Social Media Marketing and Consumer Behaviour: Reflection and Future Perspectives

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Abstract

This study presents a comprehensive bibliometric and thematic analysis of digital marketing and consumer behaviour research from 2010 to 2024, examining publication trends, citation impacts, key contributors, and evolving research themes. Data were extracted from the Scopus and Web of Science databases. In total, 1803 research journals were analyzed. This study utilized R programming software (R Studio) to analyze the bibliometric data. The analysis highlights a rapidly expanding field centered on social media marketing and consumer behaviour. The findings reveal an exponential growth in annual publications, increasing from 11 articles in 2010 to 284 in 2023, with a notable 16.01% yearly growth rate, signaling the field's expanding scholarly significance. However, the trend appears to decrease in 2024, as data extracted in the first quarter suggests a decline. Three key field plots structure the discussion and dominant themes: platform-specific studies (Instagram, Facebook), brand equity, and ROI measurement. Thematic trends further underscore the shift from theoretical frameworks

to data-driven applications, with emerging focus areas such as adolescent consumer behaviour and cross-cultural dynamics. The study concludes that while social media marketing research has matured rapidly, challenges remain in striking a balance between productivity and its impact. Future research should address understudied platforms (e.g., TikTok), integrate advanced analytics, and reconcile new digital behaviours with classic marketing theories. This analysis provides a roadmap for scholars and practitioners to navigate the evolution of the field and prioritize high-impact research avenues.

Keywords: Digital marketing, bibliometric analysis, platform-specific marketing, consumer engagement

Introduction

In recent years, social media marketing has become essential for shaping consumer purchasing decisions and enhancing customer satisfaction. Advancements in social media marketing in the contemporary era contribute to saving consumers both time and money while also increasing their satisfaction levels (Mazeed & Kodumagulla, 2019). Platforms such as Facebook, Instagram, and TikTok enable businesses to showcase their products and services effectively (Hefler et al., 2013; Pletikosa Cvijikj & Michahelles, 2013). The growth of the Internet and social media marketing is a critical consideration when formulating marketing strategies (Yu et al., 2023). Social media marketing plays a pivotal role in disseminating information about products, brands, and target audiences (Khraiwish & Alsharif, 2024), thereby augmenting sales. It has become indispensable for businesses, brands, and emerging small-scale enterprises to enhance their marketing strategies (Ali et al., 2023; Bauer & Tian, 2024).

The evolving concept of social media marketing has a significant impact on Internet users (Jena et al., 2024). The development of social media is a consequence of the proliferation of social networks within the field of communication technology. Social media marketing (SMM) has fundamentally transformed consumer behavior, establishing itself as a pivotal component of contemporary business strategies (Letunovska et al., 2021; Potter, 2012). Platforms, such as Instagram, TikTok, and Facebook (Curtis et al., 2021; Tartaraj et al., 2024), facilitate global brand engagement, streamline purchasing processes, and enhance customer satisfaction through targeted content (Goel et al., 2022). The transition from static Web 1.0 to interactive Web 2.0 technologies has heightened the significance of SMM, fostering two-way communication and facilitating real-time feedback (Yu et al., 2023). As digital connectivity continues to expand, businesses increasingly depend on SMM to reduce costs, personalize outreach, and drive sales, rendering it indispensable for firms of all sizes (Kemp et al., 2021).

Historically, consumer behavior has been influenced by physical touchpoints (Pahari et al., 2024) and traditional advertising methods (Mazeed & Kodumagulla, 2019; Thakur & Kushwaha, 2024). However, social media marketing (SMM) has disrupted these conventional patterns by emphasizing accessibility, interactivity, and viral reach (Sheth & Sinha, 2015). SMM utilizes advanced tools such as AI-driven analytics and influencer partnerships to decipher consumer preferences and optimize marketing campaigns (Thakur & Kushwaha, 2024). In contrast to traditional methods, such as print advertisements, SMM offers dynamic, multi-platform engagement (Bauer & Tian, 2024; Singh & Kunja, 2023), enabling brands to monitor trends in real-time (Sharabati et al., 2024). This paradigm shift highlights the necessity for agile marketing strategies that align with digital-native behaviors (Manyanga et al., 2024; Peltier et al., 2024).

The proliferation of smartphones has solidified the ubiquity of social media marketing (SMM), with users anticipating seamless and interactive brand experiences (Elshaer et al., 2024). This study provides insights into leading countries, universities, journals, authors, and the most frequently cited papers, while also offering a prospective overview of research in social media marketing and consumer behavior. It serves as a valuable resource for journal editors to identify areas for growth within this discipline. Furthermore, it emphasizes the importance of understanding social media marketing and consumer behavior for policymakers who aim to enhance the promotion of locally produced goods. Additionally, it provides multinational companies with strategic guidance to refine their branding and marketing approaches, enabling them to attract consumers more effectively.

