Research Mapping on Consumer Journey Using Bibliometric Analysis

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Abstract. This article examines the dynamics of scientific articles about consumer journey in making purchasing decisions. The study looked at scientific papers based on Google Scholar data to find out how much consumer journey was discussed. In this study, we explored Publish or Perish and Vos Viewer as a tool to analyze topics and quotes related to the Consumer Journey. The results showed that journals published in 2013-2023 contained 946 journals with the keywords of the consumer journey with 207.337 citation and 20.733,70 citation per year. Visualizations from the Vos Viewer using Overlay Visualization obtained that the keyword "Consumer Journey" was widely discussed by researchers and peaked in 2018.

Keywords: Bibliometric analysis; customer experience, customer decision journey

1. Introduction

Customer Journey is a set of interactions that shows "all activities and events related to service delivery from the customer's point of view" (Zomerdijk and Voss, 2010) [1]. Researchers and marketers have known for a long time how important it is to understand the customer journey (e.g., Howard and Sheth 1969) [2]. However, recent changes in the retail environment (e.g., omnichannel environments) have sparked interest in research again (e.g., Grewal, Roggeveen, and Nordfalt 2017) [2]. The new model shows how important psychological factors are throughout the customer journey, such as the customer's cognitive, emotional, perceptual, sensory, and social experiences (Lemon and Verhoef, 2016) and their health (Lee et al., 2018) [2]. There are many ways to set contact points along the customer journey at different stages (e.g., Deloitte 2015; Edelman and Singer 2015; Google 2015), such as dividing the stages into pre-purchase, purchase, and post-purchase stages (Lemon and Verhoef 2016) [2]. This new approach offers an adaptable model that takes into account not just one but several consumer journeys to meet the needs and goals of consumers [5]. It's very important to understand the emotional and complex journeys of customers who use brands, technology, products, and services, as well as the points of contact between suppliers and customers.

Consumer Journey usually includes the customer's journey, which is usually longer and may involve more than one activity, such as using social media before going to a store or choosing to find a doctor before going to a pharmacy, and may involve more than one service provider, such as price comparisons. We believe that even though a consumer journey may be driven by more abstract goals, like feeling better and healthier, we may think that a consumer's journey is driven by more concrete goals, like getting medicine [4].

Bibliographic analysis is a method that can be used to analyze bibliographic data from many different sources, such as articles, journals, and other reading materials. By using research data on the number of academic publications and articles, along with citations, and putting it all together in a bibliometric network [3]. The goal of this paper is to evaluate and measure the scope of individual research on topics and tips related to the Consumer Journey.
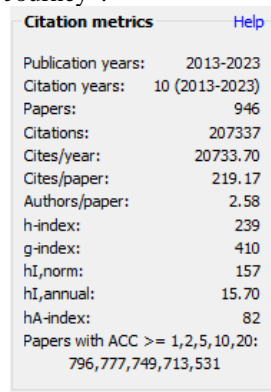
2. Methodology

Researchers use bibliometric analysis, which is a model that uses research data like the number of online academic journals, citations, and thesis citations. The goal of this analysis is to compare the results of individual and/or group research. In this article, researchers use the applications VoS Viewer and Publish or Perish (PoP), which are used to build and visualize bibliographic networks. This network can include individual studies, publications, and journals that can be built on top of citations, bibliographies, shared citations, or joint writing. VoS users also offer the ability to use text to create and visualize connections between events using important phrases from academic literature collections. Then, Google Scholar was used to help researchers find information about consumer journey.

