

Online Marketing and Consumer: A Bibliometric Study

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Abstract

The online marketing develops not only in one country but globally. And there is a growth in the research on online marketing as well in the global level. This research aims to provide a global perspective regarding online marketing and consumer research, by identifying annual production, most productive authors, countries, institutions, journals and also Co-cited and bibliographically coupled authors, journals and documents. And to identify the future scope of research in online marketing and consumer. This research analysed 450 documents from the Scopus core collection from 1996 to 2023. The data analysis is conducted using Biblioshiny in R and VOS viewer. Results showed a growing trend in publishing of documents in the field of Analysis. The most productive author is Mackey TK, the most productive journal is Journal of research in interactive marketing. USA is the most productive region and University of California is the most productive Institution. The most important keywords are Online marketing, social media, social media marketing, consumer behaviour, e-commerce and others. The results also presented different networks of authors, documents and journals. Finally analysing the future research areas.

Keywords: Online marketing, Consumer, co-citation analysis, bibliographic coupling, Thematic map.

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1. Introduction

The web, often known as the world wide web, has expanded and advanced as a means of international communication. Access to a vast array of online papers, products, and services is made possible by this incredibly enormous collection of documents, or web pages. According to a January 2010 assessment by Royal Pingdom, there were 234 million websites on the internet with 1.8 billion users, 418 million of whom were in Europe and 253 million in North America. The internet is becoming a crucial tool for marketing in addition to being a source of information(loakimidis, 2010). In addition to problems like rising disposable income, a shortage of free time, or comfort, other variables are making online marketing more crucial. Online marketing is moving toward better implementation due to factors including increased reach, shorter planning times, reduced costs, flexible payment models (online billing, payment alternatives, and booking options), better targeting, better technology, and fewer sales points, among others(Sharma, 2011). Digital advertising and marketing have become more convenient, have a greater reach, are more cost-effective, and can now transcend time and space barriers thanks to the adoption of cutting-edge gadgets and methodologies(Krishen et al., 2021).

Significant research has been conducted on digital marketing. The summary of the previous review studies, including bibliometric studies is presented in Table 1. There are bibliometric studies which focus on digital marketing on a global scale, artificial intelligence in online business, information technology in digital marketing, consumer marketing, Facebook marketing, industrial marketing and interactive digital marketing. There is a gap on the bibliometric study on “Online marketing and consumer” from its inception to till date.

Table 1: Summary of previous review articles

Authors and Year	Paper Title	Journal	Focus on the study
(Purnomo et al., 2021)	A Study of Digital Marketing Research Using	2021 International Conference on Information	This study concerns on the investigation and improvement of

	Bibliometric Analysis	Management and Technology (ICIMTech)	digital marketing on a global scale
(Desai & Ganatra, 2022)	Artificial Intelligence In Strengthening The Operations Of Ecommerce Based Business	2022 Interdisciplinary Research in Technology and Management (IRTM)	The study focuses on whether or not artificial intelligence has had an effect on online business, with particular emphasis on Amazon
(Figueiredo et al., 2021)	Information Technology Adoption on Digital Marketing: A Literature Review	Informatics	This study is aimed on the users, specifically gaining an understanding of their requirements and preferences.
(Rosário & Raimundo, 2021)	Consumer Marketing Strategy and E-Commerce in the Last Decade: A Literature Review	Journal of Theoretical and Applied Electronic Commerce Research	This study is concerning on the investigation of increased customer participation in the purchase and utilisation of a suggested product

(Othman et al., 2021)	Evolution Trends of Facebook Marketing in Digital Economics Growth: A Bibliometric Analysis	International Journal of Interactive Mobile Technologies (ijIM)	This study seeks to present an overview of the literature on Facebook marketing for the years extending from 2006 to 2020.
(Martínez-López et al., 2020)	Industrial marketing management: Bibliometric overview since its foundation	Industrial marketing management	This study is pertaining to the journal of Industrial Marketing Management, with a bibliometric study spanning the years 1971 to 2017
(Dunakhe & Panse, 2022)	Impact of digital marketing: a bibliometric review	International journal of innovation science	This study is regarding the influence that internet marketing has on consumers' intentions to make a purchase, as well as the differences between traditional marketing and digital marketing

(Krishen et al., 2021)	A broad overview of interactive digital marketing: A bibliometric network analysis	Journal of business research	This study uses growth curve analysis and citation network analysis of bibliometric data to follow research dynamics in interactive digital marketing.
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Therefore, the goal of this study is to undertake a bibliometric analysis of the consumer-focused articles published on online marketing to identify the most significant publications in the field, as well as the most productive and influential authors, journals, organisations, and nations (Faruk et al., 2021). Academics also come across perceptive documents that reveal a great deal of knowledge about the top-priority research issues being looked at by researchers. The possibility to work with scholars from around the world is provided by the list of the most productive publications, organisations, and countries. Additionally, giving researchers a list of popular journals encourages them to look into potential publication venues for their work.

After that, it aims to present network analysis which includes co-citation analysis, Bibliographic coupling, Co-occurrence of authors keywords representing intellectual structure(Faruk et al., 2021). We demonstrate how various authors, organisations, and countries collaborate in the research domain via scientific mapping (Donthu et al., 2021). It describes the unknown regions of online marketing and consumer research as well as the current trend of concentrated themes in the field.

By concentrating on studies on online marketing and consumer, our paper adds to the body of literature. In doing so, this study analyses the direction of online marketing research related to consumers (Faruk et al., 2021). Moreover, previous review studies represented in table 1 shows few reviews with the limited scope in

the number of articles, years, and also the bibliometric studies have used different keywords. Reviews typically concentrate on a single subject and attempt to offer a multifaceted insight. In our sample, there are eight review publications, but none of them rigorously analyse the literature on online marketing and consumer research, especially from its beginnings to the present.

To that end, this review is positioned as a remarkable effort to visualise the body of literature on online marketing and consumers from a bibliometric perspective, concentrating on current findings and future research directions on fields of investigation. Therefore, in this review, we specifically examine the following research questions (RQs):

RQ1: What is the annual publication trend of the literature of online marketing and consumer research?

RQ2: Who are the most productive contributors (Authors, journals, countries, and institutions) of the literature of online marketing and consumer research?

RQ3: What are the most influential publications based on global citations of the literature of online marketing and consumer research?

RQ4: Which are the co-cited references, journals and authors of the literature of online marketing and consumer research?

RQ5: Which are the bibliographic coupled documents, journals and authors of the literature of online marketing and consumer research?

RQ6: What are the topic clusters of Author's keywords of the literature of online marketing and consumer research?

RQ7: What are the future research avenues of the literature of online marketing and consumer research?

