

A Bibliometric and Thematic Analysis of the Indian Journal of Marketing : A Study of 13 Years

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Abstract

Purpose : It is necessary to do a bibliometric assessment of the *Indian Journal of Marketing* (IJM). This highly regarded peer-reviewed and referenced publication disseminates genuine and empirical research in marketing across the broad purview of the management domain. A bibliometric overview, diagrammatic mapping, and thematic analysis of IJM from 2010 to 2022 were the main objectives of this study.

Methodology : A total of 731 papers published in IJM were examined in this bibliometric analysis. We took the necessary information out of Scopus and saved it as CSV. Biblioshiny was used to do bibliometric analysis. Using methods like co-citation, co-authorship, and co-occurrence, Vosviewer software was used to visualize the data.

Findings : The number of papers published was trending downward, but the number of citations obtained was trending upward. The most well-known and highly referenced authors in IJM are respected figures in the field. Due to *Indian Journal of Marketing* being chosen as the preferred forum for their research, developing nations and the institutions connected with them made comparatively large contributions to the journal. In terms of author, nation, and institute co-authorship patterns, this is accurate. The journal took into account the majority of marketing-related issues, even some that had just developed, as evidenced by highly frequent terms and keyword co-occurrence patterns.

Practical Implications : The findings of this study may help the *Indian Journal of Marketing* editorial board and editorial team make decisions about its future direction and may also make it easier for practitioners and researchers who are interested in the subject of marketing to interact with and contribute to the journal.

Originality : The current study provided insights into various new and recent facets associated with the area of *Indian Journal of Marketing*. Previously, similar analysis with the bibliometric technique has rarely been done with the present Scopus database for the journal.

Keywords : bibliometrics, Scopus, VOSviewer, bibliographic coupling, co-occurrence, thematic analysis

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The scope of the *Indian Journal of Marketing* (IJM) is enormous and continuously expanding. This journal, which has been in publication since 1968, is a monthly double-blind peer-reviewed journal. In a double-blind peer review, neither the reviewer nor the author names are revealed to one another or kept secret. This

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verified research publication covers a broad range of subjects, including direct marketing, e-commerce, retailing, customer value modeling, advertising, marketing, consumer behavior, sales management, business laws, online marketing, digital branding, marketing strategy & segmentation, mobile marketing, and more. This journal is listed in the UGC-CARE List of Journals (Group II), indexed in Scopus, and rated “C” in the ABDC Journal List. The Journal of Marketing's H-index is 12. The Scopus SCImago Journal Rank is 0.240, according to the Ranking Analysis of the IJM based on Scopus Scimago Journal and Country Rank. The *Indian Journal of Marketing's* consistently rising position is a testament to its commitment to releasing influential and high-caliber research publications. The journal consistently ranks in the Q3 (third highest) quartile for marketing areas of its publishing as of the most current year (2022). This shows that, in terms of effect and influence within its topic areas, it is in the top 75% of the journals.

In the past 12 years, it has become increasingly important as a constant educational tool for the marketing industry. Those who watch it include academicians, students, instructors, and even marketing managers from prominent colleges, universities, and B-schools in India and other countries. Its main objective is knowledge dissemination in order to ensure competent and ethical marketing operations. The goal of encouraging research and thinking is to increase understanding of marketing theories, including their framework, organizational performance, structures, systems, and processes. Its main focus is on views and studies that are pertinent to both practical managers and academics. We use bibliometric analysis to look into the semantic relationship between writers who published with IJM, the connected institutions, and their home countries. The thematic relationships between the primary debates in IJM papers are displayed through the mapping analysis and co-occurrence network of authors' keywords. Our cartographic analysis confirms the descriptive results and displays the co-authorships of the contributions.

An editorial (Barley, 2016; Shugan, 2006), a review (Van Fleet et al., 2006), or a special issue (Meyer & Winer, 2014) are common special events that are held when a journal reaches a notable milestone as these offer some historical and comprehensive findings that allow for the formation of a retrospective assessment, and creating a bibliometric overview of the journal is particularly fascinating (Schwert, 1993). Our bibliometric overview includes details on the top contributors to the journal and the institutions they are affiliated with, as well as a detailed analysis of the citation pattern and publishing trend of the *Indian Journal of Marketing* papers from 2010 to 2022. Such retrospectives are common in the literature. For example, Valenzuela et al. (2017) conducted a 30-year study of the *Journal of Business and Industrial Marketing*, while Martínez-López et al. (2018) conducted a thorough analysis of 50 years of the *European Journal of Marketing*.

