

A Bibliometric Analysis of Social Media in Marketing: Mapping Research Trends, Topics, and Keywords from 2019-2024

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Abstract

The study investigates scholarly publications to identify dominant themes, keyword occurrences, and citation networks related to social media marketing. This study used VOS Viewer and R Studio. The findings indicate that "social media" is a key focus in academic discourse, emphasizing its importance in audience engagement and business conversion. The study adds theoretical value by mapping current trends and providing insights for future research. Practically, it encourages businesses to adapt to changing social media trends in order to improve their marketing effectiveness. However, because the analysis is limited to bibliometric data, future research should employ case-based or experimental approaches.

Keywords: *Social Media, Marketing, and Bibliometric*

1. Introduction

The internet community has changed dramatically in recent years. Connection speeds have become faster. Accessing and staying connected has never been easier (Riley, 2010). The discipline of digital marketing is seeing tremendous evolution with the continuous development of the digital environment (Pahari et al., 2024). Social media platforms have emerged as powerful communication tools for marketing, promotion, and

customer service, prompting a fundamental shift in marketing (Macías Urrego et al., 2024). Along with the development of social media, new web technology has made it easier for anyone to create and, more importantly, distribute their own content. Using social media is almost cost-free, easy to start, and can have a significant financial impact on your business (Zarrella, 2010). The topics of “social media” revolve around the principles of determination and maintenance (Abbas et al., 2022). The future of social media in marketing is exciting, but also uncertain (Appel et al., 2020).

Social media has become an influential platform for interacting with customers, building brands, and influencing purchasing decisions. Researchers emphasize the importance for companies to adapt to the changing behavior of increasingly digitally connected consumers and provide strategic insights into marketing in the digital era (Kotler et al., 2016). The role of social media can also strengthen brands, increase visibility, and support overall marketing efforts. Social media is not just a promotional tool but also a platform for building communities and better understanding audiences (Evans & Bratton, 2008). Social media has changed brand-consumer interactions by enabling direct participation and information from online conversations and behavior. (Sang, 2024). Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers (Appel et al., 2020). Social media has become an important communication tool to examine emerging trends in scientific research, which will be valuable for future studies.

Due to the increasing prominence of social media as a frequent subject of research, the author conducted a bibliometric analysis. The development of bibliometric analysis on the topic of social media states that the use of the Internet as a communication environment and tool has led to better connectivity, reducing the distance between consumers and companies, and making interactions (between companies and individuals) more intense (Fuciu, 2023). The bibliometric analysis offers a timely snapshot of the field, highlighting cutting-edge research areas and identifying knowledge gaps that need further exploration (Pahari et al., 2024).

In recent studies conducted by Abbas et al. (2022), Appel et al. (2020), Dafitri et al. (2023), Khraiwish & Alsharif (2024), Pang et al. (2020), and Zaki et al. (2023) have investigated social media through bibliometric analysis. However, this study seeks to address specific gaps that have not been sufficiently covered in the existing literature, namely by presenting a comprehensive overview of scholarly articles related to social media in marketing. From Abbas's research (2022), it is concluded that the themes of information management phenomena, consumer decision making,

marketing, organizational challenges, and accounting need to be developed. Therefore, the objectives of this article are: (1) Descriptive analysis of existing articles on Scopus, (2) Analysis of keyword count, annual growth, and relationship strength.

2. Method

The methodology used in this study was guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. The VOS viewer and R Studio are used to conduct bibliometric analysis of Scopus portal articles. According to previous research (Zaki et al., 2023) Bibliometric data collection includes (1) identification, (2) screening, and (3) final acceptance. The author identified the keyword *social media* and then conducted a screening limited to publication year, type of publication, language, and scope of area. The author exported the screened data from Scopus in RIS format for use in VOSviewer and in BIB format for analysis in R Studio. Thus, the author adapted the research design in the previous article by (Laila et al., 2024).

