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A BIBLIOMETRIC ANALYSIS OF MARKETING 4.0 LITERATURE

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Abstract

Marketing 4.0 reflects a shift in marketing practices driven by digital technologies. Understanding the academic contributions to this field through bibliometric analysis helps track its evolution and highlights key areas such as AI, big data, and consumer behavior. A systematic literature review was conducted, analyzing 413 articles from the Dimension AI database. The data was processed using Wordshift for keyword visualization and VOSviewer for bibliographic coupling and network analysis. The study shows significant growth in Marketing 4.0 research, peaking at 112 publications in 2023. Key contributors include authors like Kwon and Sung, and institutions like Kyung Hee University. Indonesia leads in publication output, with prominent keywords like "digital marketing" and "consumer behavior." The analysis highlights the increasing relevance of Marketing 4.0 and the growing body of research in the field. Key themes include digital marketing and consumer behavior, providing insights for future research and practice. This study presents a comprehensive bibliometric analysis of Marketing 4.0 literature, highlighting its growth, key contributors, and emerging trends. It provides new insights into the geographical distribution, influential authors, and the role of leading journals in shaping the field.

Keywords: Authors; Biblometric; Marketing 4.0; Publication; Themes

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INTRODUCTION

Marketing 4.0 is a concept that represents the evolution of marketing in response to the rise of digital technologies and changes in consumer behavior (Kotler, Kartajaya, & Setiawan, 2017). It blends traditional marketing strategies with digital innovation, emphasizing a shift toward a more customer-centric approach. In this era, businesses focus on connecting with customers through multiple digital platforms, including social media, mobile apps, and websites, while still maintaining personal, offline interactions when necessary. The key to Marketing 4.0 is understanding the digital transformation and how it influences customer expectations (Conti, Camillo, & Pencarelli, 2023). It emphasizes the importance of creating meaningful customer experiences, engaging consumers in real-time, and leveraging data analytics to provide personalized content. Additionally, Marketing 4.0 incorporates the idea of seamless integration between online and offline marketing, where brands maintain consistent messaging and interactions across various channels. This shift reflects the growing need for companies to build deeper, more authentic relationships with their customers, ensuring relevance in an increasingly digital and interconnected world (Okonkwo & Namkoisse, 2023).

Various authors have significantly contributed to the study of Marketing 4.0 by exploring the evolving role of digital technologies in marketing practices. Kotler and his colleagues introduced the concept of Marketing 5.0 as a phase that integrates advanced technologies such as artificial intelligence (AI) and data analytics with the human-centric approach of traditional marketing. They emphasize that businesses must adapt to technological advancements while keeping the customer at the center of their strategies. The use of AI, machine learning, and big data can personalize experiences, anticipate customer needs, and build deeper emotional connections (Kotler, Kartajaya, & Setiawan, 2021). Gasparin & Slongo discusses the essential role of Omni channel marketing in Marketing 5.0. He advocates that brands must create a seamless and consistent customer experience across digital and physical channels. Using AI and automation, businesses can optimize customer interactions and improve targeting. Gasparin & Slongo highlights that personalization is critical in a customer-centric strategy and requires advanced data analytics to craft relevant, individualized messages (Gasparin & Slongo, 2023). Sashi focuses on the importance of customer engagement and emotional connections in Marketing 5.0. In his view, AI technologies enable brands to engage with customers in more meaningful ways, moving beyond simple transactional relationships to deeper, more personalized interactions. Sashi

