

Mapping Consumer Perception on AI through E-retailing: Bibliometric Analysis Trends from 2015-2025

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ABSTRACT

Artificial intelligence has emerged as a result of technological advancements. Using bibliometric methods, they reviewed 301 papers from the Scopus database to follow research on artificial intelligence and consumer perception in e-retail. This study examines the impact of artificial intelligence on consumer perception through e-retailing between 2015 and 2025. To depict the network of authors, nations, journals, and keywords, bibliometric analysis tools such as the bibliometric R programming package and the biblioshiny software were used. Between 2015 and 2025, there was a considerable increase in articles about AI in e-retailing sector. AI is one of the most frequently cited According to Wang X et al., International Hellenic University leads the way in affiliation-based publications. Overall, the study emphasises the importance of consumer perceptions of AI through e-retailing. This study enhances understanding of consumer perceptions of AI through e-retailing while providing helpful information to academics, policymakers, and retailer players who want to support innovation and sustainable growth in the e-retailing sector.

Keywords: *Artificial Intelligence, Consumer Perception, E-retailing, Bibliometric analysis*

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1. INTRODUCTION

Artificial intelligence (AI) has been a beacon of change within the online retail sector (Guha et al., 2021). the change is regarding utilizing machines to execute tasks that would otherwise require human intellect, such as learning, reasoning, and making of decisions (Ma & Sun, 2020; Schweidel et al., 2023; Vincent, 2021). (AI) technologies are transforming the way online retail stores are operated, and it is now possible for business ventures to discover growth opportunities and optimize their performance at a holistic level (Oosthuizen et al., 2021). AI has the ability to accomplish change within the online retail sector by being able to offer consumers a customized and frictionless purchase experience (Ameen et al., 2021). One of the significant strengths of utilizing (AI) within online retail is the capacity it has to deliver customized consumer experience (Haleem et al., 2022; Moreau et al., 2023). By utilizing (AI) when handling consumer information and purchase histories of customers, e-retail ventures are able to understand consumer demand and preference better.

The data can be utilized to give customized recommendations, discounts and product suggestions to clients and make their shopping experience smoother and

faster (Hoyer et al., 2020). E-predictive analytics based on AI facilitates data-driven decision-making by considering customer activity, transaction pattern and other important parameters (Chaudhuri et al., 2021). Online store are increasingly popular (Hagberg et al., 2017). Online stores are utilizing AI technologies and data-driven analytics tools for simplifying processes, cutting costs, improving operational efficiency and enhancing overall shopping experience. AI-based personal shopping assistants are increasingly popular and include features like price tracking and efficient shopping list management. these features enable clients to enjoy a smoother and customized shopping experience and hence greater client satisfaction and loyalty (Pillarisetty & Mishra, 2022).

Impact of AI-based ease of use on consumers' perception and experience and engagement toward online store exposure can also be examined considering trust (Pelau et al., 2024), anthropomorphism (Pelau et al., 2021), neuro management decision-making and cognitive algorithmic processes within mobile commerce apps technological adoption (Skare et al., 2021) and customers' decision-making process on social store platforms considering online trust, perceived risk and purchase intention (Lăzăroiu et al., 2020). 54% of retail marketers, as

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reported by Retail Economics (2019), are leveraging AI-driven retail personalization over multiple channels to advance their businesses. Retailers with AI have the ability to enhance and streamline shopping, thus increasing consumer satisfaction and loyalty. 51% of e-retail companies use AI in an attempt to improve user experience, so it does seem effective (Matzelle, 2024). Forecasts estimate that the retail AI market will be worth \$9.65 billion in 2024. It will have a CAGR of 32.17% and will reach \$38.92 billion in 2029 (Mordor Intelligence, 2024).

In Portugal, the adoption of AI in online retail is becoming more widespread, with more than 17% of firms already integrating AI in their everyday processes (Lopes, 2023). Synthesizing research on how consumers view AI in e-retailing is important for building knowledge. It offers the background required to describe, understand, or explain different phenomena and to create new theories (Paré et al., 2015; Cram et al., 2020). This study aims to combine research on consumer perception in e-retailing and propose directions for future marketing research in this area. The findings indicate that consumer perception of artificial intelligence in e-retailing mainly revolves around chatbots, recommender systems, trust, virtual assistants, and personalization.

This figure is more than double the European average, showcasing a strong interest and high level of adoption of AI technology. The machine learning market in Portugal is anticipated to grow by 18.14% from 2024 to 2030, leading to a market volume of \$2.23 billion by 2030 (Statista, 2023). However, there remains some skepticism and hesitation among the Portuguese population regarding retail stores that utilize AI (Ribeiro et al., 2022).

