

Customer Satisfaction in Online Shopping Using WoS Database – A Bibliometric Analysis

Sanika Bam

MBA, Research Scholar,

Symbiosis International, Pune, Maharashtra, India

E-mail - sanikabam83@gmail.com

Orcid ID - <https://orcid.org/0009-0004-9216-7787>

Dr. Rishabh Shekhar

Assistant Professor, SCMS Nagpur, Maharashtra, India.

Abstract

This study presents a bibliometric analysis on customer satisfaction in online shopping using Web of Science (WoS) database. From year 2006 to 2025, total 242 research papers are available on Web of Science and author analysed all these papers for the study. Authors attempted analysis using VOSviewer software to identify important journals, years with maximum publications, most cited authors, most cited studies, and most prolific countries. Furthermore, the paper offers the co – authorship network map, inter country co -authorship network map, inter country co- authorship network map and keywords co-occurrences network map. Total 242 research papers published in last 20 years from the period of 2006 to 2025. These articles published in 96 different journals and Sustainability is most prolific journal published 22 research papers. 695 authors are contributed from 453 universities and Prof. with 27 publishers and 58 countries worldwide. Prof. Kiran R., Prof. Tandon U. published maximum numbers of papers in the same field. Year 2022 is the most productive year, and Peoples R China is most productive country with 73 publications, even in Co-authorship network map Peoples R China has 35 collaborations with other countries in the field. Author Overby received highest citations 595, for the paper of “The Effects

of utilitarian and hedonic online shopping value on consumer preference and intentions”.

Keywords: *Customer Satisfaction, Online shopping, VOSviewer, Bibliometric analysis*

1. Introduction

The online shopping is growing in the last few years as dynamic shopping channel. Enthusiastic students, researchers have begun examining the impact of online shopping environments, new trends of online shopping on consumer choice (Swaminathan et al., 2006) Online shopping is recent even more important than it used to be due to the pandemic which has effectively halted many conventional forms of shopping that we are used to.(Abdallah, 2021) In online shopping it is very important to hold customers trust and enhance reputation. That is why “customer satisfaction” (CS) is important to measure because of its significant impacts on firms long – term performance and also customer purchasing behaviour. (Ngo, 2015) Research related to various subjects, themes on customer satisfaction and online shopping have published in last few years. Some authors have

conducted bibliometric analysis on online shopping (Mahendra & Yoshiki, 2015). Several other topics are also studied related to “Online impulse buying behaviour” (Bashar et al., 2022), “Online impulse buying and E-commerce” (Gulfraz et al., 2022), “Bibliometric and review study on Customer satisfaction construct” (Bhale & Bedi, 2024). Few authors conducted cross cultural research in the same field for particular clusters like UAE, Malaysia (Mumtaz et al., 2011) (Abdeldayem, 2010). Some bibliometric and review studies are available on customer satisfaction and Online shopping as separate domain. Based on the literature review it could be said that, hardly any research is published on the bibliometric analysis on customer satisfaction in Online shopping using WoS database.

This study is based on the bibliometric analysis using VOSviewer database. This study has included the following questions:

RQ1. Which research journals have published the maximum research papers on Customer Satisfaction in online shopping?

RQ2. How many research papers are published from 2006 to 2025, which are the highest publication years?

RQ3. Which are the most top ten cited studies from the period of 2006 to 2025?

RQ4. Which authors have published maximum articles on Customer Satisfaction in Online Shopping from year 2006 to 2025?

RQ5 Which countries authors have co-authored the maximum publications with authors of other countries?

RQ6 Which authors have co-authored the maximum publications with other authors?

RQ7 Which are the most often used keywords?

2. Research Methodology

The present study “Customer Satisfaction in Online Shopping using WoS database – A Bibliometric Analysis” is based on bibliometric analysis with a purpose to analyse the research on Customer satisfaction in online shopping, from the period of last 20 years, 2006 to 2025. A bibliometric study encompasses the literature review, quantitative and science mapping qualitative approach which is increasingly used to map the structure and development of scientific fields and disciplines (Zupic & Čater, 2015). Therefore, bibliometric studies which are well done can build firm foundations for advancing a field in meaningful ways and empowers scholars to (1) gain a one -stop overview, (2) identify knowledge gaps (3) derive new ideas for investigation, and (4) position their intended contributions to the field (Donthu et al., 2021). On the other side the bibliometric study allows to examine the objective of a specific discipline in a quantitative manner (Merigó et al., 2015). The keywords ‘customer satisfaction’ and ‘online shopping’ were used for searching research articles. The papers which contained “customer satisfaction” and “online shopping” words in their titles, abstract or keywords are taken. Total 242 papers reflected in the search.

The classification of these papers is provided on the basis of following bibliometric indicators:

- Journals with maximum publications;
- Year wise publication;

- Most cited studies;
- Most prolific authors;
- Most prolific journals;
- Co - authorship network analysis;
- Countries
- Inter country co- authorship network analysis;
- Keywords

For co- authorship network analysis, inter country co- authorship network analysis and keywords co - occurrences network analysis, the VOSviewer 1.6.20 software was used. Less than two decades ago “Visualization of Similarities” – VOS was developed.(Van Eck & Waltman, 2007) After some years VOSviewer a computer program was developed to construct maps of authors or journals based on co-citation data or to construct maps of keywords based on co-occurrence data.(Van Eck & Waltman, 2010) VOSviewer, a freely available software package is very useful to construct and display bibliometric relationships between a variety of variables.(Kirby, 2023) With the help of VOSviewer the tabular presentation and graphical presentation is conducted in this study.

