

Impulse buying in online food delivery: A bibliometric and thematic analysis across three research domains

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Abstract

Online food delivery platforms have reshaped how consumers order food, and their design features may encourage unplanned, emotion driven purchases. Research on impulse buying and on online food delivery has each expanded considerably, yet the two streams have developed largely in isolation. This study maps their intersection using a bibliometric and thematic approach. Three Scopus corpora were built on impulse buying (n = 292), online food delivery (n = 1,251) and impulse buying in online food delivery (n = 77), giving 1,620 articles published between 2020 and 2025, with the intersection corpus extended to 2019. The screening followed a PRISMA protocol adapted for bibliometric work. Annual production, country output, source concentration (Bradford's Law), keyword co-occurrence, thematic maps and country-level bibliographic coupling were analysed in R and Biblioshiny, while co-authorship networks were visualised in VOSviewer. Output grew in all three corpora until 2024, led by China, India and the United States, and the intersection corpus remained the smallest. British Food Journal and Journal of Retailing and Consumer Services appeared as leading outlets in more than one corpus. Key themes included customer satisfaction, trust, technology acceptance, the pandemic and live streaming, with only weak links between the two fields and little research from Africa, the Middle East and Latin America. The study identifies theoretical, contextual and cross-cultural gaps and proposes research questions on platform affordances, social presence and cultural moderators.

Keywords: Impulse Buying, Online Food Delivery, Bibliometric Analysis, Consumer Behavior, Mobile Commerce, Thematic Mapping, Bibliographic Coupling, Biblioshiny

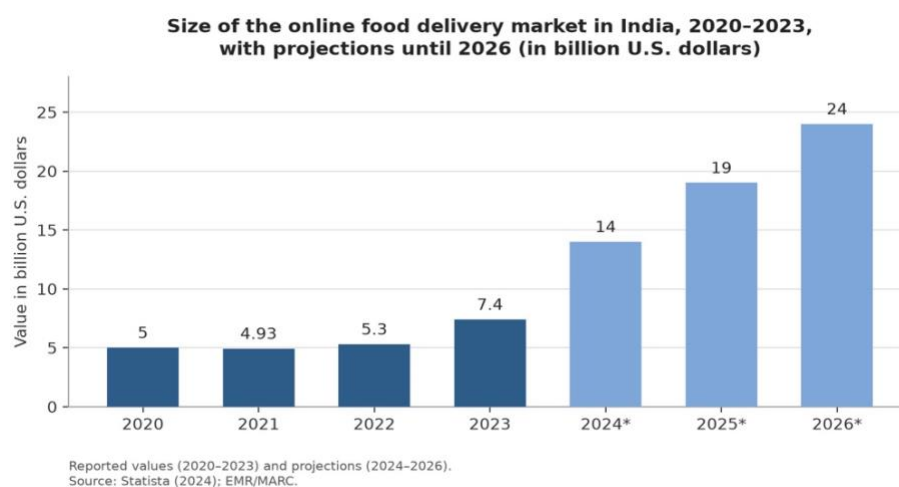
JEL Classification: M31, D91, D12

1. Introduction

Impulse purchases are well established as spontaneous, unplanned, emotion-driven responses that frequently occur online, where persuasive designs, limited offers, customized discounts and one click ordering create stimuli distinct from the brick-and-mortar shopping contexts (Rook, 1987; Liu et al., 2013; Chan et al., 2017; Amos et al., 2014). Studies focus on understanding impulse purchases as emotional responses rather than calculated behaviors (Liu et al., 2013). Impulse purchase behavior has been researched primarily in brick-and-mortar contexts, where external stimuli cues (e.g. packaging, shelf placement) and internal state cues (e.g. mood, self-control) influence behavior (Rook, 1987; Liu et al., 2013). With the growing shift of consumerism online, impulse buying occurs in the presence of persuasive website design elements, including appealing interfaces, limited-time offerings, and one-click purchasing that structurally differs from brick-and-mortar shopping contexts (Chan et al., 2017; Amos et al., 2014).

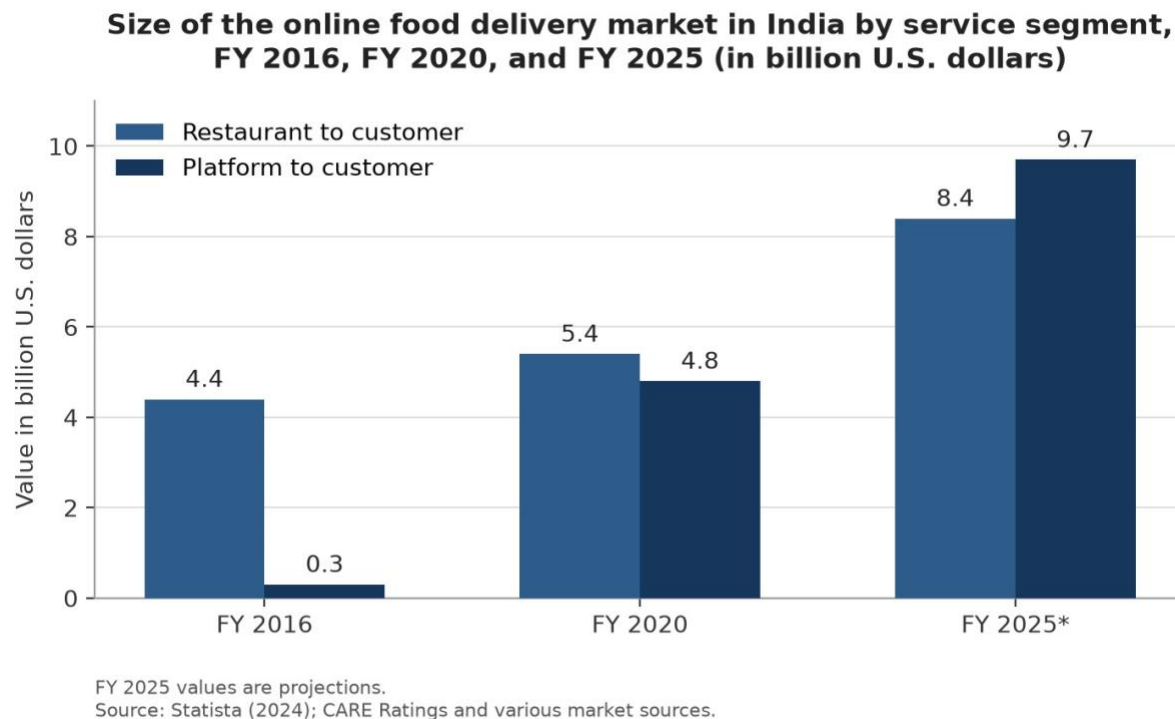
Online food delivery has been one of the rapidly expanding sectors of mobile commerce (m-commerce) globally and has transformed food purchasing patterns (Pinto et al., 2021). In India, Online Food Delivery saw its market value grow from around USD 5 billion in 2020 to USD 7.4 billion in 2023 (Statista, 2024), and it is projected to reach USD 24 billion by the year 2026 (Statista, 2024). Factors like high smartphone penetration and changing lifestyles of urban consumers drive this growth. Platforms like Zomato, Swiggy, and Uber Eats deploy promotional banners, customized discounts, and push notifications, which encourage online food purchasing (Pinto et al., 2021). Platform-to-customer deliveries, negligible in FY 2016, are projected to overtake restaurant-to-customer deliveries by FY 2015 (Statista, 2024).

Figure 1. Size of the Online Food Delivery Market in India, 2020-2023, with projections to 2026 (in billion US Dollars)



Source: Statista (2024), based on EMR/MARC estimates; Solid Bars show reported values; lighter bars show projections

Figure 2. Size of the Online Food Delivery Market Across India by Service Segment (in billion US Dollars)



Source: Statista (2024), based on CARE Ratings and various market sources

Impulse buying literature and Online Food Delivery platform adoption literature have been growing simultaneously in recent years. However, there are only a handful of studies connecting the two streams, and these revealed that Online Food Delivery platforms represent a unique behavioral setting that significantly stimulates impulse buying tendency among young tech-savvy consumers through interface quality, platform-designed cues, and positive emotions (Gunasundari & Kulkarni, 2023; Buettner et al., 2023; Febriandika et al., 2024). However, these scattered studies come from diverse disciplines with divergent research traditions, and no study has yet offered a systematic, quantitative understanding of what has been studied, where the research foci centre, and which boundaries define the emerging literature. This paper addresses that gap by presenting the first bibliometric map of the Impulse Buying- Online Food Delivery literature.

To fill this gap, the current study pursues three research questions:

RQ1: What are the publication trends, thematic emphases, and disciplinary distributions in research on impulse buying and Online Food Delivery platforms between 2020 and 2025?

RQ2: What is the intellectual structure of this literature, as revealed through co-authorship networks, keyword co-occurrence, and journal mapping?

RQ3: Which themes are well developed and which remain understudied, particularly with respect to platform-level behavioral determinants and the effects of the COVID-19 pandemic?

The article draws on 1,620 articles indexed in Scopus (2020–2025), categorized into three themes (impulse buying, Online Food Delivery platforms, and the nexus of impulse buying and Online Food Delivery platforms), with emphasis on trends resulting from COVID-19. To create a structural map of the publication landscape in this research area, including scientometric analyses of co-authorship relations, keyword mapping, sources/journals, and author-based clustering, VOSviewer was employed with integration of R and bibliometrix. The contributions of this study are threefold: (1) it provides the first bibliometric analysis on the cross-section of impulse buying and Online Food Delivery platforms to unify literature that has evolved in silos; (2) it presents the intellectual structure and progression of this research area through co-authorship and keyword mapping and determines which theme areas/topics have been thoroughly studied and which need further development; and (3) it identifies tangible gaps that are understudied, specifically those surrounding platform-level behavioral determinants and the effect of the pandemic, to serve as a guide for novice researchers.

2. Literature Review

The behavior of making unplanned or impulsive purchases is termed impulse buying. Such an inclination can become extremely emotional, making it less of a rational deliberation (Stern, 1962). Studies done in this field over the years have singled out a very broad spectrum of psychological and emotional aspects that can be attributed to, as being contributors to the issue of impulsive behavior. There is an important influence of internal components, including some Self-Directed, control of emotional changes and identification of individual elements (Chang, Eckman, & Yan, 2011). Other than this, the behavior is also affected by External factors, namely marketing approaches, environmental stimuli, and the retailing setting (Muruganantham & Bhakat, 2013). Conventional and retail environment have been dealt with in the literature available in this area of study. This is meant to not only improve on strategic marketing methods but also give consideration to implications on consumer welfare. All of this literature has highlighted overall the complex nature of impulse buying as a very important part of modern consumer behavior. In tandem, research on online food delivery has grown exponentially over the past few years due to mobile-phone technology innovation, urban lifestyle transformations, and the COVID-19 pandemic (See-Kwong et al., 2017). The fields have mainly concentrated on satisfying users, quality of service, the usability of different platforms and the relevance of convenience that impacts consumer preferences. It has been shown in numerous studies that online food delivery services enable customers to obtain their favourite meals associated with a wide range of restaurants when and where they wish, really easily (Gupta & Paul, 2016; Yeo et al., 2017; Chai & Yat, 2019). They also provide customers with valuable information like good details of restaurants, menu items and first-hand experiences of other users in the restaurants via online

reviews, among others. Besides, it is possible to track their orders and understand what is going on with them (Alalwan, 2020).

Despite the maturity of both research streams, a noticeable gap exists at their intersection. While much research has been documented on impulse buying and online food delivery as independent phenomena, limited scholarly attention has been paid to how impulse buying behavior manifests within digital food delivery contexts. The impulsive nature of food cravings, along with the influential design of food delivery platforms, creates a significant area that can be explored. This bibliometric analysis aims to fill this gap by systematically going through the structure, key themes, and trends, considering both fields together.

