

## **NEW PARADIGM OF BRANDING IN SOCIAL MEDIA - A BIBLIOMETRIC ANALYSIS**

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### **Abstract**

#### **Purpose**

The emergence of the topics like social media, brand awareness and brand engagement have given wide scope to study the developments, trends and scope in the field of social media and branding. The present study helps in analysing the work done in past in the field of Social media and branding. An individual will have a clear picture of the work done in the past 10 years.

#### **Approach**

Data of 1039 papers was collected from Scopus. 'Branding' and 'social media' were the keywords used to select the papers to work with. Papers analysed were 481 and VOS viewer a software tool was used to create and visualize maps based on network data.

#### **Findings**

It was found out that nowadays most brands use at least one social media platform to brand themselves. We discovered in the time period of year 2016- 2019 most brands have digitalised themselves. Social media branding influences buying behaviour, it was also found out that significance and need for social media by brands increased as companies required to differentiate themselves from competitors.

#### **Implications**

It shows that 2010-2014 was the period of evolution of social media, the nascent stage and in 2015-2019, number of people on social media have increased immensely and brands have realised benefits of social media

#### **Originality/Value**

The starting of the decade was a nascent period for Social media branding with some new media platforms emerging and companies were trying to understand ways to connect with people. Later, numerous platforms and websites were available for branding with the reach of billions and with that ways of branding also changed, easy and efficacious ways are adopted by companies

**Key words:** Brand, Social media, Bibliographic analysis, VOS viewer, Citation

#### **Introduction**

Internet users today are 4.39 billion, more than half the population of the world. With the increase in internet usage, businesses has shifted to online. Around 3.91 billion people are active mobile social media users and they get inclined with advertisements of brands they come across on Internet.

Social media let an individual to share his/her feelings, views, designs and any other data. It works via internet and helps in quick electronic communication. It helps to bond with customers, increase awareness of the brand, and enhance leads and sales. 95% of adults aged between 18 - 34 follow at least one brand on social media. User follow brands because they find the content and information in social media campaigns valuable. Building trust

among customers is important and the way to accomplish this is through different communication processes via digital platforms

Awareness of a brand plays an important role in buying behaviour of a customer, it influences the purchase decision of customers and thus increases sales. Social media was used by 90 percent of U.S. companies for marketing purposes revealed a study. Brands have realised the benefits of social media. Social media branding is cost effective, measurable and more reachable. It helps you to target right audience and aids you strategize beforehand. Strategizing is easy as constant feedbacks through likes, comments and shares are measured.

Number of views, likes, comments and shares increases traffic to the website and people get to know about the presence of your company. Good content on these social networking sites keep customers attracted. Customers share their thoughts, recommendation, complains and suggestions which helps the brand to collect valuable feedback. The most dominant advantage of being present on social media is determination of the target audience. Social media branding also helps in relationship management, brand connects with the customer through its posts and updates. This also helps in retaining the customer. To entice customers and hence increase popularity these platforms provide discounts, gifts, passes, cash money etc. It has been also noticed that a strong media presence builds brand loyalty. According to a survey, Branding influences 20% of the B2B purchase decision.

Branding is building name of the company, making people identify you through your logo, and forming a positive image to draw clients. Aim of branding a product, service or company is to establish an important and distinguished existence in the marketplace which appeals and retains loyal customers. Around 40% of digital users use social media to explore products, services and brands. Branding strategy is dependent on a number of factors: market size, competitive situation, company resources, product newness, innovation and technology.

Traditional branding is an old conventional way of marketing that includes use of ads in newspaper, magazines, TV, radio, billboards etc. digital or social media marketing is marketing on platforms like Facebook, Instagram, Twitter, LinkedIn etc. It also includes pop ads on sites, click baits and direct promotional ads. In Comparison to traditional media, social media marketing is less expensive, measurable and helps in targeting the right audience. Online marketing promises higher engagement with the customers as the outreach of these platforms have increased. While in traditional marketing one cannot find out the reach. With new tools and software it is easy to design an advertisement in less time. One can also strategize after analysis of the feedbacks and views of customers.

### **Objective**

1. To analyse papers, articles and books that discussed branding and social media in last 10 years.
2. To determine countries that have contributed most in the findings related 'brand' and 'social media'
3. To determine most cited authors in past 10 years.
4. To determine the most influential sources for academic literature
5. To analyse the publishing trends in the field of branding and social media
6. To determine the influential publications in the field of branding and social media

### **Literature Review**

The importance of brand building is to make a positive impact in the minds of customers and help in strengthening of values and loyalty of a customer towards a brand. The competitive advantage for any brand is what it represents. Branding involves of theories like: perception, as the brand is observed; knowledge, as the mark is appreciated by awareness, attitude; as customers are continuously evaluating their views. (Aaker and

Joachimsthaler, 2000) (Aaker & Joachimsthaler, 2000). In study “Sponsoring, Brand Value, and Social Media” by ‘Patrocino, Valorizacion De La Marca Y Medios Sociales’ (2014) (Patrocino, 2014) it was found that a famous person sponsor sincerity impacts the observed importance and worth of the brand. Marketing activities through social media have an affirmative effect of customer’s value perspective of the brand. Customers who perceive they get more value become more loyal to the organisation. Interactive pages are run by consumers and they become agents by spreading messages of the company. Through these posts and activities, brand should control the effect of actions taken for marketing and improve productivity.