3. Results and Findings

3.1 Journals with maximum publications

242 research papers related to this discipline belong total 96 journals. Figure 1 reflects top 10 journals along with journal titles. These top journals published the maximum number of papers on customer satisfaction in online shopping. ‘Sustainability’ is peer a reviewed, open access journal and published highest 22 articles in this field, then ‘Journal of Retailing and Consumer Services’ published 14 papers, out of that two research papers of author Pappas and Durate got highest citations. The third most prolific journal is ‘Internet Research’ with eleven publications. Out of top ten most cited studies they have one research paper by author AI- Debei. ‘Behaviour Information Technology’, ‘Journal of Business Research’, ‘Journal of Theoretical and Applied Electronic Commerce Research’ published each six papers in the same field. The ninth most prolific journal is ‘Journal of Business Research’; it published total six papers and out of top ten most cited studies it published 30% of the articles on customer satisfaction and online shopping.

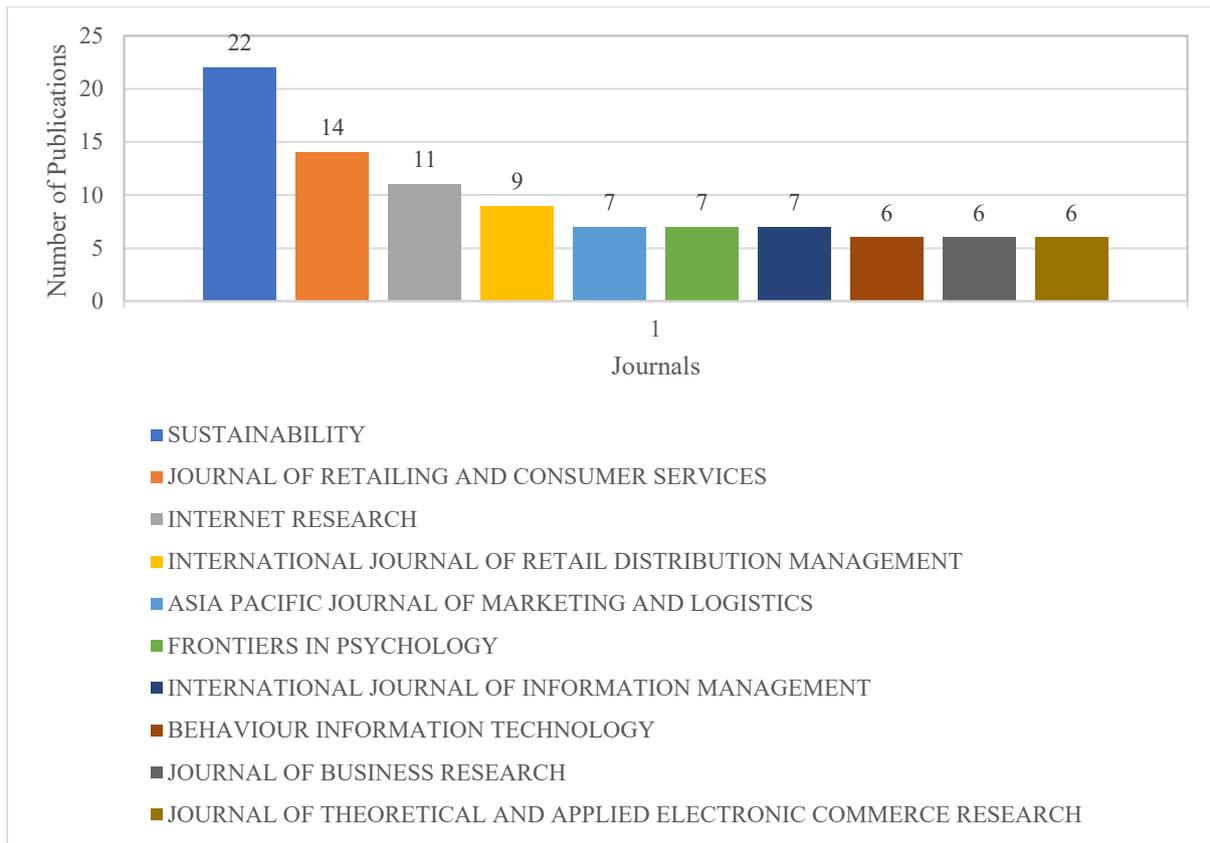


Figure 1. Top 10 journals with maximum publications on customer satisfaction in online shopping
 Among these top 10 journals – 1) Journal of theoretical and applied electronic commerce research – published by MDPI publishers 2) Journal of Business Research and 3) Behaviour information technology each journal published 6 research papers. Out of these top journals, three journals belong to Elsevier publisher – (1) Journal of Retailing and consumer services (2) International Journal of Information Management (3) Journal of Business Research. Another three belongs to Emerald group publishing – (1) Internet Research (2) International Journal of Retail Distribution Management (3) Asia pacific journal of marketing and logistic. Remaining top journals belong to Frontiers Media SA, Taylor and Francis publishers. Total 22 research papers are published by Sustainability journal belongs to the MDPI publishers.