argues that emotional engagement is key to fostering customer loyalty and long-term success in the digital era (Sashi, 2021). Hassan and his co-authors explore how sustainability is becoming a central element of Marketing 5.0. They propose that in the era of conscious consumerism, brands must align with environmental and social values. By using AI and data-driven tools, companies can more effectively communicate their sustainability efforts and track their impact. Hassan suggests that sustainability, when integrated with technology, will not only attract customers but also help brands build long-term credibility (Hassan et al., 2022). Ansari & Singh investigates the application of augmented reality (AR) and virtual reality (VR) in Marketing 5.0, where immersive technologies provide new ways for brands to engage consumers. He argues that AR and VR offer a unique opportunity to enhance customer experiences, whether through virtual product trials or interactive brand experiences. According to Ansari & Singh, these technologies not only make marketing more engaging but also allow businesses to create deeper, more memorable connections with their audience (Ansari & Singh, 2023). Baines and colleagues examine the transformative potential of AI and big data in Marketing 5.0. Their research shows that by leveraging these technologies, businesses can better understand customer behavior and predict future trends. Baines suggests that AI helps companies to anticipate needs, optimize their marketing strategies, and respond more proactively to shifts in consumer demand, making marketing efforts more strategic and less reactive (Baines et al., 2023). Singh and Soni discuss the growing significance of personalization in Marketing 5.0, particularly through the use of AI and machine learning (Karki, D'Mello, Neupane, Shrestha, & Mahat, 2024). They explain that AI enables hyper-personalized marketing by analyzing vast amounts of consumer data, allowing brands to tailor messages, offers, and experiences to individual preferences. This level of personalization is essential for increasing customer satisfaction, enhancing loyalty, and driving conversions in today's competitive marketplace (Singh & Soni, 2023). Mehta and Pandit highlight the role of marketing automation in Marketing 5.0. Their study demonstrates how automation, powered by AI, enhances the efficiency of marketing campaigns by reducing manual effort while increasing personalization. They argue that automation allows businesses to deliver targeted messages at scale, improve customer journey management, and optimize the allocation of marketing resources for better ROI (Mehta & Pandit, 2024). Kannan and Li explore the integration of social media marketing and influencer partnerships in Marketing 5.0. They highlight the importance of authenticity and customer trust in the digital age, suggesting that AI tools can help brands identify the most effective influencers

to connect with their target audience. Their research shows that influencers play a key role in shaping consumer perceptions and behavior, and AI can optimize campaigns by selecting influencers who resonate with specific segments of the market (Kannan & Li, 2024).

Backing the various literature discussed above, it is significant to conduct bibliometric analysis as it helps map the development and progression of the Marketing 4.0 field (Mishra, Mahat, & Khanal, 2021). This analysis provides a quantitative approach to track the growth of research on digital technologies in marketing, such as AI, big data, and social media (Mahat & Mathema, 2018). By identifying the most influential authors, journals, and institutions, bibliometric analysis offers insights into the key contributors shaping the field (Aryal, Karki, Mahat, & Neupane, 2024). Furthermore, it helps highlight emerging trends, key topics, and technological advancements influencing Marketing 4.0. It also aids in identifying gaps in the existing literature, encouraging future research to address these areas (Mahat, Neupane, & Shrestha, 2024). Lastly, bibliometric analysis allows for the visualization of the intellectual structure and the interconnectedness of different research domains within the broader marketing landscape. That is why below research objectives were developed.

1. To analyze the patterns and growth of publications in the field of Marketing 4.0.
2. To identify the leading authors who have made significant contributions to the Marketing 4.0 literature.
3. To examine the academic affiliations that have contributed extensively to the body of knowledge on Marketing 4.0.
4. To identify the leading journals in which Marketing 4.0-related studies are published.
5. To investigate the geographical distribution of research on Marketing 4.
6. To explore the most commonly used keywords in the Marketing 4.0 literature.
7. To conduct a bibliographic coupling overlay visualization in the Marketing 5.0 literature.
8. To develop a bibliographic coupling network visualization for Marketing 5.0 literature.

METHODS

A systematic literature review research design was employed to analyze the existing studies on Marketing 5.0 (Mahat, 2024). The data collection process began by searching for articles

using the keyword "Marketing 5.0" in the title and abstract, which helped filter relevant studies. The data was extracted from the Dimension AI database on November 27, 2024. The data set includes research articles published between 2017 and 2024, covering an eight-year period. Only articles were considered in this study, leading to a total of 413 articles that were selected for further analysis. To visualize the findings, Wordshift was used to highlight key terms and concepts, while VOSviewer was employed to create a network visualization of the data, providing insights into the relationships between the identified topics and trends.

