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Mapping Cross Buying Research in Digital Services: A Bibliometric Analysis of Trends, Themes, and Future Research Directions

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ABSTRACT: This study aims to map the development of literature on cross-buying in digital services by identifying publication trends, thematic clusters, and the structure of relationships between research topics. The approach used was bibliometric analysis utilizing publication data obtained through Publish or Perish software from the Crossref database. The search process used three main keywords: Cross-buying behavior, Digital service adoption, and Customer purchase intention, with 1,000 publications each, resulting in a total of 3,000 documents analyzed. The obtained bibliographic data was then processed and visualized using VOSviewer software through keyword co-occurrence analysis to produce network visualizations, overlay visualizations, and density visualizations. The results show that the structure of the literature on cross-buying in digital services forms three main clusters: the digital service adoption cluster, the consumer behavior and purchase intention cluster, and the research methodology cluster. Keywords such as purchase intention, adoption, product, and service emerged as dominant topics in the research network. The trend analysis shows the development of research topics from an initial focus on consumer behavior to integration with digital technology and digital service transformation. Furthermore, the density visualization shows that topics related to purchase intentions and digital service adoption have the highest occurrence rates in the literature. Overall, this study provides a systematic mapping of the development of cross-buying research in digital services and demonstrates the link between consumer behavior, digital technology adoption, and digital service strategies in the academic literature.

KEYWORDS: cross buying behavior, customer purchase intention, digital service adoption.

INTRODUCTION

The development of digital technology has transformed the way organizations interact with customers and how customers consume various services within an integrated digital ecosystem. Digital ecosystems enable the integration of software, hardware, and various interconnected services to create a more comprehensive and consistent customer experience across various service touchpoints (Mistrean, 2023; Morandé & Tewari, 2023; Rahman et al., 2025; RAJALAH, 2025). In this environment, companies no longer offer just one type of service, but develop a variety of interconnected services so that consumers can use more than one service within the same digital ecosystem. This service integration creates opportunities for companies to encourage customers to make cross-service purchases or additional purchases within the same ecosystem. This phenomenon has become a significant focus in the literature on relationship marketing and consumer behavior, particularly the concept of cross-buying. Cross-buying refers to the behavior of customers purchasing multiple different products or services from the same provider, thereby deepening the relationship between the customer and the company. However, the literature shows that the concept of cross-buying is often confused with the concept of cross-selling, creating conceptual confusion in marketing research and practice (Kuštelega et al., 2025). This situation suggests that studies on cross-buying still require more systematic conceptual mapping to better understand the development of knowledge in this field.

From a relationship marketing perspective, cross-buying plays a strategic role because it relates to how organizations build long-term relationships with customers. Various studies have shown that cross-buying is not simply an additional transaction activity but is part of customer engagement behaviors (CEB), which reflect the depth of a customer's relationship with a brand or organization (Raditya, 2025). Through this behavior, customers not only repurchase the same product but also expand their consumption to other products or services offered by the company. In this context, cross-buying is an important indicator of behavioral loyalty, or action loyalty, indicating that customers actively strengthen their relationship with the company through a wider range of purchasing decisions (Raditya, 2025). Furthermore, the literature also emphasizes that cross-buying is closely

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related to the concept of customer lifetime value (CLV), which is the economic value generated by customers throughout their relationship with the company (Onifade et al., 2024; Prasad & Pavani, 2025; Shreyanth et al., 2023; Suryadi et al., 2022). Through cross-purchasing of products or services, companies can increase transaction frequency, expand customer consumption portfolios, and enhance the long-term profitability of customer relationships. Therefore, cross-purchasing is seen as a crucial mechanism in customer relationship management (CRM) strategies aimed at sustainably increasing customer loyalty and value (Ajay, 2026; Prasad & Pavani, 2025; Yerpude & Rautela, 2023).

