

# Bibliometric Insights into TV Advertising Research: Trends, Challenges, and Continued Relevance in the Digital Age

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DOI: <https://doi.org/10.29358/sceco.v0i39.578>

How to cite: Nichifor, B., Zait, L., & Timiras, L. (2024). Bibliometric Insights into TV Advertising Research: Trends, Challenges, and Continued Relevance in the Digital Age. *Studies and Scientific Researches. Economics Edition*, 39. <https://doi.org/10.29358/sceco.v0i39.578>

Received: Jan 2024

Accepted: July 2024

## Abstract

*Bibliometric analysis has been employed for several years across various fields to identify the existing body of science related to a specific discipline or topic. However, such a research approach has not been applied to TV advertising. This article proposes the use of bibliometric analysis to discern trends in research activity related to TV advertising. The motivation for this approach stems from the fact that traditional media advertising is currently facing "pressure" from online platforms. This pressure is evident not only from the perspective of companies and their communication strategies but also in terms of research emphasis. We sought to determine whether researchers still maintain an interest in this subject. Through our analysis, we found that TV advertising remains a topic of interest for researchers. Moreover, their focus aligns with a pragmatic philosophy, emphasizing areas such as impact, communication, media, and consumption – topics that are crucial when deliberating about budgets and communication ROI.*

## Keywords

advertising research, TV advertising, bibliometric analysis, thematic analysis, motor themes

## Introduction

An article published in the esteemed Harvard Business Review in 2022 predicted a resurgence in traditional advertising expenditures, both in volume and significance within marketing budgets. This prediction was based on certain factors related to the dynamics between traditional advertising and digital marketing, as well as the characteristics of the marketing environment (Moorman et al., 2022). The article delved into traditional advertising mediums such as television, radio, print, and cinema. Such a perspective is particularly noteworthy, especially when much of the prevailing discourse, including in the business and marketing sectors, is heavily intertwined with digital trends. The most immediate step to validate such a claim would be to examine market data to ascertain whether the trend aligns with reality.

Our findings indicate that current trends in the advertising market do not confirm the resurgence of traditional advertising, at least for now. When examining major traditional media, such as television, the data reveal either a modest growth in advertising investments—+1.6% in 2022 compared to 2021 and +3.7% in 2023 compared to 2022 (as per the Global Ad Spend 2022 Forecast by Dentsu International, 2022)—or a short-term decline, with a decrease of -3.7% in 2022 compared to 2021 and -4.3% in 2023 compared to 2022 (McDonald, 2022). In contrast, digital advertising expenditures have seen more robust growth, with an increase of +15.4% in 2021 compared to 2020, as reported by Ad Age Datacenter (2020). While specific figures might vary, the upward trend for digital media is unmistakable. Furthermore, over the past 30 years, consumer markets and their associated marketing strategies have been shaped by the characteristics and evolution of digital media.

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According to the author, the factors that drive this trend are breaking through digital clutter, leveraging consumers' trust in traditional advertising, preparing for the decline of third-party cookies, tapping into the burgeoning podcasting medium, harnessing the digital boost from traditional media, refining brand-market fit, and re-evaluating digital effectiveness (Moorman et al., 2022). Interestingly, while some of these factors are emerging, others have been present in the landscape for a while. Their lack of pronounced impact might be attributed to the absence of synergy until now. Thus, these factors alone do not provide a compelling argument for a shift back to traditional advertising.

The overarching question persists: Is traditional advertising poised for a comeback? If it is, we will likely witness the trends in the coming years in markets where investment patterns will reveal advertisers' media preferences. However, beyond this potential resurgence, we were prompted to explore further. How has researchers' interest in traditional advertising evolved? After reigning supreme for half a century, has traditional advertising (especially TV) retained its allure over the past 30 years? In this era marked by digital interactivity and the digital advertising hype, where does this interest lie? Have there been groundbreaking theories that might position traditional media above digital media, at least in the advertising realm? Do studies validate the aforementioned factors? We deemed these questions significant enough to warrant an article's focus.

### **Theory and practices in digital time**

Nearly three decades have elapsed since the commercial advent of the Internet, with 1994 marking the debut of the first online banner advertisement. In this span, the business and media landscapes have evolved rapidly. Prominent multinational corporations such as Apple, Alphabet, Meta, and Amazon have risen as pivotal entities in today's economy, with their business models deeply rooted in or closely aligned with digital media (Kannan & Li, 2017).

The profound impact of the Internet on contemporary global operations is evident. Focusing specifically on the business sector, data indicate that 64.4% of the global population, translating to 5.16 billion users, accessed the Internet as of January 2023 (Petrosyan, 2023). Furthermore, global online expenditures on goods and services are forecasted to soar to 8.1 trillion USD by 2026 (Chevalier, 2022).

From a marketing standpoint, the worldwide advertising market is poised to expand by 5.4%, reaching USD 778.6 billion in 2023, with an anticipated subsequent growth of 5.1% in 2024. In 2022, America led in advertising outlays, accounting for \$329.6 billion, marking it as a dynamic region with a 13.1% growth in spending. Additionally, other markets, particularly emerging ones, are experiencing robust growth. For instance, India's advertising expenditure surged by +16.0% YOY, surpassing the growth rate of the United States (+12.8%), while Brazil trailed closely with a +9.0% increase (Global Ad Spend 2022 Forecast | Dentsu International, 2022).

The digital revolution is undeniably reshaping the dynamics between consumers and businesses. Many companies are already transitioning to fully digital customer interactions, blurring the lines between online and offline engagements (van Belleghem, 2015). Consequently, advancements in digital technologies and devices, including smartphones, smart products, the Internet of Things (IoT), artificial intelligence, and deep learning, are set to bring about transformative changes in consumer lifestyles in the foreseeable future (Kannan & Li, 2017).

Technological advancements in mass media have not only led to the rise of online advertising but also reshaped the advertising industry. A notable shift has been the competition between traditional media outlets, such as TV, newspapers, and radio, and newer platforms, such as cable, the Internet, and mobile devices (Deleersnyder et al., 2002). While industry professionals debated the rivalry among these media forms (Esteban-Bravo et al., 2015), scholars examined the structural effects of new media on the industry, given the evident changes (Kelly et al., 2010). This sparked questions about the role and relevance of various media platforms, such as whether the Internet complements or replaces traditional media and the continued significance of TV in advertising (Esteban-Bravo et al., 2015).

Some authors have found that traditional media will not be replaced by online media, but rather, the latter will be used to supplement messages in traditional media (Nguyen & Western, 2006; Hanekom & Scriven, 2002). Traditional media may not be as cost-effective as online advertising, but it is more workable if advertisers want to make an enormous impact quickly, as it presents concentrated forms of advertising (Hanekom & Scriven, 2002). This aspect is confirmed by other research that shows that traditional media is still seen as more effective in building general awareness, while new media

are better at attracting smaller but more "reactive" audiences, with similar behaviors and interests. In this context, advertisers must prioritize when arbitrating between media (Truong et al., 2010).

In such a dynamic that characterizes the advertising market and the forms preferred by advertisers, the article argument in the introduction makes sense, and the questions that arise from it are common sense. However, these aspects are only the reason behind our analysis. Returning to traditional advertising, namely, TV advertising, we found it interesting to see what the academy has done in these almost 30 years of digitization of the advertising approach. Has the interest been maintained, or has it moved toward what is currently in the plan, namely, digital advertising? Assessing the current state of TV advertising research is important because it also provides both a historical perspective and a look into the future.

