
EXPLORING THE CONNECTION OF CONSUMER PERCEPTION AND PURCHASE INTENTIONS: A SYSTEMATIC LITERATURE REVIEW**Ms. Jyoti Singh Parihar¹, Dr. Vinay Singh Negi²**¹Research Scholar, FMS, Soolini University, Solan (HP).India²Associate Professor, FMS, Soolini University, Solan (HP).India**ABSTRACT**

Background: In the present business landscape, where competition is intense, marketers must pay close attention to how consumers think and behave in order to guide their purchasing choices. To understand the consumer buying process, marketers have to understand the consumer behavior as well as the psychology behind it. The consumer purchase decision mainly depends on two interrelated aspects which are consumer perception and purchase intentions. The consumer perception is the image of the product or services in mind of a consumer which is influenced and build on how a consumer see a product and output of its evaluation in consumers mind. If a consumer see it in a positive way, it will support consumers' willingness of buying product may increase or via-versa even a product is superior in quality. In light of this, the present study investigates how consumer perception and purchase intention are connected and how they mutually influence one another.

Objective: To explore the relationship of consumer perception and purchase intention.

Method: The researcher follow the 3A (Assembling the data, Arranging the data, and assessing the data) procedure of systematic literature review, where the raw data was collected from SCOPUS data base with set criteria.

Results: The study reveals that multiple factors simultaneously and significantly influence the relationship between consumer perception and purchase intention, which also shows positive and negative correlations depending on product & industry .

Conclusion: This systematic literature review will enhanced grasp of the consumer psychological factors which influence consumer buying behavior. This will also help framing future research in field of consumer behavior.

Keywords: corporate social responsibility, consumer perception, Sustainability, consumer purchase intentions, purchase intentions , E-commerce.

1. INTRODUCTION

In today's highly competitive marketplace, businesses can no longer rely only on the quality of their products or attractive pricing strategies. What truly shapes market success is how consumers interpret, evaluate, and emotionally connect with what is being offered to them. Modern consumers are exposed to countless choices, promotional messages, and alternatives every day. To understand the consumer buying process and deal with the competition, the marketers have to understand the consumer buying behavior as well as the psychology behind it. It is not enough to know what consumers buy; it is equally important to understand why they buy and what mental processes guide their decisions. Factors such as beliefs, attitudes, prior experiences, social influences, and personal expectations collectively shape how individuals respond to a product or service. Among the many elements that drive this process, two closely connected dimensions stand out: consumer perception and purchase intention. In the complete buying process consumer perception as well as the purchase intentions plays crucial and important roles. Especially in highly competitive current scenario, where many suppliers are present to providing products and service, each and every business wants to explore consumer behavior along consumer psychology to understand the consumer buying process. The consumer perception and purchase intention are dynamic in nature and shows interdependency too. The consumer perception and purchase intentions can influence a consumer purchase decision also, so they have special & crucial place in marketing research.

According to Kotler & Keller (2016) a consumer perception refers to the mental image or impression that a consumer forms about a product or service. This perception does not develop in isolation; rather, it is constructed through exposure to advertising, word-of-mouth communication, brand reputation, personal usage experience, and comparisons with competing alternatives. Essentially, it represents the outcome of the consumer's evaluation process. Even before an actual purchase takes place, individuals mentally assess the benefits, risks, value, and credibility associated with the offering. This internal assessment shapes how they "see" the product in their minds. Importantly, perception is subjective. Two consumers may evaluate the same product differently based on their personal needs, cultural background, and previous experiences. If the

perception formed is favorable—meaning the product is viewed as trustworthy, valuable, and capable of fulfilling expectations—it naturally strengthens the consumer’s willingness to purchase. On the other hand, if the perception is negative, doubts and hesitation may arise, reducing the likelihood of purchase, even if the product is objectively superior in quality or features. Therefore, perception often matters more than reality in influencing buying behavior.

Further According to Ajzen (1991) purchase intention represents the consumer’s readiness or inclination to buy a particular product. It reflects the degree to which a person is mentally committed to making a purchase. Since this intention is strongly shaped by perception, any change in how the product is viewed can directly influence buying willingness. A positive perception tends to enhance purchase intention, while an unfavorable perception weakens it.