However, the development of the cross-buying concept cannot be separated from the dynamics of digital technology that shape the modern service ecosystem. In the context of digital services, consumer behavior is influenced by various factors such as perceived usefulness, ease of use, service quality, and the level of trust in the technology used (Albuainain & Ashby, 2025; Melani et al., 2025; Pangestu, 2025; Seng, 2026). Technology adoption models such as the Technology Acceptance Model (TAM) show that perceived usefulness and perceived ease of use play a significant role in shaping the intention and behavior of using digital services (Melani et al., 2025; Pangestu, 2025; N. K. Putri, 2026). In addition to technological factors, customer experiences formed through channel integration or omnichannel also influence cross-service purchasing decisions within the digital ecosystem (Rahman et al., 2025; RAJALAH, 2025). This service integration allows customers to switch between services seamlessly, thereby increasing opportunities for companies to encourage the use of various services within the same digital platform. In various contexts such as digital banking, fintech, e-commerce, and digital entertainment services, cross-service purchasing decisions are influenced by a combination of functional factors, user experience, trust, and perceived value (Sahi, 2024; Seng, 2026; Subkhan & Barrygian, 2024). Thus, the digital ecosystem creates increasingly conducive conditions for the emergence of cross-buying behavior as part of customer interactions with various services integrated within a single digital system.

Although the importance of cross-buying in the context of digital services is increasingly recognized, the existing literature still presents several conceptual and methodological challenges. One major challenge is the lack of uniformity in the definition and measurement of cross-buying across research fields. A literature review shows that the concept of cross-buying is often used interchangeably with cross-selling, creating conceptual overlap that makes it difficult for researchers to build a consistent theoretical framework (Kuštelega et al., 2025). Furthermore, the determinants of cross-buying can also differ depending on the industry context, service quality, and the customer's perceived experience in interacting with the company (Ajay, 2026; Raditya, 2025). Factors such as service personalization, relationship quality, trust, and service experience can moderate the relationship between cross-buying and customer loyalty (Prasad & Pavani, 2025; Shreyanth et al., 2023). This suggests that understanding of cross-buying remains fragmented and scattered across various research domains. Therefore, a research approach is needed that is able to systematically map the development of literature to understand how the concept of cross buying has developed, what research themes are dominant, and the direction of future research in this field.

In this context, bibliometric analysis has become an increasingly widely used methodological approach to systematically map the development of a research field. Bibliometric analysis allows researchers to identify publication trends, intellectual structure, and relationships between research topics through various network analysis techniques such as co-citation, bibliographic coupling, and keyword co-occurrence (Carranza, 2025; Dursun, 2025; Zejjari & Benhayoun, 2024). Through this approach, researchers can uncover key thematic clusters within a research field and identify literature that serves as the theoretical foundation for the field's development. Furthermore, bibliometric analysis can also demonstrate the dynamics of research collaboration between authors, institutions, and countries through co-authorship analysis (Judijanto et al., 2024). Various studies in marketing and information systems have shown that this approach is effective for mapping the evolution of research topics and identifying future research opportunities (Peštek & Ejubović, 2024; S. A. Putri et al., 2023; Tan & Fauzi, 2023). Using network visualization techniques such as those provided by VOSviewer software, researchers can illustrate the relationships between various concepts, keywords, and references that form the intellectual structure of a research field (Dursun, 2025; Zejjari & Benhayoun, 2024).

Based on this description, this study aims to map the development of research on cross-buying in the context of digital services through a bibliometric analysis approach. This research seeks to identify publication trends, key thematic clusters, intellectual structures, and opportunities for future research agendas related to the topic of cross-buying in the digital service ecosystem. By systematically mapping the literature, this study is expected to provide theoretical contributions that clarify the development of the cross-buying concept and its relationship to the dynamics of digital services and consumer behavior.

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Furthermore, this study is also expected to assist researchers and practitioners in understanding the direction of research development and identifying research topics that still require further exploration in the fields of digital marketing and information systems.

In line with these objectives, this study was designed to answer several research questions relevant to the bibliometric analysis approach. These research questions aim to identify patterns of literature development, relationships between concepts, and future research directions in the study of cross-buying in digital services.

Research Questions:

1. How have research publication trends on cross-buying in the context of digital services evolved over time?
2. Who are the most influential authors, journals, and institutions in research on cross-buying in digital services?
3. What are the main thematic clusters and dominant keywords that shape the structure of cross-buying research in digital services?
4. What is the intellectual structure of cross-buying research in digital services based on co-citation and bibliographic coupling analysis?
5. What opportunities and future research agendas can be identified from the bibliometric mapping of cross-buying literature in digital services?

