Unveiling Trends and Insights: A Bibliometric analysis on Social Media Marketing

Shailza[1], Madhulika P. Sarkar[2]

[1]Research Scholar, SOMS, Indira Gandhi National Open University, Delhi
[2]Professor, SOMS, Indira Gandhi National Open University, Delhi

ARTICLE INFO

ABSTRACT

Objective: Significant transformations have taken place in the marketing industry over the past century. The extent of the transformation in marketing strategies, tools, and tactics is truly difficult to grasp. In a traditional economy, the market was restricted to a particular physical space, facing constraints concerning time, location, and utility. Globalization has led to a significant contraction of the market, bringing it within the reach of our hands, as all markets are now easily accessible. Initially created as a means for social interaction, social media has evolved into a powerful instrument for brand positioning, advertising, and various other aspects of marketing management. Staying informed about the most recent developments in the marketing and tooling sectors is essential for any organization. The main objectives of the paper are to enhance readers' knowledge and to improve their understanding of social media marketing. This study provides a bibliometric analysis of social media marketing research spanning from 2009 to 2024 to assist scholars in the field. **Approach/Methodology/Design:** The Scopus database was employed to examine how research in social media marketing has developed over the years, to find out the leading authors, countries, documents and journals in this research domain, to study the keyword occurrence pattern in the field of social media marketing and to investigate the association between the citations and co-citations of social media marketing research articles. **Results:** It has been noted that the researches in social media marketing were minimal till 2014, gaining momentum after 2015 and peaking in 2024. Ko, Eunju is found to be most impactful author whereas Dwivedi, Yogesh K. is most productive author. The country that has significantly influenced the realm of social media marketing is United States. Most prominent article is Kozinets titled "Networked narratives: Understanding word-of-mouth marketing in online communities" and the most impactful journal in this field is "Journal of Business Research".

This study provides valuable insights for future investigations into social media marketing by presenting data on journals, authors, institutions, countries, and relevant keywords that illuminate the field of social media marketing.

INTRODUCTION

The emergence of social media has profoundly transformed the dynamics of contemporary communication, fundamentally changing the ways in which individuals engage, disseminate information, and establish connections with one another. Initially conceived as a means for personal networking, social media has transformed into a formidable platform that enables businesses and organizations to connect with audiences worldwide. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok have transcended their initial social functions and are now acknowledged as essential elements of digital marketing strategies. Social media marketing (SMM) encompasses the strategic utilization of various platforms to enhance the visibility of products, services, or brands, aiming to elevate awareness, foster engagement, and ultimately cultivate customer loyalty.

The expansion of social media marketing can be attributed to several pivotal elements, such as the worldwide rise in internet accessibility, the widespread adoption of mobile devices, and the transformation in consumer behavior favoring online shopping and the consumption of digital content. As social media platforms continue to gain traction, the challenge of distinguishing oneself within an oversaturated digital landscape becomes increasingly pronounced. Brands are compelled to vie for prominence and interaction, frequently grappling with algorithmic platforms that favor specific categories of content. Furthermore, social media marketing carries inherent risks, as organizations may encounter publicly visible negative feedback, which requires meticulous management of brand reputation. In light of these challenges, the advantages of social media marketing—namely its cost-effectiveness, data-driven targeting, and measurable impact—render it an essential component of a company's marketing strategy.

The paper seeks to explore the multifaceted world of Social Media Marketing. The objectives of the research are as follows:

1. To examine how research in social media marketing has developed over the years
2. To find out the leading authors, countries, documents and journals in this research domain.
3. To study the keyword occurrence pattern in the field of social media marketing.
4. To investigate the association between the citations and co-citations of social media marketing research articles.

RESEARCH METHODOLOGY

Bibliographic data for the research was retrieved from the Scopus database on 24th September 2024. Famous for its abstracts and citations, Scopus compiles the work of research experts from prominent publications with high impact factors. Search terms include "Social Media Marketing" OR "Social Media Advertising". Search was limited to "Business, Management and Accounting & Social sciences" subject area and only English language articles were included in the review. After refining the errors, 1463 articles were considered for the bibliometric review.

According to Żarczyńska (2012), a bibliometric study is an analytical approach that employs quantitative and empirical data to characterize the dynamics of research paper distribution on a specific topic over a defined time period. It is a method for generating scientific literature that facilitates the assessment of the rate of scientific and technical advancement at a particular level. Citation analysis and content analysis serve as analytical methods.

