

A Decade of Repurchase Intention Research: A Scopus-Based Bibliometric Analysis

Ikhsan Kamil^{a,*}, Diajeng Reztrianti^b, Fajar Cahyo Utomo^a, & Andi Juanna^c

^a*Department of Digital Business, Faculty of Technology and Business, Yatsi Madani University, Tangerang, Indonesia.*

^b*Department of Management, Faculty of Economic, Krisnadwipayana University, Jakarta, Indonesia.*

^c*Department of Management, Faculty of Economics and Business, Gorontalo State University, Gorontalo, Indonesia.*

Abstract

Repurchase intention is a common outcome variable used to link marketing activities to customer equity and firm performance, but bibliometric evidence on this variable is still fragmented over context-specific streams (e.g., service recovery, social commerce, green marketing, and e-commerce). This paper presents a domain-level bibliometric analysis of the literature on repurchase and repeat purchase intention studies across markets and theories. Using Scopus as the sole data source, we searched for publications between 2015 and 2024, and used screening to filter for marketing and consumer behavior studies, yielding a final set of 1,025 documents. We integrate performance analysis with science mapping methods, using reference co-citation, document bibliographic coupling, and co-word analysis, implemented in VOSviewer and facilitated by Bibliometric. Findings indicate a robust trajectory of growth over the past decade with a production pattern that is predominantly Asia-Pacific in context, and a visibility benefit in Anglo-Saxon citation patterns. The maps indicate robust intellectual foundations centered on satisfaction-loyalty process theories, service quality and recovery theories, digital relationship quality, and brand theories, while pointing to new foundations in social and live commerce, AI-driven services, and green consumption. The bibliometric analysis concludes with an integrated research agenda for theory development, methodological innovation, and boundary condition testing.

Keywords: Bibliometric Analysis, Repurchase Intention, Repeat Purchase, Science Mapping

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1. Introduction

Repurchase intention has emerged as a prominent behavioural measure in marketing and consumer behaviour studies because it is a direct measure of whether value creation activities driven by marketing efforts lead to future profits. It is generally conceptualised as “a customer’s intentional choice to re-purchase from the same source” and is generally placed further downstream in customer equity and relationship marketing frameworks, where brand, value, and relationship equity are supposed to bear fruit in a repurchase decision. This reasoning is found to apply to vastly different markets such as high-end mobile apps, B2B lubricant purchases, and private health insurance, which all boil down to the same behavioural question: will the customer come back (Gün & Söyük, 2025; Ho & Chung, 2020; Nabil Rakha Dwitya & Istiono, 2023; Srivastava et al., 2024). Recent studies in digital marketing research further highlight this application by positing repurchase intention as the consequence of social media marketing activities, brand mechanisms, and customer engagement in e-commerce and high-tech product contexts (Kumar & Devi, 2024; Maskuroh et al., 2022). However, the construct also has implications outside the realm of marketing reasoning, as research at the marketing and finance interface raises the concern that stock repurchase strategies could limit the development of marketing capabilities, which in turn could weaken the firm’s ability to maintain repeat business over time (Wen et al., 2024).

However, the retention of existing customers is still a core managerial concern because it is often less expensive than the constant recruitment of new customers, and this cost rationale is one of the reasons why repurchase intention has become the default behavioural ‘proof test’ in consumer behaviour models. In e-commerce, hospitality, retail, tourism, sharing economy platforms, and AI-mediated services, studies consistently use repurchase intention as the point where

* Corresponding author.

E-mail address: ikhsankamil@uym.ac.id

value creation through marketing efforts either translates into future revenue or failed to carry forward (Alnaim & Abdelwahed, 2023; Chatzoglou et al., 2022; Lei et al., 2023; Majeed et al., 2022; Xia et al., 2023). This focus becomes even more apparent in online contexts, where studies on website quality, gamified interfaces, reputation systems, and policy service quality frequently position repurchase intention at the end of the chain that connects platform design and satisfaction to continued use, especially in high-uncertainty cultures and among new e-commerce users for whom trust and risk perceptions are still the decisive factors (Al-Adwan et al., 2022; Aparicio et al., 2021; Ding et al., 2022; Hardiyanto & Firdaus, 2021). These contexts differ in what is being purchased and how value is created, but they all share the same interpretive point: repurchase intention captures continuity, and continuity is what turns marketing activity into customer lifetime value and more lasting performance.

