

Review of the Visual Literature on Online Behavioral Advertising and Consumer Purchase Intentions

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Abstract:

With the improvement of people's living standard, consumers' demand for cosmetics is increasing, Chinese cosmetic products are beginning to be favoured and valued. This study describes the consumer's willingness to buy related to cosmetic advertisements thesis visualisation literature review; 249 results were retrieved from the Web of Science database, data analysis was carried out by using the CiteSpace 6.3.1 software, and graphical charts and draw conclusions. The purpose of this paper is to conduct a visual literature review of the relevant literature at home and abroad, expecting to point out the shortcomings of our scholars in the research on the influence of national cosmetics advertising on consumers' purchase intention, in order to facilitate the integration and generalisation of the existing research results, and to provide useful references for future research: we also want to provide help for our scholars to find the gaps in the continuous innovation, and to carry out a more comprehensive research on the purchase intention of national cosmetic products consumers. We also want to help our scholars to find the gaps and continue to innovate, and to conduct a more comprehensive study on the purchase intention of national cosmetics consumers.

Keywords:

Consumer Purchase Intention, Online Behavioral Advertising

1. Introduction

In recent years, with the improvement of people's living standards, consumers have increasingly high demands for cosmetics, and Chinese cosmetic products have begun to be favored and valued. China's cosmetics industry started relatively late in the world, but has developed rapidly and now has a certain scale, such as well-known domestic brands such as Baique Ling, Dabao, and Shuipassword, gradually entering the consumer's field of vision. However, due to the late start, how to arouse consumer purchasing intention is a major challenge for domestic cosmetics; In advertising design, images, text, and color are key elements for conveying information, serving the core theme of the advertisement together and quickly influencing consumer behavior [4]. The concise and clear communication of information in design can

effectively improve the dissemination and infectiousness of advertising. Therefore, online behavioral advertising can stimulate consumer purchasing intentions. According to a study by Shanghai University of Applied Technology [6], there are significant differences in consumer decision-making personality in demographic characteristics, which means that advertising strategies need to segment the market and customize advertising content based on the characteristics of different consumer groups. On the other hand, online behavioral advertising, due to its high personalization, is more likely to segment the user market in order to increase consumer purchasing intention.

Therefore, this study suggests that studying how cosmetics advertising affects consumer purchase intention can help brands more effectively connect target consumers and improve market competitiveness. At present, scholars are paying more and more attention to the study of advertising for domestic cosmetics, and have conducted research on consumer purchase intention of domestic brand cosmetics from various aspects, deeply analyzing the impact of advertising for domestic cosmetics on consumer purchase intention. This article aims to provide a visual literature review of relevant literature at home and abroad, aiming to point out the shortcomings of Chinese scholars in the study of the impact of domestic cosmetics advertising on consumer purchase intention, in order to facilitate the integration and induction of existing research results, and provide useful references for future research. It also aims to help Chinese scholars identify gaps and continuously innovate, and conduct more comprehensive research on consumer purchase intention of domestic cosmetics.

This article aims to explore the impact of cosmetics advertising on consumer purchase intention, understand consumer needs and behavior patterns, and develop effective market strategies in a targeted manner. Through discussions on advertising strategies and brand image management, we can see the important role of advertising in shaping brand personality and influencing consumer decision-making [5]. In addition, the popularity of online shopping has made consumers increasingly dependent on online word-of-mouth, and the quality, quantity, score, and professionalism of these word-of-mouth directly affect consumers' purchasing intentions.