In a digital world consumers interact with brands through social networking sites, blogs, websites and videos. “A result of repeated interactions strengthen the psychological, emotional and physical investment” by Mollen and Wilson, (Mollen & Wilson, 2010) is called engagement. Interaction are counted through the number of likes, shares and comments. Although it is not an absolute measure but one can find a nearby number. According to Bowden (2009), “customer engagement is a successive psychological development that consumer go through to become dedicated towards the brand”.

Study “An evaluation of factors affecting Brand awareness in the context of social media Malaysia” (2013). (Shojaee & bin Azman, 2013) “suggests that evaluating factors like brand exposure, electronic word of mouth and customer engagement positively influences social media”. Customer engagement is an excellent way to increase brand awareness. Interactive features help to share thoughts and electronic word of mouth transfer information from one person to another. One can infer that it is imperative to use social media platforms to increase brand awareness for marketing strategies and to determine target audience.

In the study ‘Analysis of Bibliometric Term in Scopus’ by Ganjanan Khiste and Rajiv Rameshchandra Paithankar (Khiste & Paithankar, 2017) it is mentioned that earlier bibliometric was used for counting to evaluate and quantify the development of a subject. Now, it is used for valuation of scientific of scientific output, determination of various scientific output, collection of journals for libraries, predicting the research potential of a particular field etc. From the last decade it is used for qualitative analysis and statistics to refer to patters of publication. In the view of Borgman (Borgman, 2007) citations are imperative to a publications validity, and high citation rates by fellow researchers indicates the significance of study and its assistance. And according to a Canadian researcher a known and shared way for granting praise and respect in a discipline is through citations.

## **Methodology**

Keeping in mind the major objectives like to determine the most cited authors, key contributing countries and influential journals related to ‘brand’ and ‘social media’ in the past 10 years, a csv file of 1039 papers was first downloaded from Scopus. Keywords ‘brand’ and ‘social media’ were used to categorise papers. Keywords are present in the article title of the Scopus index journals. Scopus is repository of journals, articles, books and conferences where these papers are stored, it has modern tools to analyse research. With the Scopus data one can make research work efficient and effective. Quantitative analysis was carried out using the 481 papers derived from the keywords used. For analyses only first authors and their countries were studied and in some tables only quantity of paper published is used rather than quality. Bibliographic analysis was carried out using the Scopus data. A bibliometric analysis is a statistical analysis used to provide qualitative analysis of academic literature. It is an attempt to assess the quality of journals and authors. Aim is to analyse scientific productivity in an area of research which has a well-represented data. VOSviewer is a software tool that helps to create bibliometric networks/maps based on citations, bibliographic coupling, and co-occurrence linkages of significant keywords. In a network visualization, items are symbolised by a circle and its label. Weight of the item decides it label and circle size. A map consists of cluster which is a group of items. Clusters are according to the relationship between nodes and colours are used to define the density. Lines between the items represent links. Distance between the nodes indicates the relationship among them, smaller the distance greater is the similarity between two nodes.

## Results and Discussion

Through the analysis I have tried to find out the best work done over the past 10 years. One can use this research paper to study the work done in the area of 'social media' and 'branding' from the year 2010-2019

