



The Development of Research on Marketing Engagement a Bibliometric Analysis

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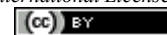
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Abstract

Engagement marketing has emerged as a strategic approach that emphasizes interactive, personalized, and value-driven relationships between brands and consumers. The rapid growth of digital technologies, social media, and smart devices has fundamentally transformed customer engagement, making it a central element of contemporary marketing strategies. This study aims to examine the evolution, research trends, and intellectual structure of engagement marketing literature, with particular emphasis on its relationship with digital transformation and small and medium-sized enterprises (SMEs). A qualitative historical approach combined with bibliometric analysis was employed to systematically evaluate publications indexed in Scopus, Emerald, Springer, ProQuest, Web of Science, and ScienceDirect. Article retrieval was conducted using the Publish or Perish software for the period 1956–2025, applying relevant keywords related to engagement marketing, internet marketing, business models, and brand engagement. After applying inclusion criteria, including English-language journal articles in management, business, economics, social sciences, information systems, and entrepreneurship, a total of 2,302 publications were analyzed. Bibliometric mapping and visualization were performed using VOSviewer to generate network, overlay, and density maps that reveal research collaborations, thematic evolution, and emerging research opportunities. The findings indicate a substantial increase in engagement marketing publications, particularly between 2016 and 2022, reflecting the accelerated adoption of digital technologies and electronic markets. Collaboration analysis demonstrates strong and expanding research networks among scholars, while overlay visualization highlights growing attention to business strategy and digital transformation. Density visualization further identifies several underexplored research themes, indicating promising opportunities for future investigation. This study provides a comprehensive scientific mapping of engagement marketing research and offers strategic directions for future studies focusing on digital transformation, customer engagement, innovation, and sustainable SME competitiveness.

Keywords: *Marketing, Engagement, Strategic, SMEs, Bibliometric Analysis.*

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1. Introduction

The recent rise of online social networks is one of the biggest transformations in the way humans interact with each other. The types of activities, places where people live and interact have changed significantly as a result of the rapid growth of web-based platforms that drive social behavior over the internet. Engagement marketing is a crucial concept in modern marketing that emphasizes the importance of building long-term relationships between brands and their customers. In this digital age, where customers have unlimited access to information and product options, creating authentic engagement is key to maintaining customer loyalty and driving sustainable business growth. Engagement marketing involves various strategies to create relevant, personalized, and consistent interactions with target audiences.

The increasingly low cost and wide variety of types are the basis for an easy and effective marketing investment, with strong benefits for the company and its brand. Loyal customers are achieved and retained through visual content; the lack of visual content in any manufacturer's general marketing strategy is a question mark that can lead to reduced market share [1].

Engagement marketing also plays an important role in building a strong brand image. Consumers tend to trust brands that consistently demonstrate their commitment to quality, innovation and social responsibility. In this case, active engagement with audiences helps companies to convey their values in an authentic and memorable way. This strategy not only attracts new customers, but also maintains relationships with existing customers.

Understanding how digital marketing tactics affect consumer-brand interactions receives special attention, with a focus on how technology is revolutionizing engagement. Technological advancements in this era have created a hyper-connected world. Therefore, research should be conducted to explore the contribution of digital platforms to brand loyalty and engagement. Marketers are looking for ways to create consumer value by identifying various tools and touchpoints. Scholars have emphasized the importance of dynamic interactions between brands and consumers in the digital space with reference to brand engagement [2].

Engagement marketing is the foundation that supports marketing success in the digital age. By focusing on long-term relationships, meaningful interactions, and superior customer experiences, companies can build a sustainable competitive advantage. This strategy emphasizes the importance of putting customers at the center of all marketing activities, thus creating a mutually beneficial business ecosystem.

The development of social media platforms expands the influence of individuals significantly by allowing people to have additional channels to express personal values and attract audience attention. Influencer marketing refers to the promotion of products and services to followers on social media through influencers to make consumers recognize the brand and drive consumer interest and useful responses [3]. Furthermore, engagement marketing is often supported by the application of data and analytics technology. By leveraging information from customers, companies can design campaigns that are more personalized and tailored to their needs.

Marketing Engagement is an effective marketing strategy in building strong relationships with customers. By understanding the concepts, theories, and influencing factors, companies can develop the right Marketing Engagement strategy. This research shoes that Marketing Engagement can increase brand awareness, trust, and customer loyalty. Therefore, it is important for companies to prioritize Marketing Engagement in their marketing strategy.