3.2 Year-wise Publications of Research Papers

Figure 2 shows the year wise total production of the research articles.

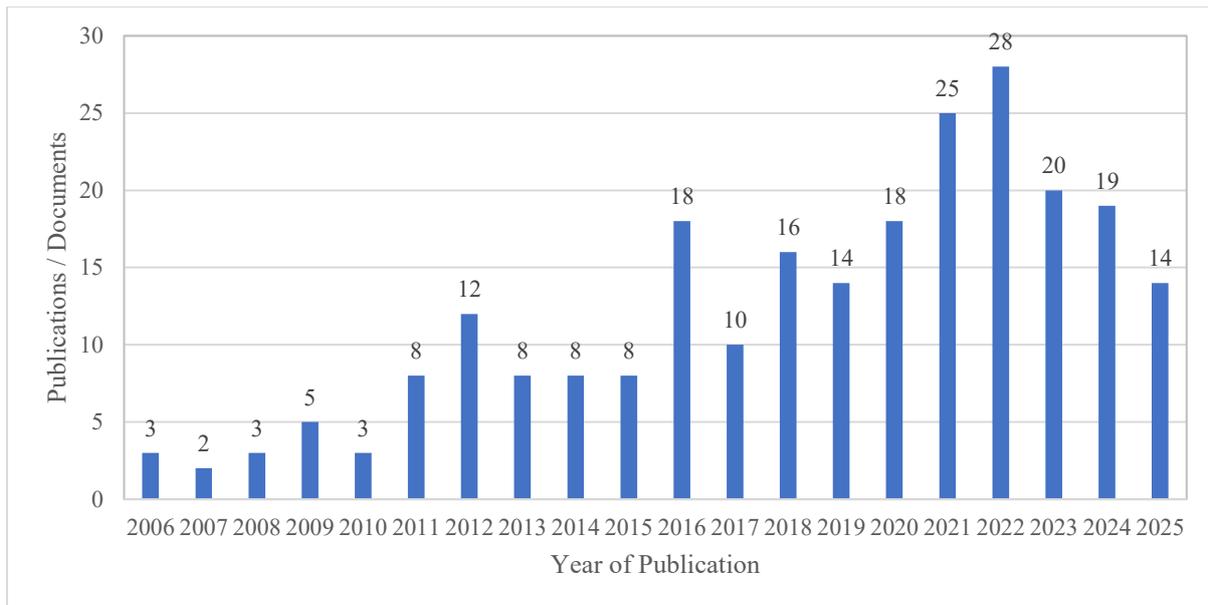


Figure 2. Year-wise Publications

Figure 2 reflects the number of articles published from the period of 2006 to 2025. The period between 2019 and 2022 is very challenging for world due to covid no contact situation. From year 2019 we actively started online work, online purchasing and banking etc. The same thing is reflected in the figure 2. It could be said that 2022 is the peak point of online shopping. From year 2019 to 2022 the number of the research documents getting doubled from 14 to 28 compared with previous years. 2022 is the year where highest number of articles are published. In 2007 only two papers are published on the subject of Customer Satisfaction in Online Shopping. From 2022 to mid of 2025 the rate of paper publication for the specific subject is low.

3.3 Top 10 Most Cited Studies

According to Scopus content out of 242 documents, 204 studies meet threshold. The bibliometric analysis is a rigorous and increasingly popular method for exploring and

analysing large volumes of scientific data. (Popescu et al., 2025) In Table 1, top ten most cited studies are reflected.

“The Effects of utilitarian and hedonic online shopping value on consumer preference and intentions” paper (Overby & Lee, 2006), totalling 595 most citations. This paper examined the significance of the concept of value related dimensions like price, quality for online shopping. This study mainly indicates that the utilitarian value is strongly related towards the online retailer and future purchasing intentions than the hedonic value.

The second study with 468 citations by (Bauer et al., 2006). “eTransqual: a transaction process-based approach for capturing service quality in online shopping” this study is based on eTrans Qual scale. According to this study (1) enjoyment is the dominant factor in relationship duration and intention of the shopping. (2) It is important to make the integration of utilitarian and hedonic electronic

service quality elements into one measurement scale.

The third paper by (Kim et al., 2011) with 452 citations. “The Effects of perceived trust on electronic commerce; shopping online for tourism products and services in south Korea” With the help of 340 questionnaires this study examined factors which influence on customers trust, loyalty and satisfaction. As a result, researcher found that exogenous variables like navigation functionality, perceived security had a positive impact on trust. Mediating factor like trust turn to customer loyalty in online shopping for tourism products and services.

The fourth study is “Online consumer retention: contingent effects of online shopping habit and online shopping experience”. This study specifically argue and empirically demonstrate that although conceptually distinct, online shopping habit and online shopping experience have similar effects on repurchase intention (Khalifa & Liu, 2007) with 298 citations. This study is based on contingency theory to major the place of habit and experience of online shopping. 122 individuals were participated in online survey for this study.