If in the case of online advertising, there is an analysis of the research carried out in recent years, in the case of TV advertising, we did not have a systematic record of the efforts of recent years. This is where our article comes in, which fulfills multiple roles. First, it highlights the evolution of interest in research in TV advertising, given that, from a practical perspective, the approach is still interesting. Second, the article contributes to the identification of the most relevant topics of interest addressed in the research on TV advertising. Third, the article tries to identify congruent points in scientific research on TV and online advertising.

Using bibliometric analysis and its specific tools, we propose to answer the following research questions:

RQ1 What is the conceptual body and its structure developed in the last 20 years?

RQ2 What were the driving themes in TV advertising research that propelled the field forward?

RQ3 Is there an overlap between TV advertising research and online advertising research in recent years?

We chose as the analysis period the last 20 years, considering it as the real evolution of everything that meant digital marketing communication took place after 2000, the dot.com crisis being the start of a relatively "healthy" evolution in the industry.

## Methods and data

Bibliometric analysis has become popular in recent years in the field of scientific research (Aksu & Guzeller, 2019). According to the first definition given by Pritchard, bibliometric analysis was defined as "the application of statistical and mathematical methods to books and other communication tools". Van Leeuwen (2004) defines bibliometric analysis as the quantitative measurement of qualitative characteristics, with the number of citations made to an article being accepted as an indicator of the article's impact on the scientific community (Aksu & Guzeller, 2019).

We followed the recommended steps for conducting a bibliometric analysis based on recent works that offer step-by-step guides and suggestions. These steps include the following: 1. Defining the aim and scope of the bibliometric study; 2. Selecting the techniques for bibliometric analysis; 3. Collecting the data for the analysis; 4. Conducting the bibliometric analysis and reporting the findings (Mukherjee et al., 2022).

At present, bibliometric analysis is employed to map the relationships among journals and other scientific communication channels and to ascertain the topic flow across disciplines. Researchers utilize bibliometric analysis for various purposes, such as identifying emerging trends in article and journal performance, pinpointing collaboration patterns and research components, and examining the intellectual structure of a specific field in the literature (Donthu et al., 2021).

Bibliometric analysis deals with a vast volume of data, often in the hundreds or thousands. These data are objective, encompassing metrics such as the number of citations, publications, and occurrences of keywords and topics. However, interpretations of these data can be based on both objective assessments, such as performance analysis, and subjective evaluations, such as thematic analysis, determined by specific techniques and procedures. In essence, bibliometric analysis is instrumental in decoding and mapping the accumulated scientific knowledge and evolutionary subtleties of established fields. It provides a structured understanding of extensive unstructured data (Donthu et al., 2021).

## Bibliometric analysis techniques

Bibliometric analysis is divided into two primary procedures: performance analysis and scientific mapping (Li et al., 2019; Cobo et al., 2011; Zupic & Cater, 2015). Performance analysis evaluates the

contributions of various research elements, whereas scientific mapping delves into the relationships among these elements (Donthu et al., 2021). As highlighted, bibliometric techniques infuse quantitative precision into the otherwise subjective assessment of literature (Zupic & Čater, 2015). Performance analysis scrutinizes the contributions of research components within a specific domain (Cobo et al., 2011). This type of analysis is prevalent in most reviews, even those that do not delve into scientific mapping. It is a standard practice in reviews to showcase the performance of different research entities, such as authors, institutions, countries, and journals (Donthu et al., 2021). Numerous metrics exist for performance analysis. Key metrics include the number of publications and citations per year for each research entity. Here, the number of publications serves as an indicator of productivity, while citations reflect impact and influence. Other metrics, such as citations per publication and the h-index, amalgamate both citations and publications to gauge the performance of research elements. Despite its descriptive nature, this analysis underscores the significance of various components within a research domain (Donthu et al., 2021).

Science mapping examines the relationships among the various elements of research (Baker et al., 2021; Cobo et al., 2011). This specific analysis focuses on the intellectual interactions and structural ties between these research components (Donthu et al., 2021). Science mapping is an amalgamation of classification and visualization techniques. Its primary objective is to depict the structure of a research domain by categorizing elements (such as documents, authors, journals, and terms) into distinct groups. This classification is then visually represented to provide a clear overview of the research landscape (Zupic & Čater, 2015).

The tools employed in scientific mapping encompass citation analysis, co-citation analysis, bibliographic coupling, co-word analysis, and coauthorship analysis. These methods utilize bibliographic data sourced from publication databases to craft comprehensive structural depictions of scientific domains.

### **Data collection**

We used Web of Science as a source of data because of its ability to retrieve reliable, high-quality peer-reviewed articles from the most reputable journals (Rialti et al., 2019). Although, compared to SCOPUS, the citation analysis includes fewer articles, WOS provides better graphics and a more detailed citation analysis (Falagas et al., 2008). The Web of Science Core Collection does not include papers written in magazines or nonscientific journals (Caputo et al., 2018).

The search process was performed using the "subject search" option. The identification of the most relevant works was carried out using four terms - "television advertising", "TV advertising", "television advert \*", "TV advert \*" - and a Boolean operator "OR". To generate results closer to our needs, we selected the type of paper - article, the language used - English, and the subject categories - business, communication, economics, and management. We have included in the search the subject categories that, in our opinion, are most likely to present the subject of TV advertising from a business perspective. Moreover, we refined the results using the last 20 years - 2003-2022 as the analysis interval, considering that they are relevant enough for what the recent past of TV advertising meant. The search resulted in 453 works, and the cleaning process only involved correcting the publication date of two articles, which were listed as being published in 2023, although one of the search criteria limited the process to 2022.

After the search, from the 453 works, according to the WOS classification, we have 265 articles, i.e., 58,499%, belonging to the business field; 229 articles, i.e., 50,552%, belonging to the communication field; 60 articles, i.e., 13,245%, belonging to the economics field; and 30 articles, i.e., 6,623%, belonging to the field of management. As seen, a paper can simultaneously be part of several categories. Additionally, these four areas are the most important from the perspective of the number of articles generated.

As stated, the main purpose of this paper is to perform an analysis of the performance of research in TV advertising, to map science in the field and to analyze the thematic evolution of the research field. For the analysis, we used bibliometrix along with the Biblioshiny package, which is an application that provides a web interface for bibliometrix (Aria & Cuccurullo, 2017). Using this combination, we were able to generate data and review the performance of the research and to map the knowledge about TV advertising. Bibliometrix, which operates in the R software environment for statistical calculations to perform bibliometric analyses, has among its advantages: flexibility in managing vast heterogeneous data, rich data visualization facilities, and cost-effectiveness as open-source software. (Das et al., 2023).

## Results and discussion

Table 1 shows the main statistical data generated following the search process; thus, we have 453 articles included in this study, published in 177 sources (journals). We can see a relatively important interest in the field if we were to express it by the annual number of published articles, which in the 20 years analyzed had an average growth rate of 8.24. The average number of co-authorships per document is 2.68. As a field that sometimes presents a strong multidisciplinary dimension, multi-authorship is prominent. Of the 453 articles, only 73 have a single author, representing only 16.11% of the total. The average number of citations per document is 20.33.