The cognitive dimension (cognitive processing) refers to the level of thinking and mental elaboration by consumers related to brand activities; the emotional dimension (affectivity) indicates the level of positive affection consumers have for a brand; and the behavioral dimension (activation) expresses the level of energy, effort, and time consumers spend on brand activities [4].

Various factors influence the success of Marketing Engagement. Content quality, two-way interaction, use of technology, personalization, and customer engagement are some of the key factors. According to Gummesson (1987), the quality of relevant and engaging content can increase brand awareness and customer trust. Meanwhile, the use of technology such as social media and email marketing can facilitate two-way interaction.

Although the relationship between CRM and CBE has only been conceptually and qualitatively analyzed, the literature consistently reports evidence supporting the positive effects of CRM activities on consumer responses that are potential manifestations of CBE, such as attitudes and purchase intention [4].

While Engagement is a well-researched construct, it lacks a universally accepted definition that distinguishes Employee Engagement from other relative constructs. Several studies in the process of measuring engagement defined the concept to provide a precise description of it. However, these studies were not entirely successful in defining it. This may be due to its intangible nature and the process of engagement occurring without significant conscious effort from an individual. Defining the concept led researchers to propose engagement in terms of "Positive attitude," "Behavior," and "Psychological state," and hence [5].

Social media is considered a new marketing tool to promote a brand's products/services, which is a new communication channel used to form a relationship between a brand and its customers (Hsu, 2012). Social media marketing is a term that describes the actual act of using social networks for marketing purposes. Social media marketing is commonly used in the business-to- consumer (B2C) field, and social media concepts related specifically to B2C have been studied exclusively [6].

The development of information technology has changed the scope of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated in the digital world. Marketing activities that utilize the sophistication of digital technology are often called digital marketing. Digital Marketing consist of interactive and integrated marketing that facilitates interaction between producers, market intermediaries and potential consumers.

Customer engagement in the field of relationship marketing, includes not only the relationship established between buyer and seller, but also possible combinations between potential and actual clients and all other stakeholders. Social networking sites offer possibilities for this participation that develop trust, goodwill and commitment to form relationships between individuals and brands, regardless of whether the same individuals acquire them [6].

Table 1. Keyword Description 1

Factor	Description	References
Internet marketing	The media market is increasingly fragmented due to the huge influence of the Internet on the media traditional. Internet marketing creates new Internet marketing is a way to communicate between suppliers and customers and allows customers to interact with each other to share information and experiences about products. According to Kalakota and Whinston, Internet marketing helps businesses offer products or services to specific groups of customers to obtain information and build good relationships, in order to achieve optimal results.	[7] [8] [9]
Business models	This model describes how the business operates and shows how value is created and delivered to customers, and includes the associated revenue, cost and profit structures.	[10] [11] [12]
Literature review	Krause states that an active and positives understanding of engagement can be found in the literature. This systematic literature review aims to formulate an effective online engagement strategy using gamification.	[13] [14]

Content analysis	Content analysis is a way of research that uses procedures to draw appropriate conclusions from Text. Today's generation, influenced by environment, are used to quick access to information and want information that their needs.	[15] [16] [17]
Content marketing	Digital Content Marketing (DCM) aims to provide added value to consumers, which helps increase customer engagement. Content marketing, according to Mahendra, is a strategy for creating and sharing content on website or social media.	[18] [19] [20]
Engagement	They reject the view that engagement and burnout can be measured equally. Work engagement is defined as a mental state that is full of enthusiasm, dedication, and attention. Pentina, Guilloux, and Micu exolain engagement as the cognitive and emotional attitudes of consumer that are visible through their behavior towards in media social. This behavior is considered a result of such engagement.	[21] [22] [23]

2. Research Methods

This article uses a qualitative research method with a historical approach. This approach is used to find developments, trends or mapping of research on digital transformation. This research was conducted in two stages. The first stage is systematic data collection. The data of this research are articles that have been published in reputable international journals. The second stage is to analyze the collected articles with bibliometric analysis. Bibliometric analysis analyzes and systematizes data in the form of words or wording derived from the titles and abstracts of published articles. This analysis helps develop, trend, or map the latest digital transformation research so that the research results also help provide recommendations for research themes or variables for future researchers.