The relationship between online advertising and purchase intention is of great significance to the country, society, enterprises, and people. Song Zhijie and Tang Xiaoli's research analyzed in detail how price and evaluation affect consumers' online purchase intention by applying the S-O-R model (stimulus organism response model) [3]. This study not only helps to understand the psychological mechanisms in consumer decision-making processes, but also provides scientific basis for enterprises to formulate more effective market strategies. Price, as a direct driving force for purchasing decisions, has a significant impact on consumer willingness to purchase. Meanwhile, consumer reviews and ratings can serve as indirect sources of information, helping consumers reduce their perception of purchasing risks and enhance their purchasing confidence. For countries, such research can help regulatory agencies understand the motivations behind consumer behavior in the e-commerce environment, thereby formulating more fair and effective market norms. For society, it can help the public better understand how online behavioral advertising can change purchasing behavior and enhance consumer rights protection by influencing consumer psychology. For enterprises, they can adjust their advertising strategies, optimize product pricing and customer evaluation mechanisms based on these insights, thereby improving market competitiveness and economic benefits. For the people, consumers

can more wisely identify and respond to online behavioral advertisements, improving the shopping experience and satisfaction.

1.1. Concept of online behavioral advertising

In 2001, the United States began researching behavior oriented technology, mainly to support portal websites in achieving more accurate advertising placement by analyzing user online behavior [2]. The core concept of behavior oriented advertising is to reveal the true needs and interests of users by analyzing their daily online behavior, such as browsing web pages, searching keywords, etc. This technology relies on the collection and analysis of a large amount of data, in order to display the most relevant advertisements to the right users at the right time, thereby improving the effectiveness and conversion rate of advertisements.

1.2. Concept of Consumer Purchase Intention

Purchase intention refers to the possibility of consumers purchasing a certain product or service based on their evaluation of the product, personal information, and psychological activities under certain economic conditions. Some scholars have also pointed out that purchase intention is the likelihood that consumers will plan or be willing to purchase a certain product or service in the future [1]. This concept encompasses multiple levels of psychological and behavioral factors, including but not limited to attitude, perceived value, individual characteristics, brand image, and self motivation.

a. Consumer attitude: Consumer attitudes towards products significantly affect their willingness to purchase. Attitude itself includes preferences or dislikes towards products, and this emotional tendency can directly determine consumer purchasing decisions.

b. Perceived value: Consumers evaluate the relationship between the benefits they receive and the costs they pay when considering a purchase, and the level of this perceived value directly affects their purchase intention. Generally speaking, the higher the perceived value, the stronger the willingness to purchase.

c. Individual characteristics: Consumer characteristics such as gender, age, occupation, income, and education level can also affect their purchase intention. These factors help segment the market and design targeted marketing strategies.

d. Brand image and brand appreciation: A strong brand image and high brand appreciation can significantly enhance consumer purchasing intention, independent of consumer familiarity with the product.

e. Self consistency and self motivation: When a consumer's purchasing behavior is consistent with their self-image, their willingness to purchase will be enhanced. In addition, consumer self motivation (such as self confirmation motivation and self-improvement motivation) can also regulate this relationship and affect the final formation of purchase intention.

In summary, the formation of purchase intention is the result of a combination of multiple factors, involving multiple aspects of psychology, economy, and social behavior. Understanding these factors can help companies better formulate market strategies, thereby effectively improving product market performance.

2. Retrieval Methods

This article was searched in the Web of Science database, using a search method to search for papers and selecting papers based on the screening scheme. A total of 249 results were retrieved. Export retrieval paper data, use CiteSpace 6.3.1 software for data analysis, and draw charts to draw the following conclusions.

2.1. Retrieval style:

Online Behavioral Advertising (All Fields) and Online Profiling (All Fields) or Consumer Purchase Intention (All Fields);

Keywords added: SHOULD INCLUDE PURCHASE INTENTION more_vert

SHOULD INCLUDE PURCHASE INTENTIONS more_vert

2.2. The screening scheme is

- The refined results are SCI and SSCI papers respectively;
- Refine the results into highly cited papers;
- Delete papers with low relevance to the topic.

