Unveiling the Landscape of Social Media Marketing Research: A Comprehensive Bibliometric Analysis

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Abstract

Background: Social media marketing emerged as an effective business strategy that provides a sustainable foundation for customer involvement, interaction, and market development. The marketing endeavor through social media enables targeting potential customers, assessing the preferences of clients, and making informed decisions to foster effective promotion. Thus, this

study attempts to analyze the recent trends and evolution in social media marketing research and to depict the pathway for future research.

Methods: Social media marketing research was conducted utilizing a comprehensive bibliometric analysis with Biblioshiny and VOS Viewer software. This study covered the period 2010–2024, including 784 databases from Web of Science. Social media marketing was the main keyword and it included only research articles published in the English language containing business and economics as research subject areas and business and management as Web of Science categories.

Results: The findings of the study revealed an increasing trend in scientific publications in the field of social media marketing. Moreover, the three-field plot depicted social media marketing as the leading keyword and most relevant source in the study, according to the Journal of Research in Interactive Marketing, indicating the highest source's local impact. Similarly, the most relevant author was Anderson, followed by Sanak-Kosmowska, and the most relevant affiliation was the American Marketing Association. Next, a leading country as the corresponding author's country was the United States of America (USA), followed by India, showing the USA as the highest contributor in scientific production and the most cited country. In addition, the article by Kozinets was the most globally cited document, and the work by Godey was the most locally cited document. Finally, the most frequent words were "social media marketing" in the study as a major theme.

Conclusion: This research highlights current trends and future research directions in social media marketing, providing a strategic pathway for businesses and researchers.

Novelty: This research measures the trends and direction and provides a future pathway in the social media marketing field. Further, it serves as an indispensable resource for research scholars and practitioners to unveil the social media marketing trends.

Keywords: Advertising, biblioshiny, engagement, marketing, network, social media

JEL Classification: M31, M37, M51

Introduction

Social media marketing cultivates audience involvement through virtual brand development as a vital marketing strategy. Consequently, social media marketing influences the behavior of consumers, playing a vital role in from the preferences and tendencies of consumers (Laroche et al., 2013). In addition, the term social media emerged during the 1990s and became essential to each individual, business, and others, involving more than two billion global users (Chawla & Chodak, 2021). Therefore, higher participation of users in social media platforms enables its users to link, foster creation, and transform information and perception through a particular online forum (Bashar et al., 2024). Moreover, social media marketing refers to a pattern of virtual marketing, which tremendously grows, changing the landscape of communication of businesses to their customers (Zhao et al., 2021).

Additionally, social media marketing stimulates customers to adopt changes as this promotional strategy supports sharing valuable information to clients, considering the

psychology and sentiments of users (Andreasen, 1994). Thus, media-based marketing stands as a strategic move of business entities embracing several online platforms Instagram, Facebook, YouTube, Twitter, and other vital digital foundations, while promoting services, brands, and products (Kotler, 1994; Shekhar & Venugopal, 2025). Similarly, social media marketing fundamentally is utilized to expand awareness, sales, and establish a basis for novel products, services, and efficiency for seamless services (Herzallah et al., 2025).

Moreover, with the flourishing of social media, numerous digital contents are crafted and shared among the users, prospective consumers comprising a diverse range of content in text, design, multimedia forms consisting of audio, visual and image based information, enabling business entities to communicate with consumers spreading clients oriented information (Saheed & Shafique, 2019; Sanchez et al., 2024). Thus, social media marketing plays a vital role in promotion as this platform creates a super link between business, customers, and society. Next, the adoption of social media marketing establishes a foundation to have a access to the critical and useable database about the users, and customers revealing the information on demographics dimension, trends of buying nature, and reveals other important information that becomes a source of organizational strategy for adopting social media marketing (Stieglitz et al., 2018; Akhtar et al., 2023).

Furthermore, social media marketing has evolved as an indispensable tool for information exchange and interaction that eliminates conventional obstructions, enabling each user to link in a global range. Ultimately, such a network of social media promotes fast learning, brings novel ideas, and combats competitive scenarios (Wibow et al., 2020; Eze et al., 2021). Moreover, the discovery of this vibrating area of social media marketing through bibliometric analysis offers a wide range of information in the study theme using the leading keywords, and it makes tracking of the scientific publication easy, revealing the volume of citations of research articles (Evren & Kozak, 2013). Additionally, bibliometric analysis on the study areas offers quantitative data depicting the network of published research works (Munoz-Leiva et al., 2015). Consequently, the research establishes a reliable foundation to scan the existing position of research on the theme.

Interestingly, the use of social media marketing is revealed in several field mostly in business and marketing areas and business and economics that reflect the rising focus in the study field highlighting its significance in the modern business atmosphere unveiling that majority of business and users are highly centralized for the use of social media (Ling et al., 2021; Ali et al., 2023). Therefore, a bibliometric analysis is an effective measurement mechanism to scan how social media marketing, its use, interaction, and identification of preferences, and exploration of customized demand of consumers form on the basis of scientific investigation during a decade-long time frame. Thus, tracking trends in social media marketing exerts several advantages to the multisector, especially for users, businesses, and the academic field.

Studies previously conducted in the field of social media marketing depict less observation, fewer databases, and cover different time frames of the study (Joshi et al., 2023). Therefore, this study aims to discover the recent trends, direction, and trajectory for future research in the theme of social media marketing using bibliometric analysis. Moreover, this study addresses the research questions: What are the annual scientific publication trends of social media marketing research? What is the average citation per year? What are the major themes of social media marketing? Which are the most relevant sources and local impact documents? Which are the most relevant affiliations and the counties of the corresponding authors? Who are the prominent authors in social media marketing? Which are the most contributing countries to scientific production? Which are mostly global and local cited documents? What are the most frequent words, co-occurrence, and co-citation network? What is the future scope of research in social media marketing? To address these research questions, this study, based on bibliometric analysis, aims to discover the recent trends, direction, and future trajectory of the research in social media marketing.

Research Methods

Data Sources

A bibliometric analysis unveiling the landscape of social media marketing was conducted to discover the trends and trajectory of future research. This study utilized the Web of Science database covering the study period from 2010 to 2024. The Web of Science database offers a comprehensive, highly reliable database, providing robust tracking of citations, and covers a wide range of multidisciplinary coverage, extending a foundation to analyze the effect of research, detecting the trends of the research in a proper system (Li et al., 2018). This study utilized 784 final data points after filtering criteria, extracting the Web of Science data of scientific publications, especially the research articles published only in the English language. This study included business economics as a subject area comprising business and management as we of science categories.

Research Methods

The research conducted on the emerging area of marketing, emphasizing social media marketing as a major theme of the study, comprised the Web of Science database. Therefore, we adopted R Biblioshiny and VOS Viewer as tools for analysis. The accumulated data set from the Web of Science was created in two different phases, since this data source allowed access to up to 500 datasets at a time. Thus, 784 BibTeX data were downloaded, including the merging process, and a bibliometric analysis was conducted. Next, the data was exported in Excel CSV (comma-delimited) format for VOS Viewer analysis. The VOS Viewer primarily analyzed the bibliographic coupling between countries, as well as the co-occurrence and co-citation networks. The reaming analysis was completed using the R Biblioshiny software. Furthermore, this bibliometric analysis used the search keywords social media marketing, social media, digital marketing, Facebook, social networking, social media marketing, social media marketing, social networking sites, Twitter, social networks, social media strategy,

