

A Bibliometric Analysis of Social Media Marketing and Consumer Engagement: Trends and Influences

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Abstract

The internet has fundamentally transformed the manner in which businesses generate value-added experiences for customers and improve service efficiency on a global scale. Businesses may enhance consumer engagement, enhance customer experiences, and drive corporate expansion through the collection of data at both individual and group levels. Social media, a consequential outcome of the internet, has experienced considerable expansion, with platforms such as Facebook, Instagram, and Twitter becoming essential for consumer interaction. This study examines the influence of social media marketing (SMM) on consumer engagement (CE), emphasizing the different strategies organizations employ to utilize these platforms for interactive promotion and market intelligence. The study utilizes bibliometric analysis to investigate the research landscape of SMM-CE from 2013 to 2024. It aims to identify the main contributors, influential publications, and developing trends in this field. The results underscore the significance of creativity, the pertinence of content, and the utilization of data-driven methods in social media marketing. The study aims to fill gaps in knowledge on the factors that influence customer involvement and the resulting outcomes. It proposes a thorough theoretical framework that can guide future research in this area and provides practical implications for managers.

Keywords

Social Media Marketing (SMM), Consumer Engagement (CE), Internet Marketing, Customer Experience, Market Intelligence.

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Introduction

The internet helps businesses improve customer service and offer value. Across the world. Internet data, both individual and group, improves consumer involvement and customer experiences, which supports corporate expansion and new service innovation. Today, people can use the internet to explore digital maps (like “Google Maps”), request transportation services (like Uber), exchange personal narratives on social platforms (like Snap Map), get community news through online groups (like “Facebook social groups”), and watch live concerts.

Social media and the internet have grown significantly in the past decade. Statista estimated that 2.46 billion people used social media in 2017, and three billion by 2021. Facebook dominates social media with 2.07 billion monthly users. It is followed by Instagram (800 million), LinkedIn (500 million), Twitter (330 million), Pinterest (200 million), and Snapchat (178 million). Statistics from Statista, published in 2018.

Social media is a collection of Web 2.0-based apps. The apps let users produce and share their own content. 2010 (Kaplan & Hoenlein). Social media includes diverse formats such blogs, social networking sites, and content communities. Facebook is an SNS, Twitter is a microblogging platform, and YouTube is a multimedia community. Social networking sites (SNSs) let users create profiles and invite friends, family, acquaintances, and coworkers to join their networks. Users can share information, thoughts, photographs, and videos via instant chats and emails (Kaplan & Hoenlein, 2010). Microblogging gives real-time information and limits post length, speeding conversation. Microblogging provides quick, easy communication via instant messaging, email, mobile phones, and the internet, making it a major Web 2.0 technology. The website updates periodically and presents data in reverse chronological manner (Walker, 2005). Updates, suggestions, and brief notices are its main uses (McFedries, 2007). Information sharing, information seeking, and friendship-based microblogging exist. Friendship-based interactions involve following and being followed by the same people, whereas information sharing and searching involve following many people. Content communities allow users to post videos and photos online.

Social media platforms let firms gain market intelligence, meet customer needs, and promote interactively. Due to the growth of social media, many firms are using it to communicate with customers. Statista (2018) estimates that social media advertising will cost \$48 billion by 2021, up from \$32 billion in 2017. Social media platforms allow businesses to reach and engage their target clients by using

demographics, interests, preferences, and past activities. Social media has become a tool for customer engagement and brand presence. Businesses use them in their promotions. Social media helps customers find and buy products. Recent research found that 76% of American shoppers had bought a product after seeing it on a brand's social media page. 50% of respondents said user-generated content, such as photos and comments, would enhance their likelihood of buying products on a brand's social media platform (Shelly, 2017).

Social media allows consumers to write reviews, express opinions, share experiences, and connect with other customers. Customers can rate service, submit comments, and share others' opinions. They may also passively consume social media content by browsing other customers' reviews, comments, and interactions. Munzel & Kunz (2014), Pagani, Hofacker & Goldsmith (2011), Tsiotsou (2016). Social media have changed customer behaviour in many ways.