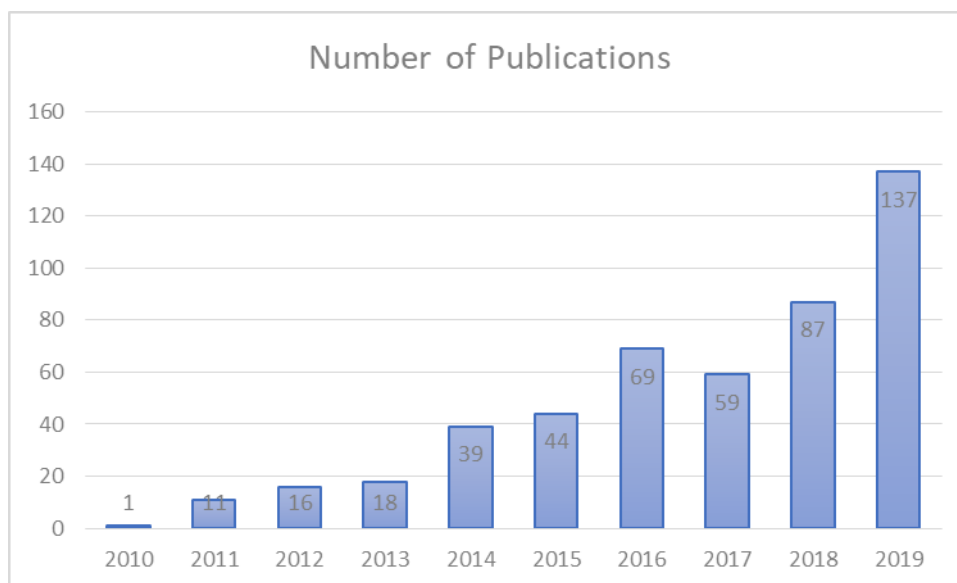


Figure 1- Year-wise frequency of publication (2010-2019)

Figure 1 depicts the frequency of publication from year 2010 to 2019. We see continuous rise in the number of publications with the years, except in the year 2017. With this trend we can say that Interest and necessity of Branding and social media grew each year starting from this decade onwards.

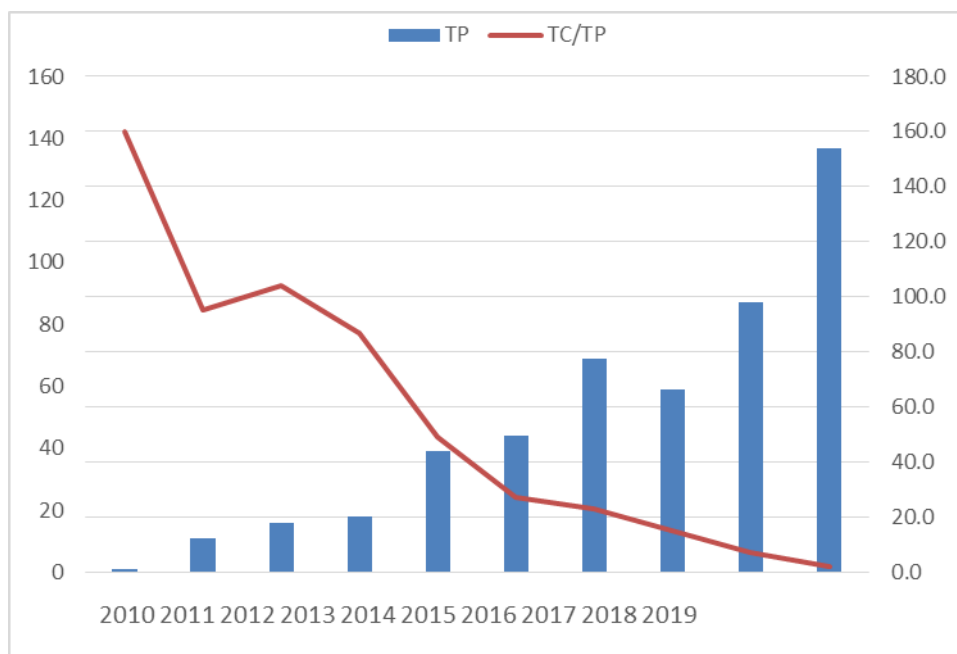


Figure 2- Year wise frequency of total citations and citations per publication per year (2010-2019)

The above graph depicts the increasing number of total publications (except from the year 2017) which indicates the growing demand of work in this area. The declining line shows total citations per total publications.

Citations increases with time and this is clear from the above graph as the recent years TC/TP is declining constantly.

Table 1: Distribution of citations by year (2010-2019)

Row Labels	>= 100	>= 50	>=40	>= 30	>= 20	>= 10	>= 5	<=5	Total Citations	Total papers	TC/TP
2010	160								160	1	160.0
2011	815	78	47	30	27	48		5	1050	11	95.5
2012	1524	75			24	26	6	11	1666	16	104.1
2013	1266	128	88	39	22		9	11	1563	18	86.8
2014	1331	196	120	68	120	41	12	23	1911	39	49.0
2015	420	385		219	27	117	21	13	1202	44	27.3
2016	415	347	183	156	189	225	48	32	1595	69	23.1
2017	255	65	86		184	155	88	46	879	59	14.9
2018		91	45	68	50	139	128	75	596	87	6.9
2019					20	94	35	132	281	137	2.1
Total	6186	1365	569	580	663	845	347	348	10903	481	

Through this table we have tried to find out citation in each year to find out the top year to record the maximum citations. As depicted in the chart the number of citations have increased every year except the year 2017. Highest number of publications is seen in the year 2019. And if we look at citations per publication every year, the maximum number recorded was in the year 2010. We can decide which has the best year been for publishing a paper on the basis of number of citations. Citation count is the number of times an article gets cited by other articles, papers, books etc. Citation also depends on the number of people working in that area. Citations are considered as the indirect measure of use and a measure of paper's visibility.

