



Bibliometric Studies In The Use Of Technology And Social Media For Marketing

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ABSTRACT. *In order to gain a comprehensive view of marketing communications and understand the current research emphasis, this study evaluates the most relevant themes related to marketing communications through a bibliometric analysis using the keyword "marketing communications" as input. The Scopus database is used because it is considered ideal for bibliometric analysis. VOSviewer software is adopted as a bibliometric analysis tool to visualize the network of authors, countries, journals and keywords. An analysis conducted on 23 November 2022 found a total of 1,655 published documents from 2015 to 2022. The results showed that from 2015 to 2022 the number of publications had increased related to the theme of marketing communications. The United States is the country that has the most research benefits related to marketing communications. Keyword analysis shows that marketing communication studies in the last two years refer to marketing done through social media. It is considered more effective in advertising their products to consumers and is also a form of utilizing technology in marketing communications. The presented bibliometric analysis provides relevant information on the main themes of marketing communications and the benefits of social media and technological advancements.*

Keywords: *Marketing Communications, Social Media, Product Marketing Targets*

INTRODUCTION

Today there are more goods available than consumers want. Many products are not sold or not consumed by consumers due to oversupply (Alwi et al., 2022; Porcu et al., 2020). This benefit may be due to elements such as the quality of the product offered, which may not satisfy the wants and needs of the customer, or it may be due to the customer is not aware of the existence of the item (Foroudi et al., 2017). A product can actually have many benefits, But if communication does not emphasize such usefulness, then the product can only be considered to have few privileges (Kitchen & Proctor, 2015; Porcu, Del Barrio- García, et al., 2017). A product is considered to have quality if the communication carried out carries a message about it (Suay-Pérez et al., 2022).

There are several factors that can influence consumer behavior, including perception, lifestyle, attitude, culture, socioeconomic class, peer group, family, and communication (Porcu, del Barrio-García, et al., 2017). Consumer access to information through communication is essential. The operation of the mark can be influenced by the depth of knowledge and range of experience of the communicator. Perhaps a message is given and the

symbol is interpreted differently, leading to different outcomes and Actions (Krizanova et al., 2019).

In addition to the message side, communicators, communicants, and media choices can all cause barriers and disrupt communication (Duncan & Moriarty, 1998; Ozuem et al., 2022). Due to the fact that almost all organizations both business and non-profit as well as individual businesses use various forms of marketing communications to promote what they offer to Achieving business goals, a deeper understanding of communication is required (Varadarajan, 2010). This is especially true for marketing communications in relation to shaping consumer behavior and secondly so that customers can act in a way that is consistent with our way expect them to act (Duncan & Moriarty, 1998; Mulyana et al., 2020; Varadarajan, 2010).

We cannot deny how quickly technology and knowledge are evolving in modern times, and individuals are quite inventive in using them. Creating new works or communicating by utilizing the sophistication of technology and information that is growing rapidly today (Ozuem et al., 2019). The public can do sales promotions on social media sites such as Instagram which is because it is a social media that has many fans, as well as advances in technology and other information that Assisting the community in terms of communication access and information (Helal et al., 2018).

To investigate related marketing communications today provides direction on emerging trends in studies related to the theme. Data search is done through the Scopus database presented in this work. The aim is to assess the sources of publications, articles, journals, authors, countries and institutions, research areas and the most cited themes on the theme of marketing communications. This paper provides important information about emerging trends in research involving marketing communications. It also identifies hotspots that may be of interest as research areas. The systematics of the paper is structured as follows: in part two the authors present the methodology applied to retrieve Scopus database documents and generate bibliometric networks. Part three presents the results of the discussion of data taken in Scopus. In addition, section four reviews the literature on current marketing communications and key perspectives for research involving marketing communications based on analysis keywords.

RESEARCH METHODS

In academia, a combination of bibliometric analysis and content analysis has become more common (Koskinen et al., 2008). One technique for categorizing previous research as part of a bibliometric review procedure is as a descriptive, integrative, systematic, and meta-analysis review (Martínez-Climent et al., 2018).

a. Study design

The three parts of the approach that make up the design are summarized by the authors as follows: developing research questions, finding related literature to review, and utilizing bibliometric analysis (Paltrinieri et al., 2019).