With the growing use of mobile applications and digital platforms for food delivery, consumer behavior has undergone a noticeable shift, especially in terms of spontaneous or emotion-driven purchasing decisions. As academic interest in this area continues to expand, a structured review is essential to understand how the field has developed, where the research is concentrated, and what opportunities exist for future exploration. This study takes a bibliometric approach to map the existing literature and uncover meaningful patterns.

The specific objectives of this study are:

- To analyze the existing academic literature on impulse buying, online food delivery and impulse buying in online food delivery using bibliometric techniques.
- To understand the trends in publications, highlighting active authors, prominent journals, and leading countries contributing to this research area.
- To analyse the frequently occurring keywords and thematic clusters in the literature for better understanding of core research topics.
- To analyse bibliographic coupling and co-authorship networks to identify collaboration patterns and intellectual convergence across different disciplines.
- To highlight emerging themes and potential research gaps for future studies in consumer behavior and digital food commerce.

3. Research Methodology

This study employs bibliometric methods to visualize and analyze the landscape of research examining impulse buying within online food delivery. Bibliometrics provides one of the more robust methods for understanding the evolution of a research topic—moving past summaries of individual articles to identifying patterns of authorship, collaboration, citation, and theme across an expansive collection of articles (Veloutsou & Mafe, 2020). Because research at the intersection of impulse buying and Online Food Delivery is still emerging as a distinct topic, bibliometrics can help contextualize what has been studied, where research is focused, and what gaps exist. Analyses were carried out in three different tools: R and the bibliometrix package in R (via Biblioshiny) and

VOSviewer. Each tool was used for the analyses they perform strongest at. This includes R for performance analysis as well as country-level mapping, which Biblioshiny is great at, and VOSviewer for network visualisations, as the networks produced are cleaner and easier to understand (ie., co-authorship). The reason both tools were used is to verify findings using both, as well as getting a more holistic understanding than just one tool would allow. The complete search strings are provided in Appendix A to ensure replicability.

4. Data Source and Search Strategy

The Scopus database was selected as a sole source for three reasons. First, Scopus offers comprehensive coverage across disciplines (marketing, consumer psychology, information systems, business management, etc.) in which impulse buying and online food delivery research are published, and its organised collection ensures consistent quality of the data retrieved from it. Second, the compatible export formats align directly with both Bibliometrix and VOSviewer, making it an effective standard for bibliometric studies of this kind. Third, restricting the analysis to a single, well-defined database avoids duplication and double-entry issues that arise when merging multiple databases, which can affect co-authorship and keyword co-occurrence structure. The complementary sources such as Web of Science or Dimensions could help in extending the coverage, but the overlapping indexing of high-quality journals across these databases and the duplication risk involved, Scopus alone provides a reliable and consistent basis for the present mapping.

The standard publication range for both the Impulse Buying search and Online Food Delivery search was limited to articles published between 2020 and 2025, as this range provided adequate records for analysis. For the combined Impulse Buying-Online Food Delivery search, however, few articles were published between 2020 and 2025. To achieve adequate numbers of records for the Impulse Buying-Online Food Delivery search, the year range was expanded to 2019–2025. The onset of online food delivery services began towards the end of 2019 with the COVID-19 pandemic. Additionally, the earliest articles to assess impulse buying behavior in a food delivery setting were published around this time. By extending the range to include articles from 2019, this study was able to encompass articles at the inception of the field. As adequate records were found in the databases between 2020 and 2025 for the individual Impulse Buying and Online Food Delivery searches, these searches were left with the standard range. Boolean keyword search terms specific to impulse buying tendencies and online food delivery were used to search for articles. Timeframe was set to include only articles published from 2020 to 2025 in peer-reviewed journals. Only English language articles were included. Limiting years to those after 2020 allowed articles to focus on pandemic and post-pandemic timespan when Online Food Delivery saw a boom in popularity.

5. Inclusion and Exclusion Criteria

To ensure the relevance and quality of the final dataset, the following inclusion and exclusion criteria were applied:

5.1 Inclusion Criteria

- Only peer-reviewed journal articles were included; editorials, conference proceedings, book chapters, and grey literature were excluded.
- Publications written in **English** were considered.
- Articles indexed in the **Scopus databases** were selected to maintain consistency and scholarly quality.
- The timeframe was limited to **2020 to 2025** for (Impulse Buying and Online Food Delivery) and **2019-2025** (Combined Stream) to capture contemporary research, particularly influenced by digital transformation and the COVID-19 pandemic
- Articles had to explicitly address concepts related to **consumer behavior, marketing, mobile commerce, or digital food services** within their keywords, abstracts, or titles.
- Only documents with complete bibliographic metadata (e.g., author, keywords, source title, affiliations) were retained for analysis in VOSviewer.

5.2 Exclusion Criteria

- Articles not published in English.
- Documents without author-assigned keywords or abstracts
- Duplicate entries or retracted articles

6. Data Analysis and Results

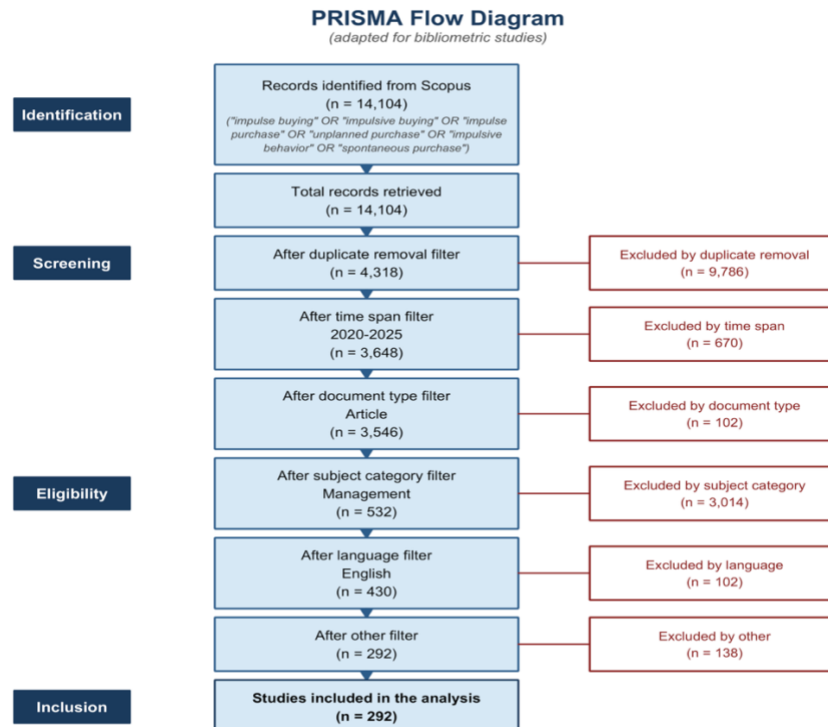
6.1 PRISMA Flow Diagram

6.1.1 Impulse Buying

A search string was developed for Scopus, covering keywords associated with impulse buying behavior (“impulse buying” OR “impulsive buying” OR “impulse purchase” OR “unplanned purchase” OR “impulsive behavior” OR “spontaneous purchase”). This search resulted in 14,104 records initially. The records were then screened following the PRISMA approach adapted for bibliometric analysis. After deduplication, the records were counted and totalled 4,318. Then, a filter for the “publication date” was applied to include only records from 2020 to 2025, totalling 3,648 records. The records were filtered by “document type,” including only “articles,” which produced a count of 3,546. At the eligibility stage, the records were filtered by “subject category,” including only publications within the Management domain, totalling 532. The records were then

filtered by language to include only publications written in English, totalling 430. Additional records were excluded based on irrelevant and incomplete data. A total of 292 documents were used for bibliometric analysis. These documents comprise the impulse buying dataset.

Figure 3. Search Strategy and PRISMA Screening Protocol



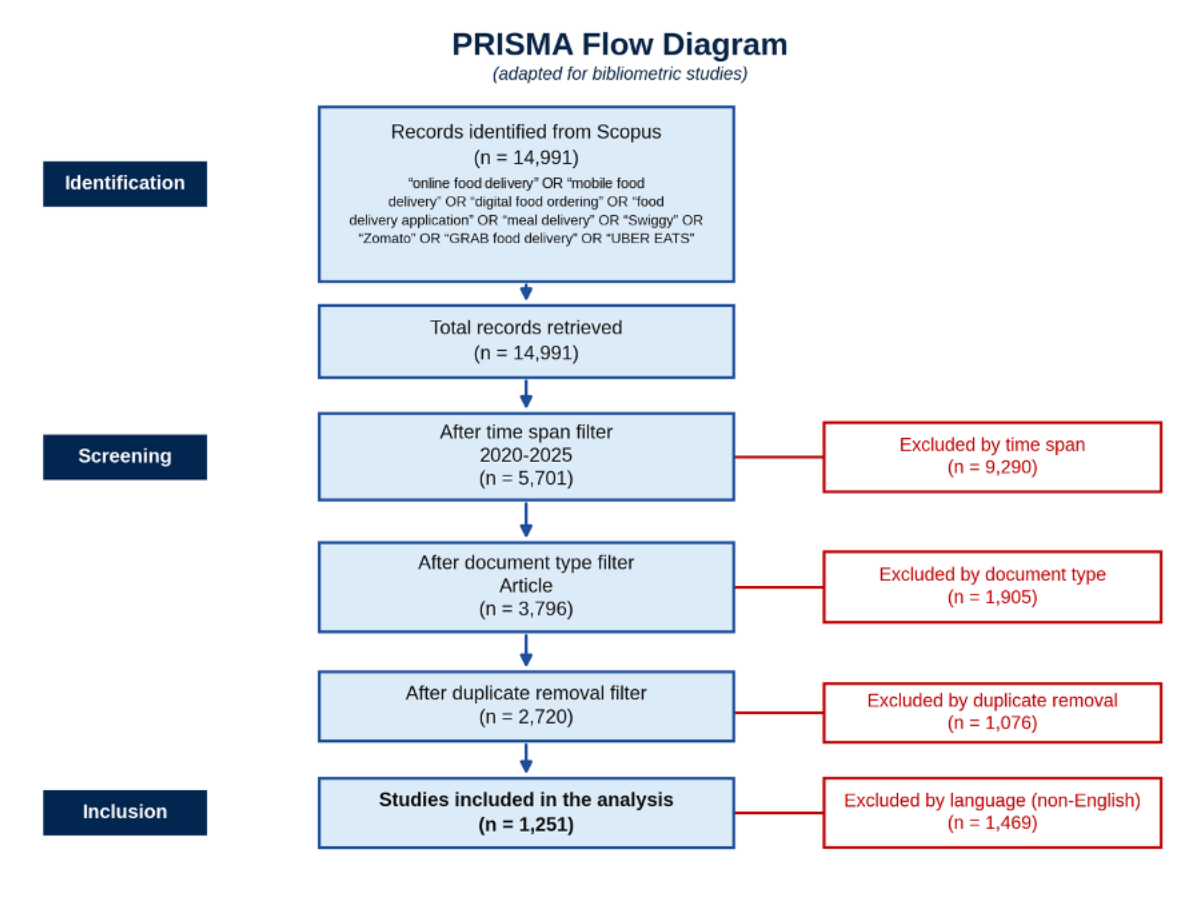
Source: Author's own work

6.1.2 Online Food Delivery

The search query consisting of keywords like "online food delivery" OR "mobile food delivery" OR "digital food ordering" OR "food delivery application" OR "meal delivery" OR "Swiggy" OR "Zomato" OR "GRAB food delivery" OR "UBER EATS" was performed on the Scopus database, which resulted in the retrieval of 14991 records. This was followed by implementing the PRISMA procedure designed for bibliometric assessment, where records obtained from the search were filtered iteratively based on several parameters. After applying the filter from 2020 to 2025, 5701 records were retrieved (9289 excluded). The document type filter restricted to only articles that were peer-reviewed in nature gave us 3796 records (1905 excluded). Removal of duplicates provided us with 2720 records (1076 duplicates removed). The final step of eligibility included exclusion of records that were not written in English, which resulted in the exclusion of 1,469

records. After the entire PRISMA procedure was applied, a total of 1251 documents were used for bibliometric analysis, hence forming the online food delivery dataset.

