	<h1 style="margin: 0;">International Journal of Economics, Accounting and Management</h1>	
	Vol. 2, No. 5, January 2026 Pages 506-514	E-ISSN: 3047-6798 P-ISSN: 3047-678X
	Site: https://jurnal.intekom.id/index.php/ijeam	

Consumer Behavior in the Era of Digital Transformation: A Global Research Perspective

Vicky Dzaky Cahaya Putra¹, Ifan Wicaksana Siregar²

^{1,2} Faculty of Economics and Business, Universitas Jenderal Achmad Yani, Jawa Barat, Indonesia

Article Info

Article history:

Received January 5, 2026
 Revised January 14, 2026
 Accepted January 30, 2026

Keywords:

Consumer behavior,
 Digital age,
 Research trends,
 Influential authors,
 Seminal papers

ABSTRACT

The objective of this study is to examine consumer behavior in the context of the digital era using a bibliometric methodology. The advent of the digital age has brought about a profound transformation in the manner in which customers engage with products, companies, and information. Within this particular context, the utilization of bibliometric research has emerged as a pertinent approach for discerning patterns, areas of research emphasis, influential contributors, and advancements pertaining to consumer behavior within the digital realm. This research methodology involves the acquisition of data from scholarly articles that are indexed in the Scopus database. The data is subsequently subjected to examination by bibliometric methods, including citation analysis, keyword analysis, and data visualization employing VOS Viewer. The anticipated outcomes of this investigation are poised to unveil evolutionary patterns in consumer behavior research within the context of the digital era, ascertain the most often discussed topics, and identify the principal contributors within this domain. The results obtained from this research can offer significant contributions to scholars, professionals in the business sector, and legislators in understanding the most recent advancements in consumer behavior inside the digital realm. The anticipated outcomes of this study are likely to contribute to an enhanced comprehension of the transformation in consumer contact within the digital era. Furthermore, these findings are predicted to have significant strategic consequences for businesses and marketing practices in this dynamic and evolving landscape.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author:

Vicky Dzaky Cahaya Putra
 Faculty of Economics and Business, Universitas Jenderal Achmad Yani,
 Jawa Barat, Indonesia
 Email: vicky.cahaya@lecture.unjani.ac.id

1. INTRODUCTION

The quantitative method of bibliometric analysis is used to study academic literature. The rapid advancement of digital technology has profoundly impacted consumer behavior, changing how individuals interact with brands and make purchasing decisions [1]. Scholars gather publishing data in order to examine patterns in research productivity, encompassing aspects such as the quantity of

publications, their distribution across various journals and academic fields, as well as their geographic dispersion. This endeavor provides a holistic perspective of the research environment. [2] in his research has a view digital transformation is a company-wide phenomenon with broad organizational implications in which, most notably, the core business model of the firm is subject to change through the use of digital technology. Citation analysis is an essential element that aids scholars in comprehending the impact of academic literature through the examination of citation patterns. The examination of co-authorship networks provides insights into the dynamics of collaboration, whilst the analysis of keywords and topics indicates the research focus and trends within a specific academic discipline. This work is based on the premise of contributing relevant knowledge in the field of digitisation with a focus on a little-explored area. At the same time, we understand the need to generate literature that allows or facilitates the creation of new theories of the variables in question, as well as to generate an academic debate that gives rise to new research perspectives [3].