According to previous researches, there are many factors which may influence consumer perception like brand reputation, marketing efforts of company, product quality and recommendation of others .Further the consumer perception can significantly influence the consumers’ purchase intentions (Ha & Janda, 2014; Hutter et al., 2013). When the consumer perceived Product or brand in positive way, their faith in product or company increases which leads to willingness to buying product , in contrary if consumer perceive the product or brand in negative way ,they will avoid to buy that particular product even it have good quality.

Researcher like Donthu et al. (2021a), Pattnaik et al. (2020), and Paul et al. (2021) have emphasized the value of bibliometric analysis and describe it as objective method for reviewing data of literature by using quantitative approaches. The bibliometric analysis supports the exploration of large datasets by two key ways: one is acquiring data from scientific databases like Scopus, web of science or other data base, which help in identify and retrieve relevant articles by keyword-based filtering, related to consumer perception and purchase behavior. Second is „Multifaceted data analysis, in which data-information related to bibliometric data such as authors, journals, institutions, countries, and keywords to understand and uncover hidden relationships, thematic clusters, and conceptual patterns in research articles (e.g., 2,148 studies).

With the help of these tools, bibliometric analysis serve both science mapping and performance evaluation. To understand the conceptual structure and domain themes of research area are identified by Science mapping, while publication trends, influential articles, key authors, institutions, and methodological approaches are evaluated by performance analysis. The main objective of this study to generate new insights in the domain of consumer perception and purchase intention by framing and answering research questions (RQs), following the guidance of recent bibliometric analysis.(Donthu et al., 2021; Kumar et al., 2021; Rao et al., 2021).

RESEARCH QUESTIONS

This review aims to address the following research questions (RQs):

- **RQ1:** What are the publication trends in the field of consumer perception and purchase intention?
- **RQ2:** Which articles and journals have had the greatest influence on this research domain?
- **RQ3:** What are the most frequently used keywords that characterize studies on consumer perception and purchase intention?
- **RQ4:** What future directions should be explored to advance research on consumer perception and purchase intention?

Purpose and Contribution of the Review

This literature review contributes to the academic and professional community in several key ways:

First, it offers both emerging and experienced researchers a comprehensive view of how the scientific output on consumer perception and purchase intention has evolved over time (addressing **RQ1**). This also covers trends in publication volume, focus areas, and methodological preferences of the researchers.

Secondly, the review also highlights basic and literature with high impact factor (like articles, journals, authors, and institutions) which have shaped research area of consumer perception and purchase intentions (**RQ2**). This will help researchers in selecting reliable sources and building collaborations in future. This will also assist policymakers and industry professionals in identifying expert who contributed in this field and to connect for consultation or implementation.

Once the researcher identifies the most common and influential keywords, the future researcher can understand the pattern and terminologies which are in focus (**RQ3**). This will help future researchers to place new research contributions more effectively within the existing body of knowledge.

Last but not least this systematic literature review listed out gaps and opportunities for future research which may provide a roadmap for new scholars to pursue with high relevance and potential in future too (RQ4).

Structure of the Paper

The remaining part of the paper contains a conceptual overview of consumer perception and purchase intention. After conceptual overview, detailed explanation of the methodology of systematic literature review comes. At the end results and findings with discussion along the conclusion, key findings, limitations, and suggestions for future research.

2. CONSUMER PERCEPTION

Kotler et al. (2000) identified four core psychological factors that shape consumer decision-making: perception, motivation, beliefs, and attitudes. Perception, in particular, plays a foundational role, influenced by both external stimuli and individual surroundings. It refers to the mental process through which individuals receive, interpret, and assign meaning to information gathered via the five senses. In essence, perception serves as a subjective "approximation of reality" shaped by each individual's cognitive filter. The consumer perception may differ from consumer to consumer for same product or services. It all depend on individual though process and may influence by external factors as well.

Hawkins et al. (1992) further elaborated that perception connects the individual consumer to broader social groups, environmental contexts, and marketing activities. However, due to pre-perceptual processes—such as selective attention, distortion, and retention—different individuals may form varying perceptions of the same stimulus.

