

A BIBLIOMETRIC ANALYSIS OF PERSONALIZATION EFFECTS ON PURCHASE INTENTION IN DIGITAL MARKETING

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Appendix 1. List of Articles Used

Authors	Title	Year	Source Title
	Metaverse purchase intention: Determinants of metaverse and mediating role of consumer flow experience	2025	Sustainable Futures
G.K., An, Gia Khuong; T.T.A., Ngo, Thi Thuy An	AI-powered personalized advertising and purchase intention in Vietnam's digital landscape: The role of trust, relevance, and usefulness	2025	Journal of Open Innovation: Technology, Market, and Complexity
X., Liang, Xi; S.H.W., Chuah, Stephanie Hui Wen; L.P.P., Tung, Lisa Pei Pei	Factors influencing consumers' intention to purchase hotel products on Douyin (TikTok): a comparison of business and leisure travelers	2025	Journal of Hospitality and Tourism Insights
J.K., Perret, Jens Kai; J., Schwientek, Jana	Beauty Tech—Customer Experience and Loyalty of Augmented Reality- and Artificial Intelligence-Driven Cosmetics	2025	Digital
Y., Zhao, Yiwei; W., Chung, Wonjun	Digital Emotional Bonds: How Virtual Anchor Characteristics Drive User Purchase Intention in Livestreaming E-commerce	2025	SAGE Open
L., Ding, Liang; G., Antonucci, Gianluca; M., Venditti, Michelina	Unveiling user responses to AI-powered personalised recommendations: a qualitative study of consumer engagement dynamics on Douyin	2025	Qualitative Market Research
S., Nourin, Sanjida; M.A., Rahman, Md Ashiqur; M.E., Hossain, Md Elias; M.H., Iqbal, Md Hafiz	CONSUMERS' ATTITUDE TOWARD AI-DRIVEN E-COMMERCE ADOPTION IN BANGLADESH: AN EXTENSION OF PLANNED BEHAVIOR	2025	Bangladesh Journal of Multidisciplinary Scientific Research
W., Wang, Wenxin; Z., Chen, Zhiguang; J., Kuang, Jiwei	Artificial Intelligence-Driven Recommendations and Functional Food Purchases: Understanding Consumer Decision-Making	2025	Foods
N.A., Othman, Nurul Amirah; N.M.H., Hashim, Nik Mohd Hazrul; N., Abd Aziz, Norzalita	Are you a loyal diner? Enhancing post-consumption behaviors in full-service settings through personalization, friendliness and motivation	2025	Journal of Asia Business Studies
Y., Li, Yuanlu; Z., Deng, Zhaohua; J., Xue, Jiaxin	Why to purchase health knowledge on online platforms? A two-phased SEM-ANN approach	2025	Behaviour and Information Technology

