

Ümmü Saliha Eken İnan, 2023

Volume 4, pp. 45-58

Received: 10th September 2022

Revised: 15th November 2022, 23rd December 2022, 28th December 2022

Accepted: 09th January 2023

Date of Publication: 17th January 2023

DOI- <https://doi.org/10.20319/socv4.4558>

This paper can be cited as: İnan, U. S. E. (2023). *Evaluation Of Digital Marketing from A Bibliometric Analysis Perspective*. *Socialis Series in Social Science*, 4, 45-58.

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EVALUATION OF DIGITAL MARKETING FROM A BIBLIOMETRIC ANALYSIS PERSPECTIVE

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Abstract

It has been concluded that a new transformation in marketing is inevitable, especially during the pandemic period, with the complete disappearance of the traditional customer experience. It has been concluded that a new transformation in marketing is inevitable with the complete disappearance of the traditional customer experience during the pandemic period. The result obtained in this process is the trend from Marketing 4.0 to Marketing 5.0 at the point reached in the digitization of marketing activities. In this context, the aim of the research is to determine the change that started with the digitalization phenomenon in the marketing literature, especially in digital marketing. For this purpose, the marketing literature has been examined by bibliometric analysis method by searching the concept of digital marketing in the journals scanned in TR index in Türkiye since 2000. Thus, 164 articles were included in the analysis. In the studies included in the research; The number of authors, the institutions that the authors are affiliated with, the language used in the studies, the number of articles per publication year, the rate of the magazine with the highest number of publications in the field and the concept of digital marketing together

or separately in the title were examined. Material scanning technique was used in data collection. It is thought that the study will contribute to the literature in terms of identifying developments in digital marketing studies and guiding future studies.

Keywords

Digital Marketing, Bibliometric Analysis, TR Index, Marketing Literature

1. Introduction

Since the last quarter of the twentieth century, when digital technologies began to be used more widely in daily life, companies have accelerated the integration of their marketing activities into digital platforms in order to reach their target audience uninterruptedly and to offer unique experiences to their customers. While it is almost impossible to keep the customer's interest at the highest level at all hours of the day in the traditional marketing approach, reaching customers with high-interest offers thanks to digital technologies is implemented as a very fast and differentiated strategy. One of the methods applied by businesses in order to maximize customer satisfaction, interact with customers in all processes and respond quickly is to feed all processes with digital techniques. As a matter of fact, it is not possible for businesses that cannot fulfill the requirements of the digital age to continue their activities in the market.

It is important for businesses to maintain their existence, especially in virtual environments where interaction over digital platforms is so unobstructed. Therefore, the biggest difference between digital marketing from traditional marketing is the effective and uninterrupted use of technology, which started with the introduction of the internet into our lives.

Digital marketing; While it is expressed as marketing (Bulunmaz, 2016), which is carried out through digital channels and where all marketing practices are carried out in digital environments, digital advertisements, e-mail marketing, electronic transactions, online brochures and more are under the umbrella of digital marketing (Desai, 2019).

In this context, this study, which investigates the changes in digital marketing in the marketing literature in the last twenty years, consists of three parts. In the first part, there is a literature review, which includes research on digital marketing with the bibliometric analysis method. The second part consists of methodology, methods, and findings. In the third chapter, conclusions and recommendations are given.

2. Literature Review

Ghorbani et al. (2022) In their study, they searched for articles on Digital Marketing published in the Scopus database from 1979 to 2020. They used the bibliometric analysis method. In the analysis, they evaluated a total of 924 articles. The largest number of publications in digital marketing was recorded in 2019. They concluded that the most frequently used words in single-author and multi-author publications, with the USA in the first place, are 'real-time bidding', 'machine learning', 'big data', 'social media marketing', and 'influencer marketing'.

