

Consumer Purchase Behavior: A Systematic Literature Review

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ABSTRACT: *This article is a comprehensive literature review that examines the current understanding of Consumer Purchase Behavior. The goal is to trace the development of the key ideas in these fields over 124 years. A total of 1,000 publication records were obtained from Google Scholar and Scopus using keyword search. These data yielded almost 1,676,475 citations. The research conducted bibliometric analysis using these records. Moreover, the number of citations on both subjects has increased by more than 2.5 times in the last two decades and is projected to double in the future decades. This study also provides suggestions for further research.*

KEYWORDS: consumer behavior, consumer emotions, marketing

INTRODUCTION

Consumer purchase behavior refers to the actions and behaviors of individuals, groups, or organizations when it comes to acquiring, using, and disposing of products and services. Consumer purchase behavior is defined as "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities." (Kardes, Cronley & Cline, 2011, p.7). It examines how a consumer's emotions, attitudes, and preferences affect their purchasing decisions. Consumer behavior refers to the impact of a consumer's emotions, attitudes, and preferences on purchasing decisions. (Dalenberg et al., 2014). Consumer purchase behavior, a sub-discipline of marketing, has evolved into an interdisciplinary social science that combines elements from psychology, sociology, social

anthropology, ethnography, marketing, and economics. It focuses on understanding people's wants and consumption patterns, as well as their influences from social groups and society. Marketers and researchers use ethnography, consumer neuroscience, and machine learning to analyze customer patterns and use customer relationship management databases. These databases provide extensive data that helps examine behavioral factors contributing to customer re-purchase intentions, retention, loyalty, and other intentions. Databases also aid in market segmentation, particularly behavioral segmentation, such as loyalty segmentation, which can be used to develop tailored marketing strategies on a one-to-one basis. (Sherman, Mathur & Smith, 1997; Park & Kim, 2003; Rahbar & Wahid, 2011; Tao et al., 2022; Fader & Lattin, 1993; Yadav & Pathak, 2016; Chan, 2001; Yeon Kim, & Chung, 2011; Joshi & Rahman, 2015).

This study is significant as it contributes to marketing studies by providing insights into these practices and their impact on purchasing behavior. This knowledge can help raise awareness among companies and consumers about their shared responsibility to protect the environment. Thus, this research aims to assist managers and marketing experts in implementing commercial policies and strategies. Additionally, it aims to enhance organizations' reputation, customer acceptability, profitability, and competitiveness. Furthermore, this study will assist researchers in visualizing consumer buying behavior. This visualization will be a reference point for their theoretical or empirical investigations. Systematic Literature Reviews (SLR) have attracted scholars' attention recently (Dias et al., 2023; Dias, M., Lafraia, Schmit & Vieira, 2023; Fernandes & Dias, M., 2024; Dias, M., Vivanco & Teixeira, 2024).

Hence, the objective of this paper was to address the following inquiries: How did Consumer Purchase Behavior evolve throughout the last 124 years? RQ2: What supporting publications are the most prominent and cited? RQ3: What are the leading authors in the field? RQ4: What is the geographical spread and development of this field of research?

Finally, this study seeks to map the worldwide scientific research on Consumer Purchase Behavior by identifying necessary research works using multiple methods, such as Citation network and text network analysis. The goal is to give insights into developing trends in this field. To achieve these outcomes, we tackled the research inquiries using a multifaceted technique that included a combination of literature evaluation, content analysis, citation analysis, and text network analysis. The details of this approach are provided in the subsequent section.

METHODOLOGY

Our research findings were obtained through a qualitative, multi-method approach. This involved conducting a literature study on the topic of Consumer Purchase Behavior and performing content, citation, and text network analysis. To ensure a comprehensive examination of the literature, we employed a systematic literature review (SLR) technique, which is widely recognized in bibliometric assessments (Denyer & Tranfield, 2009). The references that we used for our research are Cheng et al. (2018), Prashar et al. (2020), and Singh and Walia (2020). In the following subsections, we provide a detailed description of the methodological technique used.

Review Objectives

We used the methodology outlined by Goyal and Kumar (2020) to establish the goals of our evaluation, with the primary goal of systematically examining worldwide scientific literature on Leadership. In addition, we adhered to the methodology proposed by Zahoor and Talba (2020) to structure the research goals into sub-objectives. These sub-objectives included two main aspects: mapping the prominent authors in the field and identifying significant research papers via the study of citation networks and text networks—this analysis aimed to uncover developing trends in the subject matter. Table 2 provides a summary of the review goals.

