

Exploring the Landscape of Social Commerce: A Bibliometric Analysis of Consumer Behaviour and Purchase Intention

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Abstract

The pace of digital technology change has dramatically changed consumer behaviour, and the impact should not be underestimated, especially with regards to social commerce. Social commerce is a digital commerce that involves peers, recommendations, user-generated content, and seamless social interactions, has revolutionized the way people experience the internet. The way people experience the internet has been changed by recommendations, user generated content, and seamless social interactions, traditional e-commerce landscape. Introducing safe and convenient e-payment options plays a vital role in boosting consumer confidence, minimizing transaction hassles, and improving overall user experience, shopping experience. The results are part of the knowledge base which leads to a stronger understanding of the synergistic linkages and implications of digital payment systems and consumer behaviour. For marketers, platform designers and fintech developers who want to make the best out of social commerce strategies. This analysis is based on the data from Dimensions Database. The analysis deals with amongst the six key research questions featured in the book, the annual publication trends, top contributing authors and leading journals and other questions are of special interest. Results of the analysis of the affiliations, types of publications, prominent subject areas, leading countries in publications and keyword/citation network. This study focuses on publications between 2020 and 2025 and highlights some of the authors plays an important role in characterising these trends, and offers insights into future research.

Keywords: Social Commerce, Purchase Intention, Consumer Behaviour, Digital Payments.

1. Introduction

Digital technologies have changed the way social commerce happens. Social commerce is a part of online trading that utilizes social media websites and networks to help people purchase and sell in an interactive and community-based way. The term understanding refers to the comprehension of the subject as a whole. The increasing attention to factors that influence consumer purchase intention and in particular to the factors affecting the purchase intention for the online retail sector. The increasing adoption of digital payment methods in these platforms. Social commerce differs revolutionary ecommerce by enabling social elements like reviews and recommendations, likes and shares that help to build consumer confidence and engagement (Hajli, 2015). As consumers more and more, they depend on peer input and interactions in real time, ease and convenience of completion of transactions directly

within the platform become crucial. This is where digital technologies-such as Mobile wallets, mobile payments and QR code transactions are a game changer. Several studies digital payment systems have underscored their importance in influencing consumers' purchases intention. Yang et al. demonstrated that the perceived ease of use and security of digital payments serve as key factors in boosting consumer trust and electronic transactions. Lin et al. noted that incorporating smooth, unified payment methods in social commerce platforms helps minimize transaction barriers and promotes impulse purchases.

In the context of social commerce, the research conducted by Wang & Yu (2017) and Zhang et al. (2022) has indicated that sentiment analysis is crucial for understanding customer preferences on social media social influence and perceived usefulness and payment convenience have been demonstrated to be jointly influential on consumers' purchase decisions. In particular, the availability of safe and easy-to-use online payment options builds trust and decreases risk for consumers, which increases purchase intention. In an era where these dynamics are shaping the future of payments, this study seeks to understand how digital payment systems are faring and how they can help shaping consumer purchase intention in social commerce. In doing so, they will examine relevant literature and this research identified the significant factors that impact decision making, including trust, convenience and perceived security.

It is an important study due to its high rates of digital growth and high number of consumers. This study will use a research method known as Bibliometrics to find out if any research has already been conducted on this topic. Bibliometrics is essentially a method to investigate scholarly articles, or any other written work, to understand what the trends that are occurring and who the important researchers are. This study uses the Dimensions database to study social commerce and consumer purchase intention regarding to publications about digital payments from 2020 to 2025. The information in this section can be learned from existing research and literature on how digital payments work, influences the consumer's intention to purchase in social commerce and suggests future research opportunities needed.

2. Conceptual Framework

2.1 Social Commerce

Social commerce is a new trend in which people sell products or services directly from social media platforms. It's an online phenomenon that merges internet-based interactive social capabilities. Shopping characteristics that make buying and selling products and services easy (Hajli 2013). The features of social media, like MohammadHajli (2015) did with analyzing the influence of such features as likes, comments, and follows on Twitter, trust and/or intentions to buy in forums, ratings and recommendations. He has laid the groundwork for trust to be a key element of his relationship.

2.2 Social Commerce& Social Media Platforms

The role of social media platforms are highlighted with the points that are underlined in the context of social commerce.

- Facebook plays a big role in social commerce by helping people discover, share and buy products directly through the app.
- People not only share photos and videos in the Instagram anymore but also it has become a significant tool where products can be seen and people are inspired to buy them from the app itself.
- Pinterest is like an online mood board where people save ideas for things they love. It has now become a place where we shop directly from those ideas, making it an important part of social commerce.

- Whatsapp Business is a special version of Whatsapp made for small and medium business to connect directly with consumers, promote products, and even take orders through chat. It turns conversations into shopping experiences.
- Tiktok is especially known for short and fun videos is not only for entertainment purpose, but act as a powerful tool for shopping. People watch videos, discover products, and purchase them through the links provided therein. It also acts as a key player in social commerce.

2.3 Key aspects of consumer behaviour in Social Commerce

- **Social Influence:**

Consumers are influenced by social interactions, recommendations, and endorsements from friends, influencers, and other users on social media platforms.

- **Trust and Risk Perception:**

Social commerce leverages social ties to build trust and reduce perceived risks associated with online transactions.

- **Consumer Decision Stages:**

The various stages of the consumer decision-making process that includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation is affected by social commerce.

- **Personality Traits and Social Experience:**

Factors like impulsivity and social experience can influence the likelihood of impulse purchases on social commerce platforms.

- **Impact on Traditional E-commerce:**

The rise of social commerce has led to a shift in how consumers interact with brands, moving towards more interactive and experiential journeys.

- **Importance of Social Media Engagement:**

Businesses are increasingly using social media to build relationships with consumers, engage with their communities, and drive purchases.

2.4 Digital Payments

Digital payment simply means paying for something without using physical cash. Instead of handing over cash, we can use an electronic method- like tapping the phone., swiping a card, or clicking a “Pay Now” button online- to move money from the sender’s bank account to the sellers. Key aspects of Digital Payments are Mobile Wallets, QR-code payments, Online checkout buttons, Bank-to-bank apps.

2.5 Consumer Purchase Intention

Consumer purchase intention refers to a consumer’s plan or willingness to buy a product or service in the near future. It shows how a person is influenced not only by the preference, need of himself but also external factors like reviews, feedback, recommendations by social media, advertisements plays an important role while pursuing for purchase.