The fifth study by (Hsu et al., 2006) involves a longitudinal investigation of continued online shopping behaviour; an extension of the theory of planned behaviour” with 275 citations. The purpose of this research is to develop an extended model of Theory of planned Behaviour (TPB) by incorporating Expectation Disconfirmation Theory (EDT). This two - step survey study based on college students of Taiwan. The result shows that customers disconfirmation and satisfaction both are

valuable factors in design of online shopping systems.

The sixth study published in 2019 by (Rita et al., 2019) with 274 citations. This study tested the impact of e-service quality and customer satisfaction behaviour in online shopping”. In this study 355 Indonesian online consumers are involved. The findings show that website design, security/privacy, and fulfilment are essential to building superior service quality of an online store, while customer service is not an important dimension of e-service quality in the Indonesian context (Rita et al., 2019).

The seventh study is “Consumer attitudes towards online shopping the effects of trust, perceived benefits, and perceived web quality” by (Al-Debei et al., 2015) with 260 citations. This study examined attitude of 273 consumers for online shopping through Marka VIP web site, Jordan. The researcher found that eWOM partially plays a role as a mediator between perceived web quality and trust. On the other side trust plays a major mediator between perceived web quality and consumers attitude towards online shopping.

The eight most cited study by (Wu et al., 2014) with 255 citations. This study examined the relational exchange perspective between perceived value, transaction cost, and repurchase - intention in online shopping through online survey of 887 online shoppers. Based on empirical evidence this study suggests and finds that if online stores insert banner into popular search engines, they can decrease the consumer’s information searching cost. For positive effect of repurchase intension online stores needs to establish the slow and stable

SAI. In the case of moral hazard cost through providing guarantee, warranty, feedback and e WOM online stores can improve customers trust and repurchase of the product.

The nine most cited study by (Pappas, 2016) with 250 citations. This research focuses marketing strategies, perceived risks, and consumer trust in online buying behaviour. This study involved the holidaymakers returning to Manchester international airport who had used Internet for bookings, travel, accommodation etc. By using TPB and PRT researcher found online purchasing risks can be affect by marketing strategies. In tourism sector consumer purchase the products on high risk

and therefore marketing strategies make impact upon their purchasing intentions.

The ten most cited research paper carries 248 citations. Researcher (Duarte et al., 2018) examined delivering online shopping convenience to enhance customer satisfaction and encourage e-Wom. Total 250 Portuguese youngsters participated in this study. This study focuses 2 MODELS – I) Confirmatory Factor Analysis (CFA) and II) a covariance – based Structural Equation Model (CB -SEM) The authors found that the trio of the Possession, Transaction and Evaluation with more influence in online shopping convenience. (Duarte et al., 2018).

#	Author	Title	Journal	Year	TC
1	Overby	The Effects of utilitarian and hedonic online shopping value on consumer preference and intentions	Journal of business research, 59 (10-11), 1160-1166	2006	595
2	Bauer	eTransqual: a transaction process-based approach for capturing service quality in online shopping	Journal of business research, 59(7), 866-875	2006	468
3	Kim	The Effects of perceived trust on electronic commerce; shopping online for tourism products and services in south Korea	Tourism Management, 32 (2), 256-265	2011	452
4	Khalifa	Online consumer retention: contingent effects of online shopping habit and online shopping experience	European journal of information system, 16(6), 780-792	2007	298
5	Hsu	A longitudinal investigation of continued online shopping behaviour; An extension of the theory of planned behaviour	International Journal of human-computer studies, 64(9), 889-904	2006	275
6	Rita	The impact of e-service quality and customer satisfaction behaviour in online shopping	Heliyon,5(10)	2019	274
7	Al-Debei	Consumer attitudes towards online shopping the effects of trust, perceived benefits, and perceived web quality	Internet Research, 25 (5), 707	2015	260
8	Wu	Perceived value, transaction cost, and repurchase - intention in online shopping: a relational perspective	Journal of business research, 67(1), 2768-2776	2014	255

9	Pappas	Marketing strategies, perceived risks, and consumer trust in online buying behaviour	Journal of retailing and consumer services, 29., 92-103	2016	250
10	Duarte	How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-Wom	Journal of retailing and consumer services, 44, 161-169	2018	248