Most social media users access apps on cell phones. According to Lella and Lipsman (2017), 78% of social media use is on mobile devices. Since customer service is no longer limited to consumer-agent interactions, it lacks privacy. Sprout Social's 2017 study found that 46% of 1000 customers have complained about a business on social media. Additionally, 55% of these clients phone for a resolution or response. In the same poll, 81% said social media has increased business accountability by revealing unjust treatment (80%), empowering customers (75%), and fostering openness and clarity (70%). Only 8% of customers would not report brand misconduct. Customers could not previously complain about business practices. However, social media has given people a platform to voice their concerns and seek support for resolution or compensation. The ease of use and widespread acceptance of social media platforms have increased customer connection with businesses, resulting in a lot of user-generated content.

The literature understands the importance of customer engagement, but the reasons customers buy online are still unclear. Also essential are the results or effects of their participation. Most consumer participation research is narrow and lacks a strategy.

Research Methodology

This study conducts a thorough bibliometric analysis using publication data from the Elsevier Scopus database to examine the research climate on the effects of social media marketing on consumer engagement (SMM-CE). The Elsevier Scopus database is chosen for its wide coverage of high-quality peer-reviewed literature in various disciplines (Elsevier, 2023). The search string TITLE-ABS-KEY ("social

media marketing*” AND “consumer engagement*”) was used to identify relevant papers on SMM-CE. The search targeted materials that had these key terms in their title, abstract, or keywords. The analysis encompasses the period from 2013 to 2024, allowing for a minimum 10-year duration for a comprehensive longitudinal investigation. The initial Scopus search yielded a diverse range of documents, encompassing articles, conference papers, reviews, and book chapters, published in different languages. The search results also provided information on source titles, document kinds, keywords, affiliations, and funding bodies. The collected data underwent a study of publishing trends in order to identify significant contributors, highly productive writers, influential institutions, leading countries, the number of publications over time, citation patterns, and the distribution of research across various sources. The VOSviewer software was utilised for bibliometric mapping and visualisation. It facilitated co-authorship analysis to uncover collaborative networks among researchers and institutions. Additionally, it enabled keywords co-occurrence analysis to identify main research themes and emerging topics. Furthermore, it allowed citation analysis to determine the most cited documents and foundational works in SMM-CE (Van Eck & Waltman, 2010). This methodological approach offered a thorough analysis of the research landscape, highlighting important stakeholders, influential publications, significant research topics, and emerging trends. As a result, it provided valuable insights into the development and current status of research in the fields of social media marketing and consumer engagement.

Findings And Discussions

Analysis of a Published Document

The Scopus search yielded a substantial number of 104 published documents pertaining to SMM-CE research, as illustrated in Figure 1. This collection includes a range of document types, such as “Articles” (76), “Conference Papers” (12), “Book Chapters” (12), “Reviews” (03), and “Editorials” (01). The investigation specifically identifies the three most popular document types in this field. “Articles” are the most common type of publication, making up a substantial 73.1% of the total. This indicates the extensive range and scope of research in this field. “Conference Papers” and “Book Chapters” each account for 11.5% of the total, highlighting their significance in providing scholarly insights and extensive analyses to the discussion on SMM-CE research.

