

The consumer behavior : A bibliometric analysis of the ASJP

Mohamed Ali MEROUDJ^{*}, Imed Eddine BRACHENE[†], Kamel OTMANI[‡],

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Abstract :

The preferences and needs of modern consumers are becoming notably more intricate and multifaceted. Therefore, it's essential for both businesses and researchers to explore pertinent consumer insights to deepen their knowledge and create successful strategic approaches. This research attempts to examine the bibliometric patterns related to consumer behavior studies specifically within Algeria. We carried out our data-driven investigation using the Algerian Scientific Journal Platform (ASJP).

The data reveals a relatively small quantity of published works, showing variations over the recent period. These publications have a harmonic representation of authors, only slight variations among different universities, a modest predominance among specific journals, and a majority of contributions coming from Algerian sources. Furthermore, they exhibit substantial distribution across different geographic areas and languages.

Keywords: Customer behavior, bibliometric analysis, ASJP.

JEL Classification Codes: M31

ملخص :

أصبحت تفضيلات واحتياجات المستهلكين المعاصرين أكثر تعقيداً وتعددًا بشكل ملحوظ؛ وهذا ما دفع بكل من الشركات والباحثين إلى محاولة استكشاف رؤى وتوجهات المستهلكين من أجل تعميق معرفتهم وإعداد أفضل الاستراتيجيات.

يحاول هذا البحث دراسة الأنماط البibliométrية المتعلقة بدراسات سلوك المستهلكين في الجزائر على وجه التحديد؛ من خلال الاعتماد على البيانات المستخلصة من المنصة الجزائرية للمجلات العلمية (ASJP).

تكشف البيانات عن كمية صغيرة نسبيًا من الأعمال المنشورة، مع وجود تباينات خلال الفترة الأخيرة. تتميز هذه المنشورات بتمثيل متناعم للمؤلفين، تباينات طفيفة فقط بين مختلف الجامعات، تفاوت متواضع بين المجالات، بالإضافة إلى هيمنة المساهمات ذات المصادر الجزائرية. كما تم أيضًا إبراز توزيعًا كبيرًا عبر المناطق الجغرافية واللغات المختلفة.

^{*} Mila University (Algeria), (Corresponding author) meroudj.mohamedali@centre-univ-mila.dz

[†] Constantine-2 University (Algeria), imededdine.brachene@univ-constantine2.dz

[‡] Bejaia University (Algeria), kamel.otmani@univ-bejaia.dz

الكلمات المفتاحية : سلوك العملاء، التحليل البibliومتري، (ASJP).

1. Introduction:

Comprehending consumer behavior has turned into an essential component in both the commercial and scholarly worlds, since having knowledge of it, enables accurate targeting of customers, dividing up markets, and making positioning tactics better. It's also really important when developing products, because it assists businesses in making their products match what their customers increasingly want. Companies can predict how the market will change and deal with the rising need both in the country and around the world by studying how consumers act differently.

This research aims to explore the patterns in the study of consumer behavior in Algeria using data analysis. To achieve this, the paper is arranged into four different parts. Initially, we start our research by describing the issue, goals, and methods, including the information source used and how we carefully gathered and prepared the data. Subsequently, we share what other studies have said about our topic. Then, we present what we found and what that means. Lastly, we conclude with what we learned from the study in one side, and with suggested ideas for more research in the other side.

1.1. Research Problematic:

Through this research, we aim to examine the significance and attractiveness of the consumer behavior concept for researchers within the Algerian management field.

The research aims to answer an important question:

What are the trends in consumer behavior in Algeria?

To help our investigation, we split the main topic into the following sub-questions:

RQ1: What is the publication trend concerning consumer behavior?

RQ2: Who are the most productive contributors in this field?

RQ2a. What are the most relevant journals in relation to consumer behavior research?

RQ2b. Which authors, countries, and organizations are most significant in relation to consumer behavior research?

1.2. Hypothesis:

In order to answer our research questions, we put forward the following main hypotheses:

H.1. There is a strong publishing flow in recent years.

H.2. There is a major difference between various contributions to this field.

H.2.a. There is a major difference across journals in terms of publishing.

H.2.b. Authors differ significantly in terms of publications.

H.2.c. Publications differ significantly among nations.

H.2.d. Organizations differ significantly in terms of publications.

1.3. Research Aims:

This research aims to study the concept of consumer behavior in the Algerian managerial field to highlight the importance and attractiveness of this concept and to explore its diversity according to Authors, Journals, Universities, Regions and Countries. Specifically, this research pursues the following objectives:

RO1: To analyze the body of research in terms of productivity, including leading authors, publication volume, and the most influential journals, universities and countries;

RO2: To examine the evolution of this research theme from 2015 to 2025 in the Algerian context.

RO3: To identify future research lines related to consumer behavior field.

1.4. Research methodology

This part discusses the methods used to evaluate the significance and attractiveness of the consumer behavior concept for researchers in Algeria. The approach included several key steps, from reviewing related literature, systematic gathering of data, refining and analyzing the collected data to, finally, present results and draw conclusions (Snyder, 2019) for this study.

To be more precise, we examined literature related to consumer behavior in the theoretical section. And since bibliometric analysis has become popular for mapping a specific area of knowledge (Snyder, 2019; Zupic & Čater, 2015), our research employs these techniques to outline the conceptual framework of consumer behavior (Obreja, Rughiniș, & Rosner, 2024) in the practical section.

Prior studies show that bibliometric analysis has recently gained significant popularity in business research (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). According to Linnenluecke, Marrone, and Singh (2020), this approach effectively maps the theme of interest, uncovering its intellectual foundations and the development of its literature through time, as it carefully examines the cumulative scientific knowledge and research progress, including prominent journals, authors, papers, countries, and other important elements (Hood & Wilson, 2001).

In other words, it facilitates the clarification of large amounts of disorganized data in structured ways, which helps to explore the intellectual framework of the research field (Donthu et al., 2021) by helping researchers identifying significant themes and relevant keywords for their studies in one hand, and enhances network analysis and visualization, in the other hand (Ayinaddis, 2025).

