

Self-Disclosure and Purchase Intention in Digital Marketing: A Scientometric Review of Research Trends, Themes, and Core Foundations

Ananda Sabil Hussein¹, Eka Fais Wahyuli^{2}, Danu Eko Pranoto³*

Faculty of Economics and Business, Brawijaya University, Malang, Indonesia

Abstract.

This study conducted a bibliographic analysis of studies on self-disclosure and purchase intentions published from 2016 to 2025. To investigate publication trends, we reviewed 29 articles from 23 academic sources. Citation patterns, original journals, conceptual frameworks, and topic evolution over time. Therefore, research activities will increase significantly in 2021, decrease in 2023-2024, and then increase again in 2025 with a CAGR of 29.15%. The way it is quoted shows that the basic principles of interpersonal communication have a very big influence. The keyword grid emphasizes self-disclosure as the central concept that unifies authenticity. Transsocial Communication, Digital Trust, and Consumer Behavior According to Bradford's Law, the literature covers the fields of marketing, communications, psychology, and information systems. Emerging topics include AI-mediated disclosure and virtual influencers. This represents a change in the digital marketing landscape. This study is the first comprehensive map of the region's intellectual landscape. It provides theoretical and practical information to increase customer engagement and increase purchase intent.

Keywords: bibliometric analysis, parasocial talk, purchase intention, self-disclosure, social-media marketing.

JEL Codes: M30, M31.

1. Introduction

The rapid growth of digital communications platforms has changed the way consumers interact with brands, influencers and online communities. In this regard, self-disclosure or voluntary disclosure of personal information has become an important factor in consumers' perceptions of trustworthiness and authenticity. This also influences purchase intentions. Bibliographic data shows that academic interest in this topic is increasing as the social media ecosystem develops. As publishing activity increases, this is especially true during periods of intense digital interaction, such as the COVID-19 pandemic. Over time, self-disclosure has evolved from a collaborative concept to a digital marketing tool used in influencer marketing. User-generated content and e-commerce

Despite progress, the number of published studies and the frequency of citations have also changed significantly. The number of published studies reflects basic research in 2016 to 2020, followed by a sharp increase in 2021, followed by a decrease in 2023-2024, and a significant increase in 2025. These changes indicate that research in this field is responding to technological trends. Changes in consumer behavior and the emergence of new digital assets such as AI-mediated communication and virtual influencers. Referral patterns also reached their first peak, driven by basic research. Research expanded as scientists began to explore related concepts such as authenticity and parasocial talk interactions. The digital intimacy of these

differences shows that although the importance of the subject is clear, the principles and concepts of the subject are not yet fully organized and standardized.

Although many studies have examined how self-disclosure influences purchase intentions, this section highlights the main research questions. The above situation arises because of inadequate comprehension of the evolution of the theoretical framework, underlying themes, and emerging research structures. The articles are published in marketing journals, information and communication systems journals, and consumer psychology journals, and this implies that the above problem is multi-faceted in nature. Nevertheless, there is a loose coupling between the above aspects. Additionally, applying Bradford's Law, there is inadequacy of focus in the core area. Only a few newspapers act as the main publishers and most of their articles are published in many secondary sources.

The reasons for conducting this study can be found in the extremely fragmented nature of the available literature. For this reason, bibliometric methodology is used to clarify the intellectual structure and evolution of research on self-disclosure and purchase intention. By analyzing annual publication rate trends, citations, triangulation, source importance, keyword association networks, and concept clustering, the study reveals publication trends, key theories, main authors, important journals, and intersecting fields of study in the literature. In this way, the research creates a clear picture of the progress of the field and clarifies where scientific research is taking place and what new topics are being developed.

The novelty of this article is in its creation of several bibliographic indexes that result in the creation of the first bibliometric review of this field. While previous studies have focused mainly on the impact of self-disclosure on the results of consumers, in this paper scientific mapping is used to illustrate the evolution of this problem through time. What was the process of dissemination of the first idea through different regions? This article contributes to this effort by identifying new areas of study such as data-exchange applications using artificial intelligence. Moreover, this study offers some directions for further research in such fields as virtual influencers and computer-mediated relationships based on bibliographic data. These hypotheses go beyond theoretical speculation..

This research offers many practical and academic advantages. He obtained various knowledge at the academic level. Explain how different theories relate to each other? It refers to influential work that has influenced ongoing debates in the field. In practical terms, this helps marketers, influencers and digital communications strategists to better understand how self-disclosure works on digital platforms. This allows them to make more informed decisions regarding accuracy. Relationship building and persuasive communication strategies This paper calls for more effective marketing practices and encourages researchers to conduct more academic and evidence-based studies. By addressing the latest research and new fields in an increasingly complex digital world.

2. Literature Review

2.1 Purchase Intention

Many studies show that brand value is the main factor influencing purchase intention. Electronic Word of Mouth (eWOM) and Social Influence For example, Ali et al. (2018) claims that eWOM interactions have a significant impact on consumer purchase intentions in a social commerce environment. This shows that people who engage with eWOM are more likely to buy the product. Albayrak & Ceylan (2021) also found that the level of consumer trust in the source and usefulness of eWOM information has a positive effect on their purchase intentions. This highlights the importance of reliable online content.

As pointed out by Wu et al. Brand image is also an important factor. Improving store image and service quality directly affects brand awareness. This influences their purchasing intentions (Wu et al., 2011). Shah et al. promote the importance of brand values. Hsiao et al. show that higher brand equity increases purchase intentions. This is because brand equity acts as an important predictor of purchasing behavior (Hsiao et al., 2021; Shah et al., 2016).

In addition, situational factors such as consumers' social influences and socio-economic status are also important in forming purchase intentions. This complex approach, especially in the supermarket (Rana et al). Jaya et al consistent with the finding that consumer purchasing behavior is significantly influenced by many factors such as brand equity and marketing mix elements (Jaya et al., 2024). Research shows that point of purchase is also important. Research shows that the impact varies by region and culture. For example, Konuk et al found that intentions to engage in environmentally friendly behavior differed across Turkey, Finland, and Pakistan. This shows that local cultural factors play an important role in shaping the intention to purchase environmentally friendly products with (Konuk et al., 2015). It turns out that several factors apply everywhere. Other factors must be understood through a local lens.