Methods and Data

The creation of bibliometric approaches was the outcome of extensive bibliographic research into the library and information sciences (Broadus, 1987; Pritchard, 1969). Bibliometric analyses categorize and assess bibliographic content by arranging illustrated summaries of the body of existing literature. This methodology has been used in the past to assess papers from various research initiatives (Merigó et al., 2019), academic institutions (Fernandez et al., 2019), nations (Cancino et al., 2017; Mas-Tur et al., 2019), and topics (Albort-Morant & Ribeiro-Soriano, 2016; Blanco-Mesa et al., 2017; Chung & Cox, 1990; Gurzki & Woisetschlager, 2017; Rey-Martí et al., 2016).

Kessler (1963) clarified the study work that demonstrated appropriate convergence based on shared sources and reference patterns. Small (1973) discovered that there is a conceptual or intellectual relationship between the citing and cited materials when two or more references are regularly mentioned in a new study. Two more concepts that frequently appear in the bibliometric literature are co-authorship and co-occurrence. The bibliometric literature also regularly discusses co-authorship and co-occurrence. Keyword co-occurrence reveals the conceptual framework or body of knowledge in the literature; whereas, co-authorship reveals the collaboration

and pattern of the contributing writers (Callon et al., 1983; Cheng et al., 2018; Koseoglu, 2016; Peters & Van Raan, 1991).

We provide a bibliometric summary of IJM in descriptive and network analysis after discussing the application of the ideas in the literature and wrapping up the previously provided explanations. Our descriptive approach takes into account the total number of publications, citations, and citations per article. The *h*-index, *g*-index, and *m*-index are utilized to illustrate productivity and impact (Ding & Cronin, 2011; Egghe, 2006; Hirsch, 2005; Tsay, 2009). Publications with at least *h* - citations are generally classified as having an *h*-index; highly cited papers with at least g^2 citations are defined as having a *g*-index; in our study, the *m*-index, which is the composite of the *h* and *g*, is computed as h/g . In addition to the descriptive analysis, our network investigations also include bibliographic links, co-citations, and co-occurrences of the authors' keywords. The majority of the mapping analyses in this paper were carried out with VOSviewer. Two standard weights—the overall strength and the number of linkages—are used by VOSviewer to depict the nodal network graphically. The size of the nodes and the interlinking lines that connect them demonstrate the strength and relevance of the links.

Scopus is one of the largest multidisciplinary databases of peer-reviewed literature in social science research, where we obtained the bibliographic data used in this work (Bartol et al., 2014; Norris & Oppenheim, 2007). According to Guerrero-Baena et al. (2014) and Durán-Sánchez et al. (2019), Scopus is a standard database that is frequently utilized for quantitative analysis. As per Scopus, there were 731 papers published in IJM between 2010 and 2022, which included 653 articles, 76 editorials, and two reviews. Every document that is examined is considered.

Analysis and Results

Trend of Publications and Structure of Citations of IJM

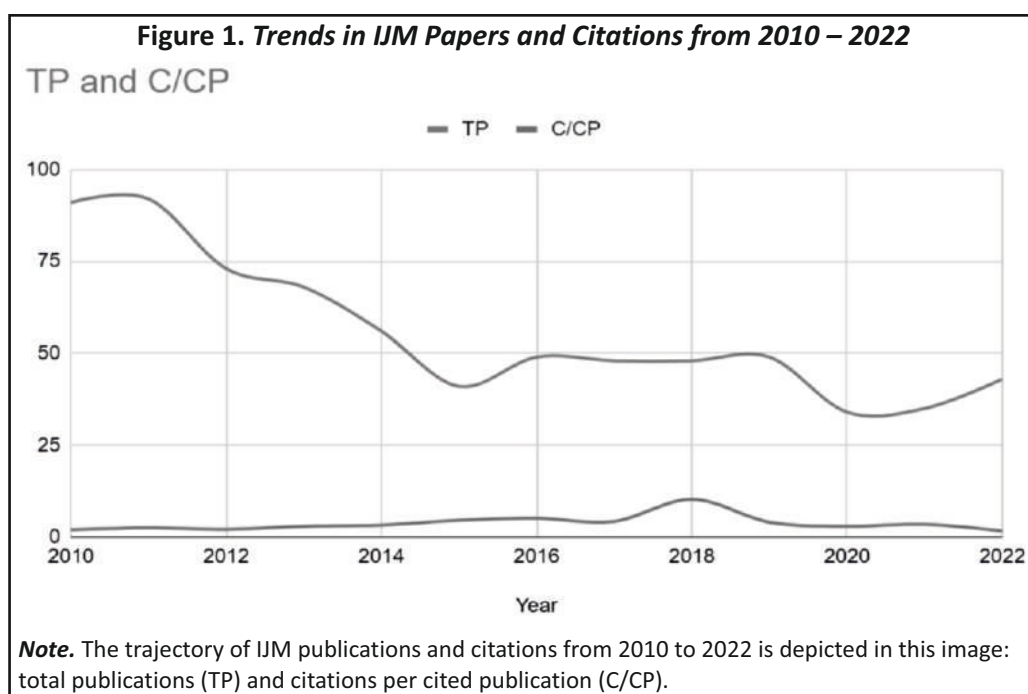
The publications have experienced ups and downs in the years that have followed. Table 1 lists the annual publications and citation patterns for IJM. Figure 1 shows the total publications and citations per cited article for the IJM publication trend. According to Table 1, 2011 was the most productive year for IJM in the preceding 12 years in terms of citations (55) and publications (92). Throughout the year, 137 citations were added to IJM; the greatest average citation rate for an article was 1.49 times. However, if one looks at citations per cited article rather than the overall citations, 2018 stands out as the most significant year (10.30), followed by 2015 (4.567). The most significant paper that was released was the study “Investigating the Empirical Relationship between Service Quality, Trust, Satisfaction, and Intention of Customers Purchasing Life Insurance Products” by Panigrahi et al. (2018).