Consumer behavior has gained heightened significance in the digital era, mostly because to the profound influence of the internet, social media, e-commerce platforms, and digital gadgets on consumers' engagement with products and services. The advent of these technologies has revolutionized the manner in which consumers make decisions and interact with brands. Technological evolution motivates changes in consumer behaviour analysis in the consumer decision-making process, which began with introducing changes and technological trends that influence consumer behaviour [4]. Underscores the significance of understanding these alterations to maintain competitiveness and relevance within the market. This study explored the significant impact of AI and digital technologies on consumer behavior, with a specific focus on young consumers in Ahmedabad. The results indicate that AI driven personalized experiences, such as product recommendations and virtual assistants, positively influence consumer attitudes and increase purchase intentions. [5]. This is in line with the indicators mentioned by [6]. Behavioral intention is influenced by three components, namely attitude, subjective norm, and perceived behavior control. Attitude expresses a person's feelings that reflect their liking or dislike for an object. Subjective norms are individual beliefs about the expectations of people around them who influence individuals and groups to do or not do a specific behavior. Consumer behavior is defined as the process of searching for, selecting, purchasing, using, and evaluating a product or service to suit one's wants and desires. However, the way individuals seek, purchase, use, and review items has changed. Consumers nowadays are more demanding and detail-oriented than ever before [7]. Therefore, digital transformation plays a role in this by enabling businesses to communicate their values effectively, implement sustainable practices through technology (such as eco-friendly packaging solutions or energy-efficient operations), It empowers consumers to make informed and ethical choices when making purchases [8].

Understanding the scholarly environment on bibliometric consumer behavior in the digital age is the main goal of this study. In the digital age, bibliometric studies seek to identify noteworthy patterns, influential studies, and emerging fields of consumer behavior research. In another research we have a personalization is a cornerstone of brand loyalty in the digital age, offering brands a unique avenue to connect with consumers individually. By utilizing targeted advertising and curated content, brands can create tailored experiences that resonate with personal preferences, enhancing consumer satisfaction and emotional attachment [9]. In this digital era, marketing strategies focuses on the relationship between digital marketing strategies and consumer behavior, taking case studies of several e-commerce businesses that have actively implemented digital marketing strategies [10]. This will help researchers, practitioners, and policymakers make informed judgments and comprehend digital consumer behavior.

Except for [11] and [12] by using better know-how how customers interact with brands in the digital era, organizations can discover new opportunities, overcome demanding situations and build stronger relationships with their clients and provide realistic steerage for businesses in growing

effective advertising techniques in this digital era. Due to the recent increase in consumer behavior research, a full bibliometric study is needed to appreciate its significance. This study examines consumer behavior scholarly articles from 1993 to 2025 using bibliometrics.

This study analyzes events across 30 years, The rest of this article encompasses seven distinct topics, each of which has accelerated the speed of digital transformation. These topics are discussed individually and include an introduction, the role, the importance, the multifaceted impact, and future research directions [13]. Revealing traits not found in shorter-term studies. Researchers can guide future studies and shape this academic field by identifying and analyzing new trends and exploring understudied consumer behavior.

Bibliometrics is a field of study that originated in the early twentieth century [14] and [15] the exploration of cross-industry applications and comparative studies presents a promising direction for future research. Most studies focus on specific industries. There might be potential for research that compares the impact of mobile apps across various sectors, or regions, providing a more comprehensive understanding of their role in digital transformation. With the advent of comprehensive, searchable databases, such as Scopus, bibliometrics has seen significant growth recently. [16] revealed Digital transformation refers digital technology to produce significant changes in meeting primary needs more efficiently, practically and comfortably. Digital change optimizes the shift and potential in technological integration, as well as changing its social effects. Various infrastructure and technology needs are also requirements that must be met in carrying out digital transformation. Which are subsets of literature that are more closely connected internally than to parts outside the cluster. Clusters detected in the literature imply demic structure in the research field. Researchers have used map-making and cluster analysis to answer questions about the structure of science as a whole as consumers' concerns about privacy and data security continue to increase, businesses need to be more cautious and transparent when collecting and using consumer data [17].

One study by [18] digital transformation is increasingly becoming the new standard in global corporate competition. These insights support postmodernist views that contemporary digital consumption is conducted a bibliometric approach to understand food consumer behavior and safety-sustainability triangle [19]. It emphasized the importance of considering different algorithms in bibliometric analysis. The study undertaken by involved a bibliometric investigation of the phenomenon of gift-giving within the realm of consumer behavior. Emphasized the significance of review articles in In the digital intermediary era, the factors influencing consumer loyalty in the DTC marketing model manifest in the aspects of product, price, channel, and promotion [20].