Figure 4. Search Strategy and PRISMA Screening Protocol

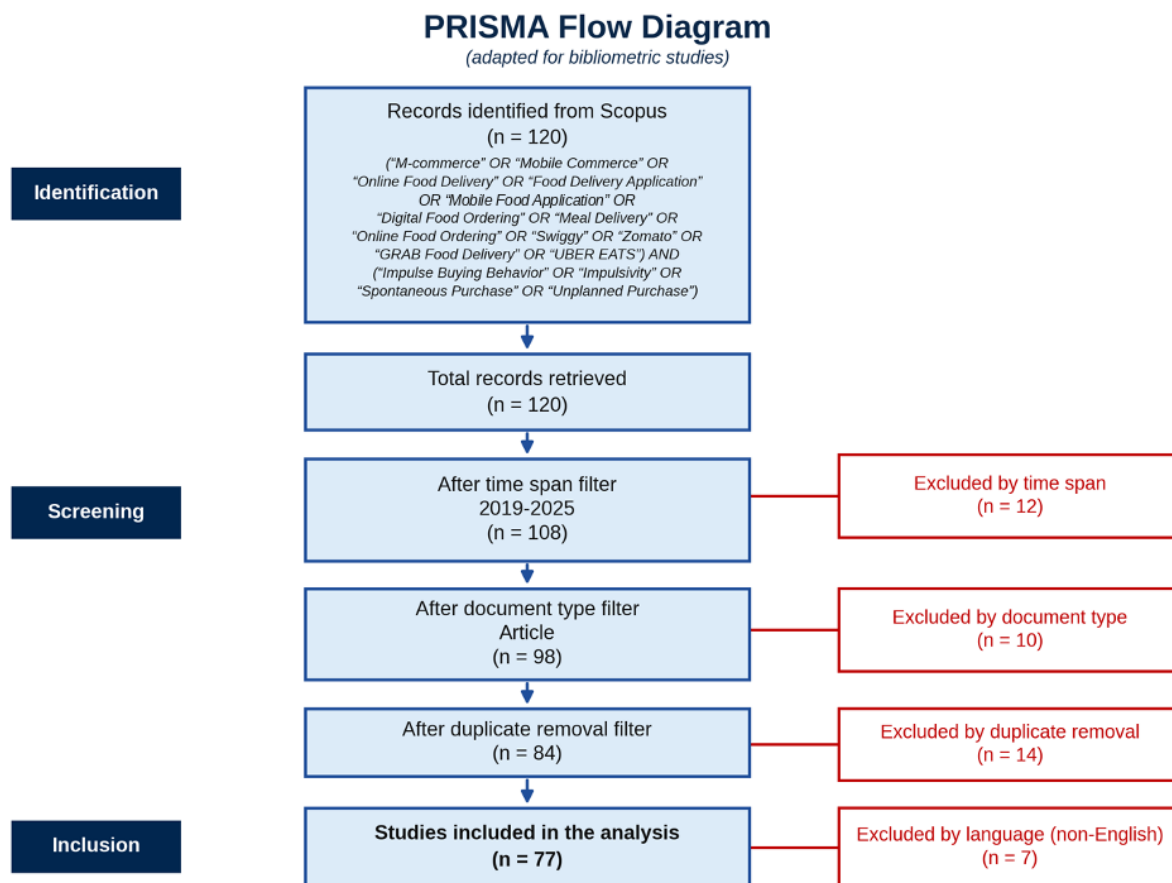


Source: Author's own work

6.1.3 Impulse Buying in Online Food Delivery

A search string comprised of pertinent keywords was devised and used in TITLE, ABSTRACT, and KEYWORDS for Scopus. The keywords used are ("M-commerce" OR "Mobile Commerce" OR "Online Food Delivery" OR "Food Delivery Application" OR "Mobile Food Application" OR "Digital Food Ordering" OR "Meal Delivery" OR "Online Food Ordering" OR "Swiggy" OR "Zomato" OR "GRAB" OR "UBER EATS") AND ("Impulse Buying Behavior" OR "Impulsivity" OR "Spontaneous Purchase" OR "Unplanned Purchase"). The time frame applied was 2019 to 2025 to incorporate the latest research studies regarding consumers' behavior towards online food delivery services (Kumar et al., 2022; Anoop et al., 2025).

Figure 5. Search Strategy and PRISMA Screening Protocol



Source: Author's own work

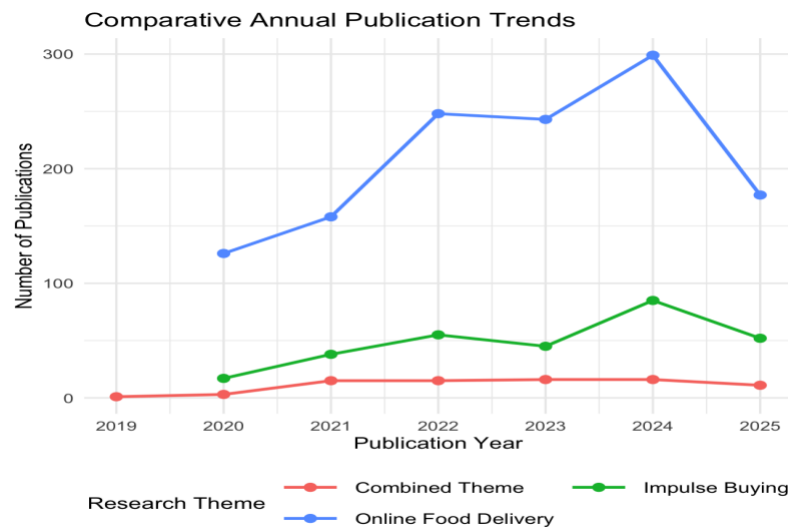
6.2 Publication Trends

The evolution of the scientific production by dataset from year 2020 to 2025 is presented in Figure 6. During the analyzed period, the greatest quantity of articles in each year was found on the Online Food Delivery dataset. The Online Food Delivery theme begins with 126 articles in the year 2020 and reaches its highest point of publication in 2024, with 299 articles. An increasing tendency of publications about Online Food Delivery has been observed over these years. However, there was a decrease to 177 articles in 2025 (in progress at the time of this writing). This may be due to the fact that all the articles of 2025 published were not published until the data collection. On the other hand, the impulsive behavior theme began with 17 articles in 2020 and reached its peak in 2024, with 85 articles. While research on impulse buying shows an increasing trend, the combined category presents a decreasing trend. Articles related to impulse buying and Online Food Delivery began with only 3 article in 2020 and reached their highest number of publications, 16 in 2023 and 2024 respectively. Impulse Buying is growing at a somewhat stable rate. In 2020 there were 17 scholarly articles written about impulse buying. From there, it increased every year until 2024

when it reached its peak at 85 articles. From there it decreased to 52 total articles in 2025. The overall trend suggests that researchers are becoming increasingly interested in impulse buying and digital consumer impulsivity, with a focus on online shopping through websites and shopping apps. The significant decrease in 2023 could be due to a loss in interest in the topic, but with the sharp increase in 2024, it is likely that new trends like live streaming shopping and AI influenced website personalization became more popular.

As can be seen in Combined (Impulse Buying + Online Food Delivery), which showcases solely articles that sit at the intersection of impulse buying and online food delivery publications, had the least amount of articles published yearly out of all 7 categories beginning with only 1 article published in 2019 and seeing only a slight increase to 16 articles by 2024. The core insight here, revealed by the sluggish publication trend, is the empirical confirmation that the overlap between impulse buying and online food delivery remains a significantly underexplored field, even with the rapid individual advancements in both areas. This demonstrates not only the need for this bibliometric analysis but that there is a large opportunity for both empirical and theoretical research in this rising intersection. Interestingly, all three search samples show similar trends over time with an increase from 2020 to 2024 and subsequent decrease in 2025. This pattern may be explained by typical publishing delays. Taken together, results from all three thematic corpora suggest that although Online Food Delivery and impulse buying have each been studied extensively on their own, the area where Online Food Delivery and impulse buying intersect is relatively unstudied and deserves further exploration.

Figure 6. Annual Scientific Production Across Impulse Buying, Online Food Delivery (2020-2025) and Combined Dataset (2019-2025)



Source: Author's own work

6.3 Co-authorship analysis

6.3.1 Impulse Buying

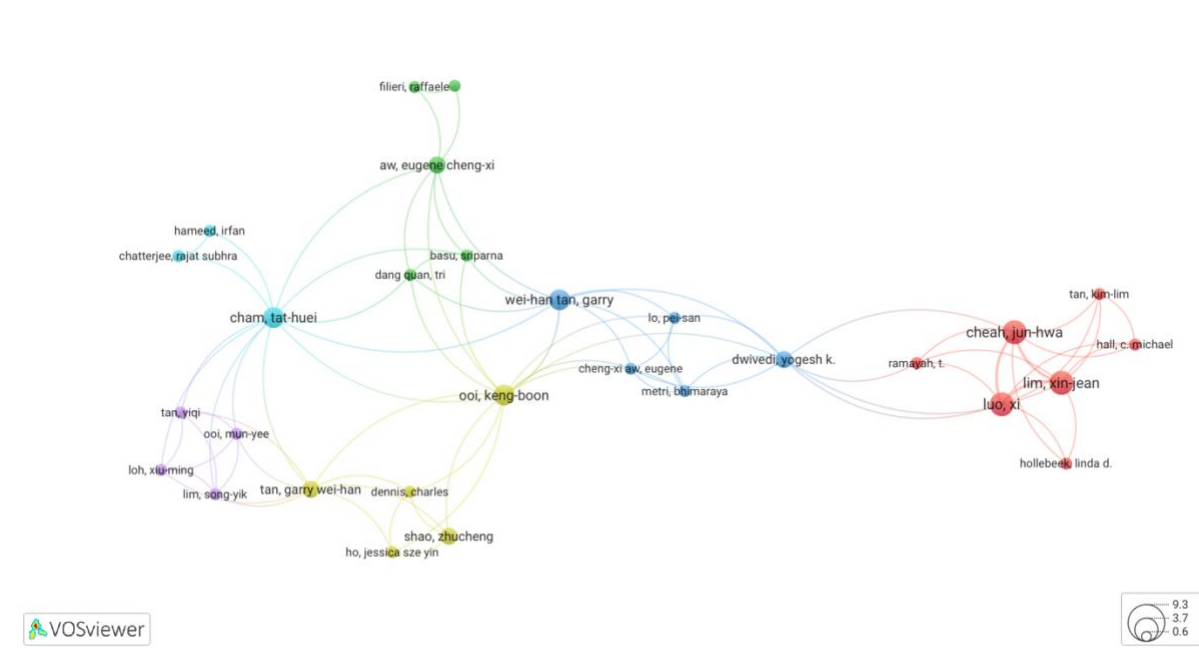
Figure 7 shows the collaborative network of authorship in impulse buying scholarship. The map plots 899 authors of 292 documents analysed using VOSviewer into 5 distinct clusters. Cheah Jun-Hwa, Luo Xi, and Lim Xin-Jean have the highest document counts (4 each), with a total citation and link strength of 91 and 13, respectively, and form the most centralized cluster subgroup on studies of online consumer behavior in Asia (cluster red). Centrally located in cluster blue, authors Garry Wei-Han Tan (total citations, 247) and Dwivedi Yogesh K. (234) have the highest citation scores among all authors, the latter being a prolific contributor to the fields of digital marketing and technology acceptance. Finally, Ooi Keng-Boon exhibits the highest total link strength of all authors (14) and can be considered a boundary spanner among impulse buying research clusters. Overall, the authorship network of impulse buying publications is largely comprised of Asian writers most notably those from Malaysia, and demonstrates low connectivity between clusters.