Table 1 Main information extracted from WoS

MAIN INFORMATION ABOUT DATA	Results
Timespan	2003:2022
Sources (Journals, Books, etc.)	177
Documents	453
Annual Growth Rate %	8.24
Document Average Age	8.47
Average citations per doc	20.33
References	17154
Authors	994
Authors of single-authored docs	67
Single-authored docs	73
Co-authorships per Doc	2.68
International co-authorships %	19.65

### Bibliographic coupling

The answer to the first research question aims to help identify the conceptual structure of the TV advertising field. Analysis carried out in this sense facilitates the discovery of key concepts, their mutual interconnection, and themes that build the field.

Bibliographic coupling is a scientific mapping technique that works on the premise that two publications that share common references are also similar in their content (Kessler, 1963; Schiuma et al., 2023; Samiee & Chabowski, 2021). The analysis focuses on dividing publications into thematic clusters based on common references and is best used within a certain time frame (Zupic & Čater, 2015). Topic clusters are formed based on cited publications, and thus, recent and niche publications can gain visibility through bibliographic coupling. In this sense, bibliographic coupling is suitable for scholars who want to discover a broad spectrum of topics and their latest developments. Therefore, the analysis can provide a representation of the present research field (Donthu et al., 2021; Aria & Cuccurullo, 2017).

With the Biblioshiny package, we derived a structure comprising seven clusters from a total of 399 articles, with 54 articles remaining unassociated with any of these clusters.

Table 2 Clusters generated using bibliographic coupling

No.	Label of the cluster	Freq.	Centrality	Impact	Interpretation
1	women - conf 90.5% commercials - conf 31.7% men - conf 100%	60	0,242172119	1,401846419	This cluster suggests that there is a strong connection between the three key words - women, men, and commercials - in the literature on TV advertising. With a confidence of 90.5% for "women" and 100% for "men", it can be deduced that gender plays a significant role in this research field. The centrality of 0.242 indicates moderate relevance in the research network, and the impact of 1.40 suggests significant influence.
2	impact - conf 42.2% memory - conf 85.7%	172	0,251486737	2,096392493	This cluster focuses on the effects of TV advertising on memory and audience responses. With a confidence of 85.7%

	responses - conf 65.7%				for "memory", it is evident that memory is a central topic in research on the impact of TV advertising. The centrality of 0.251 and the impact of 2.09 indicate significant relevance and influence in the field.
3	campaigns - conf 60% voter turnout - conf 100% ads - conf 42.9%	15	0,162521926	1,714285714	This cluster suggests a link between TV advertising campaigns, commercials, and voter turnout. This may be related to political advertising and how it influences voter participation. However, the centrality of 0.162 and the impact of 1.71 indicate moderate relevance and influence.
4	adolescents - conf 26.7% impact - conf 6.2% television advertisements - conf 16.7%	11	0,149736445	0	This cluster focuses on the impact of TV commercials on adolescents. With relatively low confidence for all terms, this topic may still be under development in the literature. The centrality of 0.149 and the impact of 0 indicate low relevance compared to other topics.
5	television - conf 40.9% food - conf 92.9% consumption - conf 52.6%	63	0,262123389	1,835974856	This cluster suggests a link between TV commercials related to food and food consumption. With a confidence of 92.9% for "food", food is a central topic in research on TV advertising. The centrality of 0.262 and the impact of 1.83 indicate significant relevance and influence.
6	impact - conf 34.4% model - conf 40.4% models - conf 57.9%	67	0,260303113	2,810938031	This cluster refers to the models used to assess the impact of TV advertising. The centrality of 0.260 and the impact of 2.81 suggest that this is a highly influential topic in the field.
7	information - conf 12.5% health - conf 30% drugs - conf 100%	11	0,126991123	1,063492063	This cluster suggests a link between information, health, and drugs in the context of TV advertising. With a confidence of 100% for "drugs", it can be deduced that drugs are a central topic in this cluster. The centrality of 0.127 and the impact of 1.06 indicate moderate relevance.

**Note:** The associated 'conf' values specify the confidence percentage for each label, signifying the strength or reliability of that particular label within the cluster. Freq. (Frequency): Represents the number of times a specific theme or label occurs within the dataset or the number of documents that belong to that cluster. A higher frequency might indicate a more prevalent or discussed theme in the analyzed literature. Centrality: A measure of the importance of a cluster in the network. It indicates how central or pivotal a particular cluster is in the bibliographic coupling network. A higher centrality value suggests that the cluster is more interconnected and might play a crucial role in the literature landscape. Impact: This metric is possibly indicative of the influence or significance of a cluster in the dataset. While the exact computation might vary, a higher impact value generally denotes a cluster of higher importance or influence.

Frequency, in the context of this table, represents the number of times a specific theme or label occurs within the dataset or the number of documents that belong to that cluster. A higher frequency suggests that the theme is more commonly discussed or researched within the dataset; it might represent a central or popular topic in the field; and the cluster could be of broader interest to the academic or research community due to its prevalence. Hence, in terms of frequency alone, Cluster 2 is the most important because it encompasses themes that are most prevalent in the dataset, potentially making it a focal point for researchers interested in this research landscape.

Based on the Table 2 data, the cluster with the highest impact value is Cluster 6 with an impact value of 2.810938031. Impact, in the context of this table, measures the significance, influence, or importance of a cluster in the dataset. A higher impact value suggests that the cluster's themes or topics have a more significant influence on the broader dataset or field; the themes within this cluster might have been foundational or pivotal in shaping discussions or research directions; and the cluster could represent findings, discussions, or themes that have broader implications or that resonate more strongly within the academic or research community. Thus, in terms of impact alone, Cluster 6 is the most important because it signifies themes or topics with the highest influence or significance in the

analyzed bibliographic landscape. This might indicate that the themes in Cluster 6 have been particularly influential or groundbreaking in the given context.

Additionally, from the cluster analysis, it can be observed that TV advertising encompasses a wide range of research topics, from the impact on memory and audience responses to the influence on food and drug consumption. Gender and adolescents are also relevant topics, indicating a diversity of demographic groups studied in the literature. The centrality and impact of each cluster provide insight into the relevance and influence of each topic in the field of TV advertising.

We also sought to identify the most impactful paper in each cluster. Table 3 displays the top five papers with the highest citations in each cluster. Therefore, the articles of paramount influence, as determined by the "Normalized Local Citation Score," include:

- Liaukonyte, J; Teixeira, T; Wilbur, KC (2015). Television Advertising and Online Shopping. *MARKETING SCIENCE*, 34.0(3), 311.0-330. Score: 10.74
- Wilbur, KC; Xu, LL; Kempe, D (2013). Correcting Audience Externalities in Television Advertising. *MARKETING SCIENCE*, 32.0(6), 892.0-912. Score: 7.33
- Joo, M; Wilbur, KC; Cowgill, B; Zhu, Y (2014). Television Advertising and Online Search. *MANAGEMENT SCIENCE*, 60.0(1), 56.0-73. Score: 6.53
- Shapiro, BT (2018). Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants. *JOURNAL OF POLITICAL ECONOMY*, 126.0(1), 381.0-437. Score: 6

Again, the topics that come to front again seem to be the same:

- Impact of TV Advertising on Online Behavior: A recurring theme is how TV advertisements affect online behavior, such as online shopping or keyword searches. This is an area of keen interest in the convergence of offline and online marketing strategies.
- Health Communication: There is a clear concern with how prescription drugs and health services are advertised to the public. The implications for public health, trust, and consumer behavior are potentially significant.
- Influence of Advertising on Children: Given concerns about childhood obesity and the influence of media, the impact of advertising on children's food choices and behavior seems to be a critical area of study.

