

# Digital Marketing Trends in Management Research Topics in the Corporate Buying and Selling Market Sector: A Bibliometric Analysis

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## Abstract

The development of digital technology has changed marketing trends in marketing management literature. This study aims to analyse trends and directions in digital marketing research, identify dominant themes, and map the contributions of influential authors, journals, and countries, particularly in the context of corporate buying and selling market with digital marketing. The main problem is the lack of a systematic review that describes the conceptual dynamics and interconnections between researchers in this field. The method used is qualitative with a bibliometric analysis approach, using data from Scopus and VOSviewer software to visualise networks of keywords, authors, and research themes. From 280 documents published between 2020 and 2025, a significant increase in publications was found, peaking in 2024. The analysis identified six main clusters: brand promotion and image, consumer behaviour and purchase intent, buyer and salesperson perspectives, smart tourism and profit orientation, consumer credibility and trust, and e-marketing and digital innovation. The findings indicate a paradigm shift in digital marketing from one-way communication to interactive systems based on artificial intelligence and personalised consumer experiences. Research recommendations are directed towards exploring clusters that are still limited and strengthening data-based approaches for the effectiveness of digital marketing strategies in the corporate sector.

**Keywords:** digital marketing; bibliometric analysis; research trends; brand image; consumer purchase intentions.

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## Introduction

Currently, information technology has changed the development of digital marketing trends in marketing management literature, especially with the widespread use of digital-based platforms such as Artificial Intelligence (AI), ChatGPT, and Google Gemini (Finley & Wickam, 2024). This transformation signifies a paradigm shift, where marketing practices no longer focus on one-way communication but have evolved into adaptive, intelligent, and data-driven interactions (Octavini et al., 2023).

Marketing management literature shows that the utilisation of digital-based marketing trends has increased the effectiveness of corporate strategies in reaching consumers, creating personalised experiences, and strengthening long-term relationships between brands and customers (Octavian et al., 2025). The emergence of Artificial Intelligence enables companies to analyse large amounts of data quickly and accurately, allowing them to make better strategic decisions (Paramesha et al., 2024). Platforms such as ChatGPT and Google Gemini also offer new opportunities for dynamic content delivery, automated customer service, and innovation in marketing communications (Rane et al.,

2024a). In general, marketing management research has not yet extensively discussed the currently highly useful trends in digital-based marketing (Hidayati et al., 2024). As academics have become increasingly interested in this phenomenon, research on digital marketing has grown significantly over the past five years (Andriansyah et al., 2023; Ghorbani et al., 2022). Bibliometric studies are an important approach to understanding how research trends evolve (Zhou et al., 2024). Dominant themes that emerge, and future research directions (Ofosu-Ampong, 2024). Through bibliometric analysis, it is possible to map the evolution of concepts, collaboration between researchers, and the influence of key literature that contributes to shaping the theoretical framework of digital marketing (Li et al., 2023).

The main issue to be explored in this study is how digital-based marketing trends have developed in marketing management literature, the dominant themes that have emerged, the most influential authors, journals, and countries, and the future direction of research related to Corporate Sales and Purchasing Systems (Katsikeas et al., 2020). The research gap identified in previous studies, namely the absence of a comprehensive analysis mapping the conceptual evolution, patterns of scientific collaboration, and intellectual map of digital marketing research globally (Thaha et al., 2021). Most previous studies have been descriptive in nature and focused on the application of digital technology in specific corporate contexts, without utilising bibliometric analysis to reveal the links between researchers and the dynamics of research themes over time. This gap highlights the need for research that not only examines implementation, but also explores the knowledge structure and direction of digital marketing development in the buying and selling market. There is an important research gap that needs to be explored further, namely the absence of a systematic review that maps the dynamics of the topic, the relationships between researchers, and the direction of conceptual development in digital marketing studies (Chotisarn & Phuthong, 2025).

The novelty of this research lies in the compilation of a systematic review and comprehensive bibliometric mapping of digital-based marketing literature in the context of topics Corporate Sales and Purchasing Systems. Unlike previous studies, which tended to be partial and focused on thematic or technological aspects separately, this study integrates the analysis of topic trends, conceptual evolution, intellectual structures, and scientific collaboration networks to describe the dynamics of scientific development as a whole. The novelty of this research lies not only in the methodological approach used, but also in its contextual and integrative focus, which bridges the gap between academic developments in digital marketing and the strategic needs of future corporate sales and purchasing systems. Through this approach, this study identifies dominant themes, emerging themes, and themes that have the potential to become future research agendas in corporate digital marketing, while also revealing patterns of relationships between researchers, journals, and countries that shape the knowledge structure in this field (Gomez et al., 2022). Most previous studies have only highlighted the implementative dimensions or case studies of specific companies without utilising a bibliometric approach that can reveal the intellectual map and global research trends (Vinayavekhin et al., 2023). This study aims to analyse the development of digital marketing trends bibliometrically, identify prominent research themes, map the contributions of authors, journals, and countries that have significant influence, and provide an overview of the direction of digital marketing research in the era of modern information technology (Figueiredo et al., 2021).

This study overcomes the limitations of previous studies through the application of a systematic review combined with comprehensive bibliometric analysis, so that it is no longer descriptive and partial. Unlike previous studies that focused on the implementation of digital technology or specific

case studies, this study systematically maps the conceptual development, thematic dynamics, and intellectual structure of digital marketing in the global marketing management literature. The bibliometric approach enables the objective and data-driven identification of relationships between researchers, journals, and countries, which had not been clearly illustrated previously. The purpose of this study is not only to address the gap in the literature on digital marketing research mapping, but also to provide added value in the form of updated data and more up-to-date conceptual perspectives (Prabowo et al., 2023).