3. Objective of the Study

The main goal of the study is to conduct a comprehensive bibliometric analysis of research papers. Since 2014, digital payment and consumer purchase intention in social commerce has been published. The main objective of the study is to analyse the literature and find out the main trends, influential authors, leading researchers and the most important papers published. The study aims to identify the thematic evolution and emerging topics in the field by studying the publication patterns, citations networks and

keyword co occurrence. The field of Social Commerce (SC) is an area where learning and future research can be greatly benefited.

4. Research Questions

Based on the objectives of the study following research questions are framed.

1. What is the annual trend of publications on the consumer behaviour consumer purchase intention in social commerce?
2. Which author and journal have contributed the most on consumer behaviour and purchase intention in social commerce?
3. Which area and document type have published the most research work on consumer behaviour and purchase intention in social commerce?
4. What are the top most publication affiliations for research papers on and consumer behaviour and purchase intention in social commerce?
5. Who are the leading countries in the publication of research paper on consumer behaviour and purchase intention in social commerce?
6. What is the keyword and citation network for research on consumer behaviour and purchase intention in social commerce?

5. Methodology

This research conducts a bibliometric analysis of social commerce literature. Bibliometrics represents a quantitative approach that employs statistical techniques to examine a substantial collection of bibliographic materials, including review articles, journal papers, and books. Hawkins describes bibliometric studies as the quantitative evaluation of bibliographic attributes within a literature corpus, which uncovers links between citing and cited works via statistical methods. The aim of this method is to map citation networks across journals, thereby distilling primary research themes and detecting nascent topics.

6. Data Sources

Dimension database was utilized as the primary data source for this bibliometric study. Dimensions.ai. is a comprehensive research database that includes a wide range of scholarly publications and other publications. It provides access to extensive data and allows for detailed bibliometric analysis.

7. Search Strategy

7.1 Keywords Used: The search strategy focused on identifying articles related to:

- **Social Commerce**
- **Consumer Behaviour**
- **Purchase Intention**

These keywords were used to refine the search results and ensure relevance to the study's focus on the digital payments and consumer purchase intention in social commerce.

7.2 Time Frame

The study included articles published from early 2014 to the present 2025. The time frame helps us to know the developments in the recent era where the intersection among social commerce, consumer behaviour and purchase intention can be detected and highlighted.

8. Data Collection and Analysis Steps

8.1 Initial Search and Filtering:

- Conducted initial searches using Dimensions Database.
- Applied filters to include data published by reliable publishers and journals within the given time frame.
- The search was limited to English for consistency and accessibility.

8.2 Data Extraction:

- It includes data that are relevant to authors, publication year, journal titles, abstracts, keywords and citations.
- It ensures a wide and detailed coverage to the areas being identified.

8.3 Bibliometric Analysis

- For the study purpose, Bibliometric techniques are being utilized to analyse and publication trends, citation patterns, and network collaborated among researchers and institutions.
- Identified key journals and authors contributing to the field.
- Visualized data using bibliometric mapping software.

8.4 Software and Tools Used:

- **Dimension Platform:** Used for initial searches, data extractions and basic analysis.
- **Bibliometric Mapping Software (VOS Viewer):** To create visual representations of citation networks, keyword clusters, and trend analysis.

9. DATA EXTRACTION

For data extraction Dimension is selected. This selection was done on the following bases:

- Dimensions offer a vast collection of scholarly publications, potentially capturing more research on AI and sensory marketing.
- It includes a significant amount of open access publications.
- Regularly updated.

A total of 62 records were found since 2014, which includes articles, chapters, books and conference papers. The present study was selected between 2014 to 2025 span of time. This search was based on Dimension database to search annual trends, authors, top journals, subject area, document type, affiliations, and top countries.

10. Results

10.1 Annual Trend of Publications on the Integration of Social Commerce and Consumer Behaviour

Objective: To determine the annual trend of publications of the consumer behaviour purchase intention in social commerce.

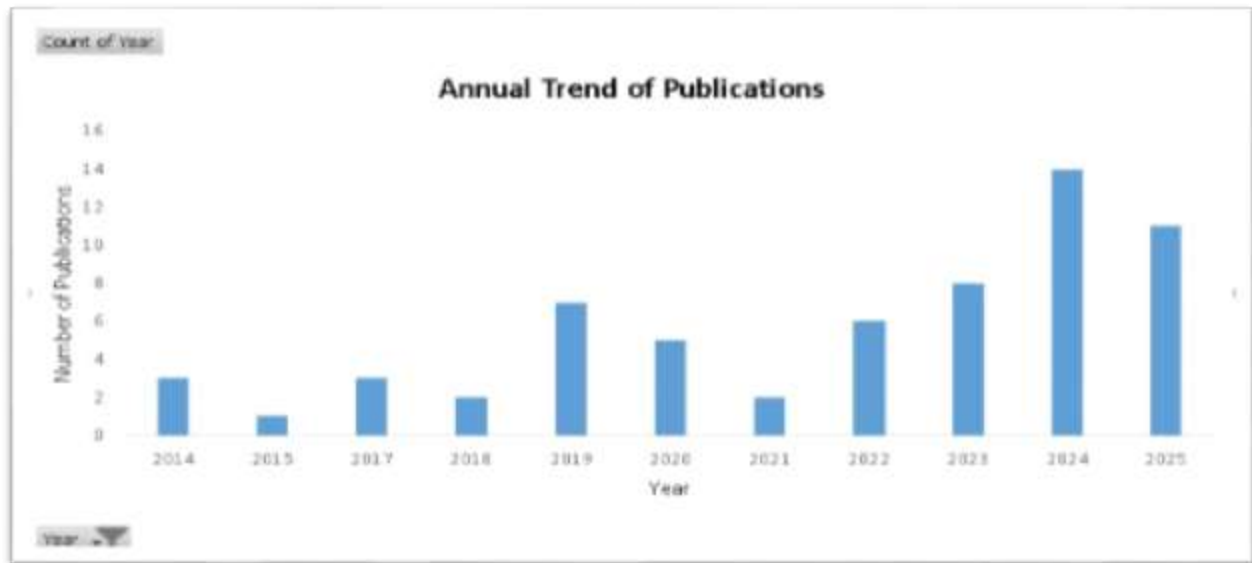


Figure 1: Annual Trend of Publications

The bar chart showing the yearly trend in publications about social commerce and integration of social commerce into marketing. The upward trend is clear in consumer behavior between 2014 and 2025, although there are some fluctuations. During the early years (2014-2018) there was very little publication activity and that this was sporadic, suggesting that the topic was not a priority was still in its infancy. This number had increased significantly in 2019, when seven publications were registered.