3. Visual Analysis

3.1. Keyword clustering analysis

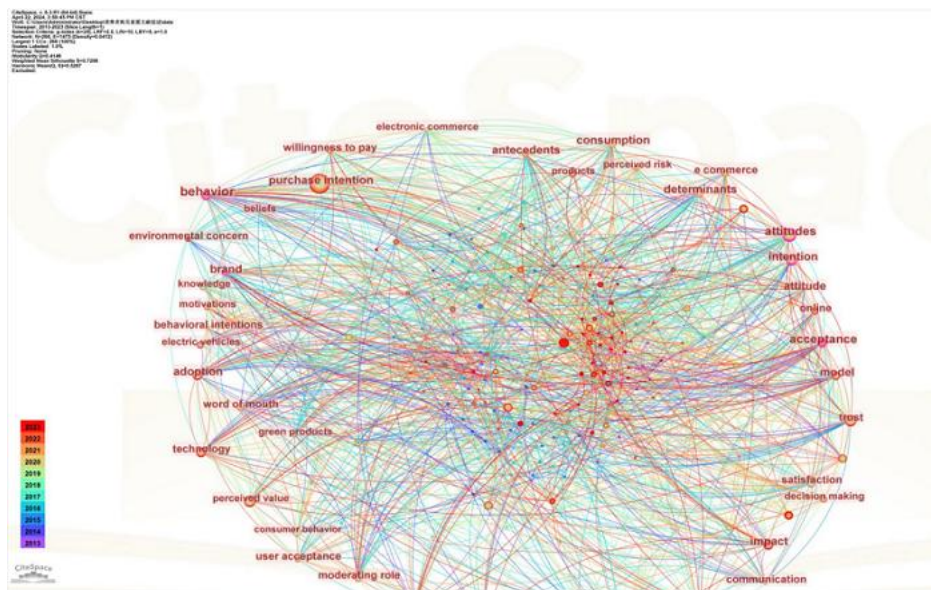


Figure 1. Keyword clustering diagram.

Table 1. Keyword frequency and intermediary centrality table.

Num ber	freque ncy	Intermed iary centralit y	Year	name	Numb er	freque ncy	Intermed iary centralit y	Year	name
one	sevent y-five	zero point zero seven	two thous and and sixtee	Purchase intention	eleven	twenty -nine	zero point one seven	two thous and and thirte	Behavio r

			n					en	
two	forty-three	zero point zero eight	two thous and and thirte en	Impact	twelve	twenty -seven	zero point one one	two thous and and thirte en	Intention
three	forty	zero point zero six	two thous and and thirte en	Word of mouth	thirteen	twenty -seven	zero point zero four	two thous and and fourte en	Technology
four	thirty-nine	zero point one	two thous and and fourte en	Attributes	fourteen	twenty -seven	zero point zero five	two thous and and fourte en	Online
five	thirty-eight	zero point zero nine	two thous and and fourte en	Model	fifteen	twenty -six	zero point zero one	two thous and and thirte en	Information
six	thirty-five	zero point zero eight	two thous and and sixtee n	Planned behavior	sixteen	twenty -five	zero point zero eight	two thous and and fourte en	Consultation
seven	thirty-two	zero point zero nine	two thous and and thirte en	Option	seventeen	twenty -four	zero point zero six	two thous and and thirte en	Purchase intentions
eight	thirty-two	zero point zero six	two thous and and thirte en	Trust	eighteen	twenty -three	zero point zero two	two thous and and fourte en	Social media
nine	thirty	zero point one	two thous and and fourte en	Determinants	nineteen	twenty -three	zero point zero eight	two thous and and thirte en	Antecedents
ten	thirty	zero point zero four	two thous and and sixtee n	Perceived value	twenty	twenty -one	zero point zero six	two thous and and fifte en	User acceptance