Despite the pivotal importance of repurchase intention in modern marketing frameworks, the bibliometric knowledge about the subject is still piecemeal since most science mapping studies consider repurchase-related outcomes as supporting characters within the neighbouring fields instead of being the organizing principle of a specific field. This is evident in reviews that map the wider problem fields in which intention-related variables are mentioned but do not circumscribe the domain boundaries, such as service failure and recovery mapped through co-citation analysis and multidimensional scaling (Fouroudi et al., 2020), or customer experience in social commerce examined through performance analysis, bibliographic coupling, and keyword co-occurrence, in which repurchase intention is mentioned together with other loyalty outcomes (Dhaigude & Mohan, 2024). More domain-specific mappings focus the attention even further: green marketing research identifies only a small cluster connecting green marketing and repurchase intention (Nomalisa & Widowati, 2024), or an e-commerce-specific review that maps repurchase intention based on 87 Scopus-indexed articles but, by definition, remains within a single context (Bayu & Surwanti, 2024). Taken together, these studies highlight the importance of science mapping but also point out the current limitation of the field, namely that there is still no domain-level bibliometric synthesis of repurchase and repeat purchase intention as a cross-context research field that encompasses several markets, mechanisms, and theories.

Building on recent guidelines for bibliometric analysis, the present study addresses this gap by analysing Scopus publications from 2015–2024 and integrating performance analysis with co-citation analysis, bibliographic coupling, and co-word analysis to map both the intellectual foundations and thematic evolution of repurchase intention research. Accordingly, this review seeks to answer the following research questions:

- a. How have publications on repurchase and repeat purchase intention evolved between 2015 and 2024 in terms of volume, sources, authors and countries?
- b. What are the main intellectual foundations and knowledge clusters underpinning repurchase and repeat purchase intention research?
- c. What thematic structures and emerging topics can be identified from the keyword and conceptual networks in this domain?
- d. How can these patterns inform an integrated research agenda for future studies on repurchase and repeat purchase intention?

2. Methods

2.1. Research design and data source

The design of this review is a bibliometric review design that integrates performance analysis with science mapping to outline the evolution and knowledge structure of repurchase intention studies (Donthu et al., 2021; Komang Ariyanto, 2023). The Scopus database was employed alone since it provides normalized metadata and citation relationships that are less prone to errors when merged compared to multi-source merges. However, this also creates a limitation since studies published in journals that are indexed outside of Scopus, such as some regional journals and discipline-related journals, may not be included. This is important since the patterns should be interpreted as structures visible in Scopus rather than a complete representation of all repurchase intention studies.

2.2. Search strategy and inclusion criteria

We searched for records using the Scopus query: TITLE-ABS-KEY (“repurchase intention” OR “repeat purchase intention”), with a date range of 2015 to 2024, English language, and document type “article” and “review.” However, since the word “repurchase” is not always used in the context of customer rebuying, the results may include non-relevant interpretations of the word, such as operational or financial repurchases, if the search is not done carefully. We

thus exported the full records and cited references, removed the duplicates, and filtered the titles and abstracts to ensure that the results were relevant to marketing and consumer behavior studies while excluding non-consumer applications of the word. Two authors independently screened the results, with any discrepancies resolved through discussion, yielding a final set of 1,025 documents. This is important since the validity of any bibliometric map is ultimately dependent on the credibility of the corpus boundary as a means of distinguishing what is in the domain versus what is simply the same word.

2.3. Bibliometric techniques and software

We started with performance analysis to record publication increases and track leading sources, countries, affiliations, and authors. We employed citation numbers and, where available, SciVal metrics such as FWCI to distinguish between productivity and normalized citation impact. However, performance metrics by themselves tell very little about how a field is intellectually structured, since they list contributors without showing the knowledge bases and themes that underlie studies. To overcome this problem, we employed science mapping methods: reference co-citation analysis to reveal underlying intellectual foundations, bibliographic coupling to extract current research fronts, and co-word analysis to analyze conceptual structures and emerging themes. We produced networks and clusters using VOSviewer software and Bibliometrix for supporting descriptive statistics.

3. Results and Discussion

3.1. Performance analysis

We note a very strong positive trend in the number of annual outputs on repurchase and repeat purchase intention from 2015 through to 2024, increasing from less than 50 papers in 2015 to nearly 180 in 2024, with only slight decelerations around 2017 and 2021. This trend suggests that repurchase intention is increasingly being considered as a recurring subject matter, rather than simply a recurring outcome of a routine model analysis. However, volume increases should not be presumed to imply automatic theoretical convergence, since increases in publication numbers could also indicate the application of familiar models to new contexts, particularly in platform markets where repeat behavior is relatively easy to observe (see Figure 1).