Table 1. Citation Structure of IJM Papers Between 2010 and 2022

Year	TP	NCP	TC	C/P	C/CP	<i>h</i>	<i>g</i>	<i>m</i>	Publications with citations $\geq$			
									25	20	10	1
2010	91	47	94	1.03	2	4	5	0.286	0	0	2	47
2011	92	55	137	1.49	2.49	6	7	0.462	0	0	1	55
2012	73	54	115	1.58	2.13	5	6	0.417	0	0	0	54
2013	68	46	134	1.97	2.91	6	7	0.6	0	0	2	46
2014	56	53	172	3.07	3.25	6	8	0.545	0	0	1	53
2015	41	30	137	3.34	4.57	7	9	0.778	0	0	4	30
2016	49	40	205	4.18	5.13	8	10	1	0	0	6	40

2017	48	45	191	3.98	4.24	8	10	1.143	2	0	3	45
2018	48	47	484	10.08	10.30	10	13	1.667	2	2	7	47
2019	49	42	169	3.45	4.02	7	9	1.4	0	0	4	42
2020	34	27	79	2.32	2.93	5	6	1.25	0	0	0	27
2021	35	27	93	2.66	3.44	5	7	1.667	0	0	3	27
2022	43	14	23	0.53	1.64	2	3	1	0	0	0	14
Total	731	515	1,833	2.51	3.56	12	16	0.857	4	2	33	527

Note. The publishing trend and citation structure of IJM over the study period are displayed in this table. Here, TC is the total number of citations; NCP is the total number of cited publications; h is the h -index; g is the g -index; and m is the m -index. C/P and C/CP are the average citations per publication and cited publications, respectively.



With values for the h -index, g -index, and m -index of 10, 13, and 1.667, respectively, 2018 was the most notable year in terms of IJM's impact. Furthermore, Table 1 reveals that between 2010 and 2022, 504 (68.94%) citations were made at least once, 2 (0.27%) were cited at least 20 times, and 4 (0.55%) IJM papers earned at least 25 citations. Figure 1 displays the rising trend of IJM publications over the past 12 years as well as the number of citations per referred work. The number of citations and the citations per publication show an evident downward trend in the last three years of the study. This decline is not surprising as this research has recently been published. Therefore, there is an extended downward trend in the citations in IJM.

IJM Articles with Most Citations

According to Tsay (2009), citations show the considerable impact of the published papers. Table 2 displays a selection of the most important articles published in IJM between 2010 and 2022. Every article with scholarly worth can be found in the top-cited IJM. For instance, Panigrahi et al. (2018) examined the relationship between customer happiness, service quality, trust, and the intention of purchasing life insurance products. Similarly,

Table 2. Articles in IJM with the Most Number of Citations Between 2010 and 2022

TC	Title	Authors	Year	CPY
26	"Investigating the Empirical Relationship Between Service Quality, Trust, Satisfaction, and Intention of Customers Purchasing Life Insurance Products"	Panigrahi, S. K., Azizan, N. A., & Khan, M. W.	2018	4.33
26	"Social Media as a Marketing Tool: Opportunities and Challenges"	Yadav, M.	2017	3.71
23	"A Study of Millennials's Preferences for Social Media Advertising in Delhi NCR"	Arora, T., Agarwal, B., & Kumar, A.	2018	3.83
18	"Disruptive Business Model Innovation: How a Tech Firm is Changing the Traditional Taxi Service Industry"	Bashir, M., Yousaf, A., & Verma, R.	2016	2.25
17	"Effect of E-Loyalty Cues on Repurchase Behavioral Intentions Among Online Shoppers"	Kurup, A. J., & Jain, P.	2018	2.83
16	"Internet of Things (IoT): Is IoT a Disruptive Technology or a Disruptive Business Model?"	Narasimha Murthy, D., & Vijaya Kumar, B.	2015	1.78
15	"Food Marketing and its Impact on Adolescents' Food Choices"	Sivathanu, B.	2017	2.14
15	"Impact of Brand Personality on Brand Equity: The Role of Brand Trust, Brand Attachment, and Brand Commitment"	Ahmad, A., & Thyagaraj, K. S.	2015	1.67
14	"Impact of Celebrity Endorsed Advertisements on Rural Consumers' Purchase Intention Towards Mobile SIM Cards: A Study Conducted in West Bengal"	Chakraborty, D.	2018	2.33
14	"Social Media as an Effective Marketing Tool: An Empirical Study"	Shimpi, S. S.	2018	2.33

