

Chapter 3

Digital Marketing: A Bibliometric Analysis Based on the Scopus Database Scientific Publications

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ABSTRACT

This research aimed to identify the most developed themes in the field of digital marketing from 2010 to 2019. A total of 898 publications were selected from the Scopus database from the Business, Management and Accounting and Economics, Econometrics, and Finance domains. A bibliometric analysis was carried out using VOSviewer software and the term co-occurrence technique was used. Three clusters were identified. The first cluster relates digital marketing to the changes and adaptations of society and the economy since the emergence of the internet. The second cluster relates digital marketing to information technologies, e-commerce, and consumer behavior. Finally, the third cluster relates digital marketing with markets, social media, users, tourism, and electronic word-of-mouth (e-WOM).

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INTRODUCTION

Digital marketing involves all marketing functions performed electronically and encompasses all the efforts a company makes to communicate, promote and sell its products or services over the internet (Kotler & Armstrong, 2015). Chaffey and Smith (2013) define digital marketing as the use of technologies by companies to develop marketing activities in order to improve consumer knowledge and meet their needs. According to Shirisha (2018) the digital marketing strategy is based on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital environment. In short, engaging customers and enabling them to interact with the brand through the use of digital tools and platforms is the goal of digital marketing (Jeevan, 2015).

The growing use of the Internet has led to the growth of many other activities including those related to digital marketing. It is a fact that in a technological world that is making use of the internet all the time, digital marketing is spreading everywhere. An emerging concept that, according to Khan and Siddiqui (2013) is being aggressively adopted internationally for marketing success, benefiting organizations and consumers.

The importance of the theme to consumers, companies and society has increased the interest of the scientific community. Therefore, this research aimed to understand with more detail the topics addressed in the scientific literature on Digital Marketing. In this context, a bibliometric analysis based on a research carried out on April 3, 2019 was developed. This bibliometric analysis focused on articles published in the last 10 years (2010 to 2019) in the Scopus database. The term co-occurrence technique was applied to 898 selected publications in order to group the articles into thematic clusters.

This chapter is organized into six sections. The introduction is the first section which justifies the theme and sets out the definition and importance of Digital Marketing. In the second section, the literature review on digital marketing is organized, a small approach to bibliometrics and bibliometric indicators is presented, and the most frequently used bibliometric databases in are listed at the moment. The third section describes the methodology used in this research. In the fourth section, the results of the descriptive and thematic areas analyses are presented. In the fifth section the limitations of this study are exposed and promising lines of research are suggested. Finally, the sixth and last section draws the main conclusions of this research.

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