

Evolving Trends in Digital and Social Marketing: A Bibliometric Perspective

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Abstract: The fields of digital and social marketing have seen substantial transformation due to the quick changes in consumer behavior and technology, which has resulted in a rise in both industrial and scholarly applications. With a thorough review of the major subjects, significant works, top writers, and developing fields of study during the previous 15 years, this study offers a bibliometric analysis of the changing patterns in digital and social marketing. We trace the intellectual structure and thematic growth of these domains by analyzing a dataset of peer-reviewed articles, conference papers, and reviews using bibliometric methods and approaches. The results show how big data, artificial intelligence, and personalized communication are driving the confluence of digital platforms and social marketing tactics. Important topics that come up as being at the heart of the conversation include customer involvement, behavioral change initiatives, and ethical issues. Additionally, we pinpoint institutional and geographic contributions, demonstrating the worldwide scope of these fields' study. In addition to revealing past trends, this research identifies potential future paths, highlighting the influence of technology and interdisciplinary methods on marketing's development.

Keywords: digital marketing, social marketing, digital transformation, customer engagement, bibliometric analysis

1. Introduction

Social media, websites, text messaging, email, display ads, mobile ads, and more are all included in the broad category of digital marketing. There are disadvantages to these activities, but they also provide marketers with instant access to consumers and potential clients. Concerns over privacy and the invasiveness of certain tactics remain. This section examines the use of push and pull tactics, how businesses use social media marketing to target particular demographics, and how consumer involvement improves an organization's integrated communications strategy. While social media marketing is a subset of digital marketing that focuses specifically on using social media platforms like Facebook, Instagram, and Twitter to promote a brand and engage with

customers directly through those channels, digital marketing refers to any marketing activity carried out through online channels, including websites, email, search engines, and social media. In other words, social media marketing is primarily focused on social media platforms, while digital marketing essentially covers a wider range of online marketing tactics.

Different websites present different viewpoints on the concepts of digital marketing and social media. A number of scholars claim that social media platforms are part of the digital marketing strategy. According to a different perspective, digital marketing and social media are one concept for managing a business. Others make a distinction between social media marketing (SMM) and internet marketing, which has become increasingly important in recent years. Nevertheless, the definition of digital marketing is broader than that of internet marketing. Only online advertising, such as increasing the exposure of websites and contextual or display advertising on social media platforms, is included in internet marketing.

SMM, or social media marketing, is becoming more and more popular. It entails disseminating and advertising a company, its products, and services via social media, blogs, forums, and websites. SMM is used for both branding (increasing reputation, audience loyalty, and brand awareness) and commercial (attracting website traffic, creating demand, and increasing sales). SMM is a modern advertising strategy that prioritizes in-person interactions with the brand's loyal target market. SMM is a combination of social media advertising and brand presentation. SMM's main concept is to provide excellent written and visual content. Social media promotion makes it possible to segment the audience and identify the factors that influence it in places where it is mostly exhibited.

2. Literature Review

In order to emphasize the significance of comprehending the development of the banking sector, Mogaji (2023) distinguished three categories of banks: digitally oriented neobanks (DDNB), traditionally oriented neobanks (TDNB), and traditional banks with fintech adoption (TBAF). A study by Otopa et al. (2024) We study brokers and limit the interaction and trust in the relationship between digital marketing and bank sector intentions. With the participation of 462 respondents, this study indicated that consumer involvement was partially intervened, and confident modi was involved. Rizvanovic et al. (2023) explored digital marketing's role in startup growth, comparing B2B and B2C marketing and assessing the impact of emerging technologies. Their findings informed a comprehensive framework for startup growth. Torres, Augusto, and Wallace (2018) investigate how social media usage affects customers' willingness to pay more for banking services. Social media marketing and electronic word-of-mouth have an impact on premium pricing and brand recognition. Singh (2024) examines