online marketing, social network, social media advertising, social media engagement, electronic word of mouth, and social network sites. Similarly, this study analyzed the annual scientific production, average citation per year, three-field plot, most relevant sources, sources' local impact, most relevant authors, most relevant affiliations, corresponding author's countries, countries' scientific production, most cited countries, most globally cited documents, most locally cited documents, most frequent words, bibliographic coupling of the countries, thematic map, co-occurrence network, and co-citation network. Figure 1 below reflects the search strategy.
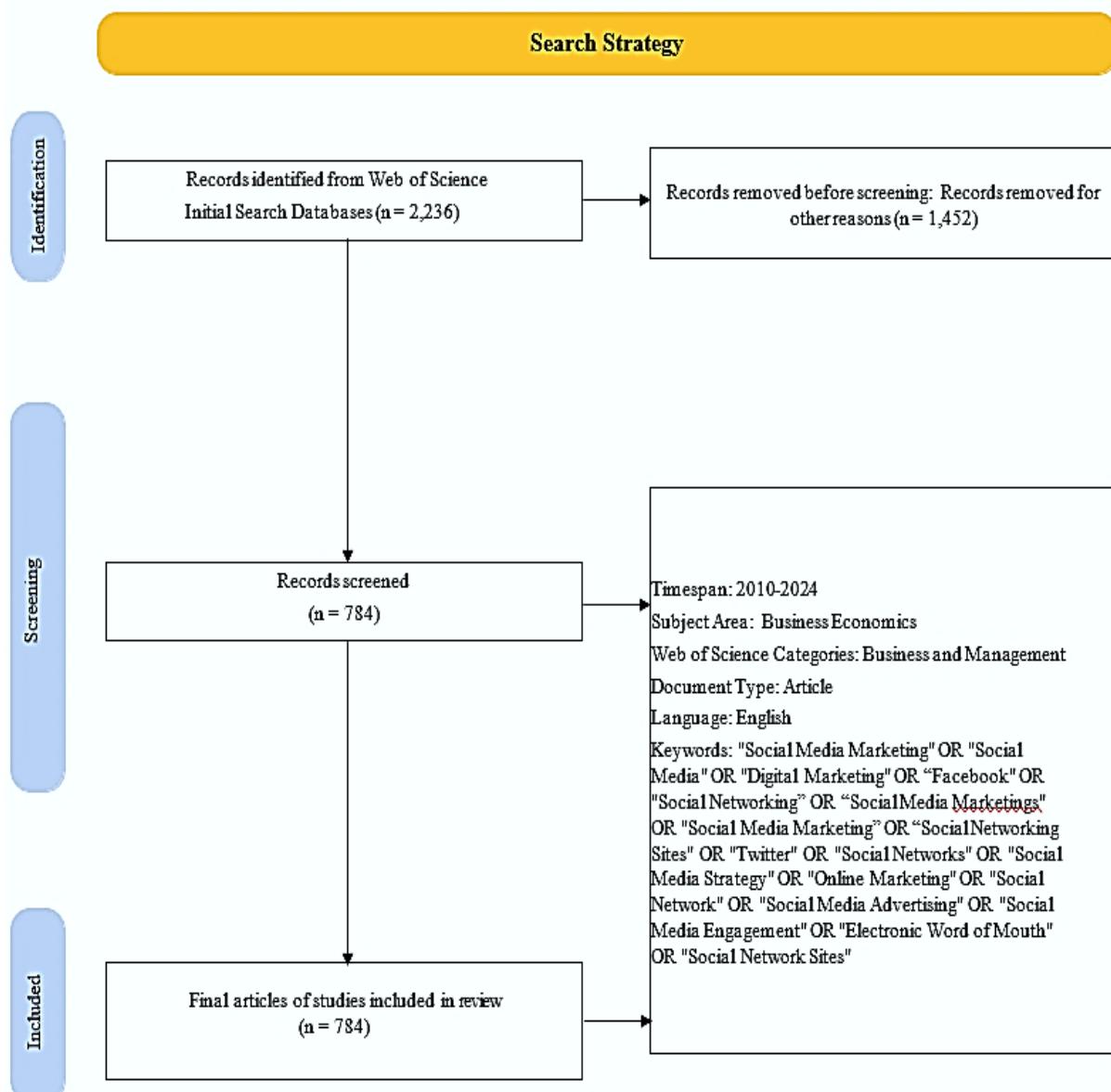

Figure 1. *Search Strategy*
Source: Web of Science

Figure 1 shows the search strategy for the analysis. The initial database was 2236 searches with "social media marketing" keywords, and 1452 records were removed during the data filtering

process. The final dataset included in the study was 784 after conducting the search strategy, covering the study period 2010–2024. Business economics was the subject area, and business and management were the Web of Science categories, including the document type only, an article published in the English language. Finally, the study included social media marketing as a major keyword for searching, comprising other relevant keywords like social media, digital marketing, social network, and others.

Results and Findings

Annual Scientific Production

Annual scientific production manifests the publication trends in the field of social media marketing. The research in the initial stage reveals few studies and gradually moves in an increasing direction, as depicted in Figure 2 below:
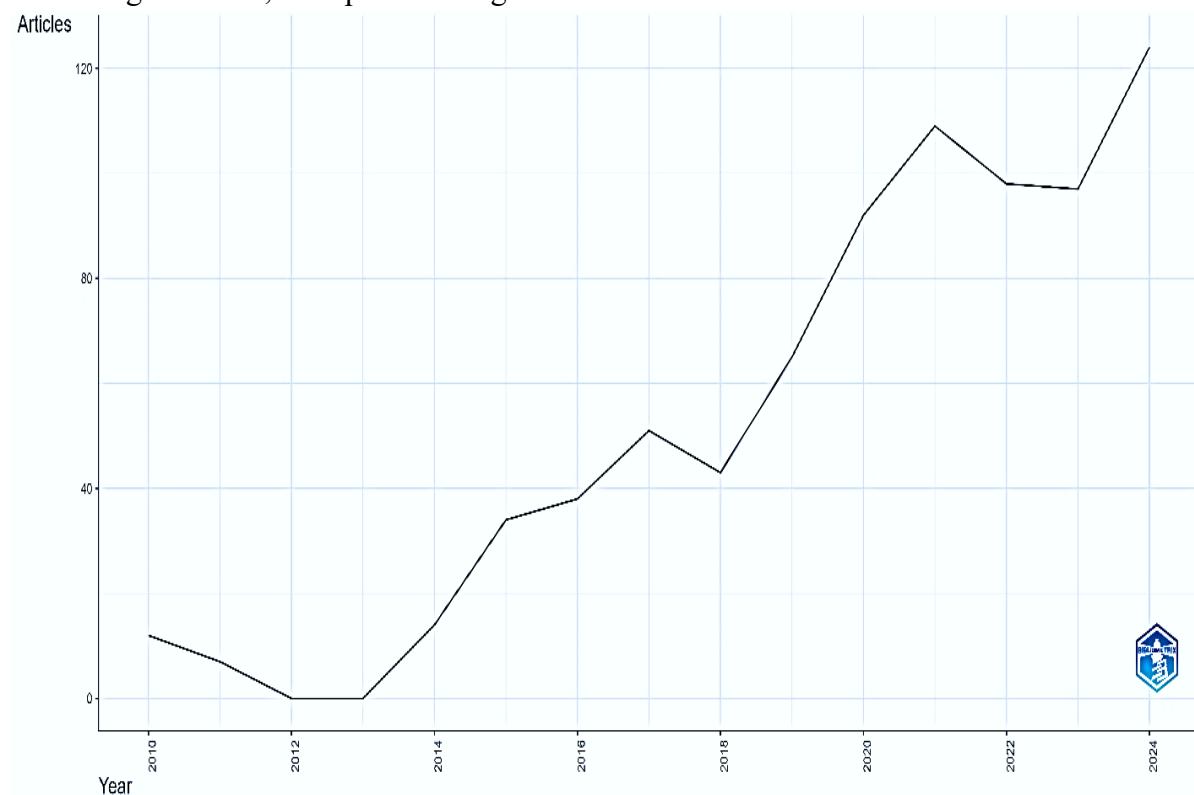
Figure 2. *Annual Scientific Production*
Source: Web of Science

Figure 2 depicts annual scientific production and in the year 2010 shows 12 research articles, and declined in the number of publications declined in 2011, comprising only 7 research articles. However, the publication remained zero in the years 2012 and 2013. Moreover, the publication in the field of social media marketing has increased since 2014, reflecting 14 scientific publications. Similarly, scientific production gradually increased in the subsequent years 2015, 2016, 2017, 2018, 2019, and 2020, indicating scientific publications 34, 38, 51, 43, 65, and 92. The highest publication comparatively found in the year 2021, with 109 research

articles. During the years 2022 and 2023 depicted, the research articles 98 and 97 were published. Finally, the year 2024 indicated the highest research publication with 124 research articles.

Table 1. Average Citation per Year

Year	Mean TC per Article	N	Mean TC per Year	Citable Years
2010	162.17	12	10.14	16
2011	250.86	7	16.72	15
2014	62.43	14	5.20	12
2015	96.03	34	8.73	11
2016	67.84	38	6.78	10
2017	85.24	51	9.47	9
2018	69.07	43	8.63	8
2019	62.25	65	8.89	7
2020	40.57	92	6.76	6
2021	36.92	109	7.38	5
2022	19.09	98	4.77	4
2023	11.04	97	3.68	3
2024	5.85	124	2.92	2

Source: Web of Science

Table 1 shows the average citation per year. The mean total citation per article in the year remained 162.17; meanwhile, the mean total citation per year was 10.14. Similarly, the mean total citation per article increased to 250.86, per year 16.75. Moreover, the year 2014 reflected a 62.43 mean citation per article, per year citation, 5.20. Thus, this trend of average citation of the scientific documents showed a decline from the year 2016 to 2054, depicting 67.84 total citation per article and per year mean citation 6.78 to 5.85 citations per article and a mean total citation per year of 2.92.