In today's consumer environment, perception holds increased significance. Consumer Purchase decisions depends on equation of perceived benefits and perceived cost ,perceived by consumer /buyer. Most of the time buyers compare perceived benefits of a product or service—such as emotional satisfaction, social standing, exclusivity, and responsiveness—against the price. If the perceived value is more than the cost, consumers are more likely to purchase the product. Additionally, consumers factor in indirect costs such as usage cost, opportunity cost, and switching cost before arriving at a decision (Kotler et al.,2000). This mental cost-benefit analysis highlights the complex and multifaceted nature of perception in shaping consumer behavior.

3. PURCHASE INTENTION

Consumer purchase intention can be understood as the degree to which an individual is mentally prepared or inclined to buy a particular product or service. It reflects a person's conscious plan or motivation to make a purchase in the near future. In practical terms, when a consumer expresses a strong intention to buy, the probability that the actual purchase will occur is generally higher. Although intention does not always guarantee behavior, it is widely accepted in consumer research as one of the most reliable predictors of actual buying actions (Ajzen, 1991; Fishbein & Ajzen, 1975).

Purchase intention does not arise suddenly; rather, it develops through a combination of internal dispositions and external influences. From a psychological perspective, intention is shaped by attitudes, beliefs, and evaluations formed over time. When consumers hold favorable attitudes toward a product—believing it offers value, quality, or relevance to their needs—their readiness to purchase increases. This idea is supported by the Theory of Planned Behavior, which suggests that behavioral intention is influenced by attitudes, subjective norms, and perceived control over the behavior (Ajzen, 1991).

Internal factors play a central role in shaping these intentions. Personal characteristics such as age, lifestyle, personality traits, and prior experiences contribute to how consumers evaluate products. For example, a positive past experience with a brand often strengthens trust and increases the likelihood of repeat purchase. Similarly, individual preferences, needs, and expectations determine whether a product aligns with one's self-image or desired outcomes. These personal evaluations become part of the consumer's internal decision framework and directly influence purchase readiness (Schiffman & Wisenblit, 2019).

At the same time, external factors significantly shape purchase intentions. Marketing stimuli—including advertising messages, promotional offers, packaging, and brand communication—provide information and persuasive cues that can either strengthen or weaken a consumer's intention to buy. Social influence is another powerful external determinant. Recommendations from family members, opinions of peers, and online reviews often affect how consumers perceive a product and whether they feel confident enough to purchase it. Subjective norms, as highlighted in behavioral theories, demonstrate that individuals frequently consider the expectations and opinions of important others before forming a buying intention (Ajzen, 1991).

Socio-economic conditions also contribute to shaping purchase intention. Factors such as income level, price sensitivity, and overall economic stability influence whether a consumer feels financially capable of making a purchase. Even when attitudes are positive, limited purchasing power or economic uncertainty may reduce the likelihood of converting intention into action. Likewise, cultural and social environments influence what is considered desirable or appropriate to buy (Kotler & Keller, 2016).

In essence, consumer purchase intention represents a psychological commitment that emerges from the interaction of personal attitudes and environmental influences. It is not merely a spontaneous decision but the outcome of a structured evaluation process that integrates internal beliefs with external stimuli. Understanding this interplay allows marketers and researchers to better predict consumer behavior and design strategies that positively influence buying readiness.

4. METHODOLOGY

To conduct systematic literature review, the researcher collected bibliometric data focusing on consumer perception and purchase intention. The researcher followed SPAR (scientific procedure and rationales)-4-SLR(systematic literature review) protocol which was developed by Paul et al.(2021) .This protocol comprises three main phases:

- **Assembling** – Identification and selection of relevant articles from a scientific database (in this case, SCOPUS), using precise keywords and search parameters.
- **Arranging** – Screening and organizing the data according to inclusion/exclusion criteria, research themes, and metadata elements such as journal, author, and keywords.
- **Assessing** – Conducting in-depth analysis using bibliometric tools to map trends, detect clusters, and identify major themes in the literature.