Saudi Arabia's challenges in marketing on social media, identifying 19 key issues like customer support, trust, data exchange, and estimated values. Overcoming these obstacles can drive global success. Rizvanovic et al (2023) analyzed the effects of digital marketing on startup growth. They found differences between B2B and B2C marketing, and developed a framework linking digital marketing tactics to growth drivers. Behera et al (2019) created a personalized marketing model using various strategies to bundle products, customers, and commercial offers. The way marketers engage with customers has been completely transformed by developments in digital technology and online social media. Organizations can compete with interactive marketing strategies like cutting-edge gadgets and data-driven marketing in digital advertising by utilizing digital platforms and ICT technologies. Krishen et al. (2021) Explore this evolution through dynamics of research and calculation technology. YachouAityassine et al. (2022) investigated how digital marketing tactics affect customer loyalty, engagement, and satisfaction as well as how they affect organizational results. The findings indicated a noteworthy impact, with loyalty gaining the strongest impact. For the organization to succeed, marketing directors must give priority to these areas. A study by Lasuardi et al. (2022) looks into how digital marketing affects BJBS's corporate image and customer satisfaction. Results from surveys and interviews show a favorable relationship between corporate image, customer satisfaction, and digital marketing.

(Hafez, 2021) This study examined how social media marketing initiatives affected brand equity in Bangladesh's banking industry. Brand love completely mediated the relationship between SMM activities and BE, while brand trust had a negligible mediating effect. A structured questionnaire was used to collect data from 289 banking customers, and SEM approach was used to analyze the data. The use of user-generated content in Islamic banks to increase brand engagement and purchase intention is examined, which finds that conventional marketing methods are more costly and less successful (Naeem, 2019) study. (Sarto et al., 2024) looked at how social media affected six Italian banks' digital transformation. For digital transformation to be effective, it was determined that tactics including financial innovation, client involvement, organizational culture, and proactive reactions to fintech disruptions were essential. The results provide insightful information for the banking sector. According to a study by (Yasin et al., 2020), Islamic banking users' social media engagement behavior is positively influenced by their religious beliefs, especially when those beliefs and Shari'ah principles are reflected in likes, shares, and comments.

Thaker et al. 's research on social media advertising in Malaysia found a correlation between purchase intention for Islamic banking products and perceived relevance, informativeness, and expectation. According to a study by (Otopah et al., 2024), a significant connection emerges between bank digital marketing and the intentions to make purchases. Trust and, to a lesser extent, customer engagement influenced the correlation. Effective management

reduces negative eWOM and consumer retaliation, according to a study on social media complaints from banking institutions (Agnihotri, 2022), highlighting the importance of prompt complaint response. Social media significantly improves the performance of Microfinance Institutions (MFIs) in terms of outreach, financial sustainability, efficiency, and portfolio quality, per a study by Daowd et al. (2021). The most popular platforms for achieving these goals are social networking sites.