Theoretically, this research is expected to contribute to the development of marketing management science through the presentation of a comprehensive conceptual map of digital marketing research (Plangger et al., 2022). Practically, the results of this research can be used as a reference for academics, researchers, and practitioners to identify new research opportunities and develop more effective and adaptive digital marketing strategies in the modern information technology era (Nasti et al., 2024). More recent data will be a novelty in this study. To offer observations and recommendations for future research on digital marketing for trends in writing articles in the field of management in the corporate buying and selling sector, it is very important to understand previous research related to the limitations of research and the breadth of current research in relation to existing literature on AI-based technological transformation, which should be the focus of future research.

## **Literature Review**

### **Digital Marketing**

According to Chaffey and Chadwick (2022), digital marketing is the application of digital technology to create and manage online channels used to market products or services to consumers. This concept encompasses all marketing activities that utilise digital devices, online platforms, and data-based systems to create, communicate, and deliver value more effectively and measurably. Digital marketing not only functions as a promotional medium, but also as a customer relationship management system that enables continuous interaction between companies and consumers (Pham et al., 2023). From a marketing management perspective, digital marketing is positioned as a strategic instrument to achieve organisational goals, such as customer acquisition, increased engagement, retention, and the formation of long-term loyalty (Surjono, 2024). Digital transformation encourages companies to shift from a mass marketing approach to more personalised, data-driven marketing that is oriented towards customer experience (Giang et al., 2025). This shift shows that digital technology plays a role as the foundation for more adaptive and analytics-based marketing decision-making (Henkel & Ivens, 2025).

Furthermore, digital marketing encompasses various key activities, such as search engine marketing, content marketing, social media, email marketing, and the utilisation of mobile and e-commerce platforms. Jha and Verma (2024) emphasise that the integration of these digital channels has transformed marketing communication patterns from one-way communication to interactive and dynamic two-way communication, in which consumers play an active role in the value co-creation process. This situation requires companies to gain a deeper understanding of digital consumer behaviour, personal preferences, and online interaction patterns (Z. Xia & Shannon, 2025).

In addition, the development of big data, artificial intelligence, and marketing analytics has strengthened the role of digital marketing as an information-based system (Haverila et al., 2025). Customer data obtained from various digital touchpoints enables companies to perform more precise

segmentation, personalise marketing messages, and measure campaign performance in real time. Thus, digital marketing is not only communication-oriented but also focused on optimising strategic processes and enhancing the competitive advantage of the organisation. A theoretical study of digital marketing needs to include a multidimensional understanding that encompasses online consumer behaviour, content and personalisation strategies, digital technology integration, and the use of data and analytics in marketing decision-making (Sak et al., 2025). This approach is important to explain how digital marketing is evolving as a dynamic and relevant discipline in the context of modern business transformation, particularly in an increasingly complex and information technology-based marketing environment.

### **Information Technology and Artificial Intelligence in Marketing**

Information technology (IT) encompasses hardware, software, networks, and procedures used to process, store, and disseminate information (Nikabadi & Sepehrnia, 2019). IT is a set of tools used to generate, process, store, and distribute information to support decision-making in organisations. Information technology (IT) changes the process of collecting, processing, and analysing marketing data (Chen & Ge, 2024). AI provides predictive analytics and automation capabilities that enable companies to perform segmentation, targeting, and personalisation on a large scale. Thus, AI strengthens data-driven marketing decision-making. Therefore, modern digital marketing studies must include IT and AI variables as key determinants of marketing strategy effectiveness (Rane et al., 2024b). Large language model-based platforms serve as a means of two-way interaction between brands and consumers. These platforms enable dynamic content creation, automated customer service, and personalised interactive experiences. Interactive platforms introduce a new dimension to marketing communication, shifting the paradigm from one-way communication to adaptive dialogue (Putri & Iriani, 2023).

The role of information technology (IT) is becoming increasingly important because purchasing decisions involve many actors and require complex and reliable information. Information technology (IT) enables companies to manage corporate customer databases, track business interaction histories, and analyse long-term purchasing patterns (Ahmed, 2025). Through the use of information technology (IT), companies are able to create more targeted, consistent, and evidence-based marketing, thereby improving the effectiveness of inter-organisational business relationships. Artificial Intelligence (AI) contributes significantly to improving the quality of managerial marketing decisions through its ability to comprehensively process and analyse data (Emon, 2025). Machine learning algorithms enable marketing managers to identify market trends more accurately, predict customer behaviour, and optimise marketing budget allocation based on effectiveness and potential return on investment. With the support of artificial intelligence (AI), the risk of error in strategic decision-making can be minimised because decisions are based on empirical data analysis and verified historical patterns (Spring et al., 2022). In the context of management research, artificial intelligence (AI) is positioned as a strategic variable that mediates the relationship between data utilisation and marketing performance. Artificial Intelligence (AI) plays a role in transforming raw data into valuable strategic insights, enabling companies to improve operational efficiency, marketing strategy effectiveness, and competitive advantage (Stoykova & Shakev, 2023).

Overall, the integration of information technology (IT) and artificial intelligence (AI) in marketing reflects a paradigm shift from intuition-based marketing to data-driven marketing and system intelligence. Digital marketing literature emphasises that the success of marketing strategies in the

digital age is largely determined by a company's ability to effectively manage its information technology (IT) infrastructure and strategically adopt artificial intelligence (AI) (Ahmadi, 2023).

### **Sales and Purchasing**

According to Marcelo et al. (2024), sales are activities that focus on the process of influencing consumers to buy products or services through communication, persuasion, and service. Sales provide direct information about consumer needs, preferences, and complaints that are useful for marketing strategies and product development. According to (Setino, 2020), purchasing is the process of obtaining goods and services from suppliers through a series of activities such as identifying needs, evaluating suppliers, negotiating, contracting, and evaluating performance. Sales create market demand, while purchasing ensures the availability of supplies to meet that demand. Purchasing focuses on upstream supply (suppliers), while sales focus on the downstream market (consumers). The synergy between the two creates supply chain efficiency. Sales (subject) functions as a mechanism for generating revenue through sales activities and customer relationships (predicate-object), while purchasing (subject) acts as a resource acquisition management function that ensures operational efficiency and sustainability (predicate-object) (Karabağ & Tan, 2019). Both function synergistically to create operational efficiency and sustainability in the company's buying and selling system (business-to-business/B2B market) (Wang et al., 2017).