Despite the predominance of social media marketing (SMM), research on consumer behavior remains fragmented, particularly concerning the impact of platform-specific features (e.g., Instagram, TikTok) on decision-making processes (Pahari et al., 2024). Over the past decade, significant research has focused primarily on social media marketing and consumer behavior (Mude & Undale, 2023). Bibliometric analysis involves an examination of published literature across various academic disciplines, including management, economics, accounting, consumer studies, promotion, and entrepreneurship (Srivastava & Sivaramakrishnan, 2022).

This study identifies significant deficiencies in existing research and addresses them through a bibliometric analysis. There has been insufficient comprehensive mapping of the field. Numerous studies have examined specific themes or patterns; however, a systematic endeavour to monitor the evolution of these concerns over time has been lacking. Consequently, the overall advancement of the research domain remains ambiguous. Much of the literature focuses on specific regions, overlooking global trends and disparities between locations, particularly in non-Western areas. This

limited focus complicates the application of the findings to a broader array of locations. Limited studies have employed bibliometric techniques to examine the performance analysis and science mapping within the subject over time. However, few studies have employed citation network analysis to identify connections across various study domains and examine the influence of publications on other subjects.

This study aims to address these deficiencies and provide a more straightforward and structured overview of the research landscape by conducting a bibliometric analysis of 1,803 publications indexed in Scopus and Web of Science. Research has covered diverse subjects, including journals, leading authors, most-cited papers, and universities. Consequently, bibliometric analysis is considered the most effective method for synthesizing research on social media marketing and consumer behavior. This study seeks to address these gaps through a bibliometric analysis of 1,803 Scopus and Web of Science-indexed publications (2010-2024), trends in social media marketing and consumer behavior through bibliometric analysis, by addressing the following research questions:

1. What are the trends in annual publications and citations?
2. Which documents are most influential?
3. Which journals, authors, countries, and organizations are the most productive?
4. What are the future research directions?

Methods and Procedures

Bibliometric techniques were used for data analysis. Bibliometrics, a subfield of library and information science, utilizes quantitative methods to analyze data (Pahari et al., 2024). It enables the identification and examination of previous research across various journals, research domains, or regions by analyzing general patterns on specific topics (Pahari et al., 2024; Ye et al., 2021). Bibliometric studies are employed in the literature to assess the significance of a topic (Hassan Shah et al., 2022) and to evaluate the contributions of journals and nations (Donthu et al., 2021). The core of bibliometric analysis involves identifying research gaps across different mappings of papers, authors, journals, terms, and countries to construct an intellectual framework of scholarly knowledge.

Bibliometric techniques have undergone substantial development and garnered significant popularity among contemporary researchers. This advancement has been facilitated by progress in computer technology and the availability of comprehensive bibliographic databases, such as Web of Science and Scopus. Scopus and Web of Science are the most frequently utilized and influential repositories for social science research, serving as essential resources for analytical and quantitative analyses (Donthu

et al., 2022; Singh & Kunja, 2023; Srivastava & Sivaramakrishnan, 2022; Verma et al., 2021). These methods were employed to conduct detailed analyses of journals, disciplines, institutions, and countries. Our review focused on two primary aspects of bibliometric research: performance analysis and science mapping. Performance analysis evaluates productivity and impact using metrics such as publication counts and citations (Kumar et al., 2022; Sharma & Silal, 2023). In contrast, science mapping visualizes the structure and dynamics of a field (Alonso Dos Santos et al., 2022; Siriwong et al., 2024; Tajudin et al., 2022). Our study aimed to integrate these analyses to answer these research questions.

We used the search strategy by using "OR" and "AND" in SCOPUS and Web of science as: "Social media marketing" OR "Social media optimization" OR "email marketing" OR "Mobile marketing" OR "Facebook Marketing" OR "Instagram Marketing" OR "Tiktok Marketing" OR "Twitter Marketing" OR "social networking sites" AND "Consumer behaviour" OR "Consumer behavior" OR "consumer Purchasing" OR "consumer buying Intention" OR "individual Buying" OR "consumer Buying Decision Process" OR "consumer Buying Decision Process." Articles, conference papers, and English reviews were chosen. Similarly, the source type was limited to journals, books, conference proceedings, and book series. The documents were limited to Business, Management, Accounting, Social Sciences, Economics, Econometrics, and Finance. A total of 1,285 documents were downloaded from Scopus, along with 784 documents from Web of Science. Following the removal of duplicate records, 1,803 papers were retained for final analysis. Relevant data were retrieved on April 4, 2024.

Results

Descriptive Analysis of Bibliometric Data

A descriptive analysis of documents published in Scopus and the Web of Science was undertaken. Table 1 presents an overview of the data, document types, content, authors, and collaborations among authors. Bibliometric analysis indicates a rapidly expanding field, with 1,803 documents published between 2010 and 2024, reflecting an annual growth rate of 16.01%. This increase in research output suggests a growing academic and practical interest in the subject. The average document age of 4.33 years signifies a predominance of recent publications, while the high average citation count (26.28 per document) underscores the field's impact. The 42,759 references across all documents (23.7 per article) highlight extensive engagement with prior literature, characteristic of well-established yet evolving research domains.