2. METHOD

The research methodology employed in this work is bibliometric analysis, a widely recognized way for offering a thorough overview of a certain research topic. The objective of this approach is to provide a quantitative depiction of research data and trends found in scientific papers, primarily targeting researchers within the corresponding field [21]. This approach additionally aids in the assessment of research productivity and quality through the quantification of citations and publications.

Digital transformation has profoundly reshaped organizational ecosystems across multiple dimensions, fundamentally altering operations, value creation processes, and strategic orientations [22] and transparency and trust emerge as linchpins in ethical digital marketing practices. Establishing an open dialogue about data usage and marketing intentions fosters authentic relationships between brands and consumers [23]. The methodology utilized in the investigation is depicted in Figure 1.

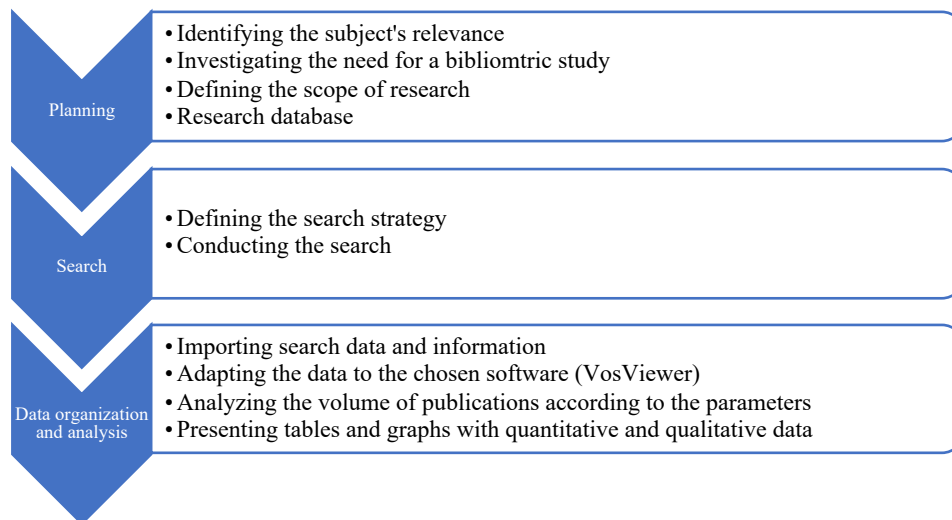


Figure 1. The research employed a methodical procedure.

Source: Adapted from Maia et al., (2019)

The preliminary stage of planning, which took place on August 20, 2025, encompassed a thorough exploration of the Scopus database utilizing the specified keywords "consumer behavior" and "bibliometric" within the topic domains of business, management, and accounting. This inquiry yielded a total of 12 scholarly publications. Two primary constraints were discovered in the aforementioned investigations. Firstly, they had outdated temporal scopes and did not reflect recent research activity in the field. Secondly, they often focused on specific regions or subtopics within consumer behavior, indicating a lack of comprehensive bibliometric investigations. The study restricted its investigation to a 30-year timeframe and used the Scopus database for its rigorous analysis.

The search phase occurred in September 2025, spanning from 1993 to 2025, with expanded search terms like "consumer behavior," "purchase behavior," "consumer research," and "digital." Filters were applied to refine the search, including specific subject areas, English language, and the document type being articles, resulting in 306 documents (refer to Table 1 for details).

In the data organization and analysis phase, the collected data was imported into VOS Viewer software for quantitative and qualitative bibliometric analysis. The dataset included 306 studies, and various aspects of consumer behavior research were examined, such as publication trends, country distribution, primary authors, and leading academic institutions. The qualitative analysis involved studying keyword occurrences and their relationships over time.