Three-Field Plot
The three-field plot consists of sources, authors, and main keywords. Major sources in the study include young consumers, Journal of Business Research, Journal of Marketing Management, Cogent Business and Management, Marketing Intelligence and Planning, Innovative Marketing, Journal of Retailing and Consumer Services, Asia Pacific Journal of Marketing and Logistics, and International Journal of Internet Marketing and Advertising.
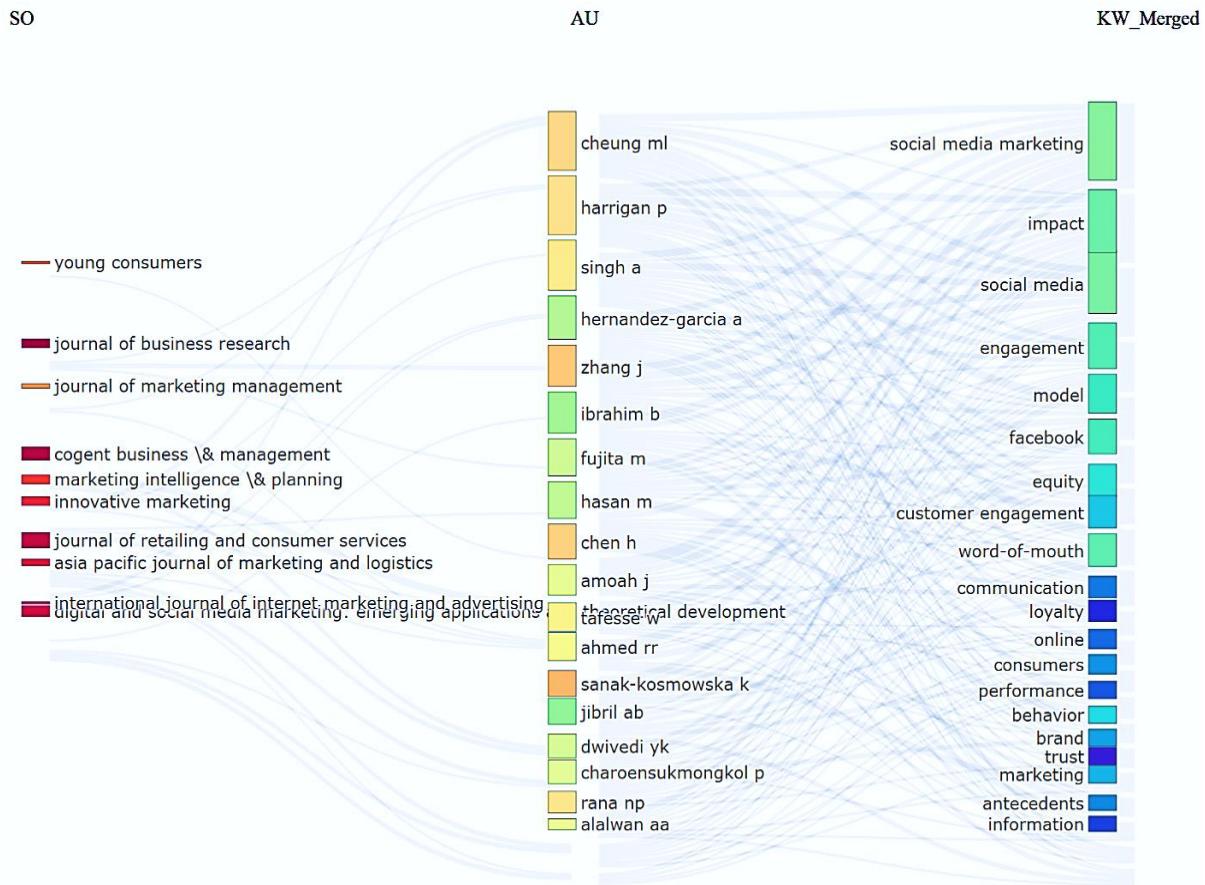
Figure 3. *Three-Field Plot*

Source: Web of Science

Figure 3 depicts a Three-Field Plot representing sources, authors, and keywords. Further, the contributing authors in the field of social media marketing include Cheung, Harrigan, Singh, Hernandez-Garcia, Zhang, and others. In addition, the major keywords in the field of study are social media marketing, social media, engagement, Facebook, customer engagement, word-of-mouth, communication, loyalty, and others. It shows that these different keywords represent the field of study, revealing the highly contributing sources and authors in the field.

Most Relevant Sources

Most relevant sources of the study depict the most contributing institutions in the field of social media marketing during the study period. Figure 4 shows the Journal of Research in Interactive Marketing as the highest contributing source, representing 56 publications.
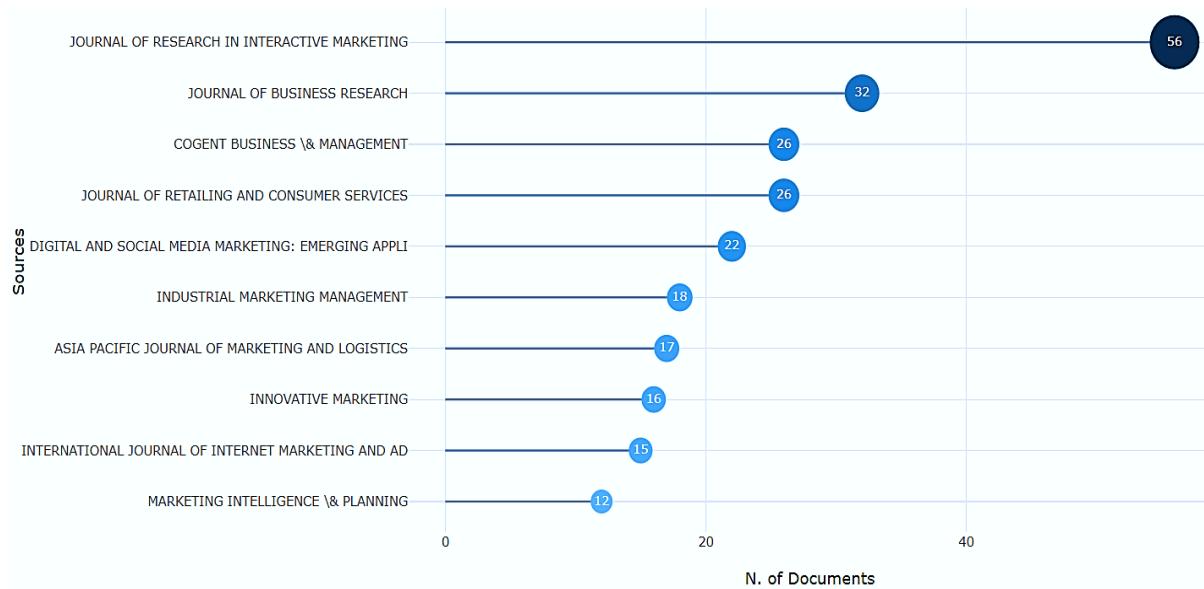
Figure 4. *Most Relevant Sources*

Source: Web of Science

Similarly, in the same Figure, the Journal of Business Research is shown as the second highly contributing source with 32 scientific publications during the period 2010 to 2024. Moreover, Cogent Business, Management, Journal of Retailing, and Consumer Services consist of the same scientific contribution of 26 from each source. Further, Digital and Social Media Marketing depicts 22 articles, and Industrial Marketing Management contains 18 research articles. In addition, Asia Pacific Journal of Marketing and Logistics, Innovative Marketing, International Journal of Internet Marketing, and Marketing Intelligence and Planning show the research articles 17, 16, 15, and 12 research articles, respectively.

Sources' Local Impact
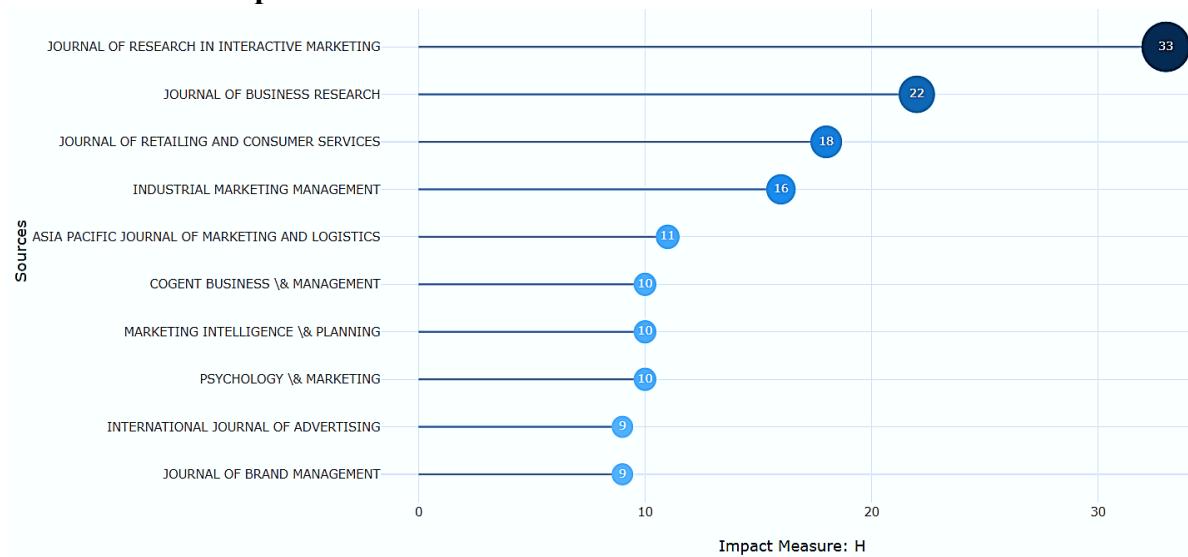
Figure 5. *Sources' Local Impact*

