase in the field of e-commerce. This section will explain the obtained keywords for overlay map visualization. Common event keywords can further support scientific research by efficiently indicating certain research points within a particular subject area (31). This strategy is a frequently employed method to assess the importance of a publication by examining the connections between quotes or keywords in the article (32). The utilization of VOS viewer software

in this study is essential as it produces a network illustrating the co-occurrence of intentions to repurchase on e-commerce platforms, as depicted in Figure 6. After conducting meta-input data and completing keyword analysis, a total of 409 keywords were identified from 87 publications relevant to intents for re-purchase in the field of e-commerce. Of the 409 keywords that appear, 61 thresholds are met for a minimum of 2 keyword occurrences. It's shown in the following picture below:

The node's size and the keyword presented in the image visually convey the weight of each node (33). The most commonly utilized term in the connection between two nodes A study elucidates the

significance of keywords regarding their physical proximity. As the distance between the bonds decreases, it is quite probable that the strength of those ties will increase. The graphic correlates the two keywords, suggesting they were initially used together. When a line is longer, there is a higher

probability that the line can be detected within a cluster (34). A cluster is formed by nodes of the same color and adjacent. VOS viewers classify keywords associated with buy intentions in e-commerce into five distinct groupings or clusters as follow Table 1.

Table 1: Frequent Keywords

No.	Clusters	Themes
1	Cluster 1 15 items	alternative attraction, commerce, consumer behavior, decision making, economic and social effects, the effectiveness of e-commerce, interactivity, online marketing, online repurchase intention, online systems, purchasing, sales, social commerce, social networking (online), societies and institutions
2	Cluster 2 14 items	Consumer, consumption behavior, women, gender, human, internet, mobile application, online retailing, perceived ease of use, perceived usefulness, perception, retailing, shopping activity, theoretical study
3	Cluster 3 13 items	covid-19, customer satisfaction, customer trust, e-loyalty, e-service quality, factor analysis, loyalty, online shopping, perceived quality, quality of service, satisfaction, service quality, website quality
4	Cluster 4 10 items	e-satisfaction, e-trust, live streaming, online transaction, online trust, perceived risk, perceived value, privacy concerns, quality control, repurchase intention
5	Cluster 5 3 items	Ethics, shopping habits, trust
6	Cluster 6 3 items	brand equity, brand experience
7	Cluster 7 3 items	Marketing, technology acceptance model
8	Cluster 8 3 items	e-commerce, perceived convenience risk

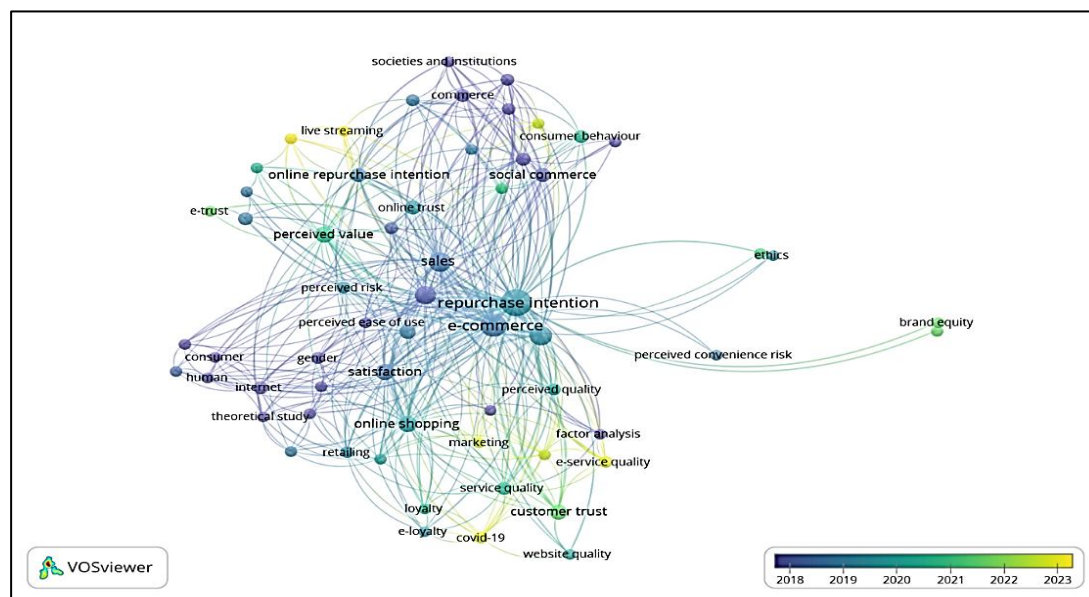


Figure 8: Keyword Trends Repurchase Intentions in E-commerce

VOS Viewer examines the prevalent terms that occur most frequently during the year of publication. The keyword trends throughout the

period 2010-2023 were evaluated. Each node's color indicates the number of publications that have been associated with the keyword that has

been connected to the node over the years (35). The nodes in blue represent the terms most frequently utilized at the onset of our research period. Additionally, there is an increased number of yellow nodes that correspond to the keyword that has been recently utilized in a publication. By classifying the most commonly utilized terms, it is feasible to determine which subjects are extensively discussed and which ones are not.