The synergy between the sales and purchasing functions enables better coordination in demand planning, supply management, and cost control, allowing the organisation to optimise the overall performance of the value chain (Brau et al., 2023). In this context, cross-functional collaboration is a key factor in creating shared value between companies and their business partners. In the corporate purchasing and sales market sector, the relationship between sales and purchasing is no longer limited to mere transaction exchanges, but has evolved into a data-driven strategic relationship (Lisbet et al., n.d.). Purchasing decisions are increasingly supported by the use of predictive analytics, customer relationship management (CRM), and integrated information systems that enable companies to understand demand patterns, business partner behaviour, and potential risks more accurately (Sanodia, 2024). This data-driven approach strengthens the quality of managerial decision-making, increases the transparency of business relationships, and encourages the formation of long-term, mutually beneficial partnerships (Rahman & Hye, 2022).

Furthermore, the integration of digital technology in sales and purchasing functions enables B2B companies to respond more adaptively to market dynamics (Dao et al., 2025). The information generated from B2B and CRM systems data analytics not only supports sales activities but also forms the basis for more efficient and value-oriented purchasing strategies (Yanti et al., 2024). Thus, the integration of data-driven sales and purchasing functions directly contributes to enhancing the competitiveness and sustainability of companies in the corporate market.

### **Buying and Selling**

Buying is a consumer activity in which goods/services are obtained to satisfy needs and desires, involving a series of decisions influenced by cultural, social, personal, psychological and emotional factors, and can even be spontaneous and unplanned. This is an important process in consumer behaviour that includes selecting, purchasing, using and disposing of products. Selling is the activity of persuading others to purchase products/services through a mutually beneficial exchange, often through direct communication (personal selling), in order to meet needs and achieve business

objectives (Ludwig et al., 2022). Buying and selling begins with the identification of needs, which is the condition when buyers realise there is a gap between the actual situation and the desired situation. Needs can arise from internal factors, such as physiological and psychological needs, as well as from external factors originating from the environment, including stimuli provided by sellers. In this context, needs are viewed as problems that require solutions, making the role of sales personnel important in identifying the triggers of needs and understanding how those needs develop and can be effectively met (Terho et al., 2023).

Once the need has been identified, buyers enter the information search stage in an effort to find available alternative solutions (Voramontri & Klieb, 2019). This search process can be passive, where buyers receive information indirectly, or active, where buyers consciously collect and evaluate information in depth. The intensity of the search is influenced by various factors, such as the buyer's level of knowledge and experience, the perceived level of risk, the availability of time, costs, and the effort required (Pham et al., 2023). At this stage, salespeople play a role in facilitating the search process by helping buyers focus their attention on the attributes of products or services that are most relevant to their needs.

The next stage is alternative evaluation, which is the process whereby buyers compare the various options available to determine the alternative that best meets their needs (Cardona et al., 2023). This evaluation is not only carried out at the product level, but also includes an assessment of the company and brand. The evaluation process is dynamic and contextual, so that buyers' beliefs and attitudes may change as they receive new information and experiences. In this context, sellers have the opportunity to influence buyers' preferences by providing credible information and using relevant persuasive approaches. The actual purchase decision, marked by the occurrence of a transaction, is one part of the overall buying and selling process, not the end point of that process (Y. Xia & Madni, 2024). Various marketing and sales activities often occur before and after the purchase, including follow-up communication, value delivery, and post-purchase evaluation. Furthermore, the characteristics of the buying and selling process vary depending on the type of product, the level of buyer involvement, and the situational context. Some purchasing decisions are routine and repetitive, while others are impulsive or involve high economic value and infrequent frequency. This variation emphasises that the buying and selling process cannot be simply generalised but must be understood contextually within the framework of management and marketing.

## **Customer Experience**

Customer experience as the totality of a customer's experience when interacting with a company, from the process before, during, and after consuming a product or service (Yavuz, 2022). Personalisation refers to the customisation of content, offers, and interactions based on individual behaviour and preferences (Nazwa & Faradila, 2024). Personalisation increases the relevance of messages and strengthens consumers' emotional attachment to the brand. Customer experience encompasses the entire range of consumer interactions with the brand, which are influenced by personalisation, digital channels, and system responsiveness (Laudinsha & Sanggarwati, 2024). Therefore, personalisation and customer experience are important constructs that connect digital technology with marketing outcomes such as loyalty and customer lifetime value. Customer Experience (subject) is the totality of customer perceptions and responses (predicate-object) formed from multi-dimensional interactions with the company at every touchpoint (complement). This concept is rooted in the theories of the Experience Economy (Pine & Gilmore, 2013), Experiential Marketing (Schmitt &

Zarantonello, 2013), and Service-Dominant Logic (Vargo & Lusch, 2006), which emphasise that customer experience is a key factor in differentiation, loyalty, and competitive advantage in modern marketing.

Customer experience and customer journeys over time are strategic elements that greatly determine a company's success. In an increasingly digital business environment, customers interact with companies through various touchpoints spread across multiple channels and media, both online and offline (Nuseir & Elrefae, 2022). These multichannel interactions make the customer experience increasingly complex and no longer manageable in a piecemeal manner. In addition, the customer experience today is also social in nature, as customers actively share opinions, reviews, and recommendations through digital platforms, so that individual experiences can influence the perceptions of other customers at large.

