Understanding Brand Engagement and Social Media: A Bibliometric Analysis

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ABSTRACT

Purpose: The way brands communicate with their key consumer segments is fast changing thanks to social media. Although there has been a rise in academic interest in the usage of social media in promoting and engaging brands in recent years, these a venues have not been investigated from a bibliometric standpoint. Thus, this bibliometric study looked at the present state of research papers on brand engagement and social media published by dimensions' database listed journals.

Design/methodology/approach: The data was taken from dimensions.ai. "Brand engagement" and "social media" were the search terms. On October 16, 2021, searches were conducted to create the study data set. To build bibliometric map, descriptive statistical tools were utilised, and a bibliometric study was per- formed with Biblioshiny, an R-package software.

Findings: We found 483 relevant publications published between 2002 and 2021. According dimensions database record, the number of publications has increased steadily over the last seven years, with "Journal of Product and Brand Management" being first journal with an h-index of 12. Furthermore, findings highlight the current state of development as well as the major trends in terms of impact, other important journals,papers,subjects,authors,andnations.

Practical implications: This article presents an outline of trends in the most prevalent keywords, journals, and researchers of articles on the topics of brand engagement and social media, which has remained a hot area of research in recent time. The implications for marketers and possible future research directions are discussed.

Originality/value: Future researchers will benefit from the authors' framework of important literature for bibliometrics and altmetrics, which adds to the originality of the work. The selected studies' findings area one-of-a-kind addition to the field of contemporary marketing because it is one of the first studies to look at brand engagement and social media. It does an in-depth bibliometric analysis of papers and identifies key research trends.

KEYWORDS: Bibliometric; brand engagement; social media; social networks; R

1. Introduction:

The increasing relevance of social media in marketing communication and customer centricity as business philosophy, a number of studies have been conducted to examine

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The role of social media in facilitating customers' engagement[1–4]. From along-term perspective, identifying major patterns is critical.The best technique to get an accurate summary is to use bibliometric networks to visualize complex literature[5].

For quantitative research of written publications, bibliometric methods have been applied. Bibliometric approaches, which are based oncontentorcitation analysis, are frequently used to extract and manipulate data [6]. Methods like these have reaped considerable benefits from digitalized data processing, and publications on the subject have increased significantly in recent years.

Brand Engagement and Social Media

Inrecentyears,brandengagementusingsocialmediaplatformshasbeenfoundto increase company sales, and competitive advantage, gaining prominenceinbrandstrategyformulationandexecution(Abosagetal.,2020;)[7].Brandengagementref erstohowyourcompanyorbrandengages,communicates,andbuildsrelationshipswithitscustomers.T heseinteractionscantakeplaceovermultiplechannelsandwithavarietyoftools,allofwhichworktogethe rtoincreasebrandawarenessandexposure[8].Consumer brand engagement is multi-dimensional concept (Hollebeek,2011),describedas a customer's level of cognitive, emotional, and behavioral activity inresponse touniquebrandinteractions.Nowadays,customersuseinternetplatformstoblendcontentfromavarietyo fsourcesinordertogetbothinformationandenjoyment[9].Highlyengagedconsumersareencouragedto gaintechnologicalexpertiseinordertosearchforinformationabouttheirfavoritebrandsonsocialmedia platforms,enhanc-ingtheirperceptionsofthebenefitsofparticipatingwiththeplatformsandresultinginadditionalvisits,di scussion,andcontribution[10].Consumerscanengagewiththebrand in a variety of ways on social media, including performing activitiesthatallowthemtocontributetobrand-relatedcontent[11].Consumersusethesemediatoasso-ciatewithothermembers,getintouchwithorcommunicatetootherindividualswithsimilarinterests,and feellinkedtothemandapartofthatgroup[10].Consumersaremoremotivatedtoengagewithbrandsonso cialmediainordertogetinformation[12]The association between advertisement rank and search engineadvertisingeffective-ness is strengthened by brand engagement on social media [13]. To tap intothe coresocialandinteractivequalitiesofengagement,focusesononlinebrandcommunitiesin rich social media contexts [14]. The findings of [15] suggest howbusinessesmightuseFacebookcommunitiestoimprovecustomersatisfactionandloyaltybyprovid ingthecorrectkindsofrelationshipadvantages.Themotivationsofpersonalexpression,socializing, and getting information all have a favorable impact onconsumerbrandengagement,accordingtotheoreticalideas[16].Inaddition,duetotheneedtosocializ ewiththeirpeers,exhibittheirindividuality,andgetinformationthroughsocialmedia, the study reveals new forms of relationship between individuals and brands.

