

Social Media Marketing: A Bibliometric Analysis

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ABSTRACT

Purpose: Unimaginable alterations have occurred in the marketing sector throughout the last hundred years. It is impossible to comprehend the extent of the transformation that marketing strategies, tools, and tactics have undergone. Within a traditional economy, a market was confined to a specific physical location with limitations related to time, location, and utility. Globalization has caused the whole market to shrink to the size of a human hand as all of the markets are at our fingertips. From its inception as a platform for social communication, social media is said to have developed into an effective tool for brand positioning, advertising, and many other marketing management responsibilities. Keeping up with the latest advancements in the marketing and tooling industries is crucial for any firm. In this paper, an attempt is made to present one of the most relevant marketing trends. The paper's primary goals are to increase readers' understanding of eco-friendly products and their comprehension of social media marketing. This study offers a bibliometric analysis of social media marketing research from 1994 to 2023 to help the researchers.

Design/Methodology/Approach: The Scopus database was utilized to ascertain the most cited papers, prolific authors, countries, and organizations, as well as year-wise publications. Keyword occurrence, co-authorship networks, and inter-country co-authorship networks were analysed using the Vosviewer program and Biblioshiny.

Findings: The study's conclusions show that the United States is the nation most engaged in social media marketing research; Evans WD's work, which is the most referenced in the field, examined children's use of social media and social media campaigns. Hudders, Lisalot is the most prolific writer in the field of social media marketing. Additionally, this research has shown that the University of California has produced a significant amount of literature on social media marketing.

Originality/Value: This study offers a path to future researchers on the topic of social media marketing by providing journals, authors, institutions, countries and keywords related data that are projecting the area of social media marketing.

Paper Type: Review of Literature

KEYWORDS: Social Media Marketing | Adolescent Consumer | Attitude | Citation Analysis | Co-citation Analysis | Bibliometric Analysis | VOSviewer

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Introduction:

Communication and interaction are the cornerstones of learning, researching, debating, and discussing. Since ancient times, they have served an essential function in establishing our culture and way of life. They do not only comprise indirect forms like performing and non-performing arts, but also direct means like speaking and writing. Thus, it seems sense that people occasionally refer to humans as social creatures. However, the nature and format of communication have altered. Pigeon's post was the first to be followed by postal letters, mobile phones, and now social media and smartphones. It's interesting to note that social media influences how people engage as well as how they interact. Social media is starting to play a bigger role in our daily lives. We check and update our social media profiles at the start of the day, and we close everything there as well. Consumer expectations and the current corporate atmosphere dominate. People like to view product recommendations, reviews from Google search results, or website content before making a purchase. Knowing what other people think of us is crucial if we want to stay in the mainstream. Businesspeople must interact with social media to manage their online reputation and actively participate in relevant groups in order to connect with and influence the general public. Social media marketing is essential if you want to build your business and connect with more customers. Social media marketing is the process of increasing website traffic via social media platforms. Social media marketing: What is it? Through online social networks, people can use social media marketing to promote their websites, products, or services and to interact with and reach a much larger audience. wouldn't have been feasible via traditional advertising methods. Social media, above all, prioritizes the collective over the individual. On the Internet, individuals communicate with one another in communities of all sizes. It is the duty of social media marketers to appropriately utilize these communities in order to communicate with group members regarding certain product and service offerings. As a corporate spokesperson, social media marketing also entails interacting with the groups and listening to them. The use of websites and social media platforms to advertise a good, service, or brand is referred to as social media marketing. In order to accomplish marketing and branding goals it involves creating and distributing content on social media networks. Typically, social media marketing tactics seek to interact with consumers, raise brand awareness, increase website traffic, and eventually boost revenue or conversions.