These changes in interaction characteristics require companies to manage customer experience holistically and in an integrated manner. Companies not only need to align marketing, sales, and customer service functions, but also involve other functions such as information technology, operations, and external partners in the value chain (Oliveira et al., 2016). Cross-functional integration and collaboration with business partners are essential prerequisites for ensuring consistency in messaging, service quality, and perceived value for customers at every stage of the customer journey (Seno et al., 2019). Effective customer experience management requires the use of data and digital technology to map the customer journey comprehensively. Analysing customer experience interaction data enables companies to identify critical moments that influence customer satisfaction and loyalty. With this approach, companies can design more responsive and personalised strategies, thereby creating positive, sustainable customer experiences that deliver long-term value.

## **Methods**

A qualitative approach was used in this study, following the conceptual structure of bibliometric analysis research, as has been done by other studies in the same field (Anggraeni, 2023). This study reviews and evaluates research that has been conducted in a specific field and on a specific topic. In addition, database searches can be considered an important first step in the journey towards advanced bibliometric investigation. Bibliometric analysis was conducted on the research found, using an open method that allows for the sharing of all kinds of knowledge (Handoko, 2020).

Bibliometric analysis is a method used to determine the distribution of scientific articles, citations, and research in various fields from various topics in literature. Bibliometric analysis can be explained using both qualitative and quantitative approaches (Ivasciuc et al., 2024). Taking into account several characteristics and advances in specific disciplines, bibliometric indicators are influenced by two main factors, namely database selection and the number of databases. Bibliometric indicators are less effective for evaluating individuals or small research teams, but are more useful for analysing patterns in large collections (Paramitra et al., 2024). Bibliometric analysis focuses on objective data such as the number of publications and citations, topics and keywords that appear. However, data analysis often relies on both objective and subjective judgements (Donthu et al., 2021).

Once the database is prepared, there are so many interesting new research possibilities that the data model becomes less interesting. This discussion is not directly related to the development of researchers' bibliometric databases, but to the use of such databases in more general fields. The information process uses database search queries based on citations, keywords, or authors (Kumar et al., 2020). The literature search for this study was conducted in the Scopus database due to its accuracy

and prestige in scientific and global literature. Bibliometric analysis is a literature analysis that involves manuscripts, magazines, online journals, and other communication media (Manoharan & Rangaswamy, 2024). Bibliometric analysis is used to analyse data obtained from searching the Scopus database.

The stages in this analysis include searching, selecting, examining bibliometric attributes, and bibliometric analysis (Julia et al., 2020). The step-by-step process of searching for article data using each method provides a different perspective on research patterns in a particular field and can be used in several stages, namely:

### Data Collection Stage

Scopus is one of the largest databases providing literature and publications. Scopus is a good choice for searching literature and publications as a database source. In this study, the literature search was limited to several aspects. First, the types of literature used were titles, abstracts, and keywords from journal articles. Second, the keywords used for the search. Third, the search was conducted only in English.

Document title	Authors	Source	Year	Citations
1 <input type="checkbox"/> Article How live-streaming commerce interacts with two-period pricing when selling to strategic customers	Chen, P., Xie, L., Dai, L., Song, Z.	European Journal of Operational Research , 327(1), pp. 148–161	2025	0
2 <input type="checkbox"/> Article Exploring the Impact of AI on Consumer Behavior and Digital Marketing Through the Lens of Social Media	Weijun, C., Mohib, M.	Concurrency and Computation Practice and Experience , 37(23-24), e70284	2025	0

Figure 1. Scopus search results homepage

### Data Selection Stage

At the selection stage, publication data was sorted to select articles for analysis. An initial search using the Scopus application yielded 290 documents with limited search criteria using the selected keywords 'Digital Marketing', "Sales" and 'Purchasing', all of which were entered into the search box in English. The connector used for the search was 'and', with the aim of finding documents containing the terms analysed in this study, whether in the title, abstract, keywords, or textual content. This stage aims to narrow down the search results to only those publications that substantially discuss the relationship between the concept of digital marketing and sales and purchasing activities in the managerial realm. In addition, this screening process also helps to eliminate documents that are general in nature or only discuss one aspect without a direct connection to the main theme of the research. Next, the initial selection results will undergo a manual screening process to verify the suitability of the topic, document type, and contextual relevance to the research objectives. Articles that meet the inclusion criteria will then be further analysed using a bibliometric approach to map publication patterns, author collaborations, dominant keywords, and emerging research trends in the field of digital marketing.



Table 1. Article Selection

Year of Publication	Selected	Not selected
2025	73	1
2024	75	2
2023	60	2
2022	28	0
2021	23	4
2020	21	1
Total	280	10

In practice, researchers encounter many difficulties and obstacles when obtaining data. The process of compiling the final sample obtained (n=280) began with selecting keywords for searching on the Scopus website.

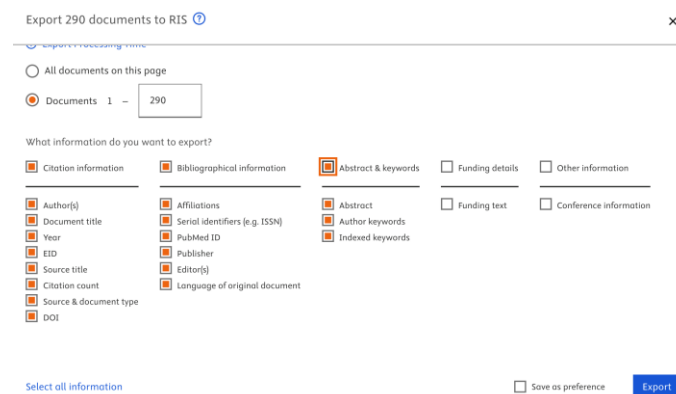


Figure 2. Export Documents on the Scopus page

## Results Analysis Stage

The data analysis process is based on the problem elements mentioned earlier. Bibliometric analysis is assisted by VOSviewer, which displays the analysis results. Bibliometric distribution maps can be viewed through VOSviewer. The text review function can be used to show networks or correlations in article citations. The number of publications has increased rapidly in recent years, and bibliometric analysis is very helpful in computerised data processing.