RESULTS AND DISCUSSION

This results section presents and elaborates on eight key points derived from the analysis of Marketing 4.0 literature. Each point is displayed with supporting data, visualizations, and interpretations, providing a clear understanding of the publication trends, influential contributors, and major themes within the field. The section aims to offer comprehensive insights into the growth, geographical distribution, and academic impact of Marketing 4.0 research, highlighting the underlying patterns and connections that shape the ongoing evolution of this dynamic area of study.

Publication trend in Marketing 4.0

The publication trend in Marketing 4.0 demonstrates a significant growth trajectory from 2017 to 2024, reflecting increasing academic and professional interest in this emerging field.

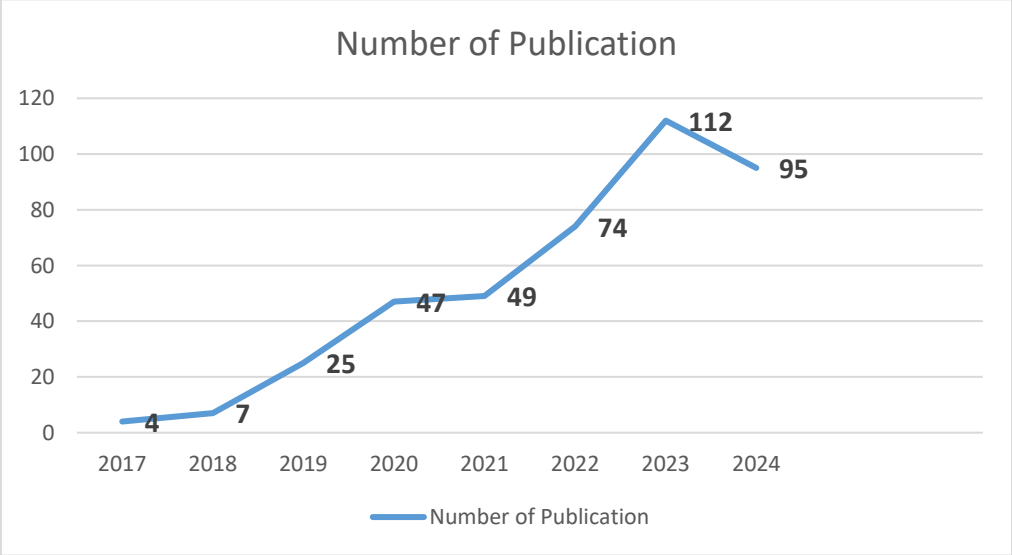


Figure 1: Publication trend

The publication trend in Marketing 4.0 demonstrates a significant growth trajectory from 2017 to 2024, reflecting increasing academic and professional interest in this emerging field.

Starting with a modest number of 4 publications in 2017, the field saw a gradual rise to 7 publications in 2018 and 25 in 2019. A notable growth occurred in 2020, with the number of publications nearly doubling to 47, followed by a slight increase to 49 in 2021.

The upward momentum accelerated sharply from 2022 onward, with 74 publications in that year, culminating in a peak of 112 publications in 2023. However, a slight decline is observed in 2024, with 95 publications recorded. Despite this recent dip, the trend reflects a robust and sustained interest in Marketing 4.0, underscoring its relevance in the evolving marketing landscape shaped by digital transformation, consumer connectivity, and technological advancements.

Major Author contribute in Marketing 4.0 Literature

The contributions to Marketing 4.0 literature reflect a diverse group of influential authors who have significantly shaped the field through impactful publications.