Recently, [17] documented key customer engagement publishing journals and authors and their respective contributions to the literature. In addition, [18] supplemented to the understanding of customer brand engagement and its experiences with social influence, brand involvement, social media usage.

Rendering to aforesaid literature review, the study of brand engagement tactics employed on social media and their impacts, is gaining and rising scholarly interest inthefield.Thus,thisbreakthroughhashadasignificantimpactonourbibliometric analyses in the scientificdomain.

With this backdrop, we desired to do bibliometric study on the concept emerged, utilizing the many titles that have been assigned to it, in order to analyses growth trends and potential for future research lines.

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2. Methods:

Thisisabibliometricanalysisofaliteraturebaseddescriptivestudy.Thedimensions databasewasusedtogatherpublicationdataonbrandengagementandsocialmedia for this study. In the entire data, the search phrases were "brand engagement" AND "social media" OR "Social network" OR "SNS" OR "social networking sites" OR "online network" in title and abstract of research   publications.   On   October   16,   2021, asearchforbrandengagementandsocialmediafound483publications,withjournal   article   as publication   type.   The   R-based   Biblioshiny   software,   publicly   accessible   at https://bibliometrix.org/,   was   used   to   analyze   data   on   keywords,   authors,   journals, andthecharacteristicsofthesepapersonthebrandengagementthroughsocialmedia.   Numbers   and rankings   are   used   to   show   descriptive   data.   To   display   the   timing   and   distribution   of   the publications, descriptive statistical analyses wereperformed.

3. Results and quantitativeanalysis:

This segment contains a descriptive analysis of the data that was collected from di- mensions database. We began by looking at publication and citation statistics to get a sense of the journal's output   patterns   over   time.   Table   1   presents   maininformation aboutdatacollected,documenttypes,documentcontentsandauthorscollaboration.

Table 1. Description about data collected from dimensions databases

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2002:2021
Sources (Journals, Books, etc)	257
Documents	483
Average years from publication	2.69
Average citations per documents	23.34
Average citations per year per doc	4.388
1	
DOCUMENT TYPES	
article	483
DOCUMENT CONTENTS	
28	
Author'sKeywords(DE)	28
AUTHORS	
Authors	1015
Author Appearances	1245
Authors of single-authored documents	76
Authors of multi-authored documents	939
AUTHORS COLLABORATION	
Single-authored documents	79
Documents per Author	0.476
Authors per Document	2.1
Co-Authors per Documents	2.58

Collaboration Index   2.38

Yearly distribution and growth trends:

Theamountofliteratureandpublicationsareimportantmetricforassessingare-searchdomain'sprogress.Theamountandpatternsofresearchactivitycanbeeasily inferredbylookingatthenumberofpublicationsthroughouttime,andthisinformation can be used to forecast future of particular area [19, 20]. The annual andcumulative number of articles on the issue of brand engagement and social media are shown in Fig. 1 which has increased steadily over the last seven years. In addition, 2010 and 2011yearsreceivedmostcitations(Fig.2)