Kim et al. (2021) investigated the evolution of digital marketing communication (DMC) and analyzed 141 articles in journals related to digital marketing communication with the bibliometric analysis method. Concentrating on citations in the analysis, they examined 5865 citations. Finally, they presented a study in which citations and co-citation analyzes are important in building collections and schools of thought are important in identifying visible co-citation networks.

Krishen et al. (2021), in their study examining the increasing interactive digital marketing trends thanks to digital technologies, examined co-citation and co-authorship networks by using Gephi and VOSviewer packages with bibliometric analysis. It has been observed that publications on digital marketing have increased rapidly after 2000. They concluded that Machine Intelligence and IoT-Based Virtual Reality issues were given importance, especially in studies conducted in 2016 and later. They also foresee that these issues will continue to be studied until 2035.

Verma (2021) filtered the studies on digital marketing published in 2010 and the following ten years, using the Scopus database, through bibliometric analysis. India is the country that contributes the most to digital marketing, the year with the most publications is 2019, they concluded that the most cited year for publications was 2017.

According to Gao et al. (2021), in their studies to examine the point that electronic marketing has reached in the last two decades, examined the countries, universities, and journals that contributed the most to this field. They aimed to inspire future studies with their mappings using the VOS viewer software.

Leon-Castro et al. (2021) emphasized that the messages created by influencers are important in influencing the awareness and positioning of companies that develop their brands and increase their product competencies. In this direction, they shared their positioning strategies in

digital marketing with professionals and interns in the field of marketing by using bibliometric metrics.

Tanwar et al. (2022), in their study, examined the developments in the dissemination of brand messages through influencer marketing, which is one of the most preferred strategies of digital marketers. Academic literature on influencer marketing between 2011-2019 was determined by both the content analysis method and the bibliometric analysis method. As a result of the study, thematic evolution, models, industry focus, data sources, and leading research flows are shared.

Han et al. (2021) investigated the use of artificial intelligence within the scope of digital marketing and its related difficulties. In the literature review, the studies of the last thirty years were discussed with the bibliometric analysis method. As a result of the study, they determined how practitioners would invest in artificial intelligence technology and what their needs might be, and presented topics for future studies.

Chawla and Goyal (2021) discussed the studies conducted in the last twenty years within the scope of digital transformation from the Web of Science database with the bibliometric analysis method. In their work, they aimed to determine the digital transformation trends holistically. As a result of the study, they determined eighteen research flows by creating a database for experts to benefit from digital transformation strategies and offered recommendations in four research areas: organizational impacts, practices and insights, operational processes, and social aspects.

Purnomo et al. (2021), conducted a bibliometric review of 1023 articles among the articles scanned in Scopus from 1982 to 2019. Thanks to the VOSViewer program used in the study, collaborative researchers in the field of digital marketing around the world mapped out three different categories. In addition, as digital marketing themes; They also suggested topics such as commerce, people, information systems, decision support systems, online marketing, and search engine optimization as themes that can be used in future studies.

Amjad (2022) stated in her study that digital marketing is important for the survival of SMEs. In this context, she preferred to express the concept of 'digital entrepreneurial marketing'. She states that especially in the growth of SMEs, digital marketing deficiencies are eliminated and academicians should focus on these training in business schools. As a result of her work using bibliometric analysis, she argues that the concept of digital entrepreneur marketing should become widespread.

Karaman and Aykın (2021) analyzed 469 articles containing the concept of digital marketing in the Scopus database using bibliometric analysis. In the studies carried out in the period covering the years 1985-2021, the interest in digital marketing increased in 2017, publications concentrate on articles and papers and they concluded that most publications in these periods came from India.

Sonmezer and Çelik (2022) tried to put forward the claim of investors to read the differences between these tokens for a particular market in their study where they measured the returns of metaverse tokens within the scope of digital marketing and the level of interaction between their transaction volumes. They concluded that there are strong correlations between cryptocurrency returns and trading volumes.