The paper is structured as follows. The paper begins with Introduction and background in section 1, followed by section 2 which elaborates the methodology, Section 3 describing the results of performance analysis performance analysis, section 4 discusses the results of network analysis (Science mapping), section 5 conclusion of the study and section 6 represents limitations further study.

2. Methodology

2.1 Database

In the present paper, the data corpus is extracted from Scopus database. It is regarded as the most crucial database for bibliometric research. Compared to the Web of Science and other databases, it has a vast variety of data(Ferreira et al., 2021). The time period of the study is 1996 to 2023 (Öztürk et al., 2024). Which represents all the available literature in the scopus from its inception to till date. Further the literature available is limited to document type of article and review paper and to English language. In the cleaning process two papers are deleted which have no author and other information. Structure of the process is given in figure 1.

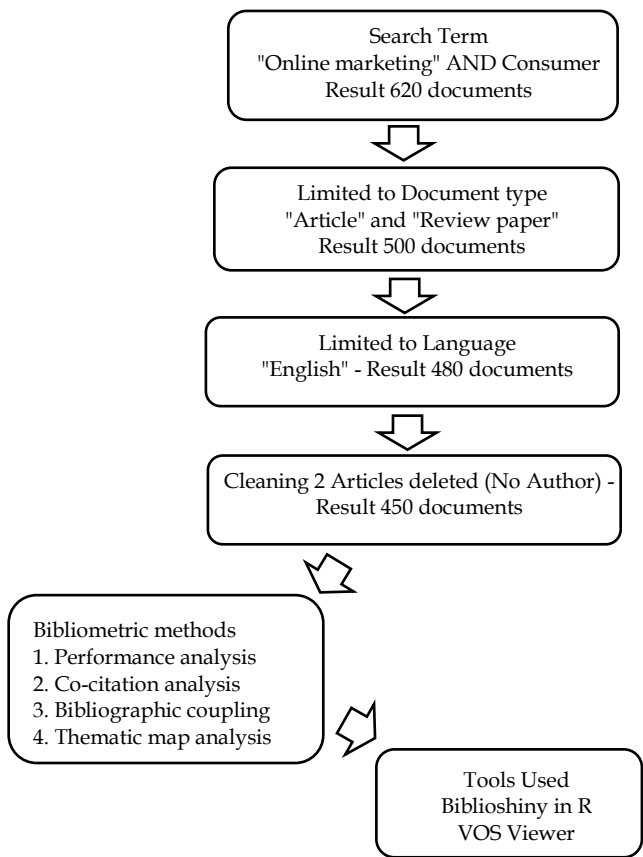


Figure 1: Bibliometric Study process in the present paper

2.2 Search term

The search term for the data corpus for this study is “Online marketing” AND Consumer. The terms digital marketing and internet marketing are deliberately not used as they are used in the previous studies. And this search term gave most relevant and comprehensive literature in the field of online marketing and consumer (Öztürk et al., 2024). Totally, 620 documents are extracted, after limiting and cleaning process finally left with 420 documents for the analysis.

2.3 Co-citation analysis

When two publications appear in the reference list of another article, they are linked in a co-citation network (Öztürk et al., 2024). A science mapping technique called co-citation analysis makes the assumption that works that are frequently cited together have comparable themes (Faruk et al., 2021). A research field's intellectual structure, including its underlying ideas, can be revealed through analysis (Donthu et al., 2021).

2.4 Bibliographic coupling

A method for science mapping called bibliographic coupling assumes that two publications with similar references also have similar content. It is better to use the analysis within a certain timeframe because it focuses on grouping articles into thematic clusters based on shared references (Donthu et al., 2021).

2.5 Thematic map

A thematic map is generated using Biblioshiny R. Where the strategic diagram gives Thematic clusters based on four quadrants which helps to identify the centrality and impact of the theme. For this analysis, author's keywords, titles, and abstracts can be used. Where Author's keywords are used in the present study.

3. Performance analysis

Overall, 420 manuscripts were published in 271 journals, of which 401 were conceptual and empirical articles, 18 were systematic and critical reviews, and 1 is not characterised according to the tags supplied by Scopus while indexing the journals. At least 80 percent

of these works were cited. The publications have been active for the last three decades, with the first document appearing in 1996 and the number of publications increasing by 4.15 per year on average (Öztürk et al., 2024). Over a period of 27 years, the research domain accumulated 15,375 citations, with the average amount of citations per document being 36.61, establishing the average intellectual contribution. The Corpus have 75 single-authored documents out of 420 stating that there is high collaboration in the research domain. The overview of the research is presented in Table 2.

Table 2: Overview of the research domain

Description	Statistics
Timespan	1996:2023
Sources (Journals, Books, etc)	271
Documents	420
Annual Growth Rate %	4.15
Document Average Age	6.93
Average citations per doc	36.61
References	20697
DOCUMENT CONTENTS	
Keywords Plus (ID)	883
Author's Keywords (DE)	1316
AUTHORS	
Authors	1075
Authors of single-authored docs	74
AUTHORS COLLABORATION	
Single-authored docs	75
Co-Authors per Doc	2.72
International co-authorships %	19.29
DOCUMENT TYPES	
article	401
review	18
Not Defined	1

The annual evolution of online marketing research that focuses on customers is depicted in figure 1. Publication of the document began in 1996, but there are no documents that were released in 1998 or 1999. Publication of the document began in 1996. Only a single digit of publications were produced between the years 2000 and 2007,

with a maximum of seven documents produced in 2007. From 2007 to 2008, there was a 100% increase in the number of publications. Documentation that pertains to research is being produced at an increasing rate all the time. Beginning in 2019, there has been an exponential increase in the number of publications in the domain, reaching its peak point by publishing 52 documents in 2022 (Trejo-Castro et al., 2025). The trendline in the figure 2 shows that there is a growth trend in the number of publication.