This study contributes to ongoing discussions about the connection between business strategy and the use of artificial intelligence (Borges et al., 2020; Dwivedi et al., 2020). It also addresses consumer perception of the benefits and risks associated with service development and consumer satisfaction in e-retailing. Furthermore, no existing study synthesizes research on consumer perception of AI in e-retailing, even though this area has rapidly evolved in the last decade due to big data, machine learning, chatbots, and personalization. These classifications help researchers and consumers find relevant literature based on topic, research style, and research theme. A future research agenda is proposed based on the gaps identified during the classification to guide researchers in making meaningful contributions to consumer perception on AI through e-retailing.

1.1 Objectives

This bibliometric analysis aims to provide a thorough overview of the scientific literature on consumer perception through e-retailing.

This study achieves the following aims.

1. Map the study structure on consumer perceptions of AI in e-retail.

2. Analyse and identify emerging study areas on customer perceptions of AI in e-commerce.
3. Determine the relevance and influence of research by identifying highly cited articles, significant authors, and key research institutes.
4. Identify knowledge gaps and research frontiers.

1.2 Literature Review

Bibliometric analysis provides a systematic and quantitative approach in this subject area. It helps researchers to find major themes, authors contributions, influential publications, institutional contributions, and emerging trends in the literature (Donthu et al., 2021). Previous bibliometric studies successfully mapped the field's intellectual structure and gave suggestions for future research in adjacent fields such as e-retailing (Kumar et al., 2020). A Bibliometric analysis examines subject-oriented trends and publications from sources such as Scopus and Web of Science. Data-based bibliometric analysis fosters an in-depth understanding of the subject of scientific research. The fast development of artificial intelligence (AI) has facilitated consumers' shopping.

AI technologies such as recommendation engines and chatbots and automated checkout directly influence consumer satisfaction, trust, and loyalty. Due to this, in recent years, these technologies have been at the forefront of extensive research on artificial intelligence adoption (Gupta et al., 2022). Bibliometric techniques have been used to analyse publication trends, keyword co-occurrence networks, citation trends, and topic evolution in artificial intelligence and e-retail. For example, in various studies, it has been found that the most critical variables that have been studied in relation to consumer perception include perceived utility, personalization, consumer trust, and ethical considerations (like data privacy) (Mikalef et al., 2019; Pillai et al., 2020).

In addition, analysis of word co-occurrence shows evidence of clusters surrounding main themes like "AI in consumer experience," "Chatbots in retail," "trust and privacy," and "AI-driven recommendation systems." In addition, citation analysis shows the relevance of theoretical models like the Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Readiness Index (TRI), and Technology Acceptance Model (TAM) to explaining consumer sentiments towards AI-enabled retail environments.

Despite growing literature, there remain discrepancies in understanding consumer attitudes towards developing countries and behavioural intelligence incorporation with AI capability assessment. Bibliometric review fully focused on customer perception of AI during online shopping is essential to integrating scattered pieces of information, identifying research hotspots, and offering a road map for future studies.

2. METHODOLOGY

Bibliometric analysis is increasingly being utilized in academic research and information systems research to assess the quality, effect, and influence of authors, journals, and institutions in a certain study area (Loebbecke & Hassan, 2017). It has also been frequently utilized to better comprehend AI research in specific sectors or topics (Tran et al., 2019; Hinojo-Lucena et al., 2019; Zhao et al., 2020). In this study, bibliometric analysis was used to better understand research on consumer perceptions of AI through e-retailing, following the approach proposed by Aria and Cuccurullo (2017). This methodology consists of three major phases: data gathering, data analysis, and data visualization and reporting. The data collecting process includes querying, selecting, and exporting data from Scopus databases. This study's data sample was obtained by searching the Scopus core database between 2015 and 2025. This database was chosen above others such as Google Scholar and Web of Science because Scopus delivers higher-quality bibliometric information due to fewer duplicate records and greater coverage of high-impact journals. The search string below was used to query the title, keywords, and abstracts of all documents in the Scopus collection.

("Artificial Intelligence" OR "machine learning" OR "Chatbots" OR "Virtual Assistant" OR "Personalization" OR "Recommendation system") AND TITLE-ABS-KEY ("Consumer perception" OR "Consumer attitude" OR "Customer attitude" OR "User acceptance" OR "consumer trust" OR "Customer trust" OR "Consumer behavior" OR "Customer behavior") AND TITLE-ABS-KEY ("E-retailing" OR "E-Commerce" OR "Online retail" OR "Internet retail")

This search string produced documents that comprised the first dataset for this investigation. For quality reasons, only documents categorized as articles, reviews, or conference papers were chosen for this study since they are more likely to have passed a thorough peer-review procedure

prior to publication (Milian et al., 2019). The final dataset utilized for bibliometric study consisted of 301 documents after excluding editorial material, letters, news items, meeting abstracts, and retracted articles. Figure 1 summarizes the data set by time period, document sources, document kinds, document contents, authors, and author collaborations. The dataset contains documents from 301 sources, published by 889 authors, with 17,358 references.