3. Research Methodology

The aim of this study is to determine the change that started with the digitalization phenomenon in the marketing literature, especially in digital marketing. For this purpose, the marketing literature was examined by bibliometric analysis method by searching the digital marketing concept in the journals scanned in the TR index in Türkiye between the years 2000-2022. Explanatory, such as looking at the number of articles published by certain institutions and organizations in bibliometric research, or evaluative, such as determining the level of influence of articles on subsequent studies (McBurney & Novak, 2002) the analysis contributes to the literature. The bibliometric method is a technique in which quantitative analysis and statistics are used together. In order to create the data set within the scope of the research, the articles published within the scope of digital marketing in the journals scanned in the TR index by logging in from the 'trdizin.gov.tr' site were examined. A data set was created by scanning 164 articles published between 2000-2022. In the mentioned time period, 164 articles published in the journals scanned in the TR Index were included in the analysis. In this context, the research was directed according to the following headings.

These;

- Distribution by subject area in articles published in journals,
- Journals with the highest number of publications in the field of digital marketing,
- Multi-authorship status in articles published in journals,

- Distribution of authors according to the institutions they are affiliated with in articles published in journals
- Distribution of articles published in journals by type,
- Distribution of articles published in journals by publication language,
- Distribution according to the number of articles per publication year in journals.

3.1. Research Universe and Sample: In the study, the research universe consists of the digital marketing literature in the journals scanned in the TR index. The sample consists of articles scanned in the TR index between the years 2000-2022.

3.2. Research Method: The research method used in the study is the bibliometric analysis method, which is one of the quantitative research methods. The preference to benefit from the bibliometric analysis method is from which university the author contributed the most to this article among the studies conducted in Türkiye in the digital marketing literature, to determine which journals published studies on this article and to ensure that the efficiency of these journals is taken into account in future studies.

3.3. Findings of the Research: The research findings obtained within the scope of the study are grouped under the following headings.

- Distribution by subject area,
- Distribution by journals with the highest number of publications in the field of digital marketing,
- Distribution of articles according to multi-authorship status,
- Distribution of the authors according to the institutions they are affiliated with
- Distribution of articles by type,
- Distribution of articles by publication language,
- Distribution of the journals according to the number of articles per publication year.

3.3.1. Distribution By Subject Area: The distribution according to the subject areas as a result of the examination made in the field of Social Sciences in the TR index search is given in Figure 1.1.

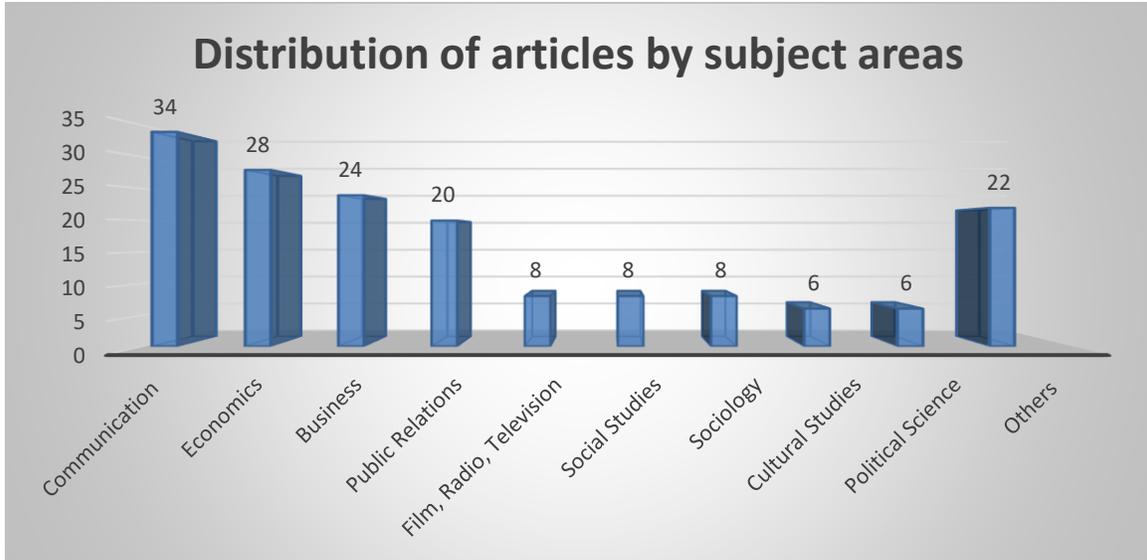


Figure 1: *Distribution of Articles by Subject Areas*

(Source: Self)

