



Digital Marketing: A Review of the Literature in the last ten years

Arum Wahyuni Purbohastuti¹⁾*
University Sultan Ageng Tirtayasa
arum_wp@untirta.ac.id

ABSTRACT

A literature review is used to discuss this research which aims to identify and analyze articles about digital marketing from 2015-2024. Data was obtained from Scopus taken using the Publish or perish (POP) analysis tool and Vos Viewer. The results of this research are based on data obtained from 200 articles, of which in 2020 there were 42 articles discussing digital marketing. Meanwhile, in 2023 there will be 5 articles and in 2024 there will be no articles discussing digital marketing. Meanwhile, the data was processed using Vos Viewer to produce 10 clusters with 44 items.

Keywords: Digital Marketing, Literature Review, Publish or Perish (POP), Vos Viewer.

INTRODUCTION

With the rapid development of information and communication technology, digital marketing is now necessary for small and medium businesses and large companies (Widodo, W., & Sari, 2023). Businesses can reach customers more widely and effectively by using online platforms such as social media, websites, and search engines. Digital marketing allows businesses to expand market share and strengthen their brand position amidst increasingly fierce competition because their audience can reach various places (Järvinen, J., & Karjaluo, 2019).

The main factor driving digital marketing adoption is changes in consumer behavior patterns. Consumers are more likely to conduct online research before purchasing because they can easily obtain information about goods and services. In situations like these, digital marketing allows businesses to communicate directly with customers, learn their needs and preferences, and send relevant and targeted messages. Digital marketing helps businesses meet the needs of consumers who increasingly demand convenience and personalization through techniques such as content marketing and paid advertising (Tuten, T., & Solomon, 2020).

Social media, as a digital platform, has opened up many opportunities for digital marketing as it allows direct interaction between brands and customers, making customers not only passive recipients of messages but also active participants in interactions with customers. Additionally, social media allows companies to increase customer loyalty, create brand-supportive communities, and increase engagement with an audience (Dwivedi, Y. K., 2021).

The ability to measure campaign results directly and in real-time is one of the main advantages of digital marketing compared to traditional marketing. Companies can track metrics such as visits to websites, conversion rates, and social media engagement through digital analytics (Kusuma, R., & Nugroho, 2021). This data provides valuable insights that allow companies to immediately change their plans. In other words, digital marketing enables a dynamic and flexible approach to audience interaction (Tiago & Verissimo, 2018).

The world of digital marketing has also changed due to technological advances such as artificial intelligence (AI) and automation (Kim, 2020). AI allows companies to tailor their marketing messages to each consumer's preferences and use the data to provide product recommendations that match their preferences. Additionally, marketing automation allows companies to manage various types of marketing campaigns more efficiently, such as using chatbots or email marketing to communicate products accurately (Tuten, T., & Solomon, 2020).

In addition, the role of digital marketing in building brands is increasingly being recognized. Through a consistent and engaging digital presence, businesses can shape their image and reputation (Handayani, P. W., & Putri, 2023). Digital marketing allows businesses to effectively showcase their values, goals, and product advantages to consumers (Joshi & Sharma, 2022). This is due to increasing consumer preference for brands that have strong ethical and social values. Thus, digital marketing provides a powerful platform for companies to express their commitment to social and environmental issues (Järvinen, J., & Karjaluoto, 2019).

Overall, digital marketing offers great potential for businesses to reach consumers more efficiently. However, this also means that businesses must adapt to ever-changing technological and regulatory trends. Success in digital marketing depends on a deep understanding of strategy, technology, and relevant regulations. By using the latest technology, data-based methods, and understanding consumer preferences, digital marketing can help businesses grow and remain competitive in this dynamic digital era.

LITERATURE REVIEW

Currently, social media has become an important tool in digital marketing (Tuten, T., & Solomon, 2020). Social media platforms allow businesses to build closer relationships with customers through direct interactions and two-way conversations. An effective social media marketing strategy allows businesses to expand market share and cultivate strong brand loyalty (Tafesse, W., & Wien, 2018). Social media also helps understand consumer needs and provide quick responses. According to research by Alalwan et al, (2017) due to the ability to attract an audience by providing relevant and valuable information, content marketing has become an important part of digital marketing. One important component of digital marketing is search engine optimization (SEO), which aims to increase business visibility in Internet search results. Järvinen, J., & Karjaluoto, (2019) found that search engine optimization can help businesses increase the number of visitors coming to their websites and increase conversion potential. Businesses can ensure that information about their products and services is easily found by the right audience by using the right SEO techniques.

