

Mapping Authentic Marketing Research Trends through Bibliometric Analysis (2013-2023)

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Abstract

Authentic marketing is a widely debated subject in several industries, including gastronomy, tourism, and culture. This study utilizes bibliometric analysis to identify the current state of the art in authentic marketing themes across multiple scientific disciplines. Bibliometric research analyzes the progress of research on authentic marketing from 2013 to 2023 by examining data from the past 10 years. Bibliometric analysis is to identify and analyze research trends across time, with the goal of generating new research ideas for future studies. Bibliometric research analyzes the progress of research on authentic marketing from 2013 to 2023 by examining data from the past 10 years. Based on bibliometric study, it is evident that the United States has a predominant presence in publications about legitimate marketing. In addition, the most commonly published type of article is the article, and the Journal of Business Research has the highest scientific influence in terms of publication sources, as it has the largest number of citations. Bibliometric analysis aims to identify and map the evolving trends in authentic marketing research, such as perception, sustainability, brand authenticity, social media, influencer marketing, purchase intention, and online social networking. This analysis can provide valuable insights and research ideas for future studies.

Keywords authentic, authentic marketing, bibliometrics, marketing, trends.

1. Introduction

The concept of authentic marketing is widely debated across numerous industries, including gastronomy, tourism, and culture (Kadirov et al., 2014). Authentic marketing refers to the strategic approach used by brands to effectively connect with their target market by promoting their fundamental values, vision, and mission. This is done in order to create a genuine and meaningful connection with customers (Marks & Prinsloo, 2015).

When executing authentic marketing, brands must have a clear understanding of their offerings, their values and principles, and the specific target group they are catering to. Brands must also be aware of the aspects that customers like about the company, the things that customers prioritize, and the platforms where customers allocate their time both online and offline. After obtaining this information, brands may generate genuine content and campaigns that genuinely correspond to both brand values and customer values (Koontz, 2010).

Authentic marketing refers to a marketing strategy implemented by communities, organizations, and business sectors with the aim of establishing a culture, objectives, and values that are rooted in the pre-existing local knowledge and wisdom. Authentic marketing is the

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dissemination of tales, stories, and experiences from a brand's perspective that are captivating and pique the curiosity of the general public (Weber, 2019). In addition, genuine marketing also enhances a brand's human-like qualities, likability, and authenticity.

2. Literature Review

Authentic marketing is a strategic method employed by brands to actively connect with audiences, establish human relationships, and ensure that customers feel acknowledged and comprehended (Dwivedi & McDonald, 2018). Products/services are deemed authentic due to their capacity to encapsulate genuine cultural values, as opposed to manufactured culture or anything that is prevalent among the general populace. Authentic products/services are marketed in the same manner as other offerings and must be tailored to suit the consumer's tastes.

The primary means of validating authentic marketing are through difference and traditionalization aspects (Koontz, 2010). Producers and consumers consider products/services to be legitimate when they originate from sources outside the prevailing general culture, such as foreign influences, minorities, and subcultures. These sources are referred to as differentiating factors. Traditionalization is achieved by establishing a strong link between products/services and consumers' historical perspectives (Murshed et al., 2023). Marketers strategically create items and services that create a perception or illusion, enabling consumers to experience a sense of nostalgia or revisit prior memories. The assessment and recognition of genuineness by customers are significant factors in the process of traditionalization. Both producers and marketers are engaged in the process of verifying the authenticity of their products/services, while consumers participate in evaluating their purchases (Hermawan, 2022).

Brands utilize distinguishing elements to amplify the uniqueness of their products/services and fulfill consumers' curiosity about the unknown. Typically, brands differentiate themselves through two primary methods: by positioning themselves as apart from mainstream society, and by emphasizing their representation of genuine local culture, free from broader commercial influences (Matos & Barbosa, 2018).

Brands cultivate a sense of affinity by saying that their products/services respect traditions or cultural heritage (Södergren, 2021). Brands do not create a division between producers and customers, but rather engage people in the act of consuming the product or service. Consumers have an active role in the development of tradition and the establishment of authenticity by evaluating their expectations against the marketing tactics employed by firms (Nunes et al., 2021). Brands consider consumer preferences while evaluating authentication methods.