Bibliometrix is an R package used for bibliometric analysis. This package has been widely used to undertake bibliometric studies published in high-quality journals. It includes the most widely used bibliometric techniques for citation analysis (Esfahani et al., 2019; Fosso Wamba, 2020; Pourkhani et al., 2019). It was primarily utilized to examine the sources, documents, conceptual, and intellectual structure of AI in e-retail and consumer perception study. The h-index quality parameters were used to analyze publication sources and their impacts. The most relevant, impactful, prominent, influential, and high-quality publication sources, affiliations, and nations for AI research in e-retail have been recognized.

This helped us identify the most relevant disciplines in this field of inquiry. The most cited documents in the dataset were identified by analyzing their total citations. Content analysis revealed the most relevant topics/concepts, AI technologies/techniques, research methods, and application domains. Furthermore, citation analysis and Reference Publication Year Spectroscopy (RPYS) were employed to uncover research contributions that serve as the foundation for AI research in e-retail (Marx et al., 2014; Rhaïem & Bornmann, 2018). These methods were also utilized to pinpoint the most significant changes in the research field. To comprehend the conceptual structure of the research field, a co-word network analysis on author-provided keywords was performed using the Louvain clustering technique. This study uses it to discover major research themes by analysing the author-provided data.

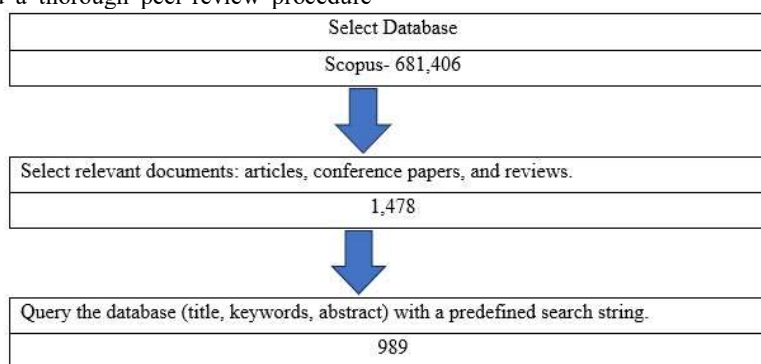


Figure 1 Summary of the data collection phase

Source: Scopus Data

2.1 Bibliometric Analysis

Bibliometric analysis is a quantitative technique for examining academic publications and determining research composition and significance in a certain area. It entails analyzing and evaluating numerous features of

publications using statistical methods, which is beneficial for finding new study areas within a discipline (De Oliveira et al., 2019; Merigó & Yang, 2016). By applying these quantitative techniques to bibliographic material,

bibliometrics helps organize and synthesize knowledge across different scientific fields (Zupic & Čater, 2015).

Citation analysis, which counts citations to determine a work's influence, and bibliographic coupling, which looks at the relatedness of publications based on shared references, are two examples. Co-author analysis studies the ties and networks generated by academic collaborations, whereas co-word analysis examines the connections between significant phrases used in the literature (Chawla et al., 2021). Bibliometrics provides a detailed and rigorous review of massive amounts of scientific data, allowing researchers to measure the influence of authors, specific articles, and entire research fields in the same volume (Chawla et al., 2021). Academics can provide critical direction for future research by studying patterns in publication and citation data, identifying fields of study that are rapidly developing

and those that are declining. Overall, it is critical for mapping scientific knowledge and making informed research and policy decisions.

3. ANALYSIS AND DISCUSSION

3.1 Description of the Data

Table 1 shows the bibliometric data for 301 research articles published between 2015 and 2025. According to this data, the number of publications has increased by 15.34% annually. The 17358 documents are an average age of 2.81 years, with a citation rate of 17.23% per year. Keywords for 889 writers and 902 keywords reinforced the theme. There are 30 single-authored documents with authors, 31 collaborative documents with authors, and 3.3 co-authors for each document. In the end, 244 documents were collected from publications, 43 conference papers, and 14 review papers.