In short, purchase intent depends on many factors. Understanding these effects and incorporating the social context of eWOM participation into each consumer's brand equity and attitudes will help marketers gain useful insights into consumer behavior. This helps them develop more effective strategies to increase buying and selling intent.

2.2 Self Disclosure

Self-disclosure is a complex concept that has been studied extensively in fields such as psychology, communication, and sociology. This review brings together the latest evidence on what it means to build relationships. The way it works online and the psychological impact of sharing personal information is why Self-disclosure is an important part of building and maintaining personal relationships. Research shows that sharing personal thoughts and experiences can create intimacy and increase relationship satisfaction.

For example, Lai (2016) shows that sharing personal information on platforms such as Facebook has a significant impact on the development and maintenance of friendships. Because it helps users reveal parts of their inner life and experiences. Create a sense of intimacy and connection. Likewise, Sprecher et al. (2012) provides evidence that people feel more loved and connected when they share information with each other. This supports the idea that sharing information with each other will strengthen relationships. This is in accordance with social penetration theory which states that the depth of self-disclosure increases as the relationship increases (Yokoyama et al., 2024).

As digital technology advances, the way personal information is shared has also changed. Metzger (2007) explains how people often hide personal details in the early stages of a relationship. This shows that a careful attitude can lead to clear thinking later. In the context of online interactions, Barak & Gluck-Ofri (2007) shows that the way people exchange personal information in online forums is consistent with existing concepts such as social exchange theory. equity theory states that digital spaces can increase intimacy as well as face-to-face interactions. Bak et al. (2014) also emphasizes that sharing information on platforms like Twitter strengthens interpersonal relationships.

However, the results of self-disclosure are not always beneficial. Research shows that it can have negative effects. This is especially true for vulnerable groups. For example, Blau (2011) found a link between higher levels of self-disclosure and exposure to harmful online experiences. This refers to the risk associated with harm. Nazli & Karaman (2021) results also show that self-disclosure is positively related to constructive communication in romantic relationships. This emphasizes the importance of situational and interpersonal communication skills in the process of obtaining and processing information.

The psychological aspect of self-disclosure must also be considered. The role of self-disclosure in counseling is also discussed in Muallifah & Hannani (2023). Sharing personal experiences is associated with better self-acceptance and more positive communication. However, further analysis revealed that individuals with higher levels of anxiety may be less willing to participate. As we saw in the bot interactions studied by Nomura & Kawakami (2011), people who are more anxious are less likely to reveal personal information. This relationship shows that individual differences, such as personality and certain circumstances, have a significant effect on the amount of information disclosure.

Structural characteristics of self-disclosure, such as the amount of information disclosed. Depth of field and retention time are also important to understand complexity. Wheelless & Grotz (1976) explains that these dimensions work together to determine how well people interact with each other. Thus, as proposed by

Omarzu's Disclosure Decision Model, a person's approach to self-disclosure may be shaped by personal motivation.

3. Method

Bibliographic design is used to draw intellectual structure. Individual subjects change over time and trends in self-disclosure and purchase intentions emerge in the literature. This approach was chosen because the field relies on infrequent publications. Annual results reflect different levels of academic interest and different fields of study. Reference formats for different data sets and subject groups. By using this bibliographic method, overall scientific progress on the subject can be achieved. It reflects current research and new fields.

3.1 Data Source and Retrieval Strategy

Bibliographic datasets are created from peer-reviewed documents found in large international databases. This ensures that the results are accurate and relevant. The search was performed using the following Boolean search term: TITLE-ABS-KEY. ("self-disclosure" or "self-disclosure" or "personal disclosure") and TITLE-ABS-KEY ("buying intention" or "intention to purchase" or "purchase intention" or "purchase-intention") and TITLE-ABS-KEY (effect or effects or effect* or effect* or relationship) whether it is self-constructed and how it is tested Covers topics such as social media related to consumer behavior and purchase intention. influencer marketing; parasocial talk, e-commerce, and computer-mediated communication. The final data set includes publications from 2016 to 2025, showing how research activity has changed over time. These include a significant increase in 2021, a decrease in 2023-2024, and a new increase in 2025.

3.2 Data Processing and Cleaning

The resulting list was scanned to remove duplicates and ensure subject consistency. The Journal Keywords Author Name resource includes standard citation counts and reference lists to enable accurate mapping with analytical results such as word clouds and concurrency networks. And a three-plane diagram of this process helps maintain consistency in the interpretation of key elements. This includes distinguishing between different versions of the concepts of "self-disclosure," "social media influencers," and "purchase intention."

3.3 Bibliometric Techniques

A few different bibliometric methods were used to look at the dataset:

1) Performance Analysis

We evaluate research productivity and scientific impact using performance indicators such as annual scientific output and average annual citations. Identify periods of intense research activity. Important publication periods and changes in reference formats

2) Science Mapping

Decide how to structure the topic and organize the ideas. Therefore, the following items were used in this study:

- a) Three-field plots (cited references–authors–keywords), which highlighted foundational theories such as Social Penetration Theory and core themes involving parasocial talk and influencer communication.
- b) Keyword co-occurrence networks, which revealed interconnected thematic clusters centered on self-disclosure, purchase intention, parasocial talk, e-commerce, and influencer marketing.
- c) Word cloud visualizations, which captured dominant conceptual terminology and emerging constructs such as virtual influencers and computational intelligence.

3) Source Analysis

We searched major journals using sources and publications relevant to Bradford's Law. To see the distribution of publications in various regions. This analysis shows that several journals, particularly the Journal of Marketing and Information Systems, have been founded and publishing centers for the field have been established.