Figure 8 highlights certain phrases explored as new research areas in re-purchase intentions in e-commerce. An analysis of high-frequency keywords used in publications released between 2018 and 2023 has identified the following keywords: quality control, live streaming, COVID-19, economic and social implications, marketing, quality of service, and e-service quality. It is reasonable to deduce that there is currently a lack of widespread comprehension regarding the

purpose of re-purchasing in e-commerce, which currently intersects with factors associated with keywords in e-commerce. This premise is corroborated by the previously discussed topics.

Figure 9 displays a comprehensive examination of both the authorship and network-based collaboration patterns among individuals. Each node in this network represents an author and their textual connections. This study can incorporate many dimensions to display groupings, relationships, and changes over time. Figure 9 presents a network analysis of authors based on their collaborative activity over the years. In this instance, the authors' relationships might be categorized as their yearly relationships. Chen is the most socially engaged writer. Meanwhile, the most recent study is designated with a yellow mark, similar to what Gao accomplished.

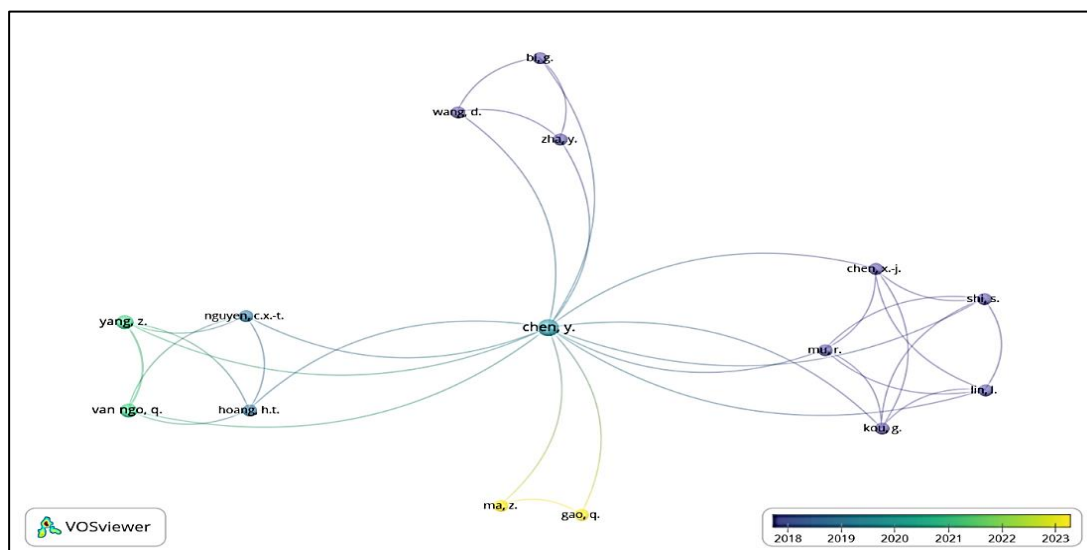


Figure 9: Visualization of Overlay Authors and Co-authorship Relationships on Scopus Database

Conclusion

The bibliometric analysis of the intention to repurchase on e-commerce reveals the recent global growth of research trends. The chosen keyword for retrieving the article from the Scopus database is the most pertinent. A total of 87 documents related to this topic have been obtained. 2011 marked the production of the first publication on the intention of re-purchasing e-commerce. In 2018, there was a notable surge in publications compared to previous years. According to the study's findings, Indonesia and China made the greatest contribution to the

publication, with other Asian countries like India, Malaysia, Taiwan, South Korea, and Vietnam also making important contributions. These ten countries are the most prolific in terms of creating the most number of published papers globally.

In addition, the publishers who contributed the most to the article in this study were also analyzed. Out of 87 articles published, the National Natural Science Foundation of China published 8 articles, followed by the Ministry of Science and Technology of Taiwan with 2 articles. Meanwhile, the average other publisher published 1 article on the subject studied. Based on the analysis of papers quoted worldwide, there are highly quoted papers by (15).

He is considered the most famous author, with 594 quotes. Furthermore, 10 authors have released two scholarly articles pertaining to the subject matter of re-purchase intents in the realm of electronic commerce. Consequently, the author is regarded as a highly prominent figure.

The study examined journal publications focusing on "intention to re-purchase in e-commerce." A total of 207 papers were gathered from the Scopus database. 87 articles were chosen from the publications published between 2010 and 2023. To fulfill the objective of this study, all located publications were categorized based on their year of publication, document type, keyword, and language. This study determined that most writers investigating the intention of re-purchasing in e-commerce are from Indonesia and China. The research gaps highlight the need to study the intention to repurchase in e-commerce, which will guide future research agendas. The understanding of re-purchase intent in e-commerce tends to grow over time. Furthermore, fostering greater interregional research collaboration is imperative by engaging scholars from Asia and other developing countries in specific locations.

The results of this study have significant implications for the likelihood of repeat purchases in online commerce. It can serve as a reference for future research based on the most pertinent keyword domains at any given moment. In conclusion, these findings can provide valuable insights for academics, business owners, and researchers seeking information on the intention of re-purchase in e-commerce.

Abbreviation

RIS: Research Information Systems

VOS: Visualization of Similarities

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Nil.

Author Contributions

The authors take complete responsibility for the following: Bayu: contributed to the study by overseeing the conception and design, collecting data, analysing and interpreting the results, and preparing the manuscript. Arni Surwanti: Responsible for the conception, analysis, and interpretation of results, as well as editing and final proofing.

Conflict of Interest

The authors declare no conflicts of interest.

Ethics Approval

No living subjects are in this research, and informed consent is not applicable.

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