**Figure 1.** 1 Number of papers published by year during the 2002-2020 period.
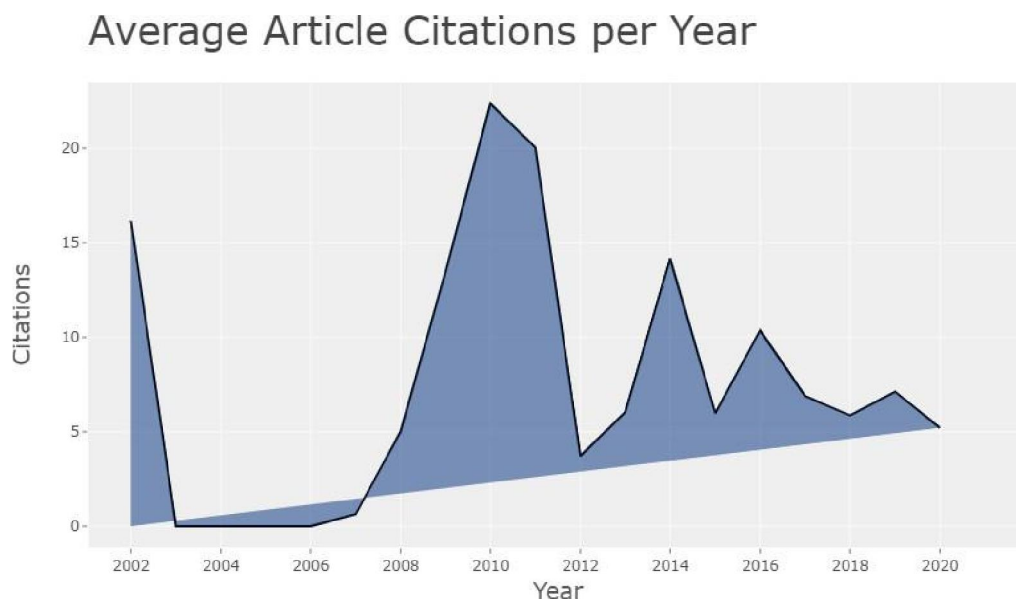
Figure 2. 2Average article citation per year

Social impact:

The effect of each journal that printed papers on brand engagement and social mediawasassessedinthisstudybycomputingthejournal'sh-index[21,22],whichis displayedinthebarchartinFig.3.Thisfigure,inadditiontoanumericaldepictionof eachjournal'sh-indexvalue."JournalofProductandBrandManagement"wasranked firstwithanh-indexof12."JournalofRetailingandConsumerServices"and"Journal of Research in Interactive Marketing" ranked second and thirdsubsequently.

Predominant authors and contributions
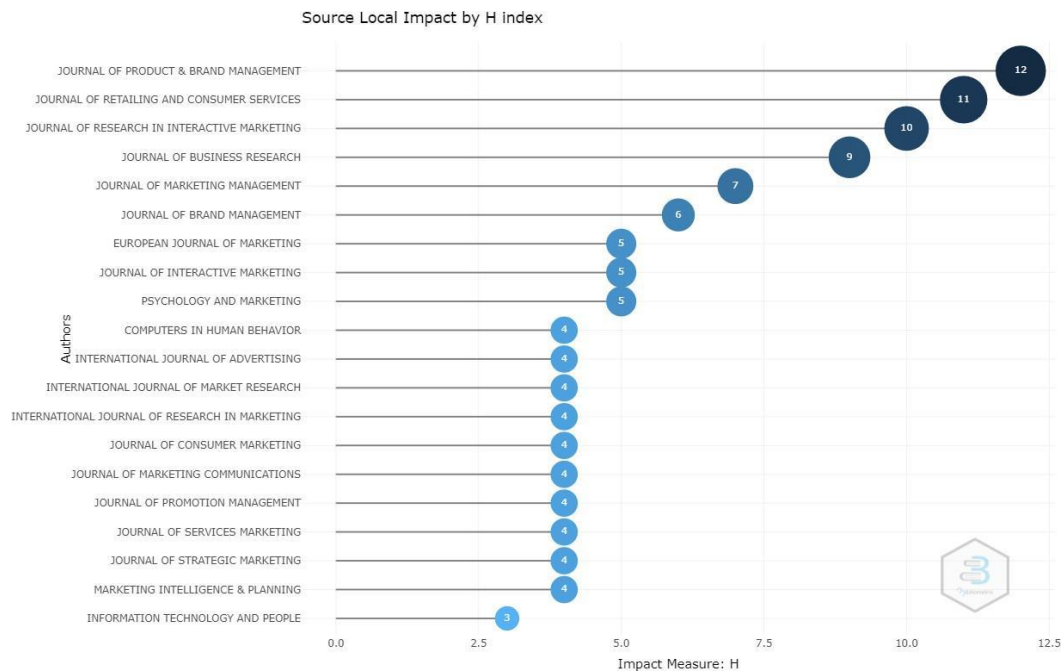
Figure 3. 3 Social impact by H index

