

Influence of Digital Policy and Governance Sustainability on Student Online Shopping Behavior Through Instagram

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Abstract. The objective of this investigation is to examine bibliometric attributes associated with and the interplay between digital policy, governance sustainability, and student online shopping behavior through Instagram, utilizing data from the Scopus database spanning the period from 2014 to 2024. This paper presents recommendations for prospective avenues of study and advancement in this domain. Employing VOSviewer software, 30 articles underwent bibliometric scrutiny, facilitating the visualization of patterns such as keyword co-occurrence. The findings revealed a conspicuous constraint in the exploration of sustainable digital governance influencing student online shopping, which remains underexplored. The most researched topics are online shopping (70%), e-commerce (13,33%), students (10%), e-lifestyle (3,33%), and e-service (3,33%). Keywords: Bibliometric Analysis, Online Shopping, Scopus, VOSviewer, Digital Policy

1 INTRODUCTION

The phenomenon of online shopping behavior is increasingly growing among students, especially through social media platforms such as Instagram [3]. In recent years, the growth of e-commerce and the use of social media have changed the way consumers, including students, interact with products and services [26]. With features that support product visualization, Instagram has become one of the main platforms for influencing purchasing decisions [13].

However, as digital technology develops, sustainable digital governance policies become increasingly important [24]. This policy aims to ensure that the use of digital technology can run safely, efficiently, and sustainably without ignoring social, economic, and environmental aspects [6-23]. In this context, students' online shopping behavior is a relevant subject to

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study, considering that they are a group that is vulnerable to changes in technology and policy.

This study examines the online shopping behavior of students on Instagram, focusing on the impact of digital policy and governance sustainability. The aim is to understand how sustainable digital governance policies can influence student online shopping behavior, providing lessons for policymakers, businesses, and academics. Through this research, it is expected to provide insight for policymakers, the business world, and academics about the importance of sustainable digital governance policies in the context of online shopping behavior, especially among students. It is also hoped that the findings from this research can serve as a guide in designing more effective policies and strategies to support the sustainable development of e-commerce. The subsequent research section discusses the online shopping behavior of students through Instagram, with interesting points for practitioners and academics to follow. The article concludes with a conclusion, providing a comprehensive overview of the topic.

2 METHODOLOGY

A systematic mapping study is a literature review approach. Mapping study is the most effective method in combining research findings and is the methodology used in this study [25]. It includes topics that require more study and provide evidence at the top level. This is a crucial step in developing a conceptual model and a theoretical framework for understanding the impact of digital policy on online shopping behavior. The classification of publications according to author, discipline, kindness, and contribution is one of the principles. According to [27], this classification is crucial, as it allows readers to examine the modern in a certain field and focus on how to expand on it. With a few updates, the study was established [27] as a reference journal, utilizing the terms "Student Online Shopping" to search for publications using the aggregators ScienceDirect, Emerald, JSTOR, SpringerLink, Oxford, Cambridge, and Sage. The Mendeley programmed version 1.19.4 was then employed to arrange the gathered articles in accordance with the relevant subject.

The phases of article search are like [27] in a few ways. First, the study utilized Science Direct, Emerald Insight, JSTOR, SpringerLink, Oxford Journal Academic, Cambridge Core, and Sage to identify the journal database for specific publications. The second step was to choose the term "Student Online Shopping" for article searches. To ensure that the search results in this study were limited to articles based on research findings, the "Research Article" type was selected in the third step. Fourth, the articles covered the years 2014 through 2024. To ensure that the articles found still apply to the present situation, the search for articles was limited to the last ten years. All papers were screened through many stages once more after completing the previous procedures. Initially, it was verified by a direct check on scopus.com that the chosen papers were indexed in Scopus. Second, only articles that primarily covered student online shopping were selected.

Table 1. Initial Search through Selected Keywords

DOCUMENT TYPE	NUMBER OF PAPER
Article	30
Total	30

Source: Scopus Database

The second stage of the research process involved refining the preliminary results by carefully curating a dataset of 30 documents published between 2014 and 2024, limiting the

selection to only articles. Any documents that did not fall under these publication types were then removed from the dataset. The third step entailed filtering out any documents that were not published in English and ensuring that only the final, published versions of the papers were considered while excluding articles that were still in the pre-press or in-press stage. The fourth step involved checking for and removing any documents from journals that had been discontinued over the years, as those publications were no longer active and would not be included in the final analysis.

