Clicks with Impact: Measuring the Power of Consumer Choices in Sustainable E-commerce

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ABSTRACT

Purpose of Study: *The study "Clicks with Impact: Measuring the Power of Consumer Choices in Sustainable E-commerce using bibliometric analysis" aims to explore the transformative potential of consumer decisions in promoting sustainability within the e-commerce landscape. It seeks to understand the relationship between consumer behaviour and sustainability, highlighting the importance of consumer choices in driving positive change.*

Methodology: *Through the utilization of bibliometric analysis, the research delves into scholarly literature to map intellectual terrain, identify trends, and uncover insights into consumer behaviour and sustainable e-commerce dynamics. The study employs systematic methods to quantitatively evaluate and analyze a diverse corpus of scholarly materials, providing a comprehensive overview of the field.*

Findings: *The findings of the study underscore the significance of understanding consumer behaviour in fostering sustainability within the e-commerce realm. By shedding light on the pathways through which consumer choices can promote sustainability, the research contributes to advancing knowledge in the field of sustainable e-commerce, with implications for businesses, policymakers, and researchers.*

Originality/Value: *This study offers original insights into the intersection of consumer behaviour and sustainability in e-commerce, utilizing bibliometric analysis to provide a comprehensive overview of research trends and key contributors in the field. By employing systematic methods to analyze scholarly literature, the research contributes to the existing body of knowledge and provides valuable insights for future research and practice.*

Paper Type: *Research Paper*

Keywords: Consumer Behaviour, Sustainable E-commerce, Online Shopping, Online Marketing, Bibliometric Analysis

1. INTRODUCTION :

In an era defined by digital connectivity and heightened environmental consciousness, the intersection of consumer choices and sustainability within the realm of e-commerce has emerged as a pivotal area of inquiry [1]. With the rise of online retail platforms offering an array of products and services, consumers now wield unprecedented power in shaping market dynamics and influencing corporate behaviour. Against this backdrop, understanding the nuances of consumer behaviour in sustainable e-commerce becomes imperative for businesses, policymakers, and researchers alike [2].

The title "Clicks with Impact: Measuring the Power of Consumer Choices in Sustainable E-commerce using bibliometric analysis" encapsulates the essence of this study, which seeks to explore the transformative potential of consumer decisions in driving sustainability within the e-commerce landscape [3]. By employing bibliometric analysis—a systematic method for quantitatively evaluating scholarly literature—the research endeavours to map the intellectual terrain, identify key trends, and uncover insights into the evolving discourse surrounding consumer behaviour and sustainable e-commerce [4].

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This introduction sets the stage for delving into the intricate relationship between consumer choices and sustainability in the digital marketplace. As e-commerce continues to reshape global commerce patterns, investigating the impact of consumers' clicks on environmental, social, and economic dimensions becomes not only pertinent but also essential for fostering a more sustainable future [5]. Through rigorous bibliometric analysis, this study aims to shed light on the pathways through which consumer behaviour can drive positive change and catalyze the transition towards more responsible and ethical e-commerce practices [6].

2. RESEARCH METHODOLOGY :

2.1 Research Objectives:
(1) Provide an overview of publications within the specified research scope
(2) Map the interconnectedness of themes related to sustainable e-commerce, online shopping, and consumer behaviour.
(3) Identify the most influential authors within the field of sustainable e-commerce, online shopping, and consumer behaviour.
(4) Identify high-impact journals or conferences that serve as prominent platforms for scholarly discourse in the field.

2.2 Inclusion Criteria:
Studies with titles, abstracts, or keywords containing "Consumer Behaviour" and either "Sustainable E-commerce," "online shopping," or "online marketing."
Articles limited to the English language.