2.1. Data Collection Methods

The data collection consisted of research articles taken from a group of leading journal publishers: 1) Scopus, 2) Emerald, 3) Springer, 4) ProQuest, 5) Web of Science, and 6) Science Direct. Articles were collected from the accessible databases of the six journal publisher groups.

1. The search is limited to the years 1956 - 2025.
2. The keywords used as search criteria are Marketing Engagement
3. The combination of keywords used as search criteria consisted of 5 combinations. The first combination ["Internet marketing; Business models; Internet advertising; E-commerce; Literature review; Content analysis"]. The second combination ["Content marketing; Engagement; Lead generation; Services marketing"]. The third combination ["Internet application; digital content; marketing mix; consumer markets"]. The fourth combination ["Internet marketing; Value; Brand; B2B marketing; Metrics; Social media"] marketing". Fifth combination ["advertising; auctions; Internet marketing; search advertising"].
4. Furthermore, the research collected by this software is reduced based on journals written in English. Source articles from reputable journals.
5. The search was limited to journal articles in the scientific fields of management, business, economics, social, information and entrepreneurship. In this study, the data collected did not include conference proceedings, meeting results, or books.
6. The articles to be analyzed were checked for completeness of research regarding the presence of "title", "abstract", and "keywords".
7. Completeness that needs to be considered in selecting articles to be processed DOI, publishing journal, publisher, article URL, publishing journal of citations, GS Ranking, CitesPerYear, CitersPerAuthor, and AuthorCount.

The articles collected from the search using Publish Or Perish from 1956 - 2025 amounted to 2,302 articles. With a combination of search titles and keywords as used in Table.

Table 2. Keyword Description 2

Title	Keywords	Total
Marketing engagement	Internet marketing, Business models, Internet advertising, E-commerce, Literature review, Content analysis	633Article
Marketing engagement	Content Marketing, Engagement, Lead generation, Services marketing	491 Article
Marketing engagement	Content Marketing, Engagement, Lead generation, Services marketing	445 Article
Marketing engagement	Internet Marketing, Value, Brand, B2B marketing, Metrics, Social media marketing	433 Article
Marketing engagement	Advertising, auctions, Internet marketing, search advertising	303 Article

2.2. Data Analysis Method

Bibliometric analysis using VOSviewer application. The analysis results show a bibliographic map of marketing engagement. The resulting bibliometric analysis is a map of bibliographic data and text data extracted from the titles and abstracts of selected articles.

The results of the analysis are used to map and develop reference studies. Scientific mapping analyzes the trend patterns of scientific research development related to the results of research studies on marketing engagement. VOSviewer analyzes published scientific articles. VOSviewer visualizes knowledge development through network visualization and provides cluster labeling. In other words, VOSviewer provides information about research updates and how much research related to this field has been done.

VOSviewer output displays maps and networks based on co-citation data or keyword maps based on highly detailed keyword co-occurrence and relevance data.

The VOSviewer application displays an overlay network that shows the development of articles over time. The overlay network presents a time span (years) where the relationship of each keyword is presented in the form of a network. Based on the visualization of the overlay network, it is known how far the research progress related to marketing engagement. In addition, there is a density visualization. The density visualization shows the high or low frequency concepts or constructs that are used as research.

3. Results and Discussion

3.1. Number of Years of Publication

Table 3. Number of Years of Publication

Year	Yearly Publication	Year	Yearly Publication
Year 2004	28	Year 2015	81
Year 2005	20	Year 2016	105
Year 2006	28	Year 2017	120
Year 2007	32	Year 2018	105
Year 2008	46	Year 2019	161
Year 2009	60	Year 2020	192
Year 2010	55	Year 2021	249
Year 2011	68	Year 2022	210
Year 2012	70	Year 2023	186
Year 2013	89	Year 2024	143
Year 2014	106	Year 2025	2

The evolution of e-marketplaces with the widespread use of social media as a potential ecosystem for e-marketplaces. The number continues to grow with the emergence of smartphones as a public access channel to connect to the internet. Changes in the technological environment that change other macro-environments drastically change the landscape of business management. This condition makes many researchers conduct research related to Marketing Engagement, either as an article title or as a keyword in the article.

3.2. Author Analysis

The author's analysis uses Google Scholar (GS) ranking. Basically, GS has the same function as Thomson ISI Web of Knowledge, which produces Journal Impact Factors (IIF). IIF assesses the impact factor of an article. GS has an advantage in ranking through access to free articles. Access to free articles provides an opportunity for researchers to reference these articles, regardless of the financial capabilities of the institution where the researcher is based.