Table 1

Main Information

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2010:2024
Sources (Journals, Books, etc.)	717
Documents	1803
Annual Growth Rate%	16.01
Document Average Age	4.33
Average citations per doc	26.28
References	42759
DOCUMENT CONTENTS	
Keywords Plus (ID)	2360
Author's Keywords (DE)	4158
AUTHORS	
Authors	4207
Authors of single-authored docs	222
AUTHORS COLLABORATION	
Single-authored docs	251
Co-Authors per Doc	3.05
International co-authorships %	18.41
DOCUMENT TYPES	
Article	1500
article article	9
article; book chapter	1
article; early access	42
article; proceedings paper	6
article; retracted publication	1
book review	12
conference paper	131
conference paper article	1
conference paper conference paper	1
editorial material	22
Letter	2

meeting abstract	8
news item	2
meeting abstract	8
news item	2
Review	61
Review conference paper	1
review; early access	3

The dataset comprises 717 distinct sources, indicating a moderately diverse publication landscape. The majority of documents were research articles (1,551, including early access papers), supplemented by 131 conference papers and 61 reviews, which likely contributed to the elevated citation rates. The inclusion of retracted publications and early access articles suggests ongoing knowledge refinement and underscores the necessity for quality control mechanisms within the field.

Authorship patterns indicated the presence of 4,207 unique authors, with an average of 3.05 co-authors per document, suggesting a robust culture of collaboration. Nevertheless, the existence of 251 single-author papers, constituting 14% of the total, underscores the continued significance of independent research. The international collaboration was observed at 18.41%, which is less prevalent than in highly globalized disciplines, highlighting opportunities for enhanced cross-border research partnerships.

The analysis of keywords revealed 4,158 author-provided keywords (DE) and 2,360 Keywords Plus (ID), indicating a broad spectrum of research themes. The disparity between the DE and ID terms may reflect either interdisciplinary diversity or a lack of standardized terminology, necessitating further thematic mapping, such as co-word analysis, to discern dominant trends.

Publication Trends and Citation Analysis

Trends and citation analysis reveal the annual trends in publications and citations, with a specific focus on journal publications and citations. Figure 1 illustrates the trends in publication outcomes related to the investigation of social media marketing and consumer behavior. The publication data revealed a significant growth in research output within the field. Beginning with only 11 articles in 2010, annual publications exhibited a consistent upward trajectory, reaching a peak of 284 articles by 2023. It represents a compound annual growth rate of approximately 30%, indicating rapidly expanding scholarly interest in the subject area. The current year (2024) has recorded 88 publications, suggesting that this growth trend is likely to continue.

A notable inverse relationship emerges between the publication volume and citation impact over time. Early publications from 2010 to 2013 demonstrate exceptionally high mean citation rates, with the 2010 cohort achieving an impressive 204.09 citations per article. This pattern suggests that these foundational works have established critical frameworks that continue to influence subsequent research. However, as the publication numbers increased substantially after 2015, the mean citation rates showed a corresponding decline. The most recent complete year (2023) shows a mean of just 3.17 citations per article, while 2024 publications average only 0.75 citations to date.

Several factors are likely to have contributed to the observed trends. The high citation rates of early publications can be attributed to their pioneering status and extended period available for citation accumulation. The subsequent decline in citation rates is correlated with both the exponential increase in publication volume and the inherent citation lag for newer works. This pattern aligns with established bibliometric principles, wherein seminal early works accrue a disproportionate number of citations, whereas newer contributions require time to demonstrate their impact. The data suggest that the field has transitioned from an initial phase dominated by foundational research to a more mature phase characterized by broader, yet less immediately impactful, contributions.
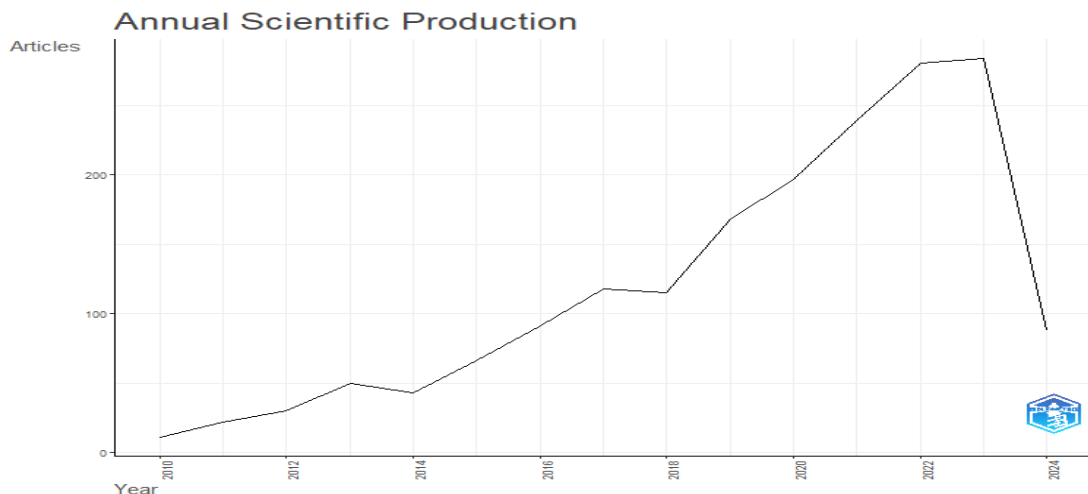
Figure 1
*Trends of Publications*