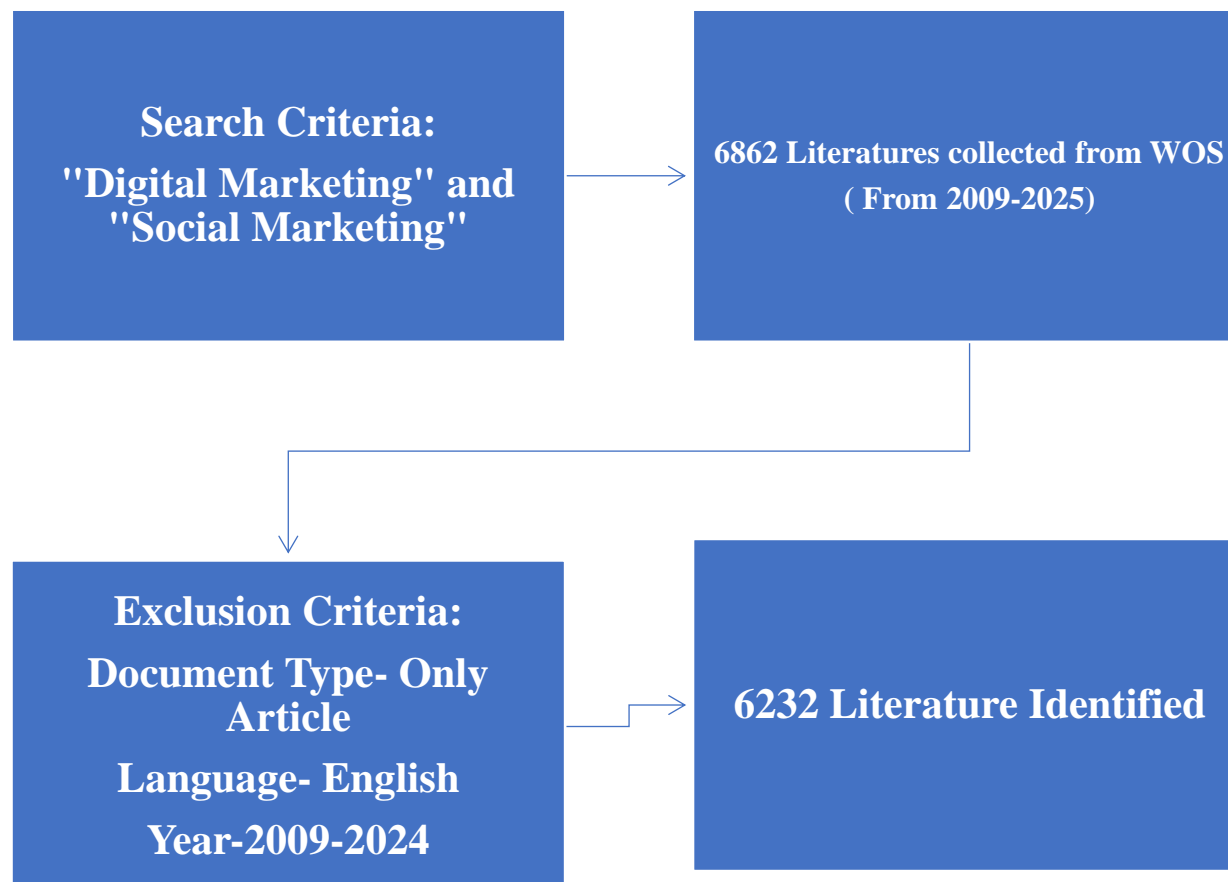
2.1 Objective of the study

1. To identify important subjects by looking at articles regarding digital marketing and social marketing.
2. To determine the present state of social and digital marketing research.
3. To demonstrate the ways in which important work has impacted the usage of digital marketing and social marketing.

3. Methodology

The study measured and illustrated the trend of publication in the field of Digital and Social Marketing, a validated method for the quantitative assessment of scholarly publications in specific disciplines. Using a range of analytical and computational methods, including evaluations of authors, organizations, countries or regions, and journals, this approach examines the characteristics of literature on a certain subject. Additionally, it predicts future research orientations and indicates research hotspots. The bibliometric analysis presented in this article was conducted using the Biblioshiny tool, developed by Massimo Aria of the Federico II University of Naples. The functionalities of the bibliometrix package are combined with the user-friendly interface of a web application created with the Shiny package environment in this Java application.

3.1 Data Extraction Mechanism



4. Result and Analysis

4.1 Main Information about data

The data came from the Web of Science Database, a vital resource for performing bibliometric analysis. The results presented in this study were mostly based on a timeline that covered the years 2009–2025. The entire analysis was based on the key terms "Social Marketing" and "Digital Marketing," which were connected by the "AND" operator. The screening requirements were only satisfied by English-language publications. As shown in Figure 1, our final dataset included 6232 publications written by 6715 writers and published within the designated period; 709 authors were linked to works authored by a single author out of the 16632 contributors overall.