When Figure 1.1 is evaluated cumulatively, it is seen that the studies in the field of communication mostly contribute to the digital marketing literature. While contributing 34 articles in the field of communication, 28 studies are made in the field of economics, 24 in the field of business, 20 in the field of public relations, 8 in the field of film, radio, and television, 8 in the field of social studies, 8 in the field of sociology, 6 in the field of political sciences and 22 in the field of other fields.

3.3.2. Distribution By Journals: In the study, when the distribution of the articles contributing to the digital marketing literature according to the journals in which they were published was examined, it was found that there were 164 articles published in 75 different journals. These findings are included in Figure 1.2.

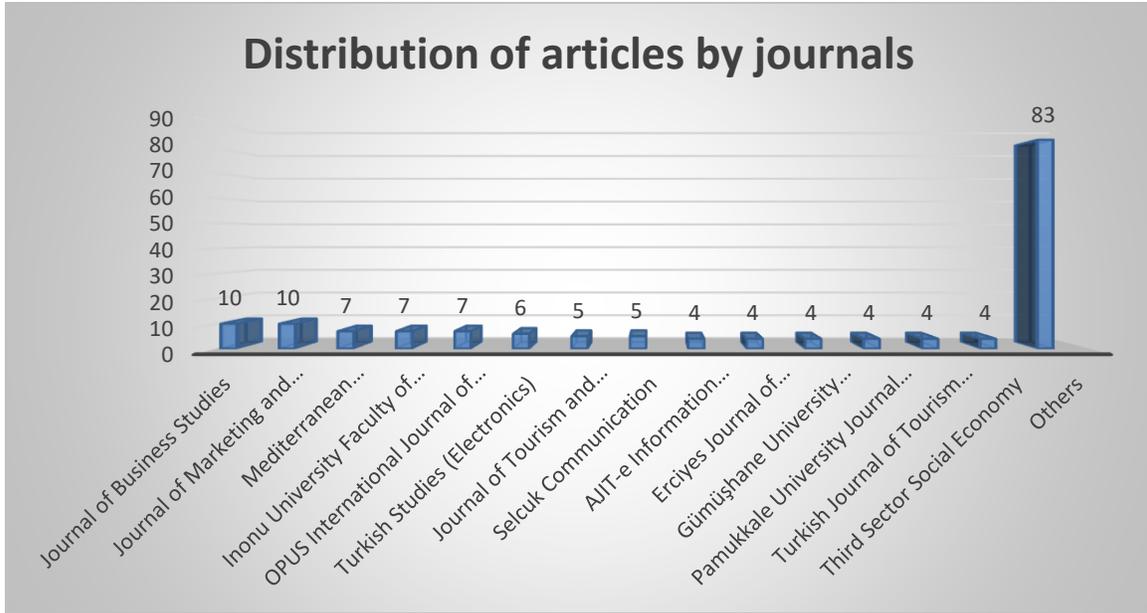


Figure 2: Distribution of Articles by Journals
(Source: Self)

When Figure 1.2 is examined, in the distribution of the articles according to the journals; the Journal of Business Studies and Journal of Marketing and Marketing Research contribute 10 articles each, Mediterranean Communication Journal, İnönü University Faculty of Communication Electronic Journal, and OPUS International Society Research Journal with 7 articles each and Turkish Studies (Electronics) Journal with 6 articles. Gastronomy Studies and Selçuk Communication Journal with 5 articles each, AJIT-e Information Technologies Online Journal, Erciyes Communication Journal, Gümüşhane University Communication Faculty Electronic Journal, Pamukkale University Social Sciences Institute Journal, Turkish Tourism Research Journal and Third Sector Social Economy Journal 4' They contributed with each article. Journals that contribute with three or fewer articles are included as others.

