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Marketing Management and Online User Behavior: A Comprehensive Review and Prospects for Future Research

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ABSTRACT

Over the past few years, digital technologies have exerted widespread influence on the business models, products, services, market structures, and consumer behavior of companies. This phenomenon has significantly enhanced the rejuvenation of relationships among companies, markets, and consumers, consequently impacting various marketing mix components. However, with today's fiercely competitive digital landscape, understanding the evolution of research on digital marketing management and online users' behavior, most influential studies as well as its interrelation with disciplines can provide valuable insights for e-business. Therefore, this study considered conducting a comprehensive review using a bibliometric technique for 282 high-quality papers collected from the Web of Science. The study uncovered that "user acceptance, user-generated content, quality and satisfaction, and planned behavior" received little attention. Thus, future research can examine them.

1. Introduction

Over decades, the expansion of social networks has led greatly to shaping traditional marketing strategies and enabled them to evolve their core features to align with a digital landscape that holds growing significance for businesses [1]. However, with the unprecedented development of e-businesses and digital marketing, attracting sufficient online traffic to a business-to-customer Website has been posing challenges to an online business's success. Comprehending customer behavior stands as a fundamental necessity for any business's success and longevity. Understanding why consumers act in particular ways is pivotal for executing marketing initiatives across various levels, and adapting to the evolving and varied demands of customers. This assertion gains strength from the notion that a profound grasp of customer behavior enables marketers to discern and cater to customer preferences effectively [2].

According to Kotni & Divya [2], any business's survival, profitability, and expansion depend on its capacity to continually determine the needs of its customers and develop solutions to meet those needs more effectively and efficiently than competitors. Today, with the emergence of new channels

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of communication between consumers and businesses including digital platforms, businesses have also discovered new ways to influence and anticipate consumer behavior patterns [2]. Although digital marketing has brought on several opportunities which led to a considerable expansion of e-businesses, online marketing strategies, and digital tools are associated with several challenges and obstacles.

Academic studies have identified several factors and strategies influencing digital marketing management and online consumer behaviors. For instance, Sestino *et al.* [3] overviewed articles from the previous 15 years (2005–2020) to shed light on the most popular topic in the field of online marketing and examined the opportunities arising from online interactions. Regarding digital strategies, online business approaches, knowledge exploitation, product customization, and variations in online product purchasing (low-touch, high-touch, and "embarrassing" products), the authors discovered some helpful insights, challenges, and opportunities. Nwachukwu & Affen [4] conducted a systematic literature review to investigate artificial intelligence (AI) marketing practices and how they could be the way forward to better customer experience management in Nigeria. The results underscore the transformative potential of AI marketing in reshaping customer experience management in Nigeria. With a population exceeding 200 million and a swiftly expanding digital economy, there exists a substantial market for enterprises capable of delivering personalized and efficient customer experiences. distinctions in personalities and traits between digital entrepreneurs and users

According to González-Padilla *et al.* [5], the distinctions in personalities and traits between digital entrepreneurs and users have served as a catalyst to explore the influence of different digital entrepreneurs' personalities on their digital behavior and usage processes. The authors identified seven digital entrepreneurs' personalities that have a direct impact on how they interact with brands, the environment, and businesses that have a digital presence. More recently, Ding *et al.* [6] provided comprehensive insights into the factors influencing customers' issuance of positive or negative recommendations based on their experiences utilizing 10,101 online reviews from Airbnb users. They reported that hedonic values related to the overall experience which includes important elements like ease of exploring points of interest, local authenticity, social interaction, and emotional fulfillment had the greatest impact on positive recommendations. Although all the above-mentioned reviews have greatly contributed to guiding business analysts and helped many stakeholders and practitioners, especially in digital marketing and e-commerce, one can claim the evolution of research on marketing management and online user behavior has received minimal attention among business scholars. Thus, identifying the real turning points in digital marketing, its proliferation across other and interconnection with other disciplines as well as future research insights can add significant contributions to the existing business literature.

In that context, the primary objective of the present study is to identify, synthesize, and evaluate extant research on marketing management and online user behavior with the aim of exploring trends in this field. In particular, the study focuses on the active researchers and the characteristics of the most impactful research written on the subject for articles extracted from the Web of Science (WoS). Each article was analyzed in three dimensions; i.e. co-occurrence, co-authorship, and citation.