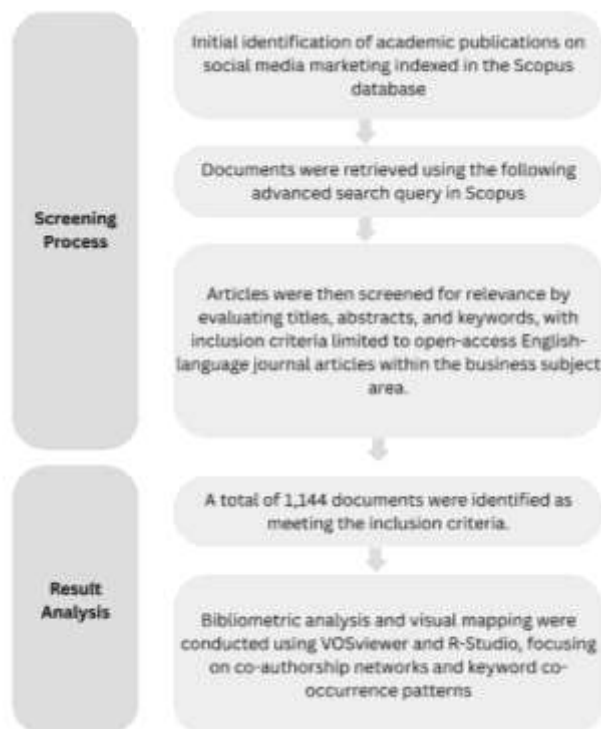


Figure 1. Research Design

This study focuses on scholarly articles that have been indexed on the Scopus platform and were published between 2019 and 2024. The five-year range was selected to ensure the relevance and timeliness of the topic under investigation. Furthermore, the selection process was refined by including only articles written in English, as it serves as the universal language of scientific communication and the primary reference for future research. The analysis also focused solely on open-access articles, as these publications offer greater accessibility and potential as citation sources. The following section presents an overview of the selection process employed in this study. The search query was implemented targeting the title, abstract, and keyword TITLE-ABS-KEY (social AND media AND marketing) AND PUBYEAR > 2018 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA , "BUSI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (OA , "all")) .

This article will utilize VOS viewer and the “Biblioshiny” tool within R Studio, a program that is capable of mapping information related to keywords, co-authorship, co-occurrence of keywords, and the frequency of keyword usage in scientific works. VOS viewer and R Studio can generate two-dimensional maps that reflect the similarity between items, with similar items placed close together and different items placed farther apart. These maps can be valuable tools for visualizing and exploring the structure of a set of items, such as research articles or keywords in a research field (Laila et al., 2024). VOS viewer was used to conduct co-authorship and co-citation analysis, as well as term mapping to capture the possible connections among articles (Pang et al., 2020). Then R Studio capabilities enable the identification of subtle and intricate patterns and relationships that may remain concealed when solely relying on network analysis (Laila et al., 2024).

The author utilized “Biblioshiny” as a bibliometric tool within the R Studio environment. Unlike VOS viewer, which operates as a standalone application after installation, “Biblioshiny” within R Studio must be installed and run within the system library of R Studio. However, the bibliometric analysis process involved in this research was as follows: (1) Research Design, (2) Data Collection, (3) Data Analysis, (4) Data Visualization, and (5) Data Interpretation (Abbas et al., 2022).

3. Results and Discussion

An analysis of the year-on-year trend by the “Biblioshiny” tool within R Studio, as shown in Figure X, reveals a steady increase in the number of publications related to social media in marketing between 2019 and 2024.

The number of documents rose from approximately 127 in 2019 to over 260 in 2024, demonstrating a strong upward trajectory. This growth indicates that the topic remains highly relevant and continues to attract scholarly attention. The increasing interest is due to the rapid advancement of digital technology and the evolving role of social media as a dominant communication and marketing tool. These findings suggest that social media in marketing will likely remain a prominent area of research in the near future.

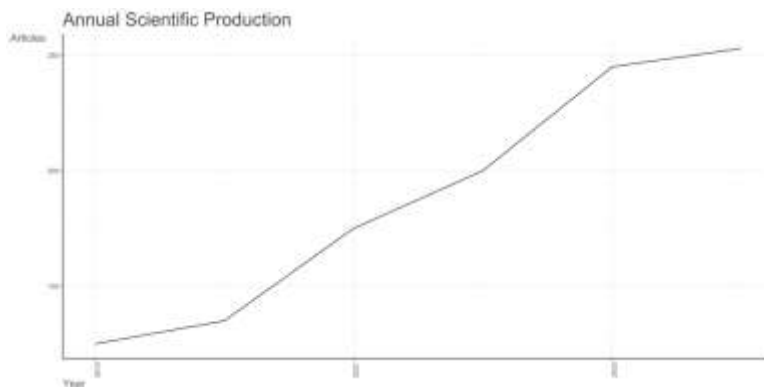


Figure 1. Annual Scientific Production (Biblioshiny)