Table 1. Top 10 Most Productive Authors in Impulse Buying Behavior

S.No.	Author	Documents	Citations	Total Link Strength	Cluster (Color)
1	Ooi, Keng-boon	3	252	14	4 (Olive Green)
2	Wei-han Tan, Garry	3	247	10	3 (Blue)
3	Dwivedi, Yogesh k.	2	235	9	3 (Blue)
4	Cheng-xi aw, Eugene	1	223	5	3 (Blue)
5	Metri, Bhimaraya	1	223	5	3 (Blue)
6	Lo, pei-san	1	223	5	3 (Blue)
7	Cheah, jun-hwa	4	91	13	1 (Red)
8	Luo, xi	4	91	13	1 (Red)
9	Lim, Xin-jean	4	91	13	1 (Red)
10	Hollebeek, Linda d.	1	74	3	1 (Red)

Source: Author's own work

Figure 7. Co-authorship Network of Impulse Buying Behavior



Source: Author's own work

6.3.2 Online Food Delivery

Figure 8 defines the Co-authorship Network for the Online Food Delivery Stream. The unit for analysis was set to authors, and the minimum threshold for publication was set to 1, along with a minimum of 2 citations. Out of 4,181 authors, 2,925 meet this threshold, and this suggests an energetic and growing research community. Yu, Qiang; Xu, Yong; Xu, Bin; and Zhou, Xin, with 1 document, have 19 citations, the lowest and Li, Yulong, with the highest citation count of 28 in number. The co-authorship network provides a quantitative overview of collaboration. It also offers a visual representation of scholarly work. Each map node represents one author, and node links show publications co-authored by them. Below is the table of the Top 10 Authors in Online Food Delivery Research based on Co-authorship Network analysis:

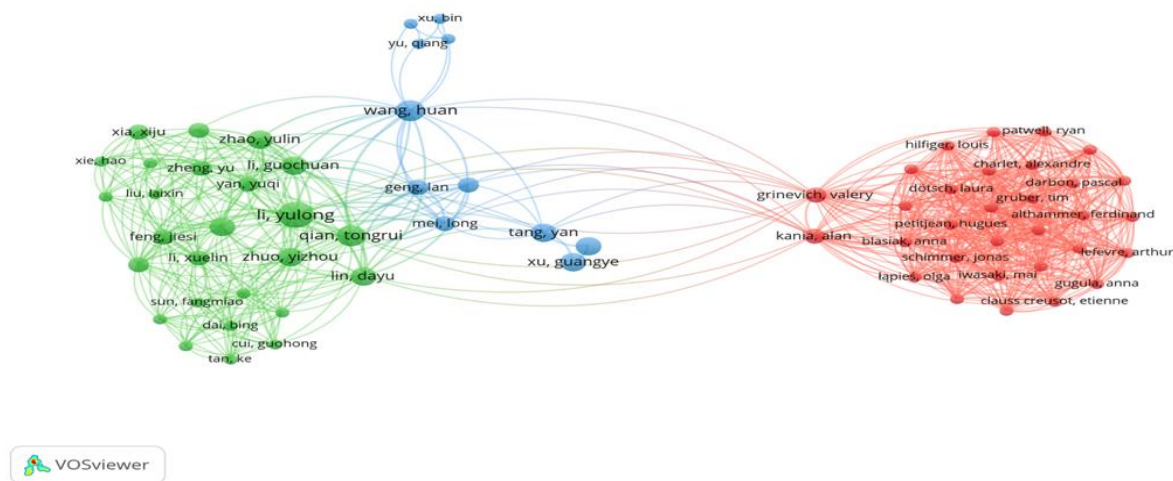
Table 2. Top 10 Authors in Online Food Delivery based on Co-authorship Network

S.No.	Author	Documents	Citations	Cluster (Color)
1	Li, Yulong	6	28	2 (Green)

2	Wang, Yipan	2	23	2 (Green)
3	Dong, Hui	3	23	2 (Green)
4	Li, Xuelin	2	23	2 (Green)
5	Feng, Jiesi	2	23	2 (Green)
6	Wang, Huan	4	21	4 (Blue)
7	Yu, Qiang	1	19	4 (Blue)
8	Xu, Yong	1	19	4 (Blue)
9	Xu, Bin	1	19	4 (Blue)
10	Zhou, Xin	1	19	4 (Blue)

Source: Author's own work

Figure 8. Co-authorship Network of Online Food Delivery



Source: Author's own work

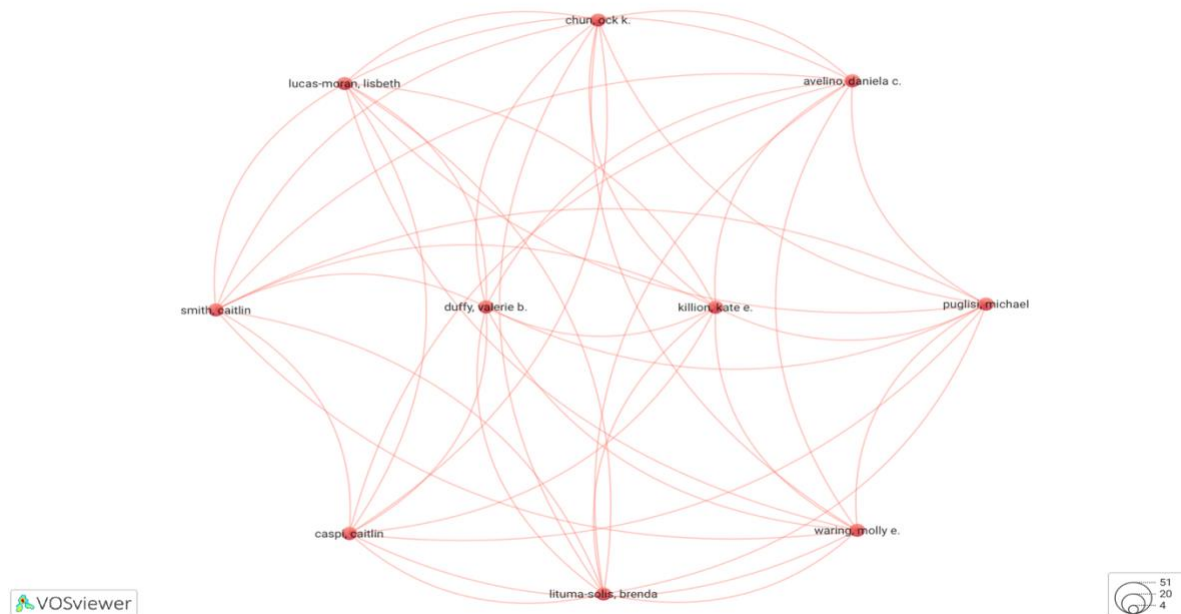
6.3.3 Impulse Buying in Online Food Delivery

This part of the study examines how scholars are collaborating in the area of online food delivery and impulse buying. A co-authorship analysis was carried out using VOSviewer, which allowed for the identification of prominent contributors and revealed the structure of collaborative networks within the field. The analysis considered individual authors, with inclusion based on the presence of at least one publication in the dataset. Based on this, all 279 authors identified in the

dataset met the criteria, underscoring that the topic is still at a relatively early stage of academic development, where contributors are many, but citation networks are still forming.

The analysis revealed a sparse but emerging network, where collaboration is limited but visible among certain groups. Notably, several authors appeared in shared clusters, indicating early instances of joint work or thematic convergence.

Figure 9. Co-authorship Network of Impulse Buying in Online Food Delivery



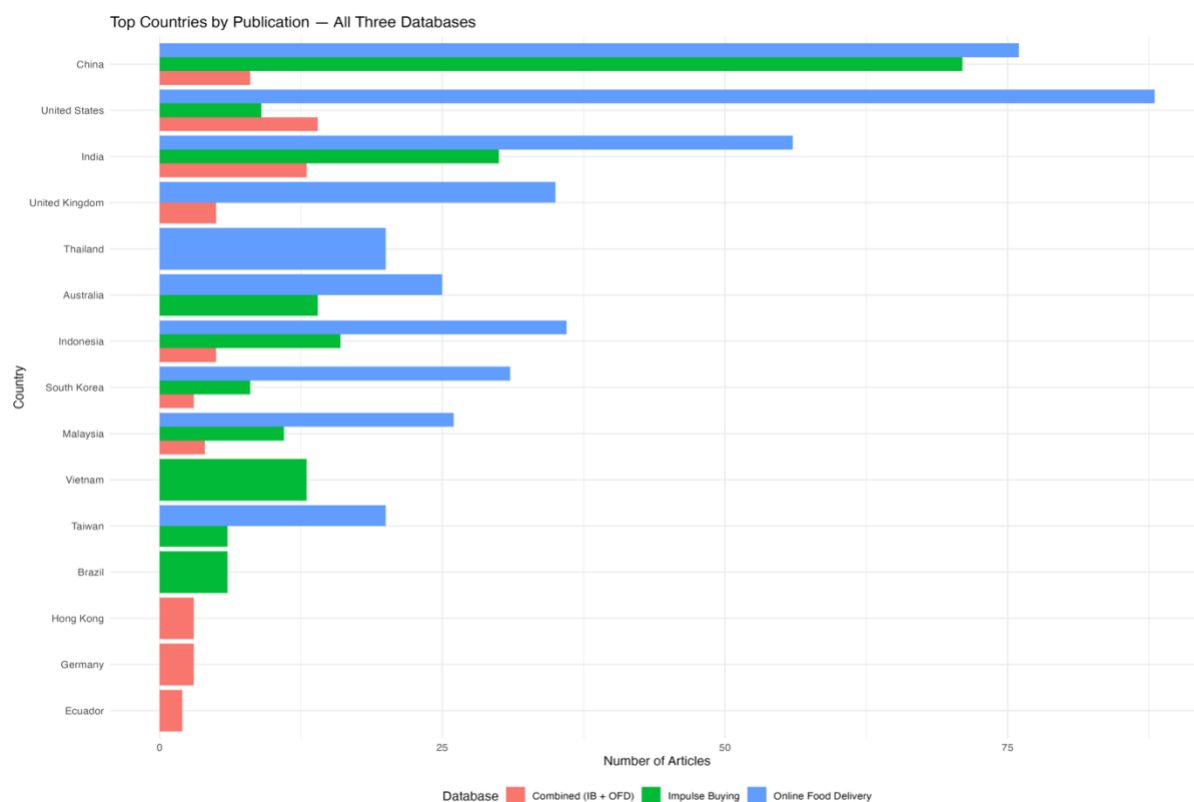
Source: Author's own work

6.4 Country-wise Co-authorship Analysis

The most productive country in Impulse Buying dataset is China (71 publications), followed by India (30 publications) and Indonesia (16 publications). Asia leads Impulse buying research, likely due to the increased popularity of e-commerce platforms operating in these countries in recent years and young consumers who are heavy smartphone users. Vietnam and Brazil are also prominent members of the impulse buying dataset. Author country-wise distribution of publications reveals that United States of America dominates with 14 publications in Combined (Impulse Buying + Online Food Delivery) dataset followed by India (13) and China (8). This reveals that maximum contributors studying the relation between impulse buying behavior and online food delivery are from these 3 countries only. However, countries like United Kingdom and Germany also present in Combined dataset suggest that interest is building up in west as well though it is at early stage. When comparing the three thematic corpora, some patterns can be identified. China, India, Indonesia, Malaysia and South Korea are listed in all three thematic

corpora. This fact further emphasizes Southeast and East Asia as the leading region of the world researching topics related to digital business and consumers. Vietnam, Brazil, Ecuador and Hong Kong are only listed in one dataset. It can be concluded that these countries have niche research related to digital business and consumers as opposed to being widely researched. African and Middle Eastern countries are not very prevalent in all three thematic corpora. There is a clear need for more global research being conducted within this field.