Table 1. Top ten most cited studies of Customer Satisfaction in Online Shopping

3.4 Top ten authors with most published articles on Customer Satisfaction in Online Shopping

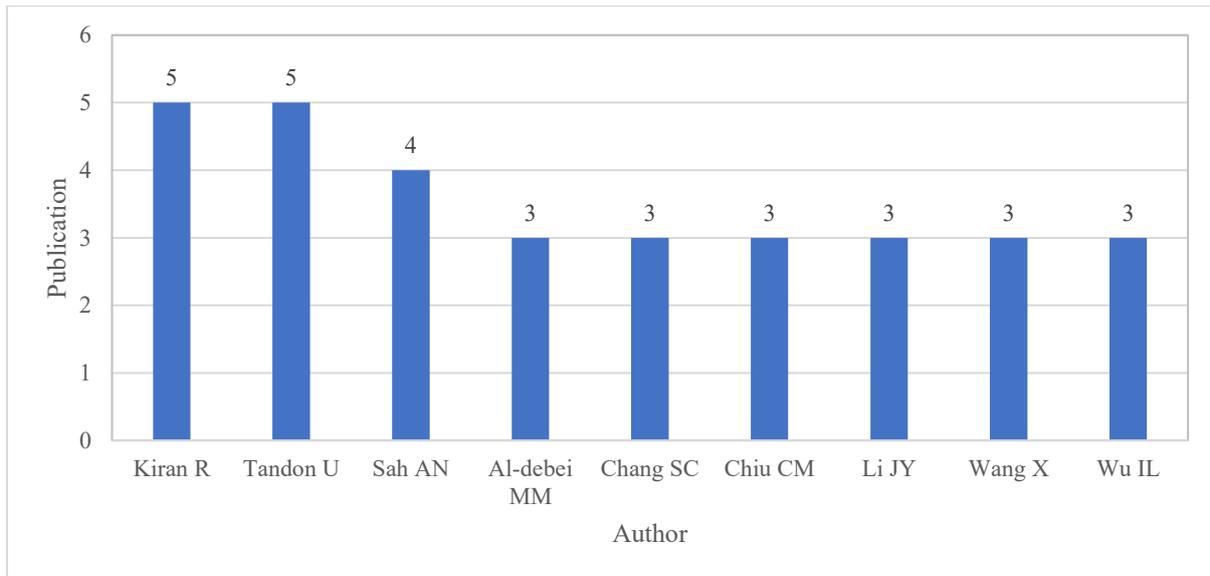


Figure 3. Top ten authors with highest publications

Figure 3 reflecting top authors out of 695. All 242 studies belong to 695 authors. The above bar chart belongs to the authors who published minimum 3 research papers. The above chart reflects that the total 9 authors who published their research papers with the threshold of minimum 3 papers. The most bounteous authors among these areas are, Prof. Kiran R., Prof. Tandon U. published each 5 and Prof. Sah AN. published 4 research articles on Customer satisfaction and online shopping.

Prof. Kiran R. is working as a professor and head to School of Humanities & Social Sciences in Thapar Institute of Engineering and Technology in Punjab, India. She is known for her specialization in Industrial Management,

Behavioural and Business Economics and ICTs and E-Business. Prof. Urvashi Tandon is working as Associate Professor from 2019, in Chitkara University, Punjab, India. She is expert and published research papers on Technological Adoption, e-health, telemedicine adoption, e-commerce and e-learning, customer satisfaction, online shopping. Sah AN is currently working in Economics & Finance area in Thapar University, Patiala. With seventeen years of teaching experience, he has written two books and known for expert for the area of economics, econometrics and Finance.

Interestingly, these top three researchers are awarded by Emerald Literati Award for outstanding, exceptional research paper title –

Analysing Customer satisfaction: user's perspective towards online shopping in 2018. Al-Debei MM with three publications in Customer satisfaction and Online shopping and he is currently working as senior territory manager for Autonomous Data Management & Cloud Technology at Oracle. He is skilled and expert in Innovation management, Business Model Innovation, Network, Business Analytics, Citizen Participation. He has published total three research papers specially related to "integrated model", and "consumer attitudes". (Akroush & Al-Debei, 2015) (Al-Debei et al., 2015)

Dr. Chang SC, Prof. Chiu CM, Prof. Li JY, Prof. Wang X, Prof. Wu IL each author published three articles in Customer Satisfaction and Online Shopping. Dr. Saho -Chen Chang is an assistant professor at International bachelor program in informatics and the Dept. of information communication, Yuan Ze University, Taiwan. His interest areas are mobile learning, digital game- based learning, big data and AI in education.

Prof. Chiu CM is also a most prolific authors working in the department of Information Management at the National Sun Yat-sen University, Taiwan. His research interest includes customer intention, electronic

commerce, online shopping, decision support system, human behaviour. Prof. X. Wang is currently working in Operations Management, department of Management at University of Bristol. His interest and research areas are sustainable supply chain, innovations in operations management, e- business approaches. He has published three research papers in customer satisfaction and online shopping.

Prof. WU IL working in the department of Business Administration, National Chengchi University, Taiwan. International business management, Strategic Management, International Marketing Management. He has written and published three research articles on Customer Satisfaction and Online shopping.

3.5 Most prolific Countries

In figure 5, pie chart shows top ten countries which published research articles on customer satisfaction in online shopping. All 695 authors related to this study belongs 58 countries. Highest publication country is Peoples R China with 73 Publications 30.165 % and lowest publication country is Switzerland with 1 publication 0.143 % In top ten countries India is number four with 27 papers where Germany is on ten with seven papers.