Figure X illustrates the annual publication patterns from 2019 to 2024 for five journals selected for their relevance to marketing and consumer behavior research: *Innovative Marketing*, *Cogent Business and Management*, *Journal of Theoretical and Applied Electronic Commerce Research*, *Journal of Retailing and Consumer Services*, and *Journal of Business Research*. There is an increase in publication volume over the five-year period, with *Cogent Business and Management* showing a sharp rise in 2024, reaching over 35 publications with the highest among all sources. *Innovative Marketing* also shows a consistent upward trend, especially after 2021. Conversely, the *Journal of Business Research* experienced a decline in 2024 after maintaining relative stability in prior years. Meanwhile, the *Journal of Theoretical and Applied Electronic Commerce Research* and the *Journal of Retailing and Consumer Services* exhibit moderate and steady growth. These findings indicate a dynamic shift in research dissemination across journals, reflecting evolving scholarly interest in the field of marketing and social media.

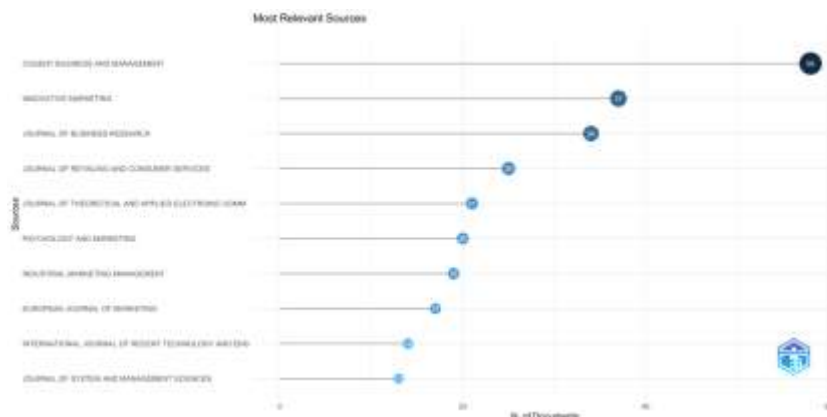


Figure 2. Most Relevant Source (Biblioshiny)

To identify the key publication sources in the field of marketing and consumer behavior related to social media, a bibliometric analysis was conducted using data indexed in Scopus from 2019 to 2024. The analysis reveals that Cogent Business and Management stands out as the most prolific journal, contributing 58 documents to the topic. This is followed by Innovative Marketing with 37 documents, and the Journal of Business Research with 34. Other notable sources include the Journal of Retailing and Consumer Services, with 25 documents, and the Journal of Theoretical and Applied Electronic Commerce Research, with 21 documents. The distribution highlights the dominant role of open-access and marketing-focused journals in shaping the current discourse on social media's impact within the business and consumer landscape.

Next, the author conducted an analysis based on country contributions to scientific articles on the topic of social media marketing by using Scopus-indexed data that was visualized through a map chart. The United Kingdom emerged as the most productive country in publishing research related to social media marketing, with more than 200 documents indexed in Scopus. This is followed by the United States, which produced slightly above 150 publications. Indonesia ranks third, contributing nearly 100 documents, reflecting significant academic interest in this topic within the region. India, Spain, and Australia follow closely behind, each contributing between 70 and 80 documents. Other countries such as Malaysia, China, Portugal, and Italy contributed between 40 and 60 documents. This distribution indicates that scholarly interest in social media marketing is not limited to Western countries but is also growing in Southeast Asia and other regions. The presence of high-output countries is likely associated with the availability of reputable journals and strong

academic ecosystems, which can further support the growth of research on this topic in the future.



Figure 3. Country Relevance (mapchart.net)

To further explore the dissemination of research on social media marketing, the analysis also examined the most relevant publication sources based on the number of documents indexed in Scopus. As illustrated in the chart, Cogent Business and Management appears as the most prominent journal, publishing 58 documents related to the topic. Innovative Marketing follows with 37 publications, while the Journal of Business Research ranks third with 34 documents. Other journals making substantial contributions include the Journal of Retailing and Consumer Services (25), the Journal of Theoretical and Applied Electronic Commerce Research (21), and Psychology and Marketing (20). These results indicate that both general business and specialized marketing journals play a significant role in shaping scholarly discourse on social media marketing.