Authors	Title	Year	Source Title
M.A., Hasim, Muhammad Asyraf; S.N.A.M., Nazri, Siti Nur Aliya Mohd	The Role of Mobile Application Design, Branding, AI-Driven Personalization, and Social Commerce Integration on Purchase Intention Among Generation Z: The Mediating Role of Mobile App Marketing	2025	Paper Asia
S.W., Hung, Shiu Wan; J.H., Jian, Jyun Hao; C., Chang, Chewei; J., Huang, Jingya	AI-Driven Experiences: Exploring Consumer Purchase Intentions in a Social Context	2025	
A., Thakur, Anand; K., Singla, Kavita; K., Singla, Kamini; A., Ansari, Alisha; A., Mishra, Ankita; S., Kaur, Simran; P., Kaur, Parwinder	Nurturing sustainability: the interplay among digital marketing communication, online customer experience and sustainable purchase intention	2025	International Journal of Innovation Science
P., Bajdor, Paula	MCDM Approach to Quality Assessment of Functioning of e-Commerce Platforms Operating in Poland	2025	Lecture Notes in Networks and Systems
K.V., Haneefa, K. V.; H., Singh, Harmandeep	Does AI matter in marketing? Unveiling the role of AI-driven marketing in quick grocery	2025	International Review of Retail, Distribution and Consumer Research
Á., Putz, Ádám; Á., Nagy, Ákos; E., Lázár, Erika; F., Kocsor, Ferenc; T., Bereczkei, Tamás	Do birds of a feather buy together?? The influence of buyers' facial similarity to message source on online purchase decisions	2025	Current Psychology
C., Alves, Carlos; J.M.F., Machado, José Manuel Ferreira; J.L., Reis, J. L.	Impacts of Augmented Reality in E-commerce: Advances and Trends in 2024—A Literature Review	2025	Smart Innovation, Systems and Technologies
H., Buhkari, Humaira; M., Sindhu, Mahwish; A.H., Buhkari, Arslan Haider; J., Ul Haq, Junaid	Virtual Try-On Experience: How Augmented Reality Characteristics Shape Consumer Responses	2025	Journal of Promotion Management
Q., Li, Qingzhen; W., He, Wang	Empathy and emotional labor: the role of virtual streamers in driving PC game players' in-game purchases	2025	Asia Pacific Journal of Marketing and Logistics
R., Dulloo, Rhytheema; M., Silic, Mario; A., Appolloni, Andrea	Key Enablers of Marketing 6.0 in the Metaverse: How Technological, Human-Centric, Sustainable, and Seamless Approaches Drive Performance Outcomes	2025	
M., Hasić, Muhamed; A.Ć., Hasibović, Ajla Ćerimagić	Social Network and Mobile App Impact on Purchase Intention in Insurance - Case Study	2025	
H., Jing, Huang; A.C., Thoo, Ai Chin; Y.T., Lo, Ying Tuan; T.C., Lau, Teck Chai; H.S., Gan, Hong Seng	Green Threads and Digital Dreams: Exploring the Influence of AI-Mediated Experiences on Purchase Intentions in Sustainable Apparel Markets	2025	Lecture Notes in Networks and Systems

Authors	Title	Year	Source Title
N., Arora, Nilesh; A., Abd Rahman, Azmawani; M.K., Rana, Meghna Katoch; S., Prashar, Sanjeev; D., Palacios-Marqués, Daniel	Personalized Advertising on Social Media: Is it Building Desired Customer Attitude?	2025	FIIB Business Review
Y., Chen, Yanhong; M., Li, Man; A., Chen, Aihui; Y., Lu, Yaobin	Trust development in live streaming commerce: interaction-based building mechanisms and trust transfer perspective	2024	Industrial Management and Data Systems
A.P., de Lima, Ana Pinto; M., Cruz, Marco; J.L., Pacheco, Jorge Lima	The impact of social media marketing efforts on buying intentions within the brewing sector	2024	Management and Marketing
A.M., Ali, Aeshah Mohd; S., Manogaran, S.; K., Selvarajan, K.; N.I., Ismarau Tajuddin, Nur Ilyana; M.R., Mohd Johan, M. R.; U.T., Munikrishnan, Uma Thevi	Digital marketing: consumers' purchase intention towards e-commerce platform for urban region	2024	International Journal of Human Capital in Urban Management
K., Chung, Kuocheng; P.J.B., Tan, Paul Juinn Bing	IoT-powered personalization: creating the optimal shopping experience in digital twin VFRs	2024	Internet of Things (The Netherlands)
S., Tan, Si	How to interact with consumers to enhance their purchase intention? Evidence from China's agricultural products live streaming commerce	2024	British Food Journal
D.T., Cuong, Dam Tri	Positive emotions influencing consumer shopping behavior on e-commerce platforms	2024	Management and Marketing
J., Chen, Jun; J., Luo, Junying; T., Zhou, Tian	Research on Determinants Affecting Users' Impulsive Purchase Intention in Live Streaming from the Perspective of Perceived Live Streamers' Ability	2024	Behavioral Sciences
A., Rajput, Aditi; M., Jaiwani, Megha; S., Singh, Saumya; A.V., Gandhi, Aradhana Vikas; S., Gopalkrishnan, Santosh	Influencer Marketing Redefined: The Era of AI-Powered Personalization	2024	
H., Beyari, Hasan	The effect of AI on pink marketing: the case of women's purchasing behavior using mobile applications	2024	Frontiers in Artificial Intelligence
X., Dai, Xulong; Q., Liu, Qian	Impact of artificial intelligence on consumer buying behaviors: Study about the online retail purchase	2024	Journal of Infrastructure, Policy and Development
G.M., Al-Abdallah, Ghaith M.; S., Maarroof, Sarya; M.B., Al Haj Eid, Mohammad Badi'	Unveiling the tiktok sponsored content effect in iraq: The mediating role of source credibility in shaping female purchase intentions for beauty products	2024	Journal of Marketing Communications