Therefore, through effective sorting, mapping, and visual analysis processes, bibliometrics clarifies the literature framework of specific themes or areas (Obreja et al., 2024) by offering repeatable, reproducible (Kraus, Mahto, & Walsh, 2023), reliable (Snyder, 2019) and unbiased results, allowing a complete deciphering of existing knowledge (Ayinaddis, 2025; Tranfield, Denyer, & Smart, 2003).

The main benefit of bibliometric analysis is that it enables the assessment of an academic field's evolution from two perspectives: productivity or performance analysis and science mapping. (Blanco-Moreno, Aydemir-Dev, Santos, & Bayram-Arlı, 2025; Gaviria-Marin, Merigó, & Baier-Fuentes, 2019)

Bibliometric productivity or performance analysis utilizes various techniques, including word frequency analysis, citation analysis, and counting publications by countries, universities, research groups, or authors, allowing the evaluation of a specific area of knowledge (Blanco-Moreno et al., 2025; Gaviria-Marin et al., 2019; Thelwall, 2008).

On the other hand, science mapping is viewed as another main procedure of bibliometrics, which provides a spatial representation and visual framework by linking different scientific figures within the chosen period of the researcher (Small, 1999) allowing him to display both structural and dynamic aspects of a specific area of

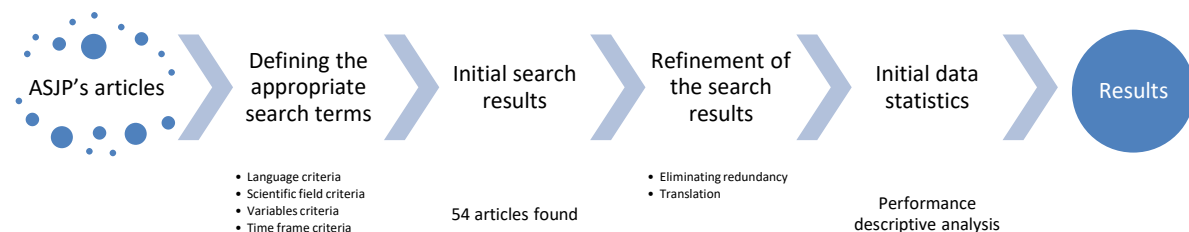
knowledge (Blanco-Moreno et al., 2025; Börner, Chen, & Boyack, 2003; Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2012; Gaviria-Marin et al., 2019)

The present study employed the five-step methodology proposed by Fahimnia, Sarkis, and Davarzani (2015) :

1. Defining the appropriate search terms
2. Initial search results
3. Refinement of the search results
4. Initial data statistics
5. Data analysis

These five steps of research are presented in the research design (see Figure (1)).

Figure (1): Research design



Source: realized by authors

1.5. Research framework

1.5.1. Data collection

To analyze consumer behavior in the Algerian research field, we used the Algerian Scientific Journal Platform to gather our empirical data. This platform, known as ASJP, was started in 2017 by the General Direction of Scientific Research to enhance the organization of scientific journal publishing in Algeria. It acts as a free online information system operating within the national framework for scientific and technical information, which helps searchers access national scientific publications, encourages open access, and serves as a central depository for journals and manuscripts (Chikhi & Gachi, 2024; Ramdhane & Mosbah, 2021; Zeghdani & Gamouh, 2022). Furthermore, it aims to solve problems that authors typically face, such as article submission processes, biases from editorial, insufficient communication between researchers and journals, and many other challenges (Chikhi & Gachi, 2024; Lamraoui & Tamrabet, 2022; Zeghdani & Gamouh, 2022).

Our research was conducted between May and June 2025, focusing specially on "journal articles" (Gaviria-Marin et al., 2019) published between 2016 and 2025. To reach our target, we fixed four key criteria (Ayinaddis, 2025). First, the language criteria (Blanco-Moreno et al., 2025); the articles had to be in English, French, or Arabic. Second, the scientific field criteria; all chosen articles needed to appear in

journals specifically related to the management field. Third, the variables criteria (Blanco-Moreno et al., 2025; Gaviria-Marin et al., 2019); the selected articles had to include terms or their variations commonly used by the authors in this field. Lastly, the time frame criteria (Ayinaddis, 2025); the studies had to be conducted within the last ten years; from 2016 to 2025.

With these criteria in place, we aimed to identify searches representing consumer behavior in their titles, texts, and keywords (Gaviria-Marin et al., 2019) (Blanco-Moreno et al., 2025). For this purpose, we used terms such as buyer, purchaser, consumer, and acts such as buying, purchasing and consumption as different ways to refer to consumer. On the other hand, we used terms like attitude and behaviour as different expressions of behavior.

The variables used in this research are listed in Table (1:

Table (1): Research variables

	English Variables		French Variables		Arabic Variables
1	Consumer behavior	1	Comportement du consommateur	1	سلوك المستهلك
2	Consumer behaviour	2	Attitude du consommateur	2	سلوك المشتري
3	Consumer attitude	3	Comportement consommateur	3	موقف المستهلك
4	Customer behavior	4	Attitude consommateur	4	موقف المشتري
5	Customer behaviour	5	Comportement de l'acheteur	5	سلوك الاستهلاك
6	Customer attitude	6	Attitude de l'acheteur	6	سلوك الشراء
7	Buyer behavior	7	Comportement acheteur	7	موقف الاستهلاك
8	Buyer behaviour	8	Attitude acheteur	8	موقف الشراء
9	Buyer attitude	9	Comportement de consommation	9	سلوك استهلاكي
10	Consumption behavior	10	Comportement d'achat	10	سلوك شرائي
11	Consumption behaviour	11	Attitude de consommation	11	موقف استهلاكي
12	Consumption attitude	12	Attitude d'achat	12	موقف شرائي
13	Buying behavior	13	Comportement consommation		
14	Buying behaviour	14	Comportement achat		
15	Buying attitude	15	Attitude consommation		
16	Purchasing behavior	16	Attitude chat		
17	Purchasing behaviour				
18	Purchasing attitude				

Source: realized by authors

1.5.2. Data cleaning and refining

Based on our data gathering approach; we discovered 54 bibliographical references with at least one of the variables from our research. Possible inaccuracies, such as redundant research and academic papers unrelated to the research issue, were carefully removed prior to the analysis (Blanco-Moreno et al., 2025). From another side, given the language of our article, we had to look for other publications with "English" or "French" names of the authors, particularly on the ResearchGate, Google Scholar, and LinkedIn platforms, if the articles that were kept didn't contain any "English" or "French" names. We also used the official "English" or "French" designation for the journals and universities.