FINDINGS AND DISCUSSION

Performance Analysis

Figure 1 represents the publication trend on the topic "Social Media Marketing" from the period 2009 to 2024. From year 2009 to 2014, the number of published articles remained low. There are no major ups and downs in the publication. Beginning in 2015, research in this domain gained speed, resulting in a modest rise in the number of publications. This might be ascribed to the proliferation of internet use and technological advancement. 2024 is the most productive year. It witnessed highest number of publications i.e., 228 publications followed by year 2022 with 202 publications.
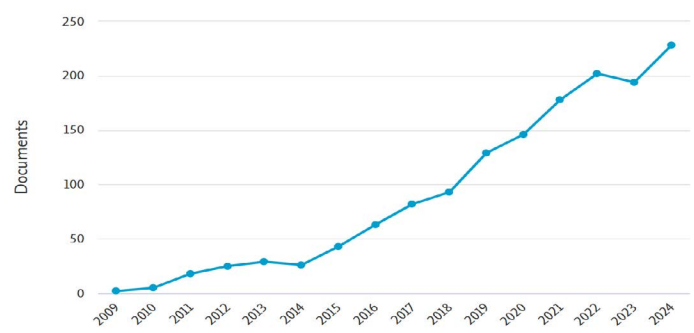

Figure 1 *Publication trend on the topic "Social Media Marketing"*

Prominent Authors and Countries

As shown in Table 1, Ko, Eunju is the most impactful author with 1,784 citations followed by Rauschnabel, Philipp A. and Dwivedi, Yogesh K. with 1,532 and 1,1439 citations respectively whereas Dwivedi, Yogesh K. is most productive author with 6 publications in the area of social media marketing followed by Rauschnabel, Philipp A., Rowley, Jennifer and Salo, Jari with 5 publications each.

Also, the United States stands out as the most impactful and productive country, boasting 21,000 citations and 376 publications in the field of Social Media Marketing. United Kingdom ranks as the second most influential country, with a total of 7,573 citations, while India follows with 4,999 citations. India ranks as the second most productive nation, with 188 publications, while United Kingdom follows closely with 112 publications.

Table 1 *Prominent authors and countries*

TC	Author(s)	TP	TC	Country	TP
1784	Ko, Eunju	3	21000	United States	376
1532	Rauschnabel, Philipp A.	5	7573	United Kingdom	112
1439	Dwivedi, Yogesh K.	6	4999	India	188
1406	Kozinets, Robert V.	2	4993	France	24
1381	De Valck, Kristine	1	4325	Canada	31
1381	Wilner, Sarah J. S.	1	3623	Australia	68
1381	Wojnicki, Andrea C.	1	3520	China	96
1367	De Vries, Lisette	1	3434	Italy	35
1367	Gensler, Sonja	1	3046	South Korea	39
1367	Leeflang, Peter S.H.	1	2560	Germany	27

Influential Documents on Social Media Marketing

Table presents top 10 articles with highest citations count published in Scopus. Most prominent article is Kozinets et al. (2010) with 1,381 citations. This article reviews and synthesizes existing WOM theory, demonstrating how marketers utilizing social media marketing methods encounter a scenario of networked coproduction of narratives. The study examines a marketing campaign involving the distribution of mobile phones to influential bloggers. The second most impactful article is De Vries et al. (2012) with 1,367 citations. This study identifies potential factors influencing the popularity of brand posts. It examines 355 brand posts from 11 international brands across six product categories. The third article in the list is Kim and Ko (2011) with 1,337 citations. This research used a Structural equation model for identifying attributes of social media marketing activities and examine the relationships between those perceived attributes, value equity, relationship equity, customer equity and purchase intention. In light of luxury fashion brands' growing interest in social media marketing.

