



Chapter 17

Past, Present, and Future of Cultural Marketing: A Bibliometric Analysis

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ABSTRACT

All facets of human behavior are profoundly influenced by culture. The fact that culture is inherently changing makes it more difficult to comprehend how it affects people. There is a scarcity of research available that details the evolution and current state of cultural marketing study. Bibliometric analysis was used in this study to examine research in the field of cultural marketing. A total of 197 publications related to cultural marketing between 2001 and 2022 were identified. The data was gathered from Scopus database. To find out the current trends, key contributors, and emerging themes in domain of cultural marketing, bibliographic coupling, citation, co-word, co-citation analysis, and thematic maps techniques were used. All the analyses were done using the VOSviewer software and Bibliometrix package from R software. According to the findings, future study might be done on the emerging themes of marketing commerce. However, the current study used one database i.e., Scopus, so future studies can use other databases like Web of Science that will broaden the study's focus.

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1.INTRODUCTION

All facets of human behaviour are profoundly influenced by culture. Its effects can be mild or strong, direct or indirect, long-lasting or temporary. It is so intertwined with every aspect of human life that it is sometimes hard to pinpoint how and where its effects are experienced. The fact that culture is inherently changing makes it more difficult to comprehend how it affects people. Political, social, economic, and technical forces affect the cultural environment, causing cultural influences to shift and culture to develop (Usunier and Lee, 2005). Given the speed of progress, it is more important than ever to consider culture's dynamic nature and comprehend how forces at a global scale are changing the culture's composition. Every aspect of social behaviour and interaction is influenced by culture, which is ubiquitous. The norms and principles that govern society make it clear. It is represented by the items used in daily life and by social communication techniques. The diversity of definitions of culture reflects the complexity of culture. Over 160 different definitions of culture were enumerated by Kroeber & Kluckhohn, (1952) in their famous study of culture in the Peabody papers, and they were sufficiently unsatisfied with all of them to add a further definition of their own. Among all of these definitions, Tylor's (1881) definition of culture as "that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" or Herskovits (1955) summary of culture as the "manmade" component of the environment, or what sets humans apart from other species, is perhaps the most widely accepted. This understanding of culture has been substantially adopted by consumer researchers. According to McCracken, (1986), culture may be thought of as the "lens through which the person observes occurrences." As a result, it shapes how people view and interpret phenomena, offers the "blueprint" for human behaviour, provides the coordinates for social and productive activity, and describes the behaviors and things that result from both. This viewpoint closely resembles the interpretive approach taken by academics like Sharma & Khatri, (2021); Purohit & Arora, (2022) Clifford, (1988); Geertz, (1973) and Marcus, (1999) who saw culture as the interpretation of meaning in a reality that was shaped by culture.

For better understanding the scope and boundaries of theoretical ideas and frameworks across various cultural contexts, cultural study is crucial. It is a challenging and time-consuming process, but it is crucial to understanding the scope and boundaries of cultural study. It has been possible for businesses to optimise their advertising expenses by using cultural context to identify target markets. Gram et al., (2010) conducted a research to examine how Danone integrates the product's health and entertainment components. Another aspect of marketing is the spread of word-of-mouth among individuals or social groups is. Nowadays, social media is

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