Table 1: Main Information

Main Information About Data	
Timespan	2015:2025
Sources (Journals, Books, etc)	158
Documents	301
Annual Growth Rate %	15.34
Document Average Age	2.81
Average citations per doc	17.23
References	17358
DOCUMENT CONTENTS	
Keywords Plus (ID)	1513
Author's Keywords (DE)	902
AUTHORS	
Authors	889
Authors of single-authored docs	30
AUTHORS COLLABORATION	
Single-authored docs	31
Co-Authors per Doc	3.3
International co-authorships %	25.25
DOCUMENT TYPES	
article	244
conference paper	43
review	14

Source: Scopus Database

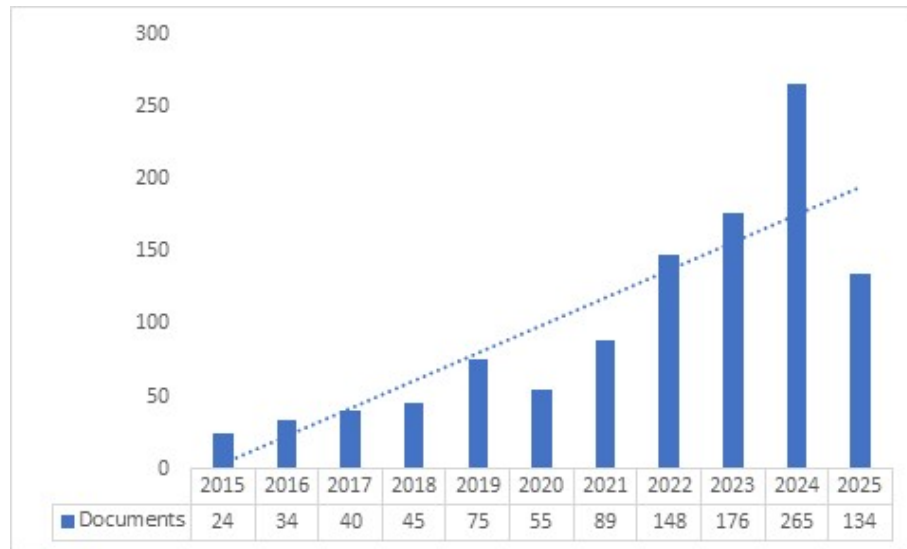


Figure 2: Publication Trend

Source: Scopus Database

Figure 2 describes that there were just 24 papers published in 2015. The trend in publications reveals a rise in publication on the subject from 2015 to 2024, a sharp

jump from 75 publications in 2019 to 148 papers in 2022 and a peak of 265 documents in 2024. 2025 is at 134 documents, a half year of figures on trends.

Top 10 global cited documents

Table 2: Global cited documents

Paper	Total Citations	TC per Year	Normalized TC
SIMA V, 2020, SUSTAINABILITY	449	74.83	6.80
SHEN B, 2021, APPL SCI	247	49.40	8.10
PAPPAS IO, 2018, EUR J MARK	155	19.38	2.63
KARMI S, 2015, DECIS SUPPORT SYST	151	13.73	3.12
KAUR G, 2023, J BIG DATA	138	46.00	11.41
KHRAIS LT, 2020, FUTURE INTERNET	131	21.83	1.98
SHI J-C, 2019, AAAI CONF ARTIF INTELL, AAAI, INN	127	18.14	3.78
MENDOZA-TELLO, JC, 2018, IEEE ACCESS	126	15.75	2.14
LEE D, 2019, INF SYST RES	122	17.43	3.63
MARTIN K, 2018, J BUS RES	121	15.13	2.05

Source: R-studio

Table 2 talks about the data represents citation metrics for ten influential papers relevant to the field. Among them, **Sima V (2020)** in Sustainability stands out with the highest total citations (449) and an impressive 74.83 citations per year, reflecting strong and sustained impact. However, when adjusting for field norms, **Kaur G (2023)** in Journal of Big Data demonstrates the highest normalized impact (11.41), despite being a recent publication, indicating rapid recognition and influence in its domain. Similarly, **Shen B (2021)** in Applied Sciences has high total citations (247) and a notable normalized TC of 8.10, showing significant relevance relative to its field.

In contrast, older works like **Karmi S (2015)** have accumulated citations steadily over time, with 151 total citations and a moderate normalized TC of 3.12, suggesting consistent but more modest impact. Papers such as **Lee D (2019)** and **Shi J-C (2019)** exhibit solid citation rates with normalized TC values (3.63 and 3.78 respectively) indicating above-average performance compared to peers. Overall, the TC per year values help highlight fast-rising papers, while normalized TC offers insight into the relative influence of each work across different fields and timeframes, enabling a balanced understanding of both quantity and quality of citations.