Key components of social media marketing include:

1. **Content Creation:** Producing and spreading text, photo, video, and infographic content that appeals to the intended audience is known as content creation. Promotional materials, informational articles, fun content, user-generated content, and more could all be included in this content.
2. **Audience Engagement:** Interacting and chatting with followers on social media networks. This entails replying to messages and comments, asking inquiries, performing surveys, and encouraging user-generated material.
3. **Community Building:** Developing relationships with followers and motivating them to communicate with one another with the goal to build a community around the brand. User-generated content initiatives, branded hashtags, and special online events can help achieve this.
4. **Influencer Marketing:** Collaborating to promote products and services on social media with influencers or individuals who have a large following. Influential endorsements from reliable sources can aid in increasing one's audience and establishing credibility.
5. **Paid Advertising:** using social media platforms' paid advertising tools to target particular audiences based on their interests, actions, or demographics. This could involve, among other things, carousel ads, video ads, display ads, and sponsored posts.
6. **Analytics and Insights:** Data collected and analyzed are used to measure the effectiveness of social media marketing campaigns. Metrics including engagement rates, impressions, click-through rates, conversions, and return on investment (ROI) are included in this.
7. **Social Listening:** Maintaining an eye on social media channels for discussions and mentions of the brand or related subjects. This makes it less difficult to estimate the mood of the audience, get input, and spot areas in need of development or engagement.
8. Maintaining an eye on social media avenues for conversations and mentions of the brand or related subjects. This makes it less difficult to estimate the mood of the audience, get input, and spot components that are need of development or engagement.

This study focuses on social media marketing bibliometric research. Through bibliometric analysis, this article aims to provide an interdisciplinary overview of the current status of social media marketing research and outline potential directions for future study. A research methodology used in the field of library and information science is called bibliometric. Thus, by applying the bibliometric analysis method to social media marketing based on the literature,

Review of Literature

Specifically, highlight the revolutionary impact that social media has had on consumer connections (Skiera et al., 2010). The study looks into the changing nature of customer-brand connections via the lens of social media marketing. It highlights the ways in which social media fosters co-creation,

engagement, and word-of-mouth marketing—all of which enhance relationships between consumers. The authors walk readers through making the most of social media channels to boost customer engagement and create long-lasting relationships.

Consider social media as a crucial part of the marketing mix for promotions. They highlight the special qualities of social media—like interaction, user-generated content, and network effects—that set it apart from conventional marketing channels (Mangold and Faulds, 2009). The authors provide insights on how social media can be utilized to boost brand awareness and loyalty.

Review social media in detail and how it affects businesses (Kaplan and Haenlein, 2010). The writers cover a variety of platforms, including blogs, social networking sites, and online forums, in their study on social media platforms. They highlight the benefits and pitfalls of social media marketing, such as the need for effective metrics measurement, the management of user-generated content, and the ways in which social media impacts corporate culture (Kaplan and Haenlein, 2010).

suggests a technique for social media analytics that makes use of a framework for assessing data from Twitter. The study emphasizes the importance of using user-generated content on social media platforms to comprehend consumer behaviour, preferences, and attitude. The writers provide a detailed tutorial on how to use Twitter data for social media analytics, showcasing the platform’s potential for identifying market trends and creating winning marketing campaigns (Distaso, 2013).

Examine how consumer feedback and brand equity in the hotel industry are impacted by social media marketing (Almind and Ingwersen, 1997). This study looks into how social media initiatives affect consumer perceptions and engagement, including user-generated content, online reviews, and brand sites. The findings demonstrate a strong relationship among social media marketing and brand equity, highlighting the crucial role of social media initiatives for building enduring relationships between brands and consumers.

Research Objectives

This study’s goal is to present the most recent and comprehensive developments in the field of social media marketing research that are being conducted or have already been completed.

The study was conducted using the bibliometric analysis, that will help in understanding in a better manner the research trends in social media marketing.

The objectives of the study are as follows:

1. To analyse the available literature in social media marketing in terms of its publishing time, keywords analyses and the amount of citation.
2. Examine the connection between the citation and co-citation of social media marketing papers.