Overall, it was found that there has been a significant shift in the research on marketing management and the behavior of online users, from an initial identification and exploration stage to a more advanced one. This is exemplified by the following:

- i. An increasing propensity for multi-authored, cross-cultural, and inter-disciplinary collaborative efforts.
- ii. A growing length and quantity of references in manuscripts over time.

- iii. An increasingly sophisticated research design that progressively emphasizes formalized and causal structures.
- iv. An expanded research scope that spans a wide range of fields, organizations, and nations.

Therefore, this study provides a comprehensive review of the evolution of marketing management and online users' behavior. In doing so, this study employs a bibliometric technique for 282 high-quality research articles published by journals indexed by WoS. Assessing scientific outputs through bibliometric analysis is a reliable and valid approach, particularly in the era of "big data". By identifying (a) common research keywords across different research domains, (b) the most influential research, and (c) the most active researchers in the relevant fields, this technique adds to the body of existing literature in several ways. We can also determine the future research areas that require more attention thanks to this analysis. The main goal of this review paper is to examine these benefits, as well as to explain how marketing management and online user behavior have developed and suggest some directions for future research.

The remainder of this study is structured as follows: The methodology is described in the following section. Results and explanations are elaborated in the third section. The last section presents a conclusion.

2. Research Methodology

In this study, the bibliometric technique will be utilized to achieve the objectives. Bibliometric analysis offers useful insights into the development of a specific research field and has the potential to explore the prospects for future research. According to Önden [7], the bibliography analysis can also be used to identify the dominant schools of thought in the fields of study. This method examines written materials such as books, journals, and internet resources using a quantitative research methodology and an objective philosophical framework. Citation and co-citation analyses are primarily concerned with identifying new themes in each field of study and assessing the impact of various publications and schools of thought.

Past research has shown that evaluating the progress and substance of an academic field can be done in ways other than counting and aggregating citations. This review takes into account the accomplishments of particular journals and authors who have collaborated to make a cooperative contribution to the scientific community. Lobont *et al.* [8] outlined that co-citation in a bibliographic analysis helped analyze the patterns and details of evolution found in the literature, assisting in the assessment, arrangement, and articulation of previous research on a particular subject. In addition, the recently emerged program "VoSviewer" has been widely used as an efficient tool for conducting a review analysis based on bibliometric technique. In this vein, this program can potentially create, visualize, and analyze these networks using several components. These components may include words, writers, or works that are representative of the subjects of interest.

Moreover, bibliographic analysis can be used to track, count, and examine the accompanying literature. It contains a summary of the researchers' published works, a list of peer-reviewed journals, the methodology, and closing thoughts. It is possible to distill any field of study by using metadata. A large amount of bibliographic data is required for the application of bibliometric approaches, which have made it possible to analyze a variety of subjects, publications, and countries [9].

In this section, we briefly describe the analysis using a graphical illustration. Figure 1 reveals the starting point by initially determining our research theme. The systematic search in the Web of Science using "marketing management and online user behavior" as keywords has resulted in 281. According to Lobont *et al.* [8], WoS only contains the high-quality publication. Therefore, it is

preferable to other websites such as Scopus. The study then proceeds to implement a bibliometric analysis using three main pillars:

- i. *Co-occurrence* – To identify the most common keywords used by prior research on marketing management and online user behavior. It also helps in exploring future research by identifying topics that have not been covered and/or received minimal attention.
- ii. *Co-authorship* – To highlight the most active and collaborative scholars and research institutions.
- iii. *Co-citation* – To unveil the most influential research on “marketing management and online user behavior” taking into consideration the number of citations for documents over time.