Table 1: Major Author contribute in Marketing 4.0 Literature

id	author	documents	citations
371	jermsittiparsert, kittisak	1	45
449	kwon, ohbyung	1	68
680	putra, fredi ganda	1	45
743	rinaldi, achi	1	45
860	sohn, kwonsang	1	68
888	sung, eunyoung	1	68
907	syazali, muhamad	1	45
947	umam, widayanti, rofiqul	1	45
954	utami, lintang fitra	1	45
978	warmayana, i gede agus krisna	1	39

Dimension AI

Among the key contributors, Kwon, Ohbyung, Sohn, Kwonsang, and Sung, Eunyoung stand out as the most impactful, with their single publications receiving 68 citations each, highlighting their substantial influence on the research community. Similarly, authors such as Jermsittiparsert, Kittisak, Putra, Fredi Ganda, Rinaldi, Achi, Syazali, Muhamad, Umam, Widayanti, Rofiqul, and Utami, Lintang Fitra have each contributed one document, garnering 45 citations each, showcasing their valuable insights into the field. Additionally, Warmayana, I Gede Agus Krisna has made a notable contribution with a publication cited 39 times,

indicating growing recognition within this domain. Collectively, these authors have laid the groundwork for understanding and exploring Marketing 4.0, with their works receiving significant attention and citations, underscoring the field's growing relevance in the digital and technological era of marketing.

Major affiliation contribute in Marketing 4.0 Literature

The major affiliations contributing to Marketing 4.0 literature include a range of global universities, each making significant contributions with one document each.

Table 2: Major affiliation contribute in Marketing 4.0 Literature

id	organization	documents	citations
11	bahria university	1	22
77	kozminski university	1	31
80	kyung hee university	1	68
84	lucian blaga university of sibiu	1	30
96	montana state university	1	68
97	muhammad nawaz sharif university of engineering & technology	1	22
112	northumbria university	1	37
193	university of faisalabad	1	22
199	university of lahore	1	22
215	university of salford	1	37
221	university of wolverhampton	1	37
227	xi'an university of science and technology	1	22

Dimension AI

Among them, Kyung Hee University and Montana State University stand out as the most impactful institutions, with their single contributions receiving 68 citations each, indicating their leading role in advancing research in this field. Other noteworthy institutions include Kozminski University and Lucian Blaga University of Sibiu, whose works have garnered 31 and 30 citations, respectively, showcasing their influence in the domain.

Universities like Northumbria University, University of Salford, and University of Wolverhampton have each achieved 37 citations, reflecting their meaningful contributions. Additionally, institutions such as Bahria University, Muhammad Nawaz Sharif University of Engineering & Technology, University of Faisalabad, University of Lahore, and Xi'an

University of Science and Technology each contributed documents with 22 citations, highlighting their role in the broader discourse. Collectively, these affiliations represent a diverse academic and geographical spectrum, underscoring the global interest and collaboration in exploring the concepts and applications of Marketing 4.0.

Major journal contribute in Marketing 4.0 Literature

The major journals contributing to Marketing 4.0 literature highlight a diverse range of sources, with notable contributions from high-impact journals.

Table 3: Major journal contribute in Marketing 4.0 Literature

id	Source	documents	citations
66	engineering management in production and services	1	31
94	international conference knowledge-based organization	1	30
113	international journal of event and festival management	1	37
136	international marketing review	2	26
163	journal of engineering management and competitiveness	1	22
251	management science letters	1	45
255	marketing and digital technologies	9	29
268	pariwisata budaya jurnal ilmiah agama dan budaya	1	39
278	psychology and marketing	1	68
310	sustainability	10	88

Dimension AI

Leading the field is Sustainability, which has published the highest number of documents (10), amassing 88 citations, demonstrating its pivotal role in disseminating research on Marketing 4.0's sustainability dimensions. Similarly, Marketing and Digital Technologies has made significant contributions with 9 publications and 29 citations, emphasizing its focus on the digital aspects of marketing innovation.

Other key contributors include Psychology and Marketing, which, despite publishing only one document, has achieved the highest individual citation count of 68, reflecting its substantial impact. Journals such as Management Science Letters and Pariwisata Budaya: Jurnal Ilmiah Agama dan Budaya have also made notable contributions, with single publications cited 45 and 39 times, respectively.