Brands and consumers establish a sense of historical continuity by employing one or a combination of the following five strategies: (1) preserving traditional production methods, (2) establishing a link to the historical importance of the physical location, (3) reconstructing historic sites, (4) evoking a nostalgic sentiment for a way of life that is perceived as increasingly rare, and (5) replicating the original formula. Authentic marketing is equivalent to two specific

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areas of marketing: experiential marketing and place branding (Matos & Barbosa, 2018).

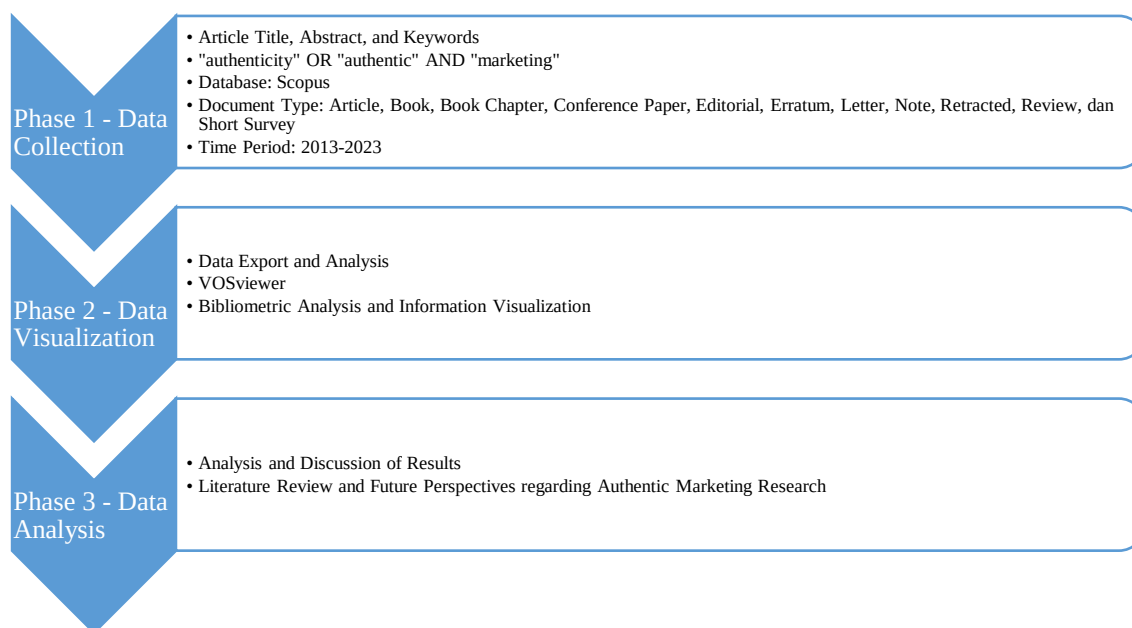
This study maps the trends of authentic marketing topics using bibliometric analysis to identify the state of the art in many fields of knowledge. Bibliometric research utilizes a time span of the past 10 years to examine the progress of research on authentic marketing from 2013 to 2023. Through bibliometric analysis, it is expected to generate new research ideas in the future to be further examined based on the mapping of research trends that evolve over time.

3. Research Method

Bibliometric research utilizes the Scopus database to gather 2,033 data points using the keywords "authenticity" OR "authentic" AND "marketing". Subsequently, the data was refined by using the criterion of exclusively selecting publication data in the English language, resulting in a total of 1,966 data points. Subsequently, the publishing time was narrowed down to the period between 2013 and 2023, resulting in the acquisition of 1,443 data points. The Scopus database search was conducted on May 17, 2024, at 10:44 AM (GMT+7) and saved in Comma Separated Value (.csv) format.

Bibliographic analysis is conducted using a framework consisting of three phases: data collection, data visualization, and data analysis. The data collection phase involves data mining by considering the article titles, abstracts, and keywords used with the Boolean expression criteria "authenticity" OR "authentic" AND "marketing". The Scopus database is utilized as a repository of several document types, including Article, Book, Book Chapter, Conference Paper, Editorial, Erratum, Letter, Note, Retracted, Review, and Short Survey, spanning the time period from 2013 to 2023.

