An Examination of Trends and Future Research How Digital Marketing Has Changed Over Time

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Abstract. This study is limited by the lack of high-quality macro-level literature (e.g., net of science). After reviewing the literature, we decided to stop searching for new Digital Marketing buzzwords. One keyword simplifies author grading. Digital marketing rising popularity has sparked major worries regarding its impact on corporate performance. Digital has been beneficial in many fields for decades). To make the best judgements, academics and practitioners in the field must know where digital marketing theory and practise are. A rigorous bibliometric analysis may help explain this issue and its relationship to citations and publication metrics. This study uses bibliometric analysis to identify the most productive electronic marketing countries, institutions, authors, journals, and publications from 2000 to 2019. This study provides a worldwide view on eMarketing trends and routes to assist future research.

Keywords: e-Marketing · Bibliographic Coupling · Co-Occurrence Analysis · and Co-Occur · Digital Marketing · Fourth Industrial Revolution

1 Introduction

This research provides a complete overview of the top countries, institutions, journals, authors, and most-cited articles in electronic marketing research, as well as suggested research areas. Journal editors must be aware of field extension opportunities. This study may also assist future scholars choose a graduate school by showing the range and depth of current research. This method for recognising electronic marketing research's leading countries may appeal to policymakers. The analysis may also help multinational companies understand the best locations for R&D centres. We applied a similar technique to analyse e-marketing research, a relatively young subject that has received less bibliometric attention from academia than innovation. This study uses bibliometric parameters to determine the top countries, academic institutions, journals, and authors in electronic marketing.

This analysis begins with a 2000–2019 citation and publication trend. Second, nations with a particular number of articles and citations are examined globally. Third, top universities are recorded. Four, journals are respected. In fifth place, electronic marketing research authors with the most articles and citations are honoured. We did bibliometric

co-citation analysis and nation-wide analysis to understand these publications' links. The investigation concluded with a keyword co-occurrence analysis to identify electronic marketing's most common phrases. Notwithstanding brief citations in the DM canon, digital marketing and marketing automation's progress is left to the reader. Moved. We'll investigate Scopus' top internet marketing academic publications to do this. This analysis synthesised 1037 Scopus publications and gave diabetic research suggestions. Presenting most-cited works and DM concerns. Co-quotation webs and idea faculties of important publications were examined. It can be disassembled. The next stage will assess the academic impact of 2000–2019 Scopus publications. Finally, we discuss the results, cautions, and future theory and practise research.

2 Literature Review

Internet, social media, and smartphone applications make communication simpler. Web marketing no longer allows self-promotion. Blogging, video, and photo sharing have been done on mobile devices for a decade. AI, AR, and VR disrupt advertising, opening new research areas. Brodie and Juric (2018) [3]; Kim, Kang and Taylor (2018) [8]. Digital advertising will account for 44% of $629 billion spent on marketing worldwide in 2018 (McNair, 2018) [13]. Mobile advertising grew 39% in 2017, and 27% is expected in 2018. Magna (2017) [12] found 55% of digital advertising was mobile. Online advertising methods may boost revenue, product awareness, customer commitment, leads, and customer acquisition costs (Lamberton, 2016 [10]; Labrecque, et al., 2013 [9]). Social media has given firms new marketing options and challenges (Dwivedi et al. 2015 [4]; Hossain et al. 2019) [6]. Aswani et al. (2018) [1] say companies need social media. Every successful firm should advertise online (Braojos-Gomez et al. 2015) [2]. Social media advertising may affect a target audience's honour, worth, desire to participate, connection to famous symbols, and generosity (Pacauskas et al. 2018) [14]. User-generated content, digital word of mouth, and network analytics provide marketers new ways to reach consumers (Laroche et al. 2014) [11]. Social networking boosts authenticity, usefulness, and credibility (Singh (2017) [15]; Ismagilova (2018) [7].

3 Methodology

Scholarly advancement requires reviewing earlier work. Qualitative and quantitative literature evaluations are two ways to synthesis the past. Quantitative analysis, like meta-analysis and science-mapping, provides an impartial view of the literature. Science mapping uses bibliometrics to examine relationships between topics of research, publications, and authors. It maps discoveries. Science mapping, also known as bibliometric analysis, visualises the intellectual structure of a research subject using variables including articles, authors, journals, keywords, and countries. Unlike narrative literary appraisals, this method is objective and thorough. Quantitative literature reviews provide a balanced perspective when synthesising.

4   Results and Discussion

Bibliometrics is a valuable method for understanding the primary interests and directions of a certain academic publication or topic [5]. This is accomplished by locating and classifying the scientific activity that is taking place inside the publication or subject area in question. The bibliometric examination of a single publication from a certain time period offers significant data for tracking the growth of a subject's systematic development across time and identifying distinctive aspects of that development. This study offers a bibliometric overview of research into electronic marketing based on data from Scopus and publication year wise shown in Table 1 (Fig. 1).

