

A Study on Global Trends in E - Commerce Sustainability and Customer Attitude and Preferences

Prof. Gaurav Mishra and Khan Mohmmad Faheem Mohmmad Akhlak

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *Customers are aware of the rising number of online purchases and demand actions that are sustainable and environmentally friendly. There is a lack of research on the state, development, and structure of consumer behavior and sustainability in e-commerce research, despite the growing interest in this subject. In order to generate new understandings, the purpose of this study is to examine the intellectual, conceptual, and social knowledge of consumer behavior and sustainability in e-commerce research. A bibliometric analysis was carried out after 104 articles' Scopus data were gathered. The findings showed that the topic is closely related to city logistics, big data analysis, customer engagement, the circular economy, online services, and omnichannel retail. They also showed that the topic is related to multiple research approaches and transversal themes. By identifying trends and suggesting future research topics, this study contributes to sustainability academic research.*

Keywords: how people behave; sustainability; e-commerce; Bibliographic

REFERENCES

- [1]. Wagner, G.; Schramm-Klein, H.; Steinmann, S. Online Retailing across E-Channels and e-Channel Touchpoints: Empirical Studies of Consumer Behavior in the Multichannel e-Commerce Environment. *J. Bus. Res.* 2020,107, 256–270. [CrossRef]
- [2]. Kondo, F.N.; Okubo, T. Understanding Multi-Channel Consumer Behavior: A Comparison between Segmentations of Multi-Channel Purchases by Product Category and Overall Products. *J. Retail. Consum. Serv.* 2022,64, 102792. [CrossRef]
- [3]. Chen, Y.; Cheung, C.M.K.; Tan, C.-W. Omnichannel Business Research: Opportunities and Challenges. *Decis. Support Syst.* 2018,109, 1–4. [CrossRef]
- [4]. Xiao, L.; Guo, F.; Yu, F.; Liu, S. The Effects of Online Shopping Context Cues on Consumers' Purchase Intention for Cross-Border E-Commerce Sustainability. *Sustainability* 2019,11, 2777. [CrossRef]
- [5]. D'Adamo, I.; González-Sánchez, R.; Medina-Salgado, M.S.; Settembre-Blundo, D. E-Commerce Calls for Cyber-Security and Sustainability: How European Citizens Look for a Trusted Online Environment. *Sustainability* 2021,13, 6752. [CrossRef]
- [6]. Oláh, J.; Kitukutha, N.;