Figure 10. Top Countries by Publication Across Impulse Buying, Online Delivery, and Combined Dataset (2020-2025)



Source: Author's own work

6.5 Keyword Co-occurrence

Keyword co-occurrence analysis was conducted to better understand the conceptual basis of impulse buying literature. Author keywords were selected as the analysis unit. The co-occurrence network retrieved from Scopus databases was mapped using R. As shown in Figures 11, 12, and 13, keywords co-occurrence analysis of the three thematic corpora generates three different clusters and research focuses.

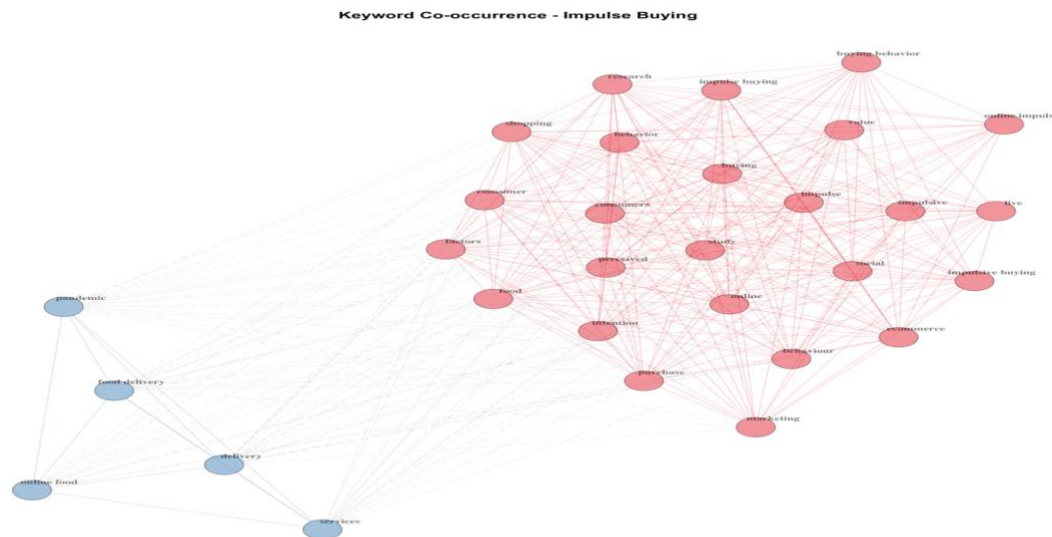
6.5.1 Impulse Buying Dataset

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There are two main clusters based on keywords co-occurrence map of impulse buying dataset. The larger red cluster consists of the research keywords related to impulse buying such as “impulse buying”, “buying behavior”, “impulsive buying”, “online impulse”, “ecommerce”, “purchase”, “intention”, “social”, “consumer” and “live”. These keywords compose the main branch of impulse buying study on online impulse buying in social commerce. While the keyword “live” is correlated with impulse buying, live streaming commerce is becoming popular gradually and deserves more studies on impulse buying in live streaming commerce. The blue cluster includes the keywords “online food”, “food delivery”, “delivery”, “pandemic” and “services”. Impulse buying studies combined with food delivery are under construction, while there are few studies combining food delivery and impulse buying. Additionally, from the keyword co-occurrence map, it can be inferred that there are few connections between the two clusters.

The tree map for the impulse buying is dominated by core constructs: "buying" (119 occurrences, 8%), "impulse" (81, 6%), "online" (83, 6%), "study" (76, 5%), "food" (72, 5%), and "impulse buying" (63, 5%). Key topics include "consumers," "impulsive," "behavior," "purchase," and "intention," while secondary terms such as "live streaming," "social," "marketing," and "digital" indicate in which direction the impulse buying has been studied so far. The prominence of the word "food delivery" (36 occurrences) within this stream already defines the migration of impulse buying research towards food-related contexts.

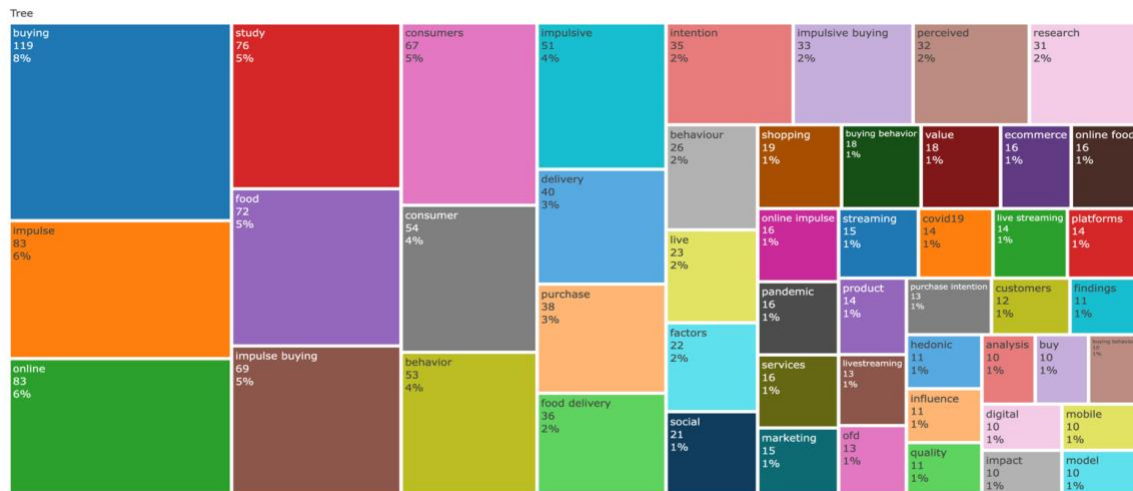
Figure 11. Keyword Co-occurrence Network- Impulse Buying



Source: Author's own work

Figure 12. Keyword Tree map across Impulse Buying

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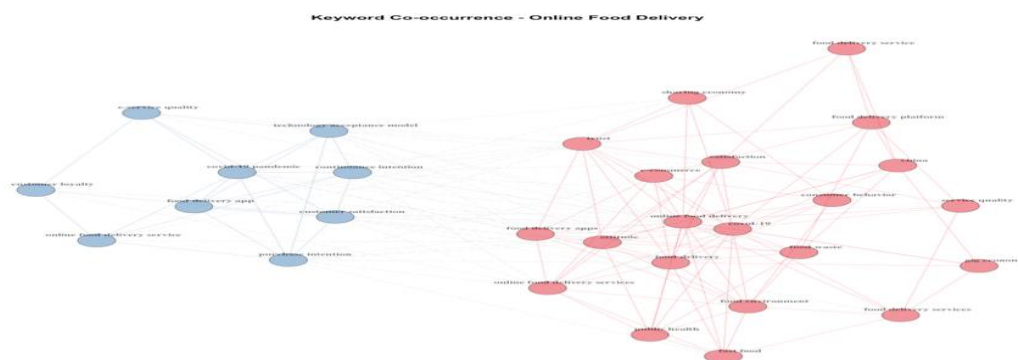
Source: Author's own work

6.5.2 Online Food Delivery Dataset

The Online Food Delivery keyword co-occurrence network consists of two distinct clusters. The largest cluster, highlighted in red, centres around keywords such as “online food delivery”, “covid-19”, “food delivery”, “attitude”, “consumer behavior”, “satisfaction”, “trust”, “e- commerce” and “gig economy”. This cluster represents the primary stream of research on Online Food Delivery, focusing on consumer attitudes, satisfaction levels, and behavioral intentions towards using Online Food Delivery services. The secondary cluster is highlighted in blue and includes keywords like “technology acceptance model”, “e-service quality”, “continuance intention”, “customer satisfaction” and “purchase intention”. This cluster signifies the importance of technology acceptance models in studying the adoption and continued use of Online Food Delivery services. The high degree of interconnectedness between these clusters indicates a well-established keyword landscape in the research area.

For the Online Food Delivery corpus, the vocabulary is consolidated around the main word itself: "online food delivery" (136 occurrences, 13%), "food delivery" (89, 8%), and "covid-19" (91, 8%) dominate, followed by "food delivery apps" (40, 4%) and "customer satisfaction" (32, 3%). Service level constructs such as "trust," "continuance intention," "attitude," "e-service quality," and "food delivery platform" are prominent, whereas contextual words like "gig economy", "food waste", and "sharing economy" tell more about the operational and geographical breadth.

Figure 13. Keyword Co-occurrence Network- Online Food Delivery



Source: Author's own work

Figure 14. Keyword Tree map across Online Food Delivery Dataset



Source: Author's own work

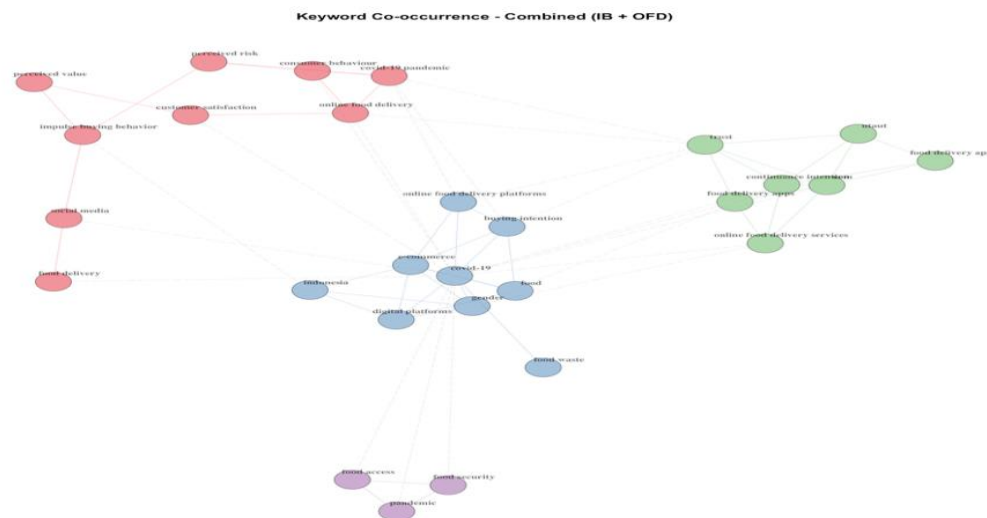
6.5.3 Combined Dataset Network

The keyword co-occurrence network contains four main clusters regarding both impulse buying and Online Food Delivery articles. One cluster is red and focused around the keywords “online food delivery”, “perceived risk”, “consumer behavior”, “COVID-19 pandemic”, “impulse buying behavior” and “customer satisfaction”. These keywords/phrases relate directly to both impulse buying and Online Food Delivery and are located in the centre of the network cluster. The blue cluster includes keywords such as “e-commerce”, “covid-19”, “buying intention”, “online food delivery platforms” and “gender”. Platforms are explicitly discussed in this cluster. The green cluster includes research specific to applications with the keywords “food delivery apps”, “trust”,

“continuance intention” and “online food delivery services”. Lastly, the purple cluster focuses on food security during the pandemic with the keywords “food access”, “food security” and “pandemic”. Here, it can be inferred that “impulse buying behavior” was found connected to “online food delivery”, showing that this behavior has been noticed and discussed by scholars.

The combined corpus presents a slightly different profile. "Covid-19" is the single most frequent keyword (20 occurrences, 14%), followed by "online food delivery" (11, 8%) and "impulse buying behavior" (9, 6%). The boxes in the middle, such as "continuance intention," "customer satisfaction," "trust," "perceived risk," and "perceived value", indicate that the research was largely framed by the pandemic era, while the peripheral terms like "design thinking," "digital platforms," "social media," and "air pollution" suggest a heterogeneous, still-forming vocabulary.

Figure 15. Keyword Co-occurrence Network- Combined (Impulse Buying +Online Food Delivery) Dataset



Source: Author's own work

Figure 16. Keyword Tree map across the Combined (Impulse Buying +Online Food Delivery) Dataset

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The source citation results are analyzed using Bradford's Law, which assesses how publications are dispersed among journals for all three thematic corpora. Bradford's Law states that journals are arranged in a series of core journals that produce the majority of publications within a subject and many smaller journals that have few publications within that subject (Bradford, 1934). Figure 7 shows Bradford's Law distribution for all three thematic corpora combined.