3.4 Analytical Tools

The analysis is carried out using standard bibliographic software that can create an annual production plan like a visual map. The Bradford Bibliometrix General Birth Table and the Bradford Biblioshiny Distribution, interactive web interfaces for the bibliometric package in R, were also used to organize the data. Descriptive analysis was performed. Create scientific maps and create data visualizations such as three-plane plots. The combination of these tools with keyword tables and subject structures transforms complex bibliographic data into an easy-to-interpret visual format.

3.5 Purpose of the Methodological Approach

By using bibliometric methods, this research can systematically identify patterns that might be overlooked in traditional narrative reviews. This approach identifies trends over time. The intellectual foundation and key emerging issues thoroughly illustrate how research on self-disclosure and purchase intent is changing digital marketing and consumer behavior.

4. Results

4.1 Data Research Overview

Descriptive statistics provide an overview of how the literature on self-disclosure and purchase intention is structured, and how different researchers collaborate. The dataset includes 29 articles from 2016 to 2025 from 23 sources. This shows that the topic has been researched in various journals, book chapters, and conference proceedings. The annual growth rate of 29.15% shows that academic interest continues to increase. This is consistent with the trend in annual academic performance assessments. These developments show that this problem is not only receiving increasing scientific attention. But they are also becoming increasingly important in digital communications. Social media marketing and consumer behavior research

According to the report, the average age of people is 2.83 years, and research on self-disclosure and purchase intentions is a relatively new field. Most of these are recent research. This trend is consistent with supply and production patterns. This shows that this problem has gained momentum in recent years. Thanks to digital platforms, influencer marketing and mediated interactions between consumers and brands have become more important in marketing. The high average (41.07 citations per document) indicates strong scientific impact. This suggests that several important publications had a significant impact on the formation and expansion of the conceptual framework of this field. Finally, the 214 quotes in the data set reflect the broader intellectual framework underlying interpersonal communication theory. Digital Marketing, Psychology and Computer Communication

In terms of content, the dataset contains 104 keywords and 45 keywords and Author Keywords, reflecting a variety of topics. The large number of keywords chosen by the authors shows that researchers have used different concepts and methods to investigate self-disclosure and purchase intentions. It also highlights the interdisciplinary dimension of this field. It incorporates concepts such as parasocial talk. The engagement dataset on consumer trust in social media engagement and e-commerce behavior has 78 authors, but only three have published articles. This is consistent with broader trends in the social sciences. Where collaborative research becomes commonplace. This is because the topic of the digital era is methodologically and conceptually complex. This collaborative model supports an average of 2.76 co-authors per document and a global co-authorship rate of 24.14%. This indicates a moderate but high level of teamwork between institutions and countries. This international aspect brings a different perspective to the study of self-disclosure and purchase intention. And this helps improve the clarity and impact of the research.

Judging from the type of document, 23 of the 29 articles are journals. This suggests that peer-reviewed journals serve as the primary channel for research publication in this field. The data set also includes two book chapters. One meeting report and three conference reviews. This highlights a small but real problem in edited books and scientific conferences. This expansion reflects growth in an area that contains many journal articles. However, conference papers and reviews show that new research and theoretical debates are still emerging.

Table 1: Main Overview

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2016:2025
Sources (Journals, Books, etc)	23
Documents	29
Annual Growth Rate %	29.15
Document Average Age	2.83
Average citations per doc	41.07
References	214
DOCUMENT CONTENTS	
Keywords Plus (ID)	45
Author's Keywords (DE)	104
AUTHORS	
Authors	78
Authors of single-authored docs	3
AUTHORS COLLABORATION	
Single-authored docs	4
Co-Authors per Doc	2.76
International co-authorships %	24.14
DOCUMENT TYPES	
article	23
book chapter	2
conference paper	1
conference review	3

(Source: Authors' contribution)

4.2 Annual Scientific Production

This Annual Scientific Production graph shows changes in research on self-disclosure and purchase intentions between 2016 and 2025. The overall picture shows that interest was initially moderate and variable. However, academic interest increases significantly at the end of the course. From 2016 to 2020, the number of publications remained low and constant. Only one or two articles are published each year. This small change shows how self-disclosure influences consumer behavior and that digital marketing is still in its infancy. This coincided with the beginning of the emergence of social media as a marketing tool. Researchers began to investigate how sharing personal information affects customers' brand perceptions and purchase intentions. 2021 will experience significant changes. With the increased use of digital platforms

during the COVID-19 pandemic, the number of subscriptions has increased significantly. During this time, marketers, including influencers, brands, and small and medium businesses, use self-disclosure in their communications strategies to build trust and emotional connection. This has led to increased interest in theoretical concepts such as perceived honesty and authenticity. and antisocial relationships

However, in 2023–2024 this figure will decrease drastically and reach its lowest point in 2024. This can be caused by two different things.

1) A temporary saturation of the topic, as earlier studies may have extensively covered foundational aspects of self-disclosure and purchase intention, prompting researchers to shift toward emerging themes such as AI-driven communication, virtual influencers, or digital privacy.

2) Potential differences in databases that might have affected how relevant publications were found and indexed.

Interestingly, there will be a significant increase in 2025, which will be the year with the highest emissions throughout that period. This growth is likely driven by new trends such as self-disclosure using AI. A more sophisticated approach to digital personal branding. and increasing academic interest in the ethics of self-disclosure in modern marketing. Research capabilities can be enhanced through methodological advances such as the use of big data analysis and better experimental design.

A commonly observed trend is that the relationship between self-disclosure and purchase intention varies greatly. This represents a major technological change. The evolution of consumer behavior and changes in digital marketing strategies provides a solid foundation for understanding how this field is developing and highlights promising directions for future research. He is particularly interested in integrating psychological, social and technical perspectives in marketing communications.