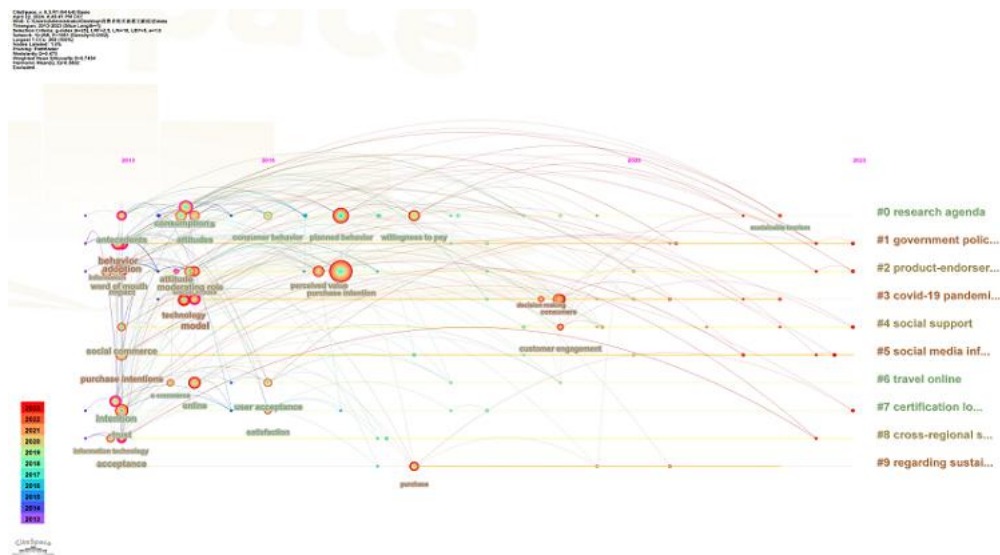


Figure 2. Keyword Time Slice Graph.

From Figure 1, Figure 2, and Table 1, it can be seen that in keyword clustering, purchase intention, impact, word of mouth, attributes, model, planned behavior, option, trust, terminals, perceived value, behavior, intention, technology, online, information, consultation, purchase intention, social media, recipients, and user acceptance are keywords that appear more than 20 times, respectively; The purchase intention has the highest frequency of occurrence, with a frequency of 75 occurrences; Next is impact, with a frequency of 43 occurrences; The third is word of mouth, with a frequency of 40 occurrences; The fourth is attributes, with a frequency of 39 occurrences; The fifth is the model, which appears 38 times; The sixth is planned behavior, with a frequency of 35 occurrences; The seventh is option with a frequency of 32 occurrences, the eighth is trust with a frequency of 32 occurrences, the ninth is determinants with a frequency of 30 occurrences, and the tenth is perceived value with a frequency of 30. From the keyword clustering graph, it can be seen that the keyword purchase intention has the highest popularity, and its popularity has also been increasing in recent years.

3.2. National Cluster Analysis



Figure 3. National Cluster Atlas.

Table 2. *National Cluster Frequency Table.*

Number	Frequency	Time	Country	Number	Frequency	Time	Country
one	sixty-nine	two thousand and thirteen	PEOPLES R CHINA	eleven	eleven	two thousand and nineteen	FINLAND
two	fifty-five	two thousand and thirteen	USA	twelve	eleven	two thousand and sixteen	NORWAY
three	forty-two	two thousand and sixteen	INDIA	thirteen	nine	two thousand and fourteen	WALES
four	twenty-four	two thousand and fourteen	ENGLAND	fourteen	eight	two thousand and fourteen	SPAIN
five	eighteen	two thousand and thirteen	SOUTH KOREA	fifteen	eight	two thousand and fifteen	GERMANY
six	seventeen	two thousand and fourteen	MALAYSIA	sixteen	seven	two thousand and twenty	PAKISTAN
seven	fifteen	two thousand and thirteen	TAIWAN	seventeen	seven	two thousand and thirteen	ITALY
eight	fourteen	two thousand and nineteen	SOUTH AFRICA	eighteen	seven	two thousand and sixteen	SAUDI ARABIA
nine	twelve	two thousand and fourteen	FRANCE	nineteen	six	two thousand and twenty	CANADA
ten	eleven	two thousand and thirteen	AUSTRALIA	twenty	five	two thousand and thirteen	DENMARK

From Figure 3 and Table 2, it can be seen that PEOPLES R CHINA has the highest number of publications, with a total of 69 highly cited papers, followed by the United States with a total of 55 highly cited papers, the third is INDIA with a total of 42 highly cited papers, and the fourth is ENGLAND with a total of 24 highly cited papers. All four countries have a large number of cited papers published, indicating that scholars in these four countries have conducted in-depth research on the field of consumer purchase intention.