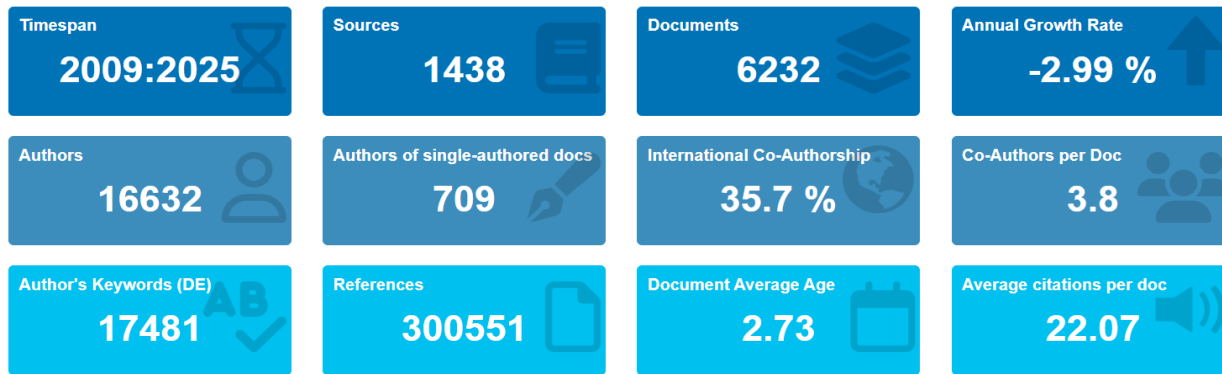


Figure-1: Main information about Data

4.2 Annual Scientific Production

The research on social and digital marketing is displayed in Figure 2. The tendency continued to rise steadily until 2020. Following 2020, the number of documents climbed steadily until 2024, totaling 1614. The graph displays a downward trend following 2024, with 16 documents to date, as 2025 has not yet begun. We might think of social marketing and digital marketing as new developments.

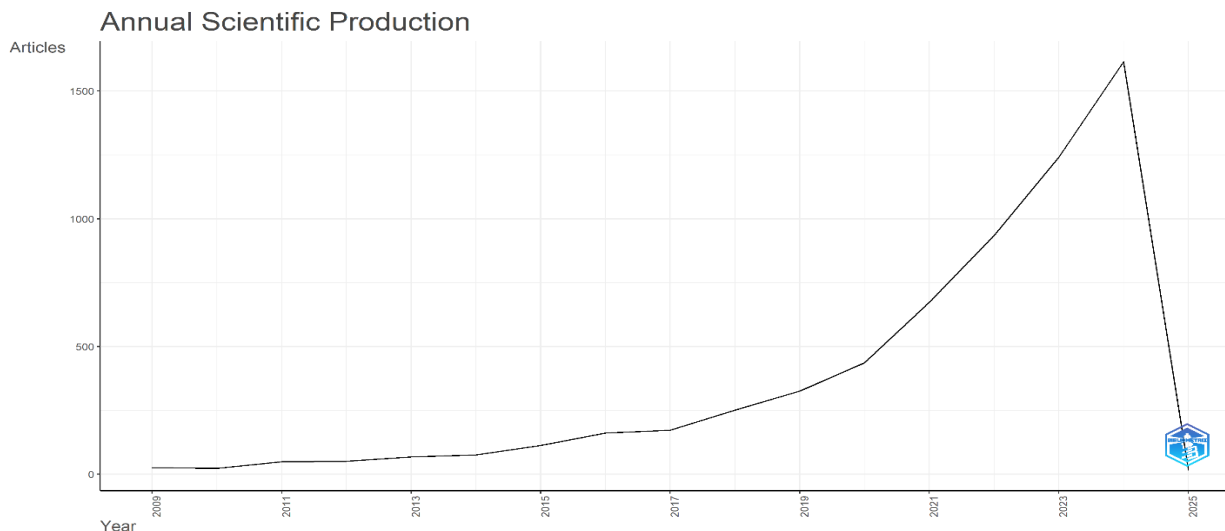


Figure-2: Annual Scientific Production

4.3 Most Predictive Sources

We conducted a thorough search of well-known publications that contain articles on the Digital Marketing and Social Marketing. Figure-3 shows the ranking of the top 10 most productive sources in this field. The science publications "Journal of Sustainability", "Journal of Technological Forecasting and Social Change", and "Journal

of Business Research" are three major influential paper that is concentrated on research that study the application of Digital Marketing and Social Marketing. It can be recognized as a plat form that studies the digital marketing as well as social marketing.