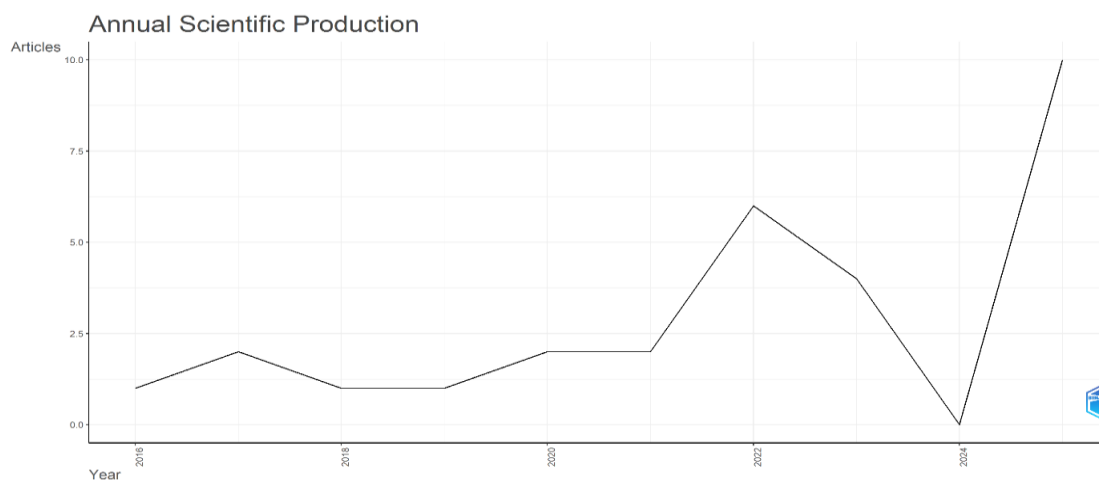


Figure. 1: Annual Scientific Production

Source: Biblioshiny Report, 2025

4.3 Average Citations per Year

The graph of average citations by year shows the most active citations for articles related to self-disclosure and purchase intent between 2016 and 2025. The model shows a period of high initial impact. Then there was a sharp decline. In 2016-2017 there was a significant peak in the decline in intermediate and final reference production. 2017 had the highest average number of citations across the data set. This rapid development indicates that the early or initial research published at that time attracted the attention of many scientists. This initial growth may be due to increasing academic interest in digital communications and marketing. The importance of self-disclosure in early discussions regarding online consumer behavior and

the emergence of social media platforms as a relevant area of academic research. The early essays appear to have provided the intellectual foundation for later research. This helps them get lots of referrals.

The average number of referrals has declined sharply since 2018 and reached its lowest level in 2019. This rapid decline may mean a lack of new subjects. The impact on longer, more important tasks will not be the same. Or it may reflect a normal referral cycle. New research takes longer to collect citations. Additionally, this decline may indicate that digital marketing research topics are becoming increasingly diverse. Less emphasis is placed on self-disclosure. The reason is, academics have begun to explore related concepts such as authenticity, trust, and antisocial relationships.

Reference rates remained generally low and stable between 2020 and 2021. This is consistent with the overall citation gap found in academic journals. Especially on new research topics. Publishing research across multiple platforms and fields may result in lower citation rates for some types of articles. However, there will be a significant increase in 2022-2023, when the average number of referrals increases significantly. This growing trend coincides with increasing academic interest in influencer marketing. User-generated content and digital communications post-pandemic. These findings demonstrate growing interest in theory and research on how self-disclosure helps build consumer trust and influences purchasing decisions in digital and relational environments. New techniques such as sentiment analysis, better text mining, and experimental design can help produce highly cited reports today.

However, the number of referrals will decrease again in 2024–2025 and this may depend on various factors.

- 1) Recency effect, where newer publications have had insufficient time to accumulate citations.
- 2) Research focus is changing: Academics are focusing on an increasing number of topics, including algorithmic persuasion and AI-driven personalization. virtual influencers and privacy concerns
- 3) Increased competition within digital marketing scholarship, which may disperse citations across a broader array of topics and disciplines.

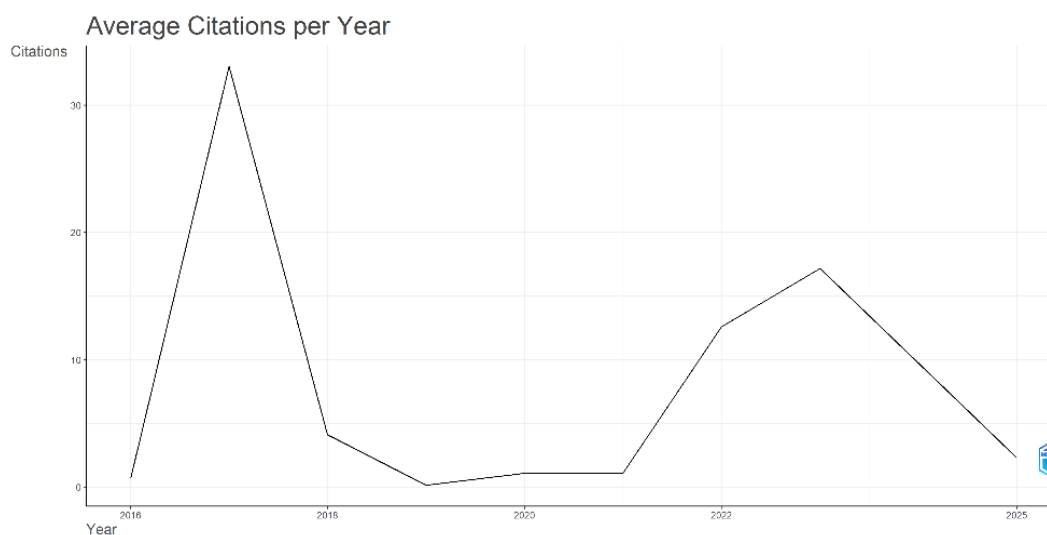


Figure. 2: Average Citation
 Source: Biblioshiny Report, 2025

The average citation pattern shows how much interest in this research area has decreased over time. The first research paper laid the foundations of the discipline. After that, the period expanded and research became more diverse. Previously, technology and changes in consumer behavior had made little progress. This cyclical model shows that these disciplines, while still relevant, must compete in a rapidly changing digital marketing environment, where concepts, methods, and theoretical priorities are constantly changing.