Social and academic interest is probably a result of the growing digital market and initial research in social media. The academic interest is probably due to the growing digital market and initial research in social media commerce platforms. In the next two years, however, there was a reduction (2020-2021) which may be attributed to the impact of COVID-19 on research had increased in relevance, yet it had also disrupted research in real-world contexts. Numbers of publications started to increase steadily from 2022 onwards, indicating scholarly interest in the subject was rejuvenated and revitalized the increased research output during 2023 to 2025, with 2024 seeing 14 publications was a result of an increase. Social commerce and consumer behavior has entered the mainstream of academic study. This expansion may be due to the swift growth of social commerce sites such as Instagram, TikTok, and WhatsApp Business, along with growing worries regarding the trust of customers online, digital interaction and engagement, behavior-driven marketing. This modest decline in 2025 (to 11 publications) indicates a leveling out, rather than a drop-off. More than just a decline, it indicates a maturing field with continued relevance. Overall, there's a general trend indicating a consumer demands and preferences influence the development of a specific product or service. An important change in researching priorities, consumer demands and preferences begin to be considered as an influence in the development of a product or service. The social landscape of the Internet, psychology and e-commerce strategies converge in an evolving social commerce landscape.

Table 1: Annual trend of Publications

Year	Number of Publications
2014	3
2015	1

2017	3
2018	2
2019	7
2020	5
2021	2
2022	6
2023	8
2024	13
2025	10

10.2 Frequency of Publication Count

Objective: To find out which authors have gone the maximum contribution on consumer behaviour and purchase intention in social commerce.

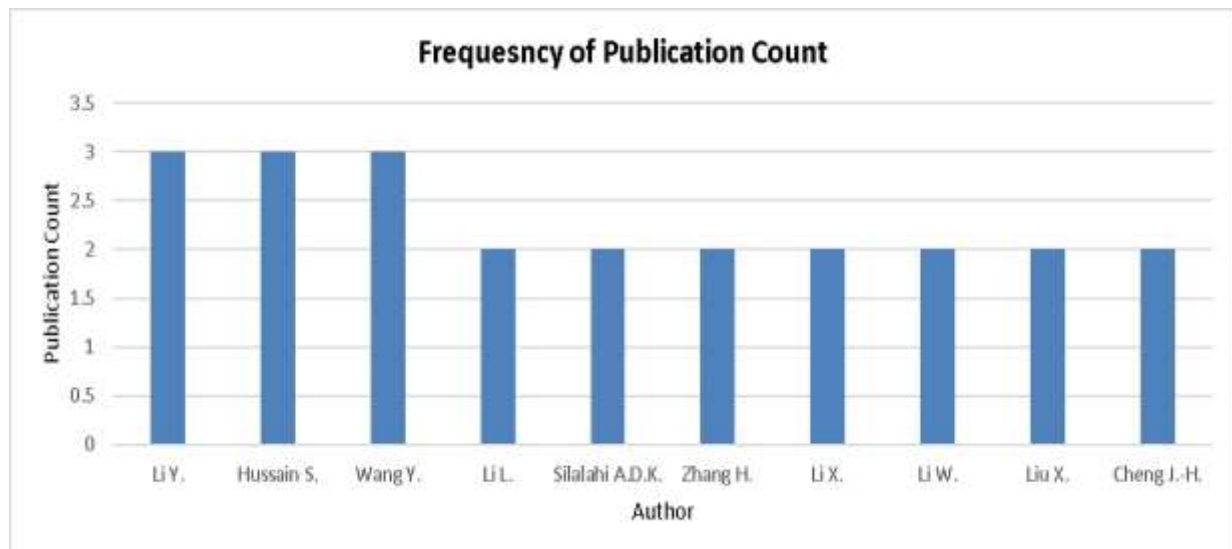


Figure 2: Frequency of Publications

The bar chart titled “Frequency of Publication Count” presents the number of publications authored by ten different researchers. The x-axis represents the authors, while the y-axis indicates the frequency of their publication counts.

Key Observations:

Three authors, namely Li Y., Hussain S. and Wang Y., have the most publications contributing 3 publications. This indicates they're major players in this area. The domain or dataset that is being examined. A team of seven authors (Li L., Silalahi A.D.K., Zhang H., Li X., W., Liu X. and Cheng J.H. have 2 publications each. This means constant, a little lower research productivity relative to the top contributors the range of the publication counts is small (2 to 3), so there is a narrow distribution of author contributions. The number of authors with higher or lower numbers than the average is not significantly different, assuming a balance of active researchers. The top ten authors make a relatively equal contribution to the publication, as shown on the chart frequency. The gap between the outputs of Li Y., Hussain S., and Wang Y. is less, while the highest output is from Nasir S. Li Y., Hussain S., and

Wang Y. have slightly higher outputs, but the gap is narrow; the highest output is from Nasir S. marginal. This distribution is a result of collaborative/competitive research community where the publication process is involved.

Table-2: Frequency of Publication Count

Author	Publication Count
Li Y.	3
Hussain S.	3
Wang Y.	3
Li L.	2
Silalahi A.D.K.	2
Zhang H.	2
Li X.	2
Li W.	2
Liu X.	2
Cheng J.H.	2

10.3 Frequency of Publication Count by Journal

Objective: To determine the contribution of each of the journals in the fields under study.