Research contribution is criticaltoauthors, editors, and reviewers for existing knowl-edge[23].The top20 researchers contributing tothefield are listedinFig.5 based on their number of publications. The most productive researcher is Linda D. Hollebeek with 11 articles followed by Man Lai Cheung with six articles. In addition, Linda D. Hollebeek is most consisted contributing author over the time(Fig.4).
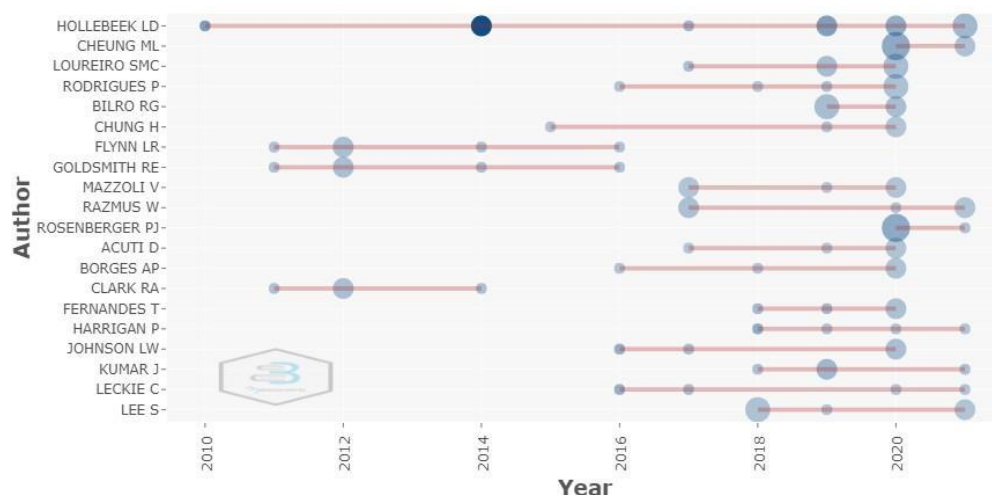
Figure 4. 4 Top authors' production over the time
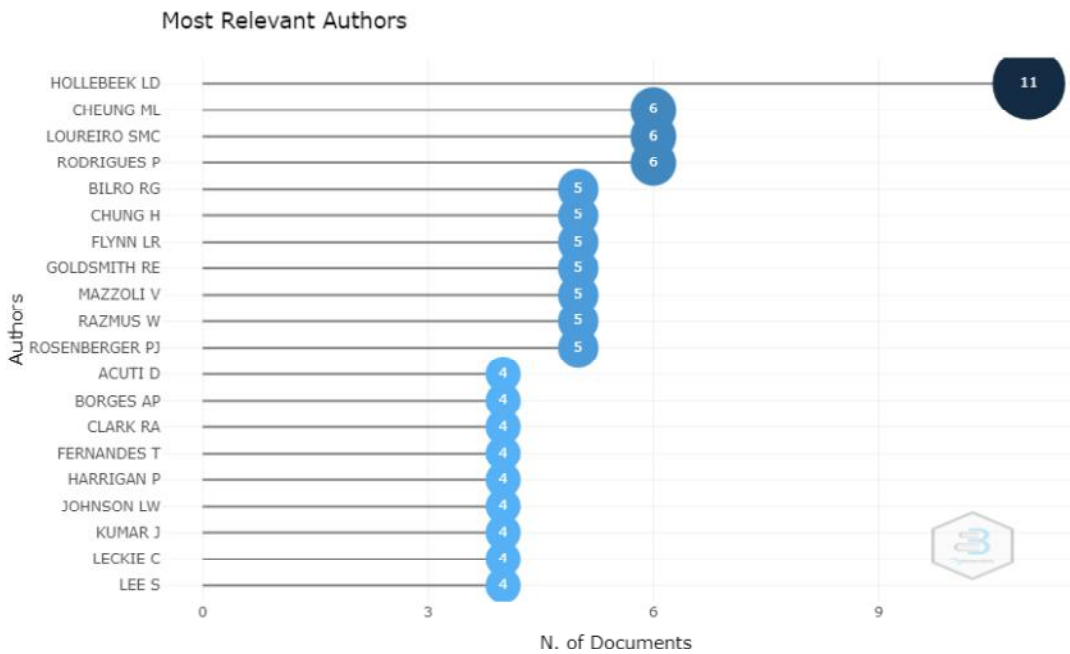
Most cited countries