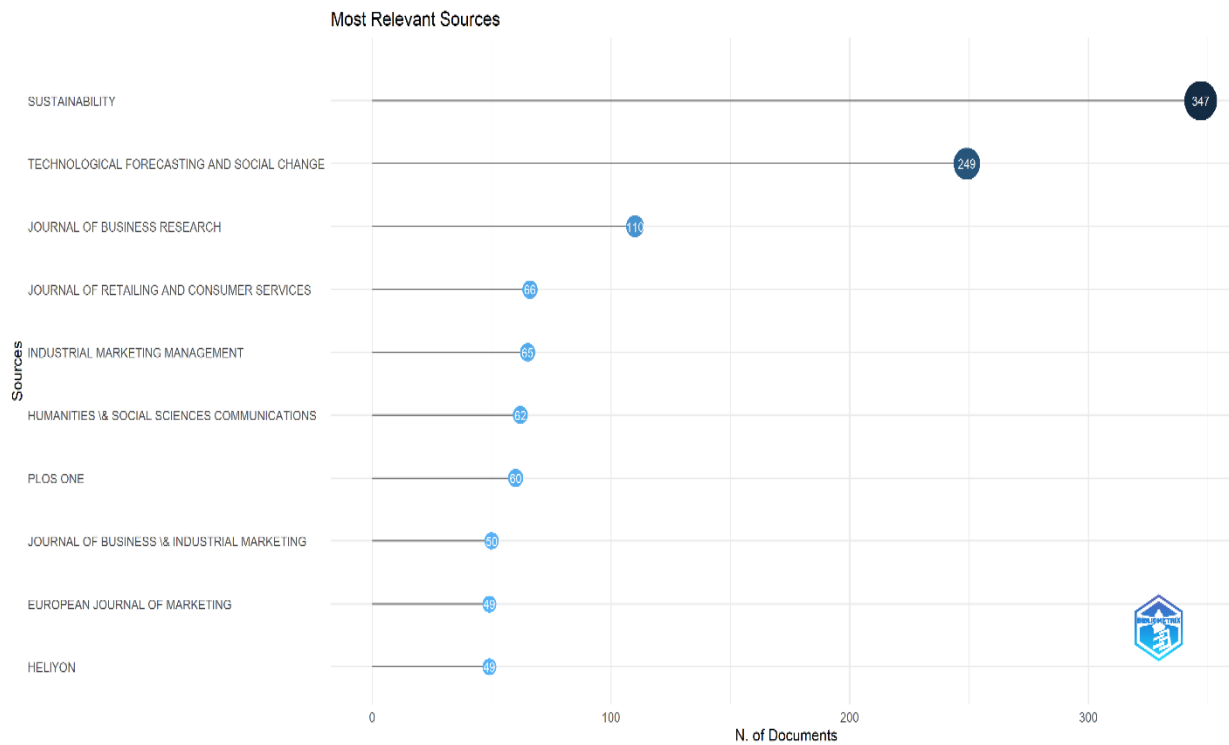


Figure-3: Most Productive Sources

4.4 Interconnection between Authors, Keywords and Sources

Figure 4 contained three field studies showing the relationship between authors, keywords, and sources. The authors' names were on the left, the journal name was on the right, and the keywords were in the center. This indicates that most authors have considered "social media" as their keyword. However, the terms "digital transformation," "sustainability," and "digital marketing" have also been employed in other research works.