Figure 1. Research Procedures



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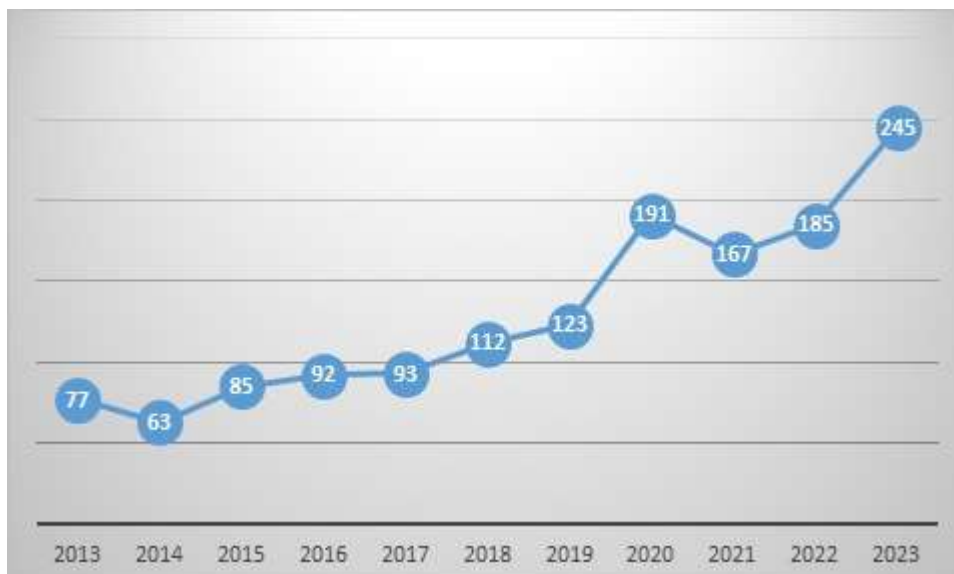
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The data visualization phase involves exporting and analyzing the data obtained from the Scopus database in .csv format. The data is then imported into the VOSviewer application for bibliometric analysis and visualization. VOSviewer is a software application developed by Nees Jan van Eck and Ludo Waltman, who are affiliated with Leiden University in the Netherlands. VOSviewer is a software tool that is utilized to create and display bibliometric networks. These networks provide valuable insights from publications, including details about authors, organizations, countries, and keywords associated with the research topic. The version of the VOSviewer software being utilized is 1.6.20. This analysis includes examining co-authorship, co-occurrence, and citation patterns. Following that, the data analysis phase involves examining and debating the findings from the bibliometric analysis, completing a review of relevant literature, and outlining future prospects for legitimate marketing research.

4. Finding and Discussion

Further exploration of scientific advancements in the field of authentic marketing is a captivating area of study. According to the Scopus database, the number of publications on authentic marketing was 245 in 2023 and 191 in 2020. The Scopus database documented the highest number of publications throughout the period from 2013 to 2023, with Articles being the most prevalent category, with 1,022 documents. This was followed by Book Chapters, with 215 documents, and Conferences. Out of a total of 1,443 documents, there are 115 papers. This indicates a growing fascination among scholars with authentic marketing.

Figure 2. Published Articles in Scopus related to Authentic Marketing



During the period from 2013 to 2023, the Scopus database documented the highest number of publications. The majority of these publications were in the form of articles, with a total of 1,022 documents. Additionally, there were 215 book chapters and 115 conference papers.

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Table 1. Type of Document and Number of Publications for Each Document Category Related to Authentic Marketing

Type of Documents	Total
<i>Article</i>	1022
<i>Book</i>	35
<i>Book Chapter</i>	215
<i>Conference Paper</i>	115
<i>Editorial</i>	3
<i>Erratum</i>	5
<i>Letter</i>	2
<i>Note</i>	5
<i>Retracted</i>	1
<i>Review</i>	39
<i>Short survey</i>	1
Total	1.443

Co-authorship analysis is conducted to examine the mapping of research themes by analyzing the relationship or collaboration among writers. The criteria provided for co-authorship analysis with authors as the unit of analysis is a maximum of 5 documents per author per specified document. The next criterion is given with a minimum number of 3 documents per author, where a total of 33 authors meet the established criteria.