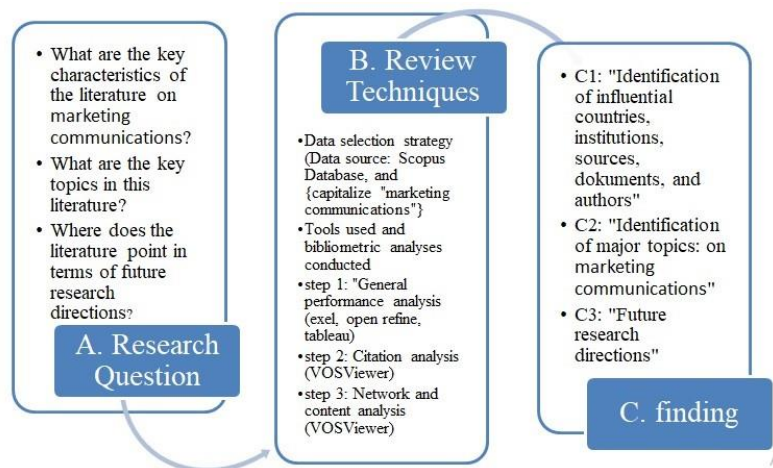


Figure 1. Research design

b. Data selection strategy

The author uses the widely used Scopus database to produce rigorous scientific work (Pérez-Gutiérrez & Cobo-Corrales, 2022). It provides a solution for easy-to-use data collection. The author uses Scopus because the Web of Science Social Science Citation Index (SSCI) does not adequately cover the topic of spreading Islam. In addition, Google Scholar contains many unaudited, substandard, or unscientific papers. Scopus, which has 4,753 articles on the topic, is the author's choice. Because, there will be many scientific measurement publications contained in the Scopus database, so we only choose 1655 publication documents with English article journal types. Since titles, abstracts, and keywords are more reliable, authors check the SCopus database to identify relevant articles. After quickly evaluating each article to see if it's relevant to your topic or not, the author saves everything for bibliometric review. Our selected papers cover the years

2015 to 2022. The appendix also contains a thorough analysis of the ten most cited publication documents.

c. Analysis tools

Four computer programs—Openrefine, VOSviewer, Public Tableau, and Excel—handle research problems. The Openrefine programming language is used to determine authors and keywords in Scopus articles. Users can create and display bibliometric networks, often known as maps, by using VOSviewer. The VOSviewer program is used to create and present bibliometric networks (version 1.6.17, University of the world, Leiden, the Netherlands). Eck & Waltman, (2014) say that bibliometrics can evaluate co-authorship, co-occurrence, and co-citation, revealing relationships between authors, sources, countries, and keywords. In addition, it gives users the option to perform bibliographic merging, which helps the development of groups of literary representatives. Finally, we organize facts and figures using formulas and functions in Excel tables and spreadsheets to generate editable charts. On November 23, 2022, the keyword "marketing communications" was used in searches. For in-depth publishing investigations, the search window is set to Includes the years 2015 to 2022. The type of document found was taken by the author in the form of a journal article in English. The term "marketing communications" was used in 1655 different publications. A "tab delimited" file containing "Complete Notes and Citation References" is created from all collected data. The authors used this data to analyze co-authorship and co-occurrence. Map of author networks, countries, and keywords can be created as a result. The authors also used citation analysis to build network maps of scientific journals.

d. Types of analysis

Three categories make up our investigation: overall performance, citations, networking, and content. Data on intellectual evolution can be found in general performance analyses, along with information on authors, countries, and most important associations. Citation analysis identifies the authors, documents, and publications that receive the most citations. Next, we used co-citation, co-occurrence, and bibliographic coupling analysis to perform network and content analysis as well as clustering.

RESULTS AND DISCUSSION

As mentioned, a search of the Scopus database found 1,655 publication documents related to the theme of "marketing communications" between 2015 and 2023. Both the cumulative index and the number of publications show an upward trend in the period under investigation. However, in 2018 it experienced a decline (**Figure 2**). The analysis revealed that there was a growth in the number of publications from 2015 to 2017 as many as 212 publications, then in 2018 there was a decrease in publications by 169. However, from 2019 to 2021, the number of publications related to marketing communication increased again to 257 documents. This phenomenon shows that there is interest in researchers for the development of marketing communication themes. In 2022 to 2023, the number of publications is still low compared to 2019, 2020, and 2021. However, it is hoped that after updating the number of publications, the 2022 figure will increase further. This shows that marketing communications continue to grow and research related to the topic is getting stronger year after year.