Authors	Title	Year	Source Title
B.S., Adinsa, Bima Sudarsono; Karimah; S.R., Panggabean, Samuel Raja; S., Amani, Shabiq; Z.A., Rajendra, Zidan Amukti; A.M., Sari, Annisa Monicha	EMOTIONAL ATTACHMENT AND THE PURCHASE INTENTION OF SOCIAL MEDIA BRAND FOLLOWERS: A SOCIO-TECHNICAL APPROACH	2024	
T., Tan, Tiantian; J., Chen, Jingdong; M., Chen, Mo	The Influence of Brand Culture on Consumer Purchasing Behavior Intention	2024	Lecture Notes on Data Engineering and Communications Technologies
H.M.N., Tran, Hong Minh Ngoc; N.P.A., Nguyen, Ngoc Phuong Anh; N.M.A., Le, Ngoc Minh Anh; T.M.H., Tran, Thi My Hien; M.N., Nguyen, Minh Ngan; T.V., Nguyen, Truc Vi	The relationship between social media, willingness to interact and purchase intention of young Vietnamese towards an online movie streaming platform: a case study on FPT Play	2024	International Journal of Electronic Customer Relationship Management
B., Nguyen-Viet, Bang; Y.T.H., Nguyen, Yen Thi Hoang	Human–Human Interactions’ Influence on Impulse-Buying Intention in Live Commerce: The Roles of Guanxi, co-Viewer Trust, and Gamification	2024	Journal of Promotion Management
A.A., Hassim, Affendy Abu; M.F., Shamsudin, Mohd Farid; G., Zandi, Gholamreza; N., Ismail, Nasution	The Influence of Social Media Marketing Activities on Purchase Intention: A Study of the E-Commerce Industry	2024	Journal of Information Technology Management
J., Prodanova, Jana; P.K., Chopdar, Prasanta Kr	The interplay of app characteristics and smartphone addiction in mobile shopping behaviour	2024	International Journal of Consumer Studies
W.M., Lim, Weng Marc; S., Gupta, Sahil; A., Aggarwal, Arun; J., Paul, Justin; P., Sadhna, Priyanka	How do digital natives perceive and react toward online advertising? Implications for SMEs	2024	Journal of Strategic Marketing
N.T., Nguyen, Nhu Ty; T.T., Tran, Thanh Tuyen; C.L., Dang, Cong Lam	Determinants of students' satisfaction with e-commerce services in Ho Chi Minh City, Vietnam	2023	Journal for Global Business Advancement
R.K., Behera, Rajat Kumar; P.K., Bala, Pradip Kumar; S.V., Tata, Sai Vijay; N.P., Rana, Nripendra P.	Retail atmospherics effect on store performance and personalised shopper behaviour: a cognitive computing approach	2023	International Journal of Emerging Markets
W., Gao, Wenshan; Q., Luo, Qiangqiang	Investigating the impact of intelligent personal assistants on the purchase intentions of Generation Z consumers: The moderating role of brand credibility	2023	Journal of Retailing and Consumer Services