Source: Web of Science

Figure 5 depicts the sources' local impact with H- H-Index. The range of H-Index presented in the horizontal axis measures the impact of sources and publications, including the list of sources presented in the horizontal line. Thus, H-Index is a foundation to measure the local impact of sources of publication in the field of marketing and others (Hirsch, 2005; Bornmann & Daniel, 2009). The top ten sources included in the study found the Journal of Research in Interactive Marketing as holding the highest H-Index, 33 shows the highest local impact of sources. Similarly, Journal of Business Research displays an H-Index of 22, Journal of Retailing and Consumer Services with an H-Index of 18, Industrial Marketing Management Journal indicates an H-Index of 16, and Asia Pacific Journal of Marketing and Logistics depicts an H-Index of 11. Moreover, Cogent Business and Management, Marketing Intelligence and Planning, and Psychology and Marketing Journal in the field of marketing and social media show the local impact of sources with an H-Index of 10 for each source. The International Journal of Advertising and Journal of Brand Management demonstrate an H-Index of 9 for each source, depicting the sources' local impact on the scientific publication.

Most Relevant Authors
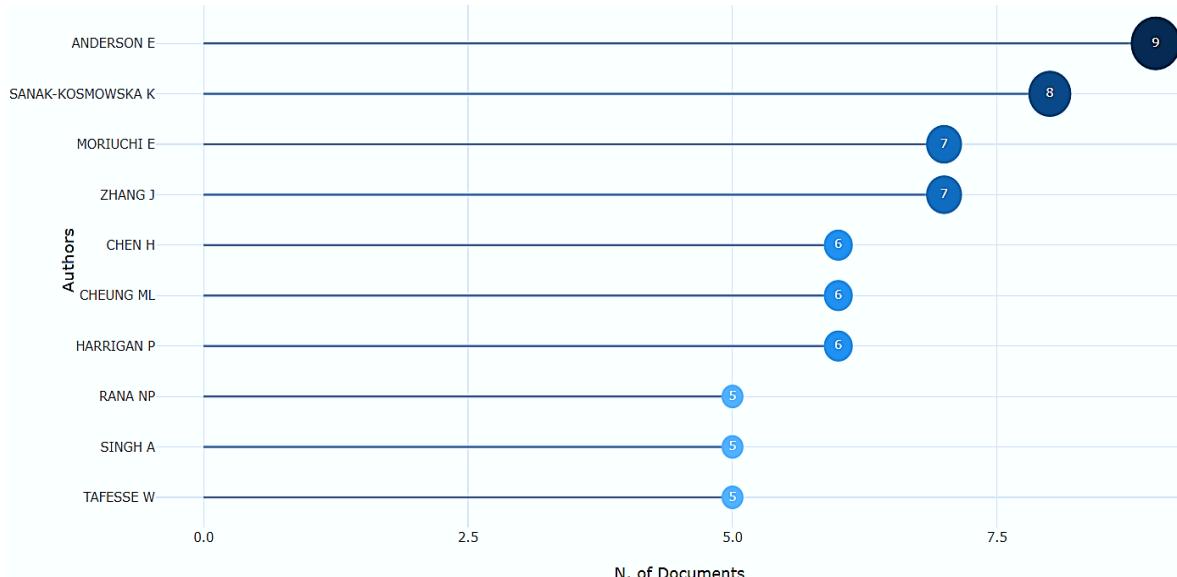
Figure 6. *Most Relevant Authors*
Source: Web of Science

Figure 6 shows the most relevant authors in the field of social media marketing during the study period from 2010 to 2024. Therefore, the number of documents of authors ranging from 1 to 9 is presented in the horizontal form, and a list of highly contributing authors is listed in vertical form. The authors with the highest publications are listed within the top ten authors, as depicted in this result, depicting Anderson as the most relevant author with 9 research articles. Similarly, Sanak-Kosmowska found 8 scientific publications, Moriuchi and Zhang found 7 for each author. Similarly, Chen, Cheung, and Harrigan represent 6 research articles for each author. Finally, Rana, Sing, and Tafesse hold 5 research articles for each author.

Most Relevant Affiliations
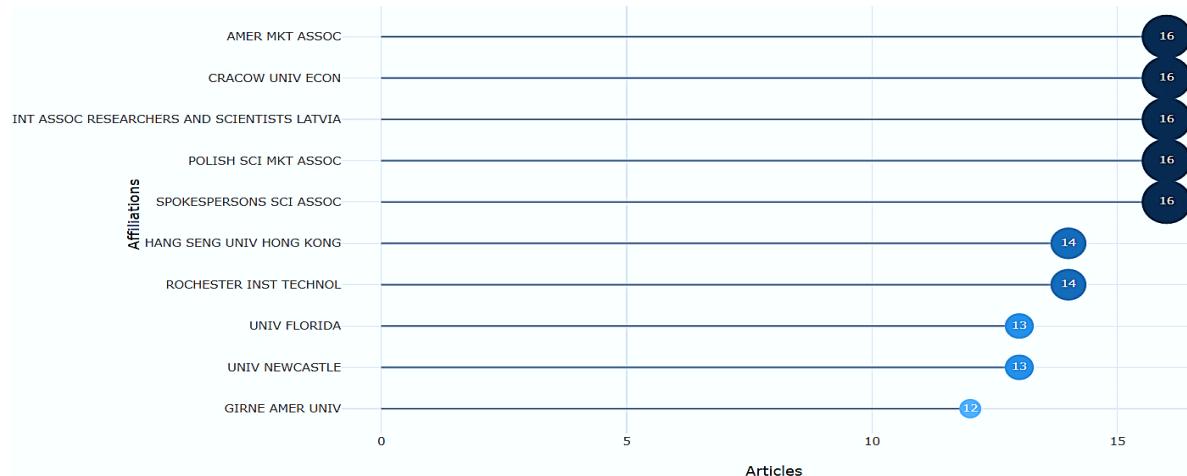
Figure 7. *Most Relevant Affiliations*
Source: Web of Science

Figure 7 shows the most relevant affiliations consisting of the highest ten contributing affiliations presented in vertical form and the number of scientific publications ranging from 0 to 16 in the horizontal form. American Marketing Association, Cracow University of Economics, Association of Researchers and Scientists of Latvia, Polish Scientific Marketing Association, and Spokespersons Scientific Association represent scientific publications 16 for each affiliation during the study period in the study theme of social media marketing. Similarly, Hang Seng University of Hong Kong and Rochester Institute of Technology represent 14 research articles for each affiliation. University of Florida and University of Newcastle represent 14 publications for each affiliation, and Girne American University represents 12 scientific publications in the social media marketing-related field during the study period.

Corresponding Author's Countries
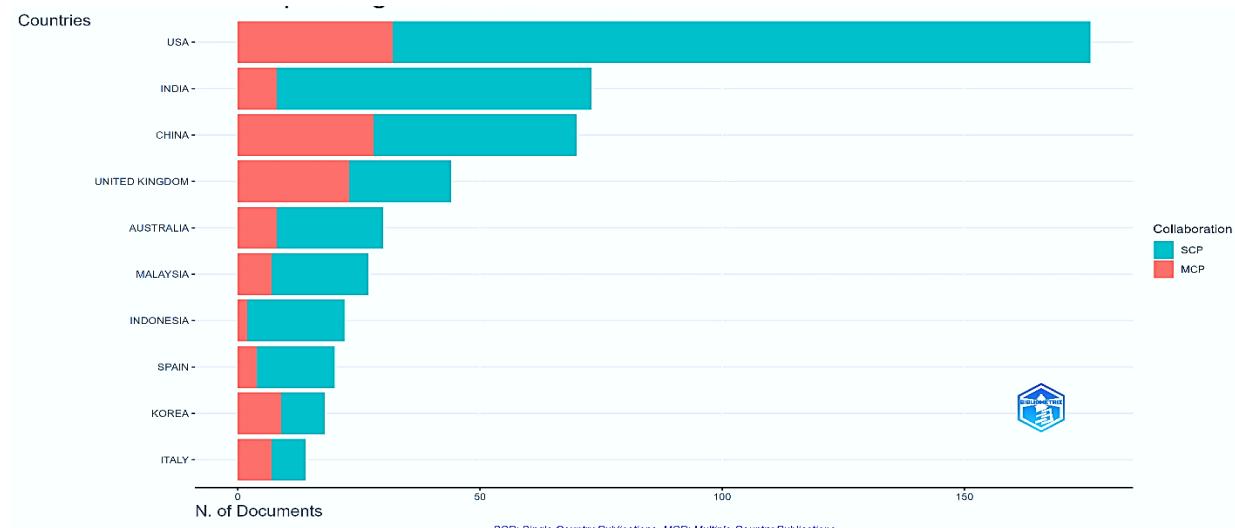
Figure 8. *Corresponding Author's Countries*
Source: Web of Science