4.4 Three-Field Plot

This three-page diagram shows how key concepts, key authors, and key research themes are integrated in the literature on self-disclosure and purchase intentions. The view on the left highlights several important findings that continue to support research in this area. Classic theories such as Altman and Taylor's theory of Social Penetration Theory. This is clearly visible and reflects long-term effects in research on how self-disclosure influences interpersonal intimacy. Likewise, Berger and Calabrese's work on uncertainty reduction and Aaker's concept of brand personality have become important conceptual pillars. Researchers often use models from interpersonal communication theory and consumer psychology to explain how public signals influence consumer responses.

In addition to this theoretical foundation, works that influence meta-social discourse such as those of Auter, Chung, and Baruh constitute another important part of the intellectual foundation. Their inclusion in the story suggests that most research on self-disclosure and purchase intentions focuses on mediating relationships. Especially relationships involving influencers, celebrities and online figures. Research on authenticity, online experience management, and emotional engagement by authors such as Aubrézet, Bazarova, and Arpan has highlighted the field's interest in the psychological processes that foster consumer trust and emotional engagement in digital environments.

Diverse stories focus on leading researchers in the field on topics that connect theoretical concepts to real-world digital marketing. Researchers such as Beyea, Chua, Um, and Fazli-solehi are closely associated with many keywords that contribute to the development of research on how self-disclosure influences consumers' online communications. These often revolve around topics like influencer marketing. Metasocial interactions reflect online surveys and e-commerce research trends that seek to understand consumer behavior in digital environments.



Figure 3: Three-Field Plot
 Source: Biblioshiny Report, 2025

The keyword box on the right shows the main topics of the literature. But the focus is clearly on “self-disclosure” and “purchase intention.” But it also comes with related topics such as 'parasocial talk', 'social media influencers', 'interactivity,' and 'brand attitude'. This group of topics has a certain pattern. In other words, self-disclosure is studied to build relationships or influence people through trust, authenticity, and emotional connection. This ultimately influences consumer decisions. In addition, the presence of keywords such as “computer-mediated communication”, “electronic commerce” and “online reviews” indicates that researchers are increasingly tracking these processes in digital platforms. Consumers receive a large amount of social and business information.

When we look at the tripartite story as a whole, we see a clear progression from classical theories of interpersonal communication to contemporary digital marketing uses. The author creates a bridge between these concepts and various topics. Conceptualization shows how the field developed to include psychological theories of perception. According to current marketing topics such as relationship building and sensitivity, influence and online communication, and consumer behavior simultaneously, this story represents a dynamic field of interdisciplinary research. Here, self-disclosure emerges as a key concept linking human communication to market outcomes such as increased trust. Increase brand attitude and purchase intent

4.5 Most Relevant Source

A review of the Most Relevant Sources reveals a diverse but highly relevant selection of journals. This helps in self-disclosure and the discovery of purchasing intent. The most active publications include the Asia Pacific Journal of Marketing and Logistics and Lecture Notes in Business Information Processing, each publishing three articles in a series. This popularity suggests that this topic has generated significant interest in both mainstream marketing journals and in interdisciplinary fields focused on information systems and digital business processes. These two data sources appear more frequently. This highlights the interdisciplinary nature of the field. Because it is the intersection of marketing communications. Technology Use and Digital Consumer Behavior

He closely follows Developments in Marketing Science and Journal of Consumer Marketing magazines. He has published two publications, each of which received attention at scientific conferences and respected consumer behavior journals. This is because this publication is known for its theory and data-driven research. Thus, it appears that the relationship between self-disclosure and purchase intentions has become part of a broader debate in consumer psychology. Brand strategy and persuasive communication in the digital space.

Other journals, each containing only one article explaining how the field developed, have shown how closely related the field is to the study of human-computer communication, information systems, and advertising. Their existence shows that self-disclosure is not only done by humans. But this is only social and psychological behavior. But it is also a way of communicating through technology on digital platforms. The inclusion of publications such as Frontiers in Communication and Edelweiss Applied Science and Technology also reflects the increasing diversity of methods and concepts used to study these topics. It has been published in various journals and shows that researchers are thinking about self-disclosure from different perspectives. Includes communications, media studies and applied marketing analysis, and information technology studies

An extensive literature shows that research on self-disclosure and purchase intention is not limited to one context. It has become a field where marketing, psychology and communication studies are combined, and increasingly digital information systems. The rapid growth in high-quality journals has emphasized the scientific and practical importance of this topic. As we seek to understand how consumers behave in today's digital environment.

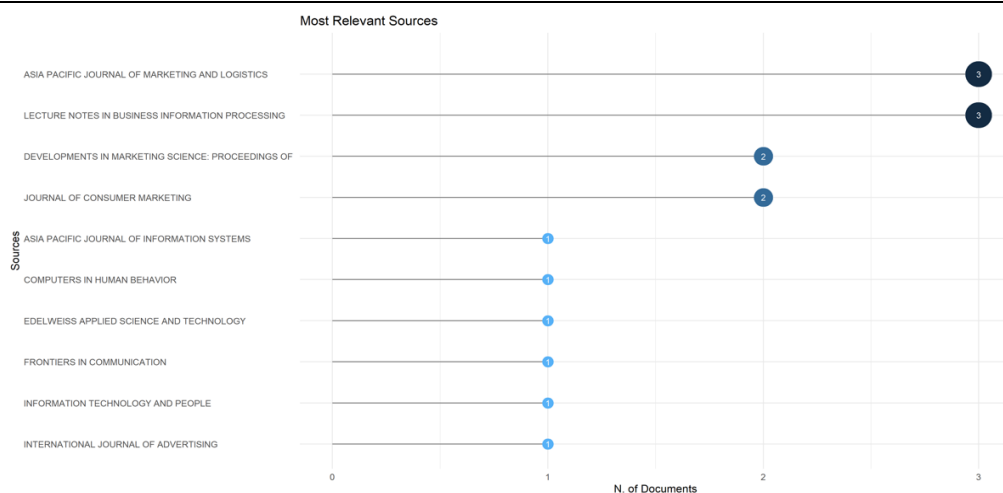


Figure. 4: Most Relevant Source
Source: Biblioshiny Report, 2025

4.6 Bradford's Law

Bradford's Law conceptualization shows how journal self-disclosure contributes to research on purchase intentions. This helps identify key resources in the field. The shaded area represents the "core area" in which a particular journal produces the majority of publications on that topic. This model is consistent with Bradford's Law view that scientific literature is structured around a small number of highly productive sources. It then spread to a large group of journals with very little participation.