Research to discover key trends and issues in digital marketing and social media. By using the literature review method, the author can summarize the main results of previous research and propose venues for future research based on shortcomings (Testa et al., 2020). Publishing a literature review allows the collection of information from various sources so as to provide a comprehensive picture of advances in digital technology in marketing (Dwivedi, Y. K., 2021).

The literature review was chosen because this research wants to explore and identify the use of social media for marketing covering various industries. By conducting a review, researchers can collect, categorize, and synthesize previous research to discover key trends, benefits, and challenges in using social media as a marketing tool (Alalwan et al, 2017).

RESEARCH METHOD

The method used in this research is literature review, which has been widely used in other fields, such as management, and has been in this research. Literature review analysis looks at the various research subjects that have been conducted and evaluates knowledge about a particular various research subjects, assessing scientific quality, and the influence of particular articles and sources. The stages carried out include:

- (i) Determine the initial keywords for literature review research that will be discussed, using the keyword (Digital Marketing” in Publish or Perish (POP) from Scopus.
- (ii) 200 articles were found in the search, then saved in RIS form for review.
- (iii) The articles that have been obtained are processed using Vos Viewer to find out themes about digital marketing that have been researched during the years 2015-2024.

RESULT AND DISCUSSION

Search results using the Publish or perish (POP) analysis tool by entering digital marketing keywords with journal types from 2015-2024 obtained 200 articles. Of the 200 articles, the number of publications per year is grouped in Table 1 below.

Table 1. Number of Articles per Year on Scopus

Year of Publication	Number of Publication
2015	9
2016	23
2017	17
2018	26
2019	27
2020	42
2021	39
2022	12
2023	5
2024	0

Based on citations ranked 10th out of articles on Scopus, it can be seen in Table 2 below.

Table 2. Citation on Scopus database

No	Authors	Title	Year	Cites	Publisher
1	Y.K Dwiverdi	“So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of	2023	1343	International Journal of



No	Authors	Title	Year	Cites	Publisher
		generative conversational AI for research, practice and policy			Information Management
2	Y.K. Dwivedi	Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy	2022	1134	International Journal of Information Management
3	Y.K. Dwivedi	Setting the future of digital and social media marketing research: Perspectives and research propositions	2022	917	International Journal of Information Management
4	G. Appel	The future of social media in marketing	2020	818	Journal of the Academy of Marketing Science International
5	P.K. Kannan	Digital marketing: A framework, review, and research agenda	2017	708	Journal of Research in Marketing
6	A. Kumar	From social to sale: The effects of firm-generated content in social media on customer behavior	2016	670	Journal of Marketing
7	C. Lamberton	A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry	2016	651	Journal of Marketing
8	L. Sardi	A systematic review of gamification in e-Health	2017	605	Journal of Biomedical Informatics
9	R. Felix	Elements of strategic social media marketing: A holistic framework	2017	511	Journal of Business Research
10	G.M. Eckhardt	Marketing in the Sharing Economy	2019	507	Journal of Marketing

Visualization using Vos Viewer on digital marketing can be seen in Figure 1, 2 and 3 bellow.

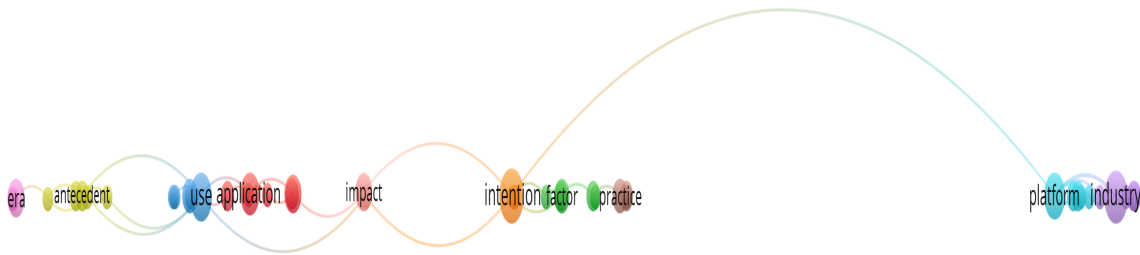


Figure 1. Network Visualization

The result of data processing using Vos Viewer, 200 articles originating from Scopus, can be divided into 44 items (10 cluster) as follows:

Cluster 1 contains 6 items, including application, blockchain technology, digital transformation, systematic literature review, technology acceptance model, text mining.