Table 2. Authors, Number of Documents, and Number of Citations

Author	Document	Citation
Moulard, Julie Guidry	7	479
Folse, Judith Anne Garretson	3	222
Raggio, Randle D.	3	222
Frost, Warwick	5	82
Laing, Jennifer	4	69
Babin, Barry J.	4	157
Spielmann, Nathalie	3	147
Zmich, Louis J.	3	1
Borchers, Nils S.	3	28
Bryla, Pawel	3	318
Chhabra, Deepak	3	102
Collins, Natalie	3	12
Cornwell, T. Bettina	4	107
Guan, Yong	3	2
Hall, C. Michael	3	42
Hietanen, Joel	3	85
Ilicic, Jasmina	5	95

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Jiang, Yangyang	4	227
Kadirov, Djavlonbek	3	71
Kapitan, Sommer	3	286
Ko, Eunju	4	89
Kumar, Vikas	3	26
Lee, Timothy J.	4	105
Liu, Martin J.	3	76
Marozzo, Veronica	3	58
Okumus, Bendegul	3	177
Pitt, Christine	4	12
Prado, Paulo Herique Muller	3	59
Prayag, Girish	3	55
Septianto, Felix	3	14
Sidali, Katia Laura	3	257
Wiedmann, Klaus-Peter	3	19
Zhu, Chris	3	42

Julie Guidry Moulard has emerged as the most prolific and influential author in the realm of authentic marketing literature, having authored 7 published works that have garnered 479 citations. Moulard, Julie Guidry partnered with Folse, Judith Anne Garret, Raggio, Randle D., and Zmich, Louis J. During their collaboration, Folse, Raggio, and Zmich produced three documents pertaining to authentic marketing.

An analysis of co-authorship was conducted in collaboration with the organizations analysis unit. The criterion used was that the maximum number of organizations mentioned in the document was 5. Another requirement was that each organization had to have a minimum of 3 documents. Out of the 2,454 organizations, only 9 organizations fulfilled this criterion.

Table 3. Organization, Number of Documents, and Number of Citations

Organization	Document	Citation
Curtin University, Australia	3	9
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao	3	4
Louisiana Tech University, Ruslon, LA, United States	5	1
Louisiana Tech University, United States	3	413
Luleå University of Technology, Luleå, Sweden	3	0
University of Central Arkansas, Conway, AR, United States	3	21
University of Leeds, United Kingdom	4	41
University of Queensland, Australia	3	40
University of Texas, Austin, United States	3	31

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The organization with the largest number of citations, namely 413, is Louisiana Tech University in the United States. Furthermore, the United States leads the globe in terms of both the quantity and quality of published publications on legitimate marketing, as evidenced by the biggest number of citations. The evidence indicates that Western viewpoints continue to exert significant influence over the direction of legitimate marketing research.

An analysis of co-authorship was conducted using the nations analysis unit, with a maximum of 5 countries per document. The subsequent criterion established was a minimum threshold of 30 papers per country. Out of the 99 countries, only 16 countries satisfied this requirement. The following contains the facts pertaining to these countries.

Table 4. Country, Number of Documents, and Number of Citations

Country	Document	Citation
United States	369	7399
United Kingdom	163	3791
Australia	107	2473
China	111	2087
Canada	64	1399
New Zealand	38	1138
France	40	1265
Italy	60	823
Germany	56	869
South Korea	41	1061
Portugal	34	612
Spain	33	559
Indonesia	32	102
Taiwan	31	533
Malaysia	32	225
India	99	732

According to a bibliometric analysis using co-authorship data and nation analysis units, it has been determined that the United States has the highest number of documents and citations in the world. Specifically, the United States has 369 documents and 7,399 citations. The United Kingdom holds the second position with 163 documents and 3,791 citations, while Australia follows with 107 documents and 2,473 citations.