Methodology

Indicating the statistical structures of the research area including the no. of publication per year,

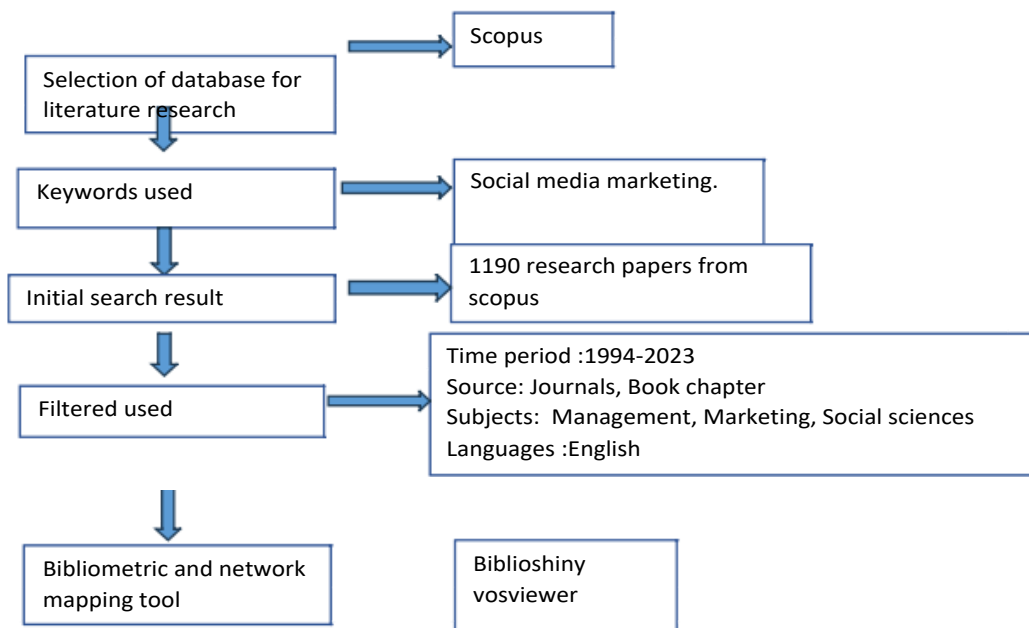


Figure 1: Research Methodology
(Prepared by author)



The image above defines the process that was followed to produce the final data set of 662 publications. Over the past thirty years, bibliometric approaches have been increasingly popular in science and research planning. A bibliometric study is an analytical method that uses quantitative and empirical data to characterise the dynamics of the distribution of research papers over a certain topic and period of time. (Almind & Ingwersen, 1997; Persson et. al, 2009). Expanding their research opportunities, assessing a research group’s influence, or examining the impact of a specific study are three reasons why bibliometric methodologies are used in numerous research domains. (Pilkington & Meredith, 2009). Bibliometric analysis facilitates the collection of tools for the quantitative evaluation of books. Citation analysis and content analysis are used as analytical methods (De Bellis, 2009). According to some academics, it’s a method for producing scientific literature that enables evaluation of the rate of scientific and technical progress at a specific degree. It enables the placement of a nation in the global context, a company in a neighbourhood, and even individual academics inside their community (Okubo, 1997).

Results and Finding

The year wise publication on Social Media Marketing from 1994-2023 are shown in figure 2. The figure clearly indicates that from 1994 till the year 2001 the research papers published remains at its lowest. Gradually from the year 2003 the research in this field slowly starts to gain momentum and we see slight increase in the number of publications. This may be attributed to the rise in the use of internet and advancement of technology. The research and publication increases at an increasing rate from the year 2011 as this was the period where the use of social media had an impetus. Further, during the period 2015 to 2021 there was a massive increase in the research on social media marketing and the amount of research and publications were at its highest in the year 2023.