MATERIALS AND METHODS

This study uses a bibliometric analysis approach to map the development of literature on cross-buying in the context of digital services. The bibliometric approach was chosen because it can systematically identify research development patterns, intellectual structures, and thematic trends in a field through the analysis of scientific publication networks (Carranza, 2025; Dursun, 2025; Zejjari & Benhayoun, 2024). The research design used is a descriptive quantitative bibliometric approach, with a focus on mapping research keywords to understand the dynamics of developing topics in the literature related to cross-buying and digital services. Research data was obtained through a literature mining process using Publish or Perish software with the Crossref database source, which provides scientific publication metadata from various academic journals. The search process was carried out using three main keywords relevant to the research focus: "Cross-buying behavior," "Digital service adoption," and "Customer purchase intention." To ensure data consistency and comparability, each keyword was limited to 1,000 publications, resulting in a total of 3,000 initial data obtained in this study. The downloaded metadata includes article title, author(s), publication year, journal source, and keywords used in the publication. Keywords were used as the focus of the analysis because co-keyword analysis can reveal conceptual relationships between research topics and help identify emerging thematic clusters within a field of study (Fatima et al., 2024; Geçit et al., 2024; Peštek & Ejubović, 2024).

After data collection, the next stage is bibliographic data pre-processing to ensure consistency of the keywords analyzed. This process includes cleaning duplicate data, term normalization, and keyword standardization so that terms with similar meanings can be analyzed consistently within the bibliometric network. This stage is crucial for improving the quality of network interpretation and reducing potential bias due to terminological variations in scientific publications (S. A. Putri et al., 2023; Tan & Fauzi, 2023). The processed data is then exported in a format compatible with VOSviewer software, which is used to construct and visualize the bibliometric network. VOSviewer was chosen because it is widely used in bibliometric research to map relationships between elements in scientific literature such as keywords, authors, and references, and is capable of producing easily interpretable thematic cluster visualizations (Carranza, 2025; Dursun, 2025; S. A. Putri et al., 2023). In this study, the analysis focused on keyword co-occurrence analysis to identify relationships between research topics related to cross-buying and digital services. This analysis produced three main types of visualizations: network visualization, overlay visualization, and density visualization. Network visualization is used to identify key thematic clusters and relationships between keywords in the research literature. Overlay visualization is used to analyze research development trends based on publication year, thus revealing emerging topics within a given period. Meanwhile, density visualization is used to identify the density of research topics, indicating the research areas that receive the most attention in the scientific literature. Through a combination of network analysis, trend analysis, and density analysis, this study can provide a comprehensive picture of the thematic structure, dynamics of research development, and potential future research agendas in cross-buying studies on digital services (Carranza, 2025; Dursun, 2025; Zejjari & Benhayoun, 2024).

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RESULTS

This section presents the results of a bibliometric analysis based on keyword mapping obtained from 3,000 publications retrieved through Publish or Perish from the Crossref database using three main keywords: Cross buying behavior, Digital service adoption, and Customer purchase intention. The analysis was conducted using VOSviewer with a focus on network visualization, trend analysis (overlay visualization), and density visualization based on keywords. The results are presented in the form of a description of the main data emerging from the visualization without any conceptual interpretation of the findings.

1. Keyword Network Analysis Results (Network Visualization)

Keyword network analysis reveals the structure of relationships between research topics appearing in a publication dataset. Network visualizations reveal the interconnections between keywords that form several distinct research clusters.