Figure 5. 5Most relevant authors and their contribution

In terms of the countries that contribute the most cited work, Fig. 6 shows that Georgia has been cited 227 total citations, followed by China, Australia, and Hong Kong. On the other hand, Indonesia and Vietnam, had no contributions to the top citedarticles,indicatingthatthegapbetweenprominentcountriesintermsofscientific publications.
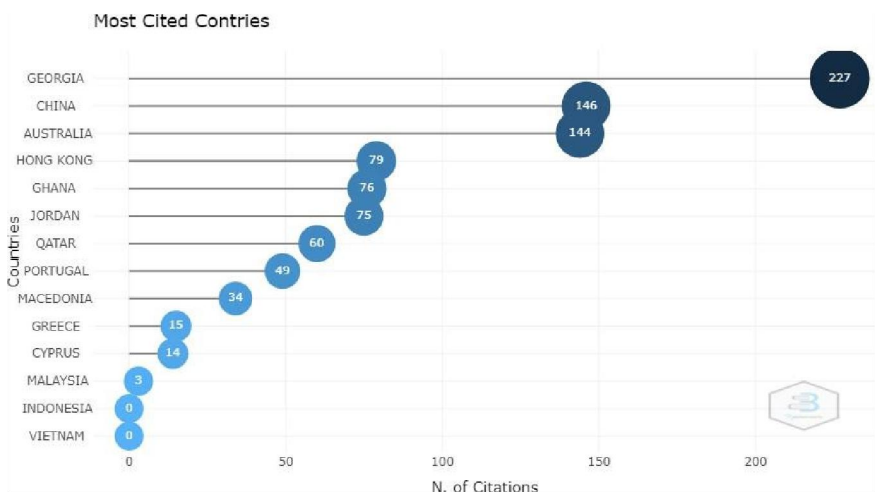

Figure 6. 6 Most cited Countries

Paper Citations

Because it is a basic assumption in citation analysis that the more a paper is mentioned, the more important it is [24], we have shown the author name, journal name and number of citations each article in Table2 and Fig.7. Article of [25] from Journal of Interactive Marketing was most cited document twith 1039citations.