Annual scientific production:

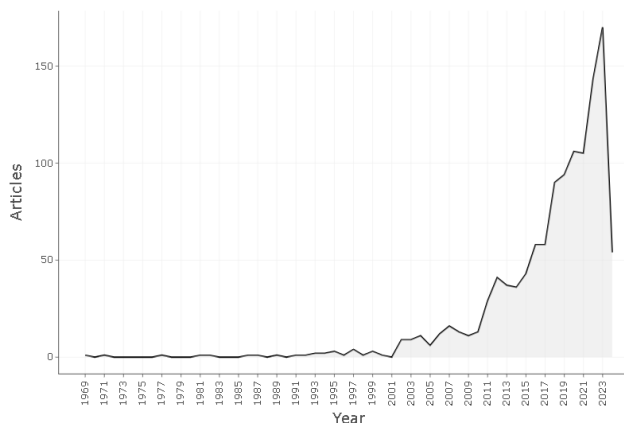


Figure 2: Annual Scientific Production
Source: Scopus Database

Most Prolific Authors:

The following graphs (figure 3) depicts the details of the most cited and prolific authors in the field of social media marketing. According to the analysis Evans WD is the author that has written the maximum number of works that has amounted to 7, followed by Arora N, Jin SV, Kim M with a total of 6 publications to their credit. Further the other prolific authors that follow are Gupta S, Kim J, LI L, Puja J, Rana M, Wang Y, these authors have a total of 5 each documents to their credit. The top 10 authors that have contributed in the field of Social Media Marketing are portrayed with the help of the graph as follows.

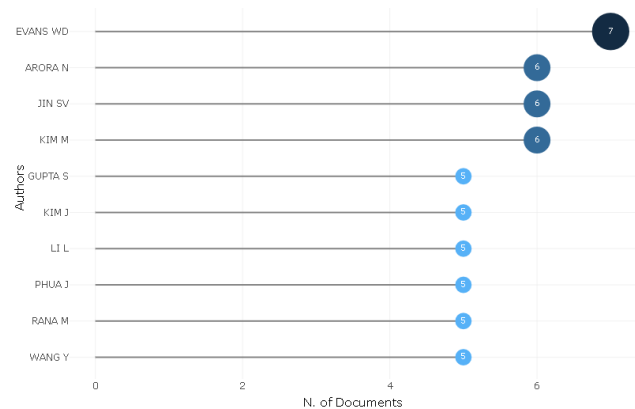


Figure 3: Top 10 authors
Source: (Scopus database)

Country-Wise Cited Research in Social Media Marketing:

As per the research the country that is most involved in the field of social media marketing research is USA, amounting to 9046 publications, followed by China with an aggregate of 1875 publications, subsequently Australia, Belgium and United Kingdom published 1506 and 1316 publications, respectively. The rest of the countries i.e Korea, Netherlands, Spain, France and India which have 1187,1000,696, 556, 499 publications respectively. The countries like the US and China contribute considerably towards the research.

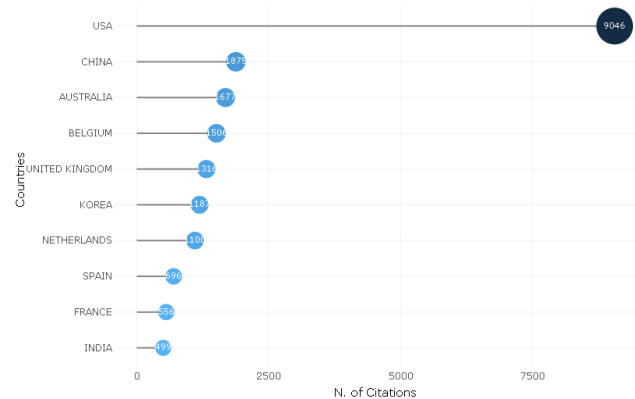


Figure 4: Most cited countries
Source: (Scopus database)

Institution Wise Publication on Social Media Marketing:

The institutions globally that have contributed towards the literature in the field were studied. Only institutions with five or more articles published have been taken into account. It was found out that the University of California has the highest number of research publications amounting to 18 research publications which makes it a leading institution. Following is the Ghent University and University of Florida that stands second in the row by publishing 15 papers. The third position is held by the Griffith University that has published 14 research papers in the field of social media marketing. Subsequently the following universities have contributed to the field of social media marketing by publishing 12 research papers respectively.