Yadav (2017) discussed the advantages and disadvantages of using social media as a marketing tool in his paper. Marketers can obtain a solid foundation of information about millennials' preferences for social media advertising in Delhi-NCR from Arora et al. (2018) and other noteworthy papers in IJM. Table 2 additionally demonstrates that, with 4.33 citations annually, Panigrahi et al. (2018) have the greatest average number of citations.

The papers in Table 2 cover a wide range of important topics, including the impact of different elements on a person's decision-making process, the importance of technology, the emergence of social media as a disruptive marketing tool, and the role of technology in general. A wide range of presentations in marketing and associated subfields, which study and expand the features of management research and assist the development of ideas in the respective disciplines, have made IJM a reputable publication. In the following discussion, we acknowledge the leading authors of IJM and their affiliations.

Most Prolific Authors, Affiliated Institutions, and Affiliated Countries

Table 3 shows the total number of citations, cited publications, citations per publication, and citations per cited publication for IJM contributors. The *h*-index, *g*-index, and *m*-index display the impact of the writers. The table separates the authors' publications into four categories based on the number of citations they received: at least 25, 20, 10, and 1 citation, respectively. Singh, S. from IIT Dhanbad comes first in terms of the total amount of publications provided, with 13 published between 2010 and 2022. With 10 publications apiece, the authors are the most mentioned writers in the category. With 43 citations, Chakraborty, D. from SIBM Nagpur wins the category for total citations. Verma, R. from LPU Punjab comes in second, with 42 citations in IJM over the same period.

Table 3 lists the most important IJM contributors from 2010 to 2022, together with the most prolific IJM authors. Verma, R., Chakraborty, D., and Jain K. share the top spot in the *h*-index category with four works that garnered four or more citations between 2010 and 2022. Additionally, as can be observed from the *g*-index in Table 3, six of Verma, R.'s most frequently cited articles that are published in the IJM have received at least six

Table 3. Most Prolific IJM Authors Between 2010 and 2022

Authors	Affiliations	Country	TP	NCP	TC	C/P	C/CP	<i>h</i>	<i>g</i>	<i>m</i>	Publications with citations $\geq$			
											25	20	10	1
Singh, S.	Department of Management Studies, IIT (Indian School of Mines), Dhanbad	India	13	10	33	2.54	3.3	3	5	0.214	0	0	0	10
Sharma, A.	Symbiosis Institute of International Business, Symbiosis International (Deemed) University, Pune, Maharashtra, India	India	9	5	21	2.33	4.2	3	4	0.214	0	0	0	5
Sharma, S.	University Business School, Panjab University	India	8	6	22	2.75	3.67	3	4	0.273	0	0	0	6
Sen, S.	Faculty of Management, ICFAI University Meghalaya	India	7	4	16	2.29	4	2	4	0.182	0	0	0	4
Gupta, S.	Department of Management, NIPER	India	6	5	13	2.17	2.6	2	3	0.143	0	0	0	5
Srivastava, M.	SVKM's NMIMS, Bangalore	India	6	3	10	1.67	3.33	2	3	0.143	0	0	0	3
Verma, R.	Lovely Professional University, Punjab	India	6	5	42	7	8.4	4	6	0.444	0	0	1	5
Chakraborty, D.	Symbiosis Institute of Business Management, Nagpur	India	5	4	43	8.6	10.75	4	5	0.667	0	0	3	4
Gupta, R.	Institute of Management and Science, Bangalore	India	5	3	10	2	3.33	2	3	0.154	0	0	0	3
Jain, K.	Department of Marketing, Amity International Business School, Noida	India	5	5	30	6	6	4	5	0.571	0	0	1	5

citations. When it comes to overall *m*-index impact, Chakraborty, D. (0.667) is at the top of the list, indicating that all of his cited publications in IJM are high-cited articles.