3. Results and Discussion

a. Analysis Using Publish or Perish

The Publish or Perish app is a piece of software that can help academics analyze and evaluate the scientific publications they have already put out. This app uses data from Google Scholar, Crossref, PubMed, OpenAlex, Scopus, Semantic Scholar, and Web of Science to figure out how many papers a researcher has published, their impact factor (h-index), and their citation factor (i10-index). First, this research used bibliographies, journal article titles, abstracts, and keywords. Then, "Consumer Journey" was used as the key word. Here are the results of our analysis of the phrase "Consumer Journey":

Citation metrics	Help
Publication years:	2013-2023
Citation years:	10 (2013-2023)
Papers:	946
Citations:	207337
Cites/year:	20733.70
Cites/paper:	219.17
Authors/paper:	2.58
h-index:	239
g-index:	410
hI,norm:	157
hI,annual:	15.70
hA-index:	82
Papers with ACC >= 1,2,5,10,20:	
796,777,749,713,531	

Fig. 1. Early search results Publish or Perish "Consumer Journey" journal

Based on the information in Figure 1, the results of the PoP analysis for the Consumer Journey journal are as follows: Publication years are the years that a journal was first published and are

listed on the open journal system website. These years range from the first year the journal was published to the most recent year it was published, which is 2013 to 2023. The number on the reference years comes from the results of research done by other scientists from 2013 to 2023. The number of articles (papers) that will be published in the consumer journey journal from 2013 to 2023 is 946 articles with a total of 207337 citations. The number of citations per year for consumer journey is 20733.70. This number comes from dividing the total number of citations, which is 207337, by 10 (years published). From the total number of citations, which were spread across 946 articles, we got a total of 219.17 citations per article. The number of writers per paper is about 2.58.

Table 1. 10 of the most citation journal in "Consumer Journey"

Cites	Per Year	Rank	Authors	Title	Year
6.571	938,71	462	J. Baudrillard	The consumer society: Myths and structures	2016
4.717	673,86	91	K.N. Lemon and P. C. Verhoef	Understanding customer experience throughout the customer journey	2016
3.046	761,50	896	P. Kotler, H. Kartajaya, and I. Setiawan	Marketing 3.0: From products to customers to the human spirit	2019
2.917	324,11	491	W. Schivelbusch	The railway journey: The industrialization of time and space in the nineteenth century	2014
2.546	2.546,00	376	J. S. Swarbrooke	Consumer Behaviour	2022
2.124	212,40	231	K. Fletcher	Sustainable fashion and textiles: Design journeys	2013
2.090	209,00	940	R. W. Belk	Extended self in a digital world	2013
2.054	410,80	444	G. Bruno	Atlas of emotion: Journeys in art, architecture, and film	2018
2022	224,67	454	J. B. Schor	Born to buy: The commercialized child and the new consumer cult	2014
1.991	497,75	406	M. De Mooij	Consumer behaviour and culture: Consequences for global marketing and advertising	2019

Based on the information presented in Table 1, the list of citation numbers for articles on consumer journey journals represents citations from all articles published between the years 2013 and 2023. The table presents information on the highest number of citations for articles. The highest number of citations, amounting to 6571, is attributed to an article written by J. Baudrillard in 2016. In second place, an article written by two authors, K. N. Lemon and P. C. Verhoef, received a total of 4717 citations, also published in 2016. The third rank, with a citation count of 3046, is attributed to the work authored by P. Kotler, H. Kartajaya, and I. Setiawan in the year 2019. The citation counts for ranks four to ten, as indicated in Table 1, fall within the range of 1900-3000 citations. The higher the citation count, the more beneficial the written and published articles are. This can serve as an evaluation criterion for communication studies journal managers, indicating the quality of the published articles and the frequency with which they are referenced. Consequently, the public benefit derived from the written publications increases correspondingly.

b. Analysis Using Vos Viewer

Vos Viewer is a piece of software that can be used to visualize public data. Researchers, librarians, and people in charge of public databases can use this software to analyze public data and collaboration networks. Vos Viewer can show public data in an easy-to-understand

visual format, which makes it easier for users to do public data analysis. Here are the results of an analysis of the key phrase "Consumer Journey" :
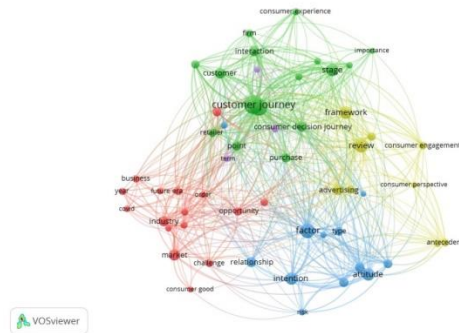