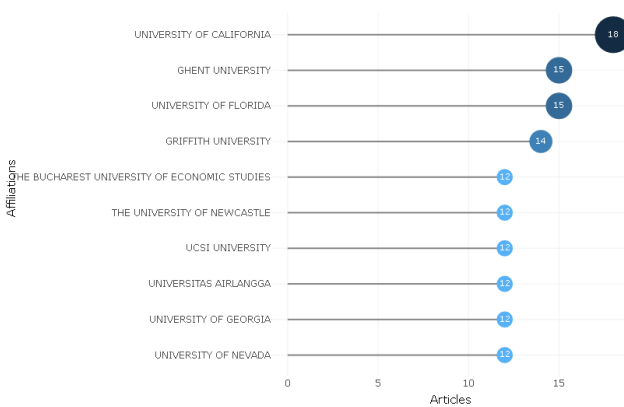


Figure 5: Most Prolific Institutions.

Source: (Scopus database)

Keyword Occurrence Analysis:

To understand how frequently keywords were used in the published social media marketing studies, keyword occurrence analysis was carried out. Research themes and concepts that have been often identified and student by the researcher in this field of study were identified.

All the relatable terms to social media marketing that have appeared five or more times in the Scopus data base in the studied period are included in the following table 2. The text mining map that was created using the VOSviewer software showcased the association between the keywords by measuring the distance between the various terms. It's being observed that a closer proximity between the terms denote a significant relationship between them (Dolhey, 2019). Out of 128 total occurrences of 20 keywords have been adopted in the study of social media marketing. The network map of the keyword co-occurrence is depicted in the figure 6.

This map illustrates the relationships between various terms through various lines. The co-occurrence of keywords in various publications within the examined data set is shown by these lines.

Table 1: Keyword Occurrence

Keyword	Occurrence
Advertising	33
Authenticity	10
brand attitude	27
Communication	10
consumer attitude	56
consumer behaviour	30
covid-19	12
Credibility	11
digital marketing	25
Electronic word of mouth	19
Facebook	33
influencer marketing	84
Instagram	30
Marketing	47
marketing communication	24
Millennials	11
online shopping	10
purchase intention	66
social influence	12
social media	268
social media advertising	16
social media influencer	39
social media marketing	92
social networking sites	14
technology acceptance model	13
Twitter	20
user-generated content	14
viral marketing	10
Youtube	11

Source: Scopus database

Citation Analysis:

One fundamental scientific mapping method is citation analysis, which is based on the idea that citations reflect the development of intellectual relationships. When a publication (Appio et al., 2014) refers another publication. The analysis covers the most significant research-related papers. Considering the existence of multiple approaches for assessing the importance of publications in a given field of study, Stremersch, Verniers, and Verhoef (2007) Citation analysis allows one to examine the most influential papers on a subject to gain a deeper comprehension of its scholarly dynamic forces. The citation analysis is shown in figure 8. The authors who have cited the work of others are listed in the following figure. The size of the bubble increases with the number of citations; a smaller bubble suggests that the The concerned author has received fewer citations. The year an article was written determines the colors because research subject trends might change over time. Every citation is categorized together based on author works, year, subjects, etc. The authors with the highest citation counts are shown below. The authors' citation analysis is displayed in Figure 8.

the papers and authors that got the maximum citations. The study presents the studies and authors that have contributed to field of knowledge. The study further explained the countries and institution that are involved in the research of social media marketing. The co-authorship, intercountry, and keyword occurrence networks were also examined in this study. Its been observed that the studies under social media marketing were low in the early 2000's and they caught pace after 2011 and reached its peak in the year 2023, further the study reveals that the most prolific author in this field was Evans WD, W. Douglas Evans is vice president for public health and environment at RTI International. the country that has contributed majorly in the field of social media marketing is the USA. The most cited author in the study was Hudders,liselot.