Table 2

Trends in Publications

Years	Articles	MEAN Citation per Article
2010	11	204.09
2011	22	68.41
2012	30	124.43
2013	50	77.54
2014	43	46.88
2015	66	73.86
2016	91	40.46
2017	118	42.27
2018	115	36.06
2019	168	27.64
2020	197	23.41
2021	239	17.23
2022	281	7.06
2023	284	3.17
2024*	88*	0.75*

Note: * means running year

The findings presented herein have significant implications for understanding the evolution of the field. The continuous increase in publications reflects robust and growing scholarly engagement, likely propelled by the field's practical significance in an increasingly digital environment. Nonetheless, the observed decline in citation metrics suggests that researchers should contemplate strategies to augment the visibility and impact of recent studies, potentially through more targeted dissemination or interdisciplinary collaboration. Future research could investigate whether this citation pattern persists across various subdomains within the field or differs according to methodological approaches.

Leading Countries in Social Media Marketing and Consumer Behaviour Research

Figure 2 illustrates the distribution of publications by corresponding authors across various countries. The United States ranks first, publishing 342 articles. China followed, with 258 articles. India occupied the third position with 225 articles. The United Kingdom was the fourth-largest contributor, with 124 articles.

Figure 2

Leading Countries in Social Media Marketing and Consumer Behaviour Research
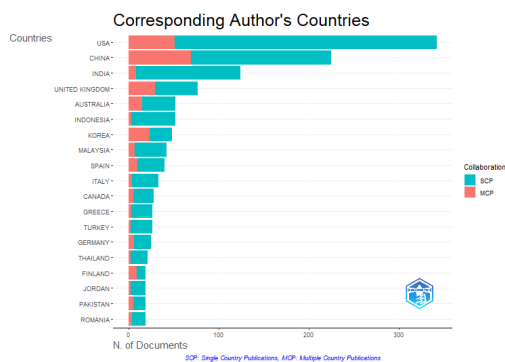
Australia published 77 articles. Other countries on the list included Indonesia and Korea, each with 52 articles, Malaysia with 48 articles, Spain with 42 articles, and Italy with 40 articles. The figure distinguishes between single-country publications (SCP) and multiple-country publications (MCP). Numerous countries have published significant studies on social media marketing and consumer behavior. This section examines the implications and effects observed in most countries within the scope of studies on social media marketing and consumer behavior from 2014 to 2024.

Table 3 presents the outcomes for the top 10 countries based on the total number of citations for their papers. In instances of a tie, the country with the most recent publication was ranked higher.

Table 3

Top 10 Leading Countries in Social Media Marketing and Consumer Behaviour Research

S.N	Country	Total Citations	Average Article Citations
1.	USA	12059	35.3
2.	CHINA	4703	20.9
3.	UNITED KINGDOM	3886	50.5
4.	KOREA	2730	56.9
5.	CANADA	2574	91.9
6.	INDIA	2105	17
7.	NETHERLANDS	1486	165.1
8.	FRANCE	1428	158.7
9.	FINLAND	1159	61
10.	AUSTRALIA	1062	20.4

Table 3 illustrates that the United States has emerged as the most prolific nation, with 12,059 citations of these publications. These data suggest that scholars in the U.S. are conducting significant research in the domains of social media marketing and consumer behavior. China ranked second with 4,703 citations, followed by India and the United Kingdom, each with 3,886 citations. Similarly, Korea, with 2,730 citations, ranked fourth in social media marketing and consumer behavior, while Canada, with 2,574 citations, ranked fifth. India accounted for 2,105 citations and was ranked sixth, the Netherlands for 1,486 citations, ranked seventh, France for 1,428 citations, ranked eighth, Finland for 1,159 citations, ranked ninth, and Australia for 1,062 citations, ranking tenth in the field of social media marketing and consumer behavior.
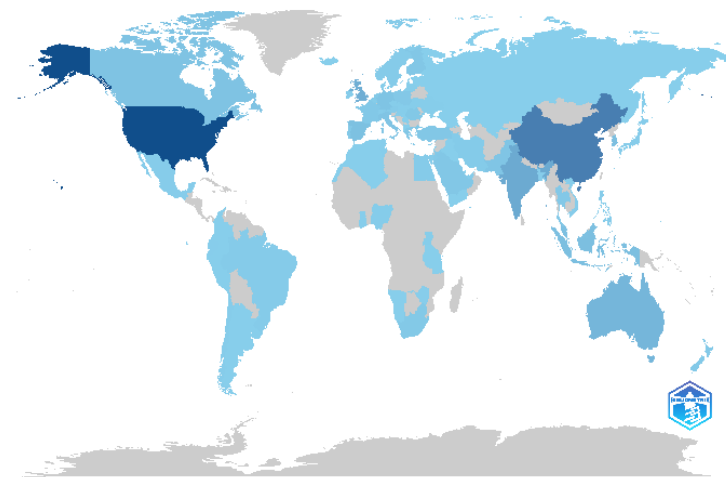
Country Scientific Production on Social Media Marketing and Consumer Behaviour