Our field profile reveals a strong foundation in Business, Management and Accounting (37.1%) with a growing interdisciplinary presence, with Social Sciences (15.2%) and Computer Science/Economics (10.4%) making important contributions, and smaller contributions from Decision Sciences, Engineering, Environmental Science, Psychology, Agriculture, and Arts and Humanities. This breakdown reflects a field of study increasingly at the nexus of technology-mediated consumption, analytics-intensive service environments, and sustainability-focused applications. However, the same field name can have different connotations across different fields of study, so that “repurchase intention” may not be assumed to have the same meaning in information-systems research as in relationship marketing or service research. This is important because interpretation relies on clusters and co-occurrences, not on subject categories..

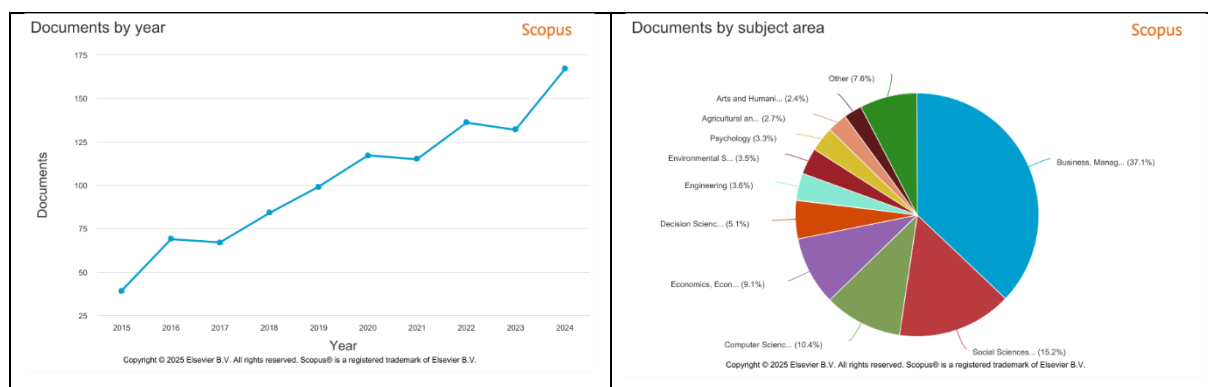


Figure 1. Documents by Year and Subject Area.

We also observe a production profile that is geographically concentrated. China and the United States have the largest number of publications, followed by Indonesia, India, South Korea, Malaysia, and Taiwan, with the United Kingdom, Australia, and Pakistan following next. At the institutional level, Bina Nusantara University and The Hong Kong Polytechnic University have the largest number of publications, followed by Sejong University, Universiti Sains

Malaysia, and Hanyang University, while at the individual level, Han H. has the largest number of publications, followed by a tight cluster of regular authors (including Wang E. S. T., Cheung M. L., De Toni D., Milan G. S., Tandon U., Zhang L., Amin M., Cha S. S., and Chiu T. S.). These results are important because they determine the default empirical settings of the literature. A literature that focuses on the Asia-Pacific platform market is likely to focus on mechanisms such as platform trust, service recovery, and experience design, but may still benefit from the amplification of visibility and citation diffusion through Anglo-Saxon publication channels (see Figure 2).

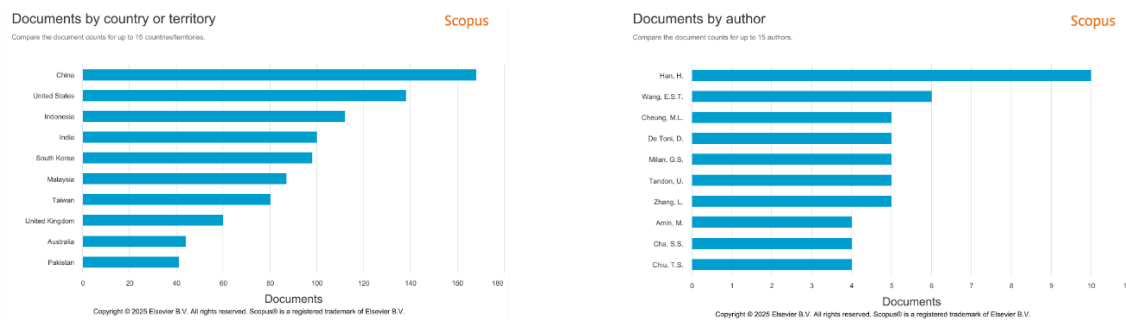


Figure 2. Documents by Country and by Authors

3.2. Co-citation analysis

To identify the intellectual foundations of repurchase and repeat purchase intention research, we ran a reference co-citation analysis on the 80 most frequently co-cited works, using a minimum threshold of 10 citations, which produced five interpretable clusters. The resulting structure suggests that the domain does not rely on a single theoretical backbone; instead, it draws from several partially overlapping traditions that justify repurchase intention as an outcome through different logics. This matters because the same dependent variable can be treated as evidence of relationship strength, platform continuity, brand attachment, or planned behaviour, depending on which tradition is doing the explanatory area.