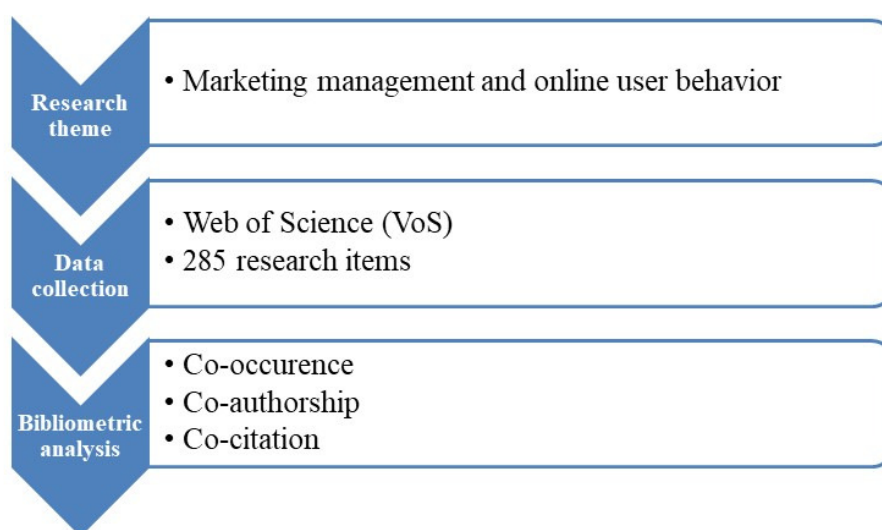


Fig. 1. Analysis flowchart

3. Practical Implications of the Present Research

Initially, we set off with analysis by introducing some preliminary knowledge about marketing management research and its correlation with other disciplines. Table 1 outlines the percentage contribution of research on marketing management in other fields. Unsurprisingly, “business” dominates the research on marketing management and online user behavior having scored 26.34% for 74 articles within a time limit, followed by “management” and “computer science information system” with 57 and 46 documents, respectively. “Hospitality leisure sport tourism” and “information science library science” are the ones that experience intensive marketing management research with 31 and 28 documents, correspondingly. Table 1 also further shows that “engineering multidisciplinary” and “multidisciplinary sciences” have received little attention among all with no more than 4 documents per each; i.e. approximately 1.42%.

Secondly, the common keyword across different scientific fields is considered the most effective way to evaluate the development of research on “marketing management and online user behavior”. Figure 2 presents the words that appear in the same article at the same time. It is worth mentioning that the abstract only considers the keywords specified by the author. In addition, Figure 2 also presents the most relevant keywords highlighted, as well as the nodes linking them. Weight increases with the size of the term and node; i.e. the narrower the gap between nodes, the stronger the association between them. With a minimum number of occurrences of three keywords (out of 395 keywords, 26 keywords meet the threshold). For each of the 26 keywords, the total strength of the

co-occurrence links with other keywords will be calculated. The keywords with the greatest total link strength will be selected. Thus, the number of keywords to be selected is 26.

Table 1
Contribution of marketing management research across different domains

Web of Science categories	Record count	% of 281
Business	74	26.34%
Management	57	20.29%
Computer Science Information Systems	46	16.37%
Hospitality Leisure Sport Tourism	31	11.03%
Information Science Library Science	28	9.96%
Computer Science Theory Methods	21	7.47%
Engineering Electrical Electronic	18	6.41%
Operations Research Management Science	16	5.69%
Economics	15	5.34%
Environmental Studies	15	5.34%
Green Sustainable Science Technology	15	5.34%
Computer Science Artificial Intelligence	14	4.98%
Computer Science Interdisciplinary Applications	14	4.98%
Environmental Sciences	12	4.27%
Computer Science Software Engineering	9	3.20%
Telecommunications	9	3.20%
Communication	7	2.49%
Engineering Industrial	7	2.49%
Medical Informatics	7	2.49%
Psychology Multidisciplinary	6	2.14%
Automation Control Systems	5	1.78%
Computer Science Hardware Architecture	5	1.78%
Health Care Sciences Services	5	1.78%
Engineering Multidisciplinary	4	1.42%
Multidisciplinary Sciences	4	1.42%

As can be seen clearly, "social media", "Facebook", "word-of-mouth", "impact", "model", "management", "Internet", "online", "satisfaction", "brand management", "consumer behavior", "loyalty", "behavior", "trust", "social media marketing", "equity", "knowledge", "user acceptance", "user-generated content", "communication", "experience", "information", "tourism", "quality", "social networks", and "planned behavior" are the most commonly appearing keywords in the research on the research on "marketing management and online user behavior". It is also worth mentioning that these keywords obviously justify the dominant fields in Table 1 as most of the appearing keywords are relevant to business, management, social media, and information system.