Finally, the 30 selected articles were analyzed using the Scopus Analyze Search Results feature as well as the VOSviewer software. This allowed the researchers to conduct in-depth analysis and visualization of co-authorship patterns, citation networks, and keyword co-occurrences within the refined dataset. The software used to develop and show bibliometric networks is called VOSviewer. These networks, which might comprise journals, researchers, or specific articles, can be constructed by citation, bibliographic coupling, co-citation, or co-authorship interactions. Gathering bibliometric data is the initial step in the process, and it is often accomplished by searching databases like Web of Science or Scopus. VOSviewer employs sophisticated algorithms to map and cluster objects according to their relationships and similarities after the data has been imported. The resulting visualizations depict the items as a network, where node size indicates the frequency or relevance of the items, and node closeness denotes the strength of the relationships between nodes. Researchers can interact with these visualizations, zooming in on clusters, analyzing co-occurrence patterns, and exporting the results for further analysis. VOSviewer is particularly useful for uncovering trends, identifying influential papers, and exploring the structure of academic fields [28]

3 RESULTS AND DISCUSSION

3.1 Result Classification Based on VOSviewer Analysis

Figure 1 illustrates a network map of articles-keywords related to student online shopping, consisting of nineteen (19) keywords that appeared. Meanwhile, the size of the nodes and words in the image represents the weight of each keyword and large ones such as online shopping and e-commerce. The two most prominent keywords are discussed in the analyzed articles, and the above results correspond to Table 6, showing the 19 keywords with the most links. Furthermore, the table shows reasonable results, where the keywords “online shopping” and “e-commerce” have the largest network.

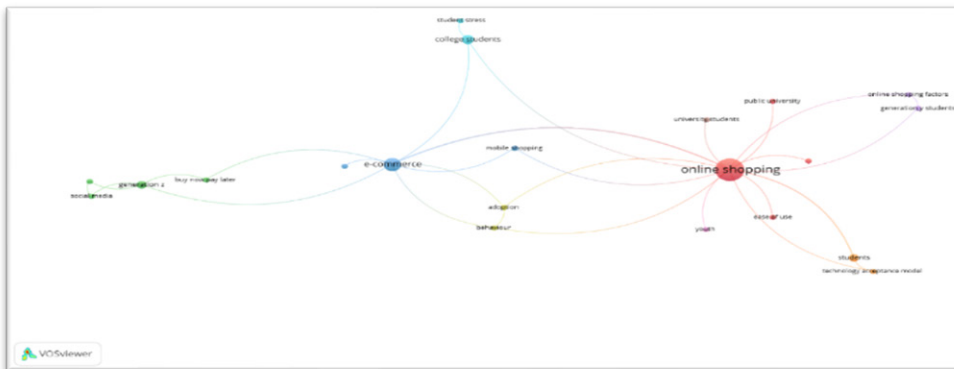


Figure 1. Network Visualization of Keywords with Minimal Occurrence

Figure 2 then visualizes a cluster of six keywords, each with a different color representing a different relationship. The red cluster consists of online shopping, university students, and ease of use, while the orange cluster focuses on students and technology acceptance models. The purple cluster includes online shopping factors and Generation Y students, while the yellow cluster encompasses adoption and behavior. The blue cluster includes e-commerce, mobile shopping, college students, and student stress. The green cluster covers buy now pay later, Generation Z, and social media. The distance between nodes suggests the strength of the relationship.