Our first cluster is anchored in relationship marketing and service settings. It combines foundational Journal of Marketing and Journal of Consumer Research contributions with work on store atmosphere, emotion-based exchange, and equity considerations, including studies that connect satisfaction to downstream firm value. Yet the cluster also highlights a persistent tension: repurchase intention is often presented as “relationship success,” while the relationship logic varies across service encounters, retail atmospherics, and exchange-based equity perspectives, which can make results look comparable even when the underlying mechanism differs.

A second cluster centres on digital relationship quality and continuance, where repurchase intention is framed as a consequence of technology-mediated experience. In this stream, e-satisfaction, e-loyalty, online service quality, and trust function as the core mechanisms across e-commerce, platform services, and sharing-economy contexts. However, the dominance of trust and service-quality language also raises a boundary issue, namely whether “repurchase” is being conceptualised consistently when the “provider” is an app ecosystem, a marketplace platform, or an individual seller within the platform, rather than a single identifiable firm.

The third cluster consolidates the brand-equity and brand-relationship tradition. Seminal work on managing brand equity connects to studies on brand personality, brand experience, brand love, and consumer–company identification, positioning repurchase intention as the behavioural expression of strong brand ties. Here the logic is more identity- and affect-driven, implying that repurchase is not simply repetition but an enactment of a durable brand relationship that persists beyond a single transaction.

Our fourth cluster reflects attitude–behaviour frameworks and shopping motivations. Anchored in the theory of planned behaviour alongside classic accounts of attitude formation and hedonic shopping, it is extended by website-quality studies that translate these ideas into online retail contexts. A recurring concern, however, is that these models are sometimes transferred into digital settings with limited attention to platform-specific frictions, such as perceived risk, algorithmic choice architecture, and switching costs, which can meaningfully reshape how intentions form and how stable they are across time.

The fifth cluster is methodological and centres on structural equation modelling, mediation logic, and measurement practice. Although this cluster is less “theoretical” in content, it remains influential because it underpins the dominant empirical toolkit used to test repurchase intention models and, in doing so, shapes which relationships are most often treated as credible and publishable. Taken together, the co-citation structure indicates that the domain rests on five pillars, relationship marketing, digital service quality, brand equity, attitude–behaviour theory, and advanced multivariate methods, each offering a distinct rationale for why customers return and how that return is empirically demonstrated (see Figure 3).