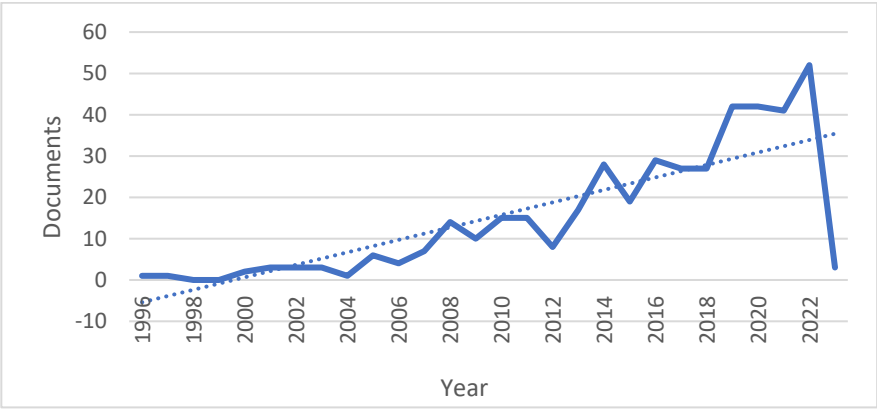


Figure 2: The annual publication trend of the research domain

3.1 Most productive authors

Most productive authors are identified on the basis of the number of publications. Table 3 presents the top ten authors and their number of publications with h-index and total citations in the field under research. H-index represents n number of publications cited at least n number of times. It should be considered that there are 1075 authors identified in the corpus for 420 documents. In first place comes the author Mackey TK by publishing five articles with an h-index of four. It represents that four publications of Mackey TK are cited at least four times. By publishing 4 articles, Tsao W-C takes second place with the same h-index of four. The next five authors in the table comes at third place by contributing three publications each to the research. Among them Fedorko I, Liang BA, and Rohm AJ have h-index three. Dong X and Orzan G have an h-index of one. The

last three authors Ahuja V, Alavi S, and Angeloni S have contributed two publications each and also have the same h-index of two

. **Table 3:** Most productive authors

Authors	Articles	h-index	Total Citations
MACKEY TK	5	4	144
TSAO W-C	4	4	157
DONG X	3	1	12
FEDORKO I	3	3	24
LIANG BA	3	3	93
ORZAN G	3	1	26
ROHM AJ	3	3	146
AHUJA V	2	2	19
ALAVI S	2	2	19
ANGELONI S	2	2	13

Table 3 also gives information about the total citations of the top ten most productive authors. Which helps to identify the most influential author among them. The most influential author is Tsao W-C, who is cited by 157 times. Followed by Rohm AJ who is cited by 146 times, Mackey Tk with total citations of 144, and Liang BA getting cited by 93 times. The other six authors in the list have got total citations of less than 30.

3.2 Most productive journals

In the next section, we will conduct an examination of the most top journals that have published articles on the topic that is being analysed. We will focus our attention on the 271 journals that have received the most citations and publications out of the total 420 that have been published. In addition to that, the journal's impact factor will be highlighted below. Table 4 contains a list of the twenty most important journals in the field of online marketing and consumer research in the order of highest to lowest h-index (Trejo-Castro et al., 2025).

Regarding the journals with a greater number of publications, Table 4 only considers those with at least two publications (Trejo-Castro et al., 2025). As a result, in the following table, we can see the

eight journals that have published more than two overall, totaling 104 publications and accounts for 24.76 percent of the corpus.

The Journal of research in interactive marketing is the journal that has the most publications on the subject that is being analysed; there are 18 publications in this journal (Öztürk et al., 2024). The h-index for this publication is 11, and it is featured in the United Kingdom. This journal focuses on research in the fields of Business, Management, and Accounting, as well as the category of Marketing.

Regarding the Journal of business research, there are 8 publications. This journal has an h-index of 8 and it is based in the United States. The research area of this journal is Business, Management, and Accounting, as well as the category of Marketing. The journal of interactive marketing is also at second place by publishing 8 documents and with h-index of 8 which is originated from The United States. This journal has more total citations compared to Journal of business research.

The third most productive journal is Journal of marketing management, by publishing 6 documents. Which got h-index of 5. The journal is based from United Kingdom. The research area of the journal is Business, Management and Accounting with the category of marketing and strategy and management. This journal got the total citations of 109. The international journal of retail and distribution management also have the h-index of 5, but published only 5 documents. It has got 216 total citations which is higher compared to Journal of marketing management. The journal is also based in United Kingdom. The journal has the category of research fields like Business and international management, Marketing, and tourism, leisure and hospitality management (Trejo-Castro et al., 2025).

The European journal of marketing has got 4 publications in the field of analysis with the h-index of 4. This journal is more impactful as compared to the top first, Journal of research in interactive marketing (TC=373) by getting more citations. The journal has got total citations of 463. And it has started publishing from the year 2004. Where the journal of research in interactive marketing has started publishing in the year 2013. It is identified that among top 6 journals 4 are from United Kingdom and two are from United States.

Table 4: Top 20 journals based on h-index

Journal	h_index	TC	NP	PY_start
Journal Of Research In Interactive Marketing	11	373	18	2013
Journal Of Business Research	8	1009	8	2009
Journal Of Interactive Marketing	8	1273	8	2002
International Journal Of Retail And Distribution Management	5	216	5	2007
Journal Of Marketing Management	5	109	6	2010
European Journal Of Marketing	4	463	4	2004
Decision Support Systems	3	73	3	2013
Electronic Commerce Research And Applications	3	314	3	2005
International Journal Of Contemporary Hospitality Management	3	229	3	2016
Internet Research	3	86	3	2002
Journal Of Global Fashion Marketing	3	96	3	2013
Journal Of Internet Commerce	3	51	5	2008
Journal Of Medical Internet Research	3	127	3	2012
Journal Of Product And Brand Management	3	68	3	2012
Journal Of Public Policy And Marketing	3	347	3	2000

Journal	h_index	TC	NP	PY_start
Journal Of Retailing And Consumer Services	3	17	3	2019
Journal Of Travel And Tourism Marketing	3	84	3	2005
Psychology And Marketing	3	194	3	2010
Sustainability (Switzerland)	3	28	4	2020
Amfiteatru Economic	2	9	2	2010
Australasian Marketing Journal	2	28	2	2016
Business Horizons	2	71	3	2014
Economic Computation And Economic Cybernetics Studies And Research	2	27	2	2014
Electronic Commerce Research	2	61	2	2014
European Journal Of Social Sciences	2	6	2	2007

3.3 Most productive regions

The top ten contributing regions are presented in Table 5, and the world map representing the region’s production is depicted in Figure 3 (Darker shade of the color represents more productive). Total citations of the region is used to analyze the research impact of the region.

The table shows that the most productive region is United States of America by publishing 236 documents and it is also considered as the most influential country by getting the highest number of citations 7496, which accounts for 68.59 percent of total citations (Ferreira et al., 2021; Öztürk et al., 2024; Trejo-Castro et al., 2025). Followed by China with 162 publications with total citations of 969, India by publishing 113 documents but with less total citations of 188. The United Kingdom comes at the fourth place by contributing 69

documents in the field of analysis. The United Kingdom is the second most influential country with the total citations of 1326 after United States of America. The countries, Indonesia, Romania and Malaysia are next in the table by contributing 47,43 and 33 publications to the research filed. Australia has published 31 documents and accounted 469 total citations, which is the fourth most influential country based on total citations. Followed by Germany the fifth most influential country with total citations of 231 by publishing 29 documents. And Canada seventh influential country with total citations of 146 for 22 documents. Even though India is third most productive country in the field of analysis, It stands at sixth place in the most influential country based on total citations.