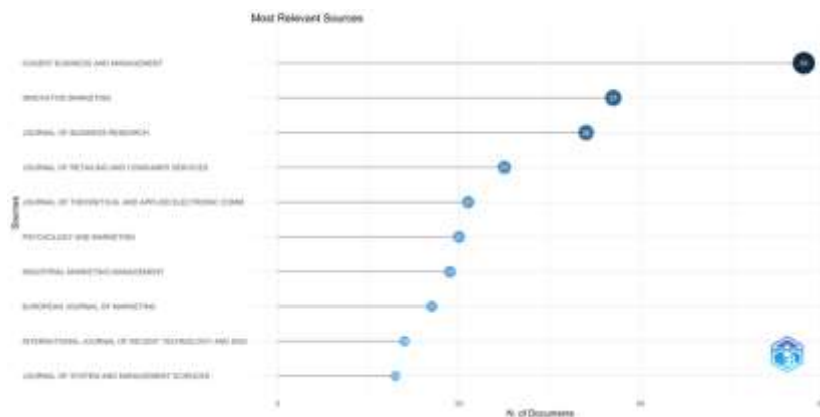


Figure 4. Most Relevant Source (Biblioshiny)

To better understand the key contributors in the field of social media marketing, the analysis also examined the most relevant authors based on the number of documents indexed in Scopus. As shown in the chart, Dwivedi YK, Filieri R, Jacobson J, and Liu Y each contributed six publications, making them the most prolific authors in this research domain. They are followed by Amoah J, who authored five documents, and a group of scholars, including Cartwright S, Jibril AB, Karjaluoto H, Lim WM, and Moro S, each with four publications. These findings highlight a small group of influential researchers who have consistently contributed to the academic discourse surrounding social media marketing.

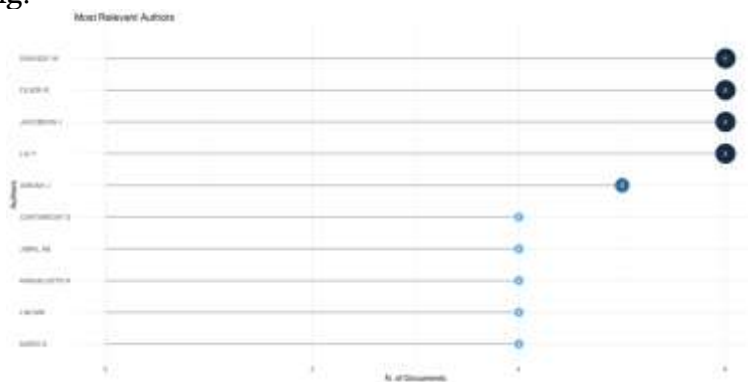


Figure 5. Most Relevant Author (Biblioshiny)

Based on the bibliometric results, the highest number of publications on social media marketing originated from the University of Johannesburg and Cardiff University, each contributing 12 documents. Other notable affiliations include the University of Manchester, Coventry University, and

Iscte – Instituto Universitário de Lisboa, each with 11 publications. Several institutions from Asia, including Bina Nusantara University and The Hong Kong Polytechnic University, also appeared among the top contributors, indicating global academic interest in the topic.