More precisely, the following steps have been completed in the cleaning and refining process:

A. Eliminating redundancy of articles

We removed 31 duplicate publications as a result of the cleaning and refining procedure. The number of academic articles that were kept as a result of this measure decreased significantly, from 54 to 23 articles, which made up our final database utilized for the analysis.

B. Translation of Arabic names and designations

The following are the outcomes of the translation process:

➤ Authors' names

For the authors' names, 12 of the 41 names of authors were Arabic. The following "English" or "French" names were used in this study:

Table (2): Authors' names translation

	Arabic names	“English” or “French” names
1	عبد المالك هبال	Abdelmalek Hebal
2	العمرى ليليا عيشة	Lilia Aicha Lamri
3	محمد كنوش	Mohamed Knouch
4	دلة هاجر	Hadjer Della
5	اسماء طيبي	Asma Taibi
6	عبدالقادر رحراح	Abdelkader Rahrah
7	شذى سالم شامان	Shatha Shaman
8	عبد الرزاق براهمي	Abderazak Brahimi
9	بولعوينات حياة	Hayet Boulaouinat
10	نبيلة جعدي	Nabila Djaadi
11	مداح عرايبي الحاج	L'hadj Meddah Araibi
12	زينب شطبية	Zineb Chetiba

Source: realized by authors

➤ Journals' names

For the journals, we used the official "English" or "French" designation instead of translating their names. We identified 4 Arabic-language publishers out of 16, which are:

Table (3): Journals' names translation

	Arabic designations	Official “English” or “French” designations
1	مجلة اقتصاديات الاعمال والتجارة	Journal of business and trade economics
2	مجلة أبحاث اقتصادية وإدارية	Recherchers economiques manageriales
3	المجلة الجزائرية للاقتصاد والادارة	Revue Algérienne d'Economie et de Management
4	مجلة القيمة المضافة لاقتصاديات الاعمال	The added value of business economics journal

Source: realized by authors

➤ Universities' names

For the universities, instead of translating their names, we used the official "English" or "French" designations. We discovered 9 Arabic names from 25, which are:

Table (4): Universities' names translation

	Arabic designations	Official “English” or “French” designations
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1	جامعة محمد بوضياف المسيلة	Mohamed Boudiaf university - M'Sila
2	المركز الجامعي مرسللي عبد الله - تيبازة	Morsli Abdellah university center - Tipaza
3	جامعة محمد الابشير الابراهيمى - برج بوعريرج	Mohamed El Bachir El Ibrahimi university - Bordj Bou Arreridj
4	جامعة حسية بن بوعلي - الشلف	Hassiba-Benbouali university - Chlef
5	جامعة الدكتور مولاي الطاهر - سعيدة	DR. Moulay Tahar university –Saida
6	جامعة قاصدي مرباح ورقلة	Kasdi Merbah university - Ouargla
7	جامعة الملك خالد - ابها	King Khalid university
8	جامعة غرداية	Ghardaia university
9	جامعة تراكيا - ادرنة	Trakya university - Edirne

Source: realized by authors

2. Literature review:

The literature review offers a study background. It is divided into two main sections; each section treats a fundamental concept related to customer behavior. More precisely, through this part we will discuss in general the customer behavior, the consumer purchase behavior, and the importance of understanding consumer behavior.

2.1. The customer behavior

In a market-driven economy, what consumers need and want is seen as an important factor that shapes how companies decide on production and marketing (Tao, 2025). Therefore, to understand how individuals select, get, use, and dispose of things, experiences, ideas, and services to suit their needs, as well as the repercussions these actions have on the consumer and society, researchers try to draw out knowledge from a specific field known as consumer behavior (Roy & Datta, 2022b) which attempts to determine the psychological procedures that individuals go through when they identify their wants, seek for solutions to those needs, decide what to buy, evaluate information, develop plans, and carry out those plans (Roy & Datta, 2022b).

Consumer behavior, as a key aspect of marketing, can be described as human behavior related to the acquisition, use, and disposal of consumer products (Bartková & Veselovská, 2024; Macak, Regnerova, & Toth, 2014; Vokounová, 2014; Zhao & Wang, 2017). It refers to examining how individuals, groups, or organizations search, select, buy, use, and dispose or reject goods, services, ideas, or experiences to satisfy their needs and desires (Bartková & Veselovská, 2024; Luca, 2025; Roy & Datta, 2022b).

Consumer behavior is mainly a hidden process that cannot be directly observed; it can only be understood through general knowledge and research that can reveal underlying motivations, allowing for partial predictions of consumer behavior (Bartková & Veselovská, 2024). This includes studying anthropology, psychology, sociology, and economics fields (Roy & Datta, 2022b) to extract factors that affect buying choices in one side, and how consumers react to marketing approaches in the other side (Luca, 2025). According to Ieiri, Tengfei, and Yoshie (2025), it involves seven elements (information contact, funds access, store contact, product contact, transaction, consumption and disposition, communication). Among these elements, transactions are a vital part of consumer behavior that relates directly to buying actions.

The process of consumer decision-making comprises five essential steps that aid individuals in fulfilling their desires. Luca (2025) specifies that knowing these steps enables businesses to tailor their marketing strategies to fit consumer needs and behaviors.