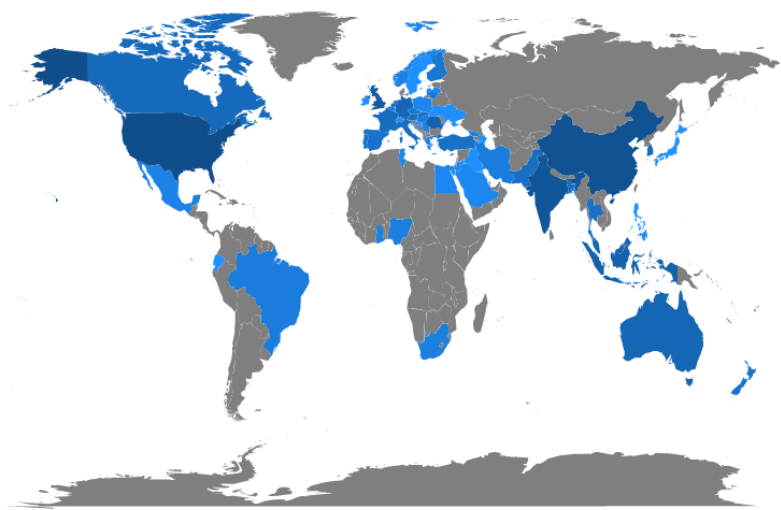


Figure 3: World Map based on regions production on the research field of analysis

Table 5: Most productive region

Region	No. Documents	of Total citations
USA	236	7496
CHINA	162	969
INDIA	113	188
UK	69	1326
INDONESIA	47	14
ROMANIA	43	42

Region	No. Documents	of Total citations
MALAYSIA	33	48
AUSTRALIA	31	469
GERMANY	29	231
CANADA	22	146

3.4 Most productive Institutions

The top twenty most productive institutions and their corresponding country are presented in Table 6. The table shows that the most productive institution in the field of analysis is University of California from United States of America with 14 total publications (Trejo-Castro et al., 2025). Followed by Bournemouth University from England with 11 publications, The Bucharest university of Economic studies from Romania with 9 publications (Öztürk et al., 2024). The National institute of technology, India and University of Innsbruck, Austria published 8 documents each. The next five institutions in the table published 7 documents each from China, Germany, Australia and one which is not reported. The next seven institutions in the table from England, USA, Romania, Malaysia, and Italy have publications of 6 each. The last three institutions from Brazil, USA, and Taiwan got five publications each. United States of America and England are the top countries by providing 4 and 3 institutions among top twenty most productive institutions.

Table 6: Top twenty most productive institutions

Institutions	Country	No. Documents
University Of California	USA	14
Bournemouth University	England	11
The Bucharest University Of Economic Studies	Romania	9
National Institute Of Technology	India	8
University Of Innsbruck	Austria	8
Beijing University Of Posts And Telecommunications	China	7

Institutions	Country	No. Documents	of
Chemisches Und Veterinäruntersuchungsamt (Cvua) Karlsruhe	Germany	7	
Huazhong University Of Science And Technology	China	7	
Notreported	NR	7	
University Of Wollongong	Australia	7	
Bucharest University Of Economic Studies	Romania	6	
London Health Sciences Centre	England	6	
Loyola Marymount University	USA	6	
Mayo Clinic	England	6	
Skidmore College	USA	6	
University Of Malaya	Malaysia	6	
University Of Rome Tor Vergata	Italy	6	
Federal University Of Minas Gerais	Brazil	5	
Florida State University	USA	5	
National Chiayi University	Taiwan	5	

3.5 Most influential articles

The most influential articles for online marketing and consumer research in terms of global citations are presented in Table 7. The table indicates that (Kozinets, 2002) article is the most cited article in the filed of anlaysis, with an average of 96.09 total citations per year and a total of 2114 citations since its publication in 2002 which concentrated on online communities. Followed by (Fox & Longart, 2016) with the total citations of 1622 with the average citations per year 101.38 focusing on electronic word-of-mouth in tourism management, (Zhu & Zhang, 2010) with the total citations of 1522 and average citations per year of 108.71 concentrating on online consumer reviews. The top fourth article of (Mollen & Wilson, 2010) on online consumer experience accumulated 776 total citations with 55.43 average citations per year. Followed by the paper of (Yoon,

2002) on online purchase decisions with 641 total citations and 2.14 average citations per year. Interestingly, three articles in the top twenty talks about influence of word-of-mouth. Significantly top twenty most globally cited articles in the field of analysis have accounted a total of 9836 citations, which reflects the significant influence of online marketing and consumer research.

Table 7: Top twenty articles based on global citations

Author	Paper	Total Citations	TC per Year
(Kozinets, 2002)	The Field behind the Screen: Using Netnography for Marketing Research in Online Communities	2114	96.09
(Fox & Longart, 2016)	Electronic word-of-mouth in hospitality and tourism management	1622	101.38
(Zhu & Zhang, 2010)	Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics	1522	108.71
(Mollen & Wilson, 2010)	Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives	776	55.43
(Yoon, 2002)	The antecedents and consequences of trust in online-purchase decisions	641	29.14
(De Bruyn & Lilien, 2008)	A multi-stage model of word-of-mouth influence through viral marketing	553	34.56
(Scharl et al., 2005)	Diffusion and success factors of mobile marketing	283	14.89

Author	Paper	Total Citations	TC per Year
(Jiang & Rosenbloom, 2005)	Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time	253	13.32
(Urban et al., 2009)	Online Trust: State of the Art, New Frontiers, and Research Potential	220	14.67
(Li & Kannan, 2014)	Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment	217	21.7
(Viglia et al., 2016)	The influence of e-word-of-mouth on hotel occupancy rate	188	23.5
(Lu et al., 2014)	Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness	185	18.5
(Tatar et al., 2014)	A survey on predicting the popularity of web content	182	18.2
(Stokburger-Sauer, 2010)	Brand community: Drivers and outcomes	174	12.43
(Young Kim & Kim, 2004)	Predicting online purchase intentions for clothing products	174	8.7
(Moore & Rideout, 2007)	The Online Marketing of Food to Children: Is It Just Fun and Games?	173	10.18

Author	Paper	Total Citations	TC per Year
(Park & Lee, 2009)	Antecedents of Online Reviews' Usage and Purchase Influence: An Empirical Comparison of U.S. and Korean Consumers	166	11.07
(Milne, 2000)	Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy: A Research Framework and Overview of the Special Issue	140	5.83
(Harris & Rae, 2009)	Social networks: the future of marketing for small business	136	9.07
(Ashworth & Free, 2006)	Marketing Dataveillance and Digital Privacy: Using Theories of Justice to Understand Consumers' Online Privacy Concerns	117	6.5

4. Network Analysis

Co-citation analysis was one of the things that we looked at throughout the network study, along with bibliographic coupling and co-occurrence which is considered as conceptual structure (Trejo-Castro et al., 2025). The colours in the networking figures indicate clusters, and this is true for both the co-citation analysis and the coupling analysis. The total link strength determines both the size of the rounded dots, which are referred to as nodes, and the size of the nodes indicates total link strength, the bigger node represents highest link strength.