Table 1. Search strategy for the bibliometric review

String	Search fields	Filters	Results
"consumer* behavior*" OR "purchase* behavior*" OR "consumer* research*" AND "digital*"	Abstract, Titles and Keywords	Subject area: Business, Management and Accounting + Economics, Econometrics and Finance Language: English Document type: Article Years: 1993 to 2025	718 documents

3. RESULTS AND DISCUSSION

3.1 Annual Publication Development Trends and Country Productivity

The number of publications has significantly increased since 2020 compared to the previous year (2021). The total number of publications has grown to 110, a growth rate of over 66%. Although the growth rate tends to fluctuate, it continues to increase consistently. By 2025, the number of identified publications is expected to reach 123.

Between 2019 and 2025, publications have been significantly developed, with 498 documents accounting for 69.35% of all the 718 documents published. The most publications occurred in 2022, with 125 documents, equivalent to 17.40%. The graph in Figure 3.1 shows the development of publications from 1993 to 2025.

Between 1993 and 2025, the United States published the highest number of research papers in this field, with 169 publications, followed by the United Kingdom with 81 publications and India with 74 publications, according to Figure 1.

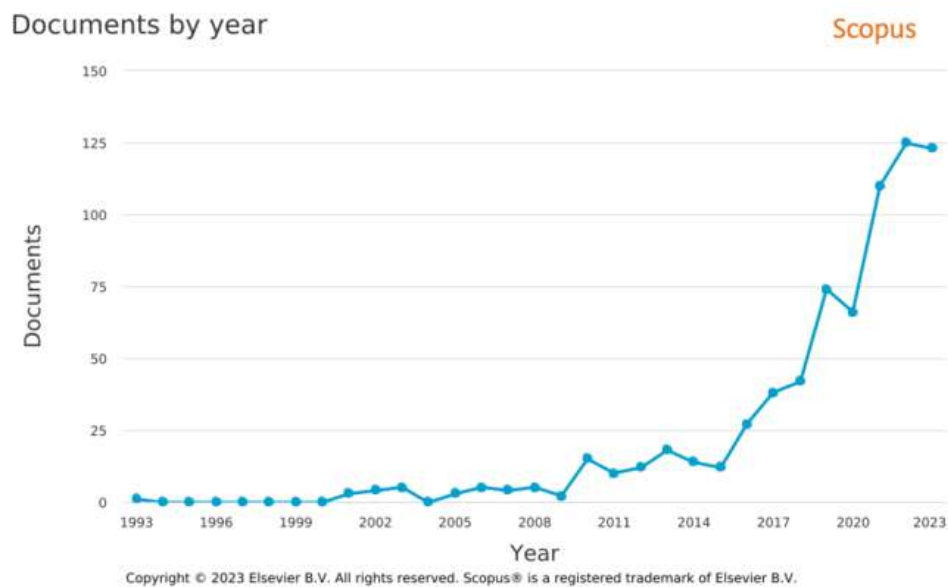


Figure 2. The development of publications every year

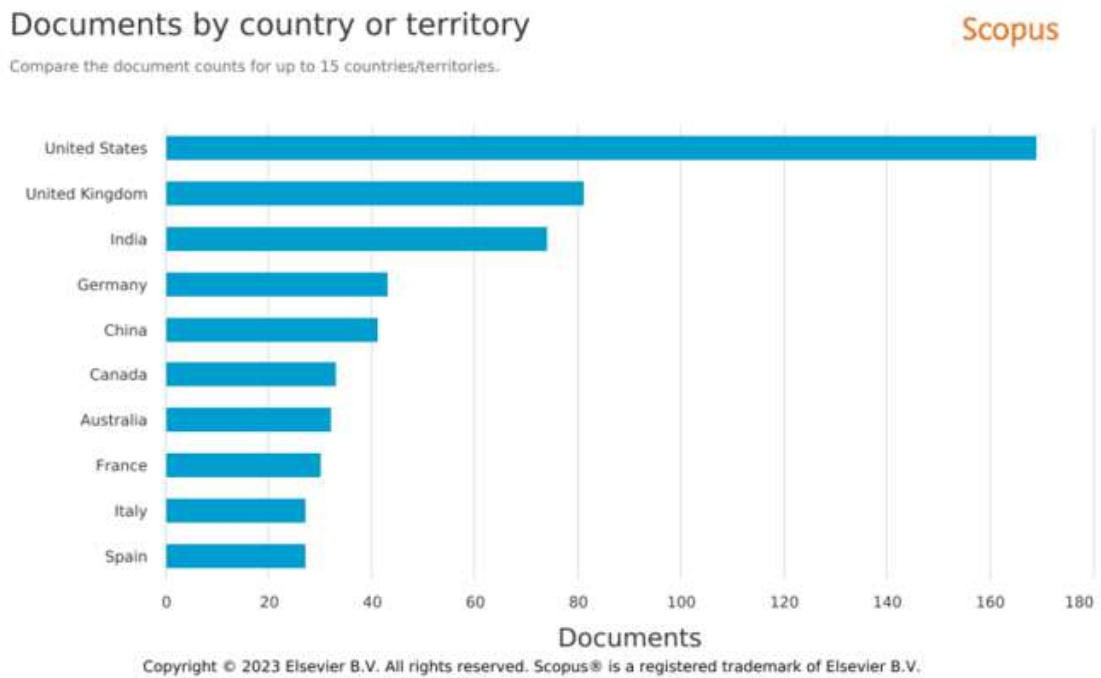


Figure 3. Distribution and top 10 most published countries

3.2 Research Productivity and Highly cited papers

The number of researchers who contributed to research on mobile payment and technology acceptance at universities with a minimum of 1 publication was 303 authors. The top ten contributing researchers from 1993 – 2025 in terms of output can be seen in Table 2.

Table 2. Top ten authors on customer behavior

No.	Author	Documents	Citations
1	belk r.w.	1	926
2	jalilvand m.r.; samiei n.	1	343
3	lu h.-p.; su p. y.-j.	1	319
4	humphreys a.; wang r.j.-h.	1	311
5	arvidsson a.; caliandro a.	1	221