Purchasing decisions follow a defined process with several phases (Luca, 2025):

1. Need Recognition – The customer recognizes that they have a need or issue that must be solved.
2. Information Search – Consumers gather information about potential products or services via personal experiences, reviews, advertisements, and recommendations.
3. Evaluation of Alternatives – Consumers examine several alternatives based on features, affordability, quality, and brand reputation.
4. Purchase Decision – The consumer reaches their ultimate decision and finalizes the transaction.
5. Post-Purchase Behavior – Once a purchase is made, consumers evaluate their level of satisfaction, which influences their future choices and allegiance to brands.

2.2. Importance of understanding consumer behavior

Understanding consumer behavior has become crucial for businesses as it has a great impacts on their decisions (Karmaker, Oishi, Qasem, Sami, & Noor, 2025) related to designing effective marketing strategies, improving customer satisfaction, and enhancing brand loyalty (Bartková & Veselovská, 2024; Karmaker et al., 2025; Luca, 2025; Roy & Datta, 2022b). By examining what consumers prefer, what drives them, and how they make choices, businesses can adapt their offers to better fit customer demands, forecast market changes, and achieve an edge over competitors (Luca, 2025). According to Aldunate, Maldonado, Vairetti, and Armelini (2022) companies that use customer feedback effectively tend to see, on average, a 6% higher profit margin and a 5% greater productivity rate than their rivals. These performances are attainable due to customized marketing strategies and enhanced pricing, distribution, and promotional strategies (Bartková & Veselovská, 2024; Luca, 2025; Roy & Datta, 2022b).

With the vast array of actual and potential consumers, understanding real wants and needs has become vital for companies (Roy & Datta, 2022a). Because, in reality, businesses face customers from various cultural backgrounds, whose actions and choices are significantly influenced by their distinct cultural values, social norms, and psychological factors (Tao, 2025). Indeed, each nation has its own cultural traits and attributes which shape how consumers perceive, appreciate, and procure offerings. This is the reason why researchers point out the different levels of attention and the varied emotional responses to the same product attribute, which can differ significantly between consumers and across various countries (Zhong, Liang, Cui, Chan, & Qiu, 2019). Therefore, marketers must recognize and consider these factors to satisfy consumer needs, which is essential for remaining competitive and revitalizing commercial districts (Ieiri et al., 2025; Roy & Datta, 2022a).

According to Rahadi (2012), whenever an individual makes a purchase, they experience a buying cycle. A new customer progresses through five distinct stages, and if he finishes all of these stages, he becomes a loyal customer. The stages are:

- Becomes aware of the product
- Makes an initial investment
- Post purchase evaluation
- Decision to repurchase
- Repurchase

Furthermore, examining user behavior is also critical (Karmaker et al., 2025), because in the context of product consumption, it centers on the choices that individuals and families make regarding their resource management (Roy & Datta, 2022b).

3. RESULTS AND DISCUSSION:

3.1. Performance descriptive analysis

We examine and discuss the findings of our study in this section. After redundant articles are removed, the scientific output of this field of research is decreased from 54

articles to 23 papers. The papers maintained represent ten years of scientific activity conducted between 2016 and 2025. To investigate the current papers, we employed bibliometric performance descriptive analysis.

A. Journals

The review of journals provides an understanding of the relevance of this field of study, as reflected in the volume of publications. (Kaushik, Tewari, Sahasranamam, & Hota, 2023; Sabando-Vera, Montalván-Burbano, Parrales-Guerrero, Yonfá-Medrandá, & Plaza-Úbeda, 2025)

Table (5) : Journals' information

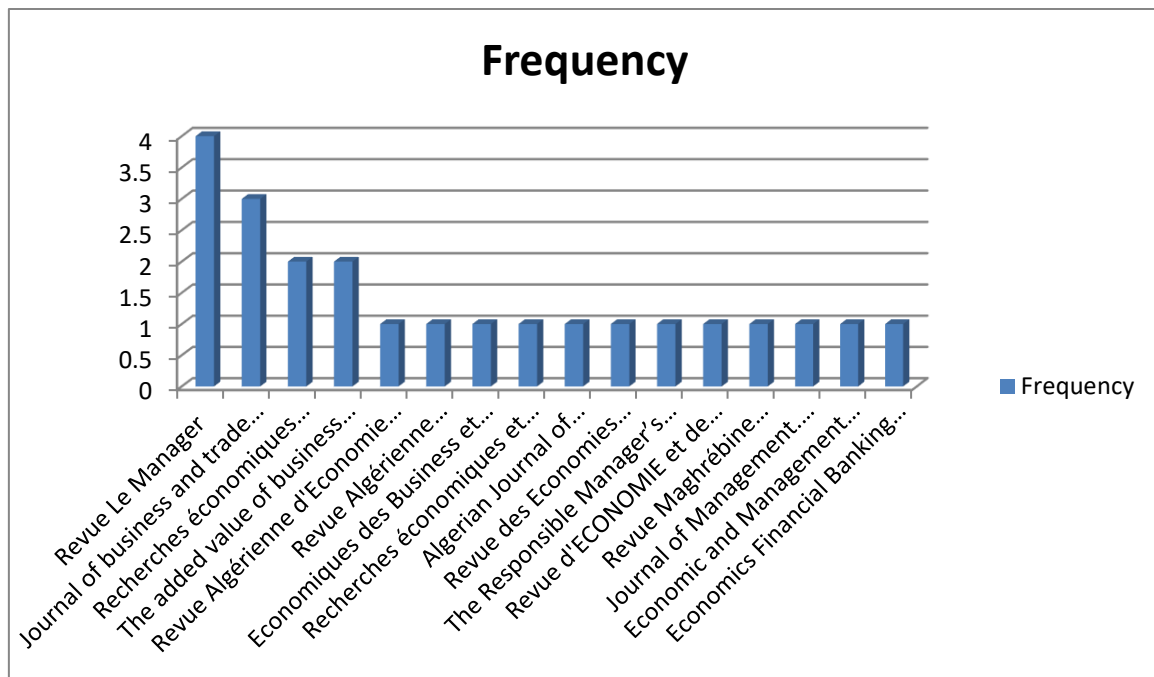
N°	Journal	F.	%
1	Revue Le Manager	4	17.39%
2	Journal of business and trade economics	3	13.04%
3	Recherches économiques managériales	2	8.70%
4	The added value of business economics journal	2	8.70%
5	Revue Algérienne d'Economie et de Management	1	4.35%
6	Revue Algérienne D'économie et de Management	1	4.35%
7	Economiques des Business et Commerce	1	4.35%
8	Recherches économiques et managériales	1	4.35%
9	Algerian Journal of Management Sciences (AJMS)	1	4.35%
10	Revue des Economies Financières Bancaires & de Management	1	4.35%
11	The Responsible Manager's Journal	1	4.35%
12	Revue d'ECONOMIE et de MANAGEMENT	1	4.35%
13	Revue Maghrébine Management des Organisations	1	4.35%
14	Journal of Management. Organizations and Strategy	1	4.35%
15	Economic and Management Research Journal	1	4.35%
16	Economics Financial Banking & Management Journal	1	4.35%