Additionally, Engineering Management in Production and Services, International Journal of Event and Festival Management, and International Marketing Review have collectively

enriched the field with publications receiving between 22 and 37 citations. The broad spectrum of journals reflects interdisciplinary interest in Marketing 4.0, encompassing areas like engineering, psychology, digital technologies, and sustainability, thereby highlighting the multifaceted nature of this emerging research domain.

Major country contribute in Marketing 4.0 Literature

The major countries contributing to Marketing 4.0 literature demonstrate a wide geographical spread, with varying levels of impact and output.

Table 4: Major country contribute in Marketing 4.0 Literature

id	country	documents	citations
4	china	7	46
11	india	4	30
12	indonesia	84	116
18	mexico	2	36
21	pakistan	5	43
23	poland	5	45
25	romania	1	30
30	south korea	2	70
36	ukraine	15	32
37	united kingdom	4	40
38	united states	3	71

Dimension AI

Indonesia leads in terms of output, contributing an impressive 84 documents with a total of 116 citations, showcasing its dominant role in the development of Marketing 4.0 research. China follows with 7 publications and 46 citations, reflecting its growing influence in this field.

Other significant contributors include Ukraine, which has produced 15 documents with 32 citations, indicating active engagement despite a moderate citation count. South Korea and the United States stand out for their high impact, with only 2 and 3 documents, but achieving 70 and 71 citations, respectively, underscoring the quality and significance of their research. Similarly, Mexico, with 2 publications and 36 citations, has also shown impactful contributions.

Countries like Poland (5 documents, 45 citations), Pakistan (5 documents, 43 citations), United Kingdom (4 documents, 40 citations), and India (4 documents, 30 citations) have made notable contributions, reflecting a blend of quantity and impact. Meanwhile, Romania, with a single publication and 30 citations, demonstrates focused yet influential research. Overall, these contributions highlight a global interest in Marketing 4.0, with leading countries providing diverse perspectives and advancing the field through significant academic efforts.

Keyword used in in Marketing 4.0 Literature



Figure 2: Keyword used in in Marketing 4.0 Literature

The keywords used in the bibliometric analysis of Marketing 4.0 highlight interconnected themes that shape the evolving landscape of digital marketing. At the core of the study is Marketing, mentioned 237 times, reflecting its foundational role in exploring strategies and innovations within the 4.0 framework. This transition into the Digital realm (83 mentions) underscores the technological shift, as businesses leverage online platforms and tools to adapt to the Era (57 mentions) of digital transformation.

The focus on the Customer (54 mentions) emphasizes a customer-centric approach, where personalized experiences and data-driven insights are key to engaging modern consumers.

Building a strong Brand (53 mentions) remains vital, as companies aim to differentiate themselves in a competitive market. Strategy (51 mentions) emerges as a crucial element, guiding businesses in navigating the complexities of digital ecosystems.

The term Media (45 mentions) highlights the use of social and digital media platforms as pivotal channels for communication and engagement, while Industry (41 mentions) and Industrial (36 mentions) indicate the widespread application of Marketing 4.0 principles across diverse sectors. The emphasis on Social (40 mentions) reflects the importance of leveraging social interactions and platforms to foster connections and drive brand loyalty.

In this narrative, Marketing 4.0 represents a paradigm shift where digital tools and customer-centric strategies converge. Businesses are redefining their Brand identity through Media channels, adapting to an ever-changing Era, and addressing the evolving needs of the Customer with innovative Strategies that resonate across Industries.