Cluster 2 contains 5 items, including augment reality marketing, customer experience, factors, influence, perception.

Cluster 3 contains 5 items, including Australia, gamification, literature review, systematic review, use

Cluster 4 contains 5 items, including antecedent, consequence, digital economy, empirical study, higher education.

Cluster 5 contains 5 items, including China, digital technology, industry, integration, thing.

Cluster 6 contains 5 items, including digitalization, drivers, new era, platform, user engagement.

Cluster 7 contains 5 items, including customer satisfaction, destination marketing, e-wom, intention, millennial.

Cluster 8 contains 3 items, including multidisciplinary perspective, opportunity, practice.

Cluster 9 contains 3 items including era, meta analysis, robot.

Cluster 10 contains 2 items, including impact, social media marketing.

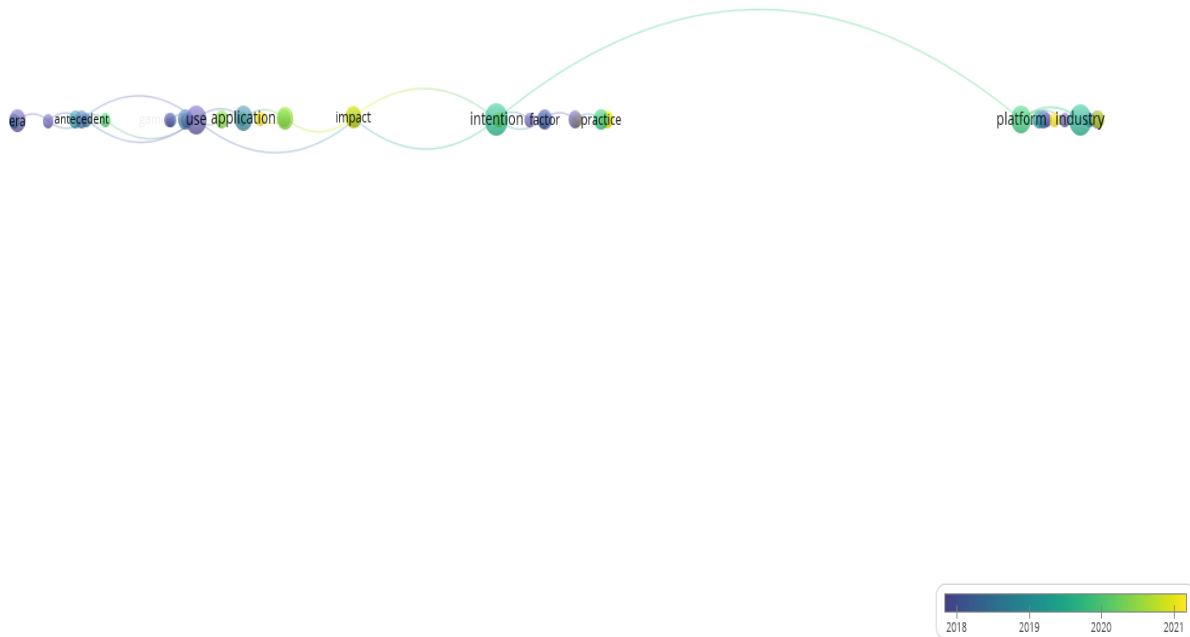


Figure 2. Overlay Visualization

Based on Figure 2. Overlay Visualization, the distribution of articles for each year can be differentiated based on the color display, where dark colors represent the years 2018 and 2019, while lighter colors depict articles published in the years starting 2020-2021.

CONCLUSION

This research aims to analyze articles about digital marketing for ten years from 2015-2024. Articles were obtained from Scopus using the help of publish or perish by entering digital marketing keywords and the type of journal publication so that two hundred articles were found over ten years. The articles found were mapped based on articles per year, citations, authors, article titles and publishers. The method in this research is a literature review using publish or perish and Vos Viewer. The results of this research show that the most articles discussing digital marketing during the last ten years were 42 articles in 2020, while in 2024 based on data obtained from Scopus there were no articles discussing digital marketing. So this is an opportunity for researchers to research digital marketing because it experienced a decline from 2021 to 2024. The results from the Vos viewer contained 10 clusters and 44 items.

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