Therefore, regarding RQ1, the last two decades have witnessed a transformational shift in the conceptual underpinnings of advertising research. The introduction and rapid growth of digital technology have ushered in a new era for this field. This is reflected in the thematic clusters identified, where traditional areas of study have melded with fresh insights brought about by the digital age. Foremost among these insights is the interplay between traditional advertising, such as television, and emergent digital platforms. For years, TV stood as the paragon of advertising mediums, shaping consumer preferences and habits. However, as the thematic clusters reveal, there is a burgeoning interest in how TV advertising influences and is influenced by online behaviors. Topics such as online search patterns post-TV ad exposure or the synergy between televised content and online word-of-mouth underscore the evolving nature of consumer interaction with advertisements. This highlights the need for advertisers to understand and strategize across multiple platforms, ensuring a cohesive message and approach.

Parallel to these advancements, it is promising to note that foundational topics continue to hold significant sway. Themes such as gender stereotypes in advertising stand testament to enduring societal concerns and values. The consistent research attention they receive underscores their perennial importance. In a similar vein, the influence of advertising on vulnerable groups, especially children, remains a pivotal area of exploration. As newer mediums emerge, the ways in which these groups interact with and are influenced by advertising change, necessitating continued academic inquiry.

Moreover, this integrated approach to traditional and digital mediums suggests that the field recognizes the continued importance of traditional advertising, even in an age dominated by digital interactions. It is not just about the rise of the digital but understanding how the digital and traditional can complement and amplify each other to influence consumer perceptions, attitudes, and behaviors.

Table 3 Key Research Articles based on citations

Articles	Normalized Local Citation Score	Cluster
Grau, SL; Zotos, YC (2016). Gender stereotypes in advertising: a review of current research. INTERNATIONAL JOURNAL OF ADVERTISING, 35.0(5), 761.0-770.	2,83	women - conf 90.5% commercials - conf 31.7% men - conf 100%
Eisend, M; Plagemann, J; Sollwedel, J (2014). Gender Roles and Humor in Advertising: The Occurrence of Stereotyping in Humorous and Nonhumorous Advertising and Its Consequences for Advertising Effectiveness. JOURNAL OF ADVERTISING, 43.0(3), 256.0-273.	2,41	
Corine Van Hellemont & Hilde Van den Bulck (2012). Impacts of advertisements that are unfriendly to women and men. INTERNATIONAL JOURNAL OF ADVERTISING, 31:3, 623-656, DOI: 10.2501/IJA-31-3-623-656	2,38	
Nelson, MR; Paek, HJ (2008). Nudity of female and male models in primetime TV advertising across seven countries. INTERNATIONAL JOURNAL OF ADVERTISING, 27.0(5), 715.0-744.	1,77	
Prieler, M (2016). Gender Stereotypes in Spanish- and English-Language Television Advertisements in the United States. MASS COMMUNICATION AND SOCIETY, 19.0(3), 275.0-300.	1,42	
Wilbur, KC; Xu, LL; Kempe, D (2013). Correcting Audience Externalities in Television Advertising. MARKETING SCIENCE, 32.0(6), 892.0-912.	7,33	impact - conf 42.2% memory - conf 85.7% responses - conf 65.7%
Teixeira, TS; Wedel, M; Pieters, R (2010). Moment-to-Moment Optimal Branding in TV Commercials: Preventing Avoidance by Pulsing. MARKETING SCIENCE, 29.0(5), 783.0-804.	5,66	
Fossen, BL; Schweidel, DA (2017). Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity. MARKETING SCIENCE, 36.0(1), 105.0-123.	5,32	
Deng, YT; Mela, CF (2018). TV Viewing and Advertising Targeting. JOURNAL OF MARKETING RESEARCH, 55.0(1), 99.0-118.	4,29	
Wilbur, KC (2008). How the digital video recorder (DVR) changes traditional television advertising. JOURNAL OF ADVERTISING, 37.0(1), 143.0-149.	4,26	
Spenkuch, JL; Toniatti, D (2018). POLITICAL ADVERTISING AND ELECTION RESULTS. QUARTERLY JOURNAL OF ECONOMICS, 133.0(4), 1981.0-2036.	1,71	campaigns - conf 60% voter turnout - conf 100% ads - conf 42.9%
Law, W (2021). Decomposing political advertising effects on vote choices. PUBLIC CHOICE, 188.0(3-4), 525.0-547.	0,81	
Zhang, LL; Chung, DJ (2020). The Air War vs. the Ground Game: An Analysis of Multichannel Marketing in US Presidential Elections. MARKETING SCIENCE, 39.0(5), 872.0-892.	0,8	
Thorson, E; Tham, SM; Chen, WY; Kanuri, V (2019). Exposure to Presidential Candidate Advertising on Television, Website, and Social Media During 23 Days of the 2016 Primary. JOURNAL OF CURRENT ISSUES AND RESEARCH IN ADVERTISING, 40.0(1), 72.0-89.	0,66	
Dobber T, Fathaigh RO, Borgesius FJZ (2019). The regulation of online political microtargeting in Europe. INTERNET POLICY REVIEW 8(4) :1–20.	0,66	
Cohen, E. L., Shumate, M. D., & Gold, A. (2007). Anti-smoking media campaign messages: Theory and practice. HEALTH COMMUNICATION, 22(2), 91–102. <a href="https://doi.org/10.1080/10410230701453884">https://doi.org/10.1080/10410230701453884</a>	0,84	adolescents - conf 26.7% impact - conf 6.2% television advertisements - conf 16.7%
O'Keefe, DJ (2020). Message Pretesting Using Perceived Persuasiveness Measures: Reconsidering the Correlational Evidence. COMMUNICATION METHODS AND MEASURES, 14.0(1), 25.0-37.	0,8	
Kilgo D. K., Lough K., Riedl M. J. (2020). Emotional appeals and news values as factors of shareworthiness in ice bucket challenge coverage. DIGITAL JOURNALISM, 8(2), 267–286. <a href="https://doi.org/10.1080/21670811.2017.1387501">https://doi.org/10.1080/21670811.2017.1387501</a>	0,8	
Kim, SJ; Niederdepppe, J (2014). Emotional Expressions in Antismoking Television Advertisements: Consequences of Anger and Sadness Framing on Pathways to Persuasion. JOURNAL OF HEALTH COMMUNICATION, 19.0(6), 692.0-709.	0,69	