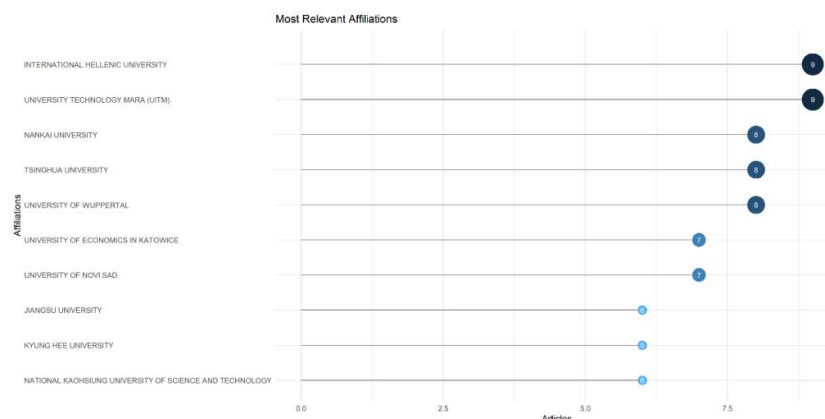


Figure 3: Affiliation-wise publication

Source: R-studio

The graph 3 shows the most suitable references to the provided research subject by the quantity of published papers. The bubbles' size and darkness show the productivity of the papers; the darker and bigger the bubble, the more productive. International Hellenic University and University Technology MARA (UiTM) contributed most of their inputs with nine papers each. They are closely followed by Nolleth My Myths, Tsinghua

University, and the University of Wuppertal, each with eight papers, indicating their interest in the subject. The institutions of Jiangsu University, Kyung Hee University, and National Kaohsiung University of Science and Technology make a moderate contribution of six articles each. This chart shows the global distribution of powerful research centres, with Asian and European colleges contributing.

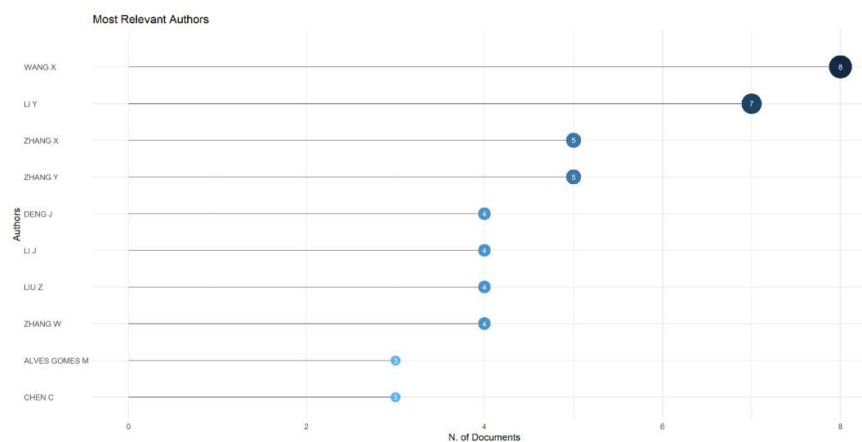


Figure 4: Co-citation analysis

Source: R-studio

The figure 4 demonstrates the most relevant authors in the research, based on the number of documents they have contributed. Larger, dark bubbles indicate greater contributions. Wang X is the highest contributor (8 documents), followed by Li Y (7 documents), shown as being contributors to the development of the research area. Zhang X and Zhang Y both submitted five documents, and are great contributions. Authors Deng J, Li J, Liu Z, and

Zhang W each provided four documents indicating a continuous interest in the issue. Finally, Alves Gomes M and Chen C contributed three documents each, indicating they made a contribution, but not as much as the lead authors. In summary, the map indicates significant scholars who made important contributions to map the intellectual structure of the discipline and recognize important personae.

Table 3: Source-wise publications

Sources	Articles
SUSTAINABILITY (SWITZERLAND)	17
IEEE ACCESS	13
PLOS ONE	11
COMPUTATIONAL INTELLIGENCE AND NEUROSCIENCE	10

JOURNAL OF THEORETICAL AND APPLIED ELECTRONIC COMMERCE	8
APPLIED SCIENCES (SWITZERLAND)	7
JOURNAL OF ORGANIZATIONAL AND END USER COMPUTING	7
PROCEDIA COMPUTER SCIENCE	7
FRONTIERS IN ARTIFICIAL INTELLIGENCE AND APPLICATIONS	5
JOURNAL OF OPEN INNOVATION: TECHNOLOGY, MARKET, AND COMPLEXITY	5

Source: R-studio

The table 3 shows the source-specific scientific production would present the number of papers published in each specific journal or conference source organized vertically sources and horizontally article count. Sustainability (Switzerland) would be the first source listed, and this journal would have the longest bar (17 published works on the topic). Once again, it would often be followed by two others like IEEE Access (13 publications) or PLOS ONE (11 articles). We would interpret that there is significant publishing interest in the research. All papers published in

Applied Sciences (Switzerland) (7 papers), Journal of Organizational and End User Computing (7 papers), and Procedia Computer Science (7 papers) have moderate but consistent production. The journal Computational Intelligence and Neuroscience has produced ten papers, and the Journal of Theoretical and Applied Electronic Commerce has produced eight papers, which is a substantial contribution. Lastly, the journal Frontiers in Artificial Intelligence and Applications and the Journal of Open Innovation: Technology, Market, and Complexity.