Bibliographic coupling overlay visualization in marketing 5.0 literature

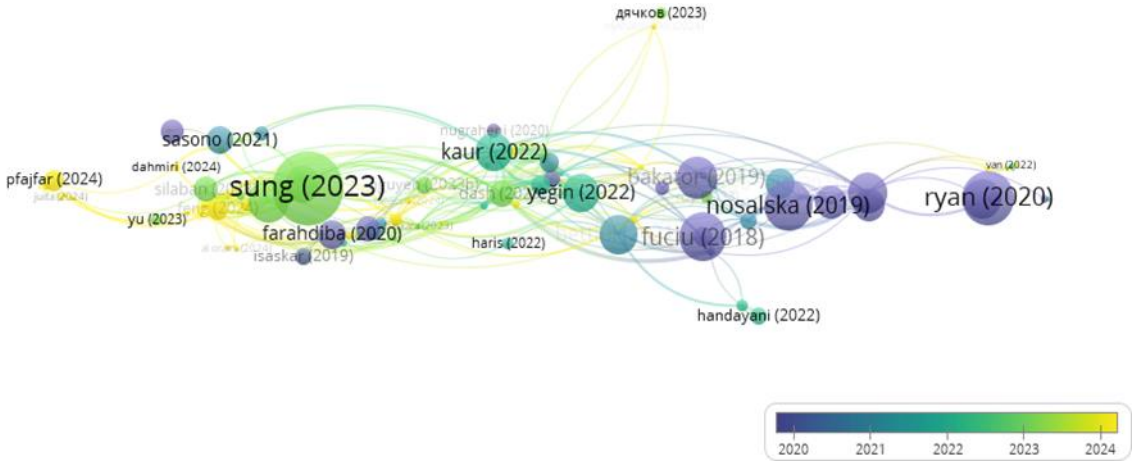


Figure 3: Bibliographic coupling overlay visualization in marketing 5.0 literature

The figure provides a time-based co-citation analysis of publications in the field of Marketing 4.0, revealing the evolution of scholarly contributions over the years. The color gradient, ranging from blue (earlier publications, around 2020) to yellow (more recent works, up to 2024), indicates the temporal distribution of research activity.

Authors like Nosalska (2019) and Ryan (2020), represented in blue and purple hues, and are among the foundational contributors to the field. Their work has been heavily cited, serving as a basis for subsequent research. As time progresses, the network shifts toward green and yellow shades, showcasing newer contributions such as Sung (2023) and Pfajfar (2024). The

central position and large node size of Sung (2023) suggest a significant impact, likely due to the work's relevance and resonance with recent themes in Marketing 4.0.

The interconnectedness between authors, regardless of time, reflects a strong intellectual exchange and the building of cumulative knowledge. Recent publications, such as those by Pfajfar (2024) and Yu (2023), suggest a growing interest in innovative marketing strategies, aligning with emerging trends in digital transformation. This temporal progression illustrates the dynamic and evolving nature of research in Marketing 4.0, where earlier works lay the groundwork for current and future studies.

Bibliographic coupling network visualization in marketing 5.0 literature

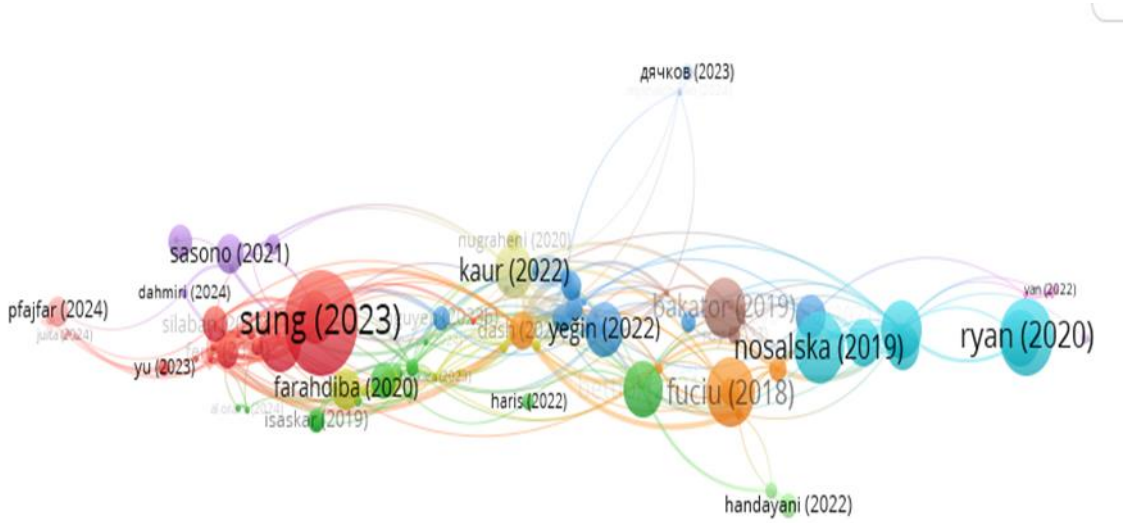


Figure 4: Bibliographic coupling network visualization in marketing 5.0 literature