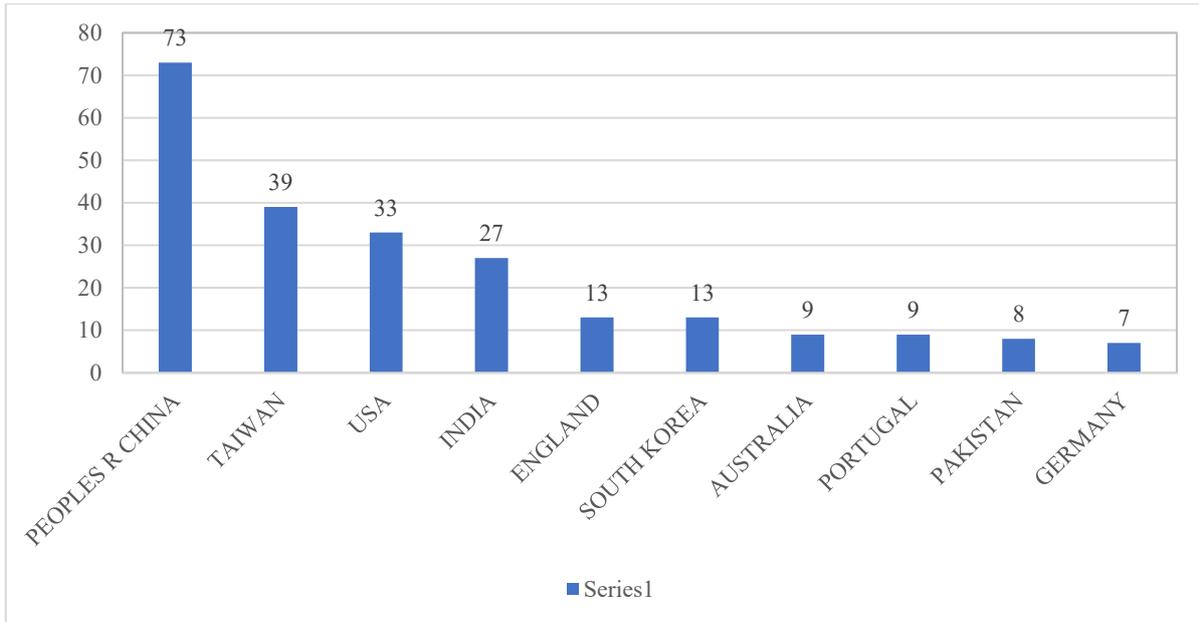


Figure 4. Top ten Most Prolific Countries

3.6 Co-Authorship Network Analysis

Figure 5 shows the co-authorship network between the countries. The map is created in VOSviewer. Mapping can be used to obtain a fairly detailed picture of the structure of a bibliometric network.(Waltman et al., 2010) The software found total twenty-five countries with minimum three publications on customer satisfaction in online shopping and out of it twenty-three countries have largest set of connection with each other. In this analysis it is found that the authors of Peoples r China, USA, England, Australia, India are top five countries

having co-authored with each other and some other countries as well.

Table 2 shows the great contribution and collaboration of the authors from various countries in the world. With the reference of figure 6, it could be said that, the maximum lines from Peoples R China are connected with various countries. The colourful circles represent the country and lines represents the collaboration between the countries. For example, Peoples r China connected with the USA, Canada, Pakistan, England, Italy etc. Where USA is collaborated with India, Australia, South Korea, England etc.

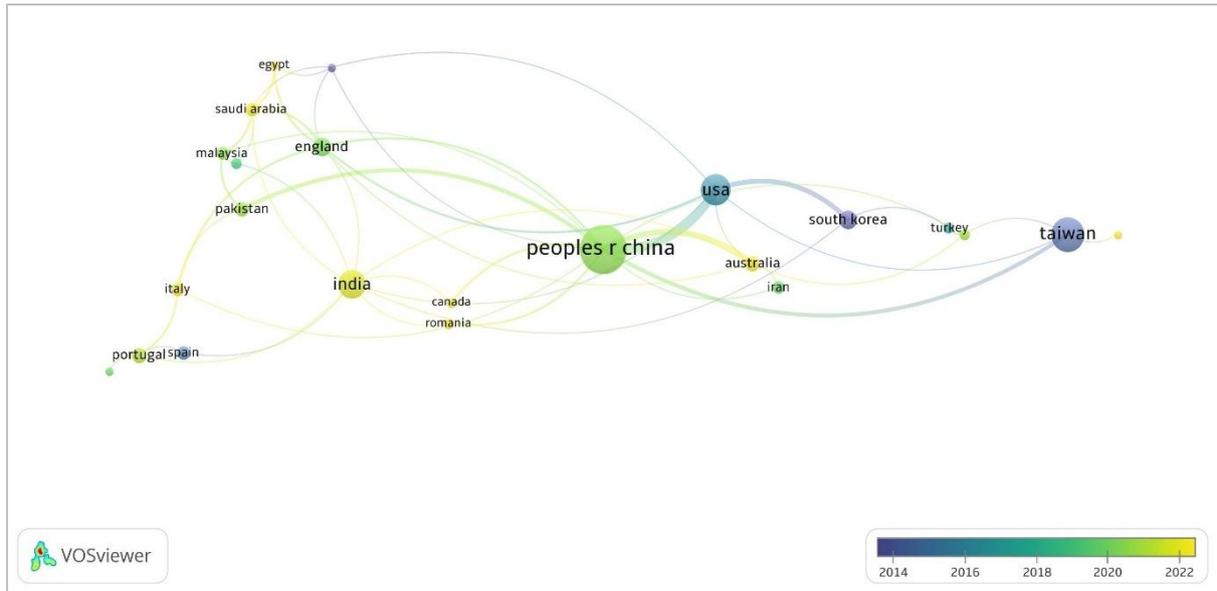


Figure 5. Co- Authorship network map of some country’s authors, who collaborated in research for Customer Satisfaction in Online Shopping