As illustrated in Figure 3, the United States exhibits the most substantial scientific output concerning social media marketing and consumer behavior, with 12,059 citations and 342 articles.
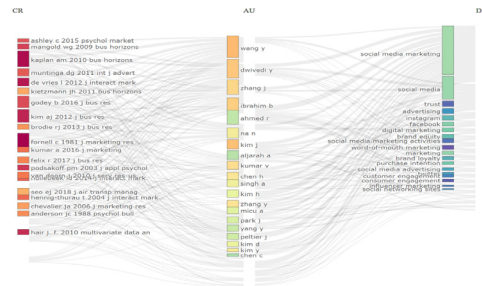
Figure 3

Country Scientific Production

Three field plots

Three-field plots, also known as Sankey plots, illustrate the interconnections among three distinct fields, with the size of each segment corresponding to the value of the respective node.

Figure 4

Three-Field Plots

The first field plot highlighted the most influential authors and foundational publications in this domain. Notable scholars, such as Kaplan AM (2010), Mangold WG (2009), and Godey B (2016), emerge as pivotal contributors, with their works published in high-impact journals, including Business Horizons and the Journal of Business Research. These publications often focus on conceptual frameworks for social media marketing, digital advertising, and consumer behavior, laying the groundwork for subsequent research. The presence of seminal works, such as Fornell C (1981) and Hennig-Thurau T (2004), further underscores the interdisciplinary roots of the field, bridging marketing, psychology, and information systems. This plot reveals a strong academic lineage in which early theoretical contributions continue to anchor contemporary studies.

The second plot identifies prolific authors driving recent advancements and suggests their active role in expanding the literature. Their work often intersects with emerging themes, such as customer engagement, social media advertising, and brand equity, reflecting the field's shift toward empirical and platform-specific studies (e.g., Instagram and Facebook). The clustering of these authors around post-2010 publications aligns with the rapid evolution of digital marketing practices, emphasizing metric-driven and technology-aided research. This plot highlights the field's dynamic nature, where newer scholars build upon foundational theories while addressing modern challenges, such as data privacy and algorithmic targeting.

The third plot maps the most recurrent keywords, revealing the field's thematic priorities: social media marketing and consumer engagement dominate, followed by specialized terms, such as word-of-mouth marketing and brand equity. The prominence of platform-specific keywords (e.g., Instagram and Facebook) indicates a focus on channel-specific strategies. At the same time, broader terms such as digital marketing and trust in advertising reflect enduring conceptual concerns. The coexistence of theoretical constructs (e.g., trust) and practical tools (e.g., social media advertising)

suggests a balanced interplay between theory and application. This thematic structure underscores the field's responsiveness to technological trends while maintaining ties with traditional marketing principles. This structure informs future research directions, suggesting opportunities to explore understudied platforms (e.g., TikTok), integrate advanced analytics, and revisit classic theories in light of new digital behaviors.

The Most Productive Institutions of Social Media Marketing and Consumer Behaviour

A significant component of the bibliometric analysis involved identifying universities that demonstrated the highest levels of creativity and productivity in the domains of social media marketing and consumer behavior. The results, as depicted in Figure 5, indicate that Bina Nusantara University has emerged as the most productive institution. Girne American University secured the second position, followed by the State University of Florida in third place. The University of Illinois system and the University of Illinois Urbana-Champaign ranked next. The University System of Georgia, University of Newcastle, EKB, California State University System, and Swinburne University of Technology closely followed.

Figure 5

Top Ten Most Productive Universities
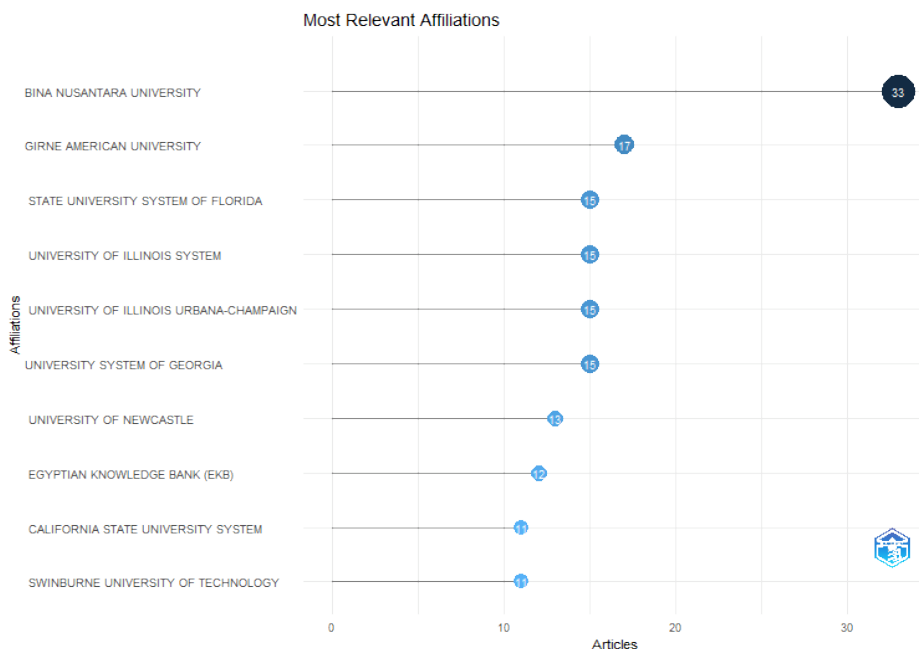
Leading Journals: Social Media Marketing and Consumer Behavior