Tidwell JB, Gopalakrishnan A, Lovelady S, Sheth E, Unni A, Wright R, Ghosh S, Sidibe M. Effect of two complementary mass-scale media interventions on handwashing with soap among mothers. JOURNAL OF HEALTH COMMUNICATION. 2019;24(2):203–215. doi: 10.1080/10810730.2019.1593554.	0,66	
Buijzen, M; Valkenburg, PM (2003). The unintended effects of television advertising - A parent-child survey. COMMUNICATION RESEARCH, 30.0(5), 483.0-503.	3,13	television - conf 40.9% food - conf 92.9% consumption - conf 52.6%
Buijzen, M; Valkenburg, PM (2005). Parental mediation of undesired advertising effects. JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 49.0(2), 153.0-165.	2,96	
Desrochers, DM; Holt, DJ (2007). Children's exposure to television advertising: Implications for childhood obesity. JOURNAL OF PUBLIC POLICY & MARKETING, 26.0(2), 182.0-201.	2,95	
Andreyeva, T; Kelly, IR; Harris, JL (2011). Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity. ECONOMICS & HUMAN BIOLOGY, 9.0(3), 221.0-233.	2,69	
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Liaukonyte, J; Teixeira, T; Wilbur, KC (2015). Television Advertising and Online Shopping. MARKETING SCIENCE, 34.0(3), 311.0-330.	10,74	impact - conf 34.4% model - conf 40.4% models - conf 57.9%
Joo, M; Wilbur, KC; Cowgill, B; Zhu, Y (2014). Television Advertising and Online Search. MANAGEMENT SCIENCE, 60.0(1), 56.0-73.	6,53	
Shapiro, BT (2018). Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants. JOURNAL OF POLITICAL ECONOMY, 126.0(1), 381.0-437.	6	
Du, RY; Xu, LL; Wilbur, KC (2019). Immediate Responses of Online Brand Search and Price Search to TV Ads. JOURNAL OF MARKETING, 83.0(4), 81.0-100.	5,25	
Joo, M; Wilbur, KC; Zhu, Y (2016). Effects of TV advertising on keyword search. INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, 33.0(3), 508.0-523.	4,25	
Avery, RJ; Eisenberg, M; Simon, KI (2012). Fair Balance in Direct-to-Consumer Antidepressant Print and Television Advertising, 1995-2007. JOURNAL OF HEALTH COMMUNICATION, 17.0(3), 250.0-277.	1,19	information - conf 12.5% health - conf 30% drugs - conf 100%
King, J; Yench, C; Koppenhafer, L; Madrigal, R (2022). A Clear and Conspicuous Distraction: Coping with Incongruent Audiovisual Content in Direct-to-Consumer Advertisements. JOURNAL OF PUBLIC POLICY & MARKETING, 41.0(4), 353.0-367.	1	
Park, SY; Hill, K; Yun, GW; Friedman, S; Coppes, MJ (2022). Analysis of Direct-To-Consumer Healthcare Service Advertisements on Television: An Application of the Patient Expectation Framework. HEALTH COMMUNICATION, nan(nan), nan-nan.	1	
Robert G. Magee & Stephen C. Smith (2019). The modality of direct-to-consumer advertisements for prescription drugs affects thoughts of risk and drug distrust, COMMUNICATION RESEARCH REPORTS, 36:4, 349-358, DOI: 10.1080/08824096.2019.1670633	0,66	
Priebe, CS; Latimer-Cheung, AE; Berry, T; O'Reilly, N; Rhodes, RE; Spence, JC; Tremblay, MS; Faulkner, G (2019). Make Room for Play: An Evaluation of a Campaign Promoting Active Play. JOURNAL OF HEALTH COMMUNICATION, 24.0(1), 38.0-46.	0,66	

**Note:** Normalized Local Citation Score (NLCS) is an indicator that allows the impact of articles of different scientific fields to be compared. It normalizes the Local Citation Score (LCS) by dividing the LCS by the average number of citations of the documents in the same field and year.

### Evolution of the field. The motor themes of the last 20 years

Out of the desire to have a more accurate idea of how the topic of research in the case of TV advertising has evolved in the last 20 years and which were the subjects that pushed the research agenda forward, we divided this period into 4 subperiods of 5 years each. The choice of the number of periods does not have a specific motivation, the possible relationship with the objectives of the article being related to the fact that 5 years is a figure that appears in strategic marketing planning, and further term can be a terminus or starting point in rethinking/redefining strategic options of business/marketing.

Figure 1 shows the thematic longitudinal map analysis of the field of TV advertising, presenting the main themes addressed by researchers and how they evolved as a presence in the 20 years. It can be seen, for example, how the theme of the impact of TV advertising was addressed in the 20 years and each of the four periods. From an importance relatively equal to that of another theme, such as that of information, it became the most important theme addressed in the research in the third and fourth periods. We also observe the tendency to combine research topics. For example, communication, present as an independent topic, in the period 2003-2007, was later swallowed partially and in different combinations - media, United States, consumer memory - in the generous theme of impact. It is also interesting the relatively high diversity of the research topics addressed in the last three periods under analysis, these being specific to different approach points, confirming the fact presented above that among the publications/approaches in the field, approaches of the sociological or psychological.

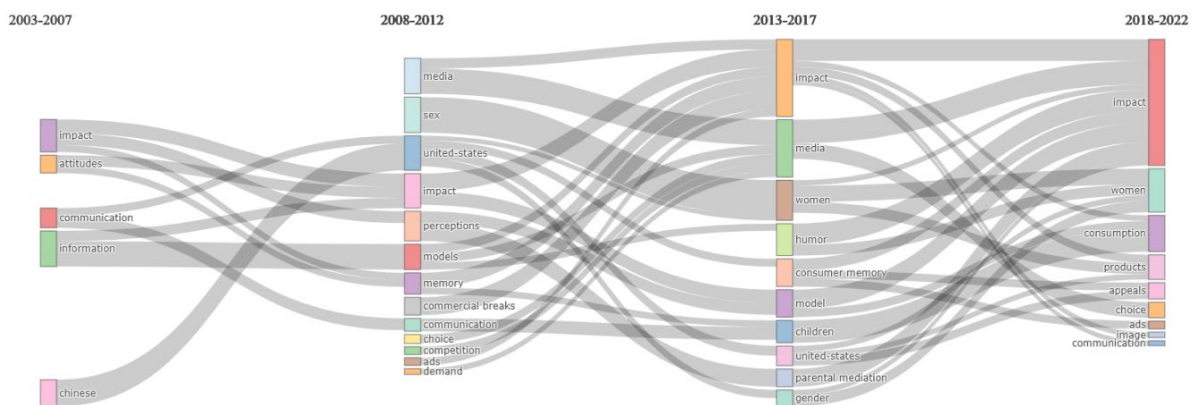


Figure 1 The thematic evolution of the field in the last 20 years

Leading the discussion further, Figure 2 for the period 2003-2007 presents the main themes and their belonging to the categories described previously: niche themes, emerging or declining themes, fundamental themes, and motor themes.

From 2003 to 2007, the research landscape in this field heavily emphasized understanding the direct effects of advertising and media interventions. The period witnessed an exploration into the fundamental nature of consumer interaction with various media forms, be it traditional or emerging digital platforms. The motor themes were as follows:

- **Impact:** The dominance of the "Impact" theme aligns well with the clusters of "communication," "consequences," and "information." This suggests a concerted research effort in understanding the tangible outcomes of advertising and communication strategies. In the context of 2003-2007, this was a transformative era for advertising, marked by the rapid rise of digital platforms alongside traditional media. Researchers might have been keen on dissecting the real-world effects of this media evolution on consumers and the market.
- **Responses:** Correlating with clusters such as "communication appeals" and "information decision-making repetition," the "Responses" theme underscores a focus on eliciting and measuring consumer reactions. In the said period, as brands and advertisers experimented with novel strategies, understanding the immediate reactions – be it behavioral, emotional, or cognitive – became paramount. This could be attributed to the boom in interactive advertising avenues such as social media and web-based platforms, where consumer response can be instantaneously gauged.
- **Attitude:** Associating with the clusters "portrayal," "attitudes antecedents," and perhaps regions such as "Chinese," "Japanese," and "united-states," the "Attitude" theme points toward a deeper dive into consumers' predispositions. Given the globalizing world of the early 2000s, advertisers and researchers alike would have been keen to understand cross-cultural attitudes and the role of portrayal in shaping them. This was also a time when cultural representation in media was receiving greater scrutiny, pushing researchers

to delve deeper into how portrayal in advertisements influenced consumer attitudes across different regions.