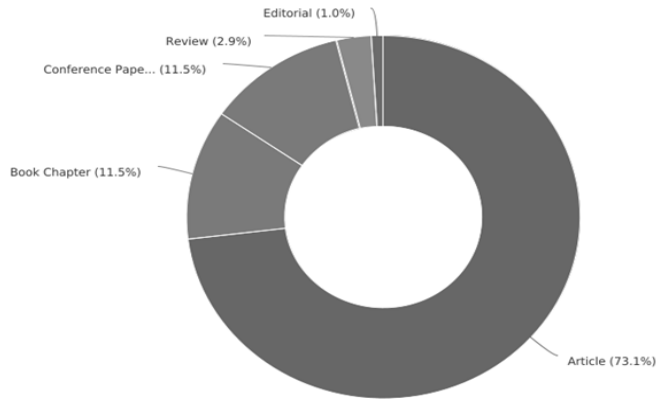


Figure 1: Documents by type
Source: Authors Compilation

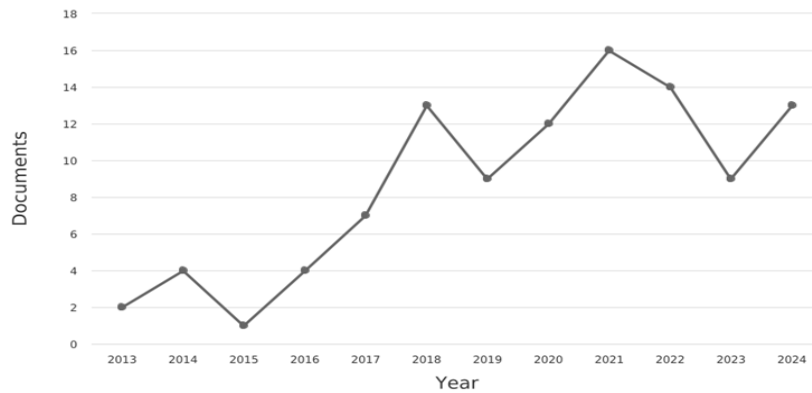


Figure 2: Publication trend profile for SMM-CE Research
Source: Authors Compilation

Figure 2 shows Scopus-based annual document publishing counts from 2013 to 2024. Significant academic publishing tendencies and variances are shown. Documents remained low and constant between 2013 and 2015. Shah (2018) reported 2 publications in 2013, 4 in 2014, and 3 in 2015. This period likely represents early growth. From 2016 to 2018, publications increased from 5 to 10. This signifies more research and manufacturing. With a little dip in 2019, the trend is rising, peaking at 16 documents in 2021. The peak indicates great academic output, maybe due to increased research funding, progress in multiple areas, and more researchers. Between 2022 and 2023, publications dropped to 11 and then rose to 12 in 2024. This variance

may be due to changes in study goals, funding, or external events. In conclusion, research production has grown steadily over the past decade, showing that academic publishing is always changing.

Table 1: Top 20 Mostly cited papers

Title	Year	Cited By	Document Type
“Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement”	2015	801	Article
“Advertising content and consumer engagement on social media: Evidence from Facebook”	2018	539	Article
“Social media and consumer engagement: a review and research agenda”	2016	301	Article
“Consumer engagement in online brand communities: a solicitation of congruity theory”	2018	264	Article
“Consumer – Brand engagement on Facebook: liking and commenting behaviors”	2014	197	Article
“Omni-channel marketing, integrated marketing communications and consumer engagement: A research agenda”	2017	191	Article
“Understanding consumers’ social media engagement behaviour: An examination of the moderation effect of social media context”	2021	144	Article
“A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing”	2021	124	Article
“Engaging consumers and building relationships in social media: How social relatedness influences intrinsic vs. extrinsic consumer motivation”	2016	106	Article
“Consumer engagement with eWOM on social media: the role of social capital”	2018	101	Article
“Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions”	2020	93	Article
“eWOM credibility on social networking sites: A framework”	2017	81	Article
“Using message strategy to drive consumer behavioral engagement on social media”	2018	77	Article
“Community engagement and online word of mouth: An empirical investigation”	2018	76	Article

“An empirical study of luxury brand marketing effectiveness and its impact on consumer engagement on facebook”	2014	73	Article
“You are too friendly!” The negative effects of social media marketing on value perceptions of luxury fashion brands”	2020	70	Article
“Consumer engagement on social media: Evidence from small retailers”	2020	60	Article
“Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation”	2021	59	Article
“Say what? How the interplay of tweet readability and brand hedonism affects consumer engagement”	2019	57	Article
“Antecedents of consumers’ engagement with brand-related content on social media”	2019	54	Article

Source : Authors Compilation

Social media marketing (SMM) and customer engagement have been important research topics for a decade. The large number of citations for certain key studies shows their importance to understanding these subjects. This essay highlights the thoughts and contributions of widely cited publications on social media marketing (SMM) and customer interaction.