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Figure 3. Clusters and Countries VOSviewer Visual Display

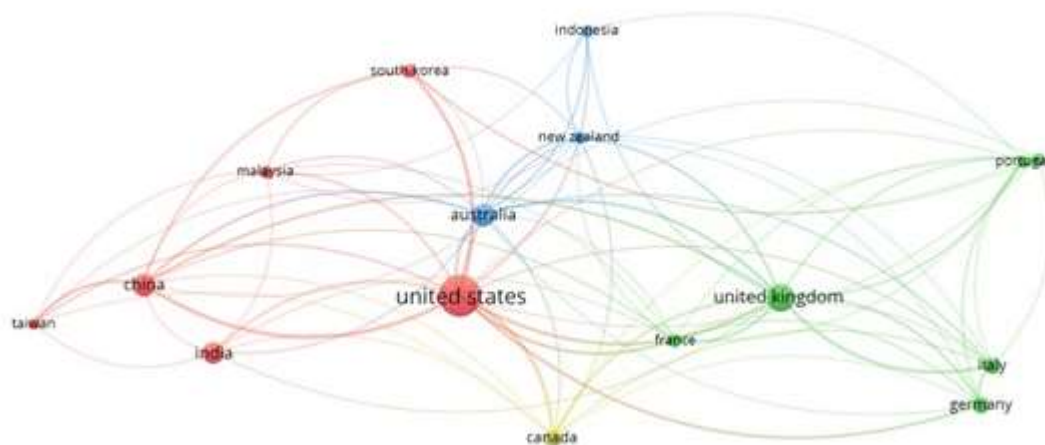


Table 5. Clusters and Countries

Cluster 1	Cluster 2	Cluster 3	Cluster 4
China India Malaysia South Korea Taiwan United States	France Germany Italy Portugal Spain United Kingdom	Australia Indonesia New Zealand	Canada

According to the cluster mapping derived from co-authorship analysis conducted with the nation analysis unit, Cluster 1 consists of China, India, Malaysia, South Korea, Taiwan, and the United States. Cluster 2 is comprised of France, Germany, Italy, Portugal, Spain, and the United Kingdom. Australia, Indonesia, and New Zealand are located in Cluster 3. Canada occupies Cluster 4.

Co-occurrence analysis is employed to ascertain the frequency of terms from a study that occur concurrently in the scientific paper under investigation. Co-occurrence analysis is conducted by analyzing all keywords as the unit of analysis. The minimum threshold for the number of occurrences of specified keywords is set at 25. Out of a total of 6,779 keywords, all of them fulfill this defined requirement.

Table 6. Keywords and Number of Occurrences

Keyword	Occurrences
<i>marketing</i>	251
<i>authenticity</i>	247
<i>human</i>	70
<i>social media</i>	102

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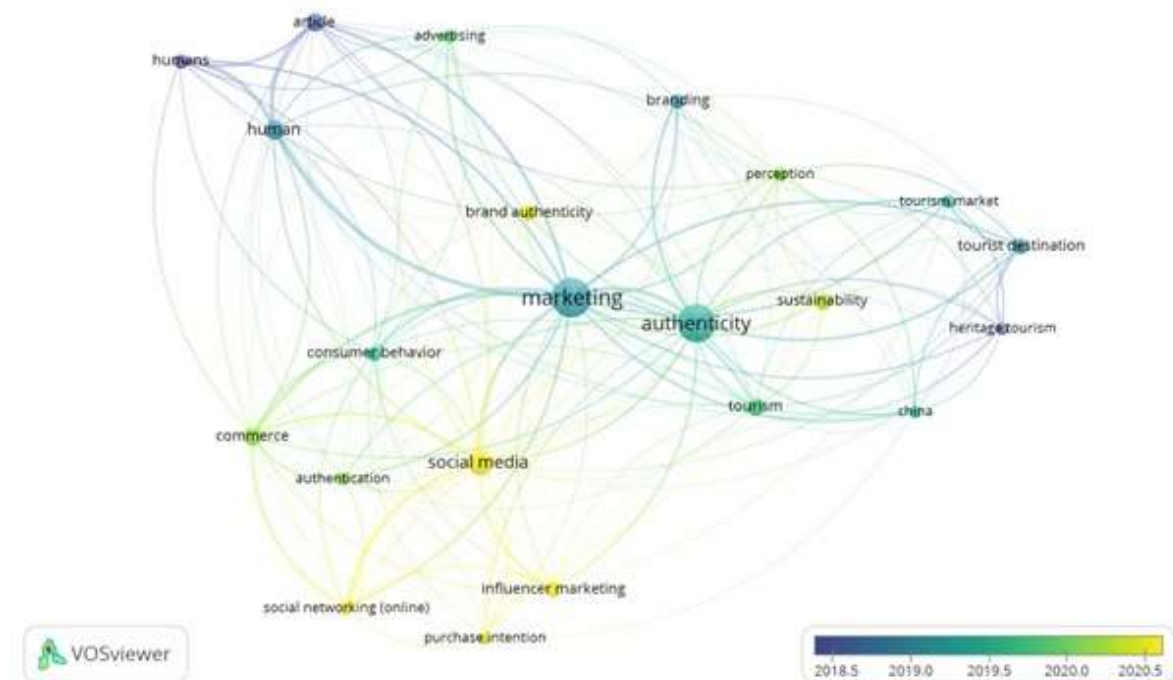