Key areas of this dataset include the Asia Pacific Journal of Marketing and Logistics and Lecture Notes in Business Information Processing, each of which published three articles. Its position in the diagram indicates its central role in academic discussions of digital communications. The marketing strategies and consumer behavior of these magazines represent the majority of the articles. This underscores its position as a leading forum for the publication of new and original research on self-disclosure and purchase intentions.

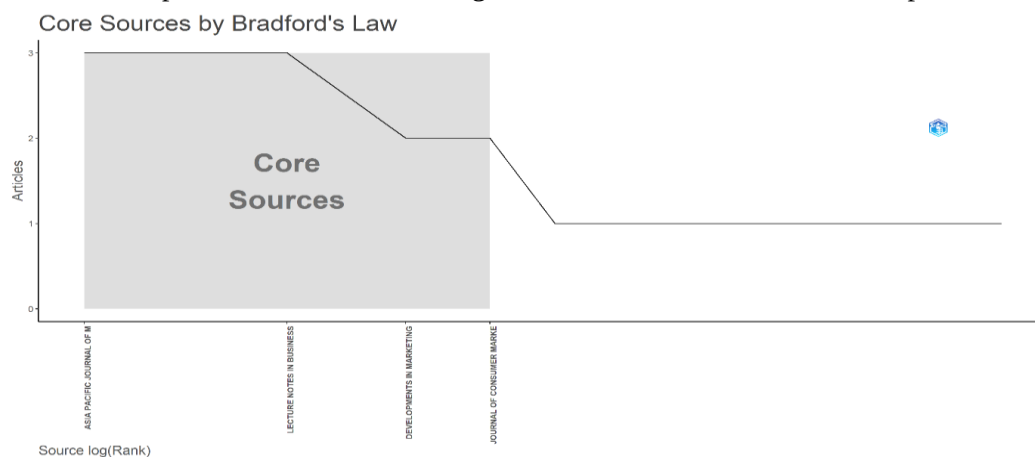


Figure 5: Bradford's Law
Source: Biblioshiny Report, 2025

Important sources of information are given below. The Journal of Consumer Marketing is a secondary source, but still important. Because it seems to be at the end of the main area. Therefore, even though the number of articles published is small, it is recommended that the study be related to this topic. These four data sources together form the predicted primary cluster based on Bradford's Law. This means the number may be smaller. However, it provides most of the results on certain topics. As the distribution extends to outer regions, the number of objects outside this center decreases rapidly. The fact that each journal published only one paper outside the gray area reflects the interdisciplinary nature of the subject. This shows how research is spread across various publications. This expansion usually occurs in new or interdisciplinary fields of study. They have theoretical understanding, methods, and practical applications in the scope of marketing. Studies in the fields of communication, information systems, and consumer psychology

4.7 Word Cloud

A word cloud is a simple visual summary of key concepts found in the self-disclosure and purchase intention literature. The word self-disclosure stands out in the middle of the image. The organization of academic subjects serves as the central idea. This largely reflects broad academic interest in the various ways personal data is shared. Together with influencers, brands and consumers, we shape perceptions, beliefs and ultimately behavioral responses in the digital communications environment. After these keywords, "purchase intention" was selected as the second most important topic. This highlights the importance of the research community's attention to understanding self-disclosure as a motivational tool that can influence consumer decision making. These two keywords form the conceptual core of the field. This shows a clear relationship between disclosure behavior and market outcomes.

The surrounding terms indicate the many different references and theories used in the literature. Terms like "social media," "influencer marketing," "social media influencers," and "e-commerce" emphasize that the digital ecosystem is the ultimate place of self-discovery. Additionally, related concepts such as "parasocial talk," "parasocial relationships," "brand attitude," and "consumer behavior" emphasize that the field is grounded in interaction theory and consumer psychology. This expression refers to the way description creates an emotional connection. Raise awareness of authenticity. It is a trust factor that influences purchasing decisions.

Other important terms such as "online reviews," "user-generated content," "engagement," "brand trust," and "electronic word-of-mouth" show how the research topic has expanded to include how peer reviewers' statements work in the digital space. The emergence of new concepts such as "virtual influencer," "computational intelligence," and "computer-mediated communication" indicates that the field is beginning to embrace technological advances and digital identity transformation. In general, the term "cloud" represents a theoretically dense and changing research environment. Research shows that the study of self-disclosure and purchase intention is closely related to broader discussions about social media communication. Influence, digital persuasion and trust in the relationship between consumers and brands. These terms support the idea that self-disclosure is not simply a form of personal communication. But it also serves as a persuasive tool that has a far-reaching impact on marketing in the digital environment.

4.8 Thematic Occurrence

The simultaneous keyword network clearly shows how different concepts are related in the Self-disclosure and Purchase intention literature. Self-disclosure becomes the main node at the center of the network. This highlights the fundamental role of networks in the intellectual structure of the field. Self-disclosure has proven to be very integrative because of its strong connection to many groups. This is what becomes the bridge between psychological mechanisms and the context of digital communication, connecting the consumer behavior "Purchase intention" directly to this central node. This forms the basic concept of network pairs. The strong relationship between these two terms indicates that most of the literature considers Purchase intention as an important outcome variable influenced by the Self-disclosure process. This association is reinforced by closely related terms such as "brand attitude," "consumer

behavior,” and “user-generated content.” This means that researchers examine how Self-disclosure influences consumers' psychological and emotional responses. Before behavioral intentions are formed

The subject group is separated from the central group and represents different but related areas of research. The larger group includes terms such as “parasocial talk,” “interactivity,” and “social media” that describe how relational and interactive digital spaces can change or enhance self-disclosure. The use of social media concepts shows how this field draws on theories about how closeness to influential people such as influencers can make public signals more persuasive.