2.3 Exclusion Criteria:
Studies lacking the specified keywords in their titles, abstracts, or keywords.
Research not restricted to the English language. The search string used has been mentioned below.
TITLE-ABS-KEY ("Consumer Behaviour" AND ("Sustainable E commerce" OR "online shopping" OR "online marketing")) AND (LIMIT-TO (LANGUAGE , "English"))

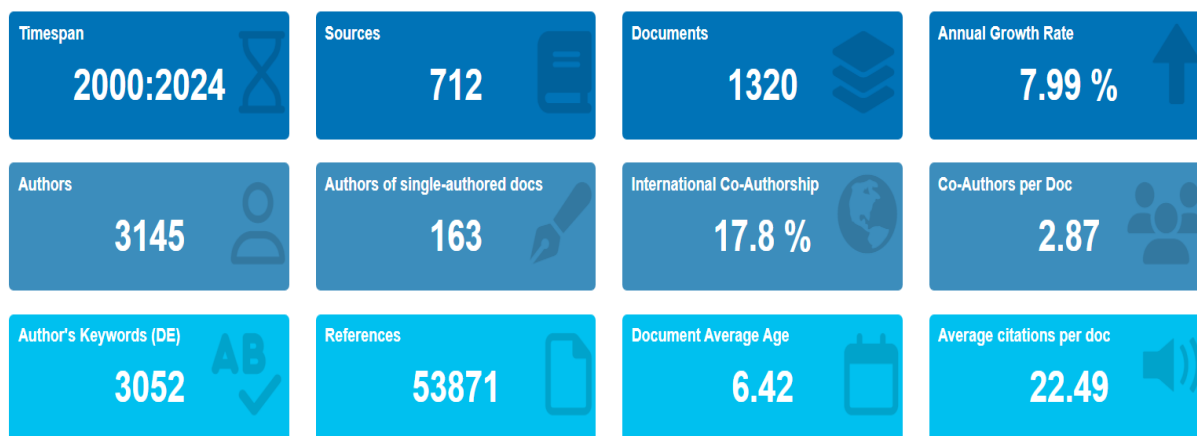| Timespan	Sources	Documents	Annual Growth Rate
2000:2024	712	1320	7.99 %
Authors	**Authors of single-authored docs**	**International Co-Authorship**	**Co-Authors per Doc**
3145	163	17.8 %	2.87
Author's Keywords (DE)	**References**	**Document Average Age**	**Average citations per doc**
3052	53871	6.42	22.49

Fig. 01: OVERVIEW OF MAIN INFORMATION

The bibliometric data provided spans from 2000 to 2024, encompassing a diverse range of sources including journals, books, and other scholarly materials, totalling 712. Within this corpus, there are 1,320 documents, reflecting a notable annual growth rate of 7.99%. The average age of these documents stands at 6.42 years, indicating a relatively recent and dynamic field of study. Impressively, the average citations per document are 22.49, suggesting a high level of scholarly impact and engagement with the research. With a substantial reference count of 53,871, this dataset offers a rich foundation for analysis and exploration. Furthermore, the inclusion of 3,610 Keywords Plus (ID) and 3,052 Author's Keywords (DE) signifies a comprehensive coverage of topics and themes within the realm of consumer behaviour and sustainable e-commerce. A notable aspect is the involvement of 3,145 authors, indicating a wide spectrum of expertise and perspectives contributing to this scholarly discourse. Overall, this