Source: realised by authors

Table (5) displays representative journals sorted by the number of publications, listed in descending order according to their publication frequency. In total, there are 16 journals contributing to this field of knowledge. The majority of these journals have published only one article.

The leading journals are those that exhibit the highest productivity (Sethi, Bohra, Johri, & Asif, 2025) regarding consumer behavior. “The Manager” journal is at the top for the number of published articles (nd = 4), achieving a score of 17.39%, followed by the “Journal of Business and Trade Economics,” which ranks second with 13.04% (nd = 3). The “Recherches Economiques Manageriales” journal and “The Added Value of Business Economics Journal” share the third and fourth positions (nd = 2), respectively, with a publishing rate of 8.70%. These findings allow us to **reject** the first item of the second hypothesis “**H.2.a. There is a major difference across journals in terms of publishing.**”

Figure (2): Journals' information



Source: realized by authors

B. Authors

This analysis enables the identification of the foremost researchers within the discipline, where the volume of published articles is frequently utilized for assessing an author's productivity (Hinojo-Lucena, Aznar-Díaz, Cáceres-Reche, & Romero-Rodríguez, 2019; Sabando-Vera et al., 2025). Besides, it stimulates mentoring, guidance, and cooperation among scholars, hence promoting the transmission of significant knowledge through future multidisciplinary research projects (Sabando-Vera et al., 2025).

Table (6): Authors' information

N°	Authors	F.	%	N°	Authors	F.	%
1	Abdelmalek Hebal	1	2.44%	22	Shatha SHAMAN	1	2.44%
2	Lilia Aicha Lamri	1	2.44%	23	Chakeur BELAKHDAR	1	2.44%
3	Mohamed KNOUCH	1	2.44%	24	Abderazak BRAHIMI	1	2.44%
4	Hadjer DELLA	1	2.44%	25	Hayet BOULAOUINAT	1	2.44%
5	Asma TAIBI	1	2.44%	26	Nabila DJAADI	1	2.44%
6	Abdelkader RAHRAH	1	2.44%	27	L'hadj MEDDAH ARAIBI	1	2.44%
7	Khadidja Imene TABET AOUL	1	2.44%	28	Zineb CHETIBA	1	2.44%
8	Sabrina ELBACHIR	1	2.44%	29	Abdelrazzak BENHABIB	1	2.44%
9	Rabiha NEMER	1	2.44%	30	Abderrahmane CHENINI	1	2.44%
10	Ali KHALDI	1	2.44%	31	Amine MOKHEFI	1	2.44%
11	Nayla HADJ MOHAMED	1	2.44%	32	M'hamed ZIAD	1	2.44%
12	Hadjera CHAIDA	1	2.44%	33	Messaoud ZEROUTI	1	2.44%
13	Amira AMOKRANE	1	2.44%	34	Brahim OUKACHA	1	2.44%

14	Nadira BESSOUH	1	2.44%	35	Ali IZNASNI	1	2.44%
15	Asma BENSABEUR-SLIMANE	1	2.44%	36	Abdeslam BENDIABDELLAH	1	2.44%
16	Waffa AMALOU HALLIL	1	2.44%	37	Yamanda BADI	1	2.44%
17	Ali Abboodi NEAMAH AL-JUBOURI	1	2.44%	38	Saleh AYAD	1	2.44%
18	Manal NECHAR	1	2.44%	39	Assia HADJAR	1	2.44%
19	Manal MERABTI	1	2.44%	40	Djaoued OMAR BELKHIR	1	2.44%
20	Khaled RJAM	1	2.44%	41	Samia AKLI	1	2.44%
21	Redouan AINOUS	1	2.44%				