A comprehensive bibliometric review necessitates an examination of the most prolific sources, particularly those that make significant contributions to research on social media marketing and consumer behavior. Table 4 lists the top ten sources that have been published extensively in these areas. The JOURNAL OF RESEARCH in INTERACTIVE MARKETING has emerged as the leading journal, with 77 publications spanning the period from 2014 to 2024. The JOURNAL OF BUSINESS RESEARCH has 41 publications. SUSTAINABILITY ranks third, contributing 38 publications, while the International Journal of Data and Network SCIENCE ranks fourth, with 33 publications on social media marketing and consumer behavior.

Similarly, SPRINGER PROCEEDING IN BUSINESS AND ECONOMICS was ranked fifth, with a total of 29 publications. FRONTIERS IN PSYCHOLOGY and the JOURNAL OF RETAILING AND CONSUMER SERVICES occupied sixth and seventh positions, respectively, each with 28 publications. Subsequently, the INTERNATIONAL JOURNAL OF ADVERTISING and the JOURNAL OF DIGITAL AND SOCIAL MEDIA MARKETING, each with 24 publications, were ranked eighth and ninth. The ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS was identified as the tenth most prolific source on the list.

Table 4

Top 10 Sources that Published Social Media Marketing Research

| Rank	Sources	Publications
1	JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	77
2	JOURNAL OF BUSINESS RESEARCH	41
3	SUSTAINABILITY	38
4	INTERNATIONAL JOURNAL OF DATA AND NETWORK SCIENCE	33
5	SPRINGER PROCEEDINGS IN BUSINESS AND ECONOMICS	29
6	FRONTIERS IN PSYCHOLOGY	28
7	JOURNAL OF RETAILING AND CONSUMER SERVICES	28
8	INTERNATIONAL JOURNAL OF ADVERTISING	24
9	JOURNAL OF DIGITAL AND SOCIAL MEDIA MARKETING	24
10	ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	19

Most Relevant Authors: Social Media Marketing and Consumer Behaviour

Social media marketing has become a prominent subject in contemporary marketing research. Numerous researchers have enriched the literature on social media marketing through scholarly publications. The figure below identifies the top ten authors who have made significant contributions to this field. The rings in the figure represent the authors, with the size of each ring indicating the productivity level.

Larger rings correspond to higher productivity.

Figure 6

Top 10 Most Relevant Authors for Social Media Marketing
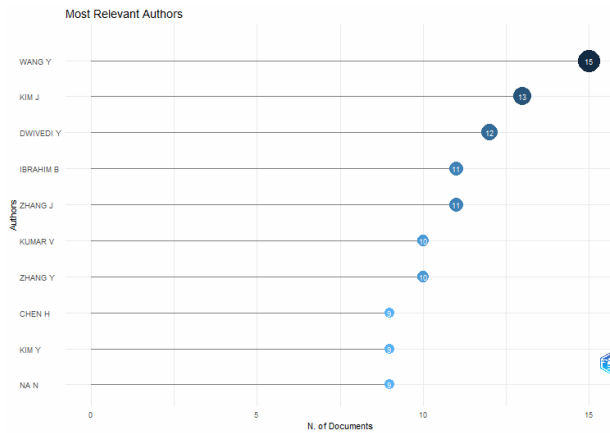
WANG Y led the list with 15 publications, followed by KIM J with 13 publications. DWIVEDI Y ranked third with 12 publications, whereas IBRAHIM B and ZHANG J ranked fourth and fifth, respectively, each with 11 publications. KUMAR V is sixth, with 10 publications, and ZHANG Y is seventh, with 10 publications. CHEN H is eighth with nine publications, KIM Y is ninth with nine publications, and NA N. completes the list in tenth place with nine publications. WANG Y emerged as the most prolific in terms of bibliographic coupling, demonstrating the most substantial bibliometric connections with other authors.