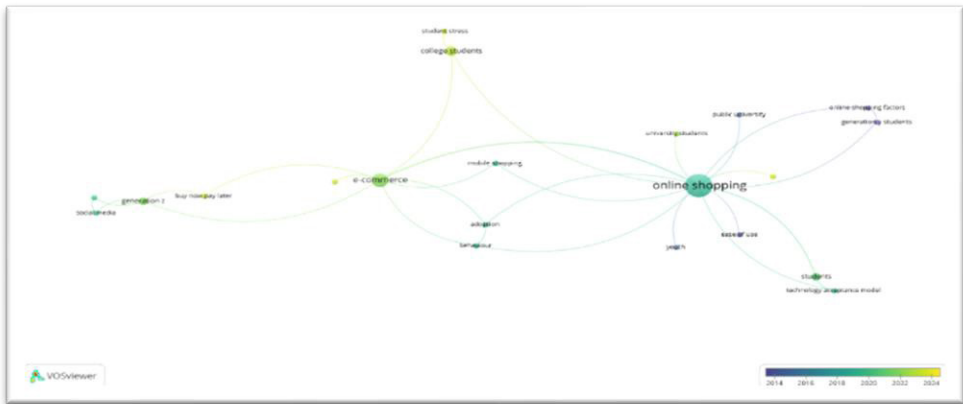


Figure 2. Overlay Visualization of Keywords with Minimal Occurrence

The two most prominent keywords in the analyzed article correspond to the results in Table 2, which identifies the ten keywords with the most links. These results consistently show that "online shopping" and "e-commerce" are keywords with the widest network. It can be seen in Table 2 that online shopping has 17 occurrences and a total link strength of 69, followed by e-commerce has 6 occurrences and a total link strength of 34. This denotes that these two have a very good relationship with other keywords, so they become the highest co-occurrences among others.

3.2 General Mapping Study

To perform this research, 30 papers on the influence of digital policy and governance sustainability on student online shopping behavior through Instagram that were published in international publications with Scopus indexes between 2014 and 2024 were examined. The table lists the top five journals along with the number of articles they have published on the subject of "influence of digital policy and governance sustainability on student online shopping behavior through Instagram."

Table 2 details that the Mediterranean Journal of Social Sciences and the MDPI, each with four papers, are the primary sources of publications that address the influence of digital policy and governance sustainability on student online shopping behavior through Instagram. Cogent Business and Management follows with three papers. In the meantime, Psychology Research and Behavior Management, with two papers, have the other two most significant publications. The other 17 journals are each with one paper.

Many studies on the influence of digital policy and governance sustainability on student online shopping behavior through Instagram in the study period under consideration were conducted between 2014 and 2024, or ten years ago. In 2022, the maximum number of published articles was seven. The publication of articles every year is different, and there are always ups and downs. In 2017, no related articles were published (Table 3).

Additionally, this research also looks at studies on the influence of digital policy and governance sustainability on student online shopping behavior through Instagram that are in certain nations. With six publications, China is the nation with the most research investigations. Africa, Bangladesh, Indonesia, and Malaysia ranked second with three each paper, followed by the United Kingdom and the United States with two each paper. The other 17 journals have one paper (Table 4). Thirty publications were categorized into four groups, written by one author, two authors, three authors, or more. According to descriptive statistics, papers with four or more authors have been published the most in the last ten years, i.e., 15 (50%) of all articles. These papers are followed by those with two authors, as many as 8 (27%), three authors, as many as 6 (20%), and one author, as many as 1 (3%) (Table 5).

Table 2. Research Publications with the Theme of Online Shopping Behavior of Students

RANK	SOURCE DOCUMENT	NUMBER OF PAPER
1 st	Mediterranean Journal of Social Sciences	4
2 nd	MDPI	4
3 rd	Cogent B & M	3
4 th	Psychology Research and Behavior Management	2
5 th	Other 17 Journals	17
TOTAL		30

Table 3. Classification of Publications Based on the Year of Publication

YEAR	NUMBER OF PAPER	PERCENTAGE
2014	2	7
2015	3	10
2016	2	7
2018	2	7
2019	4	13
2020	3	10
2021	1	3
2022	7	23
2023	5	17
2024	1	3
TOTAL	30	100

Table 4. Classification of Publications by Country

COUNTRY	NUMBER OF PAPER
China	6
African	3
Bangladesh	3
Indonesia	3
Malaysia	3
United Kingdom	2

United States	2
Czech Republic	1
Germany	1
Other 6 Countries	6
TOTAL	30

Table 5. Publication Classification Based on the Number of Authors

AUTHOR	NUMBER OF PAPER	PERCENTAGE
Single Author	1	3
2 Author	8	27
3 Author	6	20
More or 4 Authors	15	50
TOTAL	30	100

Table 6. Classification Based on Research Approach

RESEARCH	NUMBER OF PAPER	PERCENTAGE
Quantitative	14	47
Qualitative	7	23
Mixed	9	30
TOTAL	30	100

Various approaches have been taken in studying topics related to the influence of digital policy and governance sustainability, including quantitative, qualitative, and mixed approaches. However, the quantitative approach is the dominant approach in the 30 articles reviewed. Based on the mapping study carried out, the quantitative approach dominates with 47%, followed by the mixed approach, and finally, the qualitative approach.