Journal	Publication Count
International Journal of Information Management	3
Cogent Business and Management	3
Electronic Commerce Research and Applications	2
Behavioural Sciences	2
Journal of Theoretical and Applied Electronic Commerce Research	1
Frontiers in Psychology	1
Information Technology and People	1
Digital Business	1
International Journal of Technology Marketing	1
Journal of Relationship Marketing	1

Table 3: Frequency of Publication Count by Journal

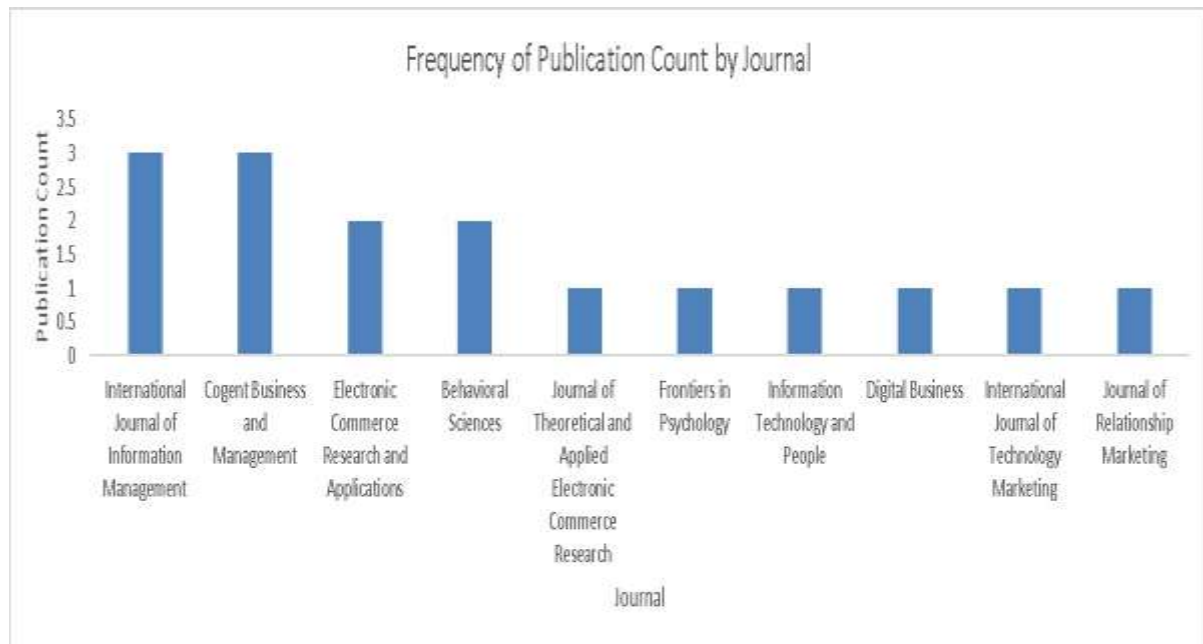


Figure:3 Frequency of Publication Count by Journal

The bar chart depicts the distribution of publication counts across various journals. The x-axis lists the journals names, while the y-axis shows the corresponding number of publications contributed to each journal.

Key Observations:

Both the International Journal of Information Management and Cogent Business and Management are in the lead with 3 publications each. Within the set of journals analyzed, these journals seem to be preferred for researchers, this may be because they are related to the subject area. Electronic Commerce Research and Applications, by K. Venkatesh.K. Venkatesh, Electronic Commerce Research and Applications, Behavioral Sciences each have 2 publications. These journals are also found to be high in the contribution, indicating that they are sub-secondary options for publishing. There is a clear focus on certain journals in terms of research platforms which are perhaps better known, indexed or read in one's field. The wide range of the journals also reveal interdisciplinary research that ranges from management and technology, to psychology and commerce indicating a multi-disciplinary aspect of the research topic. It seems that the authors are targeting strategically in journals that are more visible or have higher impact factors, especially those such as the International Journal of Information Management. The bar chart implies that research papers are published in various journals but there are few important journals dominating in terms of frequencies. The patterns can be of use to future researchers or institutions in finding appropriate.

10.4 Distribution of Document Type

Objective: To understand where and what type of documents have the highest number of research papers on digital payments and consumer purchase intentions in the field of social commerce.

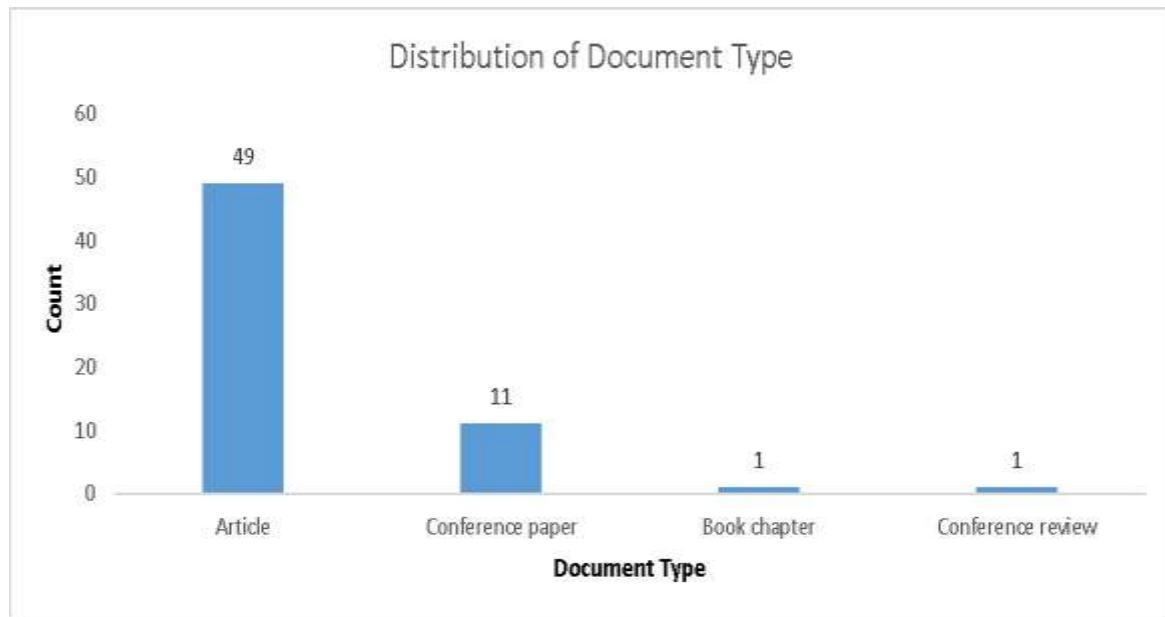


Figure 4: Distribution of Document Type

The bar chart displays the distribution of different types of documents published in a specific dataset. The x-axis represents various document types, while the y-axis indicates their respective counts.