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bibliometric dataset provides a robust foundation for investigating the dynamics and trends in consumer behaviour and sustainable e-commerce research over the past two decades.
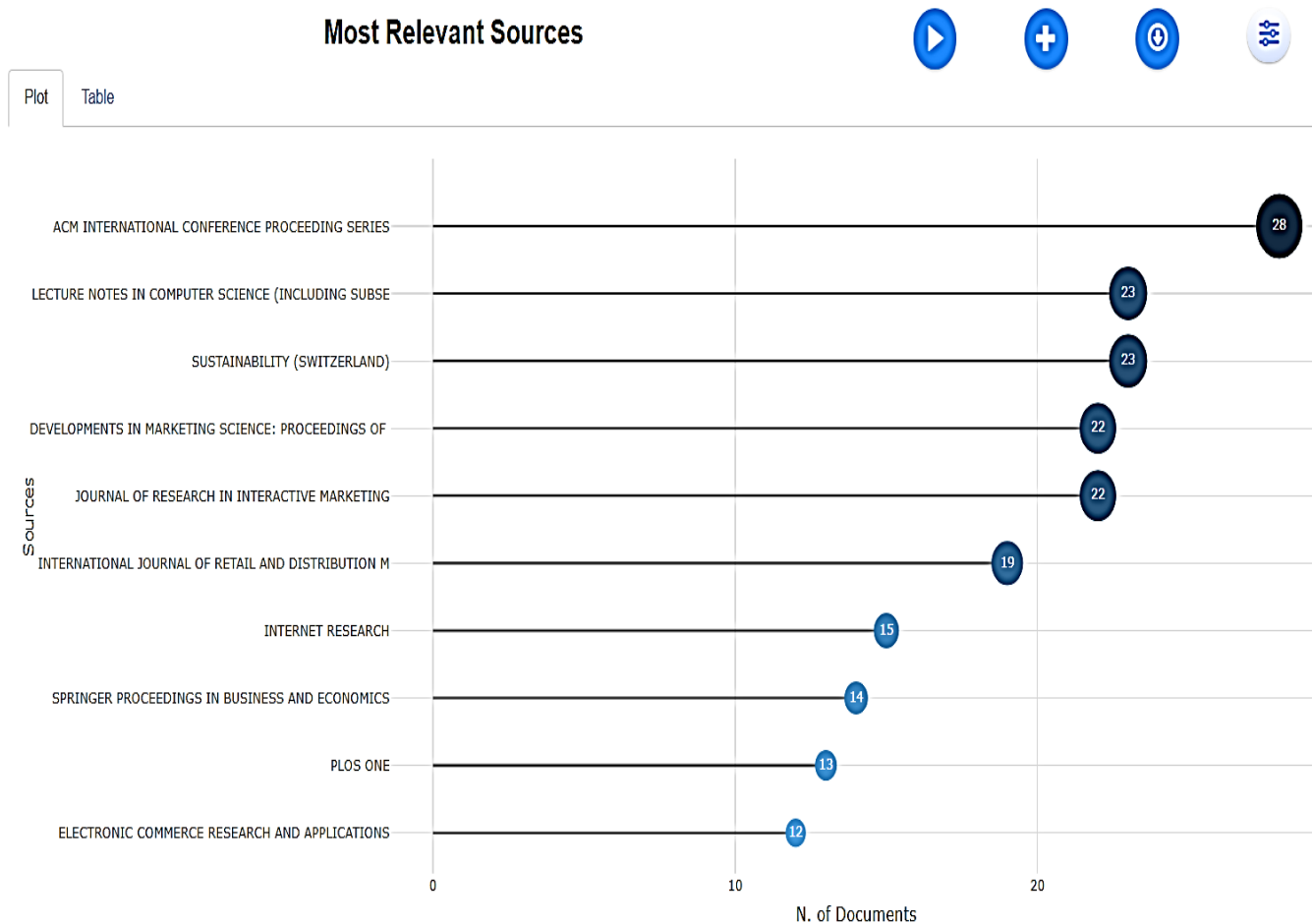

Fig. 02: Most Influential Sources

The sources of articles within the provided bibliometric data showcase a diverse array of publications contributing to the discourse on consumer behaviour and sustainable e-commerce. Among these, the ACM International Conference Proceeding Series stands out with 28 articles, underscoring the significance of academic conferences in disseminating research in this field. Similarly, the Lecture Notes in Computer Science series, which includes subseries on artificial intelligence and bioinformatics, contributes 23 articles, highlighting the intersection of technology and sustainability in e-commerce. Journals such as Sustainability (Switzerland), Developments in Marketing Science: Proceedings of the Academy of Marketing Science, and the Journal of Research in Interactive Marketing each provide 22 articles, demonstrating the interdisciplinary nature of research on sustainable e-commerce, spanning environmental studies, marketing, and interactive technologies. Additionally, the International Journal of Retail and Distribution Management and Internet Research contribute significantly with 19 and 15 articles respectively, reflecting the importance of retail and online consumer behaviour within the e-commerce ecosystem. Other notable sources include Springer Proceedings in Business and Economics, PLOS ONE, and Electronic Commerce Research and Applications, each adding unique perspectives to the discourse with 14, 13, and 12 articles respectively. Together, these sources form a rich tapestry of scholarly literature, encompassing various disciplines and approaches to understanding consumer behaviour and sustainability in the context of e-commerce.