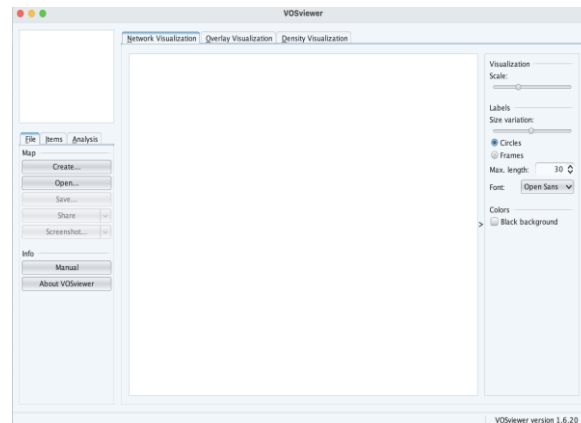


Figure 3. VOSviewer display for visual analysis process

VOSviewer can display and visualise specific information on bibliometric graphs to facilitate understanding of relationships or networks. Displaying filter results on Scopus with criteria restrictions is the first stage of bibliometric analysis. After that, documents are exported by selecting the type (RIS), and the exported file is saved, which can then be used for analysis in the VOSViewer application.

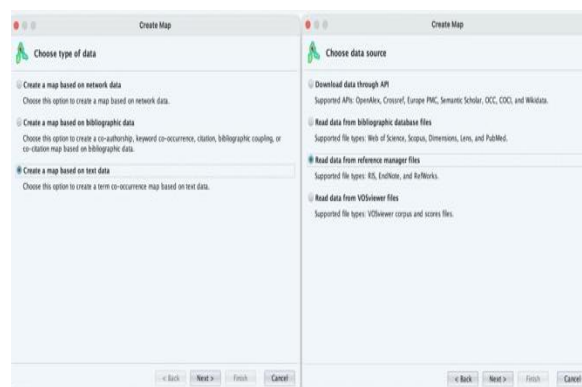


Figure 4. Data Analysis Stage Display

Figure 4 shows the next step, which is to select creating a basic map based on the data text. Then, select reading data from the reference manager file (file types such as RIS, EndNote, and RefWorks can be used). Once selected, proceed to the next page by clicking next.

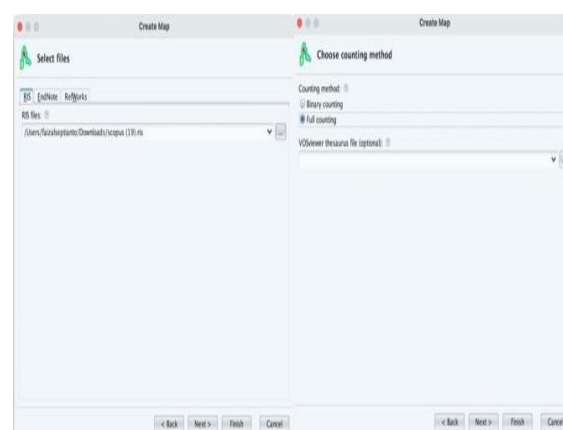
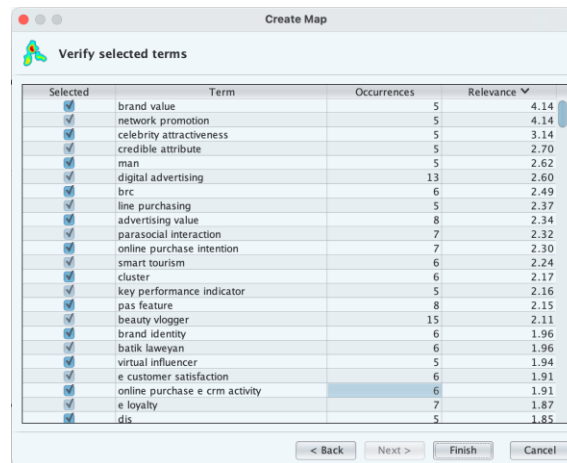


Figure 5. Data Analysis Stage Display

Then, in Figure 5, enter the file extracted from Scopus in (RIS) format, click continue, then select (full counting/binary counting), then specify the minimum number of co-occurrences, then select the conditions with the selected check marks and click finish.



Selected	Term	Occurrences	Relevance
<input checked="" type="checkbox"/>	brand value	5	4.14
<input checked="" type="checkbox"/>	network promotion	5	4.14
<input checked="" type="checkbox"/>	celebrity attractiveness	5	3.14
<input checked="" type="checkbox"/>	credible attribute	5	2.70
<input checked="" type="checkbox"/>	man	5	2.62
<input checked="" type="checkbox"/>	digital advertising	13	2.60
<input checked="" type="checkbox"/>	brc	6	2.49
<input checked="" type="checkbox"/>	line purchasing	5	2.37
<input checked="" type="checkbox"/>	advertising value	8	2.34
<input checked="" type="checkbox"/>	parasocial interaction	7	2.32
<input checked="" type="checkbox"/>	online purchase intention	7	2.30
<input checked="" type="checkbox"/>	smart tourism	6	2.24
<input checked="" type="checkbox"/>	cluster	6	2.17
<input checked="" type="checkbox"/>	key performance indicator	5	2.16
<input checked="" type="checkbox"/>	pas feature	8	2.15
<input checked="" type="checkbox"/>	beauty vlogger	15	2.11
<input checked="" type="checkbox"/>	brand identity	6	1.96
<input checked="" type="checkbox"/>	batik laweyan	6	1.96
<input checked="" type="checkbox"/>	virtual influencer	5	1.94
<input checked="" type="checkbox"/>	e customer satisfaction	6	1.91
<input checked="" type="checkbox"/>	online purchase e crm activity	6	1.91
<input checked="" type="checkbox"/>	e loyalty	7	1.87
<input checked="" type="checkbox"/>	dis	5	1.85

Figure 6. Data Analysis Stage Display

The results of image visualisation derived from Scopus data in RIS format using VOSviewer are shown in Figure 7. The distribution of visualisation maps can be displayed and analysed individually through the cluster list in the VOSviewer application.