4.1 Co-citation analysis of references

In co-citation of references, the association between those two references which are cited together in one or more articles are analysed (Öztürk et al., 2024). In the present analysis, we used minimum number of four citations of a cited reference. Among

20,563 cited references, 65 met the threshold and the largest set of connected items consisted of 63 references where two are not connected to any of the references which is excluded from the figure. The network discovered five five clusters: Cluster 1 (Red) consists 18 articles, Cluster 2 (Green) includes 13 articles, Cluster 3 (Blue) have 13 articles, Cluster 4 (Yellow) includes 13 articles, and the last Cluster 5 (Purple) consists of 6 articles. Top ten references having highest total link strength is shown in Table 8. And Figure 4 represents network of co-citation of references. Table 8 indicates that, (Fornell & Larcker, 1981) have the highest link strength among the references. This article is focused on evaluating structural equation models with unobservable variables published in Journal of Marketing research. The next articles talks about electronic word-of-mouth published in Journal of interactive marketing in the year 2004. There are five articles in the table which talks about word-of-mouth in marketing.

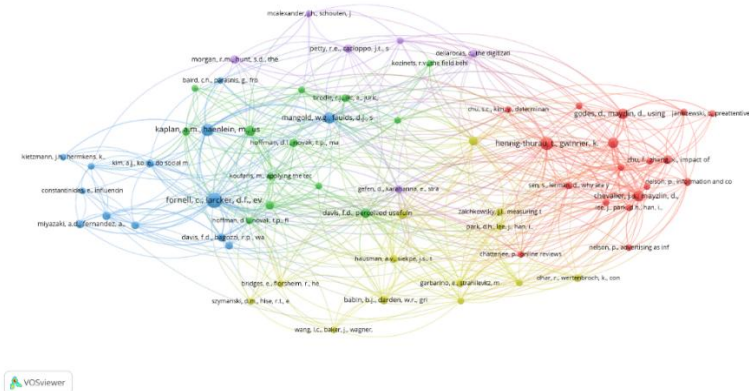


Figure 4: Network of Co-cited references

Table 8: Top ten co-cited references based on total link strength

Co-cited references	Citations	Total link strength
(Fornell & Larcker, 1981)	21	63
(Hennig-Thurau et al., 2004)	14	52
(Mangold & Faulds, 2009)	11	41
(Chevalier & Mayzlin, 2006)	10	39

Co-cited references	Citations	Total link strength
(Brown et al., 2007)	7	36
(Kaplan & Haenlein, 2010)	13	36
(Davis, 1989)	8	35
(Liu, 2006)	9	34
(Bagozzi & Youjae Yi, 1988)	9	33
(Godes & Mayzlin, 2004)	9	32

4.2 Co-citation analysis of Journals

In co-citation of journals, the association between those two journals which are cited together in one or more articles are analysed. In the present analysis, we used minimum number of 30 citations of a source. Among the 8,197 sources, 67 meet the threshold. There are 2,176 links in the network with the total link strength of 1,17,976. The network discovered four clusters: Cluster 1 (Red) includes 27 journals, Cluster 2 (Green) consists 16 journals, Cluster 3 (Blue) have 16 journals and the 4th cluster (Yellow) have only 8 journals. Journal of Marketing have the highest total link strength of 15,740 and also highest total citations of 463. Followed by Journal of business research with 15,656 total link strength and 437 total citations, Journal of consumer research got total link strength of 13974 and total citations of 417. Top ten journals are presented in Table 9 and Figure 5 represents the network of co-citation of journals.

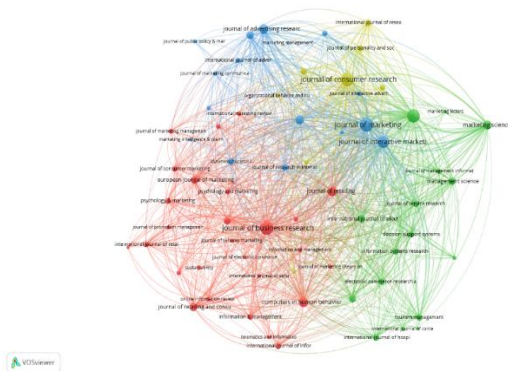


Figure 5: Network of Co-citation of Journals

Table 9: Top ten Co-cited journals based on total link strength

Journal	Citations	Total link strength
Journal Of Marketing	463	15740
Journal Of Business Research	437	15656
Journal Of Consumer Research	417	13974
Journal Of Marketing Research	392	13748
Journal Of Interactive Marketing	335	10755
Computers In Human Behaviour	199	7630
Journal Of Retailing	209	7365
Marketing Science	189	6492
Journal Of The Academy Of Marketing Science	183	6194
Journal Of Advertising Research	196	5502

4.3 Co-citation analysis of authors

In co-citation of authors, the association between those two authors which are cited together in one or more articles are analysed. In the present study, we used minimum number of 30 citations of an author. Among 25,322 authors, 59 meet the threshold. There are 1,590 total links and 15,204 total link strength in the network. The network determined total seven clusters: Cluster 1 (Red) consists 15 authors, Cluster 2 (Green)have 13 authors, Cluster 3 (Blue) includes 11 authors, Cluster 4 (Yellow) have included 6 authors, Cluster 5 (Purple) have 6 authors, Cluster 6 (Sky blue) includes 6 authors, and the last 7th cluster (Orange) have only two authors. The authors in particular cluster determines they are cited together. Top ten authors based on total link strength is presented in Table 10, and Figure 6 shows the network of Co-citation of authors. Table indicates that the author Hair,JF is the top author who have 70 total link strength and highest citations of 1096. Followed by Ajzen, I with 69 total link strength and 967 total citations, and Fornell, C with total citations of 932 and total link strength of 59.