Figure 8 shows the corresponding authors' countries representing the number of documents in the horizontal axis and countries in the vertical axis. This result represents the top ten countries of corresponding authors, depicting the contrast of single-country publications with green color and multiple-country publications with red color. The leading country corresponding to the author is the United States of America (USA), with 176 research articles, holding 144 as single country publications and 32 research articles with multiple country publication status. The second position of corresponding authors is represented by India with 73 research articles, which represent 65 research articles as single country publications and only 8 articles with multiple country publication status. Similarly, China represents 70 research articles, presenting in the third position, in which 42 articles remained in the single country publication status, consisting of 28 research articles with multiple country publication status. Further, the remaining countries of the corresponding author reflect the United Kingdom (UK), Australia, Malaysia, Indonesia, Spain, Korea, and Italy, ranging the number of articles ranging from 44 to 14, respectively.

Table 2. Countries' Scientific Production

S.N.	Country	Frequency	S.N.	Country	Frequency
1	USA	586	16	Jordan	37
2	China	245	17	Saudi Arabia	37
3	India	220	18	Vietnam	34
4	UK	151	19	Germany	33
5	Australia	112	20	Canada	30
6	Malaysia	94	21	Thailand	27
7	Indonesia	75	22	Brazil	26
8	Poland	64	23	Egypt	26
9	Spain	59	24	South Africa	24
10	South Korea	55	25	Iran	23
11	Pakistan	51	26	New Zealand	21
12	Finland	44	27	Turkey	21
13	Italy	44	28	Romania	20
14	France	41	29	Cyprus	17
15	Portugal	38	30	Greece	17

Source: Web of Science

Table 2 shows the countries' scientific production. The top thirty countries are included in the study, and the United States of America (USA) is revealed as a leading country in the scientific production with 586 total production during the study period, 2010 to 2024, in the field of social media marketing. Similarly, China stands in the second position in terms of its publications, with 245 research articles during the study period. Moreover, the remaining top fifteen countries in research article publication in social media marketing are India, the United Kingdom (UK), Australia, Malaysia, Indonesia, Poland, Spain, South Korea, Pakistan, Finland, Italy, France, and Portugal, demonstrating the total number of research articles 220, 151, 112, 94 to 38, respectively. The remaining thirty countries in the scientific publications found

Jordan, Saudi Arabia, Vietnam, Germany, Canada, Thailand, Brazil, Egypt, South Africa, Iran, New Zealand, Turkey, Romania, Cyprus, and Greece, representing the production of articles ranging from 37 articles to 17 articles in descending order.

Most Cited Countries
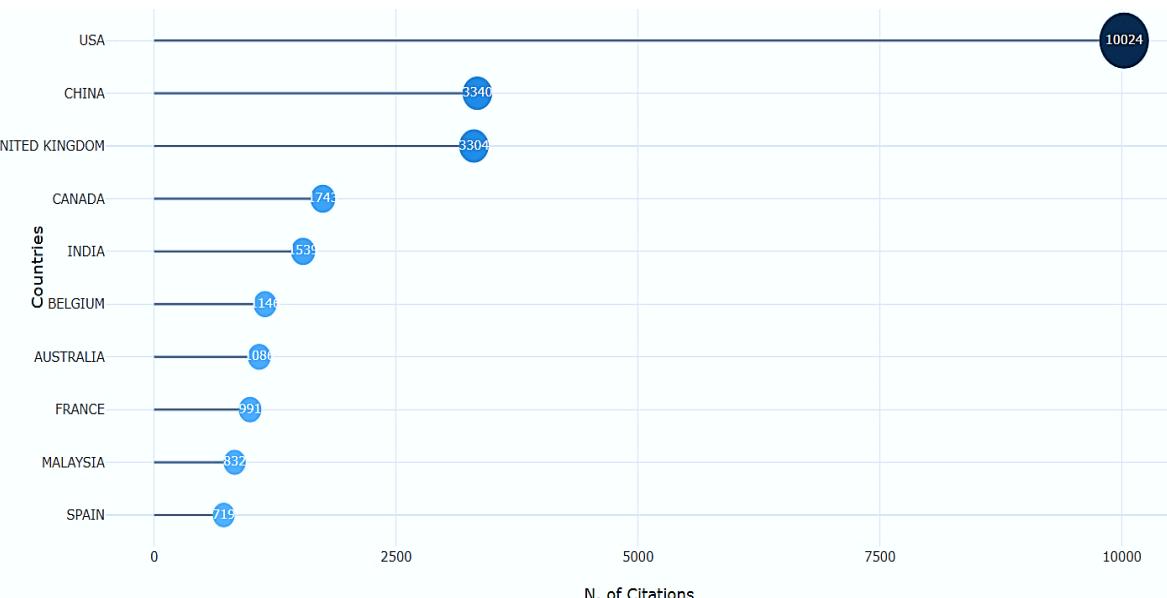
Figure 9. *Most Cited Countries*
Source: Web of Science

Figure 9 shows the most cited countries depicting the number of citations in the horizontal form, ranging from 0 to 10024, and a list of countries in the vertical form. The United States of America (USA) reflects the highest number of citations, 10024, during the study period from 2010 to 2024. China represents 3340 citations, the United Kingdom (UK) 3304, Canada 1743, and India 1539, as a list of countries with the top five citation numbers. Moreover, Belgium and Australia show 1146 and 1086 citation numbers, respectively, depicting the number of citations above 1000 citations. Finally, France, Malaysia, and Spain depicted 991, 832, and 719 citation numbers during the study period.

Most Global Cited Documents
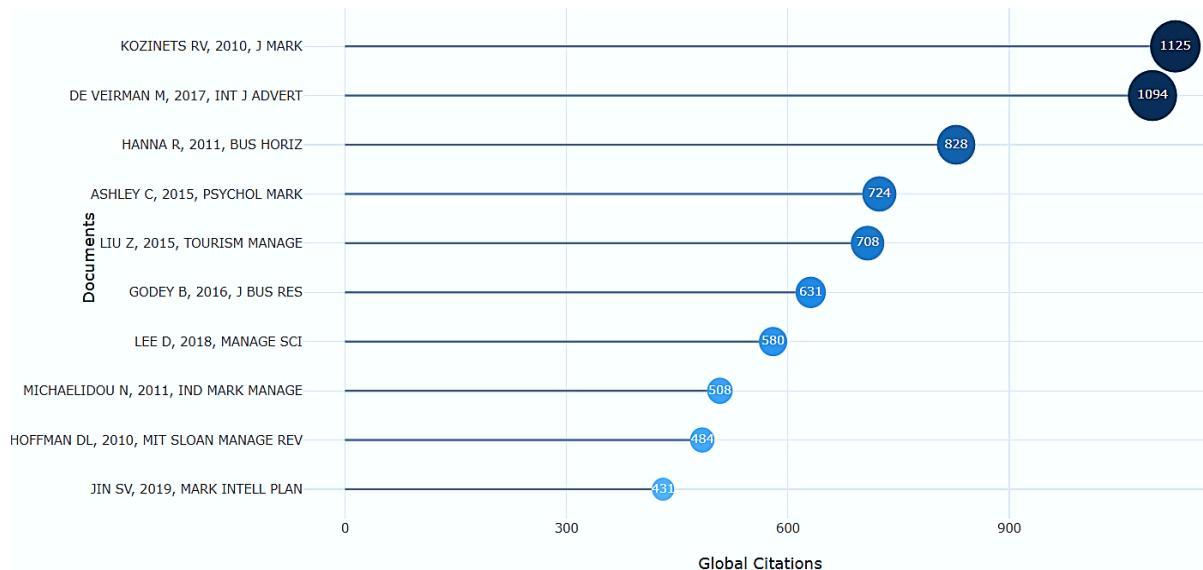
Figure 10. *Most Global Cited Documents*

Source: Web of Science

Figure 10 displays the most globally cited documents, consisting of global citations in a horizontal line ranging from 0 to 1125 global citations and documents with a list of authors and Journal in the vertical line. Kozinets et al. (2010) published in the Journal of Marketing represents the highest global citation 1125 during the study period from 2010 to 2024. Furthermore, the scientific work published by De Veirman et al. (2017) in the International Journal of Advertising holds the second-highest global citation 1094, and the research work published by Hanna and Crittenden (2011) in the Business Horizons Journal represents 828 global citations. Next, the publication by Ashley and Tuten (2015) in the Psychology & Marketing Journal contains 724 global citations, and Liu and Park (2015), the scientific work published in the Tourism Management Journal, represents 708 global citations. In addition, research work published by Godey et al. (2016) in the Journal of Business Research represents 631 global citations, and work published by Lee et al. (2018) in the SSRN Electronic Journal depicts 580 global citations. Another scientific work by Michaelidou et al. (2011) published in Industrial Marketing Management demonstrates 508 global citations, and a scientific publication by Jin et al. (2019) in Marketing Intelligence & Planning manifests 431 total global citations.