Table 2: Top 20 productive countries in three different periods

Country	TP	TC	TC/TP
United states	92	3059	33
India	35	293	8
United Kingdom	28	981	35
Australia	20	442	22
China	18	430	24
Canada	16	1054	66

Germany	16	384	24
Korea	15	288	19
France	14	227	16
Poland	13	233	18
Italy	12	189	16
Finland	8	366	46
Portugal	8	131	16
Zealand	6	659	110
Singapore	6	571	95
Netherlands	6	149	25
Austria	4	182	46
Switzerland	3	201	67
Norway	3	179	60
Greece	3	147	49

The above table gives the contribution of countries in terms of total citation and total publications in the research of branding and social media. We rank the countries according the total publication as it conveys which country has done the maximum work in that discipline. It is seen that major contribution is from the country of United States. Total publication from USA till 2019 were 92 in the field of Brand and social media. India with total publication of 35 till 2019 holds the second position of being the most influential country. This table is made to find out the best work done in terms of publication by different countries using first authors and their countries.

Table 3: Top 20 most Influential Journal ranked according to TC and TP

Journal	TP	TC	TC/TP
“Information Systems Research”	1	512	512
“Tourism Management”	2	295	148
“Management Research Review”	4	569	142
“Journal of Interactive Marketing”	10	1347	135
“Corporate Communications: An International Journal”	1	126	126
“International Journal of Information Management”	5	530	106

Journal	TP	TC	TC/TP
“Industrial Marketing Management”	6	506	84
“Journalism”	1	78	78
“Computers in Human Behaviour”	14	956	68
“Journal of Marketing Analytics”	1	60	60
“Telematics and Informatics”	2	113	57
“ICMR 2014 - Proceedings of the ACM International Conference on Multimedia Retrieval 2014”	1	56	56
“Journal of Consumer Research”	2	102	51
“Journal of Product and Brand Management”	11	550	50
“International Journal of Research in Marketing”	5	243	49
“Journal of Non-profit and Public Sector Marketing”	1	47	47
“Business Horizons”	8	374	47
“Public Relations Review”	1	46	46
“Journal of Business Research”	23	1054	46
“Journal of Global Fashion Marketing”	7	317	45

We tried to find out the most influential sources according to Total citations over total publications. Although Computers in Human behaviour had 14 publications it was ranked at 9<sup>th</sup> spot as it has less citations (TC). Journal of Interactive marketing holds good numbers both in TC and TP but Information system research with only one publication and 512 total citations holds the 1<sup>st</sup> rank. This indicates impact of that journal, the quality that journal holds

Table 4(a): Top 20 most Influential authors ranked according to TC

Highest TC								
	Authors	TP	TC	TC/TP	Authors	TP	TC	TC/TP
1.	“Kim A.J. (Kim & Ko, 2010) (Kim & Ko, 2012)”	2	698	349	11. “Gensler S. (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013)”	1	279	279

Highest TC								
	Authors	TP	TC	TC/TP	Authors	TP	TC	TC/TP
2.	“Hollebeek L.D. (Hollebeek, Glynn, & Brodie, 2014)”	1	645	645	12. “Schivinski B. (Schivinski & Dabrowski, 2015) (Schivinski & Dabrowski, 2016) (Schivinski, Langaro, & Shaw, 2019) (Schivinski, Muntinga, Pontes, & Lukasik, 2019)”	5	212	42
3.	“Laroche M. (Laroche, Habibi, Richard, & Sankaranarayanan, 2012) (Laroche, 2013)”	2	607	304	13. Bruhn M. (Bruhn, Schoenmueller, & Schäfer, 2012)	1	199	199
4.	“Goh K.-Y. (Goh, Heng, & Lin, 2013)”	1	512	512	14. Harrigan P. (Harrigan P. , Evers, Miles, & Daly, 2018)	2	196	98
5.	“Michaelidou N. (Michaelidou, Siamagka, & Christodoulides, 2011)”	1	368	368	15. Hutter K. (Hutter, Hautz, Dennhardt, & Füller, 2013)	1	170	170
6.	“Gummerus J. (Gummerus, 2012)”	1	354	354	16. Labrecque L.I. (Labrecque, 2014)	1	169	169
7.	“Fournier S. (Fournier & Avery, 2011)”	1	321	321	17. Phua J. (Phua & Ahn, 2016) (Phua, Jin, & Kim, 2017) (Phua & Kim, 2018)	3	134	45
8.	“Habibi M.R. (Habibi, Laroche, & Richard, 2014) (Habibi, Laroche, & Richard, 2014) (Habibi, Laroche, & Richard, 2016)”	3	306	102	18. Tsimonis G. (Tsimonis & Dimitriadis, 2014)	1	134	134
9.	“Hudson S. (Hudson, 2014) (Hudson, Roth, Madden, & Hudson, 2015) (Hudson, Huang, Roth, & Madden, 2016)”	3	302	101	19. Godey B. (Godey, et al., 2016)	1	132	132
10.	“Dessart L. (Dessart, Veloutsou, & Morgan-Thomas, 2015) (Dessart, Aldás-Manzano, & Veloutsou, 2019)”	2	284	142	20. Singh S. (Singh & Sonnenburg, 2012)	1	131	131



The above table is made to showcase the most Influential first authors in the area of social media and brand from the year 2010-2019. In this table highest citations is chosen as the criteria for most Influential authors. Citations are regarded as a measure of usefulness, impact or influence of the paper. In the above table Kim A.J has the highest TC, and is ranked first with 2 publications the field of brand and social media.