4.1 Assembling

To understand the relationship between consumer perception and purchase intention, a comprehensive search was done in the Scopus database—recognized as the largest and most reputable repository of peer-reviewed scholarly content. The search utilized the keywords “consumer perception” and “purchase intention”, applied across the article title, abstract, and keyword fields. Scopus was chosen over other databases due to its broader coverage and higher number of documents with relevance, particularly for topics within social sciences and business domains (Paul et al., 2021). This initial query returned a total of 2,148 documents.

4.2 Arranging

To refine the initial set of 2,148 articles, filtering criteria were applied based on Scopus’ classification options. Articles were sorted and filtered using the different categories, which are Year from 2019 to 2024, Subject Area Business, Management, and Accounting; Social Sciences; Economics, Econometrics, and Finance only, Article was selected in Document Type, articles which are in final stage of Publication, Journal from Source Type, only English language document were chosen. These filters were guided by the methodological recommendations of Paul et al. (2021). The selected time frame ensures that the review captures the most recent developments in the field. Non-article formats such as editorials, notes, reviews, or in-press articles were excluded to maintain focus on peer-reviewed, finalized research outputs. Non-journal materials (e.g., books, conference proceedings) were excluded due to their varying quality and review standards. Lastly, non-English publications were omitted due to language limitations. After applying these filters, the final dataset comprised 284 articles deemed suitable for bibliometric analysis.

4.3 Assessing

The refined set of 284 articles was then subjected to bibliometric analysis, a quantitative method used to evaluate patterns, trends, and structures within scientific literature (Donthu et al., 2021a). Bibliometric techniques are widely adopted in systematic reviews across fields such as business (Baker et al., 2020), finance (Durisin & Puzone, 2009), and general management research (Ellegaard & Wallin, 2015), offering an objective alternative to more subjective qualitative reviews (Broadus, 1987; Burton et al., 2020).

Following the approach of previous studies (Cobo et al., 2011; Donthu et al., 2020, 2021d; Khan et al., 2021), this study conducted two key forms of analysis:

- Performance analysis to identify influential articles, leading journals, authorship patterns, research contexts, and methodologies.
- Science mapping via network analysis, using keyword co-occurrence techniques implemented in VOSviewer (Van Eck & Waltman, 2017). This helped uncover major thematic clusters and relationships among

frequently used keywords (Callon et al., 1983; Castriotta et al., 2019; Newman & Girvan, 2004; Pesta et al., 2018).

The analysis not only identifies current research themes but also formulates a research agenda for future exploration based on thematic gaps observed in the reviewed literature. The findings are presented in the following sections, along with supporting figures and tables.

5. FINDINGS

5.1 Performance Analysis

Performance analysis is a branch of bibliometric analysis that evaluates the research productivity and impact within a specific field (Donthu et al., 2021a). In the context of this study, the focus is on the domain of consumer perception and purchase intentions. The performance analysis aims to uncover two key aspects:

1. The annual publication trend, and
2. The most influential articles contributing to this research area.

5.1.1 Annual Publication Trends

Figure 2 illustrates the yearly distribution of research articles published from 2019 to 2024. The x-axis represents the publication years, while the y-axis shows the corresponding number of articles.

The data reveals a sharp rise in publications during 2020, indicating increased scholarly attention toward consumer perception and purchase intention around this period. This growth trend continues steadily through 2023, suggesting sustained interest in the field. However, a slight decline is observed in 2024, which may be attributed to the lag in indexing recent publications or evolving research priorities.