Most Local Cited Documents
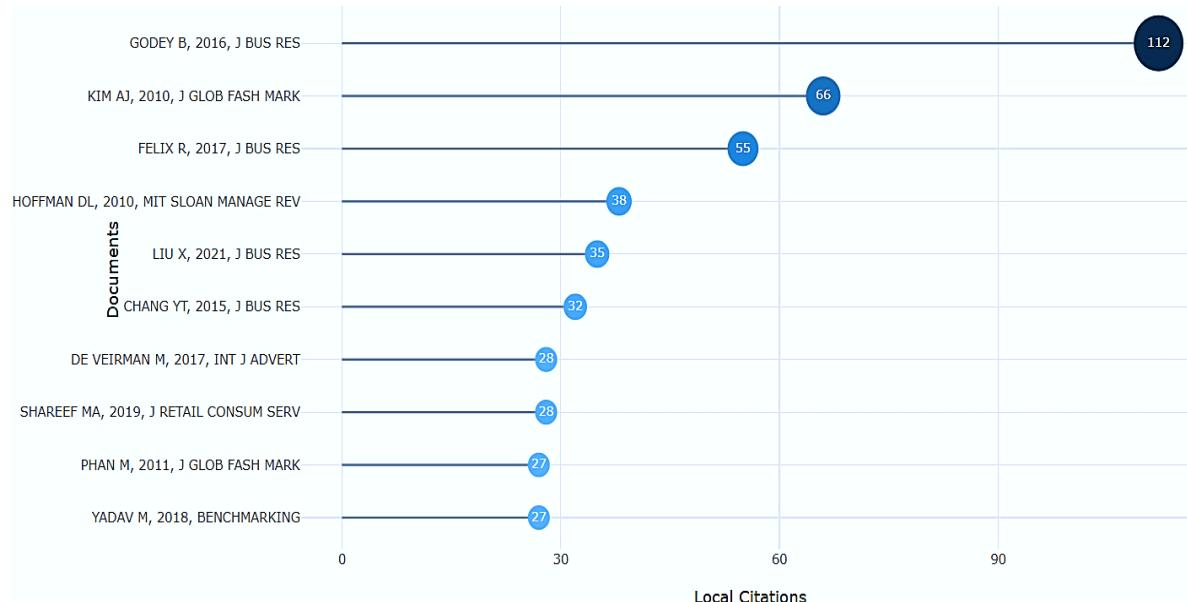
Figure 11. *Most Local Cited Documents*
Source: Web of Science

Figure 11 depicts the most locally cited documents, consisting number of local citations in horizontal form ranging from 0 to 112 and documents, authors, with the name of the Journal in the vertical form. Research article by Godey et al. (2016) published in Journal of Business Research demonstrates 112 local citations, and research work by Kim and Ko (2010) published in Journal of Global Fashion Marketing depicts 66 local citations. Furthermore, Felix et al. (2017) published in the Journal of Business Research holds 55 local citations, and scientific work by Liu et al. (2021) published in the Journal of Business Research demonstrates 35 local citations. Furthermore, scientific work by Chang et al. (2015) published in the Journal of Business Research represents the 32 local citations. Additionally, the work by De Veirman et al. (2017) published in the International Journal of Advertising and research work by Shareef et al. (2019) published in Journal of Retailing and Consumer Services show 28 local citations for each document. Moreover, the scientific work held by Phan et al. (2011), published in the Journal of Global Fashion Marketing, and the work held by Yadav and Rahman (2018), published in An International Journal, depict 27 local citations for each document.

Most Frequent Words
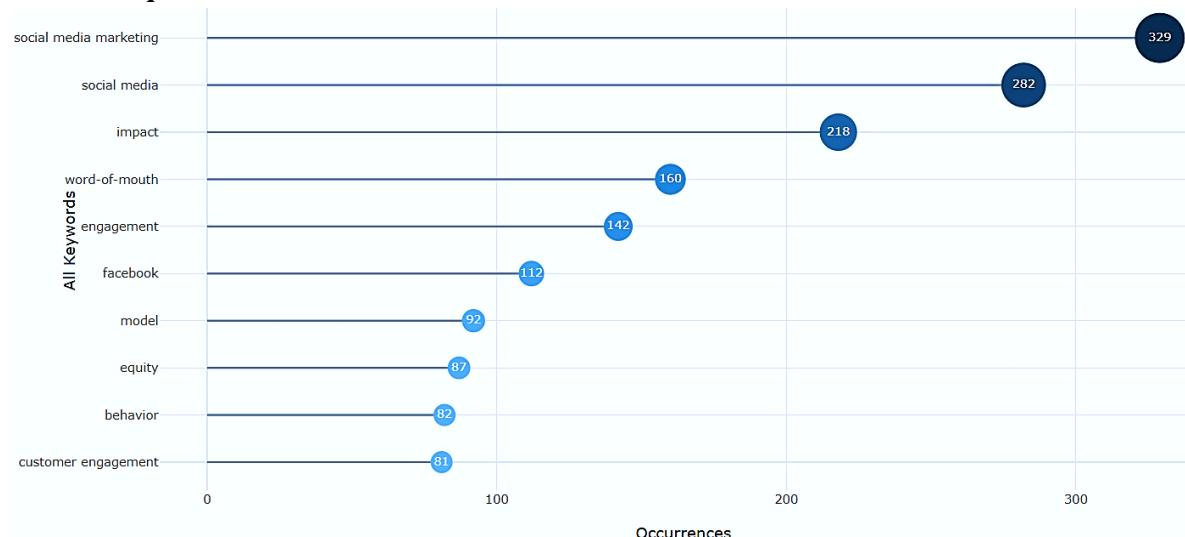
Figure 12. *Most Local Cited Documents*

Source: Web of Science

Figure 12 reflects the most frequent words in the field of study areas, especially social media marketing, consisting of occurrences in the horizontal line and all keywords in the vertical line. The word social media marketing received the highest occurrence, 329, during the study period, followed by social media with 282 occurrences. Similarly, the keyword impact received 218 occurrences, and the word-of-mouth keyword received 160 occurrences during the study period. Moreover, engagement received (142) occurrences, and Facebook, model, equity, behavior, and customer engagement keywords received 112, 92, 87, 82, and 81 occurrences, respectively.

Bibliographic Coupling of the Countries
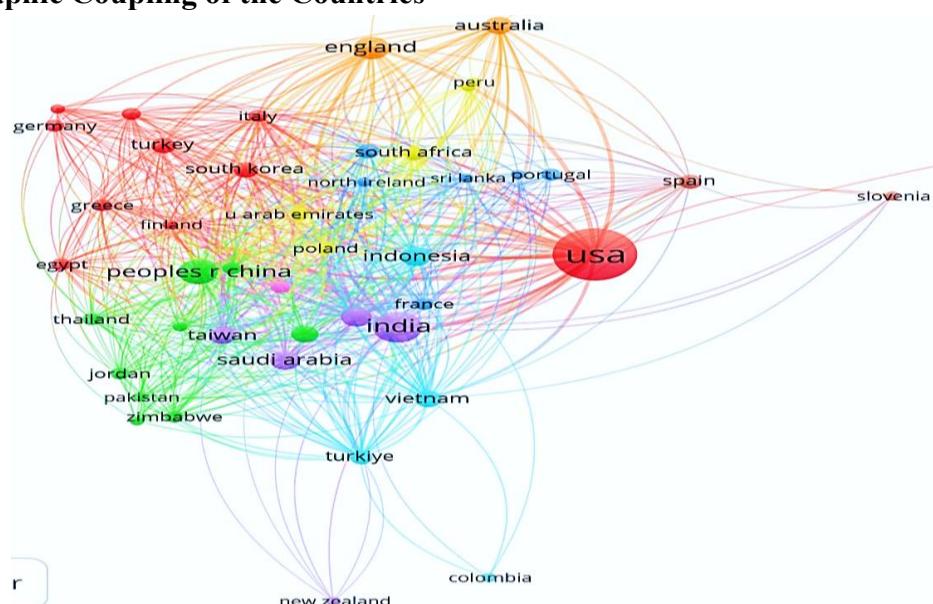
Figure 13. *Bibliographic Coupling of the Countries*

Source: Web of Science

Figure 13 reveals bibliographic coupling of the countries, representing the links between the multiple countries, depicting different sizes of nodes with distinct colors. These results demonstrate the largest node of the United States of America (USA), representing the vital number of linkages of the network. Similarly, other important countries depicted with different sizes of nodes and colors found in the study were India, China, England, Australia, Indonesia, and South Korea. Other nodes linking in diverse directions with countries depict Taiwan, Egypt, Greece, Germany, New Zealand, South Africa, and others, in which all the nodes linking with multiple countries reflect the relationship or interconnections comprising the density of links centralized with the USA, depicting a central role. Therefore, this output shows the highest network of the USA that links with multiple countries in the field of study areas, with scientific publications containing their connectivity.