The authors listed in the provided bibliometric data have made significant contributions to the research on consumer behaviour and sustainable e-commerce. Wang Y emerges as the most prolific author with 14 articles, showcasing a substantial body of work dedicated to this field. Similarly, Li Y follows closely

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behind with 12 articles, underscoring a strong presence in the scholarly literature on sustainable e-commerce.
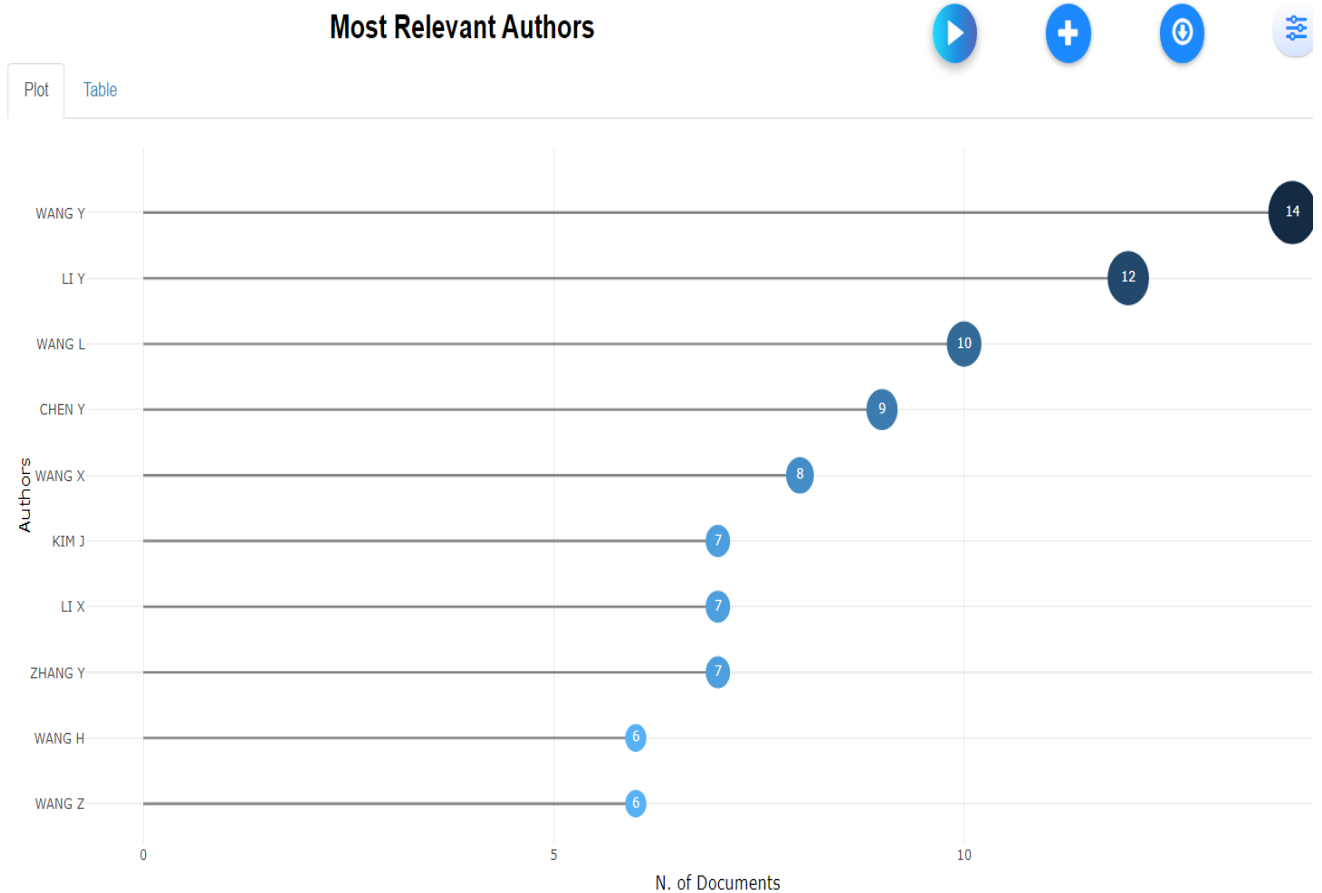