Table 2. Highly cited papers

Papers	DOI	TC Total	per Year
HOLLEBEEK LD, 2014, JOURNAL OF INTERACTIVE MARKETING	10.1016/J.INTMAR.2013.12.002	1039	130
HOLLEBEEK LD, 2010, JOURNAL OF MARKETING MANAGEMENT	10.1080/0267257X.2010.50621832	502	52
HOLLEBEEK L, 2011, JOURNAL OFSTRATEGIC MARKETING	10.1080/0965254X.2011.599944993	500	50
HOEFFLER S, 2002, JOURNAL OF PUBLIC POLICY & MARKETING	10.1509/JPPM.21.1.78.17600	500	25
SPROTT D, 2009, JOURNAL OF MARKETING RESEARCH	10.1509/JMKR.46.1.92	417	32
HOLLEBEEK LD, 2014, JOURNAL OF PRODUCT & BRAND MANAGEMENT	10.1108/JPBM-06-2013-0332	230	29
WALLACE E, 2014, JOURNAL OF PRODUCT & BRAND MANAGEMENT	10.1108/JPBM-06-2013-0326	226	28
PHUA J, 2017, TELEMATICS AND INFORMATICS	10.1016/J.TELE.2016.06.020	047	41
RAMASWAMY V, 2016, INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING	10.1016/J.IJRESMAR.2015.07.001	159	32
LECKIE C, 2016, JOURNAL OF MARKETING MANAGEMENT	10.1080/0267257X.2015.1113373	529	
DWIVEDIA, 2015, JOURNAL OF RETAILING AND CONSUMER SERVICES	10.1016/J.JRETCONSER.2015.02.007	247	24
SCHOLZ J, 2016, BUSINESS HORIZONS	10.1016/J.BUSHOR.2015.11.003	170	28
KABADAYI S, 2014, JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	10.1108/JRIM-12-2013-0081	168	21
SCHULTZ DE, 2013, JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	10.1108/JRIM-12-2012-0054	154	17

ZHENG X, 2015, INFORMATION TECHNOLOGY AND PEOPLE	10.1108/ITP-08-2013-0144	20 140
HARRIGAN P, 2018, JOURNAL OF BUSINESS RESEARCH	10.1016/J.JBUSRES.2017.16.046	1 334
GAMBETTI RC, 2012, INTERNATIONAL JOURNAL OF MARKET RESEARCH	10.2501/IJMR-54-5-659-687	128 13
HOLLEBEEK LD, 2019, JOURNAL OF INTERACTIVE MARKETING	10.1016/J.INTMAR.2018.76003	126 0 242
KIM AJ, 2016, COMPUTERS IN HUMAN BEHAVIOR	10.1016/J.CHB.2015.12.041	721 25
BERGSTROM A, 2002, CORPORATE REPUTATION REVIEW	10.1057/PAL-GRAVE.CRR.1540170	113 6

Word cloud

Avisualdepictionofthephrasesthatappearedmostfrequentlyinarticlesonbrand interactionandsocialmediaisdepictedinFig.8."Humans"wasthemostoftenused term,followedby"male","female","marketing"and"socialmedia."Themagnitudeof thewordsinthewordcloudisdeterminedbyhowmanytimestheyappear.