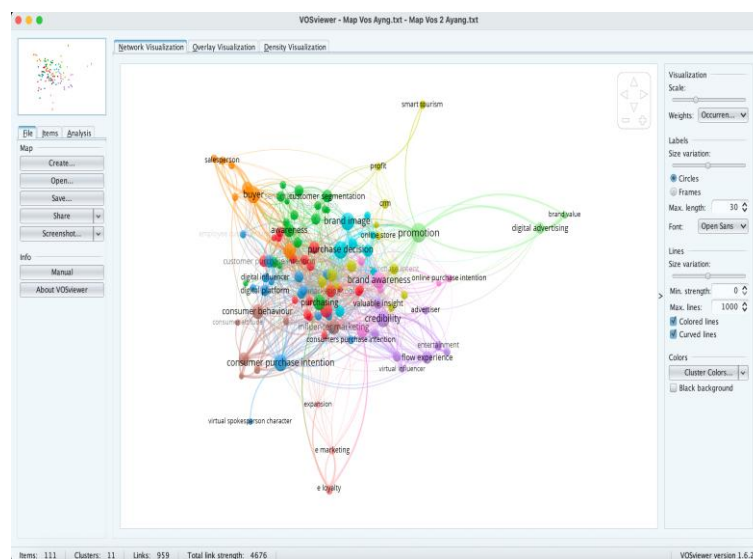


Figure 7. VOSviewer Visual Outcome Mapping Display

In this study, VOSviewer was used to analyse the collected data (Elnour et al., 2024). The mapping performed by VOSviewer can be used as a reference in conducting accurate content analysis based on researcher names, publication years, researcher productivity, and research title trends. In terms of the search limitations imposed on the database from which the data was taken, this database offers many possibilities and includes the most relevant scientific literature from 2020 to 2025. Researchers can explore their fields of study more deeply by having good access to relevant literature, encouraging a deeper understanding and improving the quality of the research compiled (Andayani, 2023). As is well known, visual mapping of the results of analysis can give rise to new research ideas and publications that have not been discussed in depth.

## Results and Discussion

### Regional Development and Productivity

The main focus of this section is the productivity of literature research distributed from 2020 to 2025, as shown in Figure 8, which shows that the total production of scientific articles reached 280 documents. It is explained that production will begin in 5 years, and there will be more research on this topic.

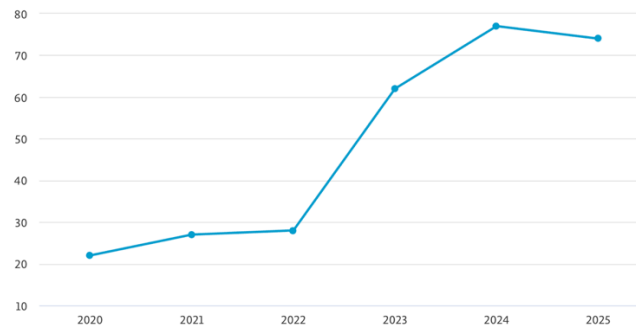


Figure 8. Publication productivity from 2020 to 2025

Figure 8 shows an increase in productivity in the fields of tourism and digital marketing since the beginning of the 21st century. This production had begun to increase significantly in previous years, declined in 2020 and 2021, and peaked in 2024 with the highest scientific article production of 75 documents. This seems to indicate that productivity will increase in the coming years if the current trend continues.

### Publication and Distribution Features

This section shows the distribution and types of publications after considering various types of scientific articles. Figure 9 below shows that conference articles form the majority of publications, accounting for 46.6% of all publications. The next types of publications are scientific articles (38.3%), book titles (14.1%), and reviews (0.7%). The remaining minority groups constitute a percentage that does not exceed 5% and, therefore, do not represent significant literature on this topic.

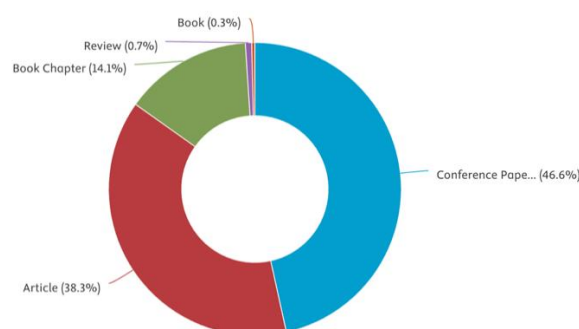


Figure 9. Categories for research documents

In this section, identify the distribution of articles to predict the growth of literature produced, which usually comes from specialised publications such as journals or papers in specific fields. Bradford's Law, also known as the rule of scientific literature distribution, states that a limited number of publications focus on specific fields of publication, even though a broader group of journals covers various publications on the subject.