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<i>article</i>	62
<i>commerce</i>	56
<i>humans</i>	38
<i>tourist destination</i>	43
<i>social networking (online)</i>	35
<i>perception</i>	32
<i>tourism</i>	53
<i>consumer behavior</i>	37
<i>tourism market</i>	30
<i>influencer marketing</i>	42
<i>authentication</i>	34
<i>advertising</i>	30
<i>heritage tourism</i>	25
<i>china</i>	27
<i>sustainability</i>	48
<i>branding</i>	39
<i>purchase intention</i>	25
<i>brand authenticity</i>	43

The most often occurring terms in authentic marketing are "marketing" with 251 instances, "authenticity" with 247 instances, and "social media" with 102 instances.

Figure 4. Clusters and Keywords VOSviewer Visual Display



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According to bibliometric trend mapping, the emerging areas of focus in genuine marketing include perception, sustainability, brand authenticity, social media, influencer marketing, purchase intention, and online social networking. This topic can be explored in the context of scientific research in the field of authentic marketing.

Table 7. Clusters and Keywords

Cluster 1	Cluster 2	Cluster 3
<i>Authenticity</i> <i>Brand Authenticity</i> <i>Branding</i> <i>China</i> <i>Heritage Tourism</i> <i>Marketing</i> <i>Perception</i> <i>Sustainability</i> <i>Tourism</i> <i>Tourism Market</i> <i>Tourist Destination</i>	<i>Authentication</i> <i>Commerce</i> <i>Consumer Behavior</i> <i>Influencer Marketing</i> <i>Purchase Intention</i> <i>Social Media</i> <i>Social Networking (Online)</i>	<i>Advertising</i> <i>Article</i> <i>Human</i> <i>Humans</i>

Through the process of keyword analysis, it is possible to identify three primary clusters. Cluster 1 consists of the following topics: Authenticity, Brand Authenticity, Branding, China, Heritage Tourism, Marketing, Perception, Sustainability, Tourism, Tourism Market, and Tourist Destination. This demonstrates the strong correlation between the subject of authentic marketing and the subject of tourism, particularly in respect to food (Ellis et al., 2018; Sidali et al., 2015), destination (Ekasari et al., 2023; Lew, 2019; Yudha et al., 2019), dan tourist experience (Albrecht & Raymond, 2023; Christou & Chatzigeorgiou, 2020; Hermawan, 2022). Cluster 2 consists of the following topics: Authentication, Commerce, Consumer Behavior, Influencer Marketing, Purchase Intention, Social Media, and Social Networking (Online). This demonstrates the intimate correlation between the subject of authentic marketing and several elements of business and digital marketing (Hollebeek & Macky, 2019; Jafari-Sadeghi et al., 2023; Spanjaard et al., 2023). Cluster 3 is comprised of Advertising, Article, Human, and Humans. This demonstrates that the concept of authentic marketing can also be viewed through the lens of culture and humanity (Alimamy & Kuhail, 2023; Chicoine et al., 2023; Nindito & Tamtomo, 2020; Osorio et al., 2023).

Citation analysis is conducted to quantify the frequency at which an individual's work is referenced by others. Citation analysis was conducted using the documentation analysis unit, applying a criterion that required a minimum of 200 citations in a single document. Out of the total of 1443 documents, only 16 documents met this defined criterion.