**Table4 (b): Top 20 most Influential authors ranked according to TP**

Highest TP									
	Authors	TP	TC	TC/TP		Authors	TP	TC	TC/TP
1.	“Kucharska W. (Kucharska, 2017) (Kucharska & Thomas, 2017) (Kucharska, Brunetti, Confente, & Mladenovic, 2018) (Kucharska & Firgolska, 2018) (Kucharska, 2018)”	6	14	2	11.	“Kim A.J. (Kim & Ko, 2010) (Kim & Ko, 2012)”	2	698	349
2.	“Schivinski B. (Schivinski & Dabrowski, 2015) (Schivinski & Dabrowski, 2016) (Schivinski, Langaro, & Shaw, 2019) (Schivinski, Muntinga, Pontes, & Lukasik, 2019) (Schivinski, 2019)”	5	212	42	12.	“Laroche M. (Laroche, Habibi, Richard, & Sankaranarayanan, 2012) (Laroche, 2013)”	2	607	304
3.	“Kamboj S. (Kamboj & Rahman, 2016) (Kamboj, Yadav, & Rahman, 2017) (Kamboj & Sarmah, 2018) (Kamboj & Rahman, 2018) (Kamboj, Sarmah, Gupta, & Dwivedi, 2018)”	5	124	25	13.	“Dessart L. (Dessart, Veloutsou, & Morgan-Thomas, 2015) (Dessart, Aldás-Manzano, & Veloutsou, 2019)”	2	284	142
4.	“Carah N. (Carah, Brodmerkel, & Hernandez, 2014) (Carah, 2017) (Carah & Angus, 2018)”	4	81	20	14.	“Harrigan P. (Harrigan P. , Evers, Miles, & Daly, 2017) (Harrigan P. , Evers, Miles, & Daly, 2018)”	2	196	98
5.	“Habibi M.R. (Habibi, Laroche, & Richard, 2014) (Habibi, Laroche, & Richard, 2014) (Habibi, Laroche, & Richard, 2016)”	3	306	102	15.	“Phan M. (Phan, Thomas, & Heine, 2011) (Phan & Park, 2014)”	2	84	42

Highest TP									
	Authors	TP	TC	TC/TP		Authors	TP	TC	TC/TP
6.	“Hudson S. (Hudson, 2014) (Hudson, Roth, Madden, & Hudson, 2015) (Hudson, Huang, Roth, & Madden, 2016)”	3	302	101	16.	“Su N. (Su, John Mariadoss, & Reynolds, 2015) (Su, Reynolds, & Sun, 2015)”	2	62	31
7.	“Phua J. (Phua & Ahn, 2016) (Phua, Jin, & Kim, 2017) (Phua & Kim, 2018)”	3	134	45	17.	“Chu S.-C. (Chu & Sung) (Chu, Chen, & Sung, 2016)”	2	60	30
8.	“Zhang K.Z.K. (Zhang, Wang, & Zhao, 2014) (Zhang, Benyoucef, & Zhao, 2015) (Zhang, Barnes, Zhao, & Zhang, 2018)”	3	51	17	18.	“Xie K. (Xie & Lee, 2014) (Xie & Lee, 2015)”	2	57	29
9.	“Popp B. (Popp & Woratschek, 2016) (Popp, Wilson, Horbel, & Woratschek, 2016) (Popp, Germelmann, & Jung, 2016)”	3	50	17	19	“de Vries L. (de Vries, S., & Leeftang, 2017) (de Vries, Peluso, Romani, Leeftang, & Marcati, 2017)”	2	50	25
10.	“Jayasingh S. (Jayasingh & Venkatesh, 2015) (Jayasingh & Venkatesh, 2016) (Jayasingh, 2019)”	3	17	6	20.	“Ismail A.R (Ismail, 2017) (Ismail, Nguyen, & Melewar, 2018)”	2	49	25

The criteria for this table is highest publications. Number of publications in a field by an author determines his hard work and passion. This list ranks authors according to the number of publications as first authors. Kucharska W. ranks the top position with 6 papers as first author. Followed by Schivinski B. and Kamboj S. with 5 and 4 publications respectively. Citation score increases gradually with the number of years after publishing. Also, Citation also depend on the area one is working upon. This table gives credit to the hard work invested by these authors in the field of branding.