Thematic Map
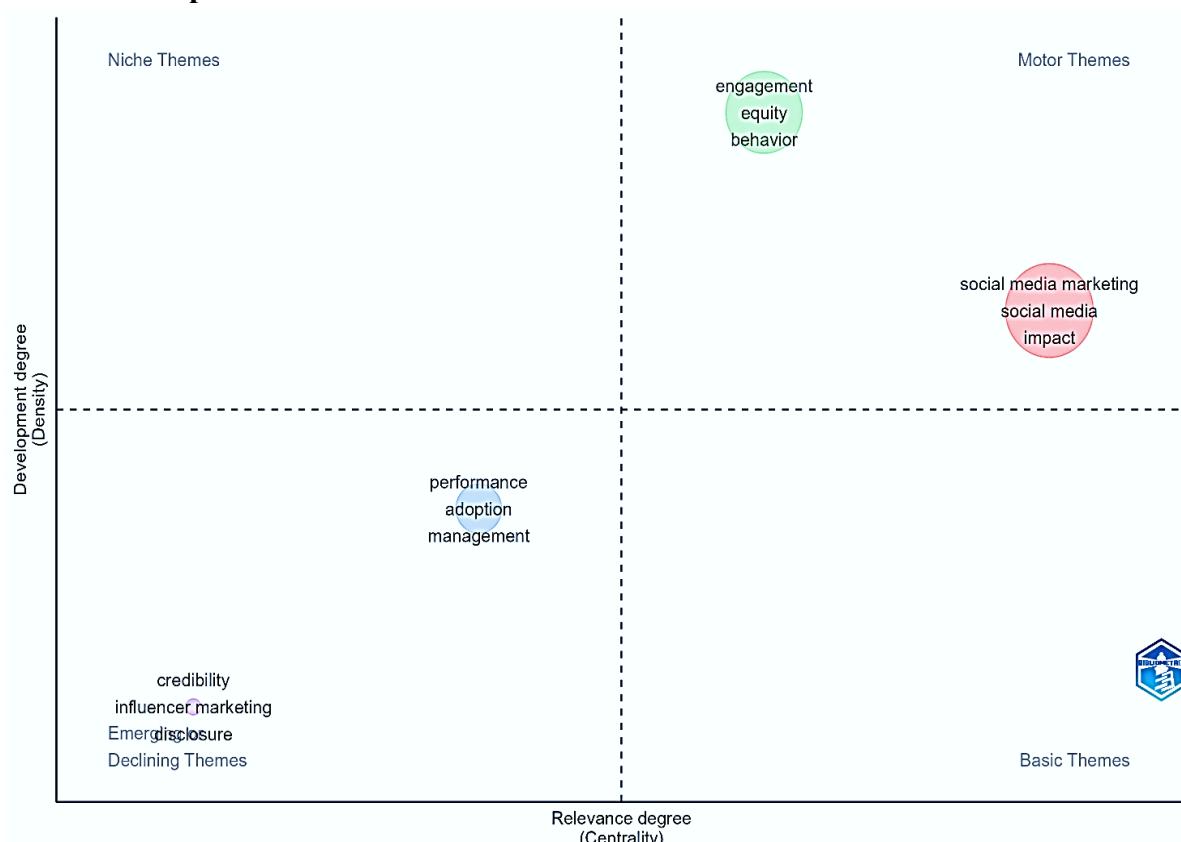
Figure 14. *Thematic Map*
Source: Web of Science

Figure 14 shows a thematic map consisting of a relevance degree (centrality) in the horizontal line and a development degree (density) in the vertical line. Further, this result reflects four different clusters with motor themes (high density, high centrality), basic themes (low density, high centrality), emerging themes or declining themes (low density, low centrality), and niche themes (high density, low centrality). Moreover, the motor themes quadrant depicts social media marketing and social media impact, manifesting that these topics are well developed and highly influential. In addition, the emerging or declining theme quadrant contains influencer

marketing, credibility, and disclosure, depicting underdeveloped areas. Similarly, the basic themes quadrant includes performance management and adoption, which are reflected as foundational titles with relevance; however, they remain less developed. Finally, niche themes contain engagement equity behavior reflecting a specialized topic but remain with limited broader impact.

Co-occurrence Network
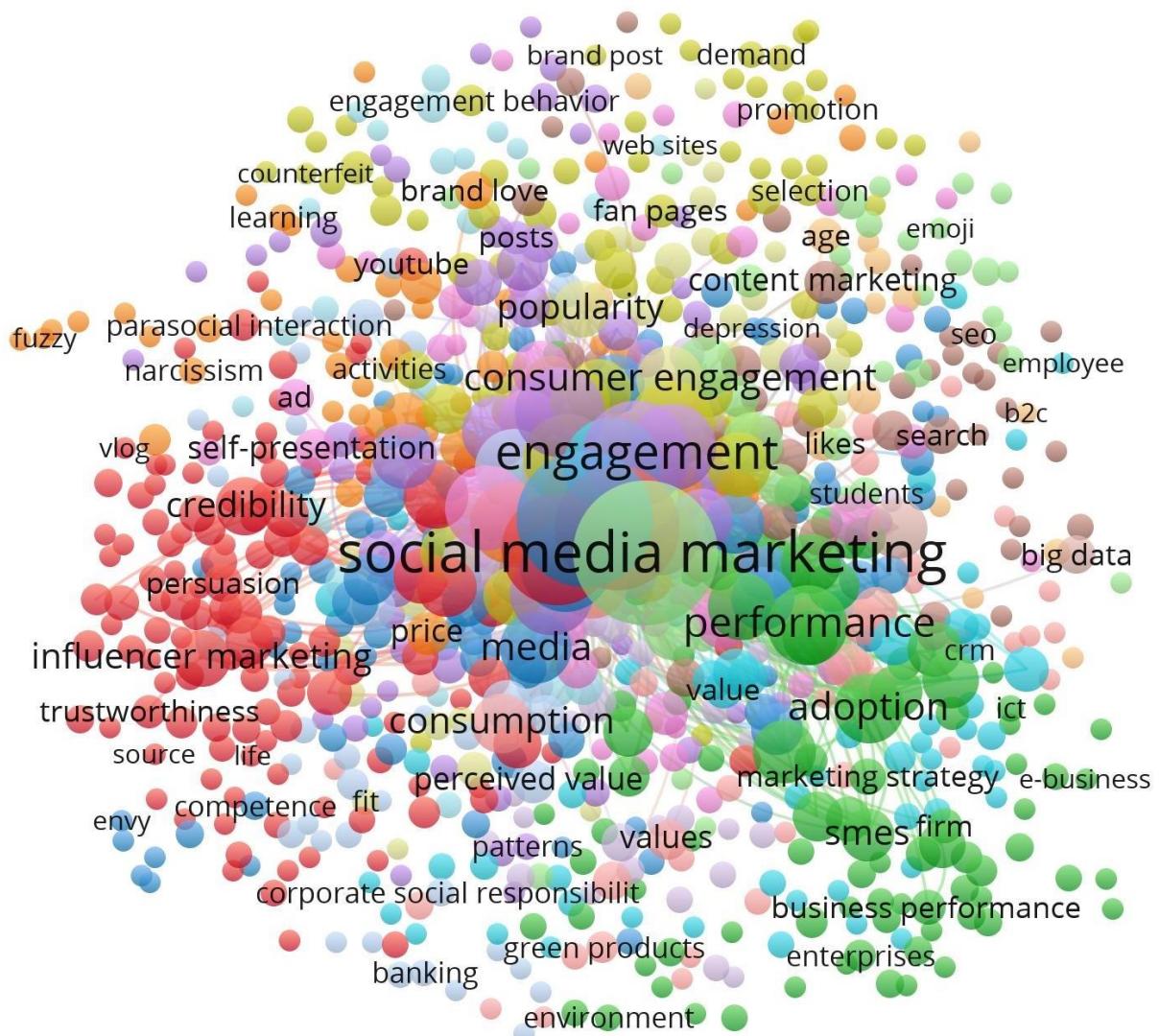
Figure 15. *Co-occurrence Network*
Source: Web of Science

Figure 15 shows a co-occurrence network representing social media marketing as the major theme in the study area. Therefore, the largest node in these results represents social media marketing, followed by engagement. The major theme of social media marketing stands as the leading theme, and this is linked with other themes comprising performance, price, media, credibility, influencer marketing, media, consumption, consumer engagement, marketing strategy, perceived value, business performance, content marketing, YouTube, trustworthiness, and green products, which are closely

connected themes in the study. Thus, distinct nodes with different colors represent diverse concepts reflecting the linkage with the major theme, social media marketing, which further shows the thematic structure and connection with social media marketing.