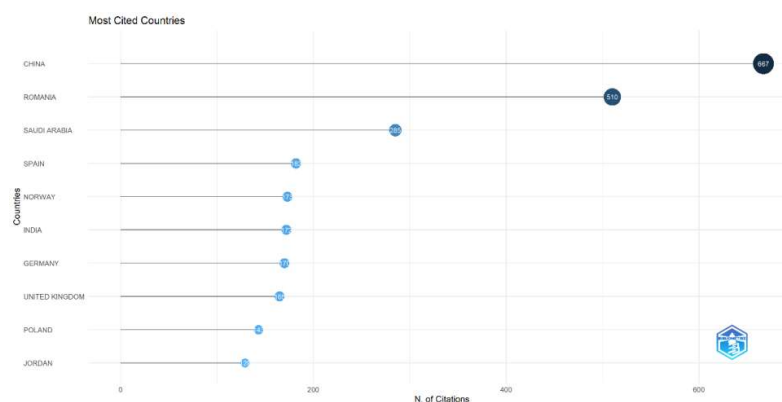


Figure 5: Most Cited Countries

Source: R Studio

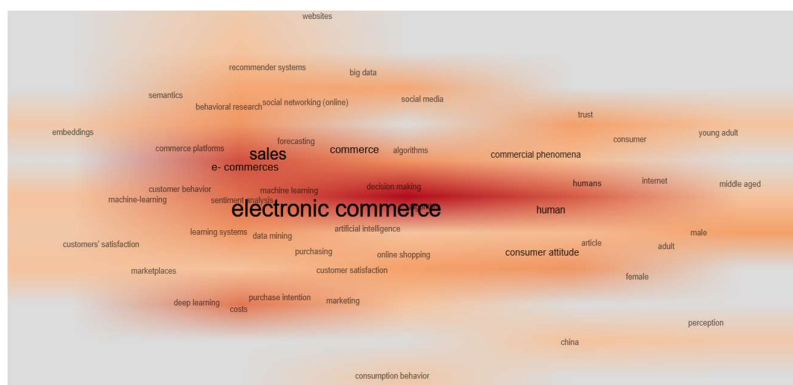


Figure 6: Co-occurrence of keywords

Source: R-studio

This figure 6 represents a keyword co-occurrence density map based on a bibliometric analysis of research articles on electronic commerce. Key words, such as electronic commerce, sales, commerce, and consumer attitude are located in the dense central area of the map, which implies they were used often and represented a tighter central

ground in the research topic. Each keyword's respective colour intensity represents the number of co-occurring phrases in the area surrounding that keyword, which includes dark red (high density) to light orange (low density). The phrases that are closely related, such as "machine learning," "customer behavior," "online

shopping," "artificial intelligence," and "customer satisfaction," are clustered toward the center of the visualization, suggesting a high degree of interconnectedness to the e-commerce literature. The more peripheral phrases, like "trust", "social media", "consumption behavior", and demographic identifiers, like

"young adult" and "middle-aged", represent perhaps newer or slightly more specialized areas of interest. Overall, this visualisation facilitates the identification of emerging themes, trends, and possible research gaps in the field of AI-enabled e-retail.

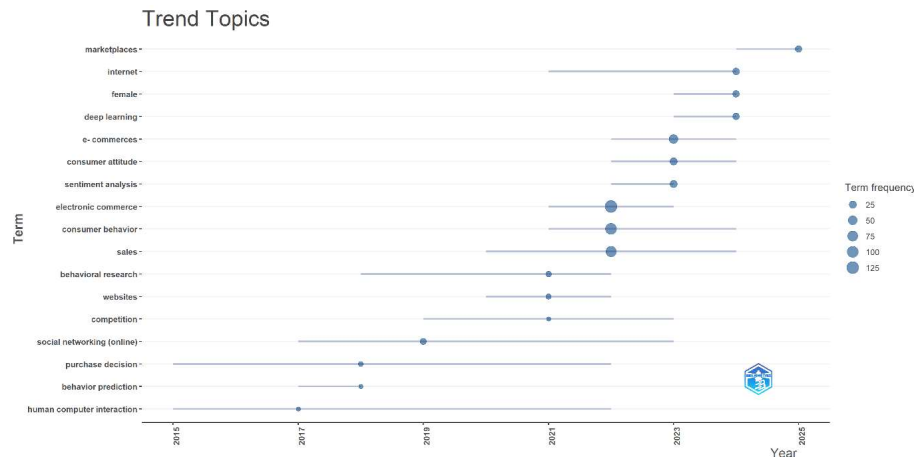


Figure 7: Trend Topics

Source: R-studio

The graph 7 depicts the progression of important research subjects over time, demonstrating how the focus of studies changed between 2015 and 2025. Each term is plotted against the timeline, with the size of the bubble denoting the frequency with which the term appears in the literature—larger bubbles indicate a higher frequency. Marketplaces, internet, deep learning, e-commerce, consumer attitude, sentiment analysis, and consumer behavior have all received substantial interest in recent years, with major bubbles emerging, particularly from 2021 onwards. This underscores the increased importance of digital transformation, artificial intelligence, and consumer-centric technologies in the research landscape.