Further, through the analysis it was found the university that has contributed majorly in the study is the University of California. Through this research the international co-authorship is also analysed and nine cluster were evolved under which the countries like Cyprus, Finland, Germany, Greece, Italy, Norway, Poland, Sweden, Turkey, Ukraine

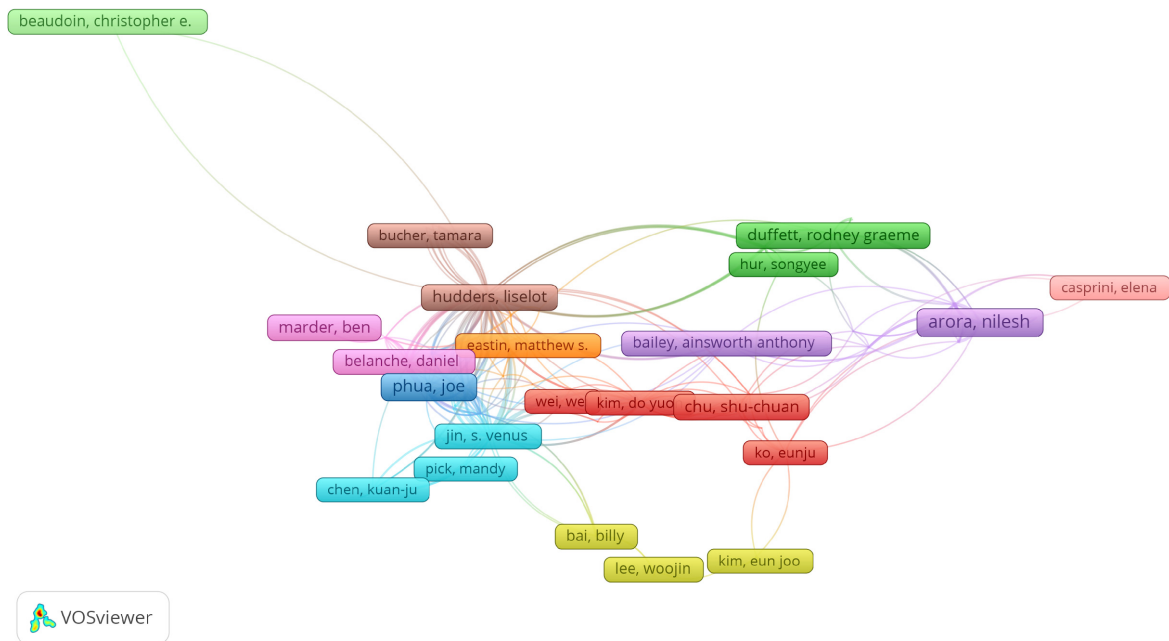


Figure 8: Citation Analysis
Source: (Scopus database)

Discussion and Conclusion

The research presents systematically the bibliometric analysis of studies conducted in the field of social media marketing that were conducted during the period of 1995-2023. The scopus database generated 1190 research papers in total, which shed light on the publication trend on social media marketing, further the study focused and explained

formed a major cluster. To conclude, this bibliometric analysis of the study has derived impertinent insights into the area of study helping the researcher and other users of the research to understand in a profound manner how the studies have evolved, structure and trends of study in social media marketing.



By mapping the intelligent countryside and identifying key trends, this study pays to a deeper understanding of the field and informs future research agendas. social media marketing, with its focus on impact and engagement, is dignified to play a crucial role in shaping the future of social media marketing practice.

Implications of the Study

Comparable social media marketing surveys conducted by other countries show a high level of interest in this area. This study supports the geographical variety of social media marketing research regarding authorship, journal publication, and institutional ties. Third, an article's term can serve as a symbol for its primary goal, and its recurrence illustrates how the social media landscape is changing. These and other implications advance the study of social media marketing. First, there appears to be growing interest in this topic, as seen by the publishing data broken down by year and the publications receiving the most citations. Study students can also find papers and potential areas for their future research by looking through author-wise publications and journals that regularly issue pieces on social media marketing. have focused on, in addition to the range of environments where research on social media marketing has been conducted. Fourth, research that spans a large geographic area and yields conclusions with worldwide applicability has a greater influence. Consequently, co-authorship network analysis and intercountry co-authorship network analysis enable academics to work together both nationally and internationally. These results facilitate the process of locating relevant papers, publications, and other topics in the field of social media marketing research over a range of historical periods.