6	hajli n.; sims j.	1	209
7	persaud a.; azhar i.	1	183
8	belk r.w.; kozinets r.v.	1	154
9	wilson j.a.j.; grant j.	1	145
10	kellaris j.j.; kent r.j.	1	143

Sumber: scopus.com (2025)

Table 2 shows the top researchers are belk r.w. and subsequently jalilvand m.r.; samiei n. with 926 and 343 citation publications each.

Table 3. Top Ten Journals with The Most Publications

No.	Source	Documents	Citations
1	Journal of consumer research	6	1507
2	Internet research	6	721
3	Journal of research in interactive marketing	9	332
4	Journal of consumer marketing	4	256
5	Journal of fashion marketing and management	5	235
6	Technological forecasting and social change	3	232
7	International journal of consumer studies	6	183
8	Journal of islamic marketing	4	160
9	Consumption markets and culture	3	105
10	Journal of marketing management	6	89

Source: scopus.com (2025)

Table 3 shows that the top journals that published the results of this research were the journal of consumer research with 6 documents with 1507 citations, followed by the internet research with 6 documents with 721 citations, and journal of research in interactive marketing with 6 documents with some sources 332 citations.

3.3 Insights into Consumer Behavior Research

There are 718 documents on customer behaviour in the Scopus database. Based on the authors' keywords, 299 topics were identified. Network visualizations and overlays show subject relationships with lines between descriptors in each field. The closer the relationship between documents, the more strings between descriptors. Conversely, records that still need to be more present have fewer lines. Density visualization shows the relationship between the topic and the colour scale. Yellow indicates a dense or high level of research frequency, while greener indicates rare or low.

A co-occurrence analysis was conducted to determine the latest trends in developing research topics from 1993 to 2025. The minimum number of issues set was one. Figure 3.3 displays the results of the visualization of the latest topic advancements.