3.3.3. Distribution By Authorship Status: When TR index articles are evaluated in terms of single authorship or multiple authorship; It was found that 68 articles had one author, 75 articles had two authors, 18 articles had three authors, 2 articles had four authors, and one article had five authors. Figure 1.3 shows the distribution percentages according to the authorship status of the articles.

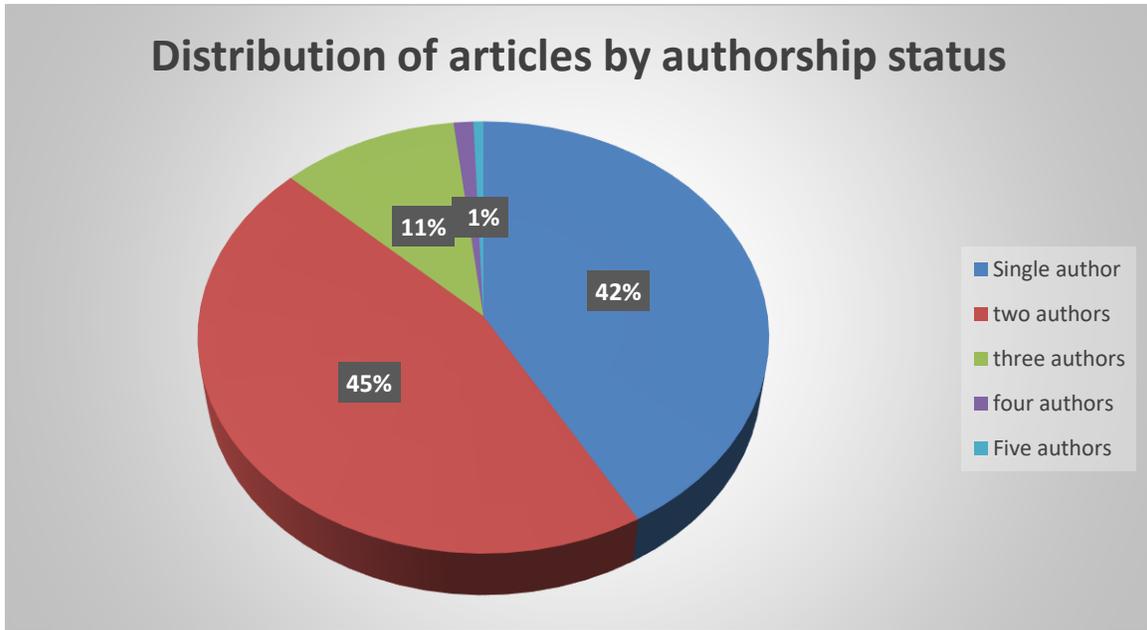


Figure 3: *Distribution of Articles by Authorship Status*
(Source: Self)

3.3.4. Distribution of The Authors According to The Institutions They Are Affiliated With:

When the institutions of the authors of 164 articles were examined, it was found that authors with different titles from 92 different institutions contributed to the literature.