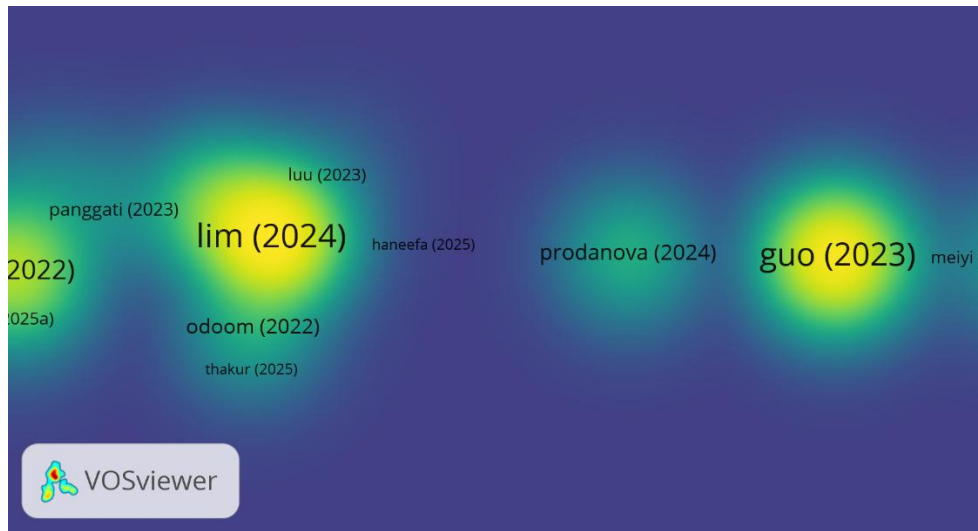
Authors	Title	Year	Source Title
A., Setijanto, Augustinus; M., Hamsal, Mohammad; A., Furinto, Asnan; R.K., Rahim, Rano Kartono	Disclosing the Impact of Millennial Attitude Toward Instagram Advertising on Their Attitude Toward Brand and Purchase Intention in Pandemic COVID-19	2023	E3S Web of Conferences
T.M.N., Luu, Thi Minh Ngoc; D.L.T., Hoang, Dam Luong Thuy; P.M., Nguyen, Phuong Mai	THE INFLUENCE OF E-SERVICE QUALITY ON FOOD ONLINE PURCHASE INTENTION IN VIETNAM	2023	Journal of Economic Development
L., Meiyi, Li; R., Ho, ReeChan; M., Amin, Muslim; L., Nelvin XeChung, Leow	ENHANCING CONSUMER VALUE CO-CREATION THROUGH SOCIAL COMMERCE FEATURES IN CHINA'S RETAIL INDUSTRY	2023	Interdisciplinary Journal of Information, Knowledge, and Management
I.E., Panggati, Ignatius Enda; n., Sasmoko; B., Simatupang, Boto; S.B., Abdinagoro, S. B.	Does digital influencer endorsement contribute to building consumers' attitude toward digital advertising during COVID-19 pandemic? mediating role of brand attitude	2023	Cogent Business and Management
Y., Li, Yuanlu; J., Xue, Jiaxin; Z., Deng, ZhaoHua	How Knowledge Characteristics and Platform Characteristics Drive Users' Purchase Intention of Online Paid Health Knowledge?	2023	Lecture Notes in Business Information Processing
K., Konstantoulaki, Kleopatra; K., Kaimakis, Kostas; P.E., Kaldis, Panagiotis E.; I., Rizomyliotis, Ioannis	Mobile apps personalisation and shareability as drivers of students' choices	2023	International Journal of Electronic Marketing and Retailing
F., Jingga, Fredy; R.R., Wiryawan, Rama R.; M., Rahmanita, Mega; F.Z., Adani, Fildzah Z.	User Behavior Analysis of Short-form Video Prolonging Usage towards Purchase Intention on social media using SEM Method	2023	
P., Li, Pei; M., Pan, Mengshi; H., Qu, Hongjian; C., Wu, Chunmao	The effects of visual-audio merchandising elements on consumers' impulsive purchase intentions in apparel e-customization	2022	Textile Research Journal
J., Lee, Jungwoo; C., Kim, Cheong; K.C., Lee, Kun Chang	Exploring the personalization-intrusiveness-intention framework to evaluate the effects of personalization in social media	2022	International Journal of Information Management
M.K., Rana, Meghna Katoch; N., Arora, Nilesh	Predicting User Response Behaviour towards Social Media Advertising and e-WoM Antecedents	2022	Review of Marketing Science
G., Li, Guangming; Y., Jiang, Yue; L., Chang, Liting	The Influence Mechanism of Interaction Quality in Live Streaming Shopping on Consumers' Impulsive Purchase Intention	2022	Frontiers in Psychology
M.B., Umaithanu, Mahesh Balan; S.K., Mathew, Saji K.	The Persuasive Nature of Web Personalization on Online Users' Product Perceptions: A Mental Accounting Perspective	2022	AIS Transactions on Human-Computer Interaction