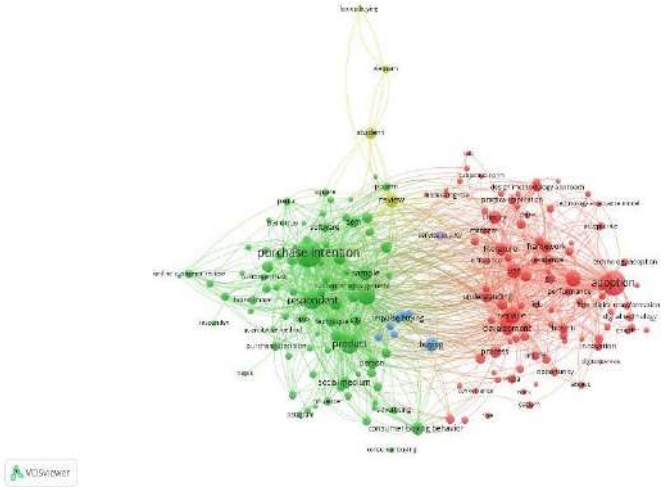

Figure 1. Keyword Network Visualization

The mapping results show that the keywords in the research related to cross-buying and digital services form three main clusters marked with different colors on the network map.

2. Research Trend Analysis Results (Overlay Visualization)

Trend analysis was performed using overlay visualization on VOSviewer to display the development of publication time based on the keywords that appeared.

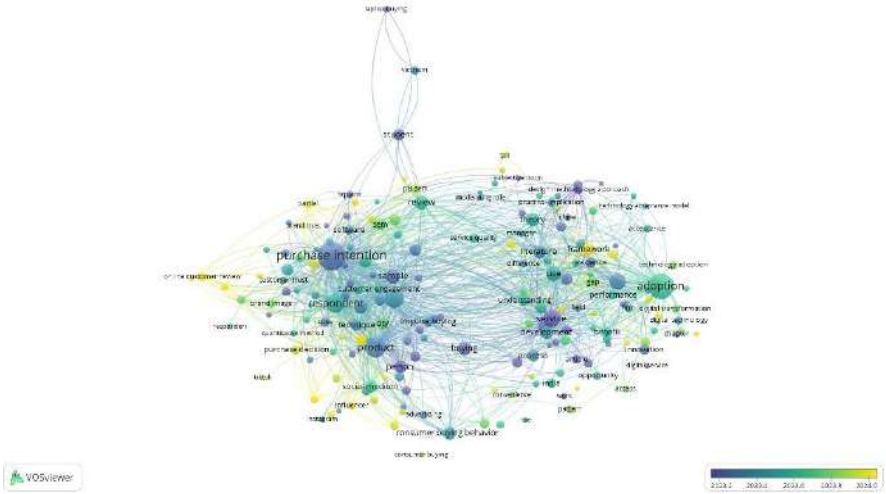

Figure 2. Visualization of Research Trends

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On the trend map, the node color indicates the average year the keyword appeared in publications. The color scale ranges from blue (earlier) to yellow (newer).

3. Keyword Density Analysis Results (Density Visualization)

Keyword density analysis is used to indicate topic areas that have a high frequency of occurrence in a publication dataset.

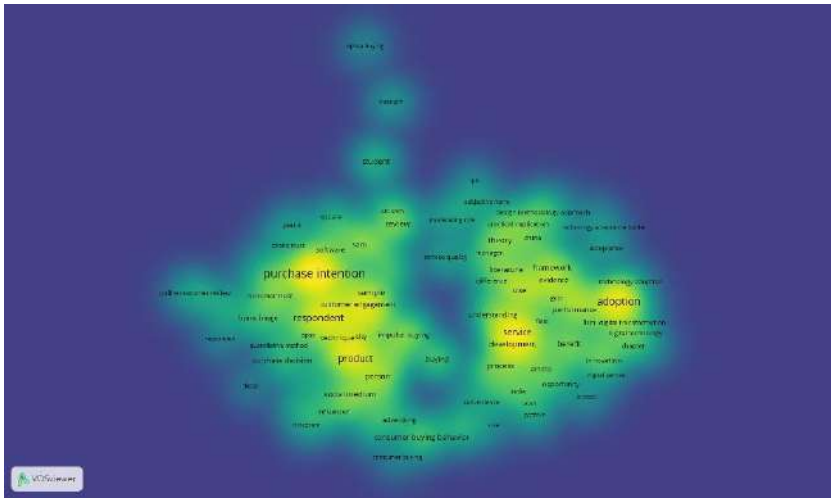

Figure 3. Keyword Density Visualization

In the density visualization, the color indicates the intensity of keyword occurrence in the network:
• Yellow → very high density
• Green → medium density
• Blue → low density

DISCUSSION

This section discusses the research findings by connecting them to the previously described literature. The discussion addresses each formulated research question, then explains the significance of the findings, the research's contributions, practical and theoretical implications, and limitations. The entire discussion is based on the references provided previously without any additional literature.