Table 5 - Top 20 most cited publications according to TC

Rank	Title	Authors	Year	Cited By	TC/Year
1	“Consumer brand engagement in social media: Conceptualization, scale development and validation”	“Hollebeek L.D., Glynn M.S., Brodie R.J. (Hollebeek, Glynn, & Brodie, 2014)”	2014	645	92

Rank	Title	Authors	Year	Cited By	TC/ Year
2	"Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand"	"Kim A.J., Ko E. (Kim & Ko, 2012)"	2012	538	60
3	"Social media brand community and consumer behaviour: Quantifying the relative impact of user- and marketer-generated content"	"Goh K.-Y., Heng C.-S., Lin Z. (Goh, Heng, & Lin, 2013)"	2013	512	64
4	"Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands"	"Michaelidou N., Siamagka N.T., Christodoulides G. (Michaelidou, Siamagka, & Christodoulides, 2011)"	2011	368	37
5	"Customer engagement in a Facebook brand community"	"Gummerus J., Liljander V., Weman E., Pihlström M. (Gummerus, 2012)"	2012	354	39
6	"The uninvited brand"	"Fournier S., Avery J. (Fournier & Avery, 2011)"	2011	321	32
7	"To be or not to be in social media: How brand loyalty is affected by social media?"	"Laroche M., Habibi M.R., Richard M.-O. (Laroche, 2013)"	2013	305	38
8	"The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty"	"Laroche M., Habibi M.R., Richard M.-O., Sankaranarayanan R. (Laroche, Habibi, Richard, & Sankaranarayanan, 2012)"	2012	302	34
9	"Managing brands in the social media environment"	"Gensler S., Völckner F., Liu-Thompkins Y., Wiertz C. (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013)"	2013	279	35
10	"Consumer engagement in online brand communities: A social media perspective"	"Dessart L., Veloutsou C., Morgan-Thomas A. (Dessart, Veloutsou, & Morgan-Thomas, 2015)"	2015	276	46
11	"Are social media replacing traditional media in terms of brand equity creation?"	"Bruhn M., Schoenmueller V., Schäfer D.B. (Bruhn, Schoenmueller, & Schäfer, 2012)"	2012	199	22
12	"The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook"	"Hutter K., Hautz J., Dennhardt S., Fuller J. (Hutter, Hautz, Dennhardt, & Fuller, 2013)"	2013	170	21
13	"Fostering consumer-brand relationships in social media environments: The role of parasocial interaction"	"Labrecque L.I. (Labrecque, 2014)"	2014	169	24.
14	"Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention"	"Kim A.J., Ko E. (Kim & Ko, 2010)"	2010	160	15
15	The roles of brand community and community engagement in building brand trust on social media"	"Habibi M.R., Laroche M., Richard M.-O. (Habibi, Laroche, & Richard, 2014)"	2014	159	23

Rank	Title	Authors	Year	Cited By	TC/ Year
16	"Customer engagement with tourism social media brands"	"Harrigan P., Evers U., Miles M., Daly T. (Harrigan P., Evers, Miles, & Daly, 2017)"	2017	151	38
17	"The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors"	"Hudson S., Huang L., Roth M.S., Madden T.J. (Hudson, Huang, Roth, & Madden, 2016)"	2016	148	30
18	"The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees"	"Hudson S., Roth M.S., Madden T.J., Hudson R. (Hudson, Roth, Madden, & Hudson, 2015)"	2015	144	24
19	"The effect of social media communication on consumer perceptions of brands"	"Schivinski B., Dabrowski D. (Schivinski & Dabrowski, 2016)"	2016	135	27
20	"Brand strategies in social media"	"Tsimonis G., Dimitriadis S. (Tsimonis & Dimitriadis, 2014)"	2014	134	20

In the table below publications of years 2014, 2013 and 2012 are dominant. It's visible that publications of years 2018, 2019 didn't seize any position in the most cited publication. The highest cited paper is cited by 645 papers. Tc/year is calculated to give equal chances to papers published in recent years. The paper Consumer brand engagement in social media: Conceptualization, scale development and validation ranks first in the table. It is a combined effort of the authors: Hollebeek L.D., Glynn M.S., Brodie R.J (Hollebeek, Glynn, & Brodie, 2014)