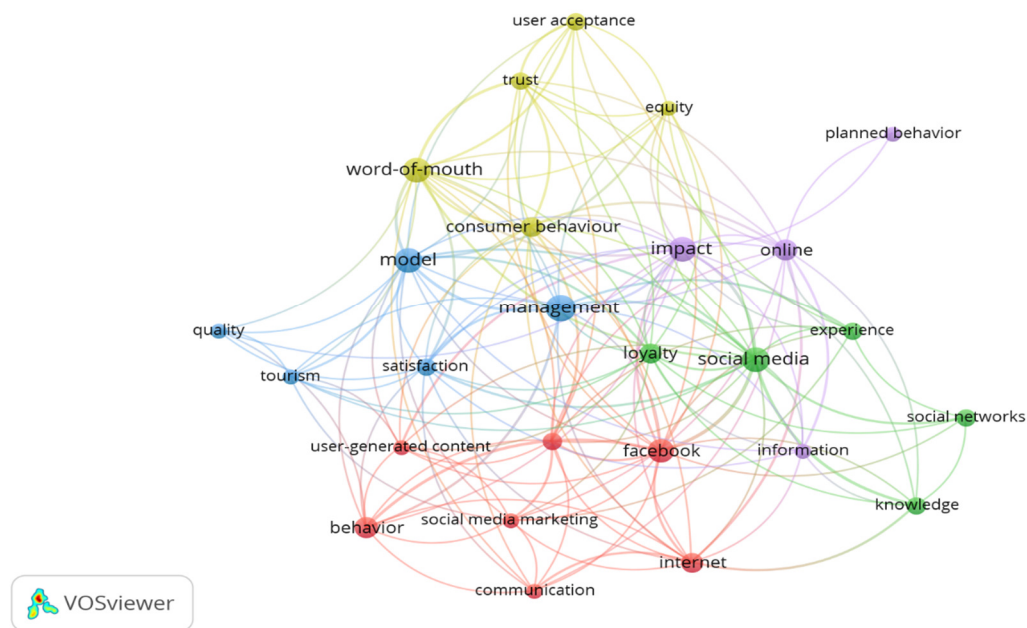


Fig. 2. Co-occurrence (keywords) in the research on marketing management and online user behavior

The visualization and density in Figure 3 and Figure 4 show closely how the research develops over time using the keyword's popularity.

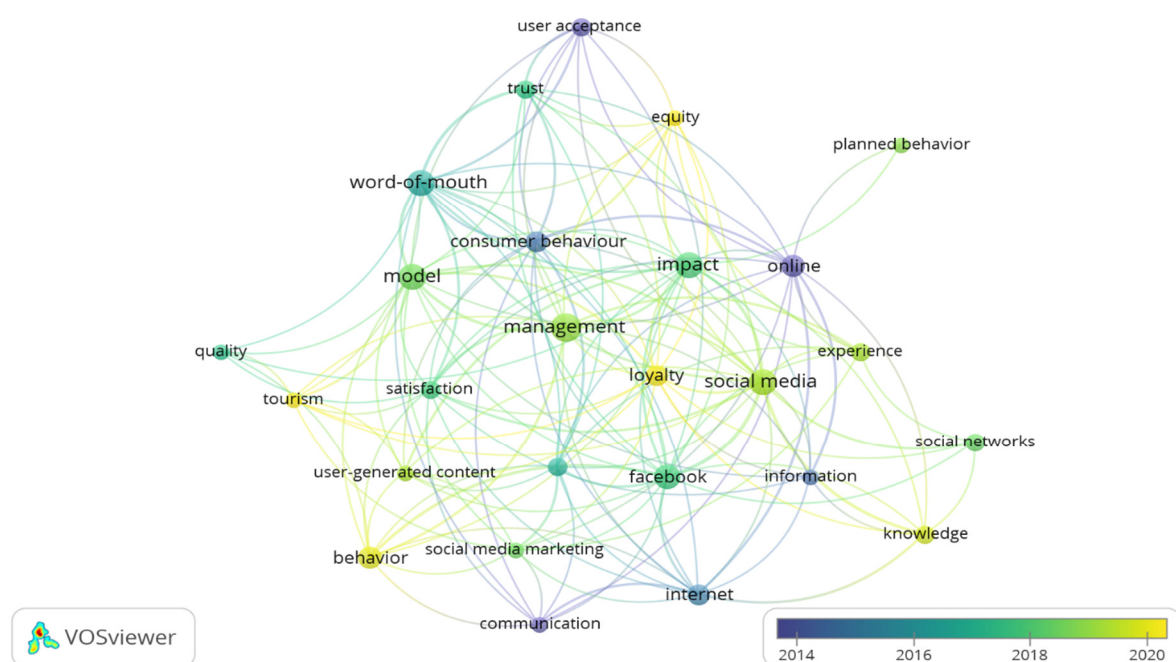


Fig. 3. Overlay visualization co-occurrence (keywords)