Ashley and Tuten (2015) wrote “Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement”, a highly cited article. This 801-citation study explores how firms’ social media marketing methods affect consumer involvement. The study analyses sponsored material on several social media sites to identify key elements that interest consumers. Creative and unique content is more likely to attract customers and encourage participation in social media marketing (Ashley & Tuten, 2015).

Lee, Hosanagar, and Nair (2018)’s “Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook” has 539 citations. This study examines how Facebook ads affect consumer engagement. The writers evaluate numerous advertising material types for customer attraction. Their research shows that audience participation increases when material evokes strong emotions and is immediately relevant. This study attempts to improve understanding of how content techniques can increase social media consumer engagement (Lee, Hosanagar, & Nair, 2018).

“Social Media and Consumer Engagement: A Review and Research Agenda” by Barger, Peltier, and Schultz (2016) has 301 citations. This paper extensively reviews social media and consumer involvement literature. It examines key topics and trends in this sector. The authors propose a study to fill knowledge gaps on social media consumer engagement. Their judgment underlines the need for more empirical study on the complex and ever-changing nature of digital consumer interaction (Barger, Peltier, & Schultz, 2016).

Islam, Rahman, and Hollebeek’s (2018)’s “Consumer Engagement in Online Brand Communities: A Solicitation of Congruity Theory” has been 264 times cited. This paper analyses online brand community consumer involvement using congruity theory. The study finds that people prefer to work with organizations that share their values. The study sheds light on how customers join online brand communities psychologically (Islam, Rahman, & Hollebeek, 2018).Kabadayi and Price (2014) study “Consumer-Brand Engagement on Facebook: Liking and Commenting Behaviours” using 197 references. This study evaluates Facebook brand page approval and comments. The results show that material, publication frequency, and consumer-brand connection affect these participation behaviors. This study stresses the need to understand interaction behaviors to improve social media marketing tactics (Kabadayi & Price, 2014).

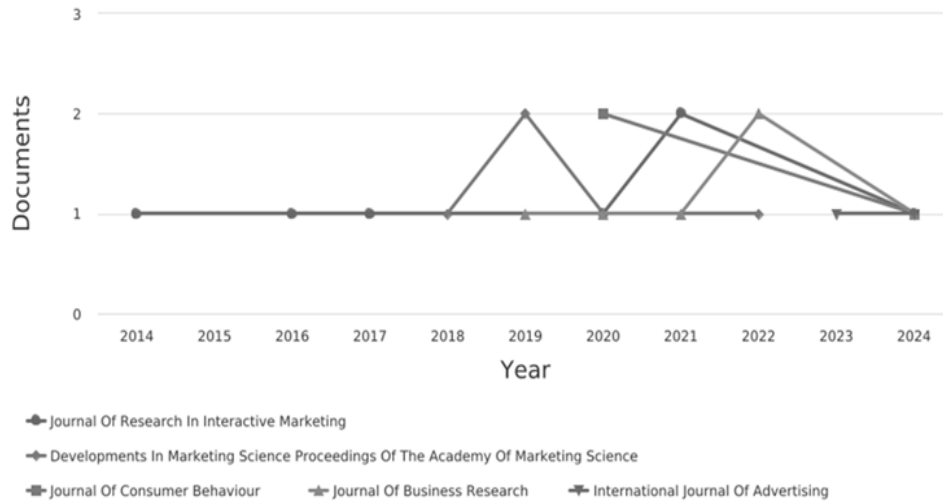


Figure 3: Top Journal Source titles for SMM-CE Research

Figure 3 shows the annual publication count from 2014 to 2024 for five sources: Journal of Research in Interactive Marketing, Developments in Marketing

Science Proceedings of the Academy of Marketing Science, Journal of Consumer Behaviour, Journal of Business Research, and International Journal of Advertising. These journals have consistently published between zero and two documents per year, according to the data. Between 2014 and 2024, the Journal of Research in Interactive Marketing published one article per year, with a slight fall to nil in 2021. The Developments in Marketing Science Proceedings of The Academy of Marketing Science released two documents in 2019 but only one in subsequent years.