Key Observations:

The most popular and relevant venues in this area where majority of publications are Journal Articles (49). This according to the graph, the most preferred and used medium for research is indicated by the sharing of information in the data set. 11 publications are in the Conference papers classification, which is the second most common most common document type. It shows the significance of academic conferences as an arena for discussing preliminary results and interacting with the academic world. Both book chapters and there is only one entry allowed per conference review. These formats are the least used formats, likely because they are not as relevant to research topic or the audience it is clear that journal articles are preferred and favored, reflecting a strong bias towards formality and the impact of the scholarly work publishing. The number of book chapters and conference reviews is very small, indicating perhaps a narrow scope of interests. On a general theoretical contribution (typical of books) or on the lack of emphasis in reviewing existing conference contributions. This pattern is a typical academic publishing norm, whereby a journal article and due to its visibility, recognition, and academic merit, conference papers are prioritized. The chart clearly shows that the most common style of scholarly communication in this data set is articles, this was followed by conference papers. Book chapters and conference reviews are of minor importance to the document distribution. This is in line with the academic norm, in which journals are the primary format for publishing which are prestigious and impactful.

Table 4: Distribution of Document Type

Sl no	Document Type	Count
1	Article	49
2	Conference paper	11
3	Book chapter	1

4	Conference review	1
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10.5 Institutional Contributions to Social Commerce-Consumer Behaviour Research

Objective: to discover the social commerce and consumer behaviour contributions of the institutions.

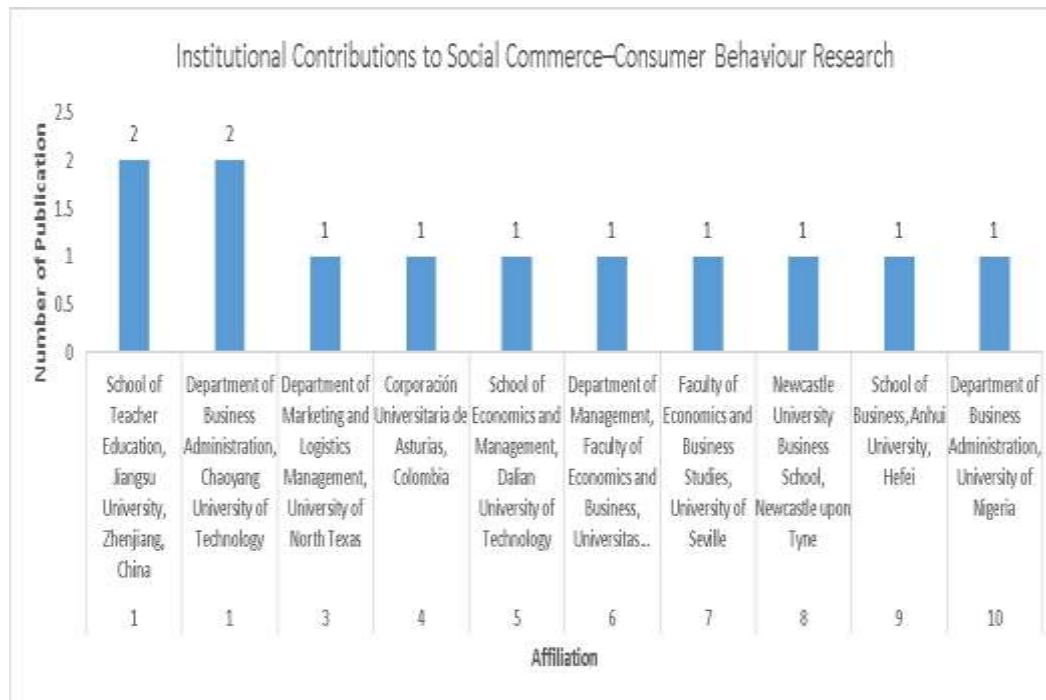


Figure 5: Institutional Contributions to Social Commerce-Consumer Behaviour Research

The bar chart illustrates the number of publications contributed by various academic institutions in the domain of social commerce and consumer behaviour research. The x-axis displays the institutional affiliations, while the y-axis indicates the number of research publications produced.

Key Observations:

The School of Teacher Education, Jiangsu University, China and the Department of Business Administration, University of Duebendorf, Switzerland are the top two institutions with the highest number of publications are Chaoyang University of Technology, with 2 publications, and the University of North Carolina, with 2 publications. These institutions seem to be more involved in studies of the social commerce field and consumer behavior. The other eight institutions each have published 1, spread participation of academics throughout the world. Institutions from the USA are one of them, this reflects a widespread international interest in this topic and includes the following countries: Colombia, China, Indonesia, Spain, UK and Nigeria in the research area. The data set includes institutions from the following areas: Asia, Europe, North America, South America, and Africa, showcasing the importance of research in the world of social commerce and consumer behaviour. The number of articles published per institution is fairly low, with only one institution publishing more than two articles. This points out the research in this field is emerging and dispersed, with no single institutional leader. The variety of institutions with low number of publications suggests that research is emerging but still in its early stages. Social commerce and consumer behavior is a global phenomenon, as indicated by cross-country participation. Relevant themes, influenced by regional market dynamics, consumer digital literacy, e-

commerce, infrastructure. China and Taiwan have institutions that perform well in terms of academic output, possibly because of their strong active contributions to academic growth. Investment in e-commerce technology and research in digital economy. The chart illustrates that institutional involvement in social commerce–consumer behavior research are presently modest, they are internationally diverse and growing. Jiangsu University and for now Chaoyang University of Technology is the most active institutions. However, with contributions from multiple countries, this field presents a promising landscape for collaborative and interdisciplinary research.

Table-5: Institutional Contributions to Social Commerce-Consumer Behaviour Research

Rank	Affiliation	Publications
1	School of Teacher Education, Jiangsu University, Zhenjiang, China	2
1	Department of Business Administration, Chaoyang University of Technology	2
3	Department of Marketing and Logistics Management, University of North Texas	1
4	Corporación Universitaria de Asturias, Colombia	1
5	School of Economics and Management, Dalian University of Technology	1
6	Department of Management, Faculty of Economics and Business, Universities...	1
7	Faculty of Economics and Business Studies, University of Seville	1
8	Newcastle University Business School, Newcastle upon Tyne	1
9	School of Business, Anhui University, Hefei	1
10	Department of Business Administration, University of Nigeria	1

10.6 Integration of Social Commerce and Consumer Behaviour

Objective: To determine who are the leading countries in the publication of research paper on consumer behaviour and purchase intention in social commerce.