Table 10: Top ten authors based on total link strength

Author	Citations	Total link strength
hair, j.f.	1096	70
ajzen, i.	967	69

Author	Citations	Total link strength
fornell, c.	932	59
grewal, d.	842	63
bagozzi, r.p.	811	66
anderson, r.e.	795	46
hoffman, d.l.	792	59
davis, f.d.	789	52
novak, t.p.	788	55
kim, j.	755	64

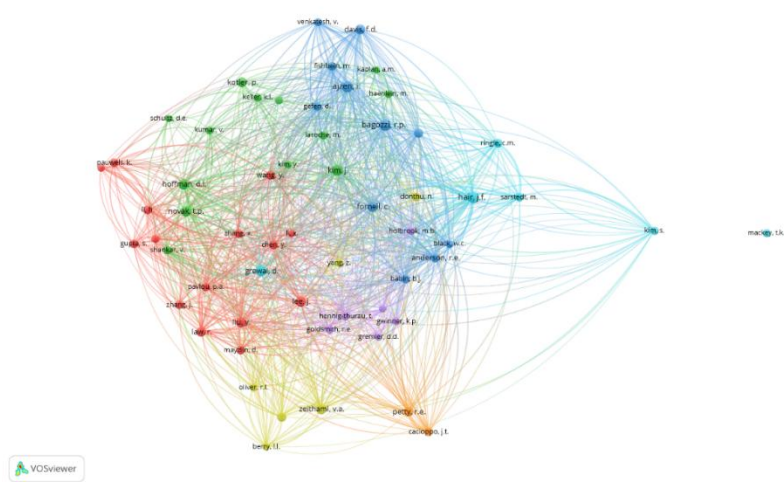


Figure 6: Network of Co-citation of authors

4.4 Bibliographic coupling of documents

In bibliographic coupling of documents, the two documents which are sharing common references are analysed using network analysis. In the present study, minimum number of 40 citations of a document is used. Among 420 documents, 63 meet the threshold. The largest set of connected items consists of 54 documents the rest are excluded which are not connected to any documents. The network determined 8 clusters of documents which are commonly cited in other documents, Cluster 1 (Red) includes 10 documents, Cluster 2 (Green) have 9 documents, Cluster 3 (Blue) consists 8 documents, Cluster 4 (Yellow) includes 8 documents, Cluster 5 (Purple) consists 6 documents, Cluster 6 (Sky blue) includes 5 documents, Cluster 7 (Orange) have 4 documents and Cluster 8 (Brown) includes 2

documents. The network identified there are total 288 links between the 54 documents and forming the total link strength of 533. Top ten documents based on total link strength are presented in table 11 and Figure 7 represents the network of coupled documents.

Table 11: Top ten documents based on total link strength

Documents	Citations	Total link strength
(Demangeot & Broderick, 2016)	61	66
(Hamilton et al., 2016)	98	55
(Çelik, 2011)	113	50
(Hsieh & Tsao, 2014)	43	46
(Park & Lee, 2009)	166	46
(Tsao & Hsieh, 2012)	64	43
(Hsieh & Tsao, 2014)	45	39
(Viglia et al., 2016)	188	37
(Lu et al., 2014)	185	35
(Kamarulzaman, 2007)	74	35

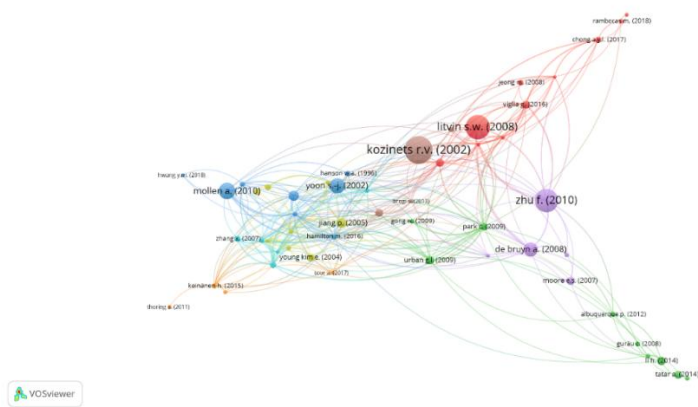


Figure 7: Network of bibliographic coupling of documents

4.5 Bibliographic coupling of journals

In bibliographic coupling of journals, the two journals which are sharing common references are analysed using network analysis. In the present analysis, we used minimum number of 3 documents of a source. In total 271 journals, 33 meet the threshold. The largest set of connected journals are 30, the rest 3 journals are excluded from the network which are not connected to any journal. The network

identified five different clusters of journals sharing common references, Cluster 1 (Red) consists of 11 journals, Cluster 2 (Green) includes 9 journals, Cluster 3 (Blue) have 8 journals, and Cluster 4 (Yellow) and Cluster 5 (Purple) have 1 journal each. The network consists of total 275 links between the journals forming the total link strength of 1,445. Journal of research in interactive marketing is the top journal based on total link strength, followed by Journal of interactive marketing, Journal of internet commerce, International journal of retail and distribution management and so on. Top ten journals based on total link strength are presented in table 12 and Network of bibliographic coupled journals are depicted in figure 8.

Table 12: Top ten journals based on total link strength

Journal	Document	Citations	Total link strength
Journal Of Research In Interactive Marketing	18	373	428
Journal Of Interactive Marketing	8	1273	275
Journal Of Internet Commerce	6	51	229
International Journal Of Retail And Distribution Management	5	216	209
Journal Of Business Research	9	1009	204
European Journal Of Marketing	4	463	139
International Journal Of Contemporary Hospitality Management	3	229	112
Electronic Commerce Research And Applications	3	314	110
International Journal Of Electronic Marketing And Retailing	5	12	109
Internet Research	3	86	102

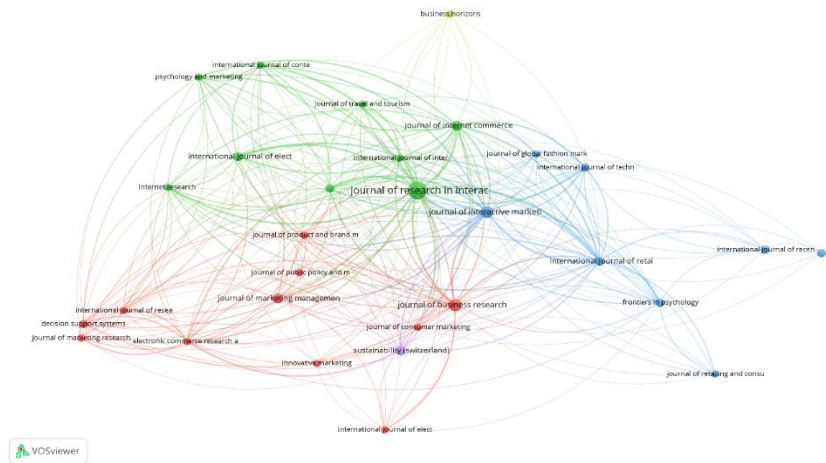


Figure 8: Network of bibliographic coupled journals

4.6 Bibliographic coupling of authors

To analyse the bibliographic coupling of the authors, minimum of two documents per author is used. Among 1069 authors, 58 meet the threshold. The largest set of connected authors consist of 54 authors and the remaining 4 are excluded from the network. The present analysis gives the authors who are sharing common references. The network determined ten different clusters based on bibliographic coupling of authors. Cluster 1 (Red) have 13 authors, Cluster 2 (Green) have 8 authors, Cluster 3 (Blue) have 8 authors, Cluster 4 (Yellow) have 5 authors, Cluster 5 (Purple) have 4 authors, Cluster 6 (Sky blue), Cluster 7 (Orange), Cluster 8 (Brown), Cluster 9 (Rose) each have 3 authors in their clusters and the last Cluster 10 (Light brown) includes 2 authors. Table 13 shows top ten authors based on total link strength and figure 9 shows network of bibliographic couples authors. Table indicates that top four authors have equal citations of 25 and equal total link strength of 692.

