

Bibliometric Mapping and Content Analysis of Post-Purchase Regret: Evidence from Scopus

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Abstract

The post-purchase regret is a negative emotion which is felt by consumers as a result of dissatisfaction. As emotion is a psychological trait and studied in various disciplines, it is necessary to take all research together to get integrated view of post-purchase regret. This study is conducted using bibliometric analysis followed by content analysis to provide extant knowledge base to stakeholders. Firstly, this study gives an overview of the literature with yearly publications and citations, top nations, journals, institutions and authors which depicts how research on post-purchase regret evolved over time. The co-citation analysis provides researchers to find best authors to collaborate with. Bibliographic coupling provides strong publications having cited by other publications which gives opportunity to researchers to cite these publications in their own research. Furthermore, this study includes four important clusters identified from existing literature and theoretical framework developed on the basis of systematic literature review. Therefore, this study concludes with several future research paths for a good pace of progress of research in this area. This study integrates various findings into single body which helps marketers and policymakers to deal with evolving concerns related to consumer behavior. On the basis of the best of authors' knowledge, this is first review of its sort, providing unique viewpoints on the connection of post-purchase regret.

Keywords

Post-purchase regret, consumer emotions, bibliometric analysis, co-occurrence, bibliographic coupling, theoretical framework.