Limitations of the Study

Though our research on social media marketing has many benefits though there are some limitations that point to areas that could require more exploration. First, it would be beneficial for future researchers to expand their work and provide a more thorough understanding of this topic. Secondly, we only included papers that were indexed in the Scopus database, which means that publications that were not included in Scopus were not analyzed. Thirdly, the bibliometric analysis of this research places more emphasis on quantitative aspects of research than on the relationships between authors, affiliations, and concepts. Future research might want to concentrate on meta-analyses and systematic reviews of the literature. The majority of prior research on social media marketing was conducted in the field of progressive marketing, as indicated by the network of worldwide co-authors and the country-by-country study. It will now be feasible for future research to analyze social media marketing research in emerging markets.

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Annexure 16.1.11

Submission Date	Submission Id	Word Count	Character Count
31-Jan-2024	1716881 (DrillBit)	3647	24411

Analyzed Document	Submitter email	Submitted by	Similarity
5.5 RoL5_Syeda_GJEIS Jan to Mar 2024.docx	syedazehraamatulkhadar@gmail.com	Syeda Zehra	10%



10

SIMILARITY %

13

MATCHED SOURCES

A

GRADE

A-Satisfactory (0-10%)
 B-Upgrade (11-40%)
 C-Poor (41-60%)
 D-Unacceptable (61-100%)

LOCATION	MATCHED DOMAIN	%	SOURCE TYPE
1	www.glbimr.org	2	Publication
2	www.stclements.edu	1	Publication
3	Thesis Submitted to Shodhganga Repository	1	Publication
4	Thesis submitted to shodhganga - shodhganga.inflibnet.ac.in	1	Publication
5	esource.dbs.ie	1	Publication

6	Thesis Submitted to Shodhganga Repository	1	Publication
7	www.researchgate.net	1	Internet Data
8	aarf.asia	1	Internet Data
10	africanscholarpublications.com	1	Publication
11	stephaniedailey.wp.txstate.edu	1	Publication
12	repository.up.ac.za	1	Publication
13	suasangohanoi24h.com	1	Internet Data

Reviewers Memorandum



Reviewer’s Comment 1: The paper is based on bibliometric analysis on social media marketing, the researcher has analyzed the how the study has been carried on in various parts of the world and the pattern of study through the past couple of decade. The author has made efforts to present a global reach of the subject and its evolution. This will help the future studies by providing a wider scope of research.

Reviewer’s Comment 2: The researcher examined the Country-Wise cited research and Institution wise publication on Social Media Marketing which will help in understanding the country wise and institution wise research spread of the study. This study will help the marketers to design their marketing strategies better by taking a clear picture of the gaps or the areas/places to deploy the marketing strategy more strategically.

Reviewer’s Comment 3: The researcher has done the keyword analysis to understand how frequently keywords were used in the published social media marketing studies. This shall help be of importance to researchers, marketers and other stakeholders of social media.



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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

**Editorial Excerpt**

The article has 10% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the author (Zehra & Kesharwani), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Social Media Marketing-A Bibliometric Analysis**" both subject-wise and research-wise. Research themes and concepts that have been often identified and studied by the researcher in the field of Social Media Marketing were identified. Further, inter-country co-authorship analysis was done by the author to find out the strength of collaboration between the writers of various countries considered under the study. Overall, the study gives a comprehensive view of the studies or literature available in the field of social media marketing. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Review of Literature**" category.

Acknowledgement

The acknowledgement section is an essential component of academic research papers, as it provides due recognition to all those who contributed their hard work and effort towards the writing of the paper. The author/s (Zehra & Kesharwani) express their sincere gratitude to all those who assisted in the research process and made this paper a possibility. Lastly, the reviewers and editors of GJEIS deserve recognition for their pivotal role in publishing this issue, without whom the dissemination of this valuable research would not have been possible.

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