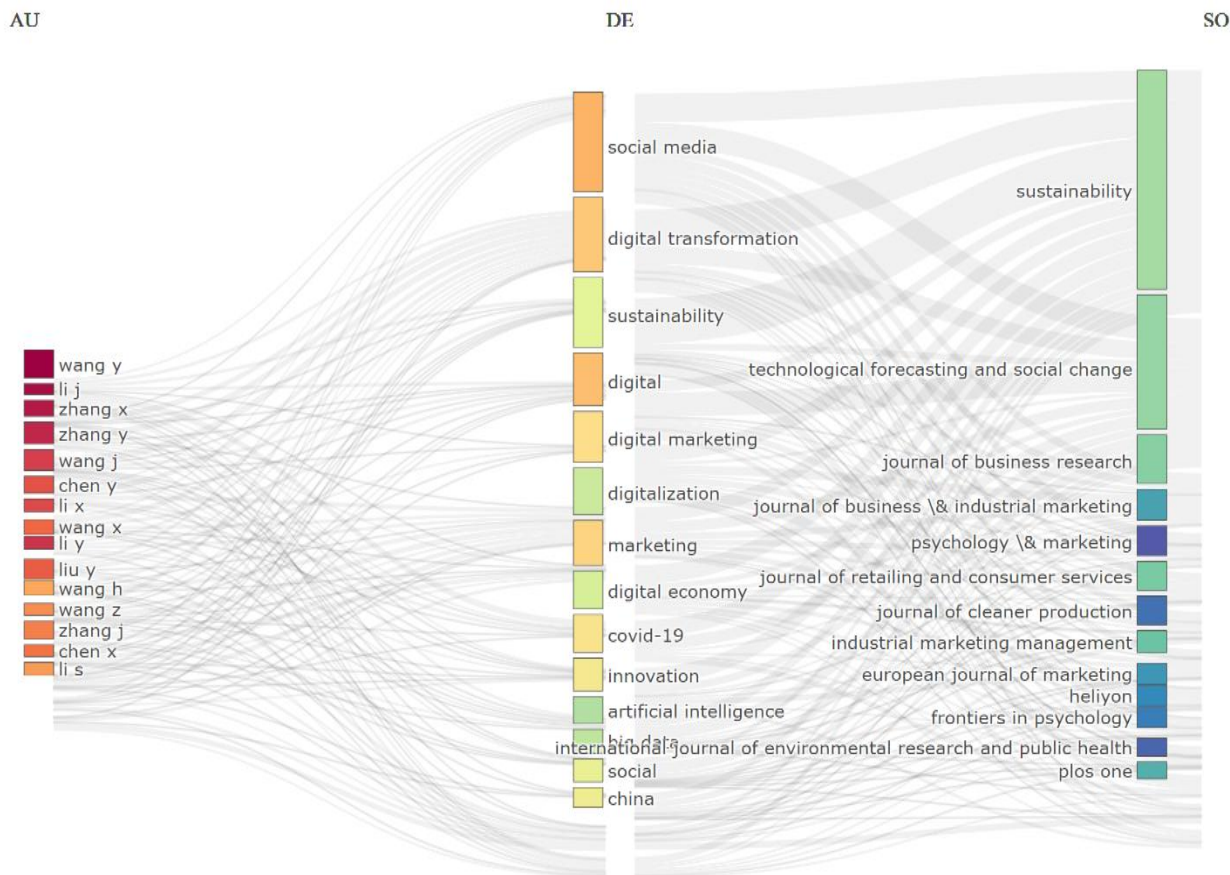
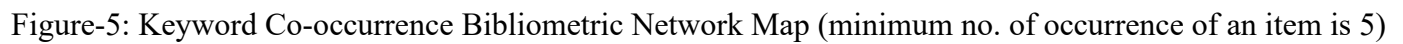


Figure-4: Three Field Plot of Authors, Keywords and Sources

4.5 Keywords Bibliometric Network

Examples of co-occurrence bibliometric network studies of terms are provided in this section. Several maps covering the years 2009–2025 were made for this paper. Items (keywords) in these maps are ranked according to how many documents (articles) they appear in together, and the strength of the relationship shows how many publications contain two keywords together. The minimal number of instances of a specific keyword that was pertinent to the study was set at 5 and 10 for the maps in Figures 5 and 6, respectively. The distinction between bibliographic network maps' readability and comprehensiveness is the main topic of this selection. The majority of the time, social media platforms, digital transformation, and social media were mentioned in the documents.



4.6 Bibliographic coupling with countries Network Map

The figure shows the bibliographic coupling with nations network map. The minimum number of documents and citations required for a country are both set at five. Out of 118 countries, 80 meet the criterion. With 21928 citations and 810959 link strengths, Peoples R China is at the top of the list. India has 246 citations and 334478 links, placing it fifth on the list.