#	Country	N.C.
1	Peoples r China	35
2	USA	21
3	England	13
4	Australia	11
5	India	10
6	Saudi Arabia	9
7	Taiwan	7
8	South Korea	7
9	Pakistan	7
10	Italy	6
11	Malaysia	6
12	Portugal	5
13	Egypt	5
14	U Arab Emirates	5
15	Vietnam	4
16	Jordan	3
17	Canada	3
18	Romania	3
19	Spain	2
20	Iran	2

Table 2. Top 20 countries, whose authors co -authored the maximum number of times, with the authors of other countries.

In Figure 6 co-authorship network map is created by VOSviewer software. It reflects only three authors and their connection with each other in the field of Customer satisfaction and Online shopping. Seven authors meet the minimum threshold of 3 research papers in this field, but the largest set of connected authors are three. It seems that, Prof. Tandon U., Prof. Kiran R. and Prof. Sah, Ash N. are co – authors and also placed as first three top authors with highest publications as follows:

1. Customer Satisfaction using website functionality, perceived usability and perceived usefulness towards online shopping in India (Tandon et al., 2016a)
2. Understanding online shopping adoption in India: Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)With Perceived Risk Application (Tandon et al., 2016b)
3. Customer Satisfaction as Mediator Between Website Service Quality and Repurchase Intention: An Emerging Economy Case (Tandon et al., 2017)
4. Analysing Deterrents to Online Retailing: A Study of Users and Non Users in India (Tandon et al., 2015)
5. The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case (Tandon et al., 2018)

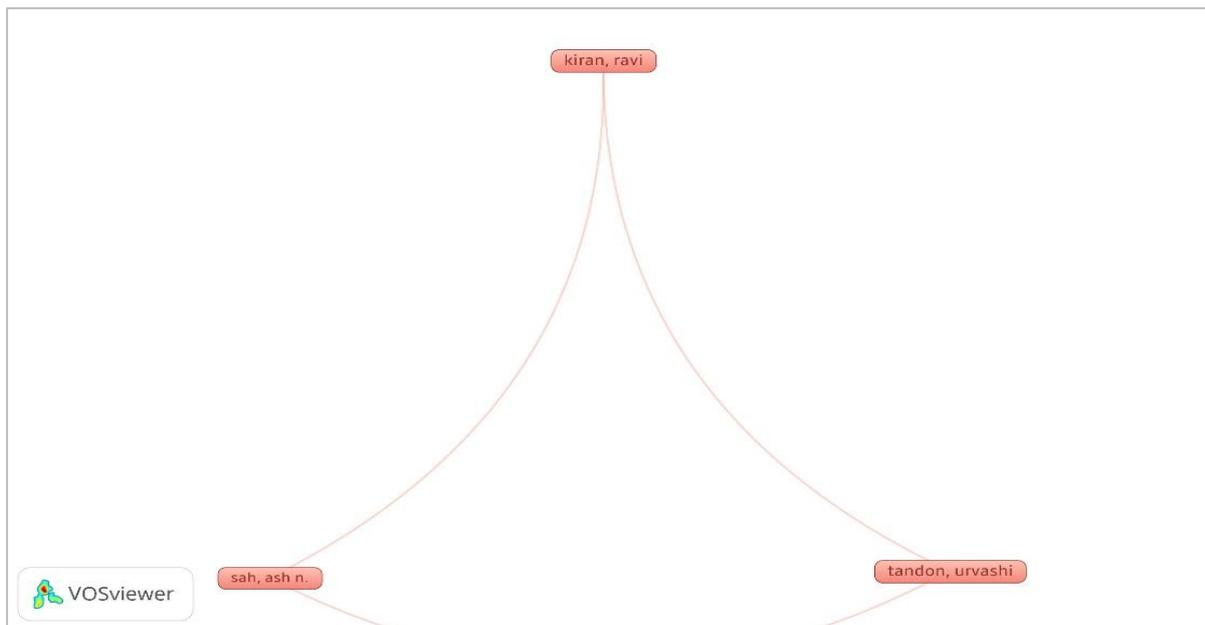


Figure 6 Co- authorship network map of the authors who conducted research on Customer Satisfaction in Online Shopping

3.6 The Keywords co-occurrences Network Analysis

The Keywords co-occurrences network analysis with VOSviewer helps to find out which keywords have mostly used in the various articles related to this subject. This analysis also helps to understand that, which type of ideas, concepts, and themes have been mostly studied related to same keyword. It also reflects the variety of synonyms connect with the study. Table IV reflects top 100 keywords which placed the maximum number of times, in different subject research papers related to customer

satisfaction. Total 1291 similar words or synonyms to Customer Satisfaction like “online shopping”, “trust”, “e-commerce”, “service quality”, “loyalty”, “model” are found in the data set. Figure 8 shows 193 keywords related to Customer satisfaction reached the threshold of three. Out of that top hundred keywords are presented in Table 3. Keyword “Customer satisfaction” and “Online shopping” are present in total 242 times in data set. This result clearly suggests that, 170 research papers contain keyword “Customer Satisfaction” and 72 research articles occur keyword “Online Shopping”. The presence of the other keywords from Table IV occurs their significance in research area.

