

Emotions, Algorithms and Consumer Decision-Making: A Co-Citation Analysis of the Intellectual Base of the Field

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Abstract

Research on emotions, algorithms and consumer decision-making has expanded rapidly over the past decade, yet the intellectual base on which the field rests remains uncharted. This study maps that base through a co-citation analysis of records indexed in the Web of Science Core Collection between 2015 and 2026. A three-block topic query combining emotional constructs, algorithmic and artificial-intelligence technologies, and consumer decision-making yielded 1,792 records, jointly citing 144,363 references. Co-citation of cited references, computed in VOSviewer with association-strength normalisation and modularity-based clustering, retained 178 references above a threshold of 25 co-citations and resolved them into six clusters: service robots and anthropomorphism; technology acceptance and trust in automated systems; artificial intelligence in marketing and algorithm aversion; chatbots and conversational agents; online reviews and customer experience; and voice assistants. Works cited predominantly for measurement or statistical procedure are reported separately. The network is dense and temporally stratified, with median reference years ranging from 2006 to 2021. Two structural features emerge. The field is partitioned by technological artefact rather than by psychological mechanism, with robots, chatbots, voice assistants and recommendation algorithms forming separate clusters despite a common theoretical repertoire. Furthermore, no cluster is organised around emotion: affective constructs enter the intellectual base indirectly, through anthropomorphism, anger and aversion to algorithmic agents. This absence is not readily explained by the analytical specification, and delimits an agenda for subsequent empirical research.

Keywords: Co-Citation Analysis, Intellectual Base, Consumer Decision-Making, Algorithmic Influence, Anthropomorphism