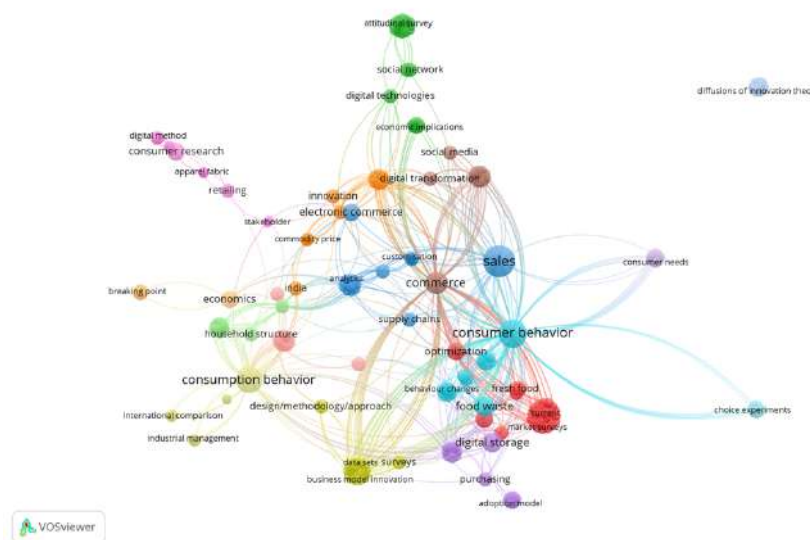


Figure 4. Visualization of current topics for the period 1993 – 2025

Source: Data processing results (2025)

Figure 4 displays an overlay visualization that demonstrates the topic/keyword development trend over time (years). Blue represents an early topic/keyword, while yellow indicates a more recent topic/keyword related to customer behaviour. Through the period of 1993 to 2025, a total of 299 topics. The current research topic trends include advanced economies, digital transformation, breakthrough innovations, and consumer demands. These topics are still relatively new and require further research.

4. CONCLUSION

Studies on customer behaviour have been conducted, revealing that the first publication on this topic was in 1993. The highest number of publications falls from 2017 to 2025, with 129 (84.31%) out of 718 publications identified until 2025. The countries that dominate research in this field are the United States, the United Kingdom, and India. The Bucharest University of Economics Studies is the most prolific institution, and Watanabe, N.M. is the most prolific writer on this research topic.

Journal of consumer research is the top journal to publish this research topic. In addition, the publication progress map based on co-occurrences consists of 16 clusters. Current research topics include advanced economies, digital transformation, breakthrough innovations, and consumer demands. The synthesis of bibliometric analysis results and content demonstrates the need to investigate the behavior of customer in developing countries.

This study has limitations. First, we only use the Scopus database to collect data and only cover some academic publications like Web of Science or Google Scholar, with the most extensive databases. However, such limitations are unlikely to affect the results identified in this study. In addition, in data search, we only use the additional terms "customer behavior" as search terms, while other words can be used to expand the search scope. While using synonymous search terms can lead to a more accurate dataset on the topic, the results show that our dataset taken from Scopus is acceptable because all the main aspects of customer behaviour are met.

REFERENCES

- [1] Latief, "The Evolution of Consumer Behavior in the Digital Era and Its," vol. 2, no. 1, hal. 304–316, 2024.
- [2] P. C. Verhoef *et al.*, "Digital transformation : A multidisciplinary re fl ection and research agenda ," vol. 122, no. November 2019, hal. 889–901, 2021, doi: 10.1016/j.jbusres.2019.09.022.
- [3] G. P. Linares dan C. A. R, "Is There an Impact of Digital Transformation on Consumer Behaviour ? An Empirical Study in the Financial Sector," hal. 1–16, 2023.
- [4] A. D. Kusumastuti, A. I. Mutiasari, dan A. D. Astuti, "The Evolution of Technology in Digital Business Transformation and Its Impact on Consumer Behavior," vol. 6, no. 1, hal. 896–904, 2025.
- [5] A. Samsukha, P. Trivedi, V. Baldi, S. Store, dan P. Naik, "Impact of Artificial Intelligence and Digital Technologies on Consumer Behavior and Brand Perception : A Study of Young Consumers in Ahmedabad," vol. 1, no. 4, hal. 189–199, 2024.
- [6] N. Aisyah, W. Suryani, dan R. F. Meutia, "The Digital Era In Influence On Women ' S Consumer Behavior In The Businesswoman Bond Community Indonesia (IWAPI) North Sumatra," vol. 4, no. 2, hal. 510–530, 2024.
- [7] E. Gerald, H. Prakasa, dan H. Wandebori, "International Journal of Current Science Research and Review Analysis of Digital Transformation on Consumer Behavior for Shopping in Offline and Online Store (Case Study : UNIQLO Indonesia)," vol. 07, no. 01, hal. 20–34, 2024, doi: 10.47191/ijcsrr/V7-i1-03.
- [8] Ashwini, "A Literature Review: The Impact Of Digital Transformation In Re- Shaping Consumer Buying Behaviour," vol. 10, no. 1, hal. 464–486, 2025.
- [9] A. Haris, "Advances : Jurnal Ekonomi & Bisnis Consumer Behavior Shifts in Digital Age :