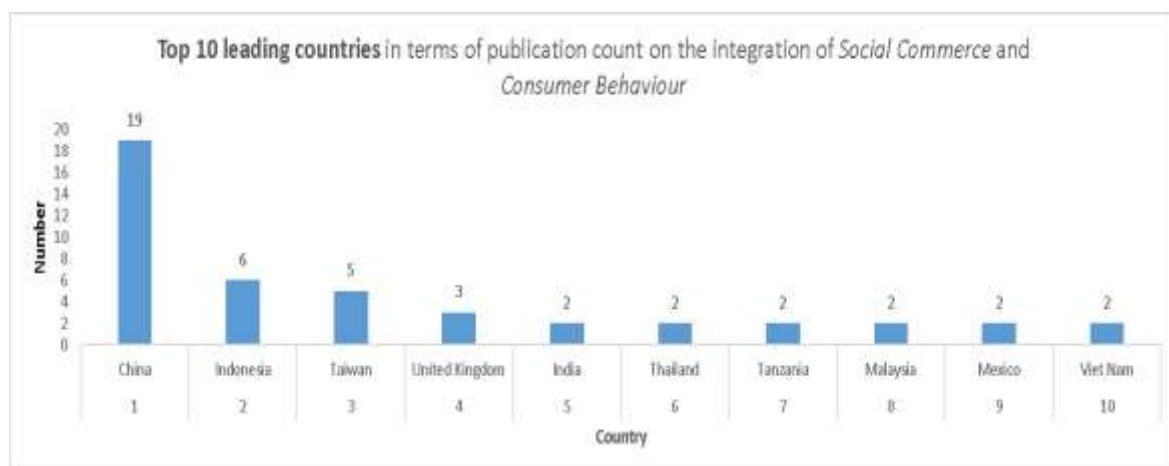


Figure 6: Top 10 Leading Countries

The bar chart presents the top 10 countries contributing to scholarly research in the domain of Social Commerce and Consumer Behaviour. The x-axis lists the countries, while the y-axis reflects the number of publications attributed to each.

Key Observations:

China is the most prolific country with 19 publications, showing a strong research interest. Influence on and consumer behaviour integration of social commerce. This supremacy can be attributed to the surge

in China's digital economy, strong e-commerce infrastructure and state backing, are key factors driving the rise. The surge is attributed to various elements of China's digital economy, including its powerful e-commerce platforms and government policies innovation. Indonesia (6 publications) and Taiwan (5 publications) are 2nd and 3rd respectively. A trend towards more academic interest in Southeast Asia. These countries are probably indicative of active social participation commerce markets and growing output in business and technology disciplines. The United Kingdom (3 publications). There are 2 publications in India, Thailand, Tanzania, Malaysia, Mexico and Vietnam. This reflects a research activity is limited, but strong, and globally diverse, with a strong focus on a small number of topics. In social commerce research, the Asian countries, particularly China, is likely due to their early adoption of mobile commerce, social networks and online payments. The countries where these products are available include Tanzania, Mexico, and Ethiopia. Vietnam and Thailand are emerging markets, adding to the worldwide growth of social commerce, the digital consumer economy. Despite having developed, countries such as the UK and India are still classified as developed have some publications, but not a lot, which means that this is a space worth exploring engagement. The merger of social commerce and people behaviour has garnered extensive overseas curiosity, and chief amongst them was the rise of China as the leader in research. Other countries, especially in Asia and some developing, in the light of their steady contribution, one can fantasize about a globalizing academic discourse in this field in the economies. However, the overall publication volumes in all countries other than the top 10 remain relatively low, indicating future research possibilities for expansion.

Table 6: Top Leading Countries

Rank	Country	Number of Publications
1	China	19
2	Indonesia	6
3	Taiwan	5
4	United Kingdom	3
5	India	2
6	Thailand	2
7	Tanzania	2
8	Malaysia	2
9	Mexico	2
10	Viet Nam	2

11. Results

11.1 Thematic Visualization of Keywords

A total of 375 keywords are identified among which only 12 keywords were taken up for the study which had occurred 7 times. The keywords that were been choosen are structured here for better understanding and these are been categorized into two varied clusters with two separate colours comprising of 6 six items in each clusters.

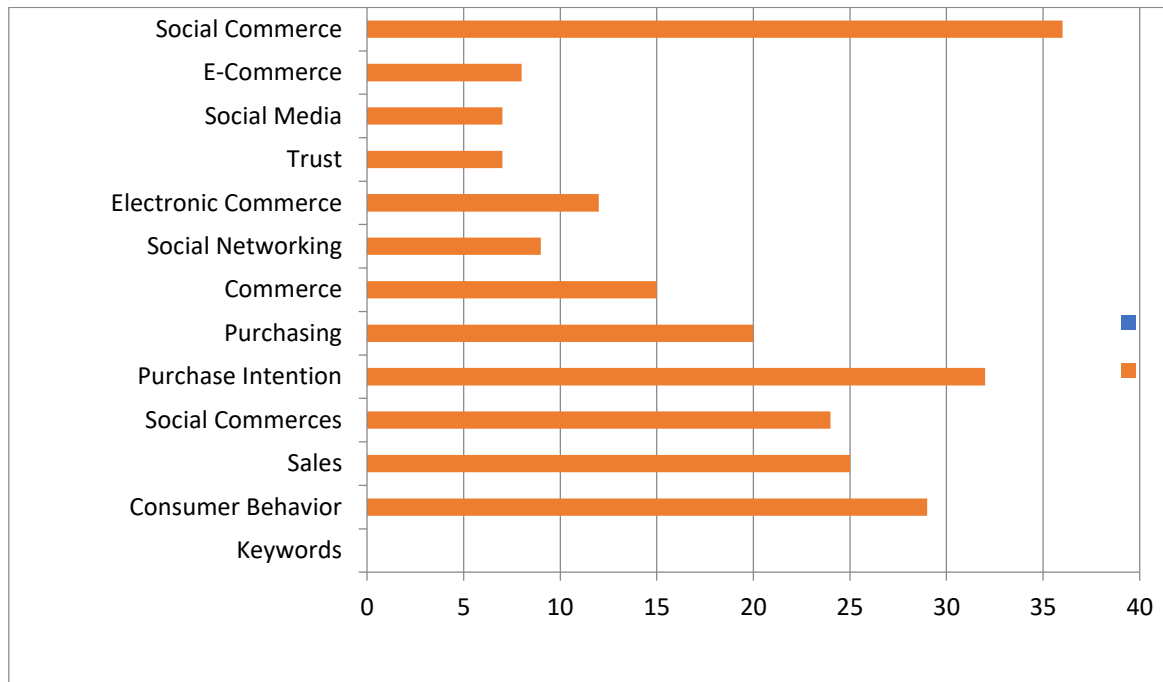
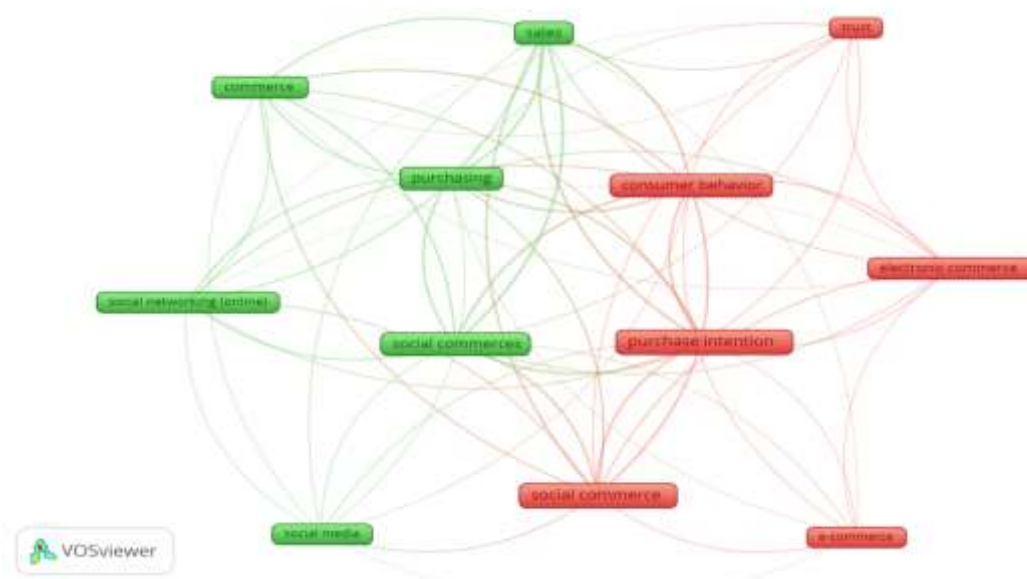