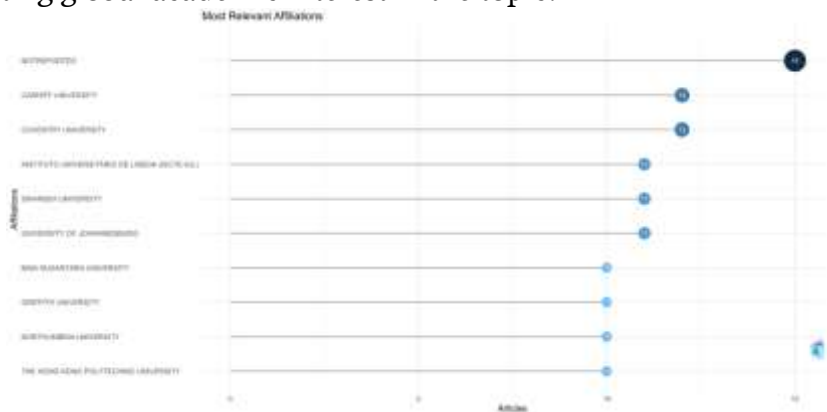


Figure 6. Most Relevant Affiliation

Moreover, the citation overview presented in the figure highlights the impact and visibility of 726 documents related to **social media marketing** indexed in Scopus from 2019 to 2024. The analysis reveals a **total of 24,352 citations**, demonstrating strong academic interest and engagement with this research area. The **h-index of 73** indicates that 73 documents have been cited at least 73 times, reflecting both productivity and citation quality. Additionally, while the number of documents published per year remains consistent from 2020 to 2023, the exponential growth in citations implies that existing works are being frequently referenced, emphasizing their contribution to the field. The table below presents the top 10 most cited articles on the topic of social media during the 2019–2024 period, based on English-language open-access publications indexed in Scopus.

Table 1. Citation Overview (Scopus)

No	Documents	2019	2020	2021	2022	2023	2024
1	Setting the future of digital and social media marketing research: Perspectives and research propositions	0	9	110	205	266	421

No	Documents	2019	2020	2021	2022	2023	2024
2	The future of social media in marketing	0	37	105	180	244	319
3	Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit	2	30	111	173	201	275
4	COVID-19: potential effects on Chinese citizens' lifestyle and travel	0	13	132	186	133	104
5	'You really are a great big sister'– parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing	0	5	26	46	92	95
6	'Instagram made me buy it': Generation Z impulse purchases in the fashion industry	0	0	17	47	81	103
7	Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co.	0	0	10	46	92	104

No	Documents	2019	2020	2021	2022	2023	2024
8	Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations	0	0	0	21	73	111
9	Metaverse – the new marketing universe	0	0	0	31	75	113
10	Digital technologies: tensions in privacy and data	0	0	0	4	49	141

The author also analyzed clusters using the VOS viewer application to explore thematic patterns within the research data. Clusters in the VOS viewer served as a visual representation of how certain research elements, such as keywords or documents, tend to form thematic groupings based on their frequency of co-occurrence. Each cluster, distinguished by a unique color and numerical label, reflects a pattern of intellectual proximity, indicating that the items within it are often discussed together or share conceptual relevance.

Table 2. Group Item by Cluster (VOS Viewer)

No.	Cluster	Items
1	Cluster 1	attitude, attitudes, celebrity endorsement, congruence, consumer attitudes, credibility, expertise, fashion, gender, Generation Y, influencer marketing, influencers, Instagram, opinion leadership, purchase intention, social influence, social media influencer, social media influencers, source credibility, sponsorship disclosure, trustworthiness, YouTube
2	Cluster 2	augmented reality, business management, consumer behavior, consumer behavior, covid-

No.	Cluster	Items
3	Cluster 3	19, digital marketing, e-commerce, electronic word of mouth, higher education, internet / digital marketing/e-marketing, internet marketing, internet/digital marketing/e-marketing, marketing communication, marketing management, marketing mix, marketing research, marketing strategy, online shopping, social commerce, social media platforms, technology, technology acceptance brand attitude, brand awareness, brand community, brand equity, brand experience, brand image, brand love, brand loyalty, customer satisfaction, Indonesia, millennials, online shopping, perceived value, service quality, social media marketing, social media marketing activities, social media strategy, Tiktok, word of mouth
4	Cluster 4	artificial intelligence, bibliometric analysis, China, consumption behavior, electronic commerce, Generation Z, hospitality, information and commerce, marketing, media role, metaverse, tourism development, tourism management, tourism market, tourism marketing, tourist behavior, tourism destination, user engagement, virtual influencer. Word of mouth
5	Cluster 5	business performance, competitive advantage, crm, customer engagement, economic and social effects, entrepreneurship. Firm performance, Ghana. Innovation, literature review, marketing performance, performance, qualitative research, SMEs, social capital, social media engagement, structural equation model, systematic review, value co-creation
6	Cluster 6	advertizing. Big data. Commerce. Data analytics, data mining, decision making, deep learning, influence marketing, machine learning, marketing analytics, natural language processing, sales, sentiment analysis, social media analytics. Social media marketing,