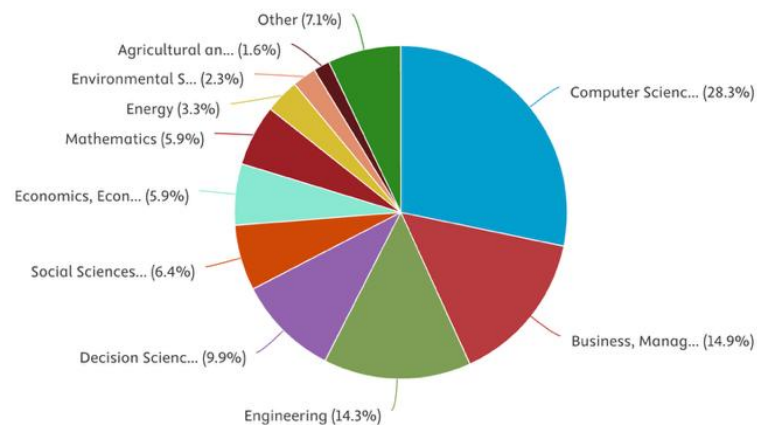


Figure 10. Grouping of the most productive journals

Based on Figure 10, the research journals with the highest productivity were found to be scientific journals that produced a significant number of articles. There were also other journals, accounting for 7.1% of the total, whose numbers are unknown, but are likely to be small. The three publications that contained many articles on this subject were Computer Science, Business Management Science, and Engineering Science. Furthermore, the number of articles in both journals is comparable, although declining. The four remaining journals below the 5% standard in Figure 10 did not show an increase in the number of publications released, as shown in the first, second, and third journals.

#### Author Productivity and Institutional/University Publications

Author productivity and publications are factors that enable a more accurate determination of the extent to which the number of studies conducted with technological innovation in colleges and universities has an impact. First, Table 2 presents the seven most productive authors, namely those who have produced the most significant scientific results in this field of research with the highest productivity.

Table 2. Author Productivity

Author	Quantity
Gandhi, A.	4
Rajput, A.	4
Alghizzawi, M.	2
Bakshi, A.	2
Beurer-Zullig, B.	2
Ermer, B.	2
Abbas, A.	1

Based on the research findings, Table 3 shows that several institutions or organisations have published papers on digital marketing, such as Bina Nusantara University with 19 documents, followed by Amity University with 5 documents. Symbiosis International Deemed University has published 5 documents. Symbiosis Institute of Business Management Pune, Symbiosis Centre for Research and Innovation Pune, Vellore Institute of Technology, and Universidade de Aveiro with 3 publications. Zhejiang University with 2 publications.

Table 3. Number of Institution Contributions

Institutions	Contributions
Bina Nusantara University	19
Amity University	5
Symbiosis International Deemed University	5
Symbiosis Institute of Business Management, Pune	3
Symbiosis Centre for Research and Innovation, Pune	3
Vellore Institute of Technology	3
Universidade de Aveiro	3
Zhejiang University	2

The VOSviewer programme creates a network map containing groups of search terms for each article in the sample after collecting all the data. This network map shows the relationships between descriptors from various publications and search frequencies based on the keywords used. Larger keywords are used more frequently, and vice versa. Similarly, Figure 11 below examines all data using colours to ensure that there are seven groups, or interrelated groups, which produce intermediate colours. The most frequently used keywords as descriptions and trending topics in scientific journal publications are Promotion, Brand Image and Consumer Purchase Intention.

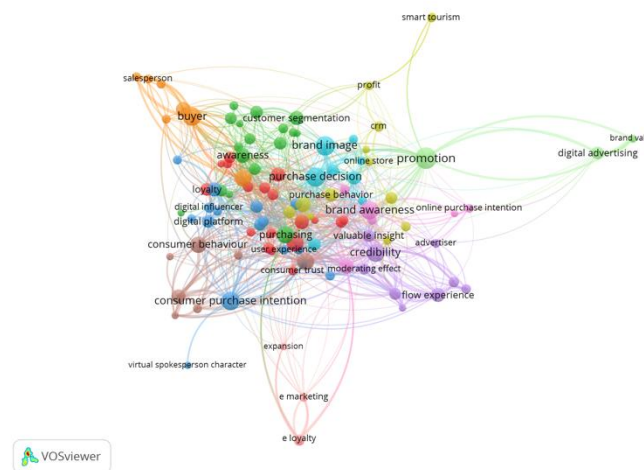


Figure 11. Map of relationships between keywords

Figure 11 shows a concept map illustrating the relationships between concepts in marketing strategy, divided into seven clusters with different colours. The following is an explanation of each cluster based on colour: 1. Green Cluster (promotion, brand image, brand awareness, online store, profit, customer segmentation, CRM, digital advertising, brand value). 2. Brown Cluster (consumer purchase intention, consumer behaviour, purchasing, loyalty, digital platform, digital influencer, user experience). 3. Orange Cluster (Buyer & Salesperson Perspective). 4. Yellow Cluster (Smart Tourism & Profit Orientation). 5. Purple Cluster (credibility, flow experience, advertiser, moderating effect, consumer trust). 6. Red Cluster (e-marketing, e-loyalty, expansion, virtual spokesperson character). This achievement did not happen by chance; several strategies were implemented to reach

this position. Meanwhile, this study and others emphasise the need to recognise digital marketing trends in the corporate buying and selling market sector by innovating and generating innovative business prospects for productivity, growth, and long-term development, where the use of technology in the digital era is unlimited and highly important. This continuous increase in literature is essentially due to the emergence of the digital era, research topics, and digital-based marketing trends in all fields. In this way, it can be seen how much research has been conducted, of course, in various buying and selling markets. This, in additional research on the topic, to reach a point on how the development of marketing research in the corporate buying and selling market sector with digital-based marketing strategies can be consolidated as a reference, has resulted in more research on the subject matter, to the point where it can be categorised as a topic in tourism and marketing research. In terms of the most frequently published papers on this subject, the conference paper category dominates the rest, accounting for more than 46.6% of the total number of publications. Other categories, namely journals and articles, continue to account for 38.3% of the total, while books account for 14.1%. The remaining 1.0% does not represent a significant enough proportion to confirm its importance in the literature on this subject.