Figure 7: Keyword Analysis

*The X-axis denotes keywords while the Y-axis denotes the occurrence.

11.2 Keyword Network Visualization

The keyword network visualization highlights that "Social Commerce", "Consumer Behaviour" and "Purchase Intention" are the main topics. These key terms are strongly linked to other important words like "Electronic -Commerce", "Purchase", and "Sales". This means that research in this area often discusses how consumer behaviour and purchase intention are influenced by social commerce, focusing on the role of E-commerce and other marketing strategies. (Fig 7)



11.3 Distribution of Documents among Countries

Table 7: Distribution of Documents among Countries

Rank	Country	Documents
1	China	22
2	Indonesia	8
3	Taiwan	7
4	United Kingdom	6
5	Malaysia	5
6	United States	3
7	India	2
8	Tanzania	2
9	Thailand	2
10	Bangladesh	2
11	Mexico	2
12	Hong Kong	2
13	United Arab Emirates	2
14	Viet Nam	2

Out of 27 countries analyzed, 14 had at least 2 documents each, meeting the study's threshold. China had the highest number of documents, indicating its significant research impact. Indonesia followed closely behind, with Taiwan in third place and India in seventh. The first four countries are leading contributors to research on the integration of social commerce, consumer behaviour and purchase intention (Fig. 8)



Figure 8: Mapping of Documents among Countries

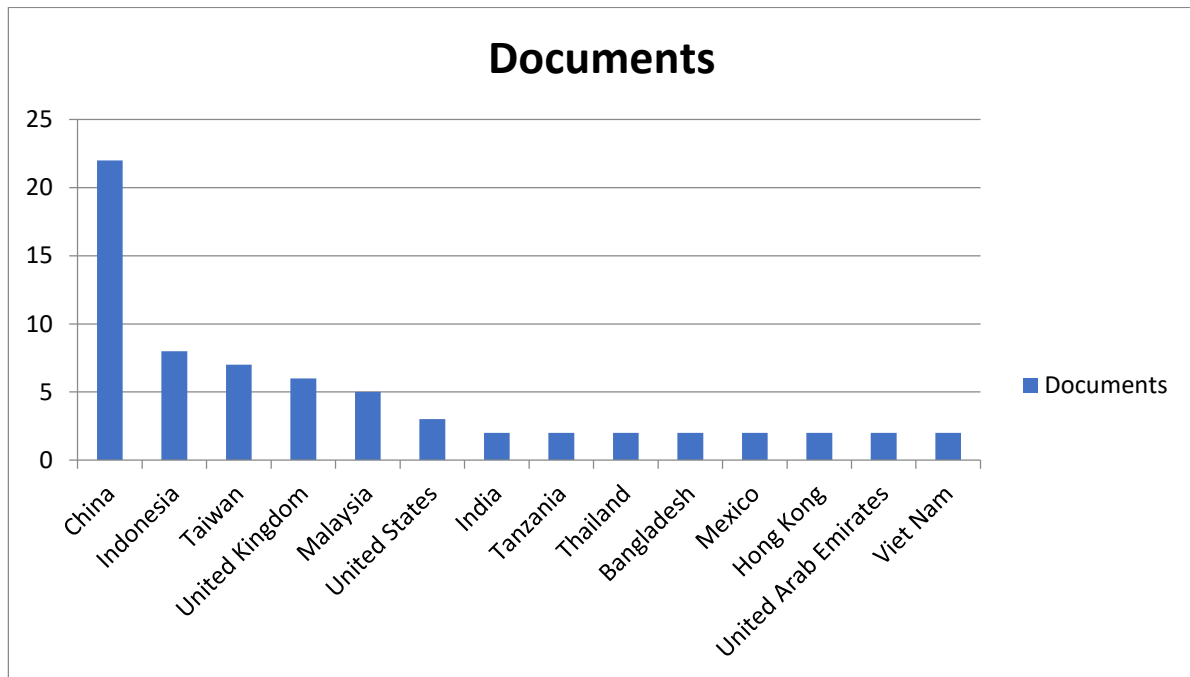


Figure9: Documents among Countries

11.4 Distribution of Citations among Authors

Table 8: Distribution of Citations among Authors

Authors	Citations
Hajli N.	89
Sarstedt M.	53
Wang Y.	50
Gefen D.	47
Benyoucef M.	42