No.	Cluster	Items
7	Cluster 7	social networking (online), text mining, Twitter, user-generated content advertising. Authenticity, brands. Business, communication, consumer, content analysis, corporate social response, green marketing, internet, media, promotion, social media marketing, social networks, stakeholder engagement, sustainability development, systematic literature review
8	Cluster 8	branding, business to business, corporate communication, culture, engagement, Facebook, football, LinkedIn, marketing communication, netnography, political marketing, public relations, relationship marketing, social media, social network, social networking sites, sports marketing
9	Cluster 9	b2b, brand, brand engagement, content marketing, e-wom, influencer, interactivity, loyalty, mobile marketing, online advertising, online marketing, purchase decision, satisfaction, trust
10	Cluster 10	competitiveness, destination branding, destination image, destination marketing, digital technology, digital transformation, eWOM, pandemic, retailing, social networking analysis, sustainable tourism, technology adoption

These clusters help uncover the underlying structure of a research domain, making it easier to identify dominant themes, emerging topics, and the interrelationships that shape the scholarly discourse. Attached below are the analyzed clusters related to the use of social media in marketing research, based on Scopus-indexed publications from the period 2019 to 2024.

In this study, keyword co-occurrence mapping was carried out using VOS viewer to visualize the thematic structure of research on social media marketing. The visualization, as illustrated in Figure X, highlights “social media” as the central keyword with the largest node size, indicating its dominant role in the literature. The map reveals 10 thematic clusters, each distinguished by color and composed of keywords that tend to co-appear

across multiple publications. These clusters represent key research directions such as “**social media influencers**”, “**brand equity**”, “**machine learning applications**”, “**SMEs**”, and “**tourism marketing**”, among others.

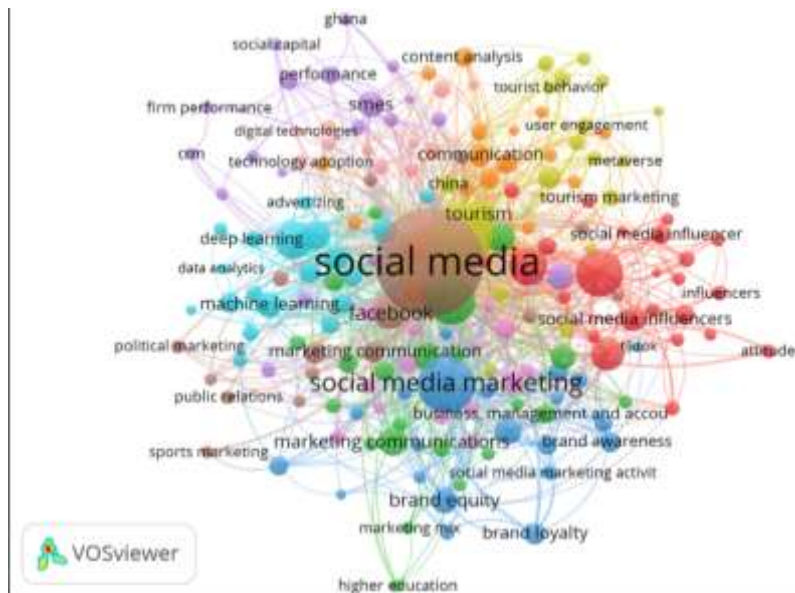


Figure 7. Network Visual (VOS viewer)

Figure X presents an overlay visualization of keyword co-occurrence in the field of social media marketing, generated using VOS viewer. As indicated, core terms such as **“social media”** and **“social media marketing”** have maintained consistent prominence throughout the analyzed period. However, the presence of yellow-tinted nodes such as **“tiktok,” “social media influencers,” “metaverse,”** and **“user engagement”** suggests emerging and increasingly relevant research themes in recent years. In contrast, earlier studies more frequently explored foundational topics like **“Facebook,” “machine learning,”** and **“marketing communication.”**