Table 7. Classification Based on Topic

TOPIC	NUMBER OF PAPER	PERCENTAGE
Online Shopping	21	70
E-Commerce	4	13.33
Student	3	10
E-Lifestyle	1	3.33
E-Service	1	3.33
TOTAL	30	100

The primary focus of the research article served as the basis for this investigation as well. Table 7 shows the topic-based classification. It is evident from these results that, out of the 30 studies that were examined, the most researched topic was online shopping, with 21 papers, 4 papers on the theme of e-commerce, 3 papers on the theme of students, and 1 paper each on e-lifestyle and e-service. With 21 articles out of 30 already published, the influence of digital policy and governance sustainability on students' online shopping behavior through

Instagram is the topic that international scholars have selected the most for their study of online shopping. The same conclusions also apply to the primary subjects of research publications listed in Table 8.

Table 8. Co-Occurrence of Keywords: Minimal Occurrences Threshold of 1

KEYWORD	OCCURRENCES	TOTAL LINK STRENGTH
Online Shopping	17	69
E-Commerce	6	34
College Students	3	11
Students	2	5
Generation Z	2	8
Behavior	1	6
Adoption	1	6
Youth	1	5
Mobile Shopping	1	5
Technology Acceptance Model	1	5
Ease of Use	1	4
Student Stress	1	4
Buy Now Pay Later	1	4
Social media	1	4
University Students	1	3
Public University	1	3
Online Shopping Factors	1	3
Generation Y Students	1	3

4 Discussion

This discussion focuses on the relationship between digital policy, governance sustainability, and students' online shopping behavior on Instagram. This study aims to understand how sustainable digital governance policies and practices influence students' online shopping behavior, especially through the Instagram platform. In an increasingly digitally connected context, it is crucial to explore how effective regulation and governance can shape students' shopping decisions and preferences, as well as how social media platforms such as Instagram play a key role in this process. The results of this analysis provide important insights into the link between digital policy and consumption patterns among students, as well as the implications for the development of future marketing and regulatory strategies.

This discussion underscores the importance of factors influencing online shopping behavior, especially among Generation Y students, with a focus on ease of use, convenience, and product variety. Instagram is becoming a top choice for students, especially at state universities, due to its user-friendly interface and ability to showcase a wide range of products. Despite the perceived security risks, Instagram's visual appeal and marketing influence on social media have encouraged more and more college students to shop through the platform.

University students tend to shop online via Instagram because of the convenience and variety of products offered. The ease of use of this platform enhances their shopping experience and increases consumer satisfaction. Additionally, social media platforms such as Instagram play an important role in shaping online shopping behavior among the younger generation by emphasizing convenience, availability of information, and price comparison

tools. This exhibits how important ease of use is in shaping students' online shopping habits [4, 5, 7, 14, 16, 17, 19, 22].

Furthermore, Instagram influences online shopping behavior through its combination of convenience, ease of use, and visual appeal, which makes it popular among Generation Y and public university students. Sustainable digital policies, such as ethical data use regulations and consumer protection, can reduce the risks associated with online shopping, thereby increasing student trust and participation. Sustainable digital governance also ensures fair and transparent marketing practices, creating a trustworthy shopping environment [1, 2, 8, 9, 10, 11, 12, 13, 15, 18, 20, 21].

5 CONCLUSION

The study explores the relationship between digital policy, governance sustainability, and student online shopping behavior on Instagram. It argues that promoting sustainable digital governance practices can improve the online shopping experience for students, ensuring safety, ethics, and benefits for all stakeholders involved. The research, conducted in China, primarily focuses on online shopping and has 21 papers classified based on this topic. The study also includes four papers on e-commerce, three on student, one on e-lifestyle, and one on e-service. The research methodology is quantitative, with a focus on the topic of online shopping. The study highlights the importance of promoting sustainable digital governance practices to enhance the online shopping experience for students.

Instagram is a popular platform for student online shopping due to its visual appeal, user-friendly interface, and integrated features. It caters to Generation Y and Z students' preferences for convenience, product variety, and visual content. However, research on Instagram is mainly general, with fewer specifically focused on the platform. Key factors influencing student online shopping behavior include convenience, ease of use, social influence, trust, perceived security, and easy price comparison. As such, more study is required to understand and utilize Instagram's potential as a student purchasing platform.

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