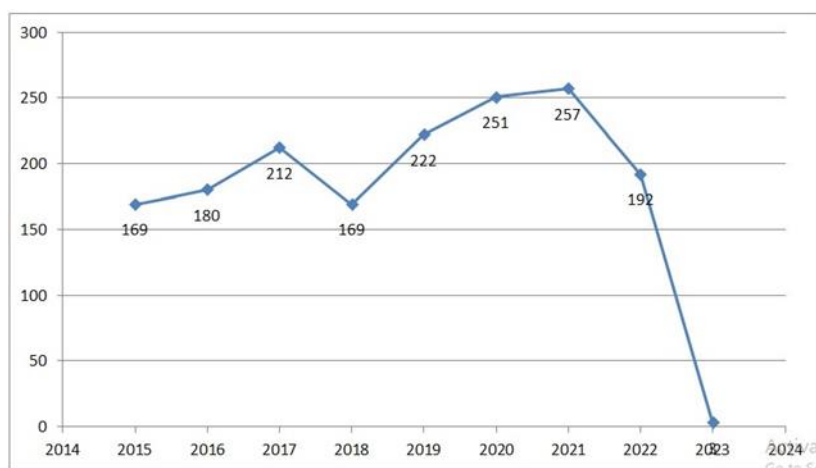


Figure 2. Quantitative distribution of the number of publication documents from 2015-2022

Based on the author's analysis, out of a total of 3774 people who have published marketing communication themes, only 139 (3.73%) authors have more than 3 documents related to their names. The ten highest authors by number of citations and documents are presented in figure 3. The most cited author is Kumar, a. with 466 citations with 5 documents. But the largest number of documents owned by Kitchen, P.J. With a total of 11 documents publicasi 282 citations. Continued by Foroudi with a total of 8 documents 203 citations. Followed by Porcu, L. a total of 8 publication documents and 140 citations. Four of them are from Slovakia, three are in the United Kingdom and the others are from Hong Kong, Spain and

France.

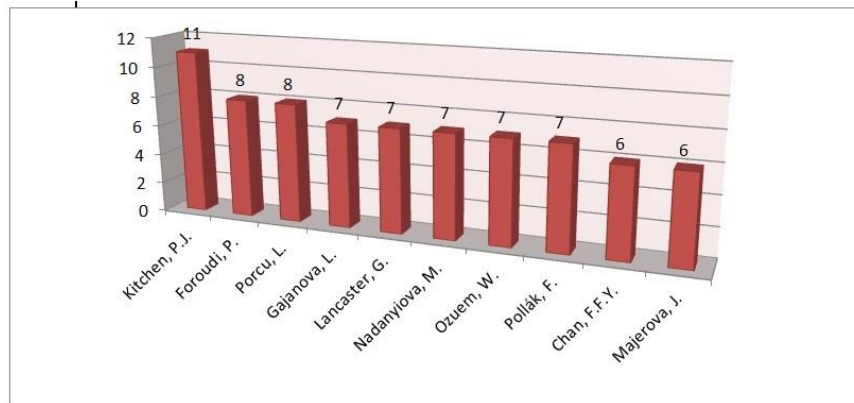


Figure 3. Distribution of the top ten authors by number of documents.

The image depicts a semantic network of documents published by the state. As can be seen in the distribution image, the United State is the highest country in publications related to marketing communications with 363 documents and the United Kingdom with 161 documents. In this marketing communication must have a good strategy so that consumers want to buy products (Varadarajan, 2010). The needs and infrastructure carried out in conducting communication also need to be considered, such as utilizing social media (Kitchen & Proctor, 2015; Melewar et al., 2017).

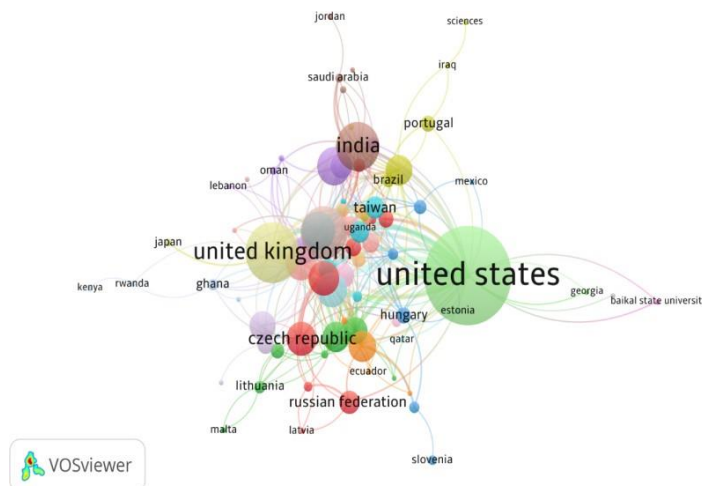


Figure 4. Network visualization of countries most active in marketing communications research output.