Tabel 4. Author Analysis

Author Name	Title	GS Rank
G Viglia, G Viglia (2014)	Online Marketing Communication Channels	980
Michael Owusu-Kyei, Yusheng Kong, Michael Owusu Akomeah and Stephen Owusu Afriyie (2022)	Impact of digital marketing communication on organizational growth	980

Author Name	Title	GS Rank
N Granitz, D Loewy (2007)	Applying ethical theories: Interpreting and responding to student plagiarism	980
KSR Warner, M Wäger (2019)	Building dynamic capabilities for digital transformation an ongoing process of strategic renewal	979
E Arrigo (2018)	Social media marketing in luxury brands: A systematic literature review and implications for management research	978
V Barger, JW Peltier, DE Schultz (2016)	Social media and consumer engagement: a review and research agenda	978
C Ip, R Law, HA Lee (2011)	A review of website evaluation studies in the tourism and hospitality fields from 1996 to 2009	977
H Münstermann, P Würtenberger (2016)	Programmatic disruption for premium publishers	975
M Hamouda (2018)	Understanding social media advertising effects on consumers' responses: An empirical investigation of tourism advertising on Facebook	975

GS ranking can be seen from the author's contribution in producing articles every year. Based on the data collected, there are 20 authors who actively write. The table discusses the authors who contribute authors in producing articles each year.

3.3 Citation Analysis

Citation analysis shows how many articles are cited or referenced by other researchers. Researchers related to marketing engagement continue to increase, especially from 2016 to 2022.

Tabel 5. Citation Analysis

Author Name	Publisher	City Frequency
DJ Teece (2010)	Long range planning	14440
WG Mangold, DJ Faulds (2009)	Business horizons	8475
RV Kozinets (2002)	Journal of marketing research	6749
C Grönroos (1997)	Management decision	6086
AF Payne, K Storbacka, P Frow (2008)	Journal of the academy of marketing science	5795
RJ Brodie, LD Hollebeck, Biljana juric, Ana Illic (2011)	Journal of servie research	5740
P Timmers (1998)	Electronic markets	5618
M Morriss Schindehutte, (2005) J M Allen	Journal of Business Reseach	4832
J Berger, KL Milkman (2012)	Journal of marketing research	4591
SB MacKenzie, RJ Lutz, George E. Belch (1986)	Journal of marketing research	4512
AA Mitchell, JC Olson (1981)	Journal of marketing research	4494

3.4. Bibliometric Analysis

Bibliometric analysis helps researchers map and determine the extent of research development related to marketing engagement. So that the results of the study can identify themes or research variables that are relevant and current, thus clarifying the potential impact of research if developed.

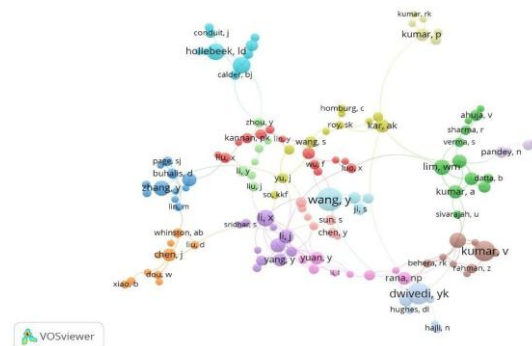


Figure 1. Author Network

In the Co-authorship analysis, there are authors associated with other authors' names. The results of this analysis show that the authors collaborate in conducting research related to Marketing Engagement as shown in Figure 1. The collaboration conducted by the authors shows a high commitment to continue conducting research related to marketing engagement. The table shows the research titles of the authors who conducted the research.

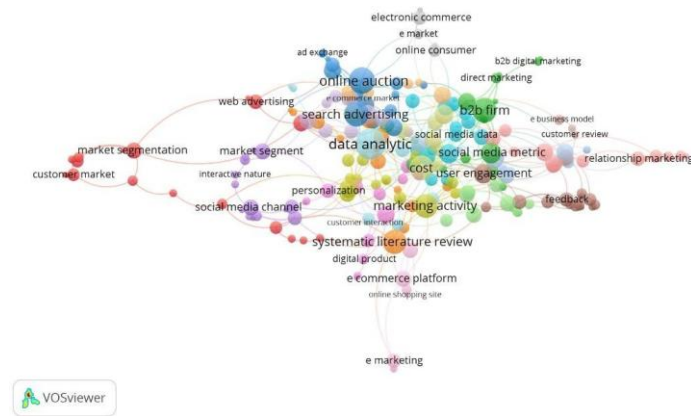


Figure 2. Publication of Visualization in Marketing Engagement

3.5. Overlay Visualization Analysis

The results of the network visualization analysis show that many small nodes representing keywords were generated from the research, as shown in Figure 2. This visualization shows that there are still many research gaps that exist today. A lot of research related to technology acceptance is needed to fill these gaps.