According to Bradford's Law study conducted on the impulse buying dataset, 155 journals have been categorized into 3 zones, where Zone 1 consists of 14 journals with the highest number of publications. Zone 2 includes 44 journals, and Zone 3 consists of 97 journals, which are considered as peripheral journals. An $R^2 = .9629$ indicates that there is a good fit with Bradford's ideal pattern (Aria & Cuccurullo, 2017). The Bradford multiplier, $k = 2.67$, suggests a moderate concentration of articles within the core journals. The journals British Food Journal, Journal of Retailing and Consumer Services and Sustainability were found to be the leading core articles.

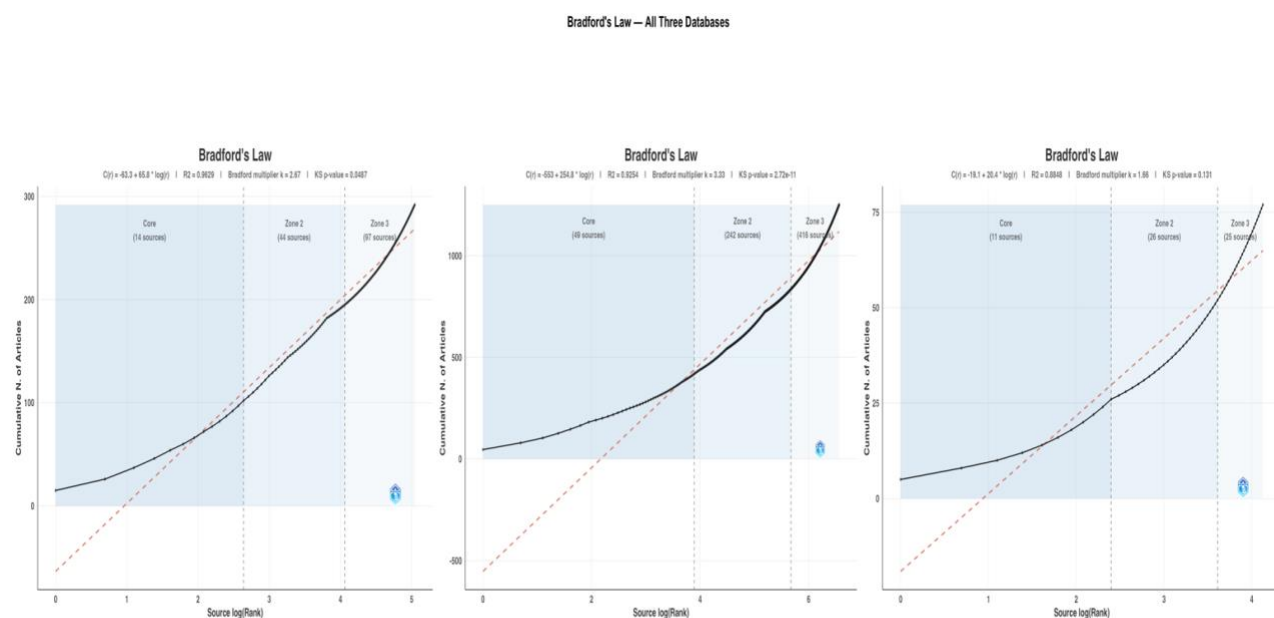
The Online Food Delivery dataset consisted of significantly more journals totalling 707 journals across the Core (49 sources), Zone 2 (242 sources) and Zone 3 (416 sources). The $R^2 = .9254$ indicates the data has an acceptable fit to Bradford's Law curve. There were more core journals than observed in the impulse buying dataset, which can be attributed to Online Food Delivery research covering a larger range of topics across disciplines such as hospitality, nutrition, public

health, and sustainability (Suhartanto et al., 2021). British Food Journal had the highest publication count with 46 followed by Sustainability Switzerland with 33 and Journal of Foodservice Business Research with 24. The Bradford multiplier was $k = 3.33$ which indicates more scatter of publications across journals than impulse buying articles.

6.6.3 Impulse Buying in Online Food Delivery Dataset

The integrated dataset related to impulse buying and Online Food Delivery had the smallest journal landscape of all the dataset with a total of 62 journals (Core: 11 sources, Zone 2: 26 sources and Zone 3: 25 sources). It had the highest $R^2 = 0.88$, 48 fit with Bradford's Law, while the KS p-value was 0.131, which implies that the data is not significant. This is expected due to the corpus only containing 77 documents (Donthu et al., 2021). The Bradford multiplier $k = 1.66$ is the lowest of all three thematic corpora, implying that journals have a relatively even distribution of publications. This occurs because the area of research is still developing and has not determined a primary core journal (Paul & Criado, 2020). Journal of Retailing and Consumer Services had the most publications, with 5 followed by International Journal of Hospitality Management with 3 publications.

Figure 17. Brandford's Law Distribution across Impulse Buying, Online Food Delivery and Combined (Online Food Delivery+ Impulse Buying) Dataset



Source: Author's own work

6.7 Bibliographic Coupling: Country-Level Analysis

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Country-level bibliographic coupling analysis was carried out to determine the intellectual convergence and country collaborative patterns. Bibliographic coupling occurs between two countries when their associated records have common references, indicating a similar scientific base and research approach (Kessler, 1963). Figure 8 shows country-level bibliographic coupling networks for all three thematic corpora in the topic of impulse buying and online food delivery or both.

6.7.1 Impulse Buying Dataset

The bibliographic coupling network for the impulse buying dataset shows that they construct a single cluster with approximately 30 countries linked, which demonstrates a higher intellectual coupling between countries in this area of research. Also, based on this visualization, researchers studying impulse buying around the world can use similar theoretical resources and references due to the consistency of research in this area. It can be said that this area of research is well established and grounded in theory (Donthu et al., 2021). The countries with the strongest bibliographic coupling include China, India, Malaysia, Indonesia, and the United States, which is consistent with Western and Asian countries leading this research.

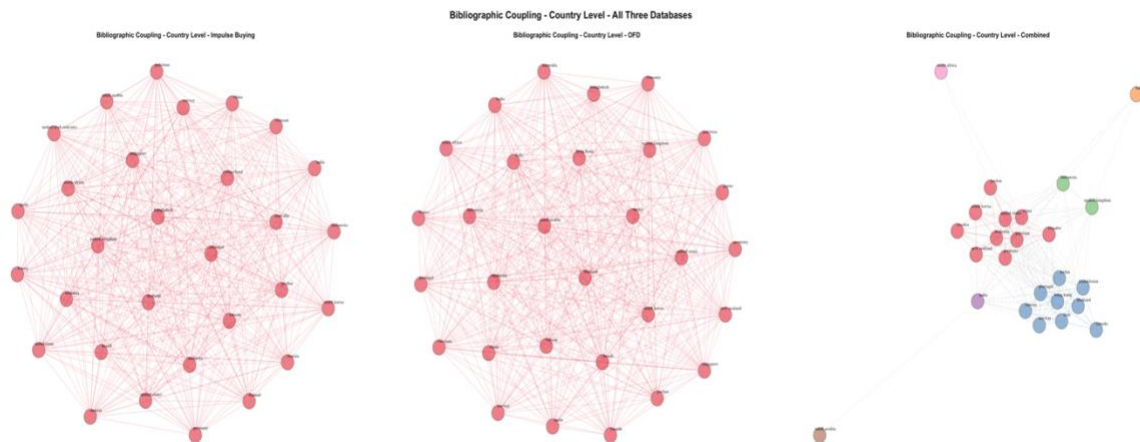
6.7.2 Online Food Delivery Dataset

The bibliographic coupling network of Online Food Delivery has a similar dense structure as impulse buying and displays tight relationships between around 30 countries. The country network structure is highly similar to the impulse buying network, which indicates that research done on Online Food Delivery has similar theoretical backgrounds, especially background/framework related to consumer behavior, technology acceptance and service quality (Suhartanto et al., 2021). There are more Middle Eastern and European countries coupled with Asian countries, which makes Online Food Delivery a bit more diverse compared to impulse buying.

6.7.3 Impulse Buying in Online Food Delivery Dataset

The bibliographic coupling dataset is significantly different. The resulting network has several small clusters and loosely coupled nodes. This configuration may be explained by the fact that impulse buying research in relation to Online Food Delivery is at its infancy. Where there was only one cluster found in each dataset individually, the combination resulted in three or four clusters. Also, the combined cluster couplings are not as tight or strong as those of each dataset separately. This could mean that those who conduct research on impulse buying in terms of Online Food Delivery come from different scientific backgrounds and research approaches and have not established common theories to build on (Zupic & Čater, 2015). Looking at Figure 2, The US-IN-CH is one large connected cluster. SA-EC-SA are the three loose nodes or weakly coupled countries.

Figure 18. Bibliographic Coupling Network- Country Level Across Impulse Buying, Online Food Delivery and Combined (Impulse Buying +Online Food Delivery) Dataset



Source: Author's own work

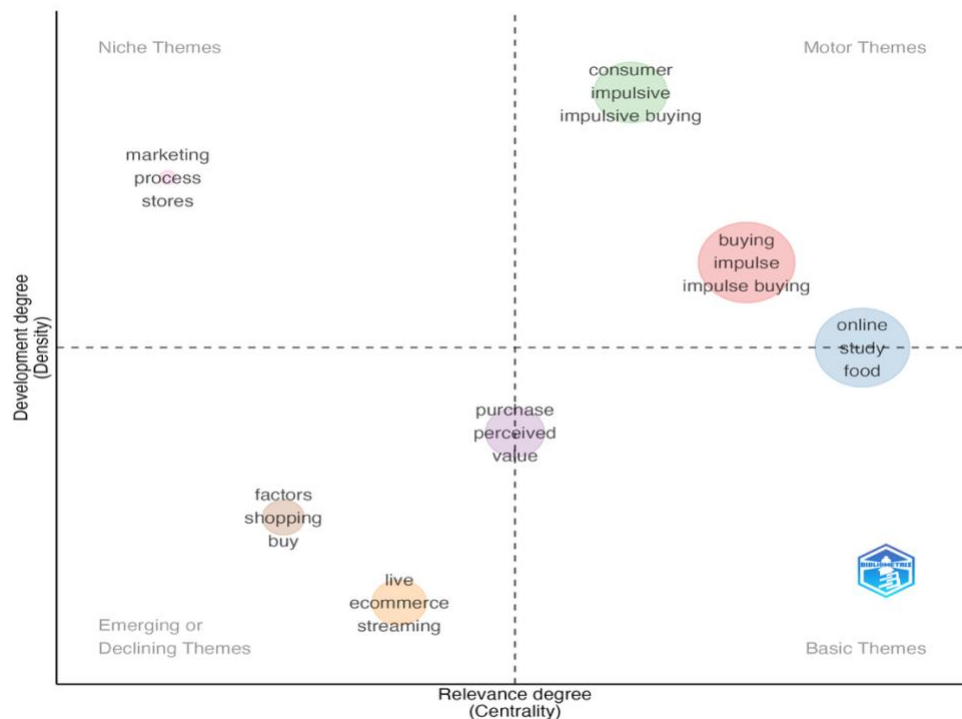
6.8 Thematic Analysis

Thematic maps were produced for each dataset using Biblioshiny to identify fields with a high degree of development and research relevance (Cobo et al., 2011). This thematic map sorts research clusters into four quadrants determined by two metrics – centrality (vertical) (development research relevance to field) and density (horizontal) (degree of internal development within theme) - into motor themes, niche themes, basic themes or emerging/declining themes. Figures represent the overall thematic maps for each of the three thematic corpora.