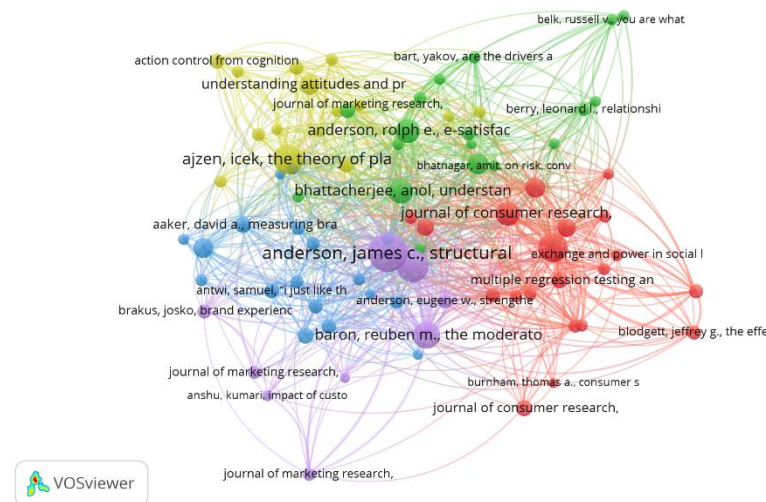


Figure 3. Co-citations by references

3.3. Bibliographic coupling

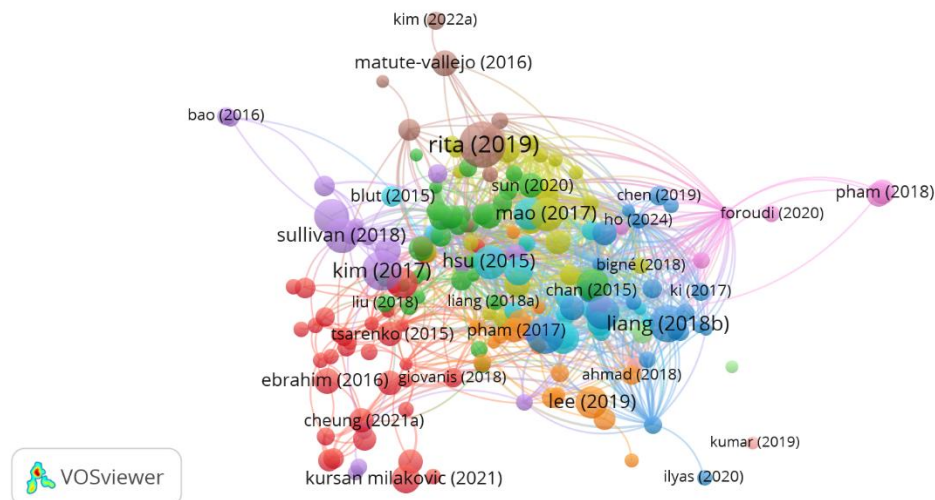


Figure 4. Bibliographic coupling.

We used document-level bibliographic coupling in VOSviewer with full counting to capture the field’s contemporary research fronts. From the Scopus corpus, a minimum threshold of 43 citations retained 188 highly connected articles, which clustered into 11 groups (see Figure 4). This structure suggests that current work is organised less by a single industry category and more by recurring platform and service architectures, where repeat purchasing is shaped by digital experience design, trust signals, and recovery processes.

Our largest cluster (Cluster 1; 35 documents) centres on social commerce, customer experience, and brand-based drivers, repeatedly linking social support, online communities, and preference formation to repeat purchasing (Ebrahim et al., 2016; Milaković, 2021; Molinillo et al., 2020). Cluster 2 (32 documents) focuses on mobile and technology-enabled commerce, including mobile app usage, post-purchase regret and satisfaction, mobile reservations, and platform recovery following data breaches (Chopdar & Balakrishnan, 2020; Goode et al., 2017; Liao, 2017; Sun et al., 2020). The shared issue in this cluster is continuity under digital frictions, where convenience and perceived control are repeatedly weighed against perceived risk and negative affect, particularly after disruptive episodes such as privacy or security failures.

Clusters 3 and 4 are closely tied to hospitality, tourism, and sharing-economy platforms, where authenticity, relationship quality, trust, and value propositions are used to explain switching and repurchase intentions (C. C. Liang & Shiau, 2018; L. J. Liang et al., 2018; Z. (Eddie) Mao et al., 2020; Z. Mao & Lyu, 2017; Padmavathy et al., 2019; Su et al., 2016; Xia et al., 2023). Yet these clusters also highlight a boundary problem that becomes difficult to ignore in platform ecosystems: when the “provider” is an ecosystem with variable sellers or hosts, repurchase intention can refer to loyalty to the platform, to a specific provider, or to an experience category, and these targets are not automatically equivalent in measurement or interpretation. This matters because the same scale label can conceal different objects of loyalty, which can inflate apparent consistency across studies.

Smaller but coherent clusters indicate complementary fronts. Cluster 5 concentrates on online trust, e-service quality, and ethics in e-retailing and online recovery (Kim, 2016; Sullivan & Kim, 2018), underscoring the continued role of moral evaluation and trust repair in repeat purchasing. Cluster 6 links repeat purchase to habit, perceived risk, and value co-creation, drawing evidence from group-buying, social commerce, and online grocery shopping (Hsu et al., 2015; Martin et al., 2015). Cluster 7 connects omnichannel engagement, AI-enabled customer journeys, and airline service quality, while Cluster 8 highlights e-service quality, eWOM dynamics, online brand communities, and crisis management. Cluster 9 is oriented toward service recovery, justice, and convenience, including work that systematises the service failure and recovery stream. Clusters 10 and 11 capture emerging lines on branded mobile apps, website interactivity, and machine-learning-based prediction of repurchase intention. Across these fronts, the recurring boundary issue remains: in platform contexts, “repurchase” may attach to the platform, the seller, or the experience category, and treating these as interchangeable can distort comparisons across clusters.