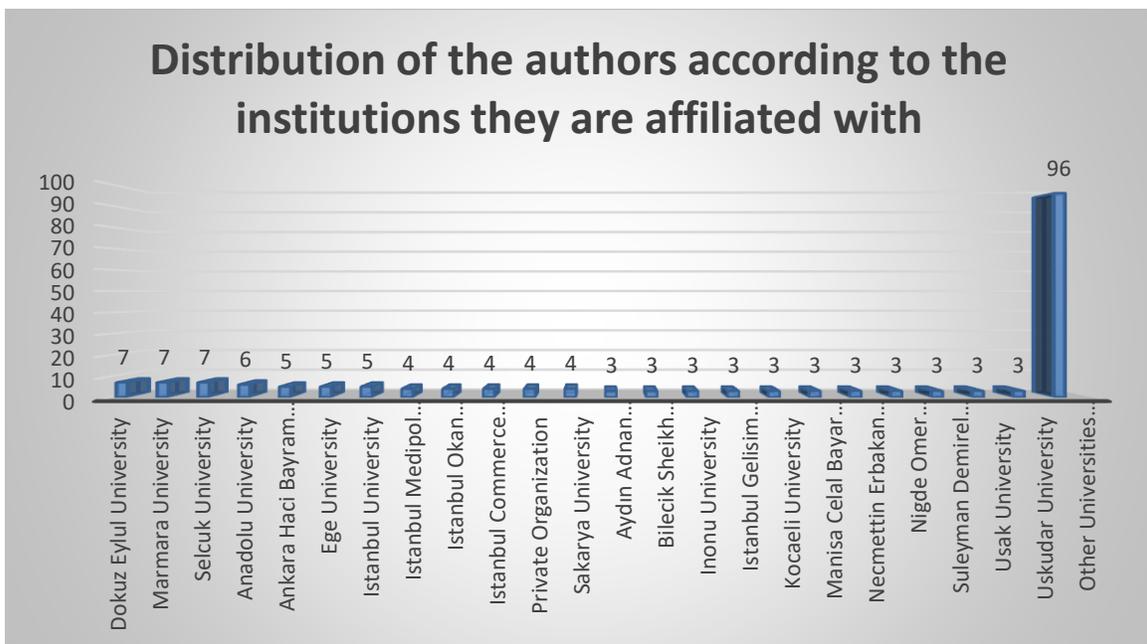


Figure 4: *Distribution of The Authors According to The Institutions They Are Affiliated With*
(Source: Self)

When Figure 1.4 is examined, the distribution of 92 different institutions is as follows;

Seven authors each from Dokuz Eylül University, Marmara University, and Selçuk University, 6 authors from Anadolu University, five authors each from Ankara Hacı Bayram Veli University, Ege University, and Istanbul University, four authors from Istanbul Medipol University, Istanbul Okan University, Istanbul Commerce University, Sakarya University, and Private Institutions, three authors each from Aydın Adnan Menderes University, Bilecik Şeyh Edebali University, İnönü University, Istanbul Gelişim University, Kocaeli University, Manisa Celal Bayar University, Necmettin Erbakan University, Niğde Ömer Halisdemir University, Süleyman Demirel University, Uşak University and Üsküdar University, 96 different authors contributed from other universities and institutions.

3.3.5. Distribution by Article Type: In the analysis made according to the type of articles published in the journals, it was found that 149 articles were research articles, 10 articles were compilations, 3 articles were other articles, and one article was a presentation and translation article.