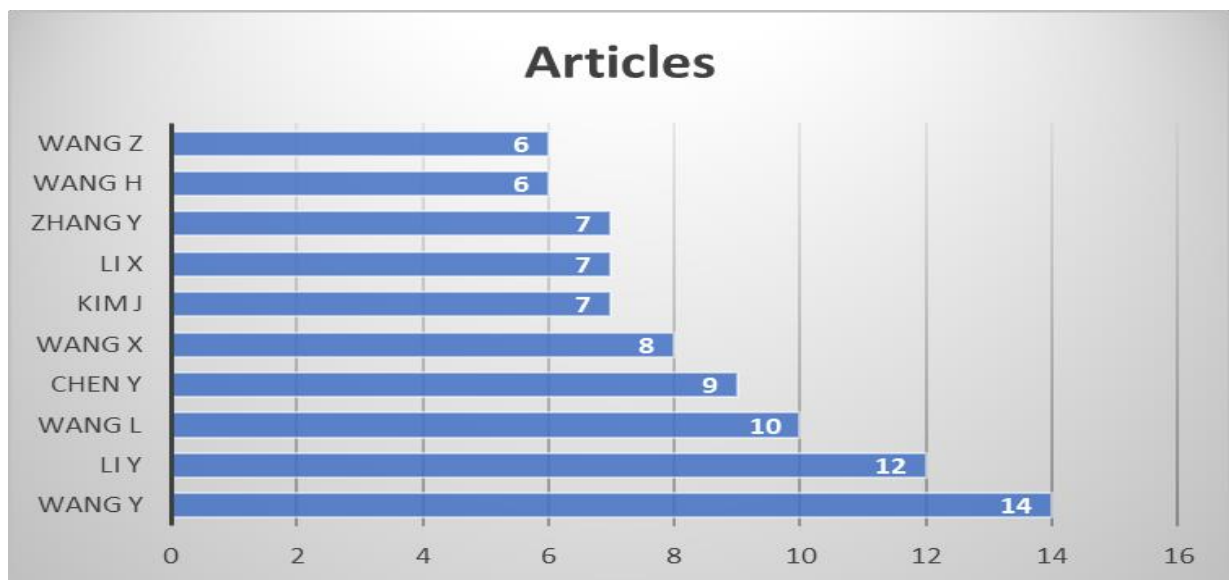**Fig. 03:** Most Relevant Authors

Fig. 04: Most influential Articles

Wang L, Chen Y, and Wang X each contribute 10, 9, and 8 articles respectively, indicating their substantial involvement and expertise in advancing knowledge in this area. The contributions of Kim J, Li X, and Zhang Y with 7 articles each further enrich the discourse with diverse perspectives and

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insights. Additionally, Wang H and Wang Z, with 6 articles each, demonstrate consistent engagement and meaningful contributions to the research community. Collectively, these authors represent a cohort of scholars dedicated to unravelling the complexities of consumer behaviour and sustainability within the context of e-commerce, shaping the trajectory of research and innovation in this dynamic field.