3.4. Co-word analysis

We conducted co-word analysis using both indexed keywords and terms extracted from titles and abstracts to trace the field’s conceptual structure (see Figure 5). The keyword network yields four dominant themes: digital commerce (e-commerce, online shopping, social commerce, eWOM, website quality), service quality and recovery (service failure, recovery, justice, emotion), brand and relationship marketing (brand equity, loyalty, customer experience, retention), and a consumer-behaviour and methods cluster that links attitudinal constructs such as trust, satisfaction, and attitude with a common analytical toolkit, including PLS-SEM, validity assessment, and regression. This pattern indicates that repurchase intention functions as a conceptual junction that connects platform design, service encounters, and brand-based mechanisms, rather than operating as a narrow, context-bound outcome.

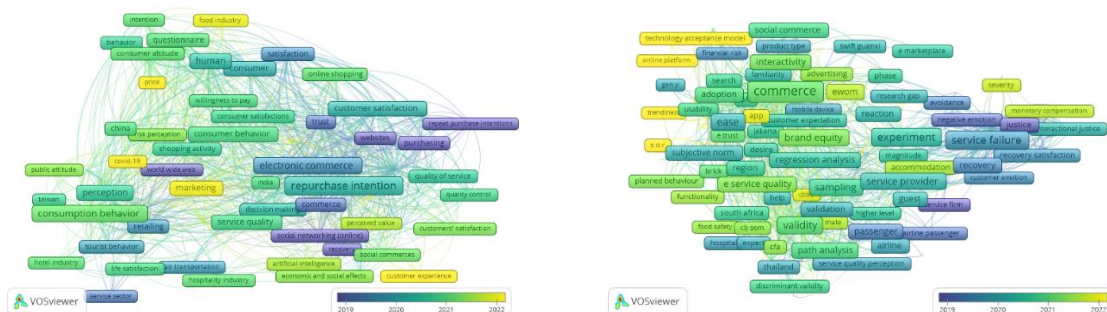


Figure 5. Co-word analysis.

The title-and-abstract term map largely reproduces the same thematic structure, but it places stronger weight on methodological language, including sampling strategies, measurement models, and validity testing. This emphasis matters because it suggests that what appears “central” in the literature is shaped not only by theory but also by what is repeatedly operationalised through dominant modelling pipelines and shared measurement conventions. In other words,

methodological routines can stabilise the field's vocabulary and, at the same time, constrain the range of mechanisms that are tested and reported as credible.

SciVal keyword word cloud corroborates these observations. Consumer behaviour, consumer attitude, customer satisfaction, brand loyalty, brand equity, customer experience, and partial least squares stand out as the most salient concepts framing repurchase intention research over 2015–2024 (see Figure 6). Taken together, these results point to a domain with stable conceptual anchors, but one whose most visible themes are also shaped by a highly standardised measurement-and-modelling infrastructure.



Figure 6. Wordcloud analysis.

3.5. Co-authorship and country collaboration

We find that author-level performance follows a familiar pattern: a relatively small group of scholars generates a disproportionate share of both output and visibility in repurchase-intention research. In our analysis, output refers to the number of Scopus-indexed papers on repurchase or repeat purchase intention published between 2015 and 2024, citations capture how often those papers are referenced, and FWCI provides a normalised benchmark where 1.0 corresponds to the world average for comparable publications. This combination matters because it allows us to distinguish between productivity and diffusion, namely whether a scholar's work travels broadly through the field's citation networks.

Within the corpus, Han Heesup (Sejong University, South Korea) leads in volume with 10 papers and 256 citations (FWCI 1.35), followed by Milan Gabriel Sperandio and Wang Edward Shih Tse, each with six papers and more than 180 citations. Yet influence is not determined by publication counts alone. A small number of strategically positioned papers can attract disproportionate attention when they connect to highly cited conversations or bridge adjacent domains, which elevates their citation uptake relative to volume. We observe this pattern for Cheung Man Lai and Pires Guilherme D. (University of Newcastle), whose FWCI values above 3.0 indicate citation impact more than three times the field average despite fewer publications. Together with contributors based in Brazil, India, Malaysia, and the United States, these ten scholars form a compact impact core that shapes what becomes visible, citable, and, over time, canonical in this domain (see Table 1).

At the country level, the publication profile is clearly Asia-centric, with China, the United States, and Indonesia forming the three largest contributors, followed by India, South Korea, Malaysia, and Taiwan (see Table 2). China leads output with 168 documents and an FWCI of 1.90, while the United States combines slightly lower volume (138 documents) with the highest citation count in the set (6,869; FWCI 1.97). Indonesia contributes 113 papers but records a below-average FWCI (0.77), whereas India, South Korea, and Malaysia publish fewer papers yet display stronger impact profiles (FWCI between 1.21 and 1.63). Despite smaller volume, the United Kingdom, Australia, and Spain stand out in influence, particularly the UK with an FWCI of 2.60 and more than 3,300 citations. Taken together, these patterns suggest that while Asia-Pacific systems drive much of the field's production, high-visibility influence remains strongly coupled with Anglo-Saxon citation ecosystems.