4.1   Productive Countries

Researchers from a variety of countries are now publishing substantial new research on electronic marketing. In this article, we examine the contributions made by the most influential countries to global output and influence between the years 2000 and 2019.

Table 1. Year wise publications

Year	Publications	Citations
2019	36	872
2018	37	785
2017	19	723
2016	21	670
2015	27	509
2014	41	501
2013	29	402
2012	26	374
2011	35	350
2010	31	294
2009	36	149
2008	19	139
2007	18	151
2006	24	89
2005	22	39
2004	11	75
2003	17	62
2002	14	28
2001	9	17
2000	7	11
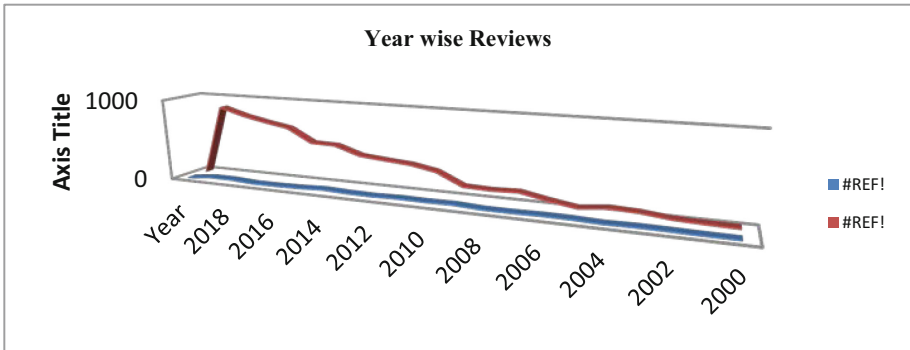
Fig. 1. Trends of publications.

Table 2. Productive Countries

Rank	Publications	Country/Region	Citations
1	118	United States	2788
2	50	United Kingdom	899
3	27	India	90
4	26	Australia	220
5	25	China	384
6	24	Greece	428
7	14	Iran	147
8	12	Canada	694
9	11	Taiwan	289
10	10	Jordan	107

Table 2 displays the findings of the research that have been published the most often in the top 10 nations pertaining to the subject of electronic marketing. The number of papers that were submitted served as the criterion for determining the standing. We gave precedence, where available, to the higher-ranked country based on the most recent publication date. This was done whenever practicable (Fig. 2).

4.2 Productive Journals

Researchers from a variety of countries are now publishing substantial new research on electronic marketing. In this article, we examine the contributions made by the most influential countries to global output and influence between the years 2000 and 2019. Table 2 displays the findings of the research that have been published the most often in the top 10 nations pertaining to the subject of electronic marketing. The number of papers that were submitted served as the criterion for determining the standing. We
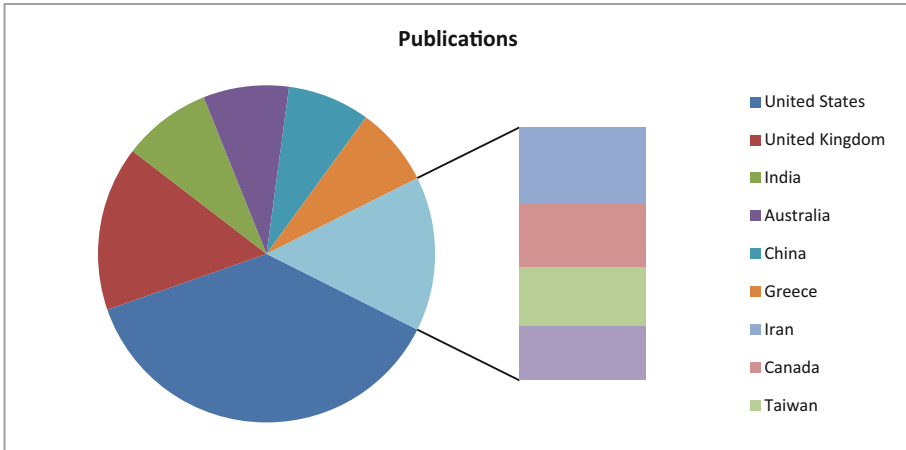
Fig. 2. Productive Countries

Table 3. Productive Journals

Publications	Source	Rank
4	Advances in Electronic Marketing	10
5	International Journal of Business Information Systems	9
5	African Journal of Hospitality Tourism and Leisure	8
6	Proceedings of the International Conference on Electronic Business ICEB	7
6	Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications	6
6	Journal of Internet Commerce	5
6	Asia Pacific Journal of Marketing and Logistics	4
9	Marketing Intelligence and Planning	3
9	International Journal of Internet Marketing and Advertising	2
12	International Journal of Electronic Marketing and Retailing	1

gave precedence, where available, to the higher-ranked country based on the most recent publication date. This was done whenever practicable (Table 3 and Fig. 3).