The more yellow the cluster, the more recent the research (Figure 4). Most of the keywords that are highlighted in yellow show how the evolution of research is related to "marketing management and online user behavior". The density of related terms and the quantity of nodes near each other. These findings can be utilized as a foundation for future research on marketing management and

online user behavior. A saturation level represented by a yellow node indicates the prevalence of frequently occurring phrases. In the case where the keyword is most found, the yellow node signifies the region with the most extensive research. Different topics are identified, such as "user acceptance, user generated content, quality and satisfaction and planned behavior".

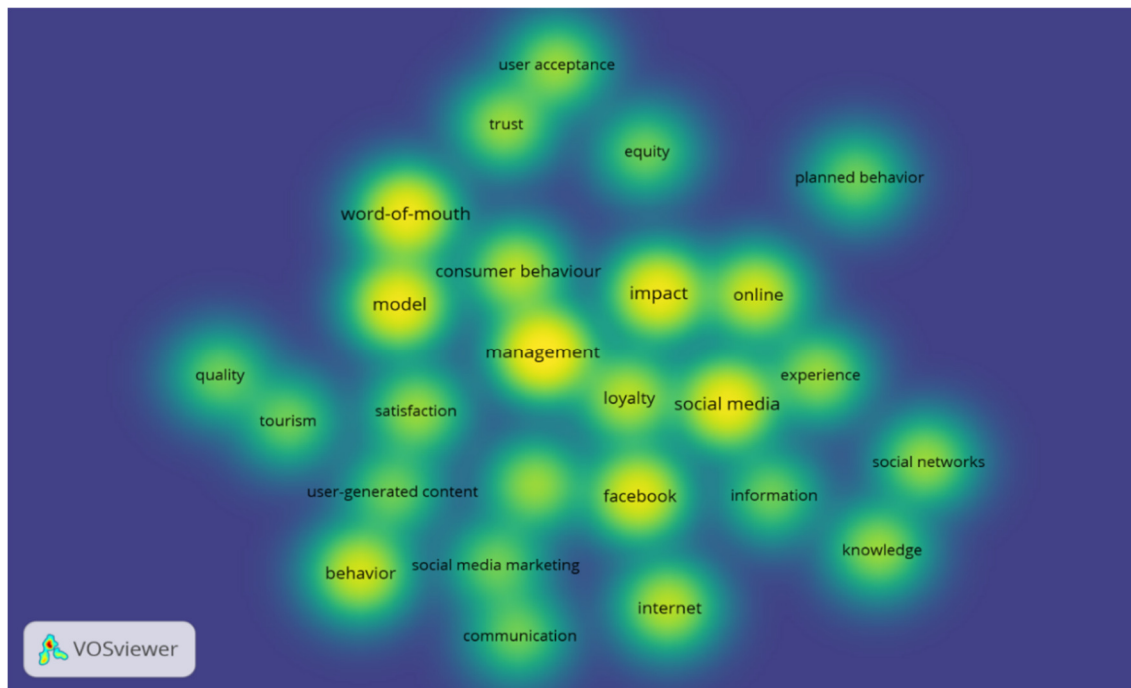


Fig. 4. Density visualization co-occurrence (keywords)

Figure 5 further highlights the active and collaborative scholars in the research field of "marketing management and online user behavior".