Thematic map based on density and centrality

A thematic map based on density and centrality was also created, which was sep-arated into four topological zones (Fig. 9). This result was produced using a semi- automated method that examined the headings of all of the references included in this study, as well as extra relevant keywords (other than the author's keywords) to identifyfurtherdifferences.Thethemesthatareemergingordecliningarelocatedin thelower-leftquadrant.Inthisexploration,thethemeof"humans"and"socialmedia" isemerging. Topics whichincluded"female","male"andtosomeextent"marketing" are equally important for future research, as it indicated at midpoint by densityand
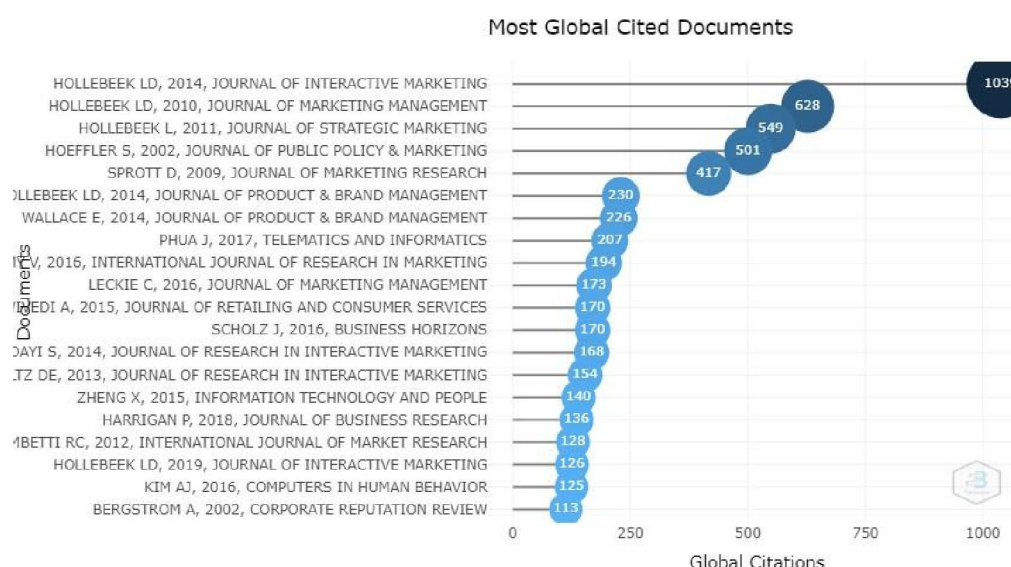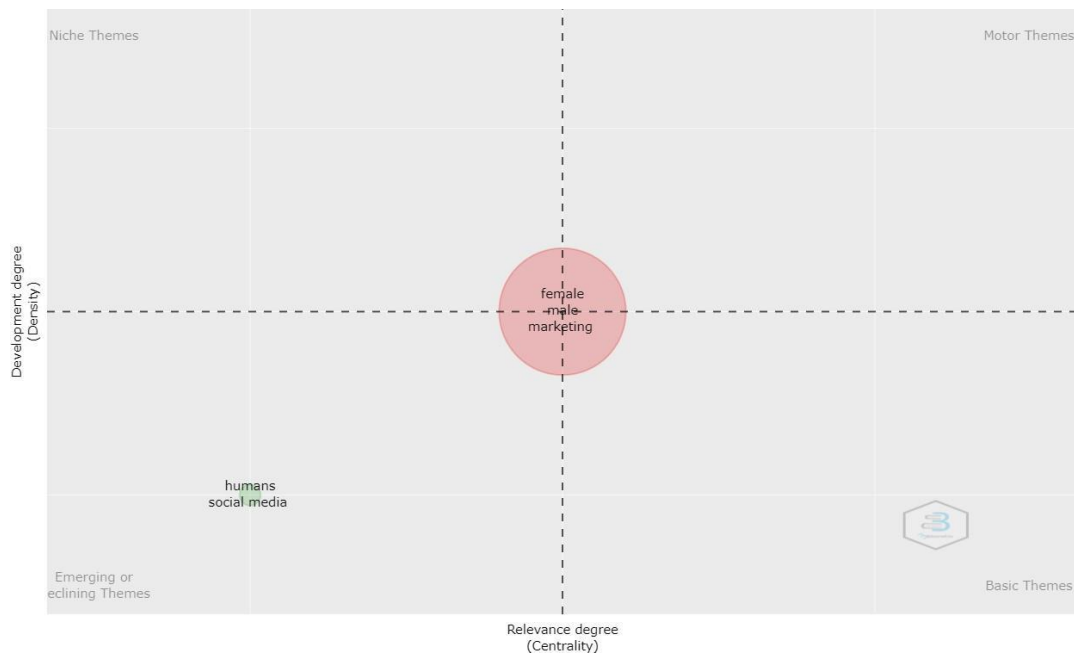

Figure 7. 7 Highly cited papers globally

Figure 8. 8 Word cloud - representation of the most commonly used words in the publications centrality.

Figure 9. 9The matic map based on density and centrality

4. Discussions and Future ResearchAvenues:

Basedonthefindings,itappearedthatbrandengagementandsocialmediaresearch has been broadly published by a various journals and authors, covering an extensive rangeofspecialisedthemes.Researchersfoundthatthe"JournalofProductandBrand Management"publishedmorearticlesonbrandengagementandsocialmediathanany otherjournalreviewed.Comparedtotheotherjournals,thisjournalhasanh-indexof 12,makingitahigh-impactjournal.TheJournalofProductandBrandManagement has thus far outpaced other publications in terms of research volume and impact, makingitanexcellentresourceforscholars.