6.8.1 Impulse Buying Dataset

Consumer impulsivity and impulsive buying behavior occupy the quadrant of motor themes in the impulse buying dataset. This reaffirms previous assertions that consumer impulsivity and Impulse Buying are indeed the most popular and developed concepts in Impulse Buying research (Donthu et al., 2021). Buying impulse and impulse buying cluster sits between motor themes and basic themes and therefore denotes mainstream activity in Impulse Buying research. Online, study, and food emerged as basic themes, which denotes that the online food consumption context is slowly becoming a part of mainstream impulse buying research but has not had enough time to theorize and consolidate as a concept. Live streaming, e-commerce, and streaming were discovered to be emerging themes, indicating that social commerce is quickly becoming a source of impulse purchases (Lim et al., 2022). Traditional brick-and-mortar-based constructs such as marketing, process, and stores have moved towards niche as the field becomes more digitized.

Figure 19. Thematic Analysis of Impulse Buying

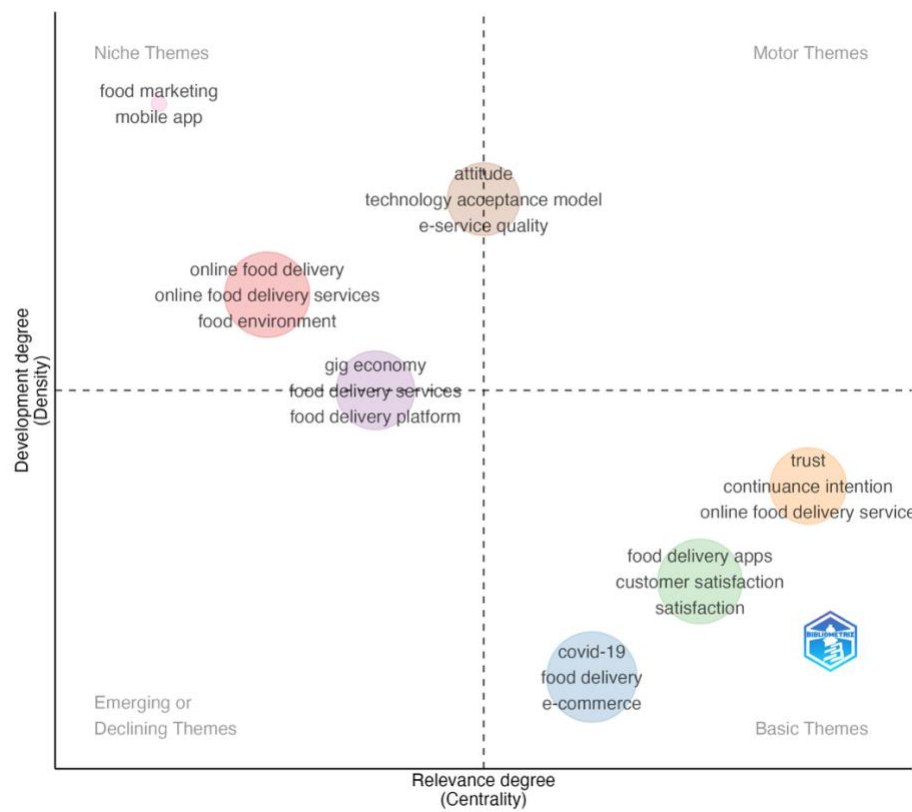


Source: Author's own work

6.8.2 Online Food Delivery Dataset

Customer satisfaction and food delivery apps and satisfaction are identified as the motor themes of the online food delivery literature, validating the centrality of service quality and customer satisfaction as “the most developed and dominant concerns of Online Food Delivery research” (Suhartanto et al., 2021). Trust, continuance intention and online food delivery service are identified as basic themes with high levels of centrality; therefore, basic themes describe repeat platform use (Pavlou, 2003). Lastly, the cluster containing the terms technology acceptance model, attitude and e-service quality was assigned a transitional theme status, relatively developed but not central, indicating that TAM extensions have been productive but should begin integrating theories with stronger affect/emotion components. The gig economy, food delivery platform and food delivery services cluster resides in the emerging quadrant, which indicates that platform labour and supply-side concerns are an emerging but undertheorized portion of Online Food Delivery literature (Goods et al., 2019).

Figure 20. Thematic Analysis of Online Food Delivery

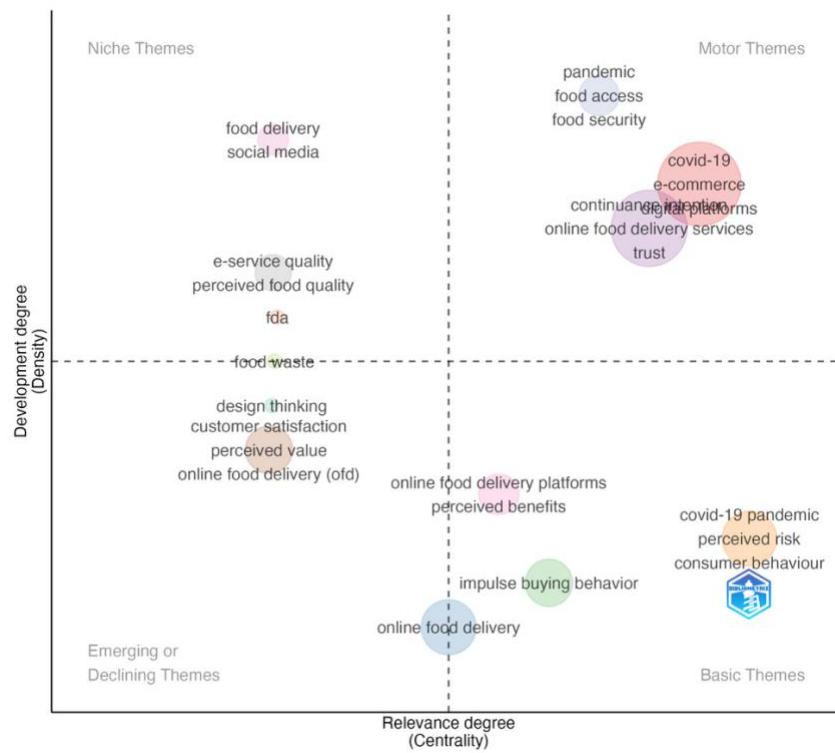


Source: Author's own work

6.8.3 Impulse Buying in Online Food Delivery Dataset

The combined dataset results map contains the greatest amount of theoretically important territory of the three maps. Within the motor themes cluster, COVID-19, e-Commerce, continuance intention, digital platforms, and trust further support COVID-19's role as the primary driver of research activity for this topic (Nakat & Bou-Mitri, 2021). Impulse buying behavior and online food delivery each land in the quadrant for basic themes, which validates that their relationship is established yet underexplored empirically. Food waste appearing as an emerging niche bridge theme indicates there is a sustainability aspect of Online Food Delivery-induced impulse buying that has been neglected and should be explored in future research (Quested et al., 2013). Customer satisfaction, perceived value, and design thinking landing in the emerging quadrant tells us experience/perceived-value frameworks are on the path to becoming established, but are not there yet.

Figure 21. Thematic Analysis of Impulse Buying in Online Food Delivery



Source: Author's own work

Out of the three visualizations, the combined dataset map paints the richest theoretical picture. The major themes COVID-19, e-Commerce, trust, digital platforms, and continuance intention reinforce the idea that the pandemic is accelerating research efforts (Nakat & Bou- Mitri, 2021). Most importantly, however, impulse buying behavior and online food delivery co-appear as basic themes revealing that although acknowledged in the literature, little has been studied at this intersection. Food waste appearing as a niche/bridge topic suggests a potentially underexplored avenue of sustainability when it comes to impulse buying behavior on Online Food Delivery platforms (Quested et al., 2013). Customer satisfaction, perceived value, and design thinking appearing in the emerging quadrant reveals experience- and value-driven frameworks are emerging but not yet considered mainstream theory in this area of study.

7. Findings

Through bibliometric mapping analysis conducted with data collected from three Scopus dataset—impulse buying ($n = 292$), online food delivery ($n = 1,251$) and their intersection ($n = 77$) using three software programs (VOSviewer, Biblioshiny and R), this study provides an overview of the current status, intellectual structure, and thematic trends of studies on the intersection of these two research areas.

Analysis of scientific production by year in R showed an increasing trend in all dataset from 2020 to 2025. Overall, the dataset dedicated to online food delivery amassed the greatest number of publications throughout the analyzed period, beginning with 126 articles in 2020 and approaching 299 by 2024. This increase can be attributed to the drastic rise of food delivery platforms before and during the COVID-19 pandemic. The Impulse Buying Dataset also showed an increase but at a slower pace, from 17 articles in 2020 to 85 articles in 2024. Interestingly, the dataset that pools publications at the intersection of both topics saw the lowest number of publications throughout the analyzed period, with a high of 16 articles in 2024, which helps to understand and confirm the scarcity of studies found.

The collaboration network analysis results created with VOSviewer showed four clusters (clusters are labelled with letters in Figure 7). The biggest cluster consists of Lim Xin- Jean, Cheah Jun-Hwa, and Lui, xi with four documents and 91 citations for each researcher. Ooi, Keng-boon and Wei-han, Garry appeared to have the highest citation count; however, they had fewer published documents. On the other hand, Yu, Qiang, Xu, Yong, Xu, Bin and Zhou, Xin, with 1 document, have the highest citation count of 19. Li, Yulong, with 28 and Wang, Yipan, Dong, Hui, Li, Xuelin, Feng, Jiesi, with 23, have the highest citations for each researcher. Researchers formed a group that shows few connections between clusters. Most researchers contributing to this dataset on impulse buying were from Malaysia and included in more than one cluster (Figure 8).

Country-wise publication output (figure created in R, Figure 10) demonstrates distinct geographic trends within each dataset. China had the most publications within impulse buying dataset (71), followed by India (30) and Indonesia (16). United States had the most publications within online food delivery dataset (88), followed by China (76) and India (56). United States had the most publications within both dataset combined (14), followed by India (13) and China (8). China, India, Indonesia, Malaysia, and South Korea were represented within all three thematic corpora, further cementing East and Southeast Asia as the prevailing region of research focusing on the intersection of these topics. The lack of African and Middle East-based scholarship within all three thematic corpora represents a large gap in geography.

Figures 11, 13, and 15 display keyword co-occurrence maps created using Biblioshiny for each dataset. The impulse buying dataset creates two clusters with a large cluster centred around buying behavior, purchase intention and e-commerce and another small emerging cluster that connects impulse buying to food delivery and pandemic-influenced services. Similar to the impulse buying dataset, two clusters were formed from the online food delivery dataset, with the larger cluster centred around consumers' behavior, attitude, and COVID-19, and the smaller technology-focused cluster centred around TAM, e-service quality, and continuance intention. Both impulse buying behavior and online food delivery come together as one cluster in the combined dataset, showing that they are starting to be viewed as one research area within academia.

Source Citation analysis (Figure 17) conducted in Biblioshiny and R, shows British Food Journal and Journal of Retailing and Consumer Services as the leading productive outlets, which appear in more than one dataset. Bradford analysis revealed that there are 14 core journals dedicated to impulse buying literature ($R^2 = 0.96$, $k = 2.67$), 49 core journals for Online Food Delivery literature ($R^2 = 0.9$, $k = 3.33$), and only 11 core journals in our combined dataset ($R^2 = 0.88$, $k = 1.66$).

The bibliographic coupling country analysis (Figure 18) generated using R differed greatly from those created using Biblioshiny. While those generated in Biblioshiny were clear single clusters with dense connections (impulse buying and Online Food Delivery), the cluster generated using R was noticeably less dense and demonstrated multiple clusters with several disconnected outliers (combined dataset). This disconnectedness can be interpreted as an indication that researchers in this area are basing their research on less common ground than the researchers in the impulse buying and Online Food Delivery dataset.