Table 01: Thematic Map-Clusters
Thematic Map

| S.No	Cluster	CallonCentrality	CallonDensity	RankCentrality	RankDensity	ClusterFrequency
1	ecommerce	0.053571429	13.49206349	13	15	16
2	online shopping	0.837176686	8.583619403	28	4	1005
3	online consumer behavior	0.525661258	12.4744373	27	10	217
4	brand loyalty	0	17.46031746	3.5	28	19
5	website quality	0.12755102	15.47619048	18	23	22
6	online trust	0.044217687	16.66666667	10	25.5	13
7	online grocery shopping	0.05304678	9.765625	12	5	24
8	internet	0.259480221	12.67003282	24	13	98
9	retail	0.155720443	11.7481798	20	9	66
10	repurchase intention	0.077380952	14.58333333	16	19	14
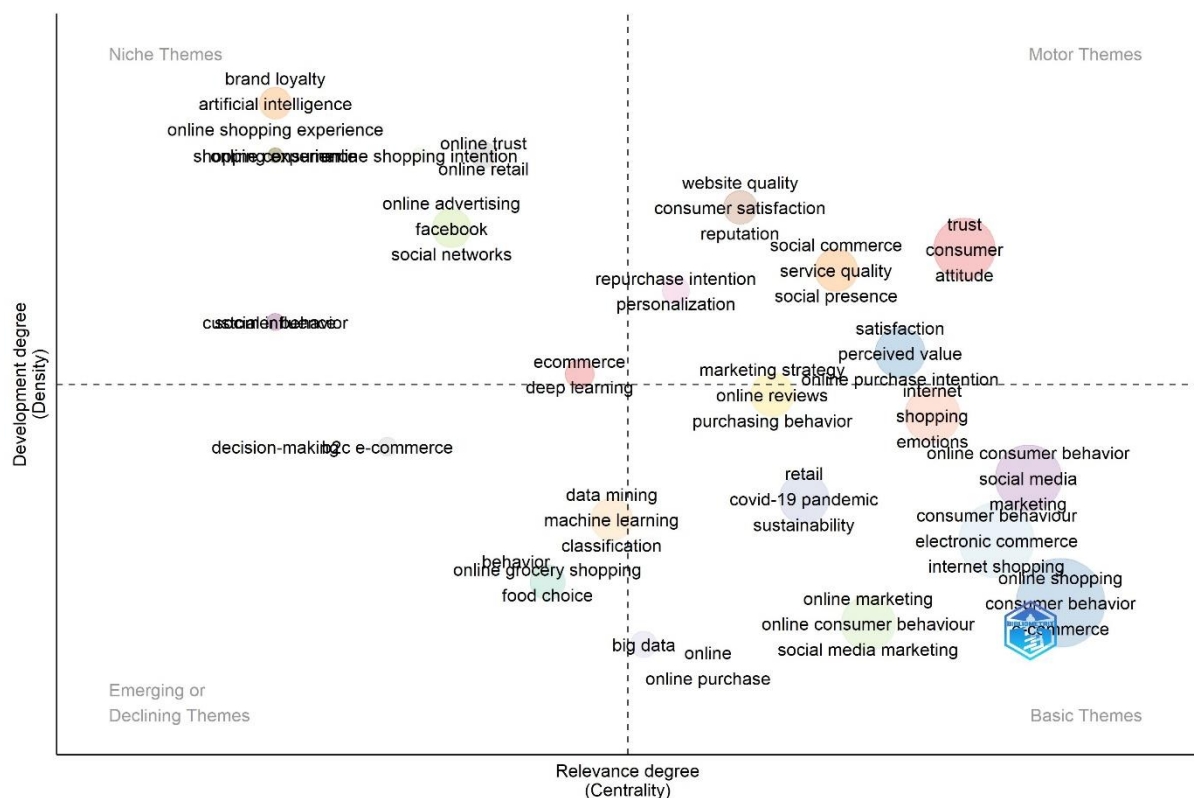
Fig. 05: Thematic Map

The figure presents data on the number of articles authored by different individuals. Wang Y leads the list with 14 articles, followed closely by Li Y with 12 articles. Wang L, Chen Y, and Wang X follow with 10, 9, and 8 articles respectively. Kim J, Li X, and Zhang Y each have authored 7 articles. Lastly,

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Wang H and Wang Z have contributed 6 articles each. This breakdown provides a snapshot of the productivity and contribution of each author within the context of the dataset.