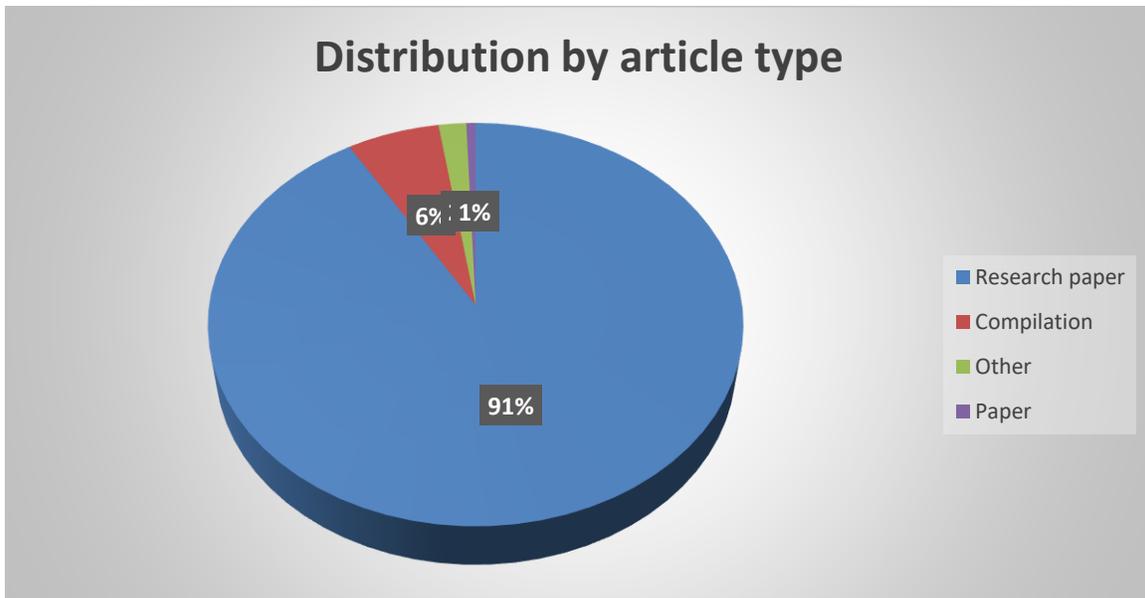


Figure 5: *Distribution by Article Type*
(Source: Self)

3.3.6. Distribution by Article Language: Considering the distribution of the articles published in the journals according to the language of writing; While the number of articles published in Turkish is 147, the number of articles published in English is 17.

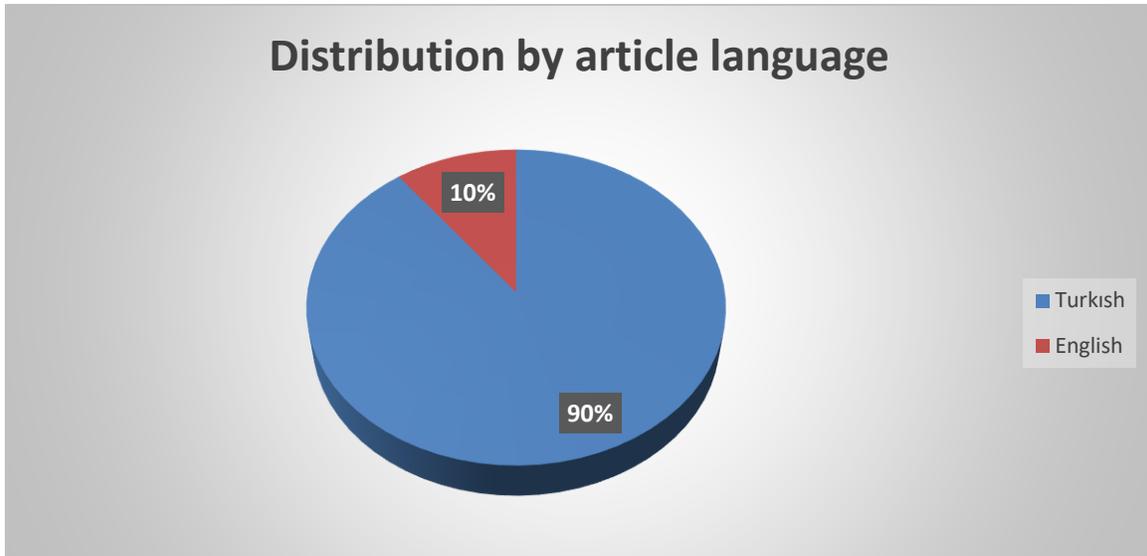


Figure 6: *Distribution by Article Language*
(Source: Self)

Figure 1.6 shows the distribution of the articles according to the written language as percentiles.

3.3.7. Distribution by Number of Articles Per Publication Year: When the number of articles per publication year is examined, it has been found that the most publications were made in 2021. The study was based on articles published between 2000 and 2022. The number of articles published by year is shown in Figure 1.7.