Table 4 shows the affiliated institutions of the top IJM authors from 2010 to 2022. The University of Delhi is at the top of the list, with 17 publications from 28 IJM writers. Second place goes to Jalandhar's Lovely Professional University, which has nine works authored by 16 different writers. The two universities that have had the most referenced articles are Delhi University and Lovely Professional University (LPU). The University of Delhi dominates every measure, with 28, 12, 55, and 4.58 citations per cited publication (C/CP), citations per cited

Table 4. Most Prolific Affiliations with IJM Authors Between 2010 and 2022

Institute	Country	TP	NCA	NCP	TC	C/CA	C/P	C/CP	Publications with citations $\geq$			
									25	20	10	1
University of Delhi	India	17	28	12	55	1.96	3.23	4.58	0	1	1	12
Lovely Professional University	India	9	16	7	32	2	3.56	4.57	0	0	0	7
Indian Institute of Technology, Delhi (IIT Delhi)	India	7	18	4	11	0.61	1.57	2.75	0	0	0	4
Alliance University	India	6	7	1	1	0.14	0.17	1	0	0	0	1
Assam University	India	6	11	2	6	0.55	1	3	0	0	0	2
Cochin University of Science and Technology	India	6	10	5	29	2.9	4.83	5.8	0	0	2	5
Osmania University	India	6	11	5	15	1.36	2.5	3	0	0	0	5
AMITY University	India	5	10	3	18	1.8	3.6	6	0	0	0	3
Banaras Hindu University (BHU)	India	5	10	2	6	0.6	1.2	3	0	0	0	2
Christ University	India	4	6	4	17	2.83	4.25	4.25	0	0	1	4

Note. This table lists the top institutions affiliated with IJM authors during the study period. For abbreviations, refer to Table 1.

author (NCA), number of cited publications (NCP), total citations (TC), and so on. The top universities for citations per author affiliation (C/CA) and citations per publication (C/P) are, respectively, Christ University and Lovely Professional University. Table 4 also indicates that the University of Delhi is first in two categories of citations, with 12 publications and one work that has been mentioned at least once and 20 times, respectively. Furthermore, we reveal that all of the top-producing universities are situated in India, revealing the national distribution of IJM publications between 2010 and 2022.

Table 5 shows the top nations of affiliation for IJM writers. When comparing total publications (TP) and number of contributing authors (NCA) (TP: 622; NCA: 1,153), India is far ahead of Malaysia and the United States. The number of authors connected to a nation is typically higher in that nation. As a result, there are more citations. India tops nearly every index, including total citations (1,660), single-author publications (204), multiple-author publications (418), and number of cited articles (464). Malaysia is not included, with 2.09

Table 5. Countries Most Commonly Affiliated with IJM Authors Between 2010 and 2022

Country	TP	NCA	NCP	TC	C/CA	C/P	C/CP	SCP	MCP	MCP Ratio	Publications with citations $\geq$			
											25	20	10	1
India	622	1,153	464	1,660	1.44	2.67	3.58	204	418	0.67	1	1	32	464
Malaysia	13	33	11	69	2.09	5.31	6.27	1	12	0.92	1	0	1	11
USA	11	24	8	23	0.96	2.09	2.875	1	10	0.91	0	0	0	8
South Korea	7	11	5	16	1.45	2.29	3.2	2	5	0.71	0	0	0	5
Oman	5	10	3	7	0.7	1.4	2.33	2	3	0.6	0	0	0	3
Indonesia	2	7	2	7	1	3.5	3.5	0	2	1	0	0	0	2
Algeria	1	2	1	3	1.5	3	3	0	1	1	0	0	0	1
Sri Lanka	1	1	1	3	3	3	3	1	0	0	0	0	0	1
Sudan	1	2	1	3	1.5	3	3	0	1	1	0	0	0	1
South Africa	3	5	2	6	1.2	2	3	1	2	0.67	0	0	0	1

citations per contributing author, 5.30 citations per publication, and 6.27 citations per referenced article. Among the various categories of citation thresholds, India contributed the most number of IJM papers mentioned at least 25 times (1), 20 times (1), 10 times (32), and once (464).

Table 6 provides a summary of IJM clusters and a list of the publications with the highest number of citations for each cluster and its main subject.

There are 32 IJM publications with 138 citations published in Cluster 1 (Brand Loyalty). In the cluster, it ranks fifth for the total number of published articles and third for citations. A study on a distinct facet of brand equity, switching cost, service quality, credibility, or personality is represented by each of the five sub-clusters that make up the cluster. The majority of the citations (15) are in Ahmad and Thyagaraj's (2015) work. The authors examined how brand personality affects brand equity using brand attachment, commitment, and trust. Rao and Rao (2019) have the most significant average number of citations annually (40.31). This study employed trust and brand image as mediators to examine the effect of electronic word-of-mouth credibility on customers' purchase intentions. The study by Santhosh Kumar and Menon (2017) is ranked second with 12 citations. This study looked into how consumers' intentions to purchase smartphones were impacted by brand loyalty. A number of factors were taken into consideration when assessing brand loyalty, such as customer satisfaction, switching costs, brand quality, and brand experience. They found that a key factor in the long-term prosperity of smartphone firms is brand loyalty. Other notable studies in this cluster are Jana and Chandra (2016) and Panda et al. (2014).