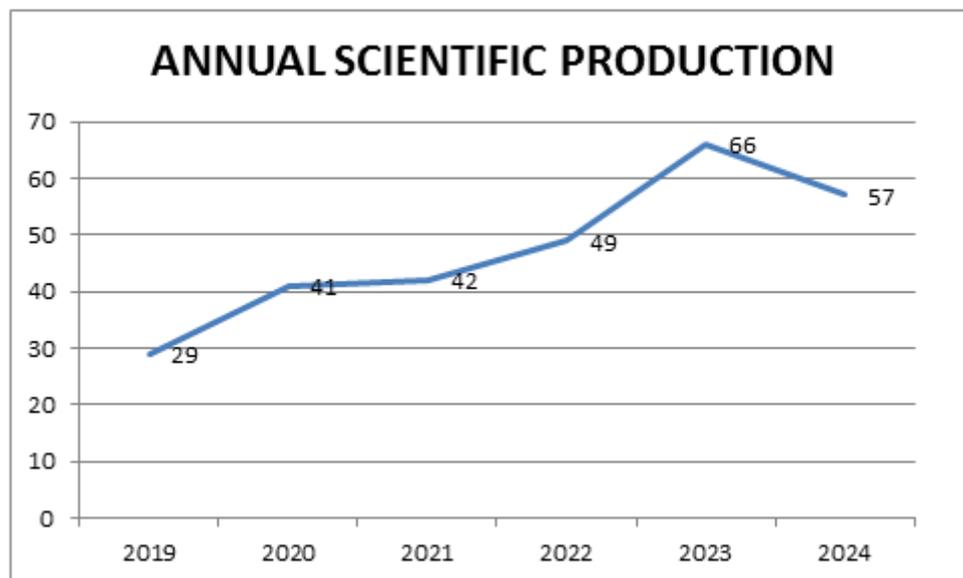


Fig.1 Publications of Article per Year (Year 2019 to Year 2024)

5.1.2 Most Influential Articles

After doing the detailed study the output shows that the highest cited publications within the domain of consumer perception and purchase intentions, is the study by Saima and Khan (2020), which has garnered 132 citations, with an average of 26.4 citations per year since its release.

After that the works by Treiblmaier et al. (2023) and Sung et al. (2021), both published in the *International Journal of Information Management*. These studies are cited by 130 and 127 times, respectively, reflecting their scholarly impact.

These highly cited articles have a critical role in framing ongoing discussions along theoretical developments in the field.

5.2 Science Mapping

According to Donthu et al.,(2021a) a visual representation of the structure and interrelationships of existing knowledge within a specific research domain are known as science mapping. In this study, the focus is on the domain of consumer perception and purchase intentions. A bibliometric analysis was employed, a network

analysis based on keyword co-occurrence, using VOSviewer software. This approach helped to identify key thematic clusters and their interconnections over the past six years (2019–2024).

The network visualization, shown in Figure 2, and its corresponding descriptive summary in Table 1, reveal five distinct thematic clusters. These clusters show the complex character of consumer-related research and indicate the interconnectedness of various themes shaping the field.

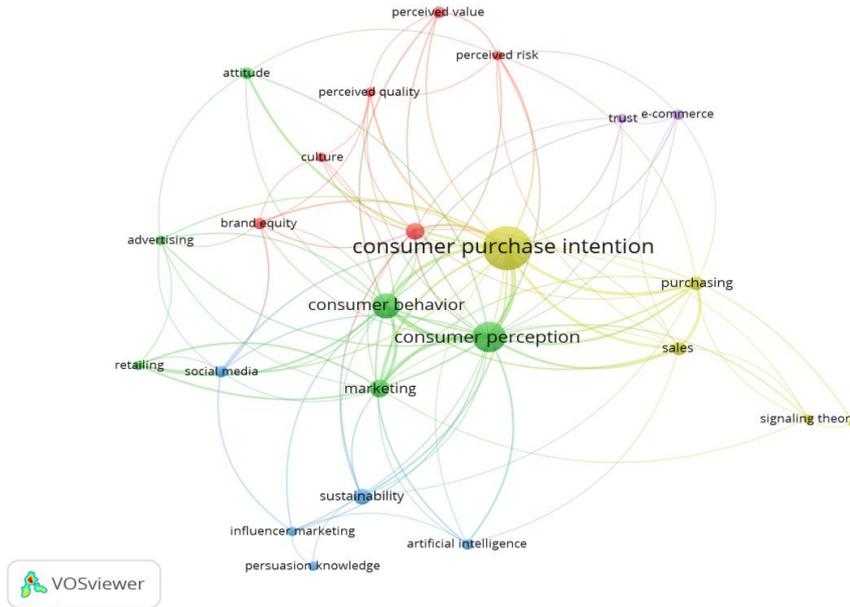


Fig.2 : Keyword Network in research related to consumer perception and Purchase Intentions. Red: Corporate Social Responsibility. Yellow: Consumer Purchase Intentions. Green: Consumer Perception and Consumer Behavior. Blue : Sustainability . Purple: E-Commerce.(Colored Figure Online by VOSviewer)