4.3 Growth of Digital Marketing

As was said before, the most significant contributions to the fields of e-marketing and MR have been made by direct statistics and digital advertising. The amount of content that can be found in today's periodicals is a mere fraction of what it used to be. On the other hand, the magazine's assets and audience are rapidly increasing in this modern technology period, as shown in Table 4 (Fig. 4).
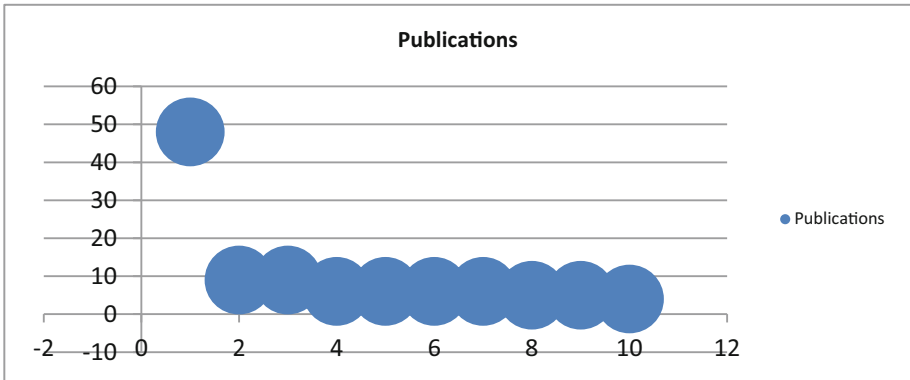
Fig. 3. Productive Journals

Table 4. Productive Articles Growth Rate

Year	Growth in percentage
2019	23
2018	7
2017	12
2016	27
2015	6
2014	8
2013	10
2012	11
2011	17
2010	9
2009	14
2008	21
2007	23
2006	16
2005	13
2004	9
2003	11
2002	19
2001	12
2000	7
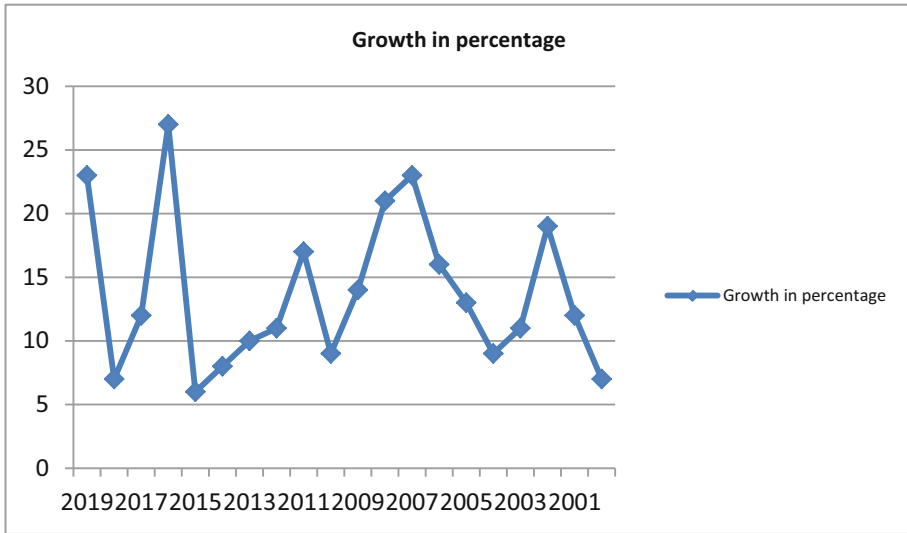
Fig. 4. Productive articles growth rate

5 Conclusion and Implications

Bibliometric analysis helps students pick literature courses. Bibliometrics may discover and categorise scientific activity within an academic publication or subject to reveal its main priorities and directions. A single publication's bibliometric research can track and discern its methodical evolution throughout time. This Scopus-based study summarises electronic marketing research.

5.1 Limitations of the Study

This study lacks large-scale studies. We finished our keyword search after reading many Digital Marketing scholarly papers. One keyword simplifies author assessment. Hence, online, social media, email, associates, and mobile advertising channels may provide a more complete view. AI and big data analytics might analyse internet advertising. Future internet marketing research may be intriguing. See why Canada, Australia, Germany, Russia, and France gave the least while the US, UK, and India donated the most.

5.2 Future Research Direction

- Consideration might be given in future studies to extending the research to additional regions with unique factors;
- To assure a moderating function between electronic marketing and the other components, future research may elaborate on the moderating impacts of numerous factors, including age, gender, social class, the environment, and politics. Just a minority of earlier e-marketing studies used moderators. As a result, this would allow academics to get a deeper appreciation for the relational power of e-marketing;

- There is a need for standardised measurement tools in the field of e-marketing, which might be addressed in forthcoming research.
- In the future, it may be crucial to answer the issue of how e-marketing might be used as a useful instrument to disseminate information about products and services, particularly in developing countries.
- Another potential line of inquiry is what factors precede the successful use of e-marketing.
- Future research may focus on identifying the most efficient e-marketing sub-tool for international communication.
- Future research may also want to investigate how electronic marketing might benefit various parties.

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