Table 6. An Overview of IJM Clusters

No.	Focused Area	Major Topics Covered	TP	Most Cited Articles				
				Title	Authors	Year	TC	CPY
1	Brand Loyalty	Brand Personality, Brand Equity, Switching Cost, Service Quality, Credibility	32	"Impact of Brand Personality on Brand Equity: The Role of Brand Trust, Brand Attachment, and Brand Commitment"	Ahmad, A., & Thyagaraj, K. S.	2015	15	1.87
				"Brand Loyalty of Customers in Smartphone Brands"	Santhosh Kumar, S., & Menon, R. P.	2017	12	2
				"Factors Affecting Brand Trust: An Exploratory Investigation among Indian Retail Consumers"	Panda, R., Swar B. N., & Mukerjee, K.	2014	12	1.33
				"Examining eWOM Credibility - Consumer Purchase Intention Relationship in Facebook: A Mediation Analysis"	Rao, K. S., & Rao, B.	2019	10	2.5
				"Role of Brand Image and Switching Cost on Customer Satisfaction-Loyalty Dyadic in the Mid-Market Hotel Sector"	Jana, A., & Chandra, B.	2016	10	1.42
2	Branding and Quality	Branding, Destination, Ambience, Convenience, Retail, Perception	33	"Social Media as an Effective Marketing Tool: An Empirical Study"	Shimpi, S. S.	2018	13	2.6
				"Factors Influencing Passengers' Purchase Intention Towards App-Cab Services in Metro Cities of India: A Study on Smartphone Users"	Chakraborty, D.	2021	12	6

3	Consumer Behavior	Buying Behavior, Customers, Business Models, Technology, Retail, Millennials	40	"Demographic and Socioeconomic Influences Shaping Usage of Online Channel for Purchase of Food & Grocery"	Prasad, S., & Sharma, M.	2016	9	1.29
				"Demographics, Social Media Usage, and Political Engagement in Punjab"	Kaur, M., & Verma, R.	2018	7	1.75
				"Impact of Cognitive and Affective Image on Tourists' Travel Motivation"	Sabari Shankar, R.	2020	6	2
				"Internet of Things (IoT): Is IoT a Disruptive Technology or a Disruptive Business Model?"	Narasimha Murthy, D., & Vijaya Kumar, B.	2015	16	2
				"Shopping Experience of Hypermarket Shoppers on Weekends"	Atulkar, S., & Kesari, B.	2016	12	1.71
				"Consumers' Intention to Adopt Internet Banking: An Indian Perspective"	Nagdev, K., & Rajesh, A.	2018	10	2
				"Digital Marketing and Consumer Millennials: A Comparative Study of Men, Women, and Transgender Consumers' Buying Behaviour in Punjab"	Sharma, P., Gupta, S., & Kapoor, D.	2020	6	2
				"Consumer Perception Towards Shopping Malls: Evidence from a Tier II City"	Khanna, P., & Seth, S.	2018	4	0.8
				"Investigating the Empirical Relationship Between Service Quality, Trust, Satisfaction, and Intention of Customers Purchasing Life Insurance Products"	Panigrahi, S. K., Azizan, N. A., & Khan, M. W.	2018	26	5.2
				"The Moderating Effect of Gender on Continuance Intention Toward Mobile Wallet Services in India"	Reddy, T. T., & Rao, B. M.	2019	13	3.25
4	Customer Satisfaction	Satisfaction, Continued Usage, Perceived Ease of Use, Service Quality, Innovation, Fairness	64	"Consumer Preference Towards Private Label Brands with Reference to Retail Apparel in India"	Kumar, S.	2019	10	2.5
				"Factors Influencing the Purchase Decision of Perfumes with Habit as a Mediating Variable: An Empirical Study in Malaysia"	Azeema, N., Jayaraman, K., & Kiumarsi, S.	2016	10	1.42
				"Extent of Service Quality in Commercial Banks in Punjab"	Sharma, S., & Verma, R.	2015	8	1
				"Corporate Social Responsibility and Word-of-Mouth Intentions"	Kang, B., & Sivadas, E.	2018	7	1.4
				"The Relationship Between Retail Experience, Customer Satisfaction, and Behavioral Intention: Exploring the Consumer Shopping	Agarwal, A., & Singh, M. R.	2018	7	1.4