- Impact on Brand Loyalty,” vol. 3, no. 1, hal. 38–51, 2025.
- [10] M. F. Albashori, S. Wahyuning, dan H. A. Nugroho, “Digital Marketing Strategy and Consumer Behavior : A case study of E- Commerce Businesses,” vol. 2, no. 3, 2025.
- [11] A. Supriadi, “Customer Engagement in the Digital Age Keterlibatan Pelanggan di Era Digital,” vol. 1, no. 2, hal. 163–170, 2024.
- [12] A. Wai, K. Yeung, T. K. Goto, dan W. K. Leung, “The Changing Landscape of A Bibliometric Study,” vol. 11, no. March, hal. 2006–2015, 2017, doi: 10.3389/fnins.2017.00120.
- [13] A. L. Hoțoi, “Exploring the Impact of Digital Technologies on Consumer Behavior in the Post - Pandemic Era,” 2024.
- [14] S. Kraus, P. Jones, N. Kailer, A. Weinmann, dan N. Chaparro-banegas, “Digital Transformation : An Overview of the Current State of the Art of Research,” 2021, doi: 10.1177/21582440211047576.
- [15] J. Paul *et al.*, “Digital transformation : A multidisciplinary perspective and future research agenda,” no. January, hal. 1–28, 2024, doi: 10.1111/ijcs.13015.
- [16] I. K. Dewi, “Changes In Retail Consumer Shopping Behavior After The End Of Covid 19 In Indonesia : Towards Digital Transformation Behavior,” no. 2, 2023.
- [17] X. Wu, “Consumer Behavior Changes in the Digital Marketing,” 2024.
- [18] H. Wen dan N. H. Bajuri, “Digital Transformation : A Literature Review and Future Research Agenda,” vol. 15, no. 2, hal. 1103–1109, 2025, doi: 10.6007/IJARBSS/v15-i2/24680.
- [19] R. Bursan, “Global Economics : International Journal of Economic , Social and Development Sciences Gen Z Consumer Behavior in Consuming Local Products in the Era of Digital Hyperreality,” 2025.
- [20] W. Mu, “The impact of characteristic factors of the direct-to-consumer marketing model on consumer loyalty in the digital intermediary era,” no. March, 2024, doi: 10.3389/fpsyg.2024.1347588.
- [21] S. Cardoso, M. Gideon, C. De Benedicto, dan J. Willer, *Mapping the literature on credit unions : a bibliometric investigation grounded in Scopus and Web of Science*, no. 0123456789. Springer International Publishing, 2019. doi: 10.1007/s11192-019-03165-1.
- [22] M. F. Azmir, “The Holistic Impact of Digital Transformation and Emerging Technologies on Organizational , Consumer , and Societal Ecosystems,” 2025.
- [23] Haudi dan D. Widya, “The Impact Of Digital Transformation On Consumer Behavior,” *Journal, Int. Lit. Econ. Stab*, vol. 2, no. 1, hal. 167–179, 2024.