Source: realized by authors

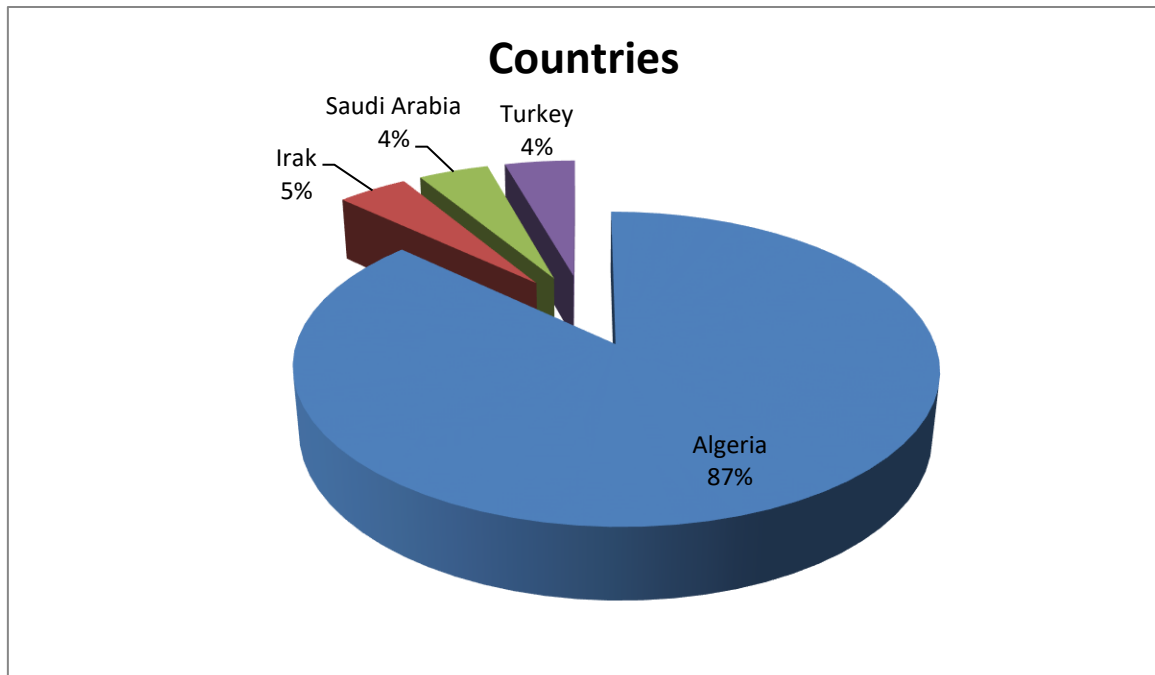
Table (6 presents a comprehensive list of all contributing authors along with the number of papers they have authored or co-authored. As evidenced by this data, equality among all authors prevails the list, suggesting that none of the 41 researchers has reproduced any articles in the consumer behavior field, which **rejects** the second item of the second hypothesis “**H.2.b. Authors differ significantly in terms of publications.**”

C. Countries

The analysis of countries highlights the most significant nations within a research domain, based on notable disparities in citation and document classifications (Obreja et al., 2024). This examination of the most prolific countries in a research area provides valuable insights into the global academic contribution landscape (Sethi et al., 2025).

This spatial analysis investigates the scientific contributions from the most impactful countries and their interrelations in the production of knowledge within a specific research area, enabling the identification of where the research is really performed (Sabando-Vera et al., 2025; Sabando-Vera, Yonfa-Medrandá, Montalván-Burbano, Albors-Garrigos, & Parrales-Guerrero, 2022).

Figure (3): Countries' information

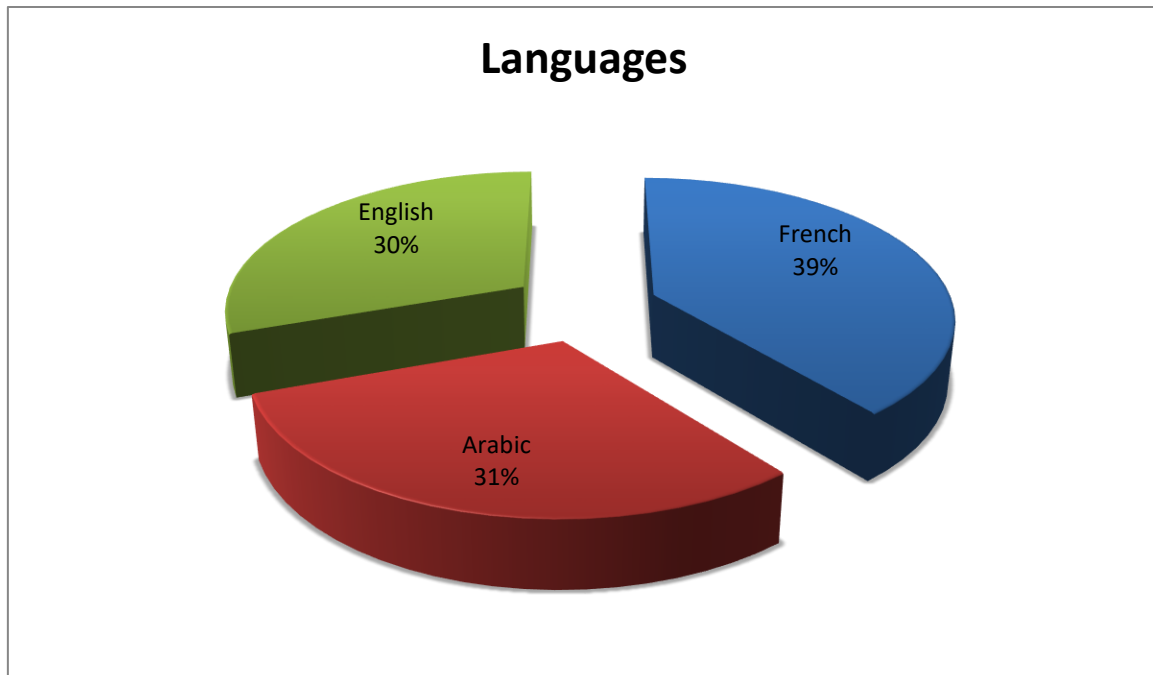


Source: realized by authors

Based on their country of affiliation, Figure (3) presents the total number of countries according to the authors' affiliations. When it comes to documents (Obreja et al., 2024), Algeria is highlighted as the most productive nation with 20 articles out of 23 (86.96%), while Irak, Saudi Arabia, and Turkey have published just 1 article each. According to these results, we can **confirm** the third item of the second hypothesis “**H.2.c. Publications differ significantly among nations.**”

This conclusion may be explained by several points of view. Firstly, the ASJP platform's affiliation with the Algerian General Direction of Scientific Research. Secondly, language is another element that may partially account for this disparity (Sethi et al., 2025), as Algerian studies are predominantly published in the other languages than English; which are Arabic (30.43%) and French (39.13%) (see Figure (4)). Thirdly, the worldwide recognition may also explain this contrast (Sethi et al., 2025), since Algerian academic writing has little international exposure because it tends to be published in regional periodicals.