Other themes focus on 'purchasing', 'e-commerce' and 'computer-mediated communication', realized in the context of digital markets. The group said they were interested in how consumers perceive and respond to public signals from e-commerce platforms and online authentication systems. Because this cluster intersects with the central node. Therefore, the changes are confirmed taking into account the disclosures in the industry. Not just social service. But it is also a form of planned communication in the commercial digital ecosystem.

This small but growing group includes terms like “social media influencers,” “influencer marketing,” and “social relations.” This suggests that more research is needed on how self-disclosure works in influencer marketing strategies. The group's proximity to the central node suggests that for influencers, self-disclosure is considered a way to increase followers' trust. Increase awareness of authenticity and influence people to make final purchasing decisions. Meanwhile, general terms such as “human subjects” and “major clinical study” refer to the use of research methods or concepts that are different from other scientific disciplines. Overall, this shows that the field is open to other theories and disciplines. Networks represent interconnected yet complex intellectual environments. self-disclosure is the anchor that ties psychological processes together. These clustering patterns of social network communication and consumer decision-making patterns show that the study of self-disclosure and purchase intention has become a complex and interdisciplinary field that integrates communication theory. consumer psychology, digital marketing and e-commerce



Figure. 6: Wordcloud
 Source: Biblioshiny Report, 2025

5. Discussions

This literature review shows that the study of self-disclosure and purchase intentions has become a rapidly growing interdisciplinary field. This is caused by changes in technology. Changes in consumer

behavior and the evolution of digital communication platforms Annual studies show that academic interest does not follow a linear path. However, it goes through various cycles of growth, maturation and renewal. However, previous results are limited. However, consistent results show that this field is growing as social media begins to be used as a marketing channel. The increase in publishing in 2021 appears to coincide with increased use of digital and social platforms during the COVID-19 pandemic. With consumers and marketers increasingly relying on online interactions, the significant decline in 2023-2024 reflects a shift in academic interest that aligns with broader digital marketing trends such as the rise of AI-based personalization, virtual influencers, and more. And a new debate about digital privacy

Citation patterns support this interpretation. The sharp peak in 2017 indicates that significant preliminary research is being conducted to maintain this focus. This publication provides influential theoretical and methodological information that can shape future research. While there was a significant decrease in referrals between 2018 and 2021, this suggests a more recent impact. This is because academics have turned their attention to related issues such as credibility, trust, and social dialogue. Algorithmic persuasion of increasing references in 2022-2023 shows the integration of new sectors. This is further complicated by digital intervention methods. and various procedural tools. However, the decrease in the average referral rate in the 2024-2025 period does not mean there will be less interest. But, naturally, acceptance of new research takes time.

Three stories illustrate how self-disclosure research builds on long-standing theories of interpersonal communication. It also focuses on contemporary marketing issues. The basic concepts include Social Penetration Theory and research on parasocial relationships. This is a scientific understanding of the processes involved in self-disclosure. Additionally, recent research links these communication mechanisms to digital consumer behavior. Emphasis is placed on factors such as influence-follower dynamics such as authenticity, perceived closeness, and how emotional communication works in the digital space. Combining classical theory with modern applications, online reviews, and user-generated content shows that the field is theoretically grounded and can adapt to new situations.

Analysis of journal sources supports this broad view. This shows that large magazines have marketing and information systems. Self-disclosure covers many areas. Authoritative sources such as the Asia Pacific Journal of Marketing and Logistics and Lecture Notes in Business Information Processing indicate that the topic has attracted the attention of academics in the fields of consumer psychology and digital adoption. Indeed, other publications have appeared in journals that focus on communications, advertising, and human-computer interaction. He emphasized that this sector is increasingly important. This model is confirmed by Bradford's Law. This shows that although a small number of journals form the backbone of publications in the field, subfields and related fields play an important role.

Keyword analyses, including the word cloud and co-occurrence network, reveal that self-disclosure operates as an integrative construct that links psychological processes, technological affordances, and consumer behavior. The dominant co-occurrence of terms such as parasocial talk, social media, influencer marketing, and brand attitude suggests that the literature increasingly positions self-disclosure as a persuasive cue within relational marketing ecosystems. The strong connection to concepts such as purchasing, consumer behavior, and electronic commerce reflects that scholars conceptualize self-disclosure not merely as an interpersonal process but as a planned communication mechanism with measurable behavioral consequences. The presence of emerging terms such as virtual influencer and computational intelligence signals that future research is likely to investigate how technologically mediated identities and algorithmic systems shape the nature and impact of self-disclosure.

Overall, these findings suggest that the field is moving toward a more comprehensive understanding of how self-disclosure occurs in digital spaces. How our personal behavior interacts with digital communication platforms is becoming increasingly important. The bibliographic sample suggests that future research will likely test more specific indicators such as credibility. Algorithm changes and cross-platform data sharing strategies, as well as expansion into new areas such as immersive user experiences and AI-generated influencers, augmented reality. This is because digital communication standards are constantly changing.

How self-disclosure influences trust, loyalty, and purchasing decisions is an important area of research that requires new methods and approaches from various disciplines.

6. Conclusions

This bibliographic analysis shows how research on self-disclosure and purchase intentions has undergone intellectual, substantive, and methodological changes. We predict this segment will continue to grow from 2016 to 2025. This concept has been expanded. He is more interested in various academic subjects. Annual search changes, including a sharp increase in 2021, a decrease in 2023-2024, and a clear increase in 2025, including preliminary studies, show how sensitive this area of research is to broader changes in digital communications. These patterns are related to social and technological change. This includes the COVID-19 pandemic. The rise of influencer marketing and increased communication through AI-mediated communication

Citation patterns show that important early research made significant contributions to subsequent research and continues to have a major impact. However, recent reports have not reached the same reference level. However, increasing research interest in 2022–2023 shows that questions about the reality of transsocial interactions and the dynamics of digital relationships are once again conflicting. Keyword convergence networks have demonstrated that self-disclosure serves as an important link between interpersonal communication theory and modern consumer behavior. Primarily through factors such as brand trust and attitude. Emotional bond

Bradford's Law reflects the broad interdisciplinary interest in this field, as they determine the method of publishing articles in various journals. Important materials are several marketing magazines and information systems. But many important contributions also came from the communications, psychology, advertising, and human computer debates. This in turn indicates the degree of diversity and distribution of perspectives that an integrated bibliographic study requires. Overall, the analysis shows that self-disclosure is emerging as an important theoretical and practical approach to understanding how digital communications influence consumer decision making. The rise of virtual influencers, algorithmic personalization, and AI-based recognition signals means that self-disclosure will become more important as the digital ecosystem evolves.