The Journal of Consumer Behaviour released two documents per year in 2020 and 2021, a significant increase. In 2023 and 2024, publications dropped to one. Two Journal of Business Research documents from 2021 revealed a considerable surge in interest. Later years saw fewer publications. In 2021, the International Journal of Advertising published two articles before declining.

The data shows that marketing research is popular, but journal results are tiny, with occasional spikes due to increased attention or special editions on specific topics. The decade-long low results reflect little interest in marketing science and consumer behaviour research.

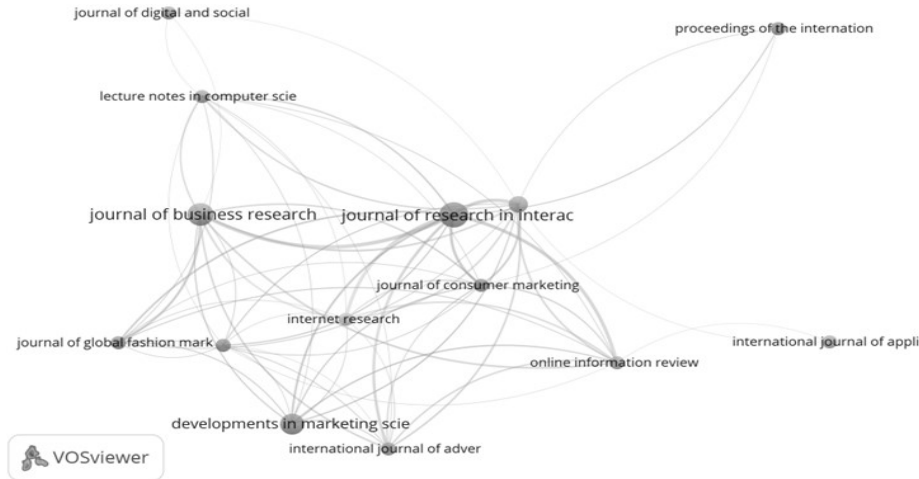


Figure 4: Analyzing source titles on SMM-CE through a network map

Figure 4 shows the complex marketing and consumer research journal citation network. This network is anchored by academic periodicals like “Journal of Business Research” and “Journal of Research in Interactive Marketing.” Academics commonly cite these journals. The key nodes are linked to multiple important papers, demonstrating a substantial information and research exchange. The “Journal of

Consumer Marketing” and “Internet Research” are closely related to the main journals, highlighting their importance and frequent mention in interactive and digital marketing studies. The “Journal of Global Fashion Marketing” and the “Journal of Digital and Social Media Marketing” show the diversity of the field by focusing on certain topics. The linkages to the “Proceedings of the International Conference” and “Lecture Notes in Computer Science” demonstrate that marketing research and technological and computational advances are intertwined. The network links to the “International Journal of Advertising” and the “Online Information Review,” demonstrating the breadth of marketing research, which includes traditional advertising and online information transmission. The visualisation shows a complex and ever-changing academic environment where journals are vital for disseminating research findings and boosting scholarly communication in marketing and consumer behaviour studies.