Fig. 2. Networking Visualization keyword analysis results of "Consumer Journey"

Based on the findings of the Networking Visualization study, the analysis of the research publications on consumer journey indexed in the Publish or Perish database from 2013 to 2023 reveals the formation of five distinct clusters. **Cluster 1**, which is colored red, comprises 16 keywords. The top five keywords in this cluster are business, case study, challenge, change, and consumer good. **Cluster 2**, which is green in color, comprises 16 keywords. The top five keywords in this cluster are consumer choice path, consumer experience, consumer journey, customer, and customer experience. **Cluster 3**, which is colored blue, comprises 12 keywords. The top five keywords inside this cluster are attitude, consumer decision, consumer perception, factor, and intention. **Cluster 4**, which is colored yellow, comprises 9 keywords. The top five keywords in this cluster are advertising, antecedent, consequence, consumer interaction, and consumer perspective. Lastly, **cluster 5**, which is represented by the color purple, consists of 3 keywords, namely artificial intelligence, marketing, and term.
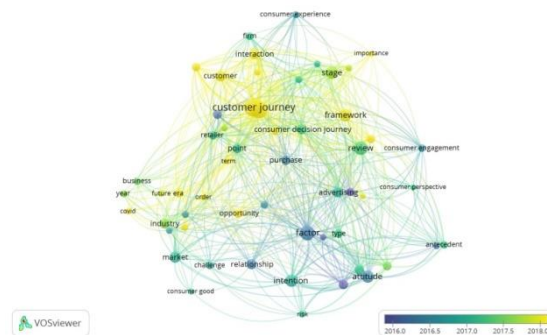

Fig. 3. Overlay Visualization keyword analysis results of "Consumer Journey"

Based on the findings of the Overlay Visualization, it can be concluded that darker colors indicate older publication years (2016), while lighter colors indicate more recent publication years (2018). Based on the aforementioned explanation, the Consumer Journey is represented

by the color yellow, namely in the year 2018, indicating that the topic of Consumer Journey was extensively discussed during that period.
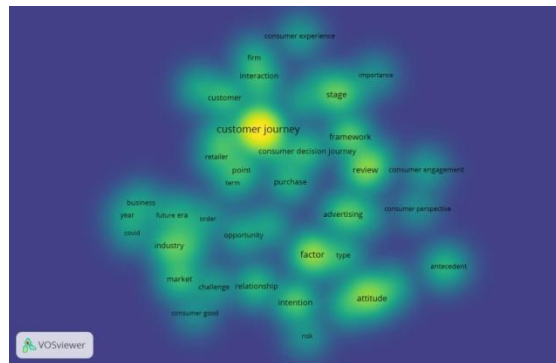

Fig. 4. Density Visualization keyword analysis results of "Consumer Journey"

Based on the analysis of Density Vizualitation, the less research there is about a study, the less color there is in the picture, and the more research there is about the study, the brighter the color. According to what was said above, the Consumer Journey is bright yellow, which means that there is a lot of study on the subject.

4. Conclusion

The concept of the Consumer Journey refers to a series of interactions encompassing all activities and events associated with the delivery of services from the customer's perspective (Zomerdijk and Voss, 2010, p. 74). It also encompasses the ability to predict customer actions such as selecting items, brands, or technologies, engaging in online or offline retail experiences, and utilizing goods and services. Based on the results and discussions, bibliometric analysis for the keyword "Consumer Journey" indexed in the Publish or Perish database yielded 946 articles with 207,337 citations (20733.70 citations per year). Furthermore, utilizing the Overlay Visualization feature in Vos Viewer database, it was observed that the keyword "Consumer Journey" has been extensively discussed by researchers, with its peak occurring in the year 2018.

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