The results of bibliometric mapping using VOSviewer show six main clusters representing research concentrations in the fields of digital marketing, promotion, and consumer behaviour. Each cluster is interconnected through relevant keywords, indicating conceptual interactions between research themes. The green cluster occupies a central position with key keywords such as promotion, brand image, brand awareness, customer segmentation, CRM, and digital advertising. This theme illustrates the importance of digital promotion strategies in shaping brand image and increasing brand awareness (Swimbawa & Lemy, 2023). Research in this cluster emphasises how companies use digital advertising, CRM, and customer segmentation to increase brand value and profitability. Thus, this cluster can be understood as the foundation of modern marketing strategies. The brown cluster focuses on consumer behaviour variables with dominant keywords such as consumer purchase intention, consumer behaviour, purchasing, loyalty, digital influencer, digital platform, and user experience. The main theme in this cluster is the psychological mechanisms that influence consumer purchasing decisions (Istiqomah et al., 2024). External factors such as the role of digital influencers and digital platforms correlate with user experience, which then has implications for consumer loyalty. This cluster reinforces the understanding that consumer purchase intention is an important indicator of the effectiveness of digital marketing strategies. The orange cluster is relatively small with the main keywords being buyer and salesperson. Although simple, this cluster emphasises the relevance of direct interaction between buyers and sellers in marketing literature (Thaha et al., 2021). In the digital context, the role of salespeople is often modified through e-commerce platforms or live streaming sales, which ultimately remain related to consumer purchasing behaviour (Septian, 2025). The yellow cluster features the keywords smart tourism and profit. This cluster highlights the integration of digital technology in the market sector, which is aimed at increasing the profits of corporate and companies. This shows that literature has begun to link digital marketing strategies with the challenges and solution for market sector, in line with the 4.0 trend (Ena et al., 2023). The purple cluster emphasises the variable of trust with the keywords credibility, flow experience, consumer trust, moderating effect, and advertiser. The main theme in this cluster is how the credibility of digital advertising and flow experience build consumer trust. This trust then acts as a mediating or moderating variable in determining the effectiveness of digital promotion on consumer purchase intent (Dastane, 2020). Thus, this cluster shows the importance of psychological dimensions in digital marketing, which

not only emphasises promotion but also the emotional relationship between the brand and consumers. The red cluster includes the keywords e-marketing, e-loyalty, expansion, and virtual spokesperson character. The research theme in this cluster emphasises electronic marketing strategies that support market expansion while building consumer loyalty (e-loyalty). Interestingly, the keyword virtual spokesperson character emerges, representing innovation in the form of using digital characters or AI-based avatars as brand ambassadors. This signifies the development of studies towards the integration of artificial intelligence technology in marketing (Shaik, 2023). This is in line with the latest research trends in management, which show a shift in focus towards the use of AI as a strategic tool in decision-making, consumer behaviour analysis, and managerial process automation. In the context of marketing, AI not only serves as a technological instrument, but also as a creative element capable of building emotional connections between selling and buying companies through interactive and personalised virtual representations.

Based on the mapping results, this study makes a theoretical contribution by developing an integrated cross-theoretical understanding of digital marketing, information technology, artificial intelligence, purchasing and selling processes, and customer experience in digital consumer behaviour. The findings indicate a shift from a linear model towards an integrative experience-based relationship, in which digital marketing elements such as digital advertising, online store promotions, and digital platforms function not only as communication channels but also as systems that shape brand awareness and brand image through interaction, credibility, and experience. This study further refines marketing technology theory by showing that technology and artificial intelligence do not directly influence purchasing decisions but operate through psychological mediating factors such as trust, credibility, and perceived value, thereby challenging deterministic assumptions about technology adoption. Furthermore, the buying and selling process is proven to be non-linear and collaborative, where consumers actively shape brand meaning and purchasing decisions through digital interactions and e-WOM. Finally, the integration of flow experiences highlights the central role of immersive digital experiences and brand trust in influencing purchase intent, loyalty, and e-loyalty, thereby shifting customer experience theory from a perspective service-oriented towards a technology-based and customer experience-oriented perspective.

## **Conclusions**

This study makes an important contribution to research in the development of digital-based management and marketing studies by comprehensively mapping rapidly growing research trends over the past five years, particularly in the sales and tourism sectors. This research confirms that digital marketing no longer plays a supporting promotional role, but has become a key strategic framework that influences the buying and selling process, brand value formation, and customer experience. Through the integration of digital marketing, information technology, and customer experience management perspectives, this study broadens cross-disciplinary understanding of the transformation of the relationship between producers and consumers, which is increasingly based on digital interaction and data. Furthermore, the findings of this study confirm the increasing academic attention to digital marketing in response to changes in consumer behaviour and the penetration of technology in everyday life, which has prompted a review of conventional marketing models, procedures, and approaches. Methodologically, the use of bibliometric analysis contributes to identifying patterns, clusters, and interrelationships between research topics, thereby revealing the direction of scientific development and opening up opportunities for further research agendas that are more contextual, innovative, and



relevant to the dynamics of modern management in the digital era. This has led to a reassessment of all models, procedures, and materials used thus far, resulting in a large number of scientific articles describing the trends of digital era marketing topics as the main focus and the company's buying and selling market sector as the background.

Based on the results of this study, several potential areas are interesting to discuss further from the findings of this cluster. The main features in the bibliometric diagram show that most research on this subject concerns the transition, development, and growth of digital-based marketing in the future, rather than conventional marketing at present. These findings reinforce the idea that the importance of research on digital marketing promotion today is particularly relevant to the evolution of the tourism sector in the digital age. It can therefore be projected that the total number of such publications will increase in the future, as has been the case for several years. Recommendations for future researchers with in-depth cluster exploration, especially the lack of exploration in certain thematic clusters in the field of digital marketing, are moving towards interdisciplinarity with three main interconnected focuses, where digital promotion strategies (green cluster) must be strengthened by a deep understanding of consumer behaviour (brown and purple clusters), and supported by sustainable digital innovation (red and yellow clusters). The orange cluster serves as a bridge between traditional and digital marketing, emphasising that human interaction remains relevant in the modern context. It can provide deeper insights into the latest trends and developments and provide direction for further research or more data-driven policy development.

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