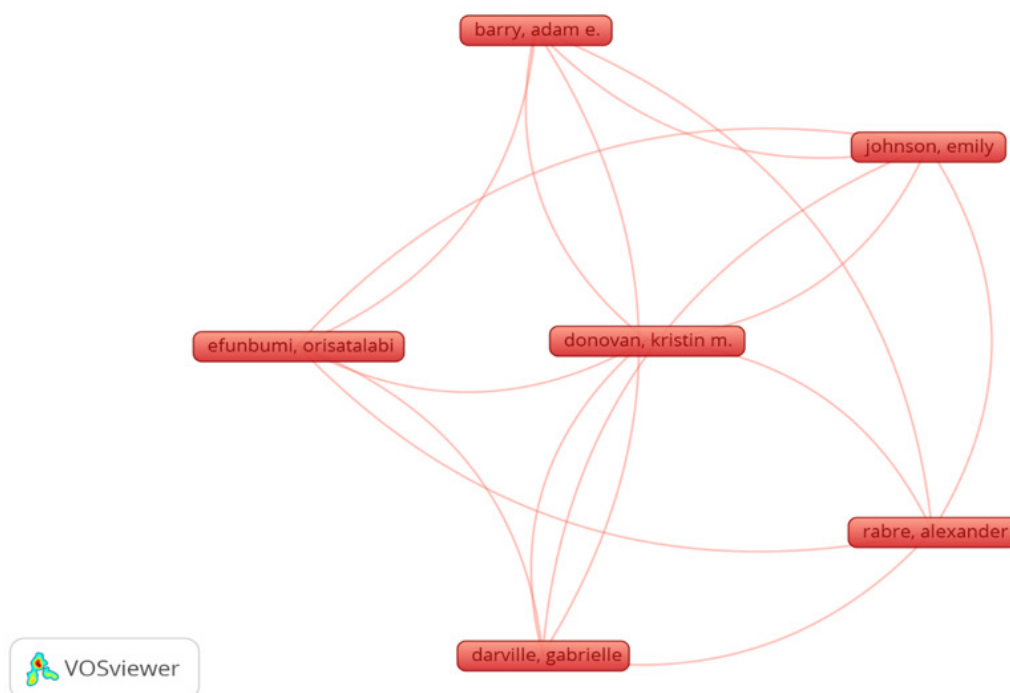


Fig. 5. Collaborative authors

Another important aim for the current research is determining the most impactful research along with the scholars that greatly contributed to the marketing management research. Figure 6 provides a clear development of the research. Obviously, 2017 was a turning point in the research on marketing management and online user behavior, until reaching a peak in 2020, before declining in the following years.