Figure 7

Bibliographic Coupling of Authors
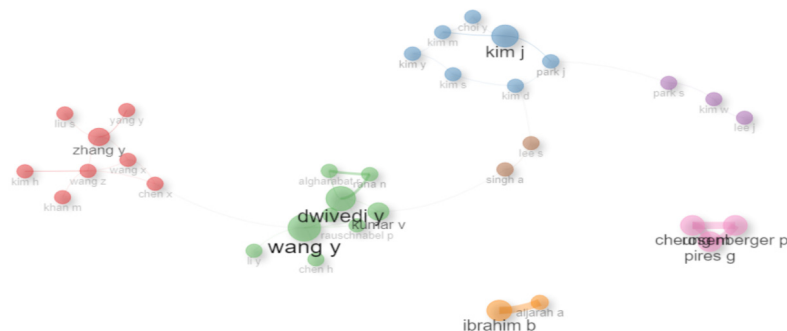
Trending Topics Relating to Social Media Marketing and Consumer Behavior

Social media marketing represents a burgeoning area of interest within business and technology. Figure 8 presents the trends in scholarly topics as evidenced by the number of documents published over specified time intervals. For instance, the topic of marketing communications was prominent from 2013 to 2017, with six papers published during this period. Between 2015 and 2019, 13 documents were published in the field, comprising 13 papers. Similarly, the Internet reached its peak in article publications, totaling 47, from 2015 to 2020. By contrast, the topic of media was associated with 40 articles published between 2017 and 2021. The research topic of word-of-mouth was particularly prevalent from 2017 to 2023, with 193 articles published during this period. Overall, the trend in social media was significant from 2018 to 2022, with 176 articles published.

Figure 8

Trending Topic Relating to Social Media Marketing
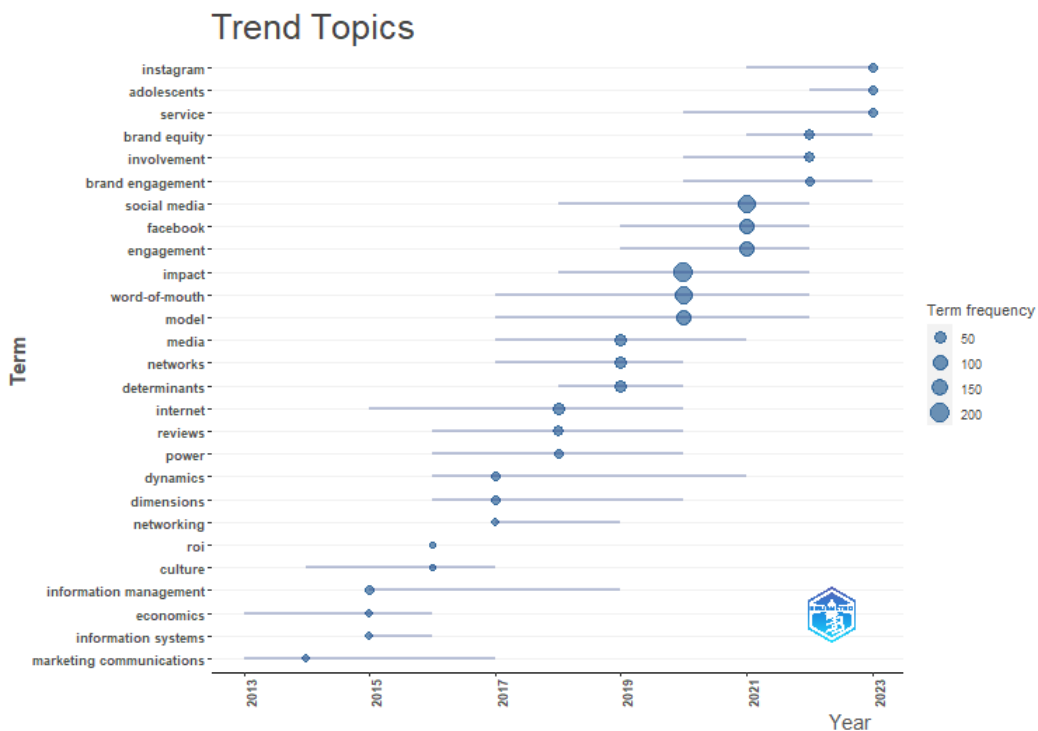
Additionally, Facebook has experienced a notable increase, with 110 articles published from 2019 to 2023. Facebook is a prominent online platform that has

significantly engaged individuals, groups, and organizations in the dissemination of market information. Similarly, Instagram exerted a considerable influence. Thirteen articles were published between 2021 and 2023, which addressed various trending topics related to social media marketing.

Most occurrences of words related to Social Media Marketing and Consumer Behaviour

Figure 9 presents the most relevant terms used in social media marketing. The most frequently referenced terms pertain to social media marketing. The term "impact" appears most frequently, with 226 occurrences. In contrast, "moderating role" is the least frequent among the top ten terms in the occurrence table, with 36 occurrences.