The provided table outlines various clusters pertaining to e-commerce and online shopping, each characterized by distinct metrics such as Callon Centrality, Callon Density, Rank Centrality, Rank Density, and Cluster Frequency. "E-commerce" serves as a broad category, exhibiting moderate centrality and density within the network, appearing infrequently. Conversely, "Online Shopping" emerges as highly influential with dense interconnections among related concepts, being the most frequently encountered cluster. "Online Consumer Behaviour" reflects moderate centrality and density, albeit less frequent in occurrence. "Brand Loyalty" showcases high density but low centrality, appearing sporadically. "Website Quality" and "Online Trust" exhibit moderate centrality and density, with the former being slightly more frequent. "Online Grocery Shopping" depicts moderate centrality and higher density, while "Internet" embodies moderate metrics overall but a relatively higher frequency. "Retail" shares similar characteristics, being moderately central and dense, yet appearing frequently. Lastly, "Repurchase Intention" manifests moderate centrality and density, albeit with a lower frequency of appearance. These analyses collectively provide insights into the relative importance, interconnectedness, and prevalence of various facets within the domain of e-commerce and online consumer behaviour.

3. THEMATIC ELABORATION FOR EACH CLUSTER :

Cluster 1: Online Shopping Experience
This cluster focuses on understanding the dynamics of online shopping experiences, encompassing aspects such as consumer behaviour, satisfaction, and the overall shopping experience [7]. It delves into how consumers interact with online platforms, make purchasing decisions, and evaluate their satisfaction levels post-purchase. By exploring these factors, businesses can gain insights into enhancing the online shopping journey, fostering customer loyalty, and optimizing user experiences to drive repeat purchases [8].

Cluster 2: Brand Loyalty and Trust in E-commerce
In this cluster, the emphasis is on the importance of brand loyalty and trust in the context of e-commerce. It examines how brand loyalty influences consumers repurchase intentions and how trust plays a pivotal role in building and maintaining customer relationships in the online space [9]. By understanding the factors that contribute to brand loyalty and trust, businesses can develop strategies to enhance customer loyalty, cultivate trust, and establish themselves as reputable and reliable brands in the competitive e-commerce landscape [10].

Cluster 3: Website Quality and Marketing Strategy
This cluster explores the significance of website quality and effective marketing strategies in driving success in the online retail environment. It emphasizes the importance of user-friendly interfaces, responsive design, and compelling marketing campaigns in attracting and retaining customers [11]. By focusing on website quality and implementing targeted marketing strategies, businesses can create engaging online experiences, increase brand visibility, and drive sales in the highly competitive e-commerce market [12].

Cluster 4: Data Mining and Decision-Making in Online Retail
In this cluster, the focus is on leveraging data mining techniques and big data analytics to inform decision-making processes in online retail. It examines how businesses can harness data-driven insights to understand consumer behaviour, predict trends, and optimize business strategies. By utilizing data mining and big data analytics, businesses can gain a competitive edge, identify opportunities for growth, and make informed decisions that drive success in the dynamic and rapidly evolving landscape of online retail [13].

4. CONCLUSION :

The study "Clicks with Impact: Measuring the Power of Consumer Choices in Sustainable E-commerce" has provided valuable insights into the intersection of consumer behaviour and sustainability within the e-commerce landscape. Through bibliometric analysis, the research has

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mapped the intellectual terrain, identified key trends, and uncovered insights into consumer behaviour and sustainable e-commerce dynamics [14]. The findings underscore the importance of understanding consumer choices in driving sustainability within the digital marketplace. By shedding light on the pathways through which consumer behaviour can promote positive change, the study contributes tao advancing knowledge in the field of sustainable e-commerce.

5. FUTURE SCOPE OF STUDY :

Moving forward, there are several avenues for further research in this domain. Firstly, exploring the impact of emerging technologies such as blockchain and augmented reality on sustainable e-commerce could provide valuable insights into future trends and opportunities. Additionally, investigating the role of regulatory frameworks and industry standards in shaping sustainable practices in e-commerce could offer insights into policy implications and best practices. Furthermore, conducting longitudinal studies to track changes in consumer behaviour and sustainability practices over time could provide valuable insights into evolving trends and dynamics. Lastly, exploring cross-cultural differences in consumer behaviour and sustainability attitudes could help identify global patterns and inform targeted strategies for promoting sustainability in e-commerce on a global scale.

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