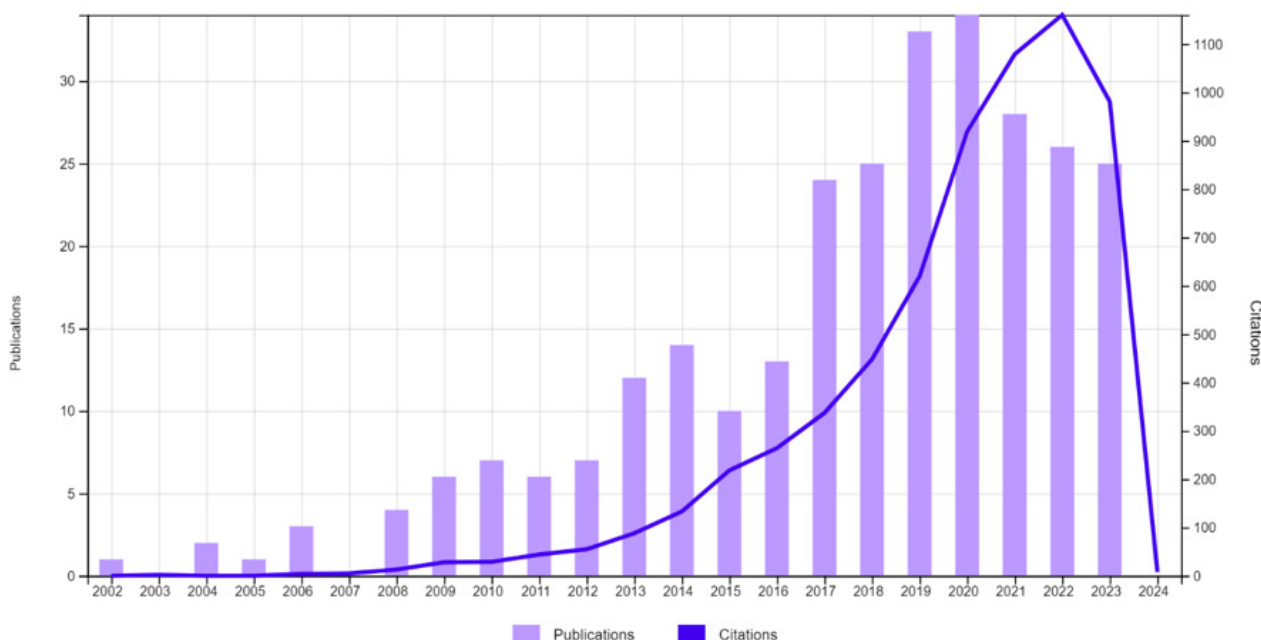


Fig. 6. Times cited and publications over time

Furthermore, Table 2 briefly summarizes the most influential research on marketing management and online user behavior. The comprehensive review that integrates and synthesizes the findings of the literature on social media conducted by Kapoor *et al.* [10], demonstrates the highest number of citations. This study examined the results of 132 papers on social media and social networking that were published between 1997 and 2017 (IS journals). Most of the papers reviewed here look at how social media behaves, how reviews and recommendations work, and how social media can be integrated into organizations. Additionally, several studies have investigated the feasibility of using social media and online communities as a marketing tool. Further research has investigated different facets of social media, such as the dangers of using it, the benefits it offers, and the stigma it has in the workplace. The second most influential study is the one by Li *et al.* [11]. This research used California as a case study to investigate the relationships between tweet and photo densities, as well as the characteristics of the local population in order to present the spatial and temporal patterns of such crowd-sourced geographic data in the contiguous United States. Also, they investigated the socio-economic characteristics of geographic data creators. The third most influential study is the one by Kim *et al.* [12]. They used information gathered from a survey of consumers who had used the B2C e-commerce Websites of two representative South Korean airline companies (i.e., KAL and ASIANA) to buy airline tickets. Also, the proposed research model for this study was empirically tested.

Table 2

Most influential research on marketing management and online user behavior (top cited)

Authors	Title	Total citations
Kapoor <i>et al.</i> [10]	Advances in social media research: past, present and future	520
Li <i>et al.</i> [11]	Spatial, temporal, and socioeconomic patterns in the use of Twitter and Flickr	288
Kim <i>et al.</i> [12]	Modeling roles of subjective norms and eTrust in customers' acceptance of airline B2C eCommerce websites	223
Livingstone & Smith [13]	Annual research review: Harms experienced by child users of online and mobile technologies: the nature, prevalence and management of sexual and aggressive risks in the digital age	219
Decker & Trusov [14]	Estimating aggregate consumer preferences from online product reviews	215
Cugelman <i>et al.</i> [15]	Online interventions for social marketing health behavior change campaigns: A meta-analysis of psychological architectures and adherence factors	210
Thakur [16]	Customer engagement and online reviews	147
Hur <i>et al.</i> [17]	Building brand loyalty through managing brand community commitment	140
Chen <i>et al.</i> [18]	Moderated online communities and quality of user-generated content	131
Ghose <i>et al.</i> [19]	Examining the impact of ranking on consumer behavior and search engine revenue	126
Luo & Zhang [20]	How do consumer buzz and traffic in social media marketing predict the value of the firm?	122
Hsu & Chen [21]	How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love	117
Lappas <i>et al.</i> [22]	The impact of fake reviews on online visibility: A vulnerability assessment of the hotel industry	114
Kim & Park [23]	Social media review rating versus traditional customer satisfaction Which one has more incremental predictive power in explaining hotel performance?	104
Annie Jin [24]	The potential of social media for luxury brand management	100
Zainuddin <i>et al.</i> [25]	The value of health and wellbeing: an empirical model of value creation in social marketing	97
Saura <i>et al.</i> [26]	From user-generated data to data-driven innovation: A research agenda to understand user privacy in digital markets	96
Pantano & Servidio [27]	Modeling innovative points of sales through virtual and immersive technologies	94
Varkaris & Neuhofer [28]	The influence of social media on the consumers' hotel decision journey	93
Han <i>et al.</i> [29]	Evaluating user-generated content in social media: an effective approach to encourage greater pro-environmental behavior in tourism?	92
Albert <i>et al.</i> [30]	GIST: A model for design and management of content and interactivity of customer-centric Web sites	90
Miyazaki [31]	Online privacy and the disclosure of cookie use: Effects on consumer trust and anticipated patronage	86
Akman & Mishra [32]	Factors influencing consumer intention in social commerce adoption	81
Murphy <i>et al.</i> [33]	An investigation of multiple devices and information sources used in the hotel booking process	77
Perski <i>et al.</i> [34]	Smokers' and drinkers' choice of smartphone applications and expectations of engagement: a think aloud and interview study	76
Hernández-Méndez <i>et al.</i> [35]	The influence of e-word-of-mouth on travel decision-making: consumer profiles	72
Poortvliet <i>et al.</i> [36]	Acceptance of new sanitation: The role of end-users' pro-environmental personal norms and risk and benefit perceptions	70