In terms of research centers involved in the work, the study identified 160 institutions participating in the publication. The ten major institutions with the highest number of publication documents in the topic of network marketing communications visualization.

Size and color represent separate numerical dimensions of the data. As expected, six of them are located in the United States, three are from the United Kingdom and the others are from France.

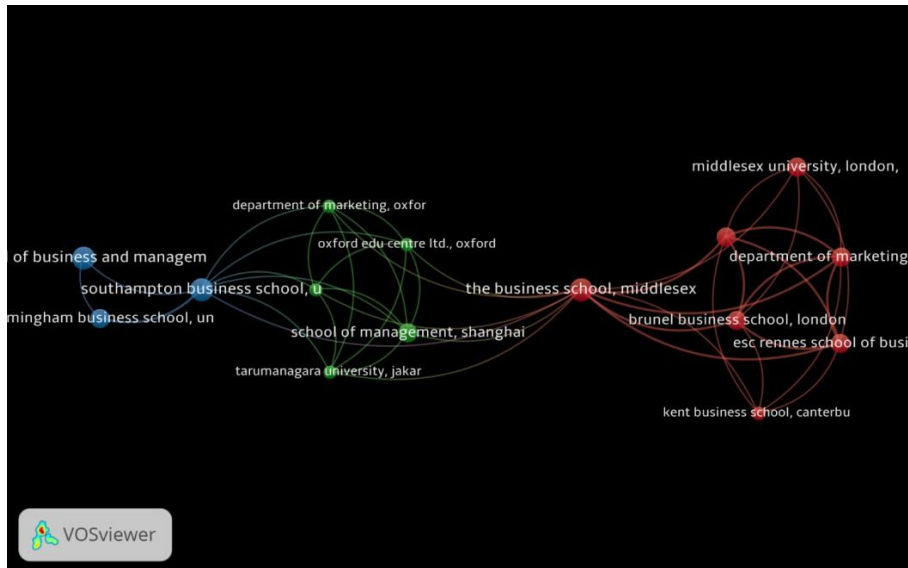


Figure 5. Visualization of network analysis of co-authorship organizations

To verify the scope of work and the main themes on research related to marketing communications, it is important to go into each document and extract keywords mainly. This analysis is important for determining trends in emerging themes and identifying hotspots that may be of interest as areas of research, development and innovation. Keyword analysis related to marketing communications yielded 5,796 results. Among them, only 313 (5.40%) achieved at least five joint events. See figure 6.

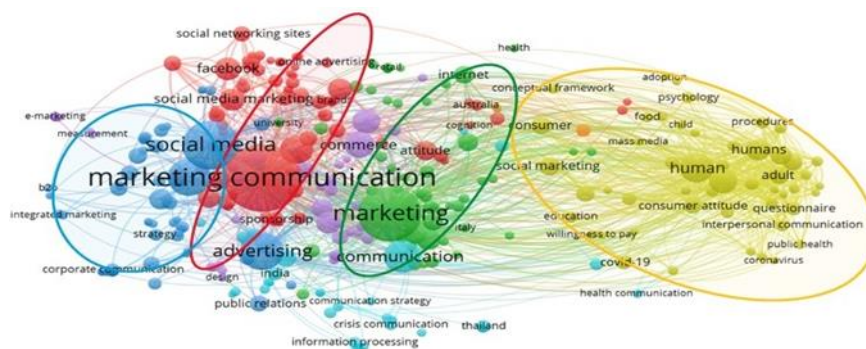


Figure 6. Visualization of keyword networks based on total link strength

The acquired keywords are classified into four clusters. As expected the most highlighted term, not just in cluster one but across networks is marketing communications. The main keywords represented in this cluster tend to focus on social media marketing, brand

loyalty, social media influencers, online advertising, sponsorship, and consumer behavior. In the second cluster that stands out is marketing. The main words in this cluster focus on consumption behavior, public attitudes, hotel industry, profit value and organic food. In the third cluster, the most highlighted is social media. Words that focus on e-marketing, communication channels, social networking, promotion and online commerce. The fourth cluster is the most highlighted, Ma Nusia said. In this cluster words are focused on consumer attitudes, interpersonal communication, willingness to pay and public health.