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Table 8. Article Title, Author, and Number of Citations

Article Title	Author	Citation
<i>Brands Taking a Stand: Authentic Brand Activism or Woke Washing?</i>	Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020)	269
<i>What is food tourism?</i>	Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018)	365
<i>Corporate social responsibility authenticity: Investigating its antecedents and outcomes</i>	Alhouti, S., Johnson, C. M., & Holloway, B. B. (2016)	220
<i>Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy</i>	Sidali, K. L., Kastenholz, E., & Bianchi, R. (2015)	201
<i>Authenticity under threat: when social media influencers need to go beyond self-presentation</i>	Audrezet, A., De Kerviler, G., & Moulard, J. G. (2020)	377
<i>The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy</i>	He, H., & Harris, L. (2020)	799
<i>Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications</i>	Hollebeek, L. D., & Macky, K. (2019)	389
<i>Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences</i>	Hilken, T., de Ruyter, K., Chylinski, M., Mahr, D., & Keeling, D. I. (2017)	326
<i>Tourism planning and place making: place-making or placemaking?</i>	Lew, A. A. (2019)	212
<i>Organic food consumption in Poland: Motives and barriers</i>	Bryła, P. (2016)	229
<i>Local food: a source for destination attraction</i>	Björk, P., & Kauppinen-Räsänen, H. (2016)	205
<i>Authenticity in branding – exploring antecedents and consequences of brand authenticity</i>	Fritz, K., Schoenmueller, V., & Bruhn, M. (2017)	253
<i>Authenticity and place attachment of major visitor attractions</i>	Ram, Y., Björk, P., & Weidenfeld, A. (2016)	282
<i>Visitors' engagement and authenticity: Japanese heritage consumption</i>	Bryce, D., Curran, R., O'Gorman, K., & Taheri, B. (2015)	242
<i>Brand authenticity: An integrative framework and measurement scale</i>	Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015)	496
<i>Branded service encounters: Strategically aligning employee behavior with the brand positioning</i>	Sirianni, N. J., Bitner, M. J., Brown, S. W., & Mandel, N. (2013)	232

The most cited articles related to authentic marketing are The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy by He (2020) with 799 citations, Brand authenticity: An integrative framework and measurement scale by Morhart (2013) with 496 citations, and Digital Content Marketing's Role in Fostering Consumer Engagement,

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Trust, and Value: Framework, Fundamental Propositions, and Implications by Hollebeek (2019) with a total of 389 citations.

Citation analysis using the sources analysis unit was carried out with the criteria that the minimum number of documents in the source was 10, obtained from 837 sources, there were 10 sources that met the criteria.

Table 9. Sources, Number of Documents, and Number of Citations

Sources	Document	Citation
European Journal of Marketing	18	666
Journal of Business Research	21	2010
Tourism Management	12	1413
International Journal of Contemporary Hospitality Management	10	600
Sustainability (Switzerland)	30	370
Journal of Product and Brand Management	12	393
Current Issues in Tourism	10	287
Springer Proceedings in Business and Economics	14	17
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	59	38
Smart Innovation, Systems and Technologies	11	47

Developments in Marketing Science: Proceedings of the Academy of Marketing Science is the primary repository of scholarly publications in the field of genuine marketing, with a total of 59 documents. However, the number of citations received is 38. The Journal of Business Research has a significant influence, as evidenced by a total of 2,010 citations. Document 21. This indicates that the majority of the documents were disseminated through conference papers, but did not receive significant recognition in the form of citations. Documents published in journals yield a higher amount of citations with a less quantity of documents as compared to conference papers.

5. Conclusion

The field of authentic marketing is an evolving subject, with the quantity of publications steadily rising each year till 2023. Discussions pertaining to genuine marketing encompass a wide range of topics, including tourism, culinary arts, economics and commerce, digital marketing, as well as human behavior and culture. According to bibliometric study, it is evident that the United States has a significant presence in publications relevant to authentic marketing. In addition, the most commonly published type of article is the article, and the Journal of Business Research has the highest scientific influence in terms of publication sources, as it has the largest number of citations. According to bibliometric trend mapping, the most recent areas of focus in authentic marketing are perception, sustainability, brand authenticity, social media, influencer marketing, purchase intention, and online social networking. This subject matter could be explored in forthcoming publications pertaining to authentic marketing. Authentic marketing research is primarily based on studies conducted in Europe and the United States.

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This presents a valuable opportunity for researchers in Asia, particularly in Southeast Asia and Africa, who possess authentic elements, to contribute to the field by publishing their research in esteemed international journals.

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