7. AI Disclosure Statement

OpenAI's ChatGPT was used exclusively for language editing and proofreading purposes. No AI tool was used for data analysis, interpretation of results, or generation of scientific content.

References

- [1] Albayrak, M., & Ceylan, C. (2021). Effect of eWom on Purchase Intention: Meta-Analysis. *Data Technologies and Applications*, 55(5), 810–840. <https://doi.org/10.1108/dta-03-2020-0068>.
- [2] Ali, A., Guo, X., Sherwani, M., & Ali, A. (2018). Antecedents of Consumers' Halal Brand Purchase Intention: An Integrated Approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/md-11-2016-0785>.
- [3] Bak, J., Lin, C.-Y., & Oh, A. (2014). *Self-Disclosure Topic Model for Twitter Conversations*. <https://doi.org/10.3115/v1/w14-2706>.
- [4] Barak, A., & Gluck-Ofri, O. (2007). Degree and Reciprocity of Self-Disclosure in Online Forums. *Cyberpsychology & Behavior*, 10(3), 407–417. <https://doi.org/10.1089/cpb.2006.9938>.
- [5] Blau, I. (2011). Application Use, Online Relationship Types, Self-Disclosure, and Internet Abuse Among Children and Youth: Importance for Education and Internet Safety Programs. *Journal of Educational Computing Research*, 45(1), 95–116. <https://doi.org/10.2190/ec.45.1.e>.
- [6] Hsiao, C., Tang, K., & Su, Y.-S. (2021). An Empirical Exploration of Sports Sponsorship: Activation of Experiential Marketing, Sponsorship Satisfaction, Brand Equity, and Purchase Intention. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.677137>.

-
- [7] Jaya, F. A., Arief, M., & Suwitho, S. (2024). Decoding Viewer Behavior: A Multi-Faceted Exploration of Marketing Mix, Brand Equity, E-Wom, and Perceived Value in Indonesia's Film Market. *International Journal of Research in Business and Social Science* (2147-4478), 13(1), 99–107. <https://doi.org/10.20525/ijrbs.v13i1.3183>.
- [8] Konuk, F. A., Rahman, S. u., & Salo, J. (2015). Antecedents of Green Behavioral Intentions: A Cross-country Study of <scp>T</Scp>urkey, <scp>F</Scp>inland and <scp>P</Scp>akistan. *International Journal of Consumer Studies*, 39(6), 586–596. <https://doi.org/10.1111/ijcs.12209>.
- [9] Lai, Y. Y. (2016). *Self-Disclosure in Enacting Friendship in Facebook*. <https://doi.org/10.15405/epsbs.2016.08.67>.
- [10] Metzger, M. J. (2007). Communication Privacy Management in Electronic Commerce. *Journal of Computer-Mediated Communication*, 12(2), 335–361. <https://doi.org/10.1111/j.1083-6101.2007.00328.x>.
- [11] Muallifah, M., & Hannani, R. (2023). *Psychological Dynamics of Self-Disclosure in Counseling*. 17–26. https://doi.org/10.2991/978-2-38476-032-9_3.
- [12] Nazli, E., & Karaman, Ö. (2021). Romantik İlişkide Kendini Açma Düzeyi İle Kıskançlıkta Gösterilen İletişim Tepkileri Arasındaki İlişkinin İncelenmesi. *İnönü Üniversitesi Eğitim Fakültesi Dergisi*, 22(3), 2659–2676. <https://doi.org/10.17679/inuefd.955037>.
- [13] Nomura, T., & Kawakami, K. (2011). *Relationships Between Robot's Self-Disclosures and Human's Anxiety Toward Robots*. <https://doi.org/10.1109/wi-iat.2011.17>.
- [14] Rana, S. M. S., Osman, A., & Othman, Y. H. (2015). Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2015.v6n3p429>.
- [15] Shah, S. M., Adeel, M., Hanif, F., & Khan, M. (2016). The Impact of Brand Equity on Purchase Intentions With Moderating Role of Subjective Norms. *Universal Journal of Industrial and Business Management*, 4(1), 18–24. <https://doi.org/10.13189/ujibm.2016.040102>.
- [16] Sprecher, S., Treger, S., & Wondra, J. D. (2012). Effects of Self-Disclosure Role on Liking, Closeness, and Other Impressions in Get-Acquainted Interactions. *Journal of Social and Personal Relationships*, 30(4), 497–514. <https://doi.org/10.1177/0265407512459033>.
- [17] Wheelless, L. R., & GROTZ, J. (1976). Conceptualization and Measurement of Reported Self-Disclosure. *Human Communication Research*, 2(4), 338–346. <https://doi.org/10.1111/j.1468-2958.1976.tb00494.x>.
- [18] Wu, P. C., Yeh, G. Y., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal (Amj)*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>.
- [19] Yokoyama, K., Ihira, H., Matsuzaki-Kihara, Y., Mizumoto, A., Tashiro, H., Shimada, K., Yama, K., Miyajima, R., Sasaki, T., Kozuka, N., & Ikeda, N. (2024). Development of the Self-Assessment Self-Disclosure Questionnaire to Examine the Association Between Self-Disclosure and Frailty Among Community-Dwelling Older Adults in Japan. *Geriatrics*, 9(3), 67. <https://doi.org/10.3390/geriatrics9030067>.

Manuscript received:24.11.2025

Manuscript received in revised form:13.06.2026

Manuscript accepted:27.06.2026