Table 2 *continued*

Authors	Title	Total citations
Tien <i>et al.</i> [37]	Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites	68
Lorenzo-Romero <i>et al.</i> [38]	Consumer adoption of social networking sites: implications for theory and practice	68
Mohd & Kader [39]	The influence of attraction on Internet banking: an extension to the trust-relationship commitment model	65
Khatwani & Srivastava [40]	Impact of information technology on information search channel selection for consumers	58
Liébana-Cabanillas & Alonso-Dos-Santos [41]	Factors that determine the adoption of Facebook commerce: The moderating effect of age	54
Barry <i>et al.</i> [42]	Underage access to online alcohol marketing content: A YouTube case study	54
Micu <i>et al.</i> [43]	Analyzing user sentiment in social media: Implications for online marketing strategy	53
Bartl <i>et al.</i> [44]	A manager's perspective on virtual customer integration for new product development	51
Yeh <i>et al.</i> [45]	A study of purchasing behavior in Taiwan's online auction websites effects of uncertainty and gender differences	47
Kujur & Singh [46]	Engaging customers through online participation in social networking sites	46
Zuo <i>et al.</i> [47]	Sustaining WEEE collection business in China: The case of online to offline (O2O) development strategies	44
Fu <i>et al.</i> [48]	User segmentation for retention management in online social games	43
Hofmann <i>et al.</i> [49]	Power versus trust - what matters more in collaborative consumption?	43
Pino <i>et al.</i> [50]	A methodological framework to assess social media strategies of event and destination management organizations	42
Kim & Kim [51]	The effect of online fan community attributes on the loyalty and cooperation of fan community members: The moderating role of connect hours	39
Koemle & Morawetz [52]	Improving mountain bike trails in Austria: An assessment of trail preferences and benefits from trail features using choice experiments	37
Etesami <i>et al.</i> [53]	Stochastic games for the smart grid energy management with prospect prosumers	36
Roncha & Radclyffe-Thomas [54]	How TOMS' one day without shoes campaign brings stakeholders together and co-creates value for the brand using Instagram as a platform	34
Kemp <i>et al.</i> [55]	The impact of storytelling in creating firm and customer connections in online environments	33
Ramezani Nia & Shokouhyar [56]	Analyzing the effects of visual aesthetic of Web pages on users' responses in online retailing using the VisAWI method	32
Kauffmann <i>et al.</i> [57]	Managing marketing decision-making with sentiment analysis: An evaluation of the main product features using text data mining	32
Semanjski <i>et al.</i> [58]	Policy 2.0 platform for mobile sensing and incentivized targeted shifts in mobility behavior	32
Wu & Gaytán [59]	The role of online seller reviews and product price on buyers' willingness-to-pay: a risk perspective	32

4. Conclusion

In today's digital marketplace, online customer reviews are an essential component that greatly impacts consumer behavior and purchase decisions. Reviews are often seen by consumers as more objective and credible than traditional advertising because they come from peers rather than companies with conflicting interests. More recently, digital technologies have had a significant

impact on businesses' business models, goods, services, market structures, and customer behavior in recent years resulting in a positive impact on the rediscovering of relationships between markets, consumers, and companies, which influences different multidimensional firms' strategies.

Several studies theoretically and empirically have been conducted to identify and/or trace out the contributing factors and the determinants of digital marketing and online users' behavior. Yet, with the new emerging challenges associated with digital marketing management, exploring the evolution of marketing research, its correlation with other scientific fields, as well as discovering some future research agendas can serve as an important guide for the researchers.

In this vein, this study conducted a review of 282 research items obtained from WoS using the bibliometric technique. After exploring the development of marketing management research across different other fields, this also identified the most impactful studies considering citation numbers. Moreover, we found that "user acceptance, user generated content, quality and satisfaction and planned behavior" have not been given a focus by researcher. Thus, further research can examine them in more detailed studies.

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Conflicts of Interest

The author declares no conflicts of interest.

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