1. Development of Research Publication Trends on Cross-Buying in Digital Services

The first research question aims to identify how research publication trends related to cross-buying in digital services have evolved over time. Results of trend analysis using overlay visualization indicate that several keywords, such as purchase intention, sample, respondent, framework, and theory, appeared earlier in the research dataset, while keywords such as digital technology, innovation, online customer review, and social media emerged later in the literature.

This finding aligns with the literature explaining that research on consumer behavior in digital marketing has gradually evolved from an initial focus on behavioral theory and purchase intentions to an integration with digital technology and the digital service ecosystem (Melani et al., 2025; Pangestu, 2025; Seng, 2026). Early models, such as the Technology Acceptance Model (TAM), place perceived usefulness and ease of use as key factors in shaping intention to use digital services (Melani et al., 2025; Pangestu, 2025). Subsequent developments have seen research begin to integrate other factors such as service quality, trust, and user experience in increasingly complex digital environments (Albuainain & Ashby, 2025; Seng, 2026).

Furthermore, the emergence of keywords such as digital transformation and innovation in more recent times indicates that research on digital services is increasingly influenced by technological developments and digital transformation, which are changing the way organizations interact with customers. The literature shows that digital transformation encourages organizations to integrate various services within interconnected digital ecosystems, creating new opportunities for cross-service purchasing behavior (Morandé & Tewari, 2023; Rahman et al., 2025). Thus, the publication trends found in this study indicate a shift in focus

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from traditional consumer behavior studies to broader studies of digital service ecosystems.

2. Influential Authors, Journals, and Literature Structure

The second research question relates to the literature structure that shapes cross-buying research in digital services. The results of the keyword network analysis indicate several central keywords, such as purchase intention, adoption, product, and service. The position of these keywords at the center of the network indicates that research on cross-buying in digital services is largely related to two main domains: consumer behavior and technology adoption.

Previous literature indicates that the concept of cross-buying is often associated with customer engagement behaviors (CEB), which reflect the level of customer involvement in their relationship with a company (Raditya, 2025). In this context, customers who are highly engaged with a brand tend to expand their consumption across various products or services offered by the company. This explains why keywords such as purchase intention, product, and customer engagement emerge as important nodes in the research network.

On the other hand, the emergence of keywords such as adoption, digital technology, and digital transformation indicates that cross-buying research in digital services is also influenced by literature on digital technology adoption. Previous studies have shown that consumers' decisions to use digital services are influenced by perceived usefulness, ease of use, trust, and service quality (Pangestu, 2025; Seng, 2026). Therefore, the relationship between consumer behavior and technology adoption is one of the key structures shaping the cross-buying literature in digital services.

Furthermore, relationship marketing literature also emphasizes that cross-buying is closely linked to customer lifetime value (CLV) because cross-product purchases can increase long-term customer value (Onifade et al., 2024; Prasad & Pavani, 2025; Suryadi et al., 2022). This relationship explains why cross-buying research is often placed within the context of CRM strategies aimed at increasing customer loyalty and profitability.

3. Thematic Clusters of Cross-Buying Research in Digital Services

The third research question aims to identify the main thematic clusters in cross-buying research in digital services. The network analysis results indicate three main clusters: digital service adoption, consumer behavior and purchase intention, and research methodology.

The first cluster relates to digital service adoption, encompassing keywords such as adoption, digital technology, innovation, and digital transformation. Previous literature indicates that digital service adoption is influenced by various factors such as ease of use, perceived benefits, service quality, and trust in technology (Melani et al., 2025; Pangestu, 2025; Seng, 2026). Furthermore, integrating digital services through omnichannel strategies and digital ecosystems can also enhance the customer experience and encourage the use of multiple services within a single platform (Rahman et al., 2025; RAJALAH, 2025).