However, the collaboration structure provides a more direct clue about how impact is generated. Around 30% of the corpus involves international co-authorship (308 papers), and these outputs attract substantially higher citations per publication than purely national collaborations (304 papers; 29.7%), single-institution work (329 papers; 32.1%), or single authorship/no collaboration (84 papers; 8.2%). This matters because it suggests that the field's higher-impact development is disproportionately driven by cross-border networks, often linking Asia-based hubs with Anglo-Saxon research systems that amplify diffusion and citation uptake.

Table 1. Top 10 authors based on scholarly output

Rank	Author	Country	Affiliation	Scholarly Output	Citation Count	FWCI*
1	Han, Heesup	South Korea	Sejong University	10	256	1,35
2	Milan, Gabriel Sperandio	Brazil	Universidade do Vale do Rio dos Sinos	6	216	1,04
3	Wang, Edward Shih Tse	Taiwan	National Chung Hsing University	6	186	1,04
4	Cheung, Man Lai	Australia	University of Newcastle	5	480	3,5
5	De Toni, Deonir	Brazil	Universidade de Caxias do Sul	5	213	1,25
6	Pires, Guilherme D.	Australia	University of Newcastle	5	461	3,07
7	Tandon, Urvashi	India	Chitkara University	5	182	1,39
8	Ting, Ding Hooi	Malaysia	Universiti Teknologi Petronas	5	101	1,83
9	Zhang, Lu	United States	Michigan State University	5	111	0,94
10	Amin, Muslim	Malaysia	Universiti Teknologi Malaysia	4	129	1,57

Source: SciVal, Dec 7th, 2025.

*FWCI: Field-Weighted Citation Impact

Table 2. Top 10 countries on scholarly output

Rank	Country	Scholarly Output	Citation Count	FWCI
1	China	168	6534	1,9
2	United States	138	6869	1,97
3	Indonesia	113	1199	0,77
4	India	100	2590	1,29
5	South Korea	98	2283	1,21
6	Malaysia	87	2192	1,63
7	Taiwan	80	2641	1,36
8	United Kingdom	60	3337	2,6
9	Australia	44	2226	1,87
10	Spain	41	1281	1,59

Source: SciVal, Dec 7th, 2025.

Taken together, the evidence suggests that repurchase and repeat purchase intention have shifted from being a peripheral endpoint in isolated behavioural models to a recognisable research domain with its own growth trajectory. This shift is reflected in the steep rise in annual outputs and aligns with maturation patterns reported in adjacent streams such as digital marketing and social commerce (Herzallah et al., 2025; Sang, 2024). For example, the concentration of publications in Asian countries plausibly mirrors the region's role as a large empirical laboratory for fast-scaling e-commerce and platform-mediated consumption (Ruiz et al., 2021; Yang & Sulaiman, 2023). However, the comparatively higher field-weighted citation impact observed for the United States, the United Kingdom, and Australia underscores an asymmetric geography of visibility, where citation amplification appears more tightly coupled with Anglo-Saxon publication ecosystems and cross-border collaboration networks (Yang & Sulaiman, 2023). This matters because the observed “volume–impact” contrast can be shaped not only by scholarly quality but also by indexation boundaries and citation-network environments, including Scopus-specific coverage effects, which calls for caution when interpreting country-level visibility as a direct proxy for intellectual leadership (Donthu et al., 2021; Stahlschmidt & Stephen, 2022).

Across mapping techniques, repurchase and repeat purchase intention emerge not as a narrow niche but as an integrative construct that connects enduring traditions in marketing and information systems. Co-citation structures, which typically surface a field's intellectual anchors, converge here on (i) satisfaction, loyalty, and retention mechanisms that explain repeat patronage in online and service settings (Al-Adwan et al., 2022), (ii) service quality and service failure–recovery