Table 2 *Influential Documents on Social Media Marketing*

Document	Title	TC
Kozinets et al. (2010)	"Networked narratives: Understanding word-of-mouth marketing in online communities"	1381
De Vries et al. (2012)	Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing	1367
Kim and Ko (2011)	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand	1337
De Veirman et al. (2017)	Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude	1142
Dwivedi et al. (2020)	Setting the future of digital and social media marketing research: Perspectives and research propositions	914
Ashley and Tuten (2014)	Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement	843
Godey et al. (2016)	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior	744
Liu and Park (2014)	What makes a useful online review? Implication for travel product websites	731
Hoffman and Fodor (2010)	Can you measure the ROI of your social media marketing?	715
Smith et al. (2012)	How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?	687

Keyword Occurrence Analysis

An analysis of keyword occurrence was conducted for ascertaining the frequency of keyword usage in the published articles on social media marketing. Table encompasses all the significant keywords pertinent to social media marketing with highest occurrences. The text mining map generate with VOSviewer software illustrated the relationships among the keywords by quantifying the proximity of the different keywords. A closer proximity between the terms indicates a significant relationship between them.

Table 3 *Keyword Occurrence Analysis*

Keywords	Occurrences
Social Media Marketing	704
Social Media	383
Digital Marketing	85
Facebook	85
Marketing	83
Purchase Intention	70
Brand Equity	59
Brand Loyalty	57
Instagram	47
Influencer Marketing	42
Customer Engagement	40
Twitter	39
Social Media Marketing Activities	38

Engagement	36
Brand Awareness	33
Consumer Engagement	32
Social Networking Sites	31
Social Networks	31
Trust	31
Brand Image	29

"Journal of Marketing"	1552	2
"Industrial Marketing Management"	1475	16
"Psychology And Marketing"	1473	12
"International Journal of Advertising"	1374	11
"International Journal of Information Management"	1373	10
"Business Horizons"	1071	7

The diagram illustrating the Co-occurrence of keywords is presented in Figure. This figure delineates the interconnections among diverse concepts via multiple lines. These lines illustrate the simultaneous appearance of terms across different publications within the analyzed data set.

Figure 2 *Keyword Occurrence Analysis*
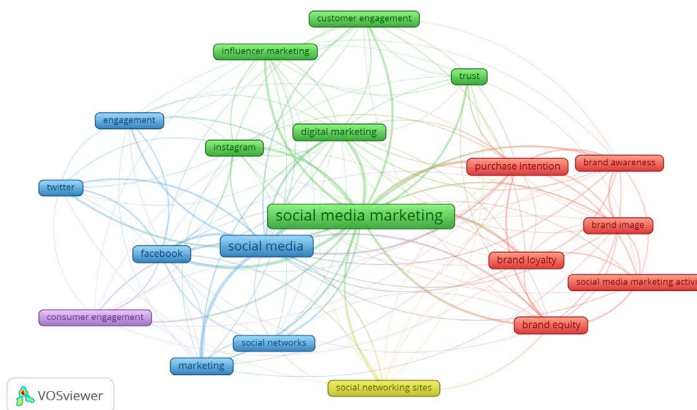
Influential Journals for Social Media Marketing

The Table delineates the most significant sources of research pertaining to Social Media Marketing. The most impactful journal in this field is "Journal of Business Research" with 4,437 citations. Similarly, "Journal of Research in Interactive Marketing" was found to be most productive journal in this field with 60 publications.

**Table 4** *Influential Journals for Social Media Marketing*

Journal	TC	TP
"Journal of Business Research"	4437	34
"Journal of Research in Interactive Marketing"	3789	60
"Journal of Interactive Marketing"	3246	9
"Journal of Retailing And Consumer Services"	1770	23

## Inter country co-authorship network analysis

This analysis aims to assess the strength of collaborations among authors from various countries included in the study, as illustrated in Figure. Nine clusters were formed through the Inter Country co-authorship network analysis. Cluster I (United states, China, Peru), Cluster II (India, Spain, Turkey, Cyprus), Cluster III (Indonesia, Vietnam, Iran, Qatar), Cluster IV (Portugal, Belgium, Hungry, Norway, Nigeria), Cluster V (France, Romania, France), Cluster VI (Australia, Hong Kong, Brazil, Japan), Cluster VII (Germany, Denmark, Pakistan, Sweden, Austria), Cluster VIII (Poland, Czech Republic) and Cluster IX (Switzerland, Canada).