The once-dominant topics of social network (digital), purchase choice, behavior prediction, and human-computer interaction, which greatly exploded in popularity between 2016-2020, have since decreased a great deal in popularity and shown a change of academic focus. New and ever-growing topics like marketplaces, along with the sustained interest in internet and deep learning, shows that current and future research is more focused on commerce and the digital consumer space powered by AI. This image provides useful data on what topics have changed as a priority and which one's future research goals are likely to be aimed.

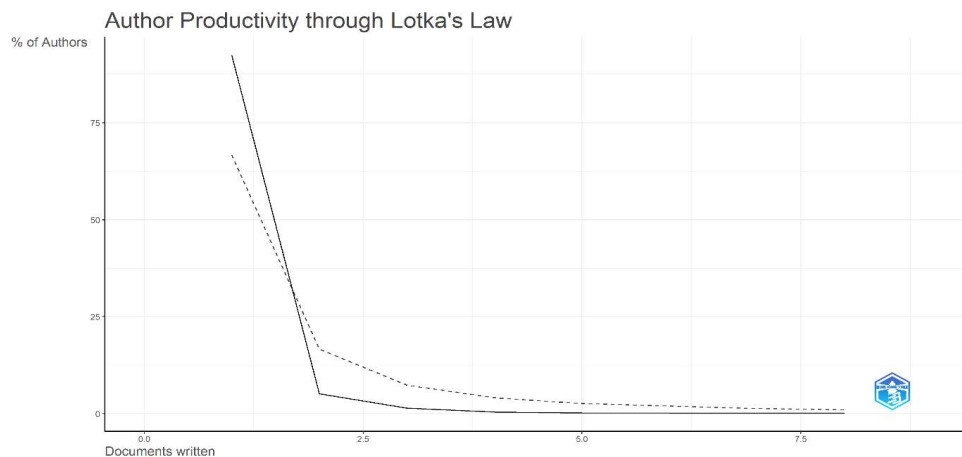


Figure 8: Lotka's law

Source: R-studio

The graph 8 illustrates author productivity in the research field following Lotka's Law, which describes the typical distribution of scientific productivity among authors. The horizontal axis reflects the number of documents written by individual authors, while the vertical axis shows the percentage of authors matching to each level of productivity. The solid line represents the observed distribution of author contributions, and the dotted line shows the theoretical distribution predicted by Lotka's Law. The graph clearly indicates the overwhelming number of authors are submitting distributions of only one

document, given that the high percentage is represented in the steep initial slope representing the first spot. And as the documents increase, the fraction of authors drastically lowers showing that the law supports that only a small percentage of authors write multiple publications. The observed and theoretical curves follow a similar pattern indicating that the data in Figure 2 conforms with Lotka's Law. The data were demonstrating that output in this topic is concentrated among few authors who are very prolific researchers, while the rest of the writers are engaging only occasionally.

Country Scientific Production

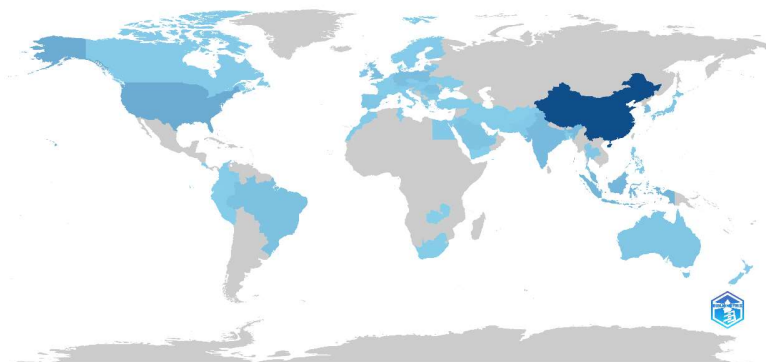


Figure 8: World map

Source: R-studio

The figure 8 describes that countries have been color-coded to describe the contribution of each nation. The map captures this, depicting the global distribution of research productivity in the field. The darker colours denote more research effort while lighter colors represent less output. The darkest blue colours highlight that China has greater weight in this area of study, and it certainly represents the largest contribution. The United States, India, Germany, and the United Kingdom are some of the other countries with substantial contributions, although their medium and dark blue colours indicate less of a contribution in this area. Other countries in Asia, Europe, and the Americas, including Brazil, Australia, South Korea, and Canada represented moderate scientific productivity with light blue colours. The areas of Africa, the Middle East, and eastern Europe appear to be largely unshaded or lightly shaded to indicate little or even no research productivity in this geospace. This visualization illustrates the concentration of scientific activity into a small number of countries with apparent regional differences and thereby huge possibilities for greater international collaboration.