Lastly, the merged dataset of studies located at the exact intersection of impulse buying research and Online Food Delivery research amounted to only 77 documents- a corpus certainly manageable for bibliometric analysis, but one that constrains the scope of network-oriented analyses like bibliographic coupling & overlay mapping of this particular topic. As this research niche expands over time, future bibliometric investigations will be able to provide more nuanced exploration into this topic area.

Table 3. A Concise Summary of the Major Findings from each Bibliometric Analysis Conducted in the Study

S.No.	Bibliometric Analysis	Major Findings	Related Output
1	Annual Trends	Publication A total of 1,620 documents were published between 2020-2025. Annual Production peaked in 2024, led by the Online Food Delivery stream with 299 articles, while Impulse Buying reached 85 and the Combined Stream remained stable at 16. The Year 2025 declines across all streams reflects incomplete indexing at the time of data collection	Figure 6
2	Co-Authorship Analysis	Co-Authorship patterns differ sharply across streams: Impulse Buying is concentrated into three fragmented geographically	Figure 7,8, and 9

		concentrated clusters, Online Food Delivery shows the broadest and the most internationally connected networks of two large clusters and the Combined Stream forms one small, fully connected group	
3	Country-wise Contribution Analysis	China and United States lead the publication output, driven mainly by Online Food Delivery, China and India lead the Impulse Buying while United States and India are the main contributor to the Combined Stream	Figure 10
4	Keyword Co-occurrence	Impulse Buying Research blends around a single dense core of impulsive consumption constructs, Online Food Delivery research splits into platform-trust and technology-adoption clusters, and the Combined Stream shows the intersection studied through distinct risk, trust, and perceived quality clusters, with COVID-19, e-commerce, and trust recurring across all the three	Figure 11,13, and 15
5	Keyword Tree Map	The tree maps confirms the core theme of each stream: Impulse Buying vocabulary centres on "Impulse Buying" and "Buying", Online Food Delivery on "Online Food Delivery" and "Covid-19" and the combined stream is led by "Covid-19", "Online Food Delivery" and " Impulse Buying Behavior"	Figure 12,14, and 16
6	Source Citation Analysis (Bradford's Law)	The Journal output follows a Bradford's Law pattern in all the three streams, with core sources	Figure 17

		numbering 14 (impulse buying), 49 (online food delivery) and 11 (combined stream) and Bradford multipliers of 2.67, 3.33, and 1.66 respectively	
7	Bibliographic Coupling (Country Level)	Impulse Buying and Online Food Delivery each form a single, densely connected country network, while the combined one fragments into multiple weakly linked clusters	Figure 18
8	Thematic Analysis	Impulse Buying themes and Online Food Delivery themes occupy the motor and basic quadrants within their own literatures, while the combined corpus impulse buying behavior shifts to the emerging quadrants with low degree as Online Food Delivery and pandemic themes dominate	Figure 19,20, and 21

8. Conclusion

The aim of this bibliometric research was to help bring analytical order to a research domain that had until recently evolved along two largely disconnected lines of scholarly inquiry. Impulse buying and online food delivery both represent areas of active investigation in retailing and marketing research. However, there has been relatively little exploration of the point at which these two topics converge: the decision by a consumer, browsing through the selection on an online food delivery app, to make an impulse purchase motivated by emotion rather than need. Using three Scopus databases and triangulating methods from VOSviewer, Biblioshiny and R, this study provides the most comprehensive bibliometric analysis of this overlap.

Results of the publication trend analysis generated in R show an increase of publications every year from 2020 to 2025 for all dataset combined. Furthermore, it shows that the all dataset had the least number of publications each year. While this may be interpreted as only a numerical difference, it should also be viewed as an indication of where research has not yet reached. The author networks generated by way of VOSviewer begin to show research communities coming together, with many Asian researchers beginning to cluster. However, there are not many connections between each cluster. This may be indicative of a research field that has not yet found

a focal point. Lastly, the country analyses generated in R show that China, India, and the United States continue to lead in publications. However, it also shows that there is little to no research coming from African, Middle Eastern, or Latin American countries.

A keyword co-occurrence network conducted through Biblioshiny allowed further understanding of conceptual structure within each dataset. Keywords related to impulse buying focused on constructs around behavior (hedonic motivation, emotion and purchase urge). Keywords within Online Food Delivery related strongly to service quality, Online Food Delivery platforms and continuance intention to use. There begins to be some overlap within the merged dataset between these two conceptual realms. However, these links are somewhat weak and not consolidated. Bradford's law was able to identify British Food Journal and Journal of Retailing and Consumer Services as core journals across dataset, which could allow researchers to focus when looking to submit to journals. Country-level bibliographic coupling conducted through R and Biblioshiny also allowed us to conclude that research within this intersection is stemming from different theoretical backgrounds, which further supports calls for increased empirical convergence in the future.

Taken together, these studies document a body of work that is evolving. They suggest a research area has developed sufficiently to be mapped, but not enough convergence to be described as unified. The gaps highlighted in this manuscript should not be taken lightly; rather, they present real opportunities for those researchers interested in working at the intersection of consumer psychology, digital platform design and food commerce. As app-based consumption continues to transform how people eat, spend, and make decisions, the importance of understanding impulse-driven food ordering behavior will become more pressing.

9. Theoretical Implications

From a theoretical aspect, results of this study offer insights into theory building and extension practices in online platform settings. The bibliometric analysis shows that the research agenda of impulse buying and online food delivery remains strongly guided by established theories, specifically the Stimulus-Organism-Response (S-O-R) framework and Theory of Planned Behavior (TPB). On the other hand, keyword and thematic analysis highlights a clear apprehension about adapting these theories to app-based contexts in their original form. Impulse purchase behavior within brick-and-mortar retail space is influenced by a finite set of external triggers- store architecture, shelf placement, promotional displays- whereas the stimulus inventory of digital food delivery appears qualitatively different. Algorithm suggestions, live inventory notifications, eye-tracking-developed food images, gamified rewards systems and machine-learned menu arrangements operate simultaneously and evolve dynamically, in a manner that conventional stimulus conceptualisation may not fully capture. Keywords like "digital affordances", "persuasive technology" and "emotional manipulation" appearing in the linked articles indicate researchers are starting to identify this gap, though it is not studied empirically.

The presence of trust and continuance intention as bridging themes in the biblioshiny-created thematic map suggests that these are emerging topics of interest in the Online Food Delivery literature; interestingly enough, these two constructs moderate post-purchase feelings of regret and platform trustworthiness in impulse buying literature as antecedents to repeat impulse buying behavior. The identification of livestream commerce as a small but tightly connected theme cluster in the impulse buying thematic dataset may indicate an opportunity to extend theories of social presence and parasocial interactions to the Online Food Delivery space, where platforms increasingly rely on livestreamed promotional material to encourage impulse purchases. Collectively, the pattern suggests that the theoretical contribution of the study lies less in confirming the applicability of the SOR and TPB theory to Online Food Delivery; instead defining the boundary conditions under which these frameworks can be adapted. This review proposes an integrative agenda which connects impulse buying theory with research on digital platforms and behavioral designs.

10. Limitation of the Study

Despite its contribution to the bibliometric literature on impulse buying and online food delivery purchase behavior, there are some limitations to consider when interpreting the results of this study.

The main limitation is that data were sourced from the Scopus database only for all three search strategies employed. Even though Scopus could be arguably considered the largest academic dataset for conducting bibliometric research (Donthu et al., 2021), there is always a possibility that relevant articles are not included in the final dataset by restricting the search to a single dataset. In this case, dataset such as Web of Science, Google Scholar and PubMed were excluded. Future researchers may consider searching through multiple dataset to account for this.

Second, the search was limited to English-language publications. Although methodologically justifiable, this introduces a language bias that may exclude important literature from non-English-speaking regions that have experienced increased adoption of Online Food Delivery technologies and research interest in impulse buying behaviors, especially in Asia, Latin America and Middle East countries.

Third, the year range of 2020-2025 for (Impulse Buying and Online Food Delivery) and 2019 for the Combined Stream was chosen, considering the pandemic as a baseline event significant enough to impact both impulse buying studies and Online Food Delivery studies. However, publications conducted before the pandemic may have formed the basis of theories which were built upon by papers within the sample.

11. Future Direction

Guided by this bibliometric review, several interesting opportunities for impulse buying research integrated with online food delivery can be determined. Based on the research gaps discussed, below are ways future research can strengthen this literature.

Firstly, theory specific to this context must be constructed. The majority of research reviewed herein builds upon models such as Stimulus-Organism-Response theory or the Theory of Planned Behavior in understanding online consumer behavior. However, these theories were developed before the current marketplace environment in which push information is tailored algorithmically and served to users instantaneously based on past behavior and emotional state (Verhagen & van Dolen, 2011). Constructs unique to Online Food Delivery such as technological affordances, persuasive app design, and positive arousal should be integrated into a model built for this environment.

RQ1: To what extent do platform-specific affordances (e. g., algorithmic personalisation, persuasive design cues) moderate S-O-R relationships and address limitations of current S-O-R and TPB-based models of impulse buying on Online Food Delivery platforms?

Second, another important theme was live streaming commerce, which was not captured on the impulse buying thematic map, although its potential impact is immense. As Online Food Delivery apps pivot to integrate livestreaming marketing, short-video modules, and influencers hosting food showcases as part of the natural ordering experience, it is necessary to understand the process by which spontaneous ordering occurs within these functionalities. Scholars may build on Social Presence Theory (Short et al., 1976) and Parasocial Interaction Theory (Horton & Wohl, 1956) to study this phenomenon:

RQ2: How does users' perceived social presence while watching live food content predict impulse purchase intention on Online Food Delivery apps?

RQ3: Does parasocial interaction with influencers moderate or replace typical situational cues (e. g., discounts, limited time warnings) of impulse buying?

Last but not least, while extant research has primarily focused on Asian economies (i.e., China, India, Malaysia), cross-cultural comparison provides both limitation and opportunity for this study. Specifically, impulsivity has been documented to differ across cultures that vary on dimensions such as individualism-collectivism and uncertainty avoidance (Hofstede, 2001). Nevertheless, no research has explored how the aforementioned cultural moderators influence impulse buying behavior on Online Food Delivery platforms across countries.

RQ4: How do individualism-collectivism and uncertainty avoidance moderate the impact of impulse cues triggered by the platform on purchase behavior across Western and South/Southeast Asian markets of Online Food Delivery?

RQ5: Can the impulse buying on Online Food Delivery conceptual framework proposed in this study be generalised across cultures or should it be theoretically adapted to fit each specific region?

Declaration

All authors declare that they have no conflicts of interest.

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Appendix A: Scopus search strategy and screening outcomes

Corpus	Search string (TITLE-ABS- KEY)	Period	Filters	Records Identified	Included after screening
Impulse buying	("impulse buying" OR "impulsive buying" OR "impulse purchase" OR "unplanned purchase" OR "impulsive behavior" OR "spontaneous purchase")	2020–2025	Initial refinement; Time span: 2020–2025; Document type: Article; Subject area: Business, Management and Accounting; Language: English; Manual screening	14,104	292
Online Food Delivery platforms	("online food delivery" OR "mobile food delivery" OR "digital food ordering" OR "food delivery application" OR "meal delivery" OR "Swiggy" OR "Zomato" OR "GRAB Food Delivery" OR "UBER EATS")	2020–2025	Time span: 2020–2025; Document type: Article; Language: English; Duplicates removed	14,991	1,251

Combined (Impulse Buying Online Food Delivery)	("M-commerce" OR "Mobile Commerce" OR "Online Food Delivery" OR "Food Delivery Application" OR "Mobile Food Application" OR "Digital Food Ordering" OR "Meal Delivery" OR "Online Food Ordering" OR "Swiggy" OR "Zomato" OR "GRAB Food Delivery" OR "UBER EATS") AND ("Impulse Buying Behavior" OR "Impulsivity" OR "Spontaneous Purchase" OR "Unplanned Purchase")	2019–2025	Time span: 120 2019–2025; Document type: Article; Language: English; Duplicates removed	77
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