Research Strategy

In this work, we conducted a literature review and citation analysis of 4,000 entries, generating nearly one million citations. We also employed the software Publish or Perish (Harzing, 2007) to investigate the research coverage from 1900 to date. The search parameters included only words in the English Language. Then, the academic dataset selected was the Google Scholar, which is unrestricted, instead of Web of Science or Scopus, which require a signature. Publish or Perish (Harzing, 2007) allows 1,000 results per consultation session. After the first round, a text network analysis was performed to identify the most relevant emerging themes. Next, the emerging themes were used as keyword entries in a new iterative round. Then, the data were content, citation, and text network analyzed. The emerging trends were also analyzed geographically, through Google My Maps (see Figure 2).

Screening and Selection

Firstly, we investigated the keyword “Consumer Purchase Behavior,” setting the software above to include publications and exclude patents as a search default. Thus, the search involved 1,000 articles, with 18 exclusions due to duplications, totaling 982 publications investigated and 1,676,475 citations, as illustrated in Table 1.

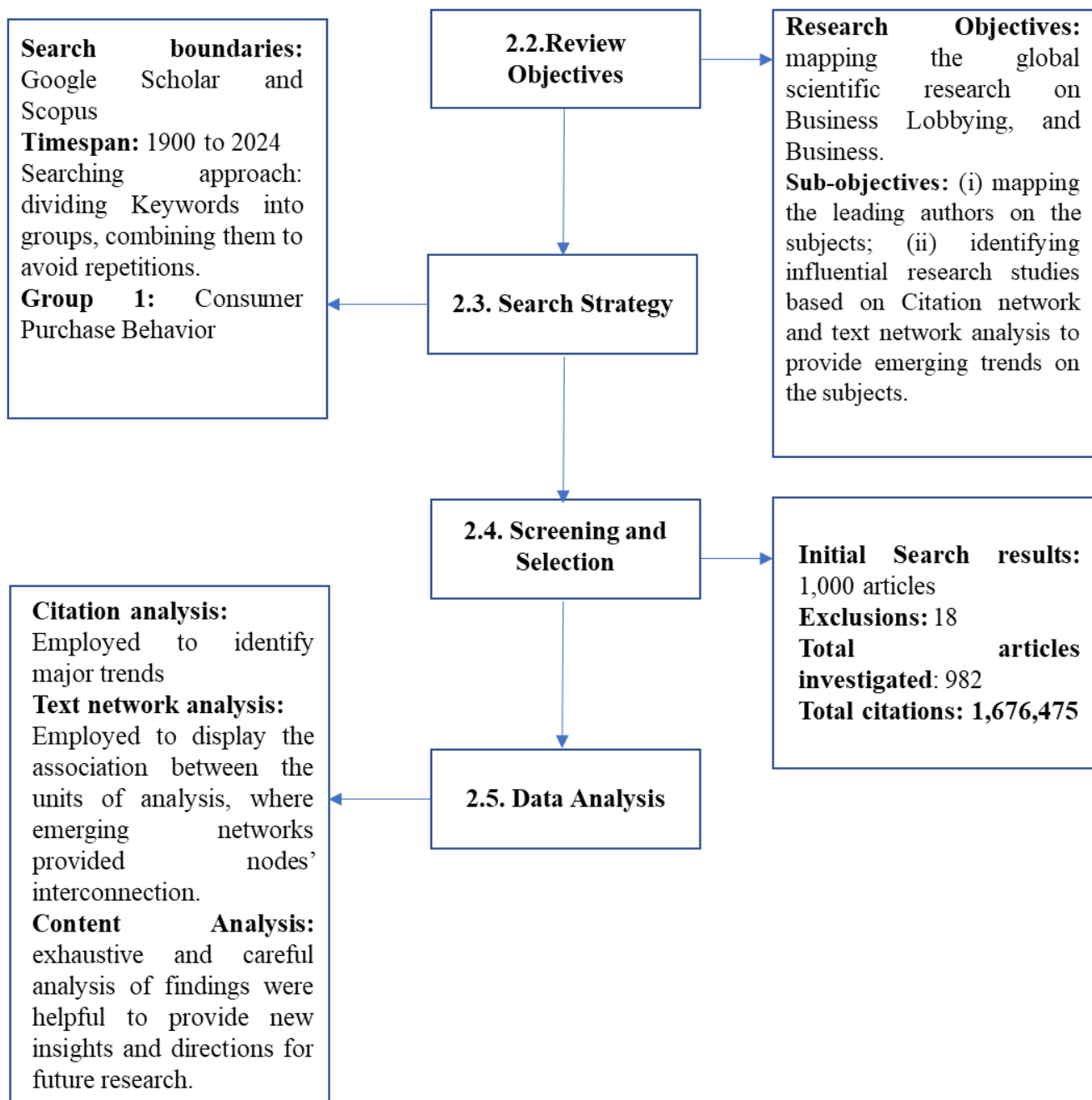
Table 1 *Screening results: citations and publications*