3.3. Institutional Cluster Analysis

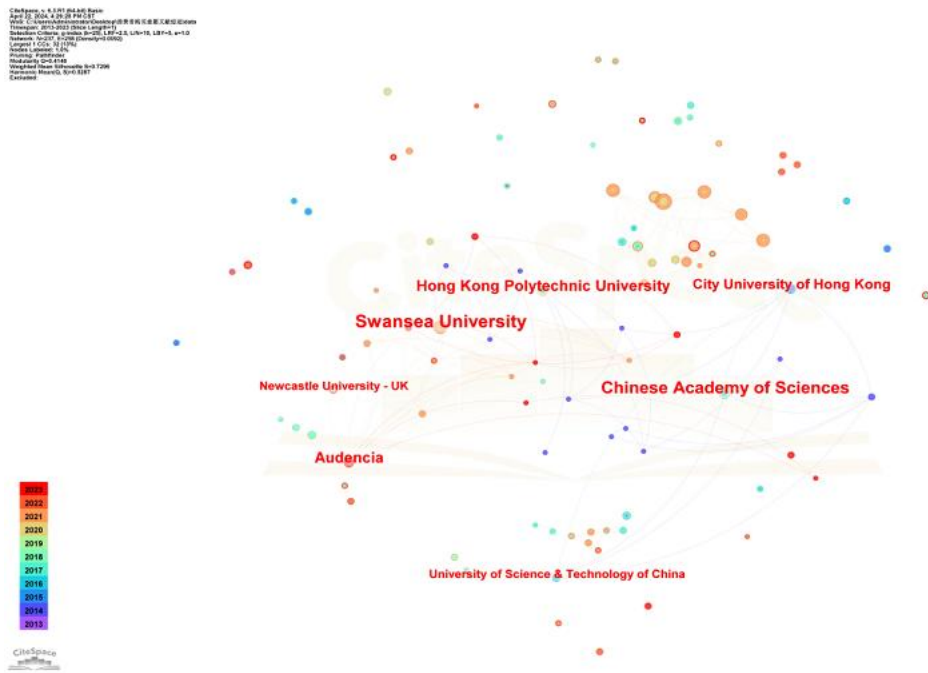


Figure 4. Institutional Cluster Graph.

From Figure 4, it can be seen that the publishing institutions are mainly concentrated in City University of Hong Kong, Hong Kong Polytechnical University, Swansea University, Chinese Academy of Sciences, Newcastle University UK, Audencia, University of Science&Technology of China, while other institutions have fewer publications.