Table 1: Major Cluster in relationship of Keywords Occurrence

Cluster number	Item	Link	Occurrence	Total Link Strength
Cluster 1	Brand Equity	8	8	14
	Corporate Social Responsibility	11	17	22
	Culture	5	5	5
	Perceived Quality	7	5	10
	Perceived Risk	9	6	14
	Perceived Value	5	8	10
Cluster 2	Advertising	8	6	11
	Attitude	5	8	12
	Consumer Behavior	17	38	76
	Consumer Perception	20	54	100
	Marketing	13	18	44
	Retailing	6	6	18
Cluster 3	Artificial intelligence	6	7	11
	Influencer Marketing	6	6	10
	Persuasion Knowledge	2	5	2
	Social Media	8	8	15
	Sustainability	7	15	14
Cluster 4	Brand Attitude	2	5	3
	Consumer Purchase Intentions	22	109	124
	Purchasing	10	11	39
	Sales	10	11	35
Cluster 5	Signaling theory	6	6	7
	E-commerce	7	7	10
	Trust	4	6	6

Summaries of Major Thematic Clusters

The findings of the science mapping analysis reveal five major thematic clusters within the literature about the consumer perception and the consumer purchase intentions. Each cluster represents distinct zone of research, as detailed below:

Cluster 1 (Color Red in figure2): Corporate Social Responsibility

This cluster includes maximum number of items (6 keywords) which makes it largest one. This cluster representing **25% of the total keywords** and contributing **22.06% of the total network links**. The central theme is “**corporate social responsibility**” (CSR), it comes in 17 articles and linked to 11 other keywords. This cluster also include “**brand equity**”, “**culture**”, “**perceived risk**”, “**perceived value**”, and “**perceived quality**”. These keywords suggest that CSR is often examined in relation to how consumers evaluate brands and make purchase decisions based on perceived ethical behavior.

Cluster 2 (color Green in figure2): Consumer Perception

Cluster 2 is also the important with item count (6 keywords), also constituting **25% of the total keywords**, but it has the **highest link share with 42.45% of total network connections**. The core keyword here is “**consumer perception**”, found in 54 articles and connected to 20 other keywords. Prominent related themes include “**advertising**”, “**attitude**”, “**consumer behavior**”, “**marketing**”, and “**retailing**”. This indicates a strong and diverse research focus on how consumer perceptions shape and are shaped by marketing strategies and retail environments.

Cluster 3 (color Blue in figure 2): Sustainability

Ranked third, this cluster comprises **5 keywords**, accounting for **20.83%** keywords and **14.21%** linkage with other keywords. The leading keyword is “**sustainability**” as per repetition and linkage. Associated words include “**artificial intelligence**”, “**influencer marketing**”, “**persuasion knowledge**”, and “**social media**”. The presence of these terms suggests an emerging interest in how sustainability intersects with digital technologies and marketing strategies.

Cluster 4 (color Yellow in figure 2): Consumer Purchase Intentions

Sharing the third rank with Cluster 3, this group also consists of **5 keywords**, representing **20.83% of the total keywords** and contributing **24.50% of the total links**. The most dominant keyword is “**consumer purchase intentions**”, which is the most frequent across the corpus—appearing in **109 articles** and connected to **22 keywords**. Related terms include “**brand attitude**”, “**purchasing**”, “**sales**”, and “**signaling theory**”, indicating a strong focus on the motivational and attitudinal aspects driving consumer decisions.

Cluster 5 (color Purple in figure 2): E-Commerce

This is the smallest cluster with **2 keywords**, comprising **8.33% of the total keywords** and **5.39% of the network links**. The key term “**e-commerce**” appears in 7 articles and is linked to 7 other keywords, showing more centrality than the associated term “**trust**”. This cluster reflects the growing role of online retail platforms and the importance of trust in digital consumer environments.