Marketing communications are all components of the marketing mix that enable exchanges by providing customers or clients with meaningful information (Varadarajan, 2010). The delivery of a message by a source to the recipient through a particular medium is at the core of the marketing communication process (Duncan & Moriarty, 1998; Mulyana et al., 2020). The target market of businesses and marketing intermediaries such as distributors, agents, and retailers are recipients of messages in marketing communications (Munoz-Leiva et al., 2015). If the benefits of a product are not highlighted in communication, consumers may only assume the product offers a small number of benefits, even though it actually offers many. This is because consumers tend to associate quality with communication that emphasizes product excellence (Amatulli et al., 2021; Hoekstra et al., 1999). There are several factors that can influence consumer behavior, including perception, lifestyle, attitude, culture, socioeconomic class, peer group, family, and communication. Consumer access to information through communication is critical (Alcántara-Pilar et al., 2017; Porcu, del Barrio-García, et al., 2017).

The success of a communication process will be influenced by a number of obstacles. The operation of the sign can be affected by the depth of knowledge and range of experience of the communicator (Porcu et al., 2020). Perhaps a message is given and that message is interpreted differently, leading to different outcomes and actions. In addition to the message side, communicators, communicants, and media choices can all cause hamming and disrupt communication. Today, almost all organizations, including business and non-profit organizations as well as small businesses, use various forms of marketing communications to advertise products and goals further business (Palazzo et al., 2020; Porcu, Del Barrio-García, et al., 2017). Second, so that customers can act in a way that is consistent with the way we expect them to act.

It is undeniable that technology and information are developing rapidly in this modern era, so humans are very creative in utilizing these sophistications to create new works and communicate by utilizing the sophistication of technology and information that is currently

growing rapidly (Kitchen & Proctor, 2015; Nadanyiova, Gajanova, Majerova, et al., 2020). Due to the sophistication of technology and information that exists today, the general public can easily access all information on the internet (Krizanova et al., 2019). In addition, people can easily connect with fellow applications such as Instagram, Facebook, Twitter, and WeChat that support the sophistication of technology and information. People's ability to communicate and access information.

In addition, the public can do sales promotions on social media sites such as Instagram that have been covered (Helal et al., 2018). Instagram social media is a social media that has a lot of fans today, so quite a lot of people use it even though it is still below the scale of Facebook users (Fakhreddin & Foroudi, 2022). This means that people benefit from advances in technology and information in order to facilitate communication and access to information (Ozuem et al., 2019).

Information dissemination is the most significant activity in marketing communications. The most important aspect of a marketing messaging strategy is choosing the most effective way to deliver the main message to the target audience, in this case the consumer or customer (Foroudi et al., 2017). Information in communication is also called a message. When delivering a message (presentation), two elements must be observed: the substance of the message must be product-oriented, and the level of customer awareness must be raised (Gajanova et al., 2020).

Promotion is done to communicate by persuading consumers to buy finished products (Ozuem et al., 2022). There are several methods that marketers can do to create promotions. For example, advertising, sales promotion, personal sales PR, and packaging which is interesting (Alwi et al., 2022). Many things can be done to improve the effectiveness of customer relationship management (CRM) by integrating social media into marketing systems (Palazzo et al., 2021). Identity and strategy serve to enhance stakeholder trust, loyalty, and commitment and are key forces behind unified corporate communications. (Melewar et al., 2017; Siano et al., 2018).

Media and technological advances go hand in hand, suggesting that managers, brands, and businesses must all take the initiative to seize the present moment (Nadanyiova, Gajanova, & Majerova, 2020). Practical consequences – Different communication is necessary for different markets, but it should always be based on a thorough knowledge of market characteristics (Alcántara-Pilar et al., 2017). Understanding not only the needs and desires of different generations, but also the many economic, social, and cultural contexts in which consumption occurs, is very important (Porcu, del Barrio-García, et al., 2017; Siano et

al., 2018; Suay-Pérez et al., 2022). Social impact – Constant technological advances impact how businesses plan and execute marketing communications (Kitchen & Proctor, 2015).

CLOSE

Conclusion

This study provides an overview of the main themes related to marketing communications researched in recent years. The trend is the continuous growth of publications every year related to marketing communications which shows that this theme is increasingly in demand for research. The United State currently stands out as the country with the highest publicity related to marketing communications. The author with the most publication documents and citations is Kitchen, P.J. The author of ten many publications comes from the country of Slovakia.

Based on the analysis of the most cited keywords, we identified that marketing communications through social media became the most studied main theme in this theme. The researchers focused on marketing practices carried out by business companies, as well as small businesses that use social media as a place to introduce their products to consumers, In addition, the role of company officials such as marketing managers plays an important role in carrying out marketing communications by paying attention to their market environment so that products can accepted by consumers and also understand consumer behavior.

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