#	Keyword	Co -Occurrences	Total link strength
1	Customer Satisfaction	170	1338
2	Online Shopping	72	631
3	Trust	66	624
4	E-Commerce	62	512
5	Service Quality	58	526
6	Loyalty	56	489
7	Model	55	463
8	Antecedents	46	429
9	Satisfaction	44	379
10	Impact	41	323
11	Perceptions	34	291
12	Quality	33	253
13	Determinants	31	302
14	Behaviour	29	241
15	Internet	27	247
16	Repurchase Intention	26	241
17	Word-Of-Mouth	26	229
18	Moderating Role	24	207
19	Experience	23	212
20	Electronic Commerce	22	196
21	Perceived Risk	21	203
22	Purchase Intention	21	191
23	Perceived Value	20	185
24	Online	20	172
25	Intention	19	165
26	Adoption	17	153
27	Technology	17	135
28	E-Service Quality	16	165
29	User Acceptance	16	162
30	Consumer Perceptions	16	160

31	Multiple-Item Scale	15	136
32	Online Shopping Experience	15	135
33	Acceptance	14	125
34	Consequences	14	122
35	Consumers	14	109
36	Information-Technology	13	116
37	Performance	13	115
38	Information	13	108
39	Consumer Trust	12	113
40	Commerce	12	102
41	Purchase Intentions	11	109
42	Framework	11	104
43	E-Loyalty	11	101
44	Intentions	11	93
45	Consumer	11	91
46	Website Quality	10	101
47	Consumer Satisfaction	10	80
48	Customer Loyalty	10	79
49	Web Sites	9	85
50	Product	9	69
51	B2C E-Commerce	8	82
52	E-Satisfaction	8	80
53	Behavioural Intentions	8	77
54	Conceptual-Model	8	71
55	Decision-Making	8	71
56	Scale	8	68
57	Management	8	65
58	Gender	8	62
59	Consumer Behaviour	7	77
60	Technology Acceptance Model	7	71
61	Expectation-Confirmation Model	7	70
62	Brand	7	68
63	Price	7	66
64	Service	7	64
65	Social Media	7	62
66	Scale Development	7	61
67	Structural Equation Models	7	61
68	Attributes	7	55
69	Perceived Usefulness	6	62

70	Gender-Differences	6	61
71	Consumer Behaviour	6	59
72	Information-Systems Success	6	56
73	Perceived Justice	6	54
74	Unified Theory	6	54
75	Social Commerce	6	53
76	Consumer Reviews	6	52
77	Structural Equation Modelling	6	51
78	Mediating Role	6	50
79	Retention	6	50
80	Brand Loyalty	6	44
81	Systems	6	40
82	Mobile Banking	5	53
83	Website Design	5	51
84	Internet Shopping	5	50
85	Empirical-Analysis	5	49
86	Business	5	48
87	Behavioural Intention	5	46
88	Service Recovery	5	46
89	Customer Experience	5	45
90	Reputation	5	45
91	Utilitarian	5	45
92	Commitment	5	44
93	Initial Trust	5	43
94	Purchase	5	40
95	Expectation	4	46
96	Websites	4	43
97	Attitudes	4	42
98	Pls-Sem	4	41
99	Environments	4	40
100	India	3	41

Table 3. Keywords which occurred the maximum number of times in different research papers related to Customer Satisfaction.

Satisfaction in Online Shopping. Among the 242 papers “The Effects of utilitarian and hedonic online shopping value on consumer preference and intentions” paper (Overby & Lee, 2006) is the most cited paper with 595 citations. This paper is published by Journal of business research, in 2006.

Indian scholars are very influential in this field. The most bounteous authors are, Prof. Kiran R., and Prof. Tandon U. are published each 5 articles on Customer satisfaction and online shopping. The total number of the research papers from India is 27, and in top ten most prolific authors first three authors are Indian. In the case of Co- authorship network along with these two authors, Prof. Sah An collaborated for the research on Customer Satisfaction in online shopping. They published more than three research works in the same field. From all over the world only nine authors have reached with minimum threshold of three publications. Peoples r China published total 73 papers and co – authored with 35 countries. According to co-occurrence analysis most visible keywords are “Customer Satisfaction”, “Online Shopping”, “Trust”, “E-Commerce”, and “Service Quality”.

Still, the Customer satisfaction in Online shopping is a novel concept of research. The authors should study and published more papers. Inter country collaborations should increase. This bibliometric analysis is conducted o the basis on 242 research papers from WOS, using “Customer Satisfaction” and “Online Shopping” keywords. It is possible that some other good research published related to this theme with different period, by using

different keywords, synonyms, with some other bibliometric indicators, by using multiple software. This study can help to future researchers and students to approach differently, address and published more research on the “Customer Satisfaction in Online Shopping”. The need of research collaboration in the same field is necessary. This study can help to develop some other themes using the software.

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