

ICRAMCS 2026

THE EIGHTH EDITION OF THE INTERNATIONAL CONFERENCE ON
RESEARCH IN APPLIED MATHEMATICS AND COMPUTER SCIENCE
April 23-24-25, 2026 | Marrakech, Morocco



From Mapping to Future Directions : A Research Agenda for Digital Atmospheric and Online Consumer Behavior

Communication Info

Authors:

Loubna EL HATTAB¹
Tarek ZARI²

¹ Phd student, Faculty of Legal,
Economic, and Social Sciences
of Ain Sebâa, Casablanca,
Morocco

² Professor, Faculty of Legal,
Economic, and Social Sciences
of Ain Sebâa, Casablanca,
Morocco

Keywords:

- (1) Online atmospheric
- (2) E-commerce
- (3) Online consumer behavior
- (4) Website design
- (5) Social cues

Abstract

The rapid expansion of e-commerce has increased academic interest in digital atmospheric cues defined as website design, informational, and interactive elements shaping consumers' online experiences and behavioral responses [1], [2]. However, existing research remains fragmented, limiting a comprehensive understanding of emerging research directions. This study provides a bibliometric overview of online atmospheric research based on publications indexed in the Web of Science and Scopus databases between 1998 and 2025. Data were analyzed using the Bibliometrix package implemented in R [3],[4].

The results reveal a rapidly growing and interdisciplinary field structured around website design quality, user experience, and relational outcomes such as trust and loyalty. The analysis further identifies emerging themes related to social cues and highlights underexplored cultural contexts. Based on these findings, the study proposes a future research agenda to guide theoretical integration and empirical investigations in online consumer behavior research.

© ICRAMCS 2026 Proceedings ISSN: 2605-7700

References

- [1] S. A. Eroglu, K. A. Machleit, and L. M. Davis, "Atmospheric qualities of online retailing: A conceptual model and implications," *J Bus Res*, vol. 54, no. 2, 2001, doi: 10.1016/S0148-2963(99)00087-9.
- [2] E. E. Manganari, G. J. Siomkos, and A. P. Vrechopoulos, "Store atmosphere in web retailing," *Eur J Mark*, vol. 43, no. 9/10, pp. 1140–1153, 2009.
- [3] N. Donthu, S. Kumar, D. Mukherjee, N. Pandey, and W. M. Lim, "How to conduct a bibliometric analysis: An overview and guidelines," *J Bus Res*, vol. 133, 2021, doi: 10.1016/j.jbusres.2021.04.070.
- [4] M. Aria and C. Cuccurullo, "bibliometrix: An R-tool for comprehensive science mapping analysis," *J Informetr*, vol. 11, no. 4, pp. 959–975, Nov. 2017, doi: 10.1016/j.joi.2017.08.007.