Figure 3 *Inter country co-authorship network analysis*
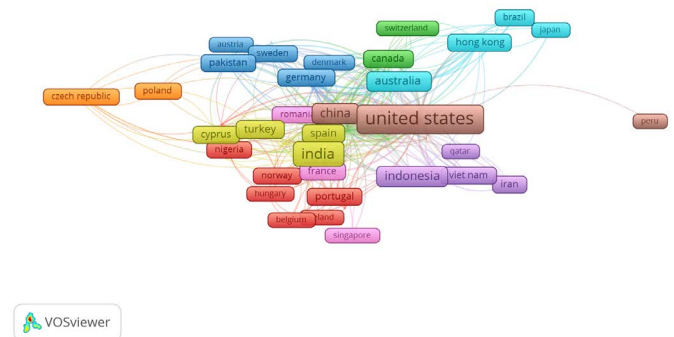
Co-citation Analysis

Citation analysis is a fundamental scientific mapping method predicated on the notion that citations signify the evolutions of intellectual relationships when one publication references another (Appio et al., 2014). It simply provides the pattern of references of the works and explains how common papers are cited together. The subsequent Figure presents a list of authors who have referenced the works of others. The size of the bubble correlates with the number of citations; a smaller bubble indicates that the author has received fewer citations and vice-versa.

Figure 4 *Co-citation Analysis*
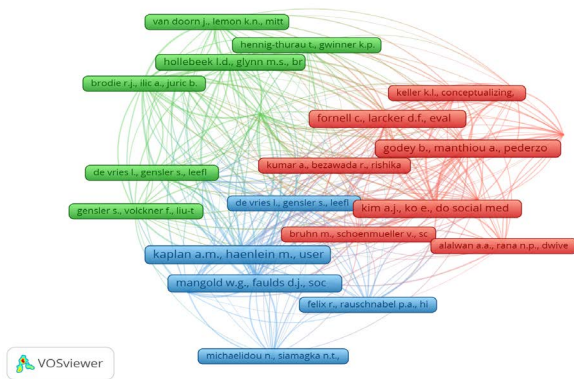
CONCLUSION

The study systematically presents a bibliometric analysis of research conducted in the realm of social media marketing from 2009 to 2024. A total of 1463 articles were generated from the Scopus database, highlighting the publication trend in social media marketing. Additionally, the study concentrated on and elucidated the papers, authors and countries that received the highest citations. The study outlines the various research efforts and contributors that have advanced the body of knowledge in this area. It also examined the networks of co-authorship, intercountry collaborations and keyword occurrences. It has been noted that the researches in social media marketing were minimal till 2014, gaining momentum after 2015 and peaking in 2024. Ko, Eunju is found to be most impactful author wwhereas Dwivedi, Yogesh K. is most productive author. The country that has significantly influenced the realm of social media marketing is United States. Most prominent article is Kozinets titled "Networked narratives: Understanding word-of-mouth marketing in online communities" and the most impactful journal in this field is "Journal of Business Research".

REFERENCES

Appio, F. P., Cesaroni, F., & Di Minin, A. (2014). Visualizing the structure and bridges of the intellectual property management and strategy literature: a document co-citation analysis. *Scientometrics*, *101*(1), 623–661. https://doi.org/10.1007/s11192-014-1329-0

Ashley, C., & Tuten, T. (2014). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, *32*(1), 15–27. https://doi.org/10.1002/mar.20761

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, *26*(2), 83–91. https://doi.org/10.1016/j.intmar.2012.01.003

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, *69*(12), 5833–5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Hoffman, D. L., & Fodor, M. (2010). Can You Measure the ROI of Your Social Media Marketing. *MIT Sloan Management Review*. http://labarce.files.wordpress.com/2010/10/mit.pdf

Kim, A. J., & Ko, E. (2011). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. *Journal of Marketing*, *74*(2), 71–89. https://doi.org/10.1509/jmkg.74.2.71

Liu, Z., & Park, S. (2014). What makes a useful online review? Implication for travel product websites. *Tourism Management*, *47*, 140–151. https://doi.org/10.1016/j.tourman.2014.09.020

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, *26*(2), 102–113. https://doi.org/10.1016/j.intmar.2012.01.002

Żarczyńska, A. (2012). Nicola De Bellis: Bibliometrics And Citation Analysis, from the Science Citation Index to Cybermetrics, Lanham, Toronto, Plymouth 2009. *Toruńskie Studia Bibliologiczne*, *5*(1 (8)). https://doi.org/10.12775/tsb.2012.009