			Behavior in Unorganized Retail Settings"					
5	Green Marketing	Sustainability, Adoption Intention, Theory of Planned Behavior, Eco-Friendly Practices, Sustainable Development	9	"Intention to Adopt Sustainable Energy: Applying the Theory of Planned Behaviour Framework"	Srivastava, C., & Mahendar, G.	2018	11	2.2
				"Green Marketing: Initiatives in the Indian Context"	Yadav, R., & Pathak, G. S.	2013	10	1
				"Green Marketing: The New Strategic Imperative by Firms in India"	Tara, K., Singh, S., & Kumar, R.	2015	9	1.13
				"Intention to Purchase Hybrid Cars in India: A Study"	Khandelwal, U., Bajpai, N., Tripathi, V., & Yadav, S.	2016	7	1
6	Marketing	Endorsement, Advertising, Marketing, Attitude, Innovation, Resource, Performance	28	"Social Media as a Marketing Tool: Opportunities and Challenges"	Yadav, M.	2017	26	4.33
				"COVID-19: A Huge Opportunity for Innovation in Marketing"	Pillania, R. K.	2020	7	2.33
				"What is Beautiful is Good: An Evaluation of Effectiveness of Attractiveness in Celebrity Endorsements"	Johnson, J., & Thomas, T.	2018	7	1.4
				"Sounds Like Chicken: Sensory Marketing and Sound Effects"	Yeoh, J. P., & Allan, D.	2020	5	1.67
				"Exploring Factors Affecting the Effectiveness of Web-Advertising"	Farhan, M., & Yousaf, A.	2016	5	0.71
7	Purchase Intention	Social Media Marketing, Demographic Factors, Trust, Advertisement, B2C Marketing	85	"A Study of Millennials's Preferences for Social Media Advertising in Delhi NCR"	Arora, T., Agarwal, B., & Kumar, A.	2018	23	4.6
				"Impact of Celebrity Endorsed Advertisements on Rural Consumers' Purchase Intention Towards Mobile SIM Cards: A Study Conducted in West Bengal"	Chakraborty, D.	2018	14	2.8
				"Effect of Demographic Factors on Consumer Buying Behaviour of Durable Goods"	Juyal, S. A.	2013	12	1.2
				"What Drives People to Use Grocery Apps? The Moderating & Mediating Role of Customer Involvement and Trust"	Chakraborty, D., & Altekar, S.	2021	11	5.5
				"Consumer Perception Towards Social Media Advertisements: A Study Done in a Semi-Urban City of South India"	Padival, A., Michael, L. K., & Hebbar, S.	2019	11	2.75
				"A Study of Trends in B2C Online Buying in India"	Joshi, D., & Achuthan, S.	2016	11	1.57

Cluster 2 — branding and quality — includes 33 IJM articles from 2010 to 2022 with 104 citations. It ranks fourth in the number of articles published and fourth in citations. This cluster includes topics like branding, destination, ambience, convenience, retail, and perception. The article by Shimpi (2018) was the most cited publication in this cluster, with 13 citations. Using structural equation modeling, the author studied the impact of electronic word-of-mouth and social image on branding opportunities through social media. The study found a significant impact of the abovementioned variables using impression management as a mediator. Chakraborty (2021) was the second-best article in the cluster, with 12 citations and having the highest average citations (6). The purpose of the article was to determine the factors that were valued most by Indian application-based taxi service users. The passengers' use of the taxi services was found to be greatly enhanced by availability and convenience. The research findings also indicated that consumers' perceptions of coupons and discounts could contribute to a rise in market share. Other noteworthy papers in this cluster included Sabari Shankar (2020), Kaur and Verma (2018), and Prasad and Sharma (2016), with nine, seven, and six citations, respectively.

Cluster 3, consumer behavior, includes 40 articles published in IJM with 94 citations, ranked third in publications and fifth in citations. This cluster's key themes are millennials, technology, retail, business models, customers, and buying behavior. Narasimha Murthy and Vijaya Kumar's (2015) article is cited the most (16 times), along with maximum citations per year (2). This study showed how the data impacted consumer behavior using customized product offerings and branding strategies. They explained how the “Internet of Things” will emerge as a disruptive business model. Atulkar and Kesari (2016) studied various aspects of customer shopping experience using confirmatory factor analysis and structural equation modeling. They found that factors like comfort, enjoyment, emotional attachment, impulsiveness, and uniqueness significantly impacted the customer shopping experience and could help retailers gain a competitive advantage. This article has the second-highest citations in this cluster (12 times). Other prolific publications in this cluster include Khanna and Seth (2018), Nagdev and Rajesh (2018), and Sharma et al. (2020).