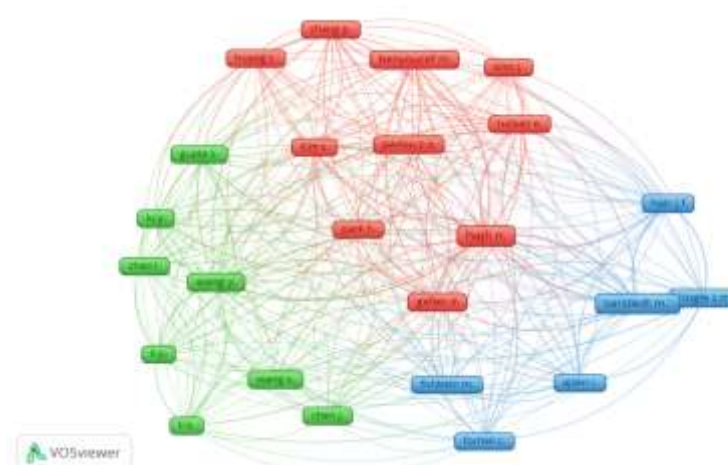


Figure 9: Distribution of Citations among Authors

Out of the many authors studied, only 24 met the threshold of having at least 20 citations each and at least 2 document each. Hajli N. received the highest number of citations, followed by Sarstedt M., Wang Y., Gefen D. and Benyoucef M. This indicates that these authors have the most significant impact in research on the integration Consumer Behaviour and Purchase Intention on Social Commerce. (Fig. 9)

12. Discussions

12.1 Trends in Research Publications

The trend of publications on the integration of social commerce and consumer behaviour from 2014 to 2025 reveals a clear upward trajectory, albeit with some fluctuations. In the early years (2014–2018), publication activity was minimal and sporadic, indicating that the topic was still in its infancy. There was a notable increase in 2019 when seven publications were made, this is probably due to an increasing academic interest. This is largely due to the growing digital marketplace and the exploration of the social commerce platforms. The next two years (2020–2021), however, saw a drop, which may be attributed to the disruption in research. As the topic gained more relevance in real-world, caused by COVID-19 pandemic, contexts. Since 2022, the number of publications started to climb steadily, indicating renewed and enhanced academic activity in relation to the subject. The rising number of research publications in the last three years (2023–2025). The number of publications in 2024 is expected to hit a high of 14, showing that social commerce and consumer have become integral parts of the business. This study of behavior has become a prime academic interest.

12.2 Top Authors and Journals

Three authors (Li Y., Hussain S., and Wang Y.) make up the largest number of publications 3. This implies that these are among the top contributors in the specified domain dataset. A group of seven authors — Li L., Silalahi A.D.K., Zhang H., Li X., Li W., Liu X., and Cheng, there are 2 publications each of them, J.H. this indicates consistent, but slightly lower, research productivity compared to the top contributors. The International Journal of Information Management and Cogent, both Business and Management each have 3 publications. These journals seem to be the most favoured outlets of researchers in the analyzed dataset, which may have been related to the sphere of interest of study. Electronic Commerce Research and Applications is 2 and Behavioral Sciences is 2 publications. These journals also have fairly high rates of contribution suggesting that they are of importance.

12.3 Leading Research Institutions

School of Teacher Education, Jiangsu University, China and Department of Business Administration, University of Southern Indiana, USA, Chaoyang University of Technology are the two biggest contributors, both with 2 publications. These institution in which they have a presence seems to be more involved in research in the context of social commerce and consumer behavior. A variety of institutions and small numbers of publications suggest it is an emerging but promising research field. The cross-country involvement indicates that social commerce and consumer behavior are globally relevant themes, impacted by regional market dynamics, consumer digital literacy, and e-commerce infrastructure. Academically, the institutions in China and Taiwan are leading. The financial strength of the companies, as evidenced by the fact that three out of four companies are active in investments in e-commerce technology and the digital economy, appears to have been a major influence on the results of research.

12.4 Key Countries in Research

China's 19 publications is followed by Indonesia and Taiwan with 12 and 11 respectively. Its deep research interest and its leadership in social commerce and consumer behaviour integration. Australia (3 publications) and New Zealand (3 publications) have moderate involvement from developed economies, and countries like India, Thailand, Tanzania, Malaysia, Mexico, and Vietnam each have 2 publications. This represents research from around the world. The social commerce aspect and the implications of consumer behavior have been integrated into it won widespread global attention, particularly from the Chinese who became the leaders in the research. Other countries, there are steady contributions from particular regions, such as in Asia and some emerging economies, indicating a globalizing. This is a popular academic writing in this area. The total number of publications in the rest of the world, however, is lower. It is still relatively low, indicating opportunities for further research expansion.

12.5 Keyword and Citation Analysis

The keyword network visualization shows that “Social Commerce”, “Consumer Behaviour”, and “Social Media”, “Purchase Intention” are keywords that appear close to each in the network. These keywords are closely associated with other keywords in the network. This means that research in this area often discusses how consumer behaviour and purchase intention are influenced by social commerce, focusing on the role of E-commerce and other marketing strategies. The citation analysis reflects that Hajli N. received the highest number of citations, followed by SarstedtM., Wang Y. ,Gefen D. and Benyoucef M. This indicates that these authors have the most significant impact in research on the integration Consumer Behaviour and Purchase Intention on Social Commerce.

13. Limitations

1. **Data Source:** Data from Dimensions.ai is only used, which might not include all the relevant research from other databases.
2. **Time Period:** The time frame taken might not be enough to deal with.
3. **Language:** English publications were mainly included, so research in other languages might be missing.
4. **Keyword Choice:** The specific keywords which are used might have missed relevant studies that used different terms.
5. **Cross-Discipline:** Since Consumer Behaviour and Purchase Intention involve multiple fields, it's hard to cover all relevant research and impacts from different disciplines.

14. Conclusion

The study looks into how social commerce have an impact on consumer behavior and influence purchase intention. Results demonstrate a strong involvement of different authors and institutions in this area. China, Indonesia, Taiwan, United Kingdom are leading countries in terms of research impact. Study has identified key themes, trends and key influencers, providing a comprehensive picture of the current research landscape. Study has its limitations, however. Depending on just one data source, focusing some articles may be missing because of a focus on recent publications and a tendency towards English-language articles important research. Future research could be conducted on a more comprehensive data base and extended time frame (to include). By addressing these more complete understanding of how social commerce is affecting consumer, product and service consumption behaviours can be learnt. This research paves the way for future research and underscores the

importance of social media for the development of these skills. The media outlet can have a great impact on consumer behaviour and buying decisions intention.

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