Chapter 10
Digital Marketing:
Reviewing the Field Through Science Mapping Technique

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ABSTRACT

The continuous development of technology makes marketing scholars and practitioners more dynamic and open to apply new approaches and make new investigations about digital marketing. One of these techniques, the VOSviewer science mapping, was used in this study. This technique is capable of processing thousands of data, as well as providing more systematic, comprehensive, and representative results. This study aims to review the field of digital marketing and reveal the themes under the field to make a comprehensive description of digital marketing so that marketing researchers and practitioners can quickly discover impactful and/or under-developed themes in the field. Thirteen thousand nine hundred ninety-four articles published about digital marketing since 1974 were analysed through the VOSviewer software program. A digital marketing map was created consisting of four topic clusters and three visualization styles. In this way, a visual inference was made about the current state of digital marketing, and its current situation was also discussed.

INTRODUCTION

Marketing, like many other fields in the business world, has been continuing to develop with the emerging technologies. Technological developments, starting with Web 1.0 and becoming Web 4.0, and even Web 5.0 today (Kambil, 2008; Aghaei et al., 2012), also affect marketing research and practices (Sterne, 2002). Digital marketing, which examines the digital side of marketing, has always taken its place in the literature as an ever-expanding field through the developments in technology as it mainly represents the marketing domain under the influence of technology. In this regard, the field of Digital Marketing includes a wide range of technological applications and is continuously expanding its scope. As the field expands, applications with different focuses create different sub-categories (i.e., mobile marketing, online shopping, search engine optimization). For each branch of digital marketing, up-to-date strategies are created to capture the critical importance of developments in the era. Thus, describing and recognising the field more deeply have a tremendous potential to understand the ongoing effects of technological developments in the field, and to highlight future directions for the researchers. However, classification or review studies conducted to explain the field on extant research on digital marketing focus on certain aspects of the field so that a research gap is observed in terms of explaining the comprehensive scope of the field. From starting this point of view, the purpose of this study is to review the field of digital marketing and reveal the themes under the field to make a comprehensive description of digital marketing, that is a beneficial approach both for marketing research and practices in discovering impactful and/or under-developed themes in the field.

In reviewing the field and revealing the impactful and/or under-developed themes in it, science mapping technique was used in this study. The technique is capable of processing thousands of data. More comprehensive, representative, and systematic results can be obtained with this technique than gained results with the other methods of science mapping (Lee et al., 2014). As a result of the analysis to be performed with this technique, digital marketing clusters are uncovered. Besides, various maps are obtained in different visualization types. In doing so, this study provides (i) a review of literature of digital marketing, (ii) a discovery of digital marketing topics to insight the development of the era historically, (iii) a detailed examination of each cluster under digital marketing showing main concerns of the field, (iv) Digital Marketing Maps indicating an image-based brief summary of the field. To apply this analysis, a summary of the review studies in the field of digital marketing was presented first to interpret obtained maps through a theoretical approach and to reveal the related issues with a well-grounded approach. Then, analysis process through science mapping technique was explained in detail. Lastly, before the findings section, to achieve the aim of the study, a photograph of the area was taken through visualization types in science mapping, and then implications were provided for future research and practices.

BACKGROUND

With the usage of the Internet in commercial activities, *digitalization* has increasingly become one of the critical terms both in consumers' daily lives and in the business world. In the digital age (Goodwin, 2011), many "digitalized" concepts such as 'digital communication' (e.g., Simon and Alouini, 2005), 'digital economy' (e.g., Tapscott, 1996), 'digital leadership' (e.g., Sheninger, 2014), 'digital products and services' (e.g., Schulz et al., 2019), 'digital technologies' (e.g., Roose et al., 2005), and the effects of these concepts in different fields are discussed. To see the gaps and popular topics about which many

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