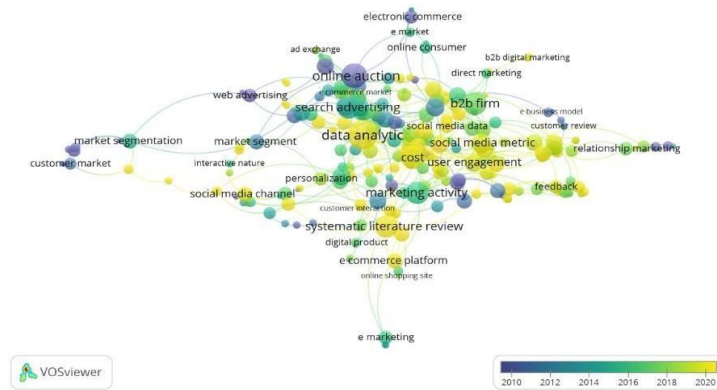


Figure 3. Visualization of Overlays in Marketing Engagement Publications

Figure 3 shows that most of the themes have a bright yellow node color. The yellow color indicates that most of the published articles range from 1956 to 2025. Based on the results of this analysis, it can be the basis for the assumption that the themes related to Marketing Engagement are the latest. Based on the Overlay Visualization, themes related to Marketing Engagement are the latest studies. In accordance with the previous data, research related to digital transformation in general has increased significantly since 2016.

3.6. Density Visualization Analysis

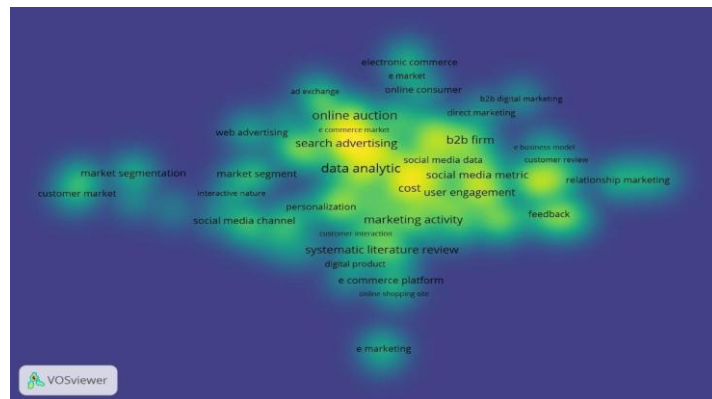


Figure 4. Visualization of Density in Marketing Engagement Publications

Figure 4 shows research related to Marketing Engagement, mostly related to Business Strategy. This condition can be seen from the yellow focus on the Density visualization output. The colors that emerge from each theme or variable tend to be darker. This means that there are not too many publications that study this subtheme. This

condition strengthens the analysis results on Network Visualization Analysis, and Overlay Visualization. This visualization shows the importance of conducting research related to Marketing Engagement, especially in SMEs. Through the research conducted, it will help the scientific preparation and development of scientific knowledge related to Marketing Engagement.

4. Conclusion

Bibliometric analysis shows that scientific mapping related to marketing engagement research still has many research gaps. This research gap is an indication for future researchers to conduct further research related to marketing engagement. There are several themes or themes recommended for researchers related to marketing engagement. Engagement marketing is a key strategy for creating close relationships between brands and consumers. With an approach that involves active interaction, companies can increase customer loyalty, strengthen brand image, and drive purchase decisions. Digital platforms such as social media, email marketing, and mobile apps are effective tools in building this engagement. However, the success of engagement marketing largely depends on the relevance of the content, understanding the audience, and consistency in providing a positive experience. Current consumer interaction patterns show that they are not only looking for products or services but also meaningful experiences and connections. Therefore, a successful engagement strategy must be able to provide added value, whether through educational content, entertainment, or personal interaction. In addition, utilizing data analytics to understand customer preferences is an important foundation in developing more targeted campaigns.

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