Timeline	Consumer Behavior	
	Publications	Citations
1900-1949	0	0
1950-1969	1	1.604
1970-1979	42	42.557
1980-1989	84	123.415
1990-1999	168	260.444
2000-2009	351	594.540
2010-2024	336	653.915
Total	982	1.676.475

Data Analysis

Consumer Behavior was revealed, and an iterative process led to four sessions to accomplish the research findings. The keyword search included the entries from 1900 to 2024. Then, the findings were organized into decades, according to their occurrence, because different aspects influenced leadership theories throughout the period investigated. Finally, Table 2 summarizes the research design as follows:

Table 2 *Research Design*



BIBLIOMETRIC ANALYSIS

Trend Analysis

Figure 1 indicates a yearly number of publications in the fields of “Consumer Purchase Behavior,” from 1900 to 2024.

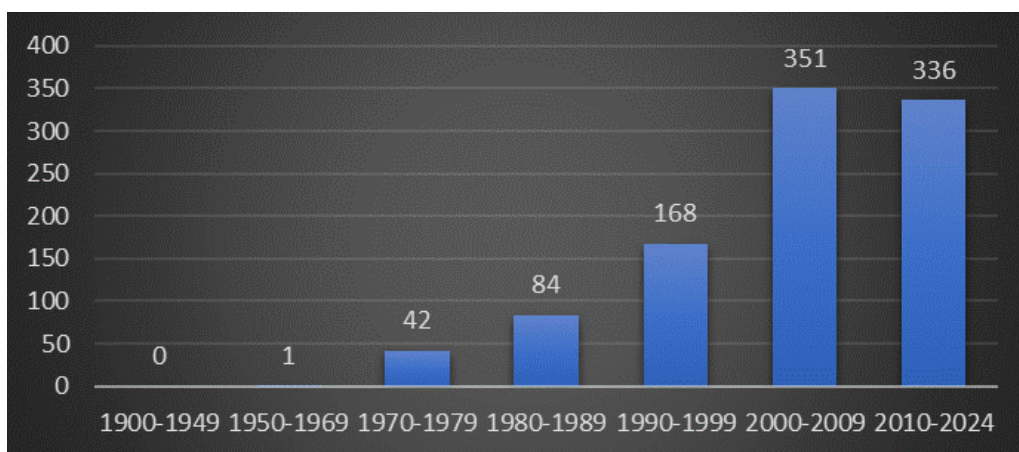


Figure 1 Publishing trend in the field of Consumer Purchase Behavior

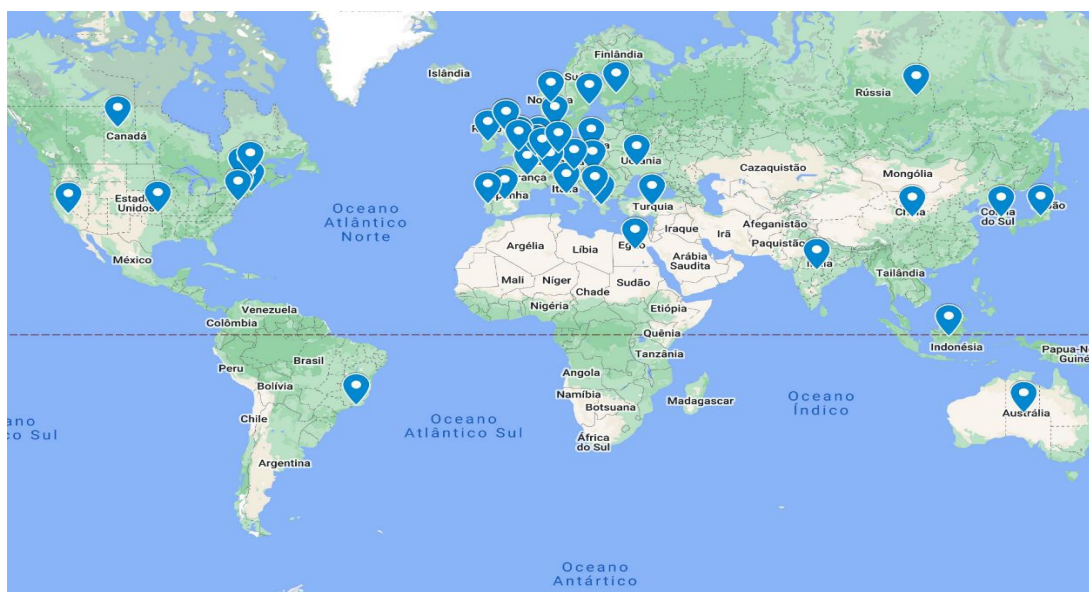


Figure 2 Geographical location of all contributing organizations

Author influence

The ten most influential contributors to the field of Consumer Purchase Behavior is introduced in Table 3, as follows:

Table 3 *top 10 authors*

Rank	Citations	Author (s)	Year
1	10971	E Sherman, A Mathur, RB Smith	1997
2	10955	CH Park, YG Kim	2003
3	10705	E Rahbar, NA Wahid	2011
4	10295	H Tao, X Sun, X Liu, J Tian, D Zhang	2022
5	10288	PS Fader, JM Lattin	1993
6	10275	R Yadav, GS Pathak	2016
7	10173	RYK Chan	2001
8	9743	RH Beach, F Kuchler, ES Leibtag, C Zhen	2008
9	9475	H Yeon Kim, JE Chung	2011
10	8781	Y Joshi, Z Rahman	2015

DISCUSSION AND IMPLICATIONS

This article aimed at answering four RQs, as outlined in the introduction section. The answer to the RQs is detailed as follows:

RQ1: How did Consumer Purchase Behavior evolve throughout the last 124 years? This question is answered in Table 1 and Figure 1. In the last three decades, the number of citations increased 2.5 times, and the number of publications doubled in the same period (see Table 1). The graphic evolution and timeline are illustrated in Figure 1. Note the increasing number of publications and citations per decade over the last 124 years.