4. DISCUSSION

According to the affiliation-wise publishing trend for AI in e-retailing from 2015-2025, the top universities with the most publications are International Hellenic University, University Technology Mara (UITM), and Nankai University.

The most relevant authors in this field are Wang X, UY, Zhang X, and Zhang Y. Co-citation analysis is used to

investigate patterns of co-occurrence of citations in scientific literature.

The top five co-occurring key terms are. The key trend concerns pertinent to this sector include customer views of AI through e-retailing marketplaces, the internet, and e-commerce. The top three most productive countries are China, the United States, and Indonesia.

4.1 Managerial Implications

The demand for artificial intelligence has grown globally, but so have concerns about privacy and security, as well as dehumanization in e-commerce. India's artificial intelligence market share by 2030. Since AI has made significant development in the e-retail sector. As a result, researcher and practitioner interest in AI has increased significantly.

The 431 articles gathered cover the period from 2015 to 2025, with a substantial increase in publishing beginning in 2019. Sustainability (Switzerland), IEEE ACCESS, Plos One, Computational intelligence and neuroscience towards AI in e-retailing are the most widely cited documents. Furthermore, the author's mentioned documents address privacy and security, dehumanization, and the lack of conversational capabilities in chatbots. These articles underline the relevance of considering AI in e-retailing.

Artificial intelligence has a significant impact on consumer perception through e-retailing, notably for

consumers, e-retailers, and e-retailing policymakers. Policymakers can use bibliometric results to create regulations and incentives to promote the use of artificial intelligence techniques in e-commerce. Designing solutions to mitigate AI adoption concerns and facilitate online product purchasing. Businesses must not only employ cutting-edge AI technology, but also regularly update their technological tools to remain competitive. It is also essential that online retailers communicate with their clients on a regular basis about their online shopping experience and offer outstanding after-sales service.

Bibliometric analysis enables merchants to identify market gaps and adjust product positioning. Businesses can customize their marketing tactics to appeal to environmentally conscious consumers by learning about their attitudes and preferences, as suggested by the literature. Retailers and governments can make well-informed decisions that favour AI adoption in e-retailing by considering these management implications. To use AI in e-commerce, including perceived ease of use, trust, and privacy. To investigate the expansion, influence, and artificial intelligence implications of dehumanization in e-retailing.

4.2 Limitations

The section presents the major findings and limitations of the bibliometric analysis conducted in this study of consumer perceptions of AI via e-retailing. This study identified certain knowledge gaps and potential future research opportunities on this topic. This section's limitations include the use of the Scopus database entirely, the use of the Scopus database alone, and the use of a certain year between 2015 and 2025. Finally, this section includes suggestions for further research.

5. CONCLUSION

The bibliometric analysis was conducted as part of an investigation of consumer perceptions of AI through e-retailing. The study identifies relevant journals, highly referenced publications, notable writers, prolific countries, the best affiliations, and bibliographic coupling, among other crucial findings.

5.1 Recommendations for future research

Moving forward, future study can investigate the following. They can use AI to explore the elements that influence consumer buying decisions in e-commerce or purchase behavior. They may develop rules and incentives to enhance the use of AI technology tools and their benefits to consumers through e-retailing, as well as to evaluate their effectiveness. To investigate the factors that influence consumer decisions

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Author Contributions

S. Menaka- Developed the research idea and design of the study. She led the data collection process, ensuring the accuracy and completeness of the bibliometric data from Scopus database. Also performed the initial data cleaning and processing, and contributed significantly to the development of the bibliometric analysis framework. She was involved in drafting the manuscript and provided critical revisions to enhance the content of the paper.

Dr. V. Selvam- Contributed to the methodological aspects of the study, including the selection and application of bibliometric techniques such as co-citation analysis and network visualization. He conducted statistical analysis and interpreted the results, providing insights into the data. He also played key role in writing the manuscript and actively involved in the final review and approval of the paper. All authors read and approved the final manuscript.

Data Availability Statement

The dataset for her research originates from the corresponding author, easily accessible Scopus and web of science website, so the availability of data and materials can be provided if the reviewer requests it to support this study.

AI Tools: Quilt Boat for to find synonym word.

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