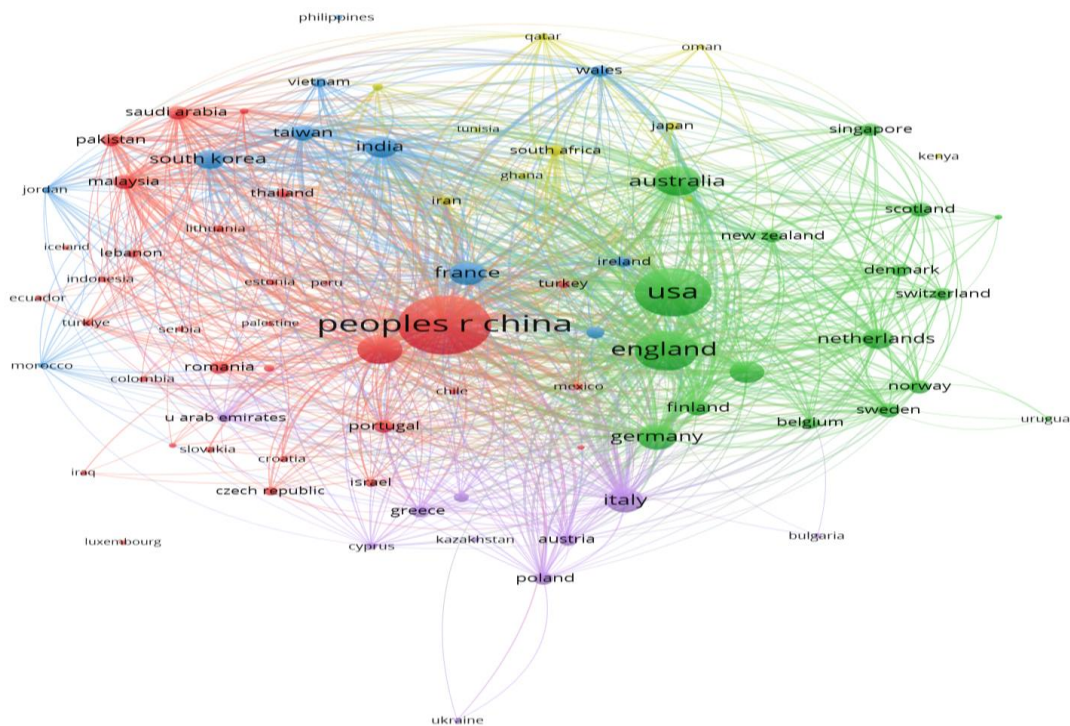


Figure-7: Bibliographic coupling with countries Network Map

Table-1: Top Ten Countries Bibliographic Coupling Network

Table shows the top10 countries with similar conceptualization and Peoples R China has top the list with 1822 documents and 21928 citations followed by USA, England, Spain and India.

Sl No	Countries	Documents	Citations	Total link Strength
1	Peoples R China	1822	21928	810959
2	USA	1241	48516	693481
3	England	866	31274	609323
4	Spain	436	9118	350735

5	India	246	9373	334478
6	Australia	472	13977	321353
7	France	274	11627	313862
8	Germany	344	11335	302909
9	Italy	299	10618	252748
10	South Korea	202	4157	177647

4.7 Citations Network of Author for Documents

Figure 8 shows the citation network of the authors for the bibliometric study during the study period. We use a citation network of authors to determine the collaborative citation relationship between writers represented by nodes. An author was required to have a minimum of five documents and five citations in the citation network map. Out of 17566, just 122 make it to the threshold. With 97 citations and 197 link strengths, Sahas and Damianos P. have the most, followed by Rikiitis and Damitrios P., who have 63 citations and 141 link strengths.



Figure-8: Citations Network of Author for Documents

Conclusion and Implications

Researchers can concentrate on particular areas to contribute fresh insights and discoveries to the literature, and the scientometric study provides a thorough viewpoint on particular research issues (Ghorbani et al., 2021). In conclusion, it can be said that social media and digital marketing began to take off in 2020. The survey's top keywords are technology, social media marketing, digital marketing, and consumer involvement. The nations that made the most contributions to this increase were China, India, the United States, and England. E-commerce has fundamentally altered the business environment by shifting the focus from the physical delivery method to the online marketing and sales process.

Bibliometric analysis of the literature on digital marketing and social media marketing can benefit practitioners and scholars alike in many ways. The primary goal of this study is to educate academics and digital marketers on the history, contemporary trends, and development of social media and digital marketing. In order to help identify research gaps that will be filled by future studies, this article will also review the data on the most studied topics in social media and digital marketing. According to the data, the most frequently used keywords in the majority of the research are social media marketing and digital marketing. Social media marketing should be used to study other topics such as digital marketing, customer interaction, behavioral intention, mobile marketing, and so on. Second, the report demonstrates that since 2020, the expansion of social media and the internet has drawn a lot of attention to studies on social media marketing.

Multinational firms are emphasizing social media marketing as a powerful tool for brand communication since it allows consumers to advocate for brands (Bhuyan and Rahman, 2014). Therefore, digital marketers should ensure that social media is used for brand communication as efficiently as feasible. The survey found that countries like China, India, the US, and England have more literature on social media marketing. Future research on digital marketing's potential should focus on other parts of the world, especially developing countries.

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