RQ2: What supporting publications are the most prominent and cited? RQ3: What are the leading authors in the field? The most prominent authors are illustrated in Table 3. Sherman, Mathur & Smith (1969) is the leading publication, with 10,971 citations from 1900 to date.

RQ4: What is the geographical spread and development of this field of research? Figure 2 demonstrates the worldwide distribution, with the USA leading in publication output.

Our research aimed to provide suggestions on efficient strategies for establishing trust in virtual talks. These proposals aim to help other negotiators improve their distant bargaining abilities. Moreover, our objective was to contribute to the academic community by providing novel insights and relevant ideas for future study. These discoveries have diverse ramifications for study in several disciplines, including (i) systematic literature reviews (Dias et al., 2023; Dias, M., Lafraia, Schmit & Vieira, 2023; Fernandes & Dias, M., 2024; Dias, M., Vivanco & Teixeira, 2024).; (ii) negotiations with governmental agents (Araujo, C.; Dias, M., 2022; Correa, Teles, Dias, M., 2022; Dias & Navarro, 2018); (iii) debt collection negotiations (Dias, M., 2019, 2019b; Dias, M. and Albergarias, 2019; Dias, M., 2022; Teles, A., Dias, M., 2023; Schimtz, T. & Dias, M., 2023); (iv) retail business negotiations (Dias, M. et al., 2015; Dias, M. et al., 2015, 2014, 2012); (v) industrial negotiations (Dias, M., Navarro and Valle, 2013, Dias, M., et al., 2014; Dias, M., et al., 2013; Dias, M., & Davila, 2018); (vi) interbank negotiations (Dias, M.; Pereira, L; Vieira, P., 2022); (vii) business lobbying (Fernandes & Dias, 2024); (viii) virtual negotiation (Santos & Dias, 2024, 2024b, 2024c).

FUTURE RESEARCH

We encourage future inquiries on consumer purchase behavior regarding different business contexts and panic buying behavior, as well as developing qualitative studies on the factors that somehow affect consumer purchase behavior, such as emotions.

DECLARATION OF CONFLICTING INTERESTS

The author(s) declared no potential conflicts of interest regarding this article's research, authorship, and publication.

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