Figure (4): Languages' information

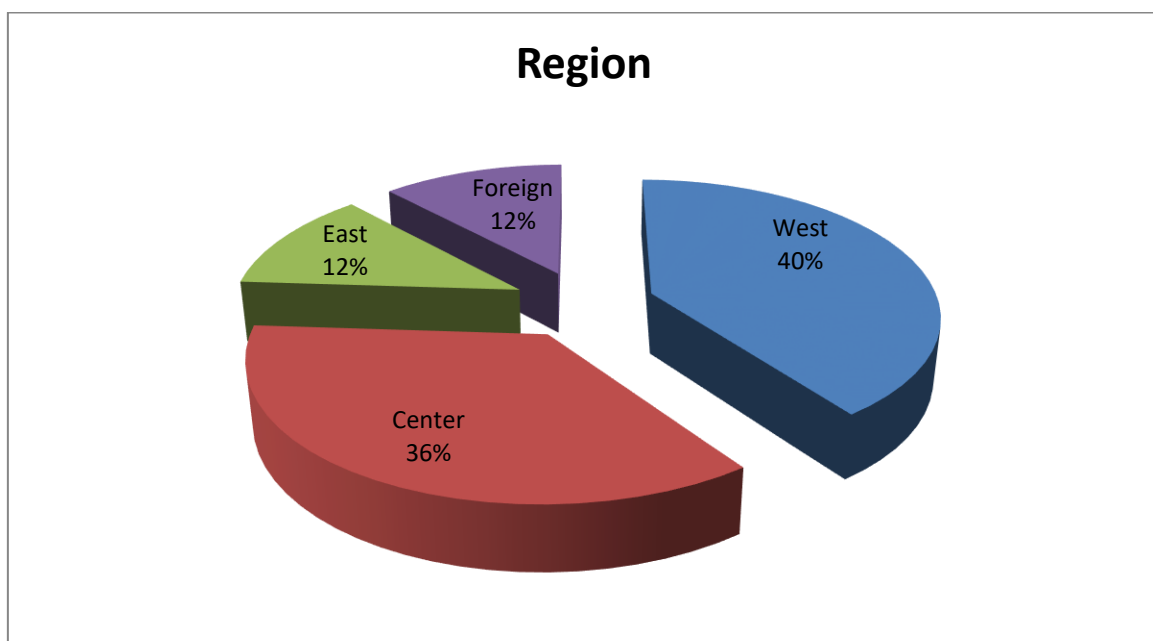


Source: realized by authors

D. Region

This part attempts to analyze the dispersion of publications according to regions. From the selected articles, the authors' affiliations were derived to identify the corresponding region of the organization (Fahimnia et al., 2015). Specifically, each affiliation was matched against the university network of the Algerian Ministry of Higher Education and Scientific Research to determine the relevant region for each institution.

Figure (5): Regions' information



Source: realized by authors

Figure (5) shows each region's contribution to the corpus of research on consumer behavior. It is important to note that articles with authors from different organizations are allocated to several regions (Fahimnia et al., 2015).

The geographical dispersion indicates the attractiveness and the interest given to a specific area of knowledge from organizations and academics across the country (Fahimnia et al., 2015), as well as overseas entities.

In our case, collaboration density shows that the key partnerships (Secinaro, Lanzalunga, Oppioli, & de Nuccio, 2025) are found between authors from the West and Center regions, with 10 and 9 publications respectively. This represents 40.00% and 36.00% of all selected articles, highlighting strong collaboration (Secinaro et al., 2025) among authors associated with these regions.

E. Universities

Comparing academic departments or institutions is one of the additional analyses that bibliometricians typically carry out (Thelwall, 2008). It evolves ranking the foremost organizations according to their publication contributions (Fahimnia et al., 2015). Nonetheless, it is important to note that an organization may only need the work of one or two researchers to rank among the best performers.

(Fahimnia et al., 2015).

Table (7): Universities' information

N°	Universities	F.	%	N°	Universities	F.	%
1	DR. Moulay Tahar university –Saida	2	6.67%	14	Ecole Supérieure Algérienne des Affaires - Alger	1	3.33%
2	Abou Bekr Belkaid university - Tlemcen	2	6.67%	15	Higher School of Management - Tlemcen	1	3.33%
3	Mustapha Stambouli university - Mascara	2	6.67%	16	Imam Al-Kadhum College (IKC) - Bagdad	1	3.33%
4	Abdelhamid ibn Badis university - Mostaganem	2	6.67%	17	National Higher Agronomic School - Kasdi Merbah - Alger	1	3.33%
5	Higher School of Management and Digital Economy - Tipaza	2	6.67%	18	Ferhat Abbas Setif 1 university - Sétif	1	3.33%
6	Mohamed Boudiaf university - M'Sila	1	3.33%	19	Ibrahim Sultan Cheibout Algiers 3 university - Alger	1	3.33%
7	Morsli Abdellah university center - Tipaza	1	3.33%	20	King Khalid university	1	3.33%
8	Mohamed El Bachir El Ibrahimi university - Bordj Bou Arreridj	1	3.33%	21	Hadj Lakhder Batna 1 university - Batna	1	3.33%
9	Hassiba-Benbouali university - Chlef	1	3.33%	22	Ghardaia university	1	3.33%
10	Kasdi Merbah university - Ouargla	1	3.33%	23	Trakya university - Edirne	1	3.33%
11	Ahmed Zabana university - Relizene	1	3.33%	24	Mouloud Mammeri university - Tizi-Ouzou	1	3.33%
12	National Higher School of	1	3.33%	25	Ahmed Draia University	1	3.33%

	Management - koléa - Tipaza				- Adrar		
13	Djillali Liabès university - Sidi Bel Abbès	1	3.33%				