Table 13: Top ten authors based on total link strength

Author	Citations	Total link strength
balakrishnan j.	25	692
balasubramanian s.a.	25	692
manickavasagam j.	25	692
natarajan t.	25	692

Author	Citations	Total link strength
dong x.	12	432
chang y.	11	301
tsao w.-c.	157	272
angeloni s.	13	233
rossi c.	13	233
hsieh m.-t.	109	220

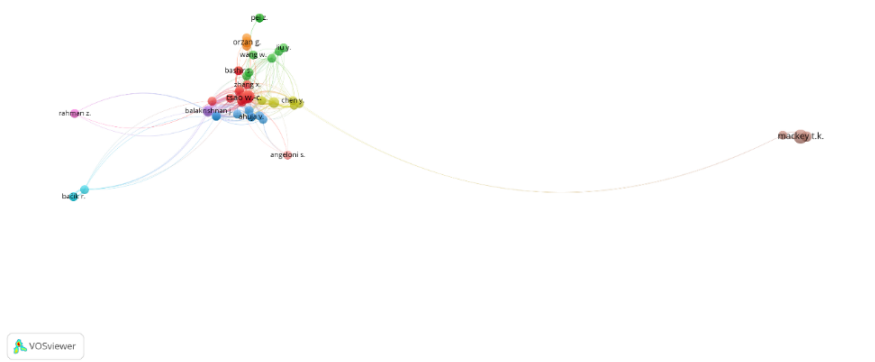


Figure 9: Network of Bibliographic coupled authors

4.7 Author keywords co-occurrence analysis

Co-citation and bibliographic coupling, in contrast to citations, centre their attention on the publications that are being cited or cited by others. The focus of keyword occurrence analysis is the actual text of the piece, with the words being obtained from the author's keywords as well as the titles and abstracts(Donthu et al., 2021). The frequent co-occurrence of keywords depicts the intellectual structure of the body of literature and indicates thematic linkages between the concepts. In order to conduct this study, we made use of the author's keywords that appeared at least five times. A total of 39 keywords among 1,315 keywords met the threshold and formed six clusters. Where Cluster 1 (Red) focuses on e-business, e-marketing, e-commerce and more related to online, Cluster 2 (Green) Marketing communications, online consumer behaviour, social media

marketing and so on, Cluster 3 (Blue) consumer behaviour, consumer satisfaction, retailing etc, Cluster 4 (Yellow) marketing strategy, social media and others, Cluster 5 (Purple) electronic word-of-mouth, big data, digital marketing etc, and the last Cluster 6 (Skyblue) online marketing, attitude and word-of mouth. Table 14 presents co-occurrence of keywords and their occurrences in different clusters. Figure 10 shows the network of co-occurrence of keywords and Figure 11 depicts overlay visualization of keywords year wise.

Figure 11 indicates that the trend of keywords in different years from the year 2014 to 2018. It can be identified based on the colour showed in the figure. In the year 2014, the auhto keywords are electronic commerece, internet, marketing, retailing, customer satisfaction, word-of-mouth and so on. In the years between 2015 and 2016, online marketing, e-marketing, e-commerce are the most used author keywords. In the year 2017 to 2018, the author’s keywords are social media, digital marketing, online consumer behaviour, social media marketing and so on.

Table 14: List of Co-occurrence of Author keywords

Keywords	Links	Occurrences	Keywords	Links	Occurrences
Cluster 1			Cluster 3		
communication	4	5	consumer behaviour	14	19
consumer behaviour	19	19	customer satisfaction	6	6
e-business	9	6	electronic commerce	9	8
e-commerce	15	25	internet	20	21
e-marketing	7	6	retailing	5	5
marketing	16	13	tourism	6	5
online	7	6			
online shopping	14	20	Cluster 4		
perceived risk	8	5	advertising	8	6
privacy	6	6	facebook	17	10
purchase intention	9	11	marketing strategy	11	10
trust	13	9	social media	15	28

Keywords	Links	Occurrences	Keywords	Links	Occurrences
			twitter	9	5
Cluster 2					
interactivity	9	5	Cluster 5		
internet marketing	21	21	big data	5	6
marketing communication	14	10	digital marketing	10	15
marketing communications	5	5	electronic word-of-mouth	5	7
mobile marketing	13	8	online consumer behaviour	13	8
online advertising	13	10	social networks	11	6
online consumer behaviour	9	6			
social media marketing	18	20	Cluster 6		
			attitude	1	5
			online marketing	34	137
			word-of-mouth	2	5

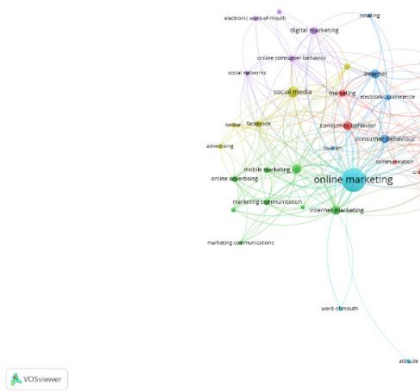


Figure 10: Co-occurrence of author’s keywords

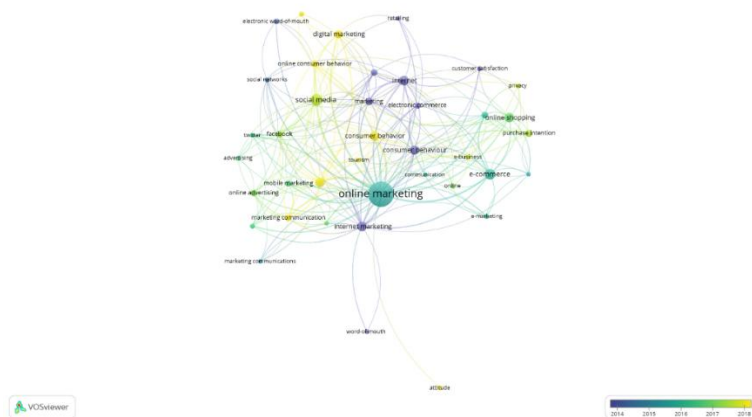


Figure 11: Author's keyword co-occurrence overlay visualization in different years

4.8 Ways forward for Online marketing and consumer research

For the better understanding of ways forward or future scope of online marketing and consumer research, for the analysis author's keywords are used as inputs to determine a thematic map with impact and centrality as its y-axis and x-axis using Biblioshiny in R. The centrality of themes represents how important they are, whereas the impact of issues in the area reflects how they have developed and influenced the field. Figure 12 shows a graphical representation of the thematic map that is split into four different quadrants.