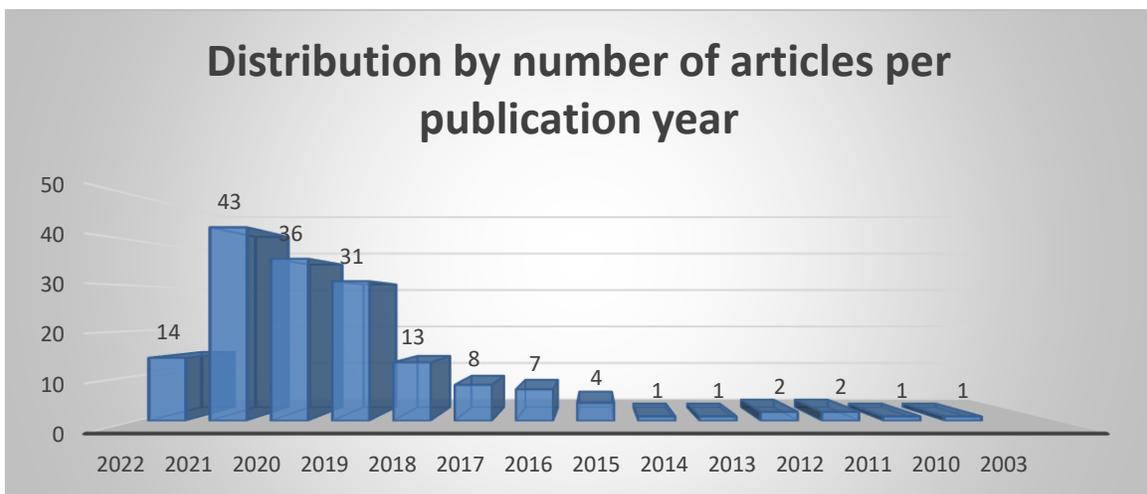


Figure 7: *Distribution by number of articles per publication year*
(Source: Self)

When Figure 1.7 is examined, 14 articles in 2022, 43 articles in 2021, 36 articles in 2020, 31 articles in 2019, 13 articles in 2018, 8 articles in 2017, 7 articles in 2016, 4 articles in 2015, 1

article in 2014, and 2013 It is seen that 1 article, 2 articles in 2012, 2 articles in 2011, 1 article in 2010 and 1 article in 2003 were published. Accordingly, it was concluded that there were no articles on digital marketing published in the journals scanned in the TR index in 2000, 2001, and 2002.

4. Conclusion

In this study, which investigates the changes in the digital marketing literature in the last twenty-two years with the bibliometric analysis method, 164 articles scanned in the TR Index are discussed. In this context, it has been concluded that there has been a significant increase in digital marketing literature since 2014. The increase in studies in this field, especially during the pandemic period, shows that academics are trying to support experts with their contributions and efforts to digital marketing. 91% of articles published in journals are research articles. Research articles develop studies in that field with different methods used. 164 articles were written by authors working in 92 different institutions and organizations. The universities that contribute the most to science in this field are Dokuz Eylül University, Marmara University, and Selçuk University. 42% of the articles are single-authored and the rest are multi-authored. The most productive journals on digital marketing are the Journal of Business Studies and the Journal of Marketing and Marketing Research. These journals have published 10 articles each. Considering the subject areas of the articles, it was concluded that there are more studies in four different subject areas. These areas are; communication, economics, business, and public relations. After all, marketing is a discipline integrated with all social sciences. This study is a preliminary study for future studies. In future studies, publications on digital marketing scanned in different databases and efficient journals and institutions will be tried to be determined. The digital marketing field will constantly evolve. While this will provide an enjoyable field for researchers, it will help experts gain the ability to compete with new strategies. The limitation of this study is that the data collection process is limited to the journals scanned in the TR index. It is a starting point for studies to be carried out on a more comprehensive database.

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