Keyword Linkage Insight

A notable outcome from the network analysis (figure2) is the **link strength of 28** between “**consumer perception**” and “**consumer purchase intentions**”. This indicates a **moderately strong co-occurrence**, suggesting that these two themes are frequently studied together, reinforcing their conceptual and empirical interdependence within the literature.

5.3 Limitations and the Way Forward

Although this review adds meaningful insights to the growing body of literature on consumer perception and purchase intentions, it is important to acknowledge its boundaries. Like most review-based studies, its primary objective is to organize, synthesize, and map existing knowledge rather than to test relationships through primary data collection. As a result, the findings presented here do not establish cause-and-effect relationships between variables. The review identifies patterns, trends, and thematic developments in prior research, but it does not empirically verify whether one construct directly influences another under specific conditions.

Another limitation lies in the nature of its contribution. The study does not provide detailed managerial recommendations or prescriptive strategies for practitioners. Instead, its purpose is more foundational. By offering a structured overview of how consumer perception and purchase intention have been studied over time, it helps clarify conceptual directions, dominant themes, and research gaps. However, translating these observations into practical business strategies would require further empirical investigation, preferably through surveys, experiments, or longitudinal studies.

The methodological approach adopted in this review is based on the SPAR-4-SLR framework, which ensures a systematic and transparent process for selecting, analyzing, and reporting relevant literature. While this framework enhances rigor and reduces bias in literature selection, it also comes with certain inherent constraints. For instance, the scope of the review is influenced by the choice of databases, inclusion criteria, time frame, and selected keywords. Research that uses different terminology or is indexed outside the chosen databases may not have been captured, even if it is relevant to the topic. This keyword dependency may unintentionally narrow the breadth of the review.

Furthermore, bibliometric and systematic reviews tend to focus more on publication trends, citation patterns, authorship networks, and thematic clusters. Although such analysis is valuable for understanding the evolution of a research field, it does not always capture the depth, context, or methodological nuances of individual studies. Therefore, the insights generated through this process should be interpreted with careful consideration of these methodological boundaries.

In light of these limitations, the findings of this review should not be seen as final or conclusive statements about the relationship between consumer perception and purchase intention. Rather, they should be viewed as a structured starting point. The review highlights areas that require deeper empirical exploration and suggests potential directions for future research. Subsequent studies may build upon this foundation by employing quantitative, qualitative, or mixed-method approaches to examine causal linkages, test theoretical models, and generate actionable implications for marketers and policymakers.

Looking ahead, there are several meaningful directions that future researchers can consider in order to deepen and refine the understanding of consumer perception and purchase intentions.

To begin with, expanding the keyword framework would significantly enhance the scope of subsequent reviews. In many bibliometric studies, the selection of keywords determines the boundaries of what is captured and analyzed. By incorporating broader terms, synonyms, or more specialized expressions, researchers can uncover studies that may not have appeared under commonly used labels. For instance, concepts such as brand trust, perceived value, customer engagement, green consumption, digital influence, or social commerce may intersect with consumer perception and purchase intentions but remain underexplored if not explicitly included. A more inclusive and thoughtfully constructed keyword strategy would allow scholars to identify hidden thematic connections and emerging subfields within the literature.

In addition, greater attention should be paid to the relationships among emerging or less frequently examined keywords. Bibliometric mapping often reveals clusters and linkages, but future studies can go a step further by examining how these themes interact conceptually and empirically. For example, how does sustainability perception influence purchase intention in comparison to price perception? Do technological factors such as artificial intelligence or personalization reshape traditional perception-intention models? By investigating such interdependencies, researchers can move beyond surface-level mapping and contribute to theory-building that reflects the complexity of modern consumer decision-making.

Another promising direction involves contextualizing bibliometric analysis within specific industries or product categories. Consumer perception and purchase intention may not operate uniformly across all sectors. The dynamics influencing buying decisions in fast-moving consumer goods (FMCG) may differ from those in luxury products, digital services, healthcare, or sustainable goods. Industry-focused reviews would provide more precise insights and highlight sector-specific determinants, challenges, and research gaps. Such targeted analysis can also make findings more relevant for practitioners operating within particular markets.