The second cluster relates to consumer behavior, encompassing keywords such as purchase intention, customer trust, brand image, and customer engagement. Literature shows that purchase intention is a key indicator of consumer behavior in digital marketing (N. K. Putri, 2026). Factors such as trust, brand image, and customer experience play a crucial role in shaping consumer purchasing decisions (Subkhan & Barrygian, 2024).

The third cluster relates to research methodology, which includes keywords such as reviews, PLS-SEM, and software. Bibliometric literature shows that keyword network analysis is often used to map the development of literature and identify thematic clusters within a research field (Carranza, 2025; Dursun, 2025; Zejjari & Benhayoun, 2024). Therefore, the presence of methodological clusters in this study's findings indicates that research on cross-buying in digital services is also developing within a diverse research methodology context.

4. Intellectual Structure of Cross-Buying Research in Digital Services

The fourth research question relates to the intellectual structure of the cross-buying literature in digital services. The analysis shows that the relationships between keywords form a network connecting consumer behavior topics with technology adoption.

Previous literature explains that cross-buying is part of the dynamics of customer relationships in relationship marketing and cannot be separated from customer interactions with various services provided by a company (Kuštelega et al., 2025). Furthermore, research also shows that cross-buying is often viewed as a dimension of customer engagement behavior that contributes to customer loyalty (Raditya, 2025).

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In the context of digital services, this relationship is increasingly complex because customers interact with various digital services integrated within a single ecosystem (Morandé & Tewari, 2023). Therefore, the intellectual structure of cross-buying research in digital services reflects the integration of consumer behavior theory, relationship marketing, and information systems.

5. Future Research Agenda

The fifth research question relates to a future research agenda identified from the bibliometric mapping. The visualization results indicate that several topics, such as digital technology, innovation, and social media, are beginning to emerge in the latest literature.

Previous literature indicates that technological developments such as AI, big data, and digital platforms are increasingly influencing modern marketing strategies (Dursun, 2025; Legito & Andriani, 2023). Furthermore, the integration of technology into CRM systems allows companies to leverage data analytics to identify cross-buying opportunities and improve customer service personalization (Prasad & Pavani, 2025; Yerpude & Rautela, 2023).

Therefore, future research could examine how digital technology influences customer relationship dynamics and how data-driven marketing strategies can increase cross-buying in various digital service contexts.

6. Significance and Contribution of the Research

This research makes several important contributions to the field of marketing and information systems. First, it provides a systematic mapping of the development of cross-buying literature in digital services through a bibliometric approach. This approach allows for the identification of research trends, thematic clusters, and intellectual structures within the field (Carranza, 2025; Dursun, 2025). Second, this research demonstrates that cross-buying research in digital services lies at the intersection of consumer behavior, relationship marketing, and information systems literature. The integration of these three fields provides a more comprehensive perspective on how customers interact with various digital services within an ecosystem. Third, this research provides a foundation for further research to develop a more integrated theoretical framework on cross-buying in digital services, particularly considering the role of digital technology in shaping the customer experience.

7. Research Implications

Theoretical Implications

Theoretically, this study broadens the understanding of the concept of cross-buying by placing it within the context of the digital service ecosystem. Previous literature indicates that cross-buying is related to customer loyalty and lifetime customer value (Prasad & Pavani, 2025; Suryadi et al., 2022). This study demonstrates that this concept also needs to be understood in the context of digital technology adoption and digital service integration.

Practical Implications

Practically, the findings of this study suggest that organizations need to consider digital service integration and customer experience when developing cross-buying strategies. Integrating service channels through an omnichannel approach can increase customers' opportunities to use various services within a single digital ecosystem (Rahman et al., 2025; RAJALAH, 2025).

8. Research Limitations

This study has several limitations. First, the research data was obtained solely from the Crossref database, so there may be publications not included in the research dataset. Bibliometric literature shows that using a single database can affect the scope of the literature analyzed (Andriansyah et al., 2024). Second, the analysis conducted in this study focused solely on keyword analysis, thus excluding other analyses such as co-citation or bibliographic coupling, which can provide a broader picture of the intellectual structure of a research field (Carranza, 2025; Dursun, 2025). Third, this study used bibliometric visualization as the primary analytical tool, so the results are highly dependent on the quality of the publication metadata analyzed.