Themostoftenusedwordsinarticlesaboutbrandengagementandsocialmediawere "humans"followedby"male","female","marketing"and"socialmedia.Articleof[25] fromJournalofInteractiveMarketingwasmostciteddocumentwith1039citations.   Linda   D. Hollebeek, with 11 articles, is the most productive researcher, followed by Man Lai Cheung, with   six   articles.   Linda   D.   Hollebeek   is   also   the   most   consistent contributorauthorovertime.Intermsofthecountriesthatcontributethemostcited work, study shows Georgia has 227 total citations, followed by China, Australia, and Hong Kong. For each sector, a topic's   density   and   centrality   are   measured   by   the thematicmapportrayalofsubjectdevelopment.Withrespecttothematicmap,topics whichincluded"female","male"andtosomeextent"marketing"areequallyimportant   for   future research, as it indicated at midpoint by density and centrality. And the theme of "humans" and "social media" observed to be emerging. Due to the limited collaboration identified in this study, academic   institutions   and   private   firms   must collaborateinresearchtodevelopreliableknowledge,whichinturnhelpsexpandthe number of empirical investigations.

Bibliometricaspectsofbrandengagementandsocialmediainfluenceswereexam-inedinthisstudy,whichcanhelpadvancescientificresearchinthisarea.Theanalysis andintegrationofinterdisciplinarytopicscouldalsobebeneficialtoresearchers.An investigationofhowsocialmediaaffectsbrandengagement(e.g.clarifyingbrandexpe-rienceasanengagementactivityinsocialmedia)ispossiblebecauseempiricalresearch in this field is lacking.   We   also   suggest   that   future   studies   will   emphasis   on   theeffect andsensitivityanalysesofbrandengagementandsocialmedia.Additionalcasestudies mightexaminehowcorporationsareusingbrandengagementtechniquestoinfluence countrieswithalargenumberofyoungpeopleintheirpopulation.

5. Conclusion:

Policymakers,scientists,andotherinterestedpartiesincreasinglyrelyonbibliometric methodologiestoevaluatescientificoutputanddisseminatetheresults.However,it's   reasonable   to query   if   the   growth   in   publications   is   due   to   an   actual   need   for   these studiesoriftheinvestigationsthemselvesaresuccessful.Inaddition,theevolutionand   diffusion   of bibliometric   analyses   across   time,   as   well   as   the   citation   or   influence   of theseinvariousindustries,willindicatepatternsandgiveanswers.Weexaminedthe evolutionoftheinfluenceofboththebrandengagementandsocialmediathroughtime toseewhethertherehasbeenanyshiftinhowtheyareperceivedbytargetconsumers. Theemphasisofthestudywasonrelatingthecharacteristicsandtrendsofkeywords,   authors, andjournals.

For today's businesses, social media marketing and brand management areessen-tial.Organizationsareincreasinglyrelyingonmoreengagingwaystoretainandattract

customersbybuildingnewinteractiveenvironmentsandparticipationbetweenbrands and customers. Based on these findings, it is possible to focus on key trends in re-centscientificliteraturerelatedtobrandmanagementandsocialmedia,andtomore effectively detect currenttrends.

6. Limitations:

This exploration is based on the results of a search on dimension database and R softwareusingthesearchterms"brandmanagementandsocialmedia."Itispossible thatdifferentsynonyms/keywordswereusedinstudyworkthatwasprintedonrelated subject.Also,iftheresearcher'sidentitiesusedinpublicationshavechangedovertime, there's a chance of an error. In addition, we conducted our research solely using the dimensions database. Citation data may also be found in the Web of Science, Google Scholar, or SCOPUS databases. Study noted that these databases may show distinct citation findings, resulting in differing analysis results.   In   order   to   perform   comparisons oftheinfluenceofpapersreleasedthroughoutdifferenttimeperiods,theeffectoftime elapsedmustalsobeseparatedfromtheimpactofresearchpublications.Furthermore, a sensitivity analysis of the effects of time on the research paper impact will aid the forecasting of the research   impact   over   time.   These   characteristics   and   distinctions couldbeinvestigatedfurtherinthefuture.

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