The period between 2003 and 2007 marked a phase of introspection within the field. The advent and integration of digital technology with traditional media likely spurred researchers to re-evaluate foundational concepts, gauging how they manifest in a rapidly changing advertising landscape. The emphasis on "Impact," "Responses," and "Attitude" suggests a concerted effort to ground research in tangible, measurable outcomes while also accounting for the evolving global media landscape.

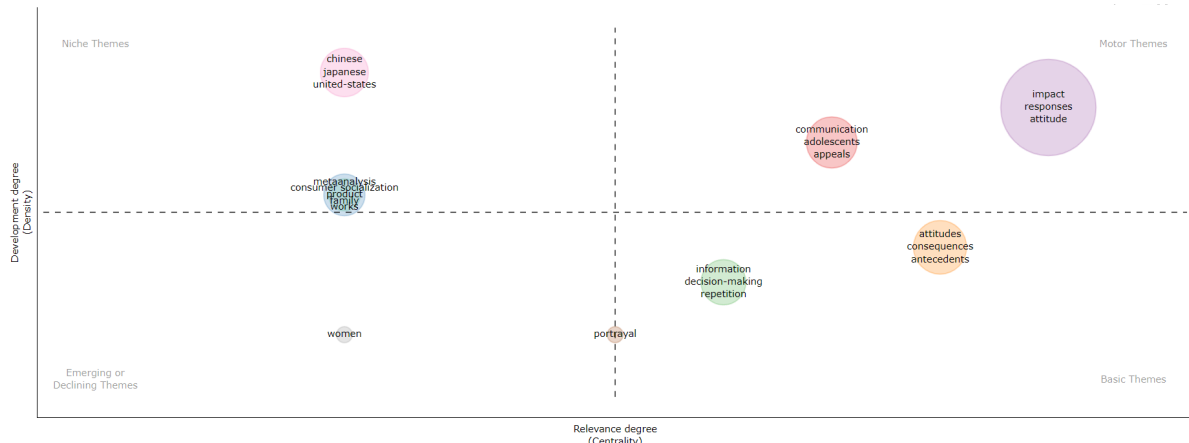


Figure 2 Thematic map for the period 2003-2007

The second thematic map, presented in Figure 3, reveals first the multiplication of the number of themes under the attention of researchers.

During 2008-2012, the research in advertising appeared to be substantially oriented toward the interplay between evolving digital information models, consumer behavioral outcomes, and cultural-gender dynamics, especially in the context of the American landscape. The motor themes were as follows:

- **United States/American Gender:** As the digital era surged, there was likely an increased exploration into how gender roles and cultural undertones, specifically within the American context, influenced and were represented in advertising. This theme, closely tied to clusters such as "memory recall" and "exposure," indicates a potential focus on how cultural and gender-based cues impact advertisement recall and consumer exposure patterns in the digital age.
- **Models Information/Intent:** This theme, connected to "tv commercials" and "competition power," suggests that the period saw a transition in the informational models used in advertising. The shift from traditional TV commercials to more strategic models that leveraged competitive power and internet resources indicates an evolving understanding of consumer intent. The era likely witnessed an infusion of digital strategies into advertising models, addressing the rapid rise of online platforms and the changing dynamics of consumer engagement.
- **Impact Behavior:** Interlinked with "perceptions" and "intent," this theme highlights the period's attention toward understanding the causal relations between advertising strategies and consumer behaviors. The digital age brought forth new ways of interacting with ads (e.g., online ads, interactive ads), and research seems to have been geared toward deciphering how these interactions influenced perceptions, intent, and ultimately, consumer behaviors.

The period 2008-2012 was marked by an accelerated integration of digital strategies in advertising, coupled with a continued focus on understanding the behavioral outcomes in the context of evolving cultural and gender dynamics, especially in the U.S. landscape.

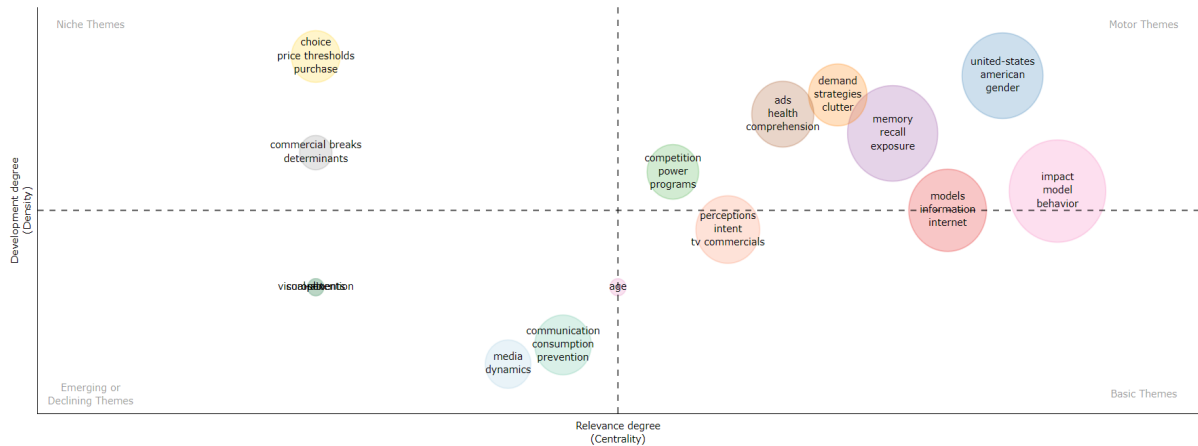


Figure 3 Thematic map for the period 2008-2012

The third thematic map, presented in Figure 4, shows us a circulation of the themes between different positions. During the period 2013-2017, the landscape of advertising research seems to have gravitated toward understanding the nuances of media models, the roles of gender and children in advertising, and the consequential impacts of these advertisements on consumer response and information processing. The increased emphasis on certain themes, particularly "women attitudes" and "children exposure," suggests an evolving consciousness toward gender representation and child-centric marketing. The moving forward themes were as follows:

- **Gender/Children's Television Games:** This theme, juxtaposed with "women attitudes" and "children exposure", signifies an exploration into how gender roles and children's television games influence advertising. There seems to have been a deepened interest in how women perceive ads, especially in the context of their representation in media. Simultaneously, there is an indication that research has focused on understanding how children's television games, a potent advertising medium, influence their consumption habits and preferences.
- **Media Models/Sales:** Interlinked with "emotion", it is evident that there was a deep dive into the psychological impacts of advertising. The connection suggests that during this period, researchers aimed to dissect how different media models, perhaps inclusive of digital platforms, influenced consumer emotions.
- **Impact Responses/Information:** This theme, closely tied to "model food preferences," indicates that there was a keen interest in understanding how advertisements, specifically those related to food, impacted consumer responses. Given the rising concerns about health, diet, and nutrition, it is plausible that the research aimed to decipher the informational strategies employed by food ads and their consequent behavioral impacts on consumers.

The period 2013-2017 seemingly emphasized the deeper intricacies of advertising, delving into neuroscientific methodologies, the evolving role of women in advertising, and the influential power of children's television games. There was a discernible shift toward understanding the immediate and long-term impacts of ads, especially in sectors such as food, upon consumer perceptions and behaviors.