CONCLUSION

This study aims to map the development of literature on cross-buying in digital services through a bibliometric analysis approach utilizing publication data from the Crossref database. The results show that the structure of the literature related to this topic forms several main clusters related to consumer behavior, digital service adoption, and research methodology. Keywords

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such as purchase intention, adoption, product, and service emerge as dominant nodes in the keyword network, indicating that research on cross-buying in digital services lies at the intersection of consumer behavior studies and research on digital technology adoption. These findings demonstrate that the literature on cross-buying is not only developing within the context of relationship marketing but is also increasingly integrated with studies on digital transformation and digital service ecosystems. In the relationship marketing literature, cross-buying is seen as a mechanism that can increase customer loyalty and lifetime customer value through long-term relationships between customers and companies (Onifade et al., 2024; Prasad & Pavani, 2025; Suryadi et al., 2022). Furthermore, this study also shows that the concept of cross-buying is closely related to customer engagement behaviors, which describe how customers expand their interactions with brands through various consumption activities (Raditya, 2025). Thus, the literature mapping produced in this study provides a more systematic overview of how research on cross-buying has evolved in the context of digital services.

In addition to mapping the literature structure, this study also demonstrates the dynamics of the development of research topics over time. Trend analysis shows that early research focused largely on basic consumer behavior concepts such as purchase intentions, behavioral theories, and conceptual frameworks explaining consumer decisions in using digital services. Subsequently, the literature began to highlight the role of digital technology, service innovation, and digital transformation in shaping customer experiences and cross-service purchasing decisions. This development aligns with literature showing that the integration of digital services within a digital ecosystem enables consumers to access various services more easily and consistently across multiple interaction channels (Morandé & Tewari, 2023; Rahman et al., 2025; RAJALAH, 2025). Furthermore, the emergence of topics such as social media, online customer reviews, and omnichannel experiences suggests that consumer behavior in digital services is increasingly influenced by social interactions and broader digital experiences. These findings confirm that research on cross-buying in digital services is evolving alongside technological changes and increasingly complex digital business models.

In terms of scientific contribution, this study makes several important contributions to the fields of marketing and information systems. First, this study provides a comprehensive literature mapping on cross-buying research in digital services through a bibliometric approach that allows the identification of thematic clusters, research trends, and relationships between concepts in the existing literature. The bibliometric approach has been recognized as an effective method for understanding the intellectual structure of a research field and systematically identifying the direction of literature development (Carranza, 2025; Dursun, 2025; Zejjari & Benhayoun, 2024). Second, this study demonstrates that the study of cross-buying cannot be separated from the development of digital technology and data-driven CRM strategies that enable companies to understand customer behavior more deeply (Prasad & Pavani, 2025; Yerpude & Rautela, 2023). Third, this study strengthens the understanding that cross-buying is part of the dynamics of customer relationships in relationship marketing that can increase customer loyalty and lifetime customer value through ongoing interactions between customers and companies (Raditya, 2025; Shreyanth et al., 2023). Thus, this study contributes to integrating the literature on consumer behavior, relationship marketing, and digital technology to understand the phenomenon of cross-buying in digital services.

However, this study still has several limitations that open up opportunities for further research. This study only used data from a single publication database, so the scope of the literature analyzed may not fully represent all existing research in this field. Furthermore, the analysis conducted in this study focused on keyword mapping and therefore did not include other analyses such as co-citation or bibliographic coupling, which could provide a more in-depth picture of the intellectual structure of the literature. Therefore, future research can expand the data coverage by combining multiple publication databases to obtain a more comprehensive literature mapping. Further research can also integrate bibliometric analysis with a systematic literature review approach to gain a deeper understanding of the concepts, theories, and methodologies used in cross-buying research. Furthermore, future studies can also explore the role of new technologies such as artificial intelligence, data analytics, and digital platforms in influencing cross-buying strategies in various digital service industry contexts. By broadening the methodological approach and research context, future studies are expected to provide a deeper understanding of the dynamics of cross-buying in the evolving digital service ecosystem.

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