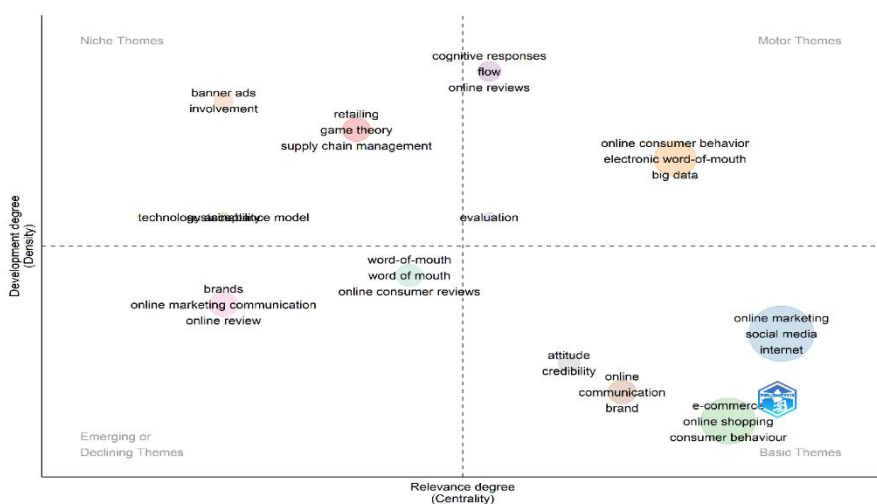


Figure 12: Thematic map of Online marketing and consumer research

A thematic map is a plot that is very easy to understand, and we may examine themes in relation to the quadrant in which they are located as follows: quadrant 1 ‘motor themes’ placed in upper right corner, quadrant 2 ‘basic themes’ placed in lower right corner, quadrant 3 ‘emerging and declining themes’ placed in lower left corner and quadrant 4 ‘niche themes’ placed in upper left corner.

The author’s keywords in the motor themes are Cognitive responses, online reviews, online consumer behaviour, electronic word-of-mouth, big-data and evaluation. It represents, High centrality and high impact of the themes. These are highly developed research themes which are more central to the online marketing and consumer research.

The author’s keywords in the basic themes have high centrality but low impact. These are high transversal topics in the online marketing and consumer research. Future research on these topics will be better as compared to new research topics as it is already have high focus in the field of analysis. The themes or keywords in this quadrant are online marketing, social media, e-commerce, online shopping, consumer behaviour, attitude, credibility, and others.

The themes represented in the emerging or declining themes have low centrality and low impact. The keywords in this quadrant are online marketing communication, online review, brands, word-of-mouth and online consumer reviews. It represents new research areas which will benefit the filed of analysis in the future scope.

The topics in the fourth quadrant representing niche themes have low centrality but high impact. The topics or keywords in the present quadrant are banner ads, retailing, game theory, supply chain management, and technology acceptance model. Future scope on these topics will be more successful due to its high impact. It will give fruitful results, which will potentially contribute to the filed of analysis.

5. Conclusion

Past, present, and future research patterns can be explored and contextualized using bibliometric studies (Trejo-Castro et al., 2025). It is clearly identified that research on online marketing and consumers has been a growing trend in scientific research from its

first paper published in 1996 to the present which is represented in figure 2. Where RQ1 is answered (Öztürk et al., 2024).

It can be concluded that, Mackey TK, Tsao W-C and Dong X are the top productive authors (Trejo-Castro et al., 2025). Journal of research in interactive marketing, Journal of business research and Journal of interactive marketing are the top three productive journals (Öztürk et al., 2024). USA, China and India are the top three productive regions or countries. University of California, Burnemouth university and The Bucharest university of economic studies are the top three institutions. Detailed tables and results are presented in Section 3, where RQ2 is answered.

The authors, (Kozinets, 2002), (Fox & Longart, 2016) and (Zhu & Zhang, 2010) have published the most influential articles in online marketing and consumer research with the total citations of 2,114, 1,622 and 1,522. RQ3 is justified with these results and the top twenty most influential articles are presented in the analysis section. RQ4 is answered with the co-citation analysis, where (Fornell & Larcker, 1981), (Hennig-Thurau et al., 2004) and (Mangold & Faulds, 2009) are the co-cited references with highest total link strength. Journal of marketing, Journal of business research and Journal of consumer research are the top three co-cited journals with highest total link strength. Hair jf, Ajzen I, and Fornell C are the top three co-cited authors based on total link strength. All the results are obtained from co-citation analysis conducted in VOS viewer.

The documents published by (Demangeot & Broderick, 2016), (Hamilton et al., 2016) and (Çelik, 2011) are the top bibliographically coupled documents. And Journal of research in interactive marketing, Journal of interactive marketing and Journal of internet commerce are the top bibliographically coupled journals. Balakrishnan j, Balasubramanian SA, and Manickavasagam J are the top bibliographically coupled authors. These results f bibliographic coupling gives justification for RQ5.

RQ6 is answered with the author's keywords co-occurrence analysis. Where, Social media, online marketing, social media marketing, internet marketing, consumer behaviour, e-commerce, digital marketing and some others are the most occurred author keywords. Which represents more research has taken place on these

keywords which are themes. This analysis determined six different clusters where keywords are co-occurred.

There is more future research scope on the topics fallen under niche themes like retailing, game theory, supply chain management and technology acceptance model. The topics under basic themes, online shopping, credibility, e-commerce, social media and others will also empower the existing research if further researched. The themes represented in emerging and declining quadrant is also important which may be the high impact topics in the future research. The RQ5, that is future research areas are identified with the thematic map.

6. Limitations and Future research

Despite the research's merits, it is important to recognise and account for the limits of this bibliometric study in future research. In the present study only Scopus database is covered, where Web of science and other databases can also be included in the future studies. The present study is restricted to only two keywords “online marketing” and “consumer”, Other search terms can also be used to enhance the study in further.

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