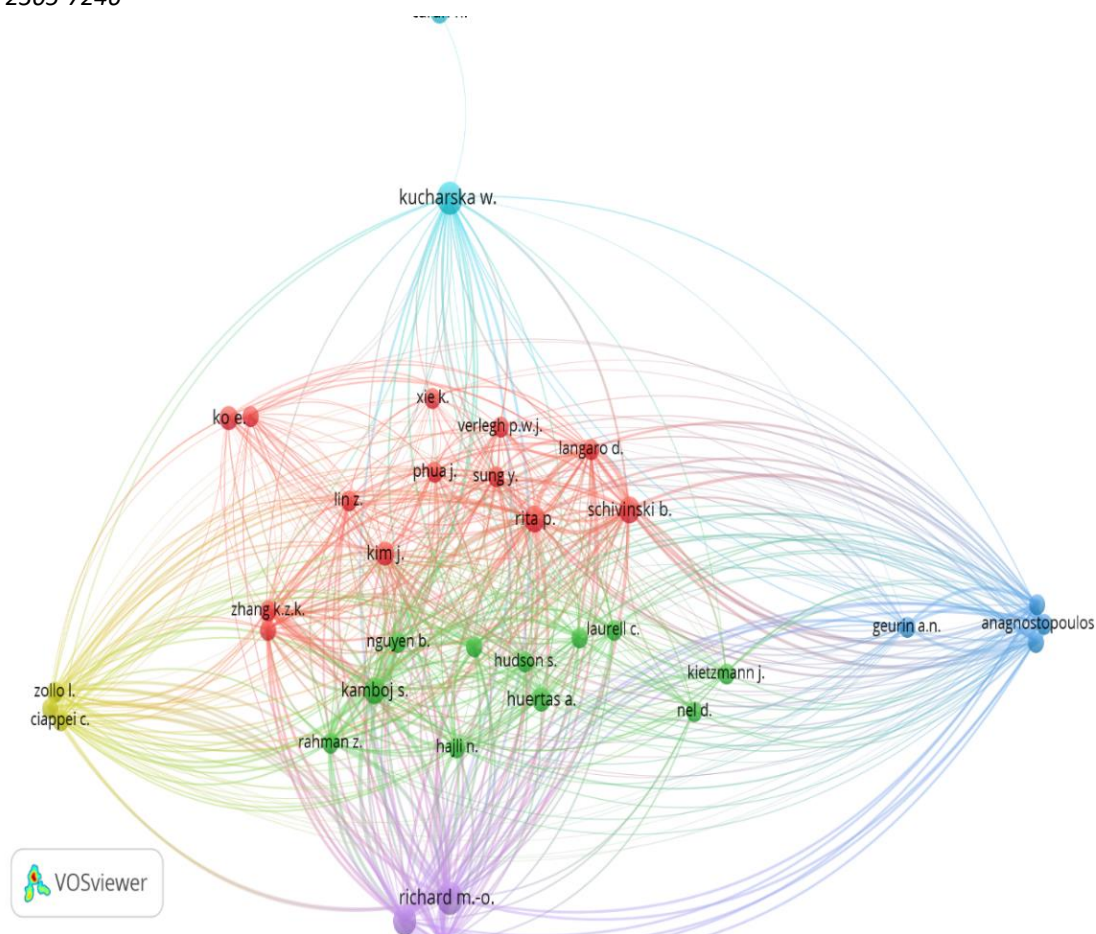


Figure 3- Bibliographic coupling of authors

The above map made on VOSviewer depicts Bibliographic coupling of authors. To create this map with the least number of documents taken into consideration per author were 3. 36 authors were connected to derive the above map. By definition, “Bibliographic coupling is when two articles reference a common third article in their bibliographies.” It is a possibility that both works treat a correlated subject matter or both mention one or more documents in common. Citation analysis is done to form a connection between documents. Likewise, two authors are coupled bibliographically if the reference lists (collectively) of their particular works each refers to a common document. Each circle represents an author and colour of each cluster represents a similar topic. Smaller the lines more related they are with each other