Figure 9

Top 10 Most Relevant Occurrence Words in Social Media Marketing
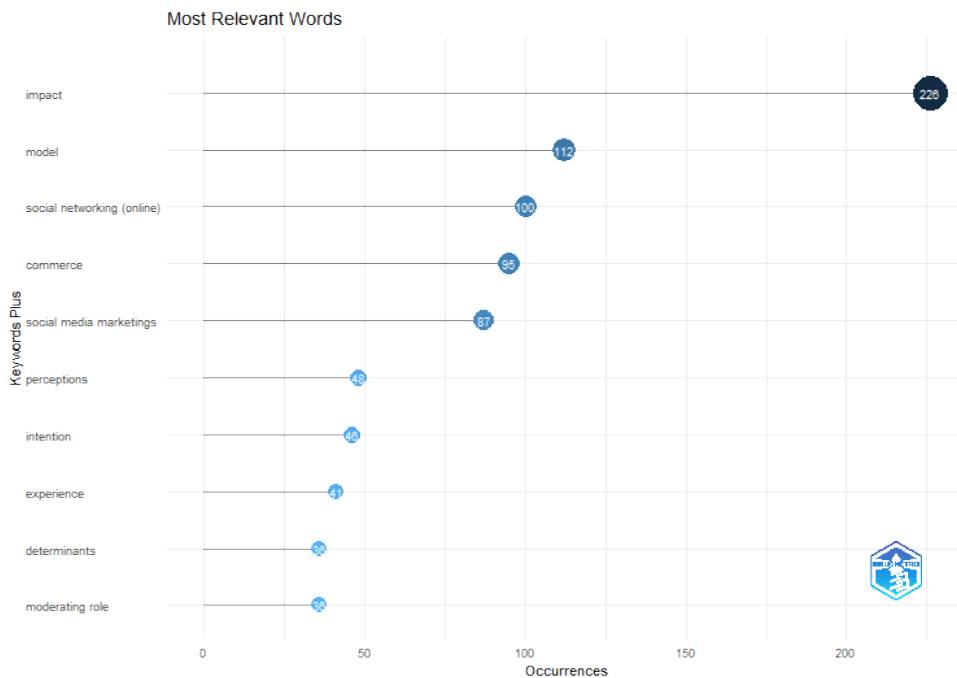
The most frequently cited references pertain to social media marketing and consumer behavior. Social media marketing underscored the most significant terms used over time. Additionally, the most prevalent keywords employed in research on social media marketing were identified as social media marketing (827), social media (511), marketing (111), Facebook (110), and digital marketing (102).

Figure 10

Top 10 Most Relevant Occurrence Words in Social Media Marketing

Discussion

The findings of this study elucidate several significant trends and patterns in social media marketing and consumer behavior research from 2010 to 2024. The exponential increase in publications, with the output rising nearly 26-fold during this period, highlights the field's emergence as a crucial area of scholarly inquiry. This growth trajectory corresponds to the rapid digital transformation of marketing practices worldwide, as both businesses and academics contend with the implications of social media platforms, data analytics, and evolving consumer behaviors. The observed annual growth rate of 16.01% significantly surpasses that of many traditional business disciplines, reflecting both the field's novelty and practical relevance in an increasingly digital economy.

Citation analysis offers a more nuanced understanding of the evolution of the field. While early works (2010-2013) achieved notably high citation rates, likely due to their foundational nature and extended citation windows, the subsequent decline in citations per article despite an increase in publication volume suggests several possible interpretations. First, this pattern may indicate the field's maturation, where foundational theories have become widely accepted and newer works contribute incrementally rather than revolutionarily. Second, the proliferation of publications may lead to greater fragmentation of research attention, with citations being distributed across a larger number of articles. Third, the observed trend could reflect a shift from theoretical contributions to more applied context-specific studies, which may have a narrower citation potential.

The thematic progression identified through keyword and content analyses illustrates the expansion of research on digital marketing and consumer behavior from initial platform-specific studies (e.g., Facebook marketing) to more advanced investigations into consumer psychology, engagement metrics, and cross-platform strategies. The prominence of terms such as "brand equity" and "ROI," alongside

"adolescent" behavior and "cultural" dimensions, indicates an increasingly comprehensive approach that integrates marketing theory with practical business outcomes and societal impacts. This evolution reflects the digital transformation occurring in industry practice, in which marketers are now required to incorporate data analytics, psychological insights, and cross-cultural considerations into their strategies.

Conclusion

This comprehensive analysis of digital marketing research spanning 2010 to 2024 elucidates a field that has experienced exponential growth in volume while undergoing significant thematic and methodological transformations. This study contributes to the understanding of the discipline's development in three primary ways. First, it documents and quantifies the remarkable growth trajectory of social media marketing and consumer behavior as a research domain, establishing benchmarks for future comparative studies. Second, it provides empirical evidence on the evolution of citation patterns as the field matures, offering insights that may inform research evaluation practices. Third, it maps the thematic progression from platform-specific studies to more sophisticated multidimensional investigations of digital consumer behavior, marketing strategies, and marketing effectiveness.

These findings indicate several significant avenues for future research. There is a persistent need for additional longitudinal and empirical studies to assess the enduring effects of social media marketing strategies, particularly as new platforms emerge and consumer behaviors continue to evolve. Theoretical development and practical application require further investigation, as does the challenge of maintaining research quality amid the rapid growth of publications. Furthermore, the relative underrepresentation of specific emerging platforms (e.g., TikTok) and geographic contexts in the literature highlights valuable opportunities for expansion. This analysis lays the groundwork for more comprehensive investigations of publication patterns, knowledge dissemination, and research impact within the discipline. These findings may guide funding decisions, editorial strategies, and individual researchers' publication approaches as the field continues to develop.

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