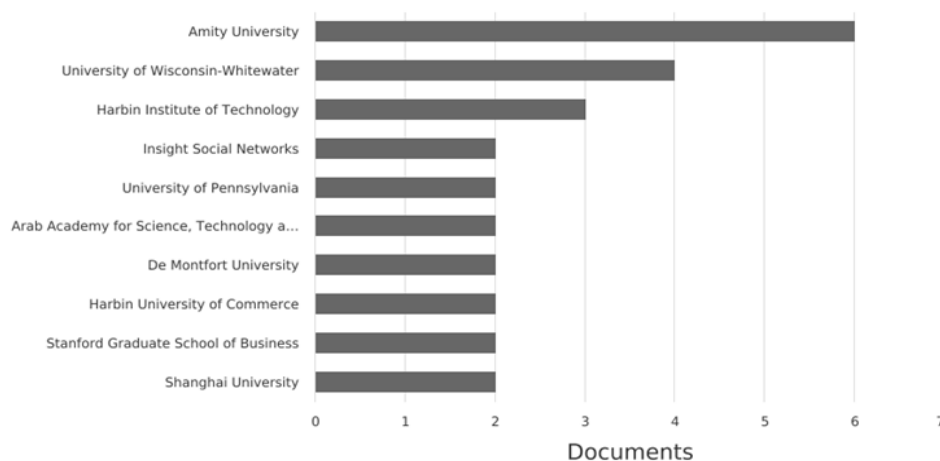


Figure 4: Affiliations on SMM-CE Research (2013-2024)

Figure 4 shows The graph showing how many documents each affiliate publishes helps explain their research efforts. Amity University leads with five publications, exhibiting a focus on relevant research. Four publications from the University of Wisconsin-Whitewater demonstrate academic participation. Three scholarly articles from Harbin Institute of Technology, Insight Social Networks, and the University of Pennsylvania show their research activity. The Arab Academy for Science, Technology, and Maritime Transport, De Montfort University, Harbin University of Commerce, Stanford Graduate School of Business, and Shanghai University have published two papers, proving their scholarly contributions. This

distribution includes prestigious and emerging universities that have made substantial contributions to research. Foreign institutions like Harbin Institute of Technology and Shanghai University demonstrate global academic study and cooperation. Overall, the evidence shows institutions' comprehensive and diverse knowledge promotion in the chosen topic.

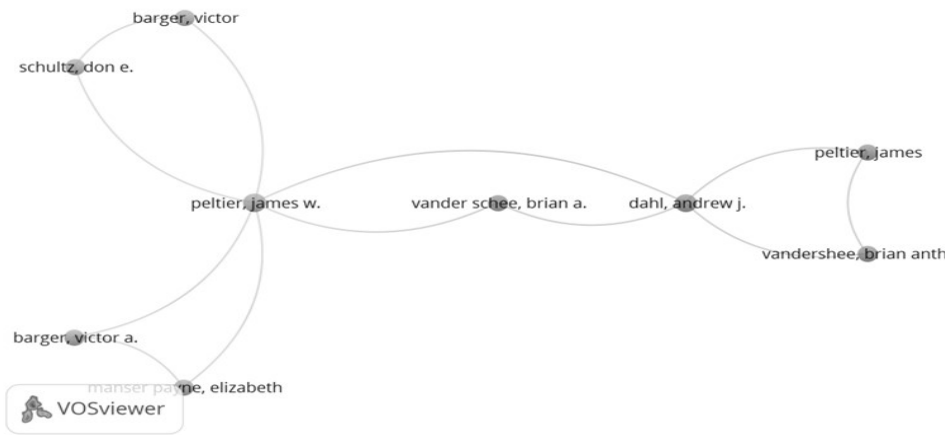


Figure 5: Network visualization for co-authorship among authors on SMM-CE research

Figure 5 shows the map visualises a co-authorship network created with VOSviewer, showing the collaborative connections between different writers in the academic sector. The network is partitioned into clusters, where each colour corresponds to a unique cohort of authors that communicate often. James W. Peltier is a prominent character in the red cluster, suggesting that there have been considerable collaboration efforts with authors like Don E. Schultz and Victor Barger. This implies that Peltier possesses significant sway and affiliations within this scholarly group. The yellow cluster features authors such as Brian A. Vander Scnee and Andrew J. Dahl, highlighting their collaborative interactions. In addition, the blue cluster specifically emphasises the collaboration between Victor A. Barger and Elizabeth Manser Payne, indicating the presence of another separate group working together in the field. The presence of each cluster exemplifies the interdependence and cooperative essence of the study conducted by these scholars. In summary, this co-authorship network offers unique insights into the collaboration patterns and influential individuals in the academic community, enabling a more profound comprehension of research dynamics and the advancement of scholarly work.