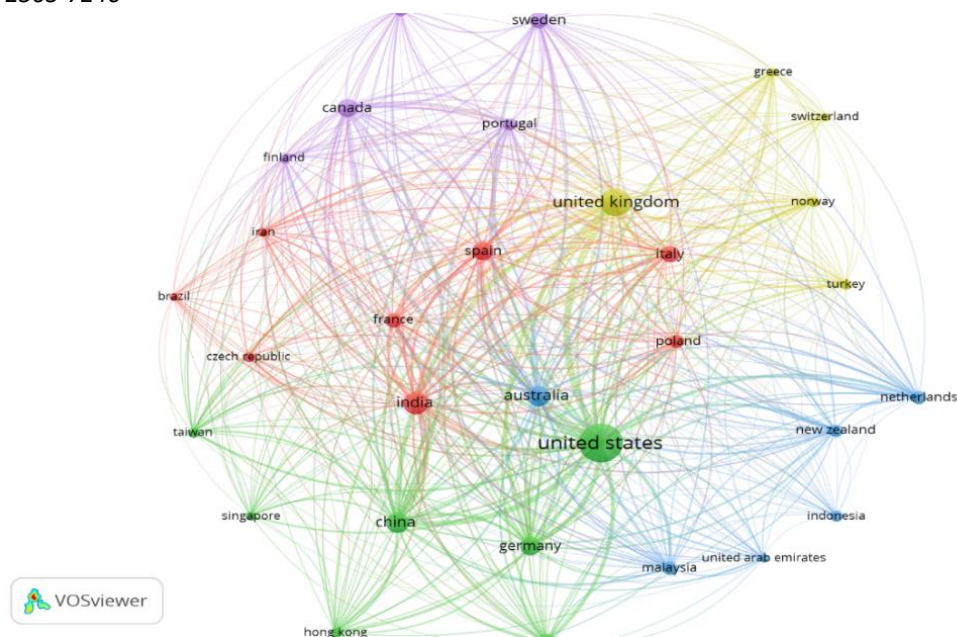


Figure 4- Bibliographic coupling of countries

Usually defined, “Bibliographic analysis like co-citation is a similarity measure that uses citation analysis to establish a similarity relationship between documents. Two documents are bibliographically coupled if they both cite one or more documents in common.”

The above map depicts Bibliographic coupling of countries. To create this map the least number of documents considered for a country are 5. While, 31 connected countries were displayed. Each cluster represents different country

For two authors who are bibliographically coupled, their coupling strength grows with citations to the other documents that they share.

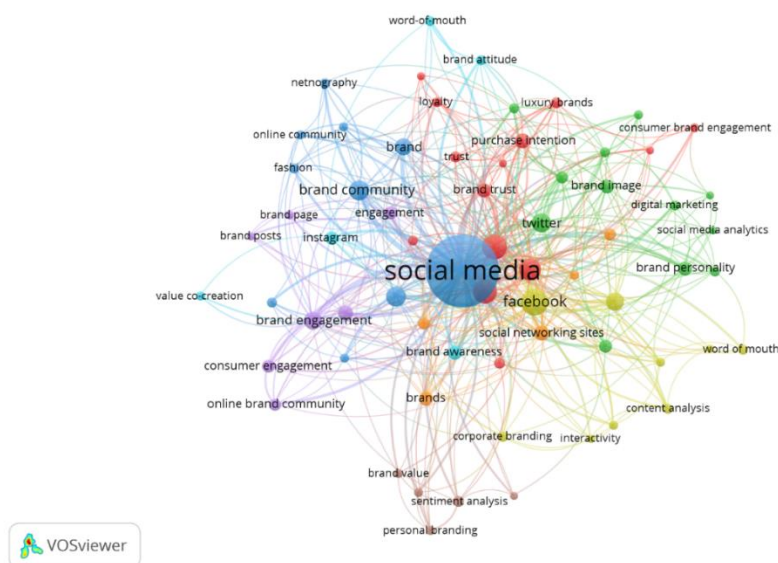


Figure 5- Co-occurrence of author keywords

Figure depicts Co- occurrence of author keywords. To create this map minimum occurrences of a keyword was taken as 5 and 67 items or keywords were connected. Social media is the most frequently occurring word used by authors and has links with 9 other keywords including brand community, Instagram, online community, brand etc. Facebook, brand community, brand, twitter, brand awareness are some other repeated keywords. Each cluster depicts a particular keyword, colours of clusters and lines joining these clusters illustrate the connection between them.

## Conclusion

Increasing number of publications related to social media and brand each year proves the growing importance of Social media branding. Curiosity in the area of social media, Facebook, Instagram and social networking sites was observable as these were the most used keywords seen in the titles used by authors.

With the help of this paper we found out the changing trends in the area of work by researchers. It's noticeable that in the last 10 years (2010-2019) a lot of work has been done in the area of social media and branding. From 2010 to 2014, work focused on usage, barriers, exploration, performance etc. of social media for branding.

But the period 2015-2019 saw a change in the research concentration, researchers studied customer engagement factors, different ways of communication on social networking sites, how to engage customers on social media, social media strategy etc.

Among the prominent authors according to table 4(a) we must mention authors: Kim A.J (Kim & Ko, 2010; Kim & Ko, 2012), Hollebeek L.D (Hollebeek, Glynn, & Brodie, 2014), Laroche M. (Laroche, Habibi, Richard, & Sankaranarayanan, 2012) (Laroche, To be or not to be in social media: How brand loyalty is affected by social media?, 2013) For their excellent work.

USA has been a major player in publishing papers in the area of branding and social media followed by India.

The research paper 'Consumer brand engagement in social media' by Hollebeek L.D., Glynn M.S., Brodie R.J. (Hollebeek, Glynn, & Brodie, 2014) was the most cited paper with around 645 citations.

VOS viewer was used to visualise maps of bibliographic coupling of authors and countries. Co-occurrence of author keywords was studied to get a clear picture of the most repeated words and hence the area, social media, brand engagement were the most repetitive words.

For future studies one can find new ways to communicate through social media as branding will be more focused on experience and emotions. Brands will be known for the emotions and experience associated with it, and how they display it. Real, relevant and meaningful content would be given significance rather than artificial stories by celebrities. One can also find parameters other than likes, shares, comments to evaluate the best social media page.

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