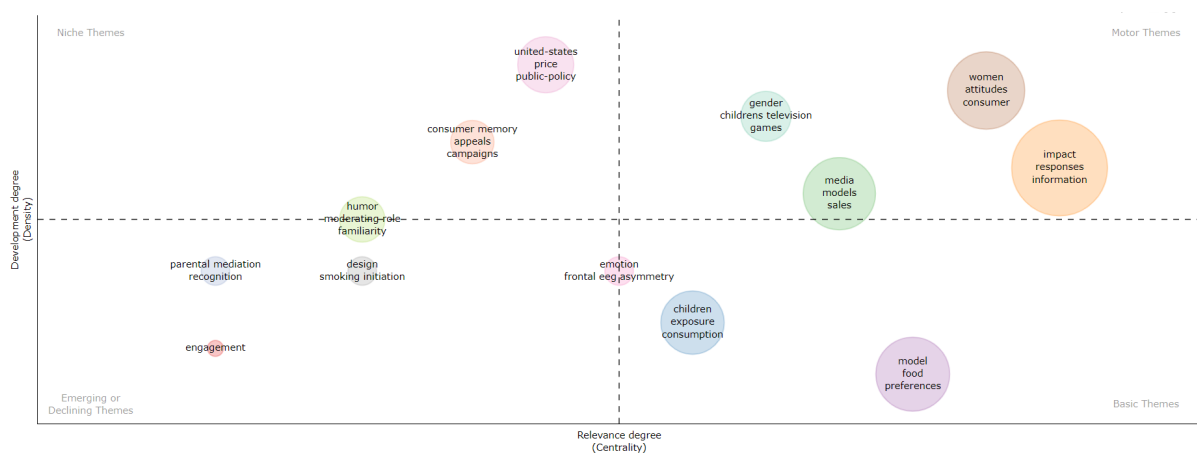


Figure 4 Thematic map for the period 2013-2017

The last thematic map, which specifies the last analyzed period, confirms trends in research interest. During the period 2018-2022, the themes and the relationships shown in the diagram suggest an evolved focus in advertising research, capturing some of the most pressing challenges and transformations within the industry. The motor themes and their implications are as follows:

- **Women and Stereotypes:** Interlinked with "advertising effectiveness" and "background music," it appears there's been a substantial research focus on the portrayal of women in advertisements. Researchers seem to be particularly interested in how stereotypes of women are framed within ads and the effectiveness of these portrayals, especially when combined with elements such as background music. This suggests a reflection on gender representation in media and conscious efforts to shatter outdated stereotypes.
- **Consumption Models – Adolescents and Children:** This theme, connected to "consumer product demand" and "reliability framework management," indicates a shift in interest toward understanding the consumption habits of younger demographics. The emphasis here seems to be on gauging the reliability and effectiveness of advertising frameworks targeted at adolescents and children. As children are influential decision-makers in household purchases, understanding their consumption models becomes imperative.
- **Impact Model/Information:** Closely tied to "communication" and "persuasion dynamics," there's a clear indication that the research during this period heavily revolved around the informational strategies used in advertisements and their consequential impacts on consumers. In an age dominated by information, the approach to communication and persuasion becomes vital. The theme further suggests that researchers were keen on understanding the intricacies of how consumers are persuaded by the myriad of information presented to them.

Other notable themes include:

- **Strategy and Synergy:** Located centrally, this theme emphasizes the growing importance of strategic planning and achieving synergy in advertising campaigns. The connections with "choice" and "competition" suggest an increased need for advertisements to be strategically aligned to stand out amidst fierce competition.
- **Ads and Voter Turnout:** This theme, emerging from the left, indicates the exploration of the role of advertisements in influencing political outcomes and civic participation, reflecting the growing intertwining of media, advertising, and politics.
- **Appeals – Price and Quality:** On the basic themes front, there's an evident focus on understanding how price and quality appeals influence consumer decisions, a timeless topic in the realm of advertising.

To summarize, the period 2018-2022 seems to be characterized by a blend of traditional advertising topics, such as price and quality appeals, with modern concerns, such as gender representation and youth consumption models. The era also witnesses a growing intersection of advertising with societal issues, such as politics, pointing to the expansive influence of the advertising industry.

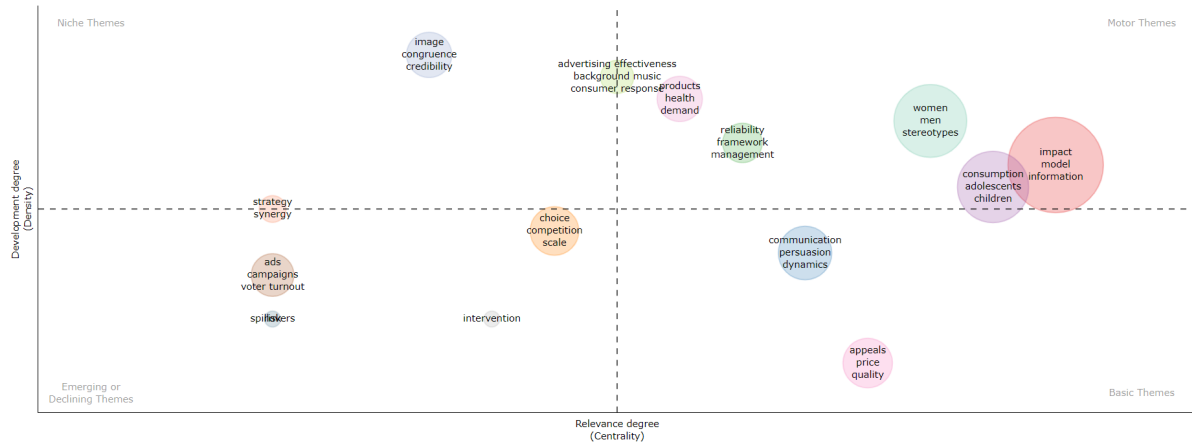


Figure 5 Thematic map for the period 2018-2022

Regarding RQ2, we can summarize the following:

1. 2003-2007:

During this period, the research themes indicate a shift toward understanding the core aspects of advertising related to the psychological responses of consumers. Emphasis on "communication," "attitudes," and their consequences in the digital era suggests a transition from traditional advertising mediums to the digital landscape. Research on specific demographics such as "women" and regional focuses such as the "United States" indicate tailored advertising strategies for targeted audience segments.

2. 2008-2012:

This era's themes lean heavily toward understanding the consumer's engagement and interaction with advertisements. There is a notable focus on the nuances of design, the role of humor, and the importance of familiarity. The increased emphasis on "gender" and "children's television games" signifies a surge in understanding audience-specific content. Additionally, themes such as "media models" and "food preferences" suggest a broadening of the research landscape, capturing the influence of media on consumer choices.

3. 2013-2017:

In this period, research showcases an evolved emphasis on the societal implications of advertisements. Topics such as "women and stereotypes" and "consumption models for adolescents and children" take center stage, reflecting the industry's consciousness about its societal role and responsibilities. Additionally, the presence of themes such as "communication" and "persuasion dynamics" suggests an ongoing effort to refine and redefine advertising strategies in a rapidly changing media landscape.