The figure presents a visual network of academic publications, grouped into different clusters based on the themes of their findings and the timing of their publication. The red cluster is centered on studies that explore consumer behavior, sustainability, and the impact of marketing strategies in digital and virtual environments. Notable findings include Sung et al. (2023), who investigate how psychological evaluation processes influence consumer behavior toward NFT luxury fashion items in global virtual markets, and Chen et al. (2023), who examine the positive effects of green marketing and consumer values on brand awareness and sustainable consumer behavior. Other studies in this cluster, such as Elshaer et al. (2024), emphasize the role of social commerce and green customer citizenship in promoting eco-friendly behavior, particularly in hospitality settings. Additionally, research like Feng et al. (2024) focuses on impulse buying behavior in live streaming, while Fernando and Ikhsan

(2023) explore how marketing data sharing, digital technology adoption, and data security contribute to supply chain resilience.

The green cluster focuses on digital marketing, e-commerce, and customer satisfaction. Key studies include Al Oraini (2024), who investigates the impact of live stream marketing on consumer trust, and Almakayeel (2023), which looks at how the quality of travel websites affects customer satisfaction and purchase intentions. Other research, such as Borges et al. (2021), delves into the impact of artificial intelligence and big data on marketing practices, while Isaskar et al. (2019) focuses on the role of marketing in the digital age.

In the blue cluster, studies address customer satisfaction, brand loyalty, and marketing analytics. Gautam et al. (2023) examine the factors influencing brand loyalty in the footwear industry, while Islam et al. (2024) discuss the challenges and drivers of marketing analytics adoption in the ready-made garment (RMG) industry. Other studies like Mahdiraji et al. (2023) explore the role of marketing analytics in Industry 4.0, emphasizing the importance of digital transformation and big data in shaping marketing strategies.

The yellow cluster includes studies focused on viral marketing, social media, and consumer decision-making. Research like Amperawati et al. (2024) highlights how viral marketing influences purchasing decisions, while Baskara et al. (2023) explore the relationship between social media marketing and purchase intentions, using the Technology Acceptance Model (TAM) as a framework.

Finally, the purple cluster is centered on green marketing, corporate social responsibility (CSR), and sustainable business practices. Studies like Purwanti et al. (2019) demonstrate the growing relevance of green marketing in promoting environmental sustainability, and Khan et al. (2024) investigate how stakeholder pressure and CSR initiatives affect green marketing practices and organizational performance. These findings underscore the increasing importance of sustainability and CSR in shaping marketing strategies in the current business landscape.

CONCLUSION

The bibliometric analysis of Marketing 4.0 literature provides valuable insights into the field's growth and development from 2017 to 2024. The significant increase in the number of publications over the years underscores the rising academic interest and relevance of

Marketing 4.0 in the context of digital transformation and technological advancements in marketing practices. The study identifies key contributors, including influential authors and academic institutions, whose works have shaped the discourse and contributed to the field's knowledge base. This analysis also highlights the most impactful journals publishing Marketing 4.0 research, shedding light on the platforms driving scholarly exchange in this domain. The study's findings reveal the geographical distribution of research, with countries like Indonesia leading in terms of publication output, reflecting the global interest in Marketing 4.0. Keywords analysis uncovers the central themes of the literature, with a clear emphasis on digital marketing, consumer behavior, and sustainability, which are critical in the evolving landscape of marketing strategies. By examining bibliographic coupling and citation patterns, the study offers a clear view of the interconnections within the research, aiding scholars in understanding the foundational frameworks and emerging trends in Marketing 4.0. This comprehensive analysis provides a solid foundation for future research and practical applications in this rapidly developing area.

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