logics that structure post-encounter evaluations (Adil et al., 2022), and (iii) technology-enabled exchange in which platform cues, including gamification and reputation systems, translate trust and continued usage into repurchasing behavior (Aparicio et al., 2021). Bibliographic coupling and co-word patterns extend these foundations into current research fronts spanning digital and social commerce, hospitality and tourism, service recovery, and brand and customer experience, repeatedly positioning repurchase intention as the behavioral junction where value creation, service encounters, and technology use intersect (Anshu et al., 2022). Yet the field's heavy reliance on SEM-based designs (Al-Adwan et al., 2022; Aparicio et al., 2021), raises a methodological concern: configurational evidence suggests that multiple non-linear pathways can generate repurchase intention, which calls into question the assumption of a single dominant causal route (Dogra et al., 2023), and even closely related loyalty signals may diverge in meaning and influence across contexts and purchase frequency (Ravula et al., 2022). In other words, the integrative role of repurchase intention is often implied in adjacent reviews (for example, social commerce and green marketing) but becomes more visible when repurchase intention itself is treated as the organizing lens (Dhaigude & Mohan, 2024; Nomalisa & Widowati, 2024).

These patterns point to a research agenda that is consolidating, yet still incomplete. Consolidation is visible in a relatively coherent explanatory base linking repurchase with the intention to trust, platform attributes, and customer experience across digital and service contexts, supported by a shared methodological toolkit that enables cross-study comparison (Al-Adwan et al., 2022; Aparicio et al., 2021). For example, evidence repeatedly underscores that online service failure and recovery mechanisms shape downstream loyalty-oriented outcomes, including repurchase-related behaviors (Adil et al., 2022). Despite these advances, the science maps also reveal clear boundaries in the current knowledge base. Sustainability remains context-bound rather than integrated into mainstream repurchase models, with green repurchase research still concentrated in specific categories and largely explained through value–trust pathways (Nomalisa & Widowati, 2024; Xu et al., 2022). Crisis and risk contexts appear episodically, with pandemic-era studies highlighting risk and resilience effects while leaving broader disruption logics underdeveloped (Wang et al., 2021). B2B applications and customer-equity integration are present but comparatively thin, even though customer equity drivers demonstrably connect to repurchase intent in industrial markets (Srivastava et al., 2024). Finally, the marketing–finance bridge remains underexploited: financial policies such as stock repurchases can reshape marketing capabilities and long-run performance, suggesting that repurchase intention should be theorized and tested more within customer-equity and firm-performance architectures (Bayu & Surwanti, 2024; Wen et al., 2024). This matters because without such integration, the field risks accumulating context-specific findings while under developing the cross-domain mechanisms that would make repurchase intention research cumulatively explanatory.

4. Conclusion

This review consolidated repurchase and repeat purchase intention as a coherent research domain using a Scopus-only corpus retrieved via TITLE-ABS-KEY (“repurchase intention” OR “repeat purchase intention”) for 2015–2024 (English-language; articles and reviews), yielding 1,046 documents. The performance evidence suggests sustained expansion across the decade, with annual publications rising from fewer than 50 in 2015 to nearly 180 in 2024, indicating that repurchase intention has progressed beyond a peripheral “final variable” into a visible stream with its own trajectory. The geography of production is similarly distinctive: China and the United States lead output, followed closely by several Asia-Pacific countries, reinforcing the field's empirical density in platform-mediated markets where repurchasing is measurable, scalable, and strategically consequential.

The science maps clarify why this stream travels across contexts and theoretical traditions. Co-citation analysis of the most frequently co-cited works yields five clusters that jointly anchor the domain in relationship marketing and service environments, digital relationship quality and continuance, brand equity traditions, attitude–behavior theory, and SEM-centered methodological foundations. Bibliographic coupling then surfaces a multi-front research landscape in which 188 highly connected articles group into 11 clusters spanning social and digital commerce, technology-enabled payment and platform settings, hospitality and tourism, service recovery, and brand and customer experience. Taking together with co-word evidence, these patterns suggest that repurchase intention functions less as an endpoint and more as a behavioral junction where value creation, service encounters, technology use, and brand building intersect, while also highlighting newer emphases such as social and live commerce, AI-enabled services, and green consumption.

Despite this consolidation, the agenda remains incomplete. Three priorities stand out: first, move from context-specific explanations toward integrative models that connect repurchase intention to customer equity and firm-performance architectures; second, expand boundary conditions by treating sustainability, crisis and risk environments, B2B markets, and public services as core contexts rather than peripheral tests; and third, reduce over-reliance on a single modelling

pipeline by complementing SEM-heavy designs with configurational, longitudinal, experimental, and behavioral data approaches. Yet these implications should be read with methodological restraint, because the maps are shaped by Scopus coverage and the specific search and inclusion choices used to define the corpus, meaning they represent Scopus-visible patterns rather than an exhaustive census of the domain.

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