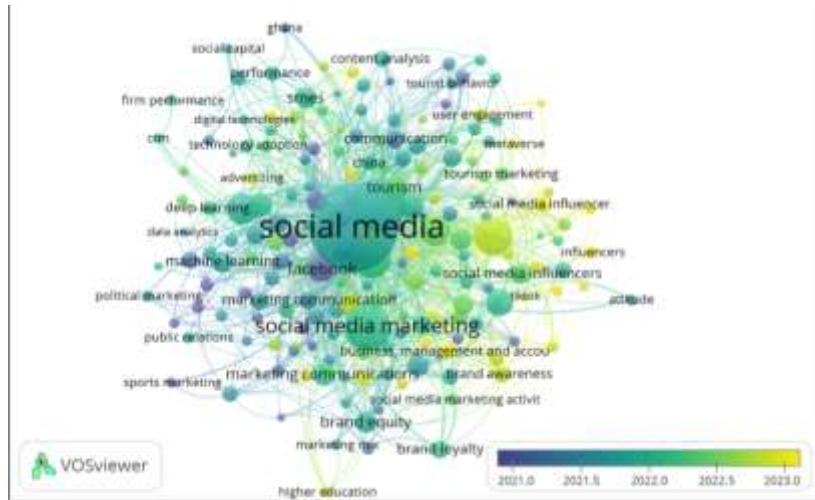


Figure 8. Overlay Visual (VOS Viewer)

Next, through analysis using the “Biblioshiny” tool, the word cloud illustrates the most frequently occurring keywords in studies related to social media and marketing. Terms such as “social media,” “marketing,” and “digital marketing” dominate, while “influencer marketing,” “Instagram,” and “consumer behavior” indicate emerging research trends focused on platform-based strategies and user engagement.



Figure 9. Wordcount (Biblioshiny)

Following the word cloud, a tree map visualization was generated using Biblioshiny to display the relative frequency of keyword occurrences. “Social media” (23%) and “marketing” (8%) are the most dominant terms, followed by “social media marketing,” “influencer marketing,” and “digital marketing.” The distribution reveals clusters of research interest such as platform-specific topics (e.g., Instagram, Facebook, Twitter), strategic marketing concepts (e.g., brand equity, purchase intention, consumer behavior), and contextual factors like “Covid-19” and

“tourism.” This visual provides a clearer representation of the thematic density and diversity within the literature.



Figure 10. Treemap (Biblioshiny)

Moreover, the trend topic visualization generated by Biblioshiny highlights several emerging and recurring keywords over time. Terms such as “social media,” “marketing,” and “social media marketing” remain consistently prominent, while newer topics like “artificial intelligence,” “influencer marketing,” and “management and accounting” appear more recently, indicating evolving research interests. This trend map offers valuable insights for identifying future research directions in the field. By examining how keywords appear together over time, researchers can identify emerging themes and track shifts in research focus (Pahari et al., 2024).

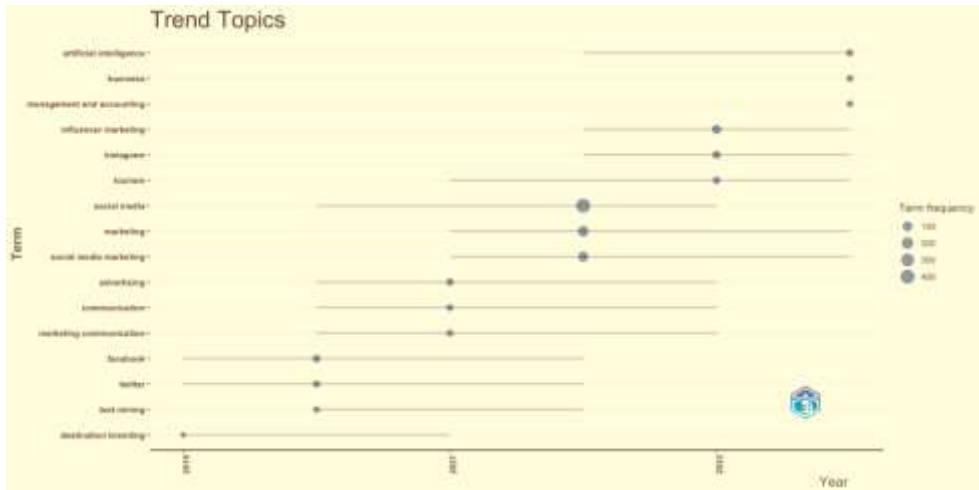


Figure 11. Trend Topic (Biblioshiny)

Finally, the thematic map shows that topics like “social media,” “marketing,” and “social media marketing” are basic and widely discussed. Themes such as “consumer behaviour” and “marketing communications” are well-developed and central, indicating strong influence in the field. On the other hand, topics like “SMEs” and “innovation” appear as emerging or possibly declining, suggesting areas for future exploration.