Source: realized by authors

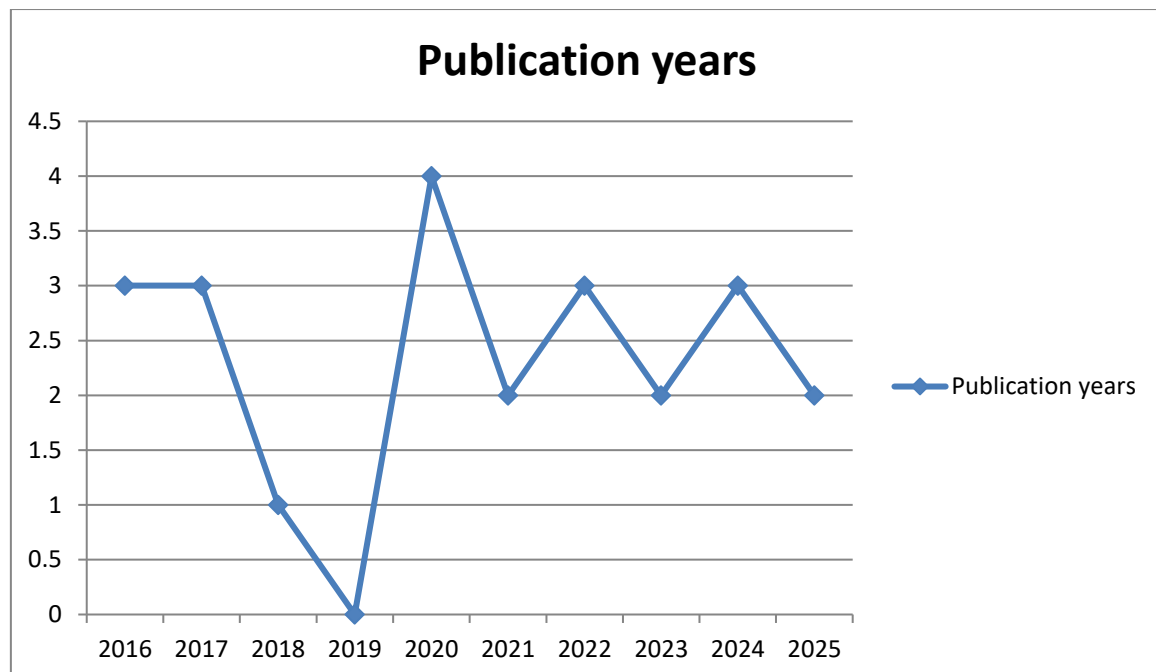
Table (7) exhibits all the universities involved in this area of knowledge, regarding the documents published (Obreja et al., 2024). As we observe, only 5 of the 25 institutions published two papers (6.67% of all publications), while the remaining 20 universities contributed just one item. In other words, the top 5 universities (4 from the west region) published nearly one-third of all publications (33.35%) and half of what the remaining universities published throughout the research period (10; 50%), which **slightly confirms** the fourth item of the second hypothesis “**H.2.d. Organizations differ significantly in terms of publications.**”

F. Publication years

This part sheds light on the productivity of published articles (Blanco-Moreno et al., 2025), by showing the yearly growth, trend and influence of published works in a certain field of science (Sabando-Vera et al., 2025; Sethi et al., 2025).

Only a small number of papers were published in the first two years, and the publication flow was constant. Data subsequently shows that between 2018 and 2019, there was a total decline in publications on this topic. In 2020, the number of academic studies increased significantly, hitting the highest growth rate. But ultimately the trend was not consistent, with swings throughout the last few years, which **rejects** our first hypothesis “**H.1. There is a strong publishing flow in recent years.**”

Figure (6): Publication years



Source: realized by authors

Based on the curve's behavior (Sabando-Vera et al., 2025), Figure (6) illustrates four pivotal moments in this academic field:

Phase I (2016–2017): Six publications (three publications each) were documented over the first two years of the study.

Phase II (2018-2019): Publications have completely decreased during this phase, falling from three in 2017 to one in 2018 and finally to nil in 2019.

Phase III (2020): This is the era with the largest scientific production (04; 17.39%), even though it is shorter (only one year).

Phase IV (2021–2025): Publications show stagnation throughout this phase, with variations of one publication per year.

4. Conclusion:

To more precisely define what they want to achieve and sharpen their methods for standing out from competitors, companies should embrace innovative techniques. These techniques should help them better manage the ever-changing ways customers act. To achieve this, businesses have to take advantage of the insights experts have developed to support and guide their work.

However, based on this review, the situation in Algeria shows a small amount of published work that has changed over the last few years, which **goes against** what we first thought (**H.1.**). The findings also point to a steady level of attention from writers, almost no differences between universities, a small lead for journals, and mostly Algerian publications with noticeable differences between areas and languages. These findings let us check the four parts of the second hypothesis by **disproving** the first two parts (**H.2.a. and H.2.b.**), **proving** the third part (**H.2.c.**), and **almost confirming** the last part (**H.2.d.**).

This study is mainly limited because of two things: first, where the publishing takes place, the Algerian platform, and second, the period of time studied, which only looks at the last ten years, from 2016 to 2025.

5. Future research:

We suggest pursuing three different paths of study to make the results of this research better. To greatly improve the bibliometric performance analysis, the first option is to look into how keywords and important topics related to consumer behavior have changed over time. These topics include mainly mobile and online marketing, paytechs and fintechs, and sustainable and ethical marketing.

The second direction involves using the science mapping method of bibliometric analysis (Gaviria-Marin et al., 2019)(Blanco-Moreno et al., 2025) to help researchers gain a deeper understanding of consumer behavior in the Algerian context. With this strategy, it will be possible to evaluate consumer behavior in Algeria by building a visual structure that links together a variety of scientific players in this field (Small, 1999).

To further understand how mature and globally aware Algerian researchers are, we propose a comparative study of the Algerian research environment with those of other countries as the last direction.

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