3.4. Cluster analysis of collaborating authors

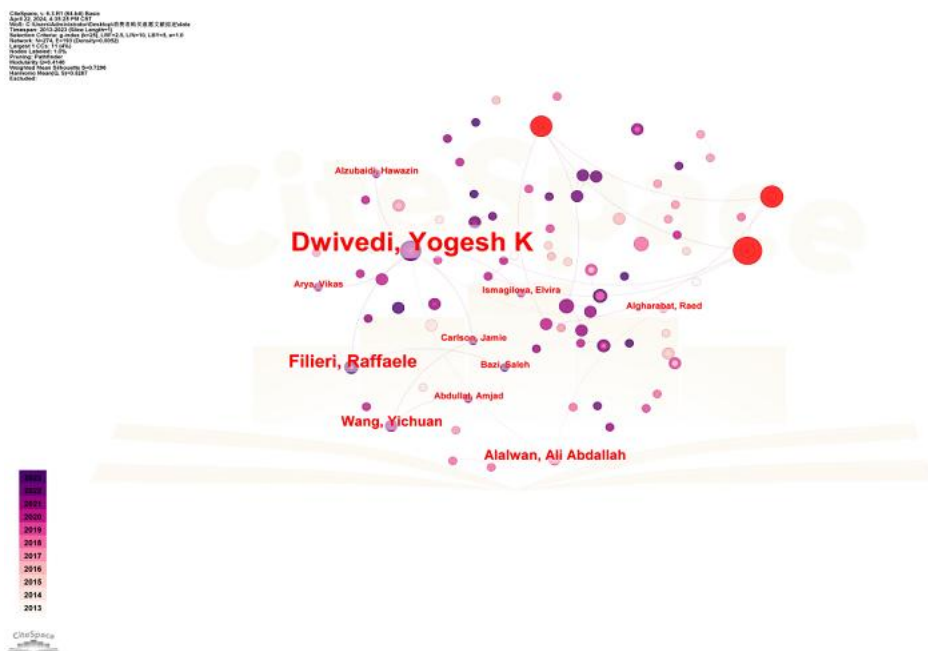


Figure 5. Cluster Graph Analysis of Collaborating Authors.

From Figure 5, it can be seen that most scholars in this field are fighting alone, with a few scholars collaborating, such as Dwicedi, Yogeshk, Filerl, Raffaele, Alalwan,

Ali Abdallah, Wang, Yichuan, etc. This indicates that scholars in this field lack communication and cooperation.

3.5. Analysis of keyword saliency

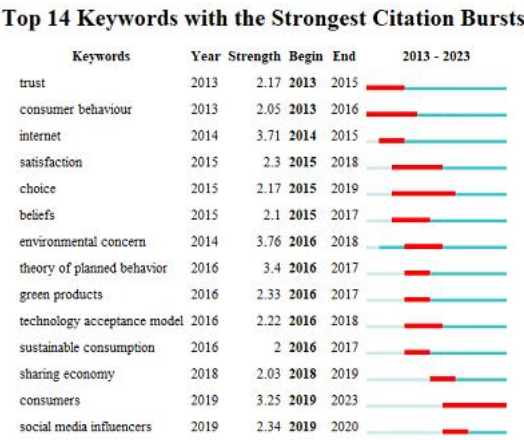


Figure 6. Keyword Emergence Graph.

This article uses 14 keywords to highlight Figure 6. From Figure 6, it can be seen that keywords such as trust, consumer behavior, Internet, satisfaction, choice, beliefs, environmental concern, theory of planned behavior, green products, technology acceptance model, sustainable consumption, sharing economy, consumers, social media influencers, etc. have been the research centers of previous years. However, most of the research on these keywords has not been able to continue to this day, with only consumers appearing in 2019 continuing their research. Until now, it is still popular in the research community.

4. Conclusions

This article retrieved 249 papers from the Web of Science database and used CiteSpace 6.3.1 for visual analysis and drawing relevant graphs. Based on the analysis of the relevant graphs, the following conclusions were drawn:

From the keyword graph, purchase intention is the most popular research hotspot in this field, followed by impact and word of mouth; From the national map, PEOPLES R CHINA is the country with the most publications; There are a total of 69 highly cited papers, followed by the United States, with a total of 55 highly cited papers. The third is INDIA, with a total of 42 highly cited papers. The fourth is ENGLAND, with a total of 24 highly cited papers. All four countries have published a large number of cited papers, indicating that scholars in these four countries are more interested in the field of consumer purchase intention and have a deeper research scope. From the perspective of institutional charts, publishing institutions are mainly concentrated in City University of Hong Kong, Hong Kong Polytechnical University, Swansea University, Chinese Academy of Sciences, Newcastle University UK, Audencia, University of Science&Technology of China. Other institutions have fewer publications, and according to institutional charts, Chinese institutions have the greatest interest in researching consumer purchasing intentions; From the perspective of the collaborative author graph, most authors who are interested in consumer purchase intention tend to not cooperate, with only scholars such as Dwicedi, Yogeshk, Filierl, Raffaele, Alalwan, Ali Abdallah, Wang, Yichuan, etc. engaging in collaborative behavior. From the perspective of keyword emergence graphs, the vast

majority of keyword research has not been able to continue to this day, with only consumers appearing in 2019 still being welcomed by the academic community.

5. Discuss

This study provides a visual literature review of consumer purchase intention related to cosmetics advertising, which can provide inspiration and foundation for future scholars to study the content of this field. At the same time, the article also points out the shortcomings in this field and can guide future research directions for scholars in this field.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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