The findings indicate that the topic of social media is closely interconnected with broader marketing-related issues. As highlighted in the study by (Appel et al., 2020) The analysis goes beyond the technological aspects of social media to explore consumer behavior, emphasizing the importance of examining its implications within cross-cultural and policy contexts. This approach reflects the dynamic and evolving nature of social media, which continues to grow in significance across social, economic, and political domains. Similar to findings from previous studies (Abbas et al., 2022) The present analysis found that research on information sharing in social media is growing, especially around themes like health, sentiment, and organizational use.

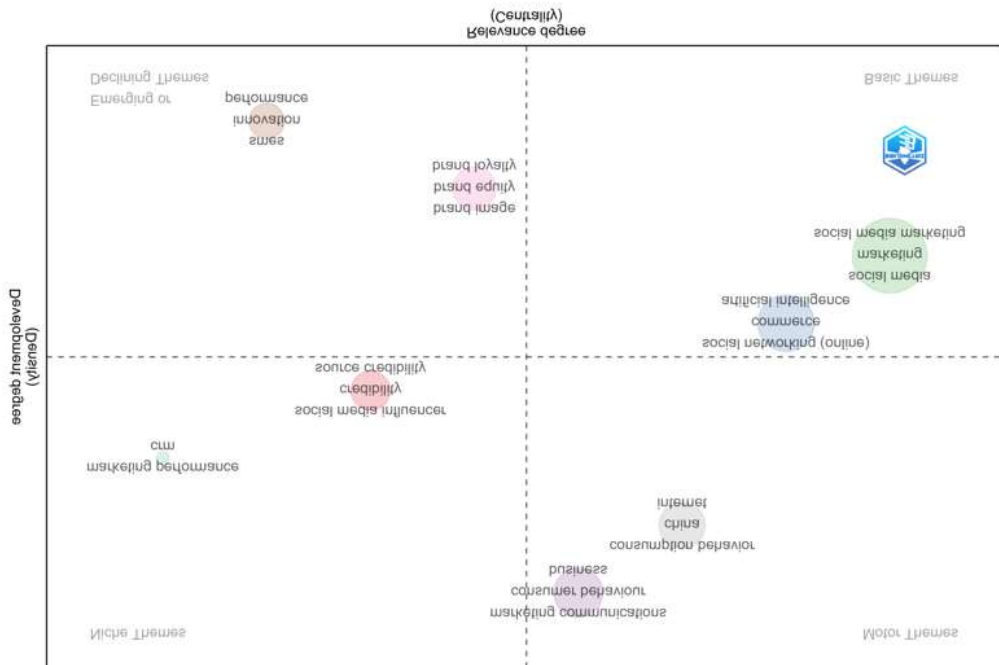


Figure 12. Thematic Map (Biblioshiny)

Consistent with prior studies, this research underscores the growing complexity and strategic significance of social media marketing driven by data, technology, and influencer engagement while aiming to uncover global academic trends and consumer behavior patterns (Khraiwish & Alsharif, 2024). The other study shows that social media marketing remains concentrated in business research, with notable gaps in technological, retail, and cross-cultural perspectives (Pang et al., 2020). The study highlights personalization, AI, and social commerce as key themes in social media advertising (Pahari et al., 2024).

4. Conclusion

This bibliometric analysis reveals that social media marketing remains a dynamic and growing area of academic interest, with a steady increase in publication volume from 2019 to 2024. Core themes such as "social media," "marketing," and "digital marketing" continue to dominate, while emerging topics like "influencer marketing," "artificial intelligence," and "management and accounting" reflect the evolving landscape. The findings also highlight the key journals, authors, institutions, and countries driving research in this field. Overall, the study provides a comprehensive

overview of current trends and offers direction for future investigations in social media marketing.

This study is limited by its exclusive reliance on Scopus-indexed publications and English-language documents, which may exclude relevant research from other databases or regions. Additionally, the use of bibliometric tools like Biblioshiny and VOSviewer focuses on quantitative patterns and may not fully capture the qualitative depth or theoretical contributions of individual studies.

In line with previous research, this study highlights that social media marketing remains largely explored within business and marketing domains, while suggesting future research should expand into computer science, retailers' perspectives, and cross-cultural contexts, especially in underrepresented developing countries.

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