4. 2018-2022:

The latest period paints a picture of an industry grappling with both traditional concerns and modern challenges. Themes such as "strategy" and "synergy" denote the importance of integrated advertising campaigns in a saturated market. A prominent focus on "women and stereotypes" reflects the industry's push toward breaking conventional norms and promoting inclusivity. The exploration of themes such as "ads and voter turnout" hints at the intertwining of advertising with broader societal issues, emphasizing the industry's pervasive influence.

Across the four periods, there is a clear progression in the research themes in advertising. Starting from understanding core advertising dynamics and consumer responses, the focus transitions to a more nuanced understanding of design, engagement, and targeted content. As the years progress, there has been a visible emphasis on societal implications and responsibilities, capturing the industry's recognition of its influence on societal norms and behaviors. The ever-present themes around strategy, communication, and persuasion underscore the industry's persistent effort to optimize and refine its practices in an ever-evolving landscape.

The third research question (RQ3) referred to the overlap between the research areas regarding online advertising and TV advertising. Data on online advertising were extracted from the study conducted by Liu-Thompkins (2019). Surprisingly, by ranking the areas using the number of articles written and comparing them for the period 2008-2018, we find some overlap, at least in terms of the first main theme addressed by the researchers.

Table 4 The main 10 themes addressed in the research on online advertising and TV advertising in the period 2008-2018

Main topics on online advertising research	Number of articles		Main topics on TV advertising research
Effectiveness	66	70	Impact, model, information
Mechanisms	59	35	Exposure, perceptions, food
Creative Elements	83	23	Communication, dynamics, mediation
Background Effects	40	22	Women, roles, gender
Personalization	34	15	United States, appeals, price
Search	35	10	Competition, demand, market
General Reviews	13	7	Ads design, media campaign
Other Topics	24	4	Parental mediation, aggression, family

The data showcases an interesting overlap in research trends between online and TV advertising during the period 2008-2018. Breaking down these connections further based on the table and the initial analysis show us the following:

- **Effectiveness vs. Impact, Model, and Information:** The theme of 'effectiveness' in online advertising directly mirrors 'impact, model, and information' in TV advertising. Both areas of research aim to understand how consumers are influenced and how effectively advertisements achieve their goals. While 'effectiveness' might be a broad term in online advertising encompassing various metrics such as click-through rates or conversion, the trio of 'impact, model, and information' in TV advertising suggests a more theoretical approach. It might be addressing how ads are perceived (impact), the frameworks through which they operate (model), and what they convey (information).
- **Mechanisms vs. Exposure, Perceptions, and Food:** The 'mechanisms' in online advertising seem to be about the underlying processes of how digital ads function. This corresponds with 'exposure' and 'perceptions' in TV advertising, which looks into how often ads are viewed and how they are perceived by the audience. The term 'food' in TV advertising is intriguing, possibly denoting a subcategory of advertisements specifically related to food products or how food advertisements affect consumer behavior.
- **Creative Elements vs. Communication, Dynamics, and Mediation:** Both of these themes touch on the construct and conveyance of ads. While 'creative elements' focus on the design, visuals, and content in online advertising, 'communication, dynamics, and mediation' in TV advertising dive deeper into how ads communicate their message, the dynamics of ad campaigns, and possibly the role of intermediaries or channels in ad delivery.
- **Background Effects vs. Women, Roles, and Gender:** Here, we see a stark divergence in research focus. While 'background effects' in online advertising might deal with ambient factors influencing ad perception, TV advertising delves into sociocultural themes, studying the portrayal of women, their roles, and gender dynamics.
- **Personalization vs. United States, Appeals, and Price:** Online advertising's 'personalization' explores tailoring ads to individual users. This contrasts with the more macroscopic focus of TV advertising on U.S. market trends, the appeal of ads, and pricing strategies.

- Search vs. Competition, Demand, and Market: While 'search' is inherently digital, exploring how search engine ads work, the corresponding TV research theme revolves around broader market dynamics, including competition, demand for products, and overall market trends.
- General Reviews and Other Topics: These themes seem to provide broader insights and overviews, with online advertising delving into varied topics and TV advertising focusing on niche areas such as parental mediation and familial dynamics in ad perception.

From the overlapping themes, it is clear that while the platforms differ, some fundamental research areas remain crucial across both online and traditional TV advertising. This suggests that the foundation of understanding consumer behavior, ad efficacy, and market dynamics remains a priority, regardless of the medium. However, each platform also brings its unique concerns to the table, reflecting the evolving landscape of the advertising world.

## Conclusions

In this study, we embarked on a quest to discover the attractivity of TV advertising as a research topic. Through a comprehensive bibliometric exploration spanning two decades, we dissected research trends in TV advertising. Our motivation stemmed from an evident research gap, and we aimed to illuminate pathways for scholars keen on probing into the intricacies of TV advertising and potential synergies with online mediums.

## Key Findings

**Enduring Relevance of TV Advertising:** Our findings underscore that TV advertising remains a focal point of academic inquiry. There has been an upsurge in related articles over the past twenty years. While marketing-centric journals remain pivotal, there is a fascinating interplay of diverse disciplines such as sociology and demography weaving into the narrative. The sustained emphasis on TV advertising highlights its undiminished role in pivotal marketing strategies, such as brand enhancement.

**Core Themes Driving Research:** Over the past two decades, research progression has been spurred by a tapestry of seminal themes, notably encompassing impact, model, response, behavior, media, and gender nuances. This trajectory suggests that academics are echoing the real-world curiosities of practitioners, chiefly centered around maximizing advertising ROI. The 'impact' of advertising is shaping up to be the beacon guiding future research endeavors.

**Converging Pathways of TV and Online Advertising:** Notably, TV advertising research consistently garners attention in specialized journals, transcending just the marketing sphere. An intriguing overlap emerges when juxtaposing TV and online advertising studies, indicating a holistic approach by researchers to extract insights germane to both realms. While our study does not delve into a numerical appraisal of the two advertising arenas, a speculative trend points toward the increasing prominence of online advertising research in forthcoming years.

**Geographical Epicenters of Knowledge Creation:** Developed and burgeoning economies emerge as the cradle of pioneering insights in this domain. Unsurprisingly, the USA emerges as the linchpin in the global research collaboration nexus, mirroring its stature as the world's premier advertising behemoth.

## Limitations and Forward Path

The research primarily relied on specific databases, potentially overlooking insights from other reputable sources. This selective approach may inadvertently limit the comprehensive nature of our findings. The two-decade timeframe, while extensive, might not capture the evolving nuances of advertising research from its nascent stages. Early foundational works or recent emerging trends after our cutoff may offer different perspectives.

While the study touched upon geographic centers of research, the emphasis on certain regions might have led to an inadvertent oversight of regional nuances or localized trends that could be paramount in nondominant markets.

The bibliometric method, although rigorous, provides a more quantitative lens. Qualitative facets, intricate theoretical frameworks, or nuanced interpretations prevalent in the field might not be adequately captured. The categorization of core themes, while derived systematically, might bear the



brunt of inherent subjectivity. Different researchers might discern or prioritize themes differently, leading to varied interpretations.

Research articles not written in English or not translated into English might have been excluded, potentially overlooking significant insights from non-English speaking regions.

The software tools used for analysis may not capture the richness of human interpretation, potentially missing out on subtle connections or emerging themes that a manual review might highlight.

Considering these limitations, it is evident that while our research provides a substantial foundation, it is imperative for future studies to adopt a more inclusive, diverse, and multidimensional approach to achieve a holistic understanding of the domain.

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