Finally, methodological triangulation offers a valuable opportunity to strengthen future research outcomes. While bibliometric analysis provides a structural overview of publication trends and intellectual networks, it may not fully capture the depth of theoretical arguments or methodological nuances within individual studies. Combining bibliometric techniques with qualitative literature reviews, thematic content analysis, or even meta-analytic approaches can create a richer and more balanced understanding. For example, after identifying dominant clusters through bibliometric mapping, researchers could conduct an in-depth qualitative synthesis to interpret how those themes have evolved over time. This blended approach would enhance both rigor and interpretative depth.

In essence, future research can move beyond mapping existing knowledge toward developing more context-sensitive, theory-driven, and methodologically integrated studies. By broadening search strategies, examining conceptual linkages, focusing on specific contexts, and integrating multiple research methods, scholars can

continue to advance meaningful insights into how consumer perceptions shape purchase intentions in an ever-evolving marketplace.

The budding researchers can take the present findings as base to derive further actionable, theory-driven, and practically relevant conclusions.

6. CONCLUSION

The present study adopted a Systematic Literature Review (SLR) approach to develop a structured and transparent understanding of existing research on consumer perception and purchase intentions. Rather than relying on a narrative review, the SLR method was selected to ensure that the process of identifying, screening, and analyzing relevant studies followed clear and replicable steps. This helped minimize selection bias and provided a more organized synthesis of prior work. In addition to the qualitative synthesis of literature, the study incorporated bibliometric analysis to examine the broader research landscape and trace how scholarly attention in this domain has evolved over time.

To achieve this, VOSviewer software was utilized as a visualization tool. Through this technique, the study was able to map publication patterns, identify influential contributions, and explore connections among key concepts using keyword co-occurrence networks. By combining systematic review procedures with bibliometric mapping, the research offers both a descriptive summary and a structural overview of the intellectual development of this field.

The findings provide five key insights: First, with respect to publication trends, the performance analysis indicates a consistent growth in scholarly output between 2019 and 2023. This upward trajectory reflects increasing academic interest in understanding how consumer perception shapes purchase-related outcomes, especially in rapidly changing market contexts. A slight decline in 2024 was observed; however, such fluctuations are common and may be influenced by indexing timelines or publication cycles rather than a true reduction in research interest. Overall, the trend suggests that this domain continues to attract sustained scholarly attention.

Second, citation analysis helped identify the most influential contributions within the dataset. The study by Saima et al. (2020) emerged as the most frequently cited work, averaging approximately 26.4 citations per year and accumulating a total of 132 citations. Similarly, the works of Treiblmaier et al. (2023) and Sung et al. (2021) demonstrated strong citation performance, with 130 and 127 citations respectively. These studies can be considered foundational, as their consistent citation rates indicate that subsequent researchers frequently draw upon their theoretical or empirical contributions.

Third, science mapping through keyword co-occurrence analysis revealed five dominant thematic clusters: Corporate Social Responsibility, Consumer Perception, Sustainability, Consumer Purchase Intentions, and E-commerce. These clusters represent the central areas of conceptual development within the field. The presence of themes such as sustainability and corporate social responsibility suggests that contemporary research increasingly links consumer perception and buying intentions to ethical and environmental considerations. Meanwhile, the prominence of e-commerce reflects the digital transformation of consumer markets.

Fourth, the analysis of keyword linkages revealed a link strength of 28 between “consumer perception” and “consumer purchase intentions,” indicating a moderately strong conceptual association. This finding confirms that scholars frequently examine these constructs together, often treating perception as an antecedent to intention. The strength of this linkage reinforces the idea that these variables occupy closely connected positions within the academic discourse.

Finally, despite providing a comprehensive overview, the review also highlights meaningful opportunities for future research. Expanding the range of keywords, incorporating additional databases, or narrowing the focus to specific industries, cultural contexts, or product categories could yield deeper insights.

Moreover, future studies may move beyond descriptive mapping by employing longitudinal designs, experimental methods, or structural equation modeling to test causal relationships and dynamic interactions among variables.

In sum, this study offers a structured snapshot of the intellectual landscape surrounding consumer perception and purchase intentions, while simultaneously encouraging further empirical exploration to advance theoretical and practical understanding in this area.

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