Co-citation Network
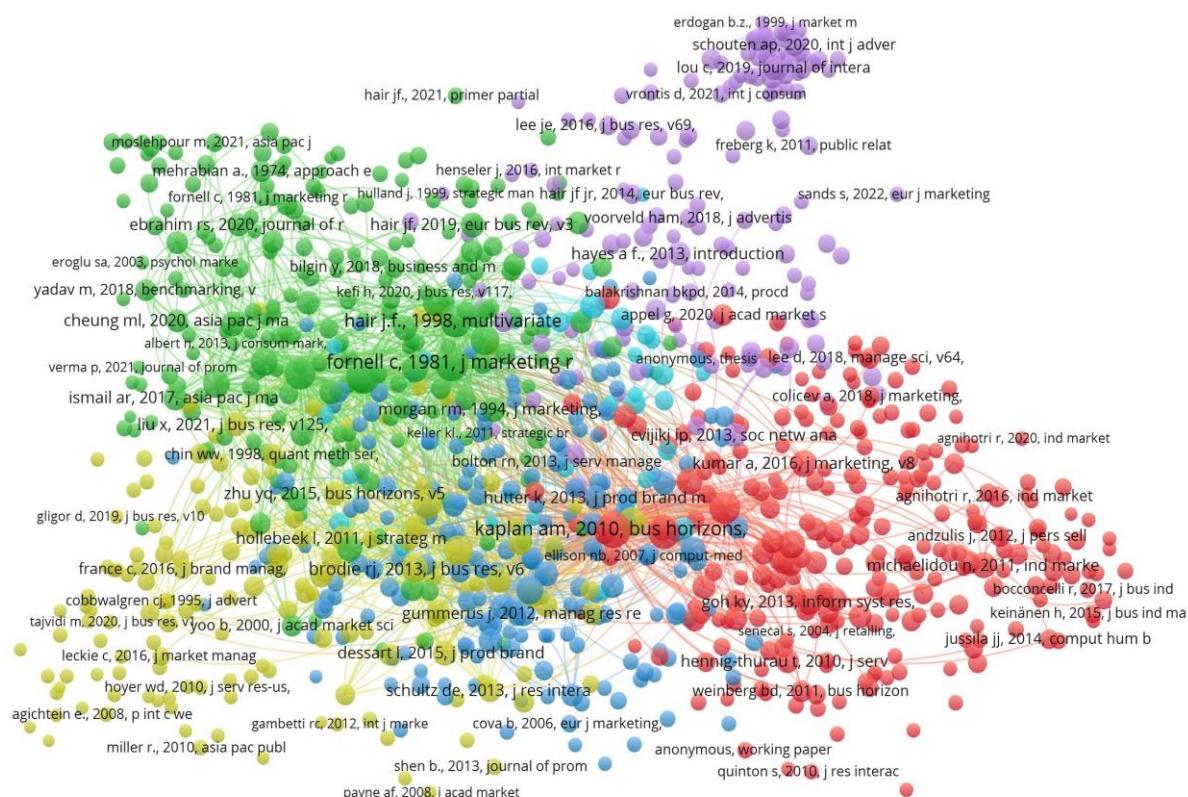
Figure 16. *Co-citation Network*
Source: Web of Science

Figure 16 shows a co-citation network revealing connections of scientific works in the field of social media marketing. The nodes with distinct sizes comprising the different colors manifest the foundational keywords, themes, and number of authors significantly contributing to the field of social media marketing, and finally, it demonstrates the frequency of occurrence and significance of the field of study. Further, the larger nodes in the result represent a major theme, and the links of its line show the interconnection of the scientific production, representing its research titles, the number of authors participating in the research, and demonstrate other relevant information. In addition, the co-citation network shows the contribution of scholars to the study field covering social media marketing.

Discussion

The bibliometric results from the field of social media marketing, obtained using R Biblioshiny and VOS Viewer software, revealed a rapidly growing trend in this area from 2010 to 2024. The findings showed that social media marketing is an emerging area of study and depicted a growing trajectory for the investigations. The bibliometric analysis results indicated that social

media marketing, as a research field, identified emerging areas of study during the study period, highlighting the increasing scientific investigation by scholars focusing on this topic. This finding remained in the same direction as the previous study (PK & Nishad, 2025). Similarly, the findings reflected that the leading keywords from the study contained social media marketing, young consumers, marketing management, and innovative marketing, which highly focused on the importance of engagement, Facebook, customer engagement, word-of-mouth, communication, and loyalty in the field. These keywords are depicted as leading and significant areas of the study, revealing growing interest. Furthermore, the author who mainly contributed to the scientific investigation in the field of social media marketing was Anderson, who contributed 9 research articles. Moreover, the dominating sources of scientific publication found Journal of Interactive Marketing, Business Research, Cogent Business, Management, Digital and Social Media Marketing, Industrial Marketing Management, and other relevant sources contributed the most scientific publications. Additionally, the dominating country in the study depicted the USA, manifesting 586 articles that mostly contributed to the scientific publication, followed by India during the study period, especially in the field of social media marketing, which showed that the production of research in the study field was found in different regions globally. Next, the most globally cited documents were the work by Kozinets et al. (2010), De Veirman et al. (2017), Hanna and Crittenden (2011), Ashley and Tuten (2015), Liu and Park (2015), Godey et al. (2016), Lee et al. (2018), Michaelidou et al. (2011), and Jin et al. (2019). Furthermore, the most locally cited documents were the works by Godey et al. (2016), Kim and Ko (2010), Felix et al. (2017), Liu et al. (2021), Chang et al. (2015), De Veirman et al. (2017), Shareef et al. (2019), Phan et al. (2011), and Yadav and Rahman (2018). Moreover, findings from the bibliographic coupling of countries showed the USA with the largest node, representing the vital number of linkages. Finally, the thematic map depicted social media marketing and social media impact as well-developed fields, and performance management and adoption were reflected as foundational titles with relevance in the basic theme; however, they remained less developed.

Conclusion

The social media marketing research examines the direction and trajectory of future research that identifies the significant areas and contributions of scholars in the field. This research outlines the landscape of scientific investigations, establishes a foundation for strategic decisions by practitioners, and presents opportunities for scholars to pursue future studies, thereby clarifying the scope of the field. Therefore, the study depicts that scientific studies on social media marketing increase throughout the study period, representing more than a decade of duration. It reveals social media marketing as an emerging theme, in which most of the scholars emphasize the investigation of consumer tendencies and the reshaping of consumer behavior with the development and adaptation of social media. The vital role of social media marketing is to offer diverse opportunities to customers while promoting businesses, products, and services. However, the average total citation per article declines during the study period. Moreover, the three-field plot identifies social media marketing as a leading theme, followed

by impact, social media, engagement, and others. It illustrates the significant contributions of author Cheng and highlights the Journal of Research in Interactive Marketing as the primary contributor. Further, the Journal of Research in Interactive Marketing shows the highest local impact, with Anderson as the most significant contributor in the field. The American Marketing Association stands as the most relevant affiliation. In addition, the United States of America reflects as a major country of corresponding authors, which further reveals it as the most contributing country and the most cited country in the field of study. Moreover, the Journal of Marketing depicts the highest global citation, and the Journal of Business Research is the most locally cited source and document, in which the most frequent word shows social media marketing, followed by social media, impact, word-of-mouth, engagement, Facebook, model, behavior, and customer engagement. Therefore, it can be concluded that social media marketing is an emerging and vibrant mechanism of promotion as the impact and miles of social media spread at a fast pace as users of social media increase in recent decades. The promotional strategy, which embraces social media, plays a significant role in effective information dissemination to the target customers. Thus, adaptation of impactful, effective, and fast mileage-covering social media marketing as a strategic tool can support companies. Next, scholars can further investigate emerging areas of social media marketing from various geographical and organizational perspectives, as well as other relevant factors. However, this study presents evidence from a bibliometric analysis aimed at detecting research trends in social media marketing using the Web of Science database. It excludes the Scopus database, which may omit valuable data, and focuses solely on research articles published in English, thereby excluding important studies published in other languages and limiting the findings. Similarly, this study covers the duration from fourteen years of data extracted from Web of Science, published in the field of social media marketing Therefore, future studies can take place in the theme of social media marketing, considering the database of other sources in different region-based studies comprising the information over a long duration.

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