Authors	Title	Year	Source Title
T., Arora, Taanika	A framework for enhancing the influence of Facebook advertising: The key role of personalisation and interactivity	2022	International Journal of Economics and Business Research
J., Ye, Jing; Y., Qiu, Yuying; T., Chen, Ting-Yu; X., Fan, Xin	An empirical study on the influence mechanism of smart clothing purchase intentions; 智能服装购买意愿影响机制实证研究	2022	Journal of Silk
P.T., Odoom, Priscilla Teika	Personalised Display Advertising and Online Purchase Intentions: The Moderating Effect of Internet Use Motivation	2022	International Journal of E-Services and Mobile Applications
T.P., Tran, Trang Phuc; M., van Solt, Michelle; J.E., Zemanek, James E.	How Does Personalization Affect Brand Relationship in Social Commerce? A Mediation Perspective: An Abstract	2022	Developments in Marketing Science: Proceedings of the Academy of Marketing Science

Appendix 2. Detailed description of research clusters

Cluster	Cluster name	Keywords	Color	Meaning of the content	Development phase
Cluster 1	Consumer Decision & Behavioral Intention	purchase intention, consumer behavior, behavioral intention, sales	Dark green	This research focuses on the purchasing decision-making process and the factors influencing consumer behavioral intentions in a personalized environment. The studies in this cluster explore how personalization directly impacts different stages of the purchasing journey.	2023.6-2024.0 (Green - Turquoise)
Cluster 2	Personalization Strategies & Technologies	personalization, personalizations, artificial intelligence	Yellow	Focusing on strategies, technologies, and techniques for personalization, particularly the application of AI and machine learning in creating customized experiences, this is the latest cluster reflecting digital transformation and the application of AI in marketing.	2024.0-2024.4 (Dark yellow)
Cluster 3	Digital Commerce Contexts	purchasing, social media, e-commerce	Pale purple	Focus on digital commerce contexts and platforms where personalization is implemented, including traditional e-commerce, social commerce, and other digital channels.	2023.4-2023.8 (Purple-blue)

Appendix 3. Authors' own research, based on VOSviewer results



Appendix 4. Most influential authors (2023-2024)

Ranking	Author	Main publication year	Number of citations	Total link system	Main research topic
1	Lim	2024	156	28	AI-driven personalization, consumer trust
2	Guo	2023	142	25	E-commerce personalization, behavioral intention
3	Save	2023	118	22	Digital marketing, personalization strategies
4	Panggati	2023	95	19	Mobile commerce, personalized recommendations
5	Prodanova	2024	87	17	Social commerce, influencer marketing
6	Odoom	2022	76	15	Customer experience, personalization effects
7	Haneefa	2025	68	14	AI chatbots, conversational commerce
8	Thakur	2025	61	13	Privacy concerns, personalization paradox
9	Meiyi	2023	54	11	Cross-cultural personalization