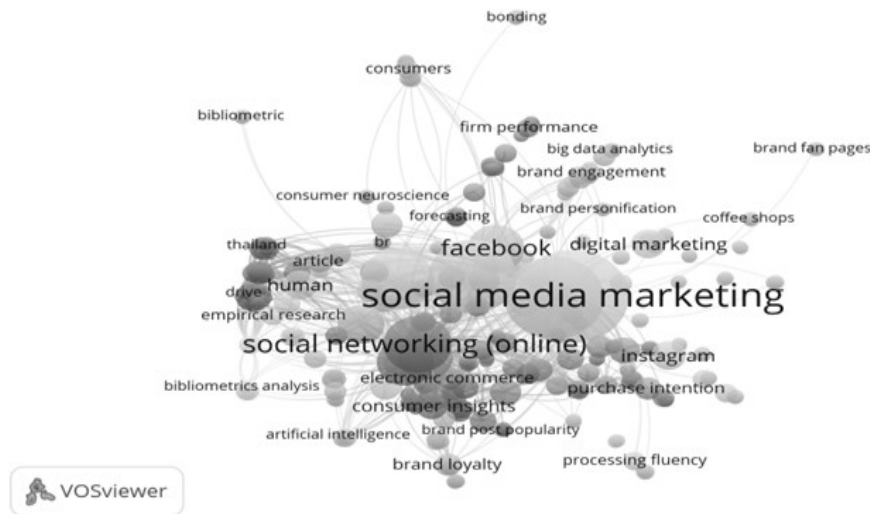


Figure 6: Co-occurrence network of keywords

Figure 6, created with VOSviewer, illustrates the key elements of social media marketing and online social networking. The dataset frequently uses key terms like “social media marketing,” “social networking (online),” “Facebook,” and “digital marketing,” indicating its relevance Hasan (2020). These important themes highlight research fundamentals. These main phrases are followed by “consumer insights,” “brand loyalty,” “Instagram,” “brand engagement,” “big data analytics,” and “artificial intelligence,” among others. These phrases are closely related, suggesting that social media marketing research often overlaps with these related fields. The terms “bibliometric analysis” and “empirical research” suggest different study methods in this discipline.

From this representation, many important conclusions may be drawn. The importance of “Facebook” and “Instagram” in social media marketing shows their role as primary channels for brand engagement and customer contact. The link between “big data analytics” and “brand engagement” argues that data-driven strategies are essential for understanding and improving customer interactions. Words like “consumer neuroscience” and “processing fluency” underline the growing interest in digital consumer behaviour’s cognitive and psychological aspects. Kumar (2012). The clusters “brand loyalty,” “consumer insights,” and “purchase intention” show that social media marketing aims to increase consumer loyalty and influence purchasing decisions, which are vital to company success (VOSviewer).

Conclusion

The extensive bibliometric analysis of social media marketing (SMM) and consumer engagement (CE) uncovers noteworthy patterns and influential figures in the academic field. In the last ten years, there has been a significant rise in academic production in this particular area, particularly between 2016 and 2021, indicating a growing interest and progress. Significant publications, such as the ones authored by Ashley and Tuten (2015) and Lee, Hosanagar, and Nair (2018), have played a crucial role in furthering our comprehension of creative tactics and advertising content. The “Journal of Business Research” and the “Journal of Research in Interactive Marketing” have had a significant impact, showcasing the interdisciplinary character of this study. Amity University, the University of Wisconsin-Whitewater, and the National Natural Science Foundation of China have made substantial contributions to the topic. The United States, India, and China are at the forefront in research output, highlighting their deliberate focus on innovation.

In summary, this analysis emphasises the ever-changing and developing academic environment, providing useful insights for future research and practical applications in social media marketing and consumer engagement. Proposed areas of investigation encompass the examination of burgeoning markets, the influence of artificial intelligence on social media marketing, and the effects of cultural disparities on customer interaction. These topics offer potential for additional research and can enhance our understanding of how to efficiently utilise social media for marketing objectives. To remain well-informed about the newest advancements and most effective methods in the field, researchers and practitioners can benefit from consulting influential works and keeping up with prominent academic publications.

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