Cluster 4 is customer satisfaction, which ranks second in published articles, with 64 publications and 196 citations. Major topics covered in this cluster are satisfaction, continued usage, perceived ease of use, service quality, innovation, and fairness. Panigrahi et al. (2018) is the most significant article in this cluster, having maximum citations (26 times) and citations per year (5.2). They aimed to measure customer satisfaction, purchase intention and trust using seven SERVQUAL factors: responsiveness, tangibility, reliability, helpfulness, assurance, problem-solving, and empathy. They found that customer satisfaction, trust, and SERVQUAL factors significantly impacted purchase intention. The next best article in this cluster is by Reddy and Rao (2019), who cited 13 times and studied the factors impacting mobile wallet customers' satisfaction and continuance purchase intention. They found satisfaction to be the most significant factor for the continuance usage of mobile wallet applications. Azeema et al. (2016) and Kumar (2019) are equally prolific articles with 10 citations each. Kumar (2019) studied the customer-perceived preference factors in apparel products impacting purchase behavior and satisfaction. Azeema et al. (2016) used the “decomposed stimulus-organism-response (S-O-R) model” to study the factors affecting the purchase decision of perfumes in Malaysia, where habit was considered as a mediator. They found that habit mediated the relationship between message framing and perceived quality in purchase decisions. Other significant contributions in this cluster are Agarwal and Singh (2018), Kang and Sivadas (2018), and Sharma and Verma (2015).

Cluster 5 includes the articles where the focus area is green marketing. This cluster includes nine publications, which are cited 46 times. This cluster includes major topics like sustainability, adoption intention, theory of planned behavior, eco-friendly practices, and sustainable development. Srivastava and Mahender (2018) is the most significant article in this cluster, cited 11 times with an average citation per year of 2.2. They adopted the theory of planned behavior framework to study the factors affecting households' intention to adopt solar energy products. Yadav and Pathak (2013) is the second-best article in this cluster, with 10 citations examining the

concept of green marketing, the opportunities and challenges of green marketing, and the initiatives taken by the corporates and the Government in the Indian context. Other influential publications in this cluster include Khandelwal et al. (2016) and Tara et al. (2015).

Cluster 6 — marketing — is ranked fifth, with 28 publications cited 81 times. Significant topics covered under this cluster are endorsement, advertising, marketing, attitude, innovation, resource, and performance. Yadav (2017) is the best article in this cluster, with 26 citations. This conceptual study introduced the key terms of social media and discussed how social media could be employed as a marketing instrument and impact firm performance and marketing strategy. The next best article in this cluster is by Pillania (2020), who examined COVID-19 as an opportunity for innovation in marketing. Other significant contributions in this cluster include Farhan and Yousaf (2016), Johnson and Thomas (2018), and Yeoh and Allan (2020).

Cluster 7 – purchase intention – is ranked first in the number of publications (85) and citations (343). Major themes covered in this cluster are social media marketing, demographic factors, trust, advertisement, and B2C marketing. Arora et al. (2018) is the most prolific publication in this cluster, cited 23 times and 4.6 citations per year. Their study attempted to study the magnitude of social media advertising and how various social media platforms affect millennials' purchase intentions and preferences. Chakraborty (2018) is the second-best publication, cited 14 times. He studied how rural consumers' purchase intention is affected by celebrity-endorsed advertisements. He found that familiarity with the celebrity was the most significant factor positively impacting the purchase intention. Another publication in this cluster is Juyal (2013), who studied the impact of consumers' demographic profiles on their buying behavior and purchase intention. This article is cited 12 times. Other contributions in this cluster include Chakraborty and Altekhar (2021), Joshi and Achuthan (2016), and Padival et al. (2019), with 11 citations each.

VOSviewer Programme to Map IJM

We use VOSviewer, a graphical mapping application, to further analyze the bibliographic data (van Eck & Waltman, 2011). Small (1973) stated that when a source (document) cites two or more additional documents (sources), each document (source) gets a co-citation. The publications' semantic contents are comparable, as indicated by their journal co-citations. Likewise, collaboration on a work shows the intellectual relationships between researchers from various institutions and nations.

The co-authorship network of IJM writers who published at least three papers together and are cited at least twice between 2010 and 2022 is depicted in Figure 2. With six co-authored IJM papers, Gupta, S., Kapoor, D., Kumar, P., Sagar, M., and Chaudhry, H. comprise the most robust co-authorship cluster. Pasricha D., Jain K., and Gupta R., who each contributed five co-authored publications to IJM, come next.

The co-authorship network of IJM authors who worked together on at least three articles between 2010 and 2022 is displayed in Figure 2. With seven co-authored IJM publications, Singh, S. and Sharma, A., associated with the Department of Business and Commerce and the College of Administration, respectively, form the largest co-authorship cluster. Co-authorship networks comprise the networks between individual writers and the co-authorships of the authors' affiliated countries and organizations.

Apart from the author's co-authorship networks, other essential components of the author's co-authorship networks are the co-authorships of nations and institutions associated with the writers. The coauthorship network among the connected institutions of the IJM writers is depicted in Figure 3. This graph displays the affiliation network of the connected institutions of the IJM writers. The Department of Management Studies at the Indian School of Mines, the Department of Management Studies at IIT Delhi, the Institute of Management at Christ University, the Department of Management Studies at NIT, and the FORE School of Management — all exhibit solid co-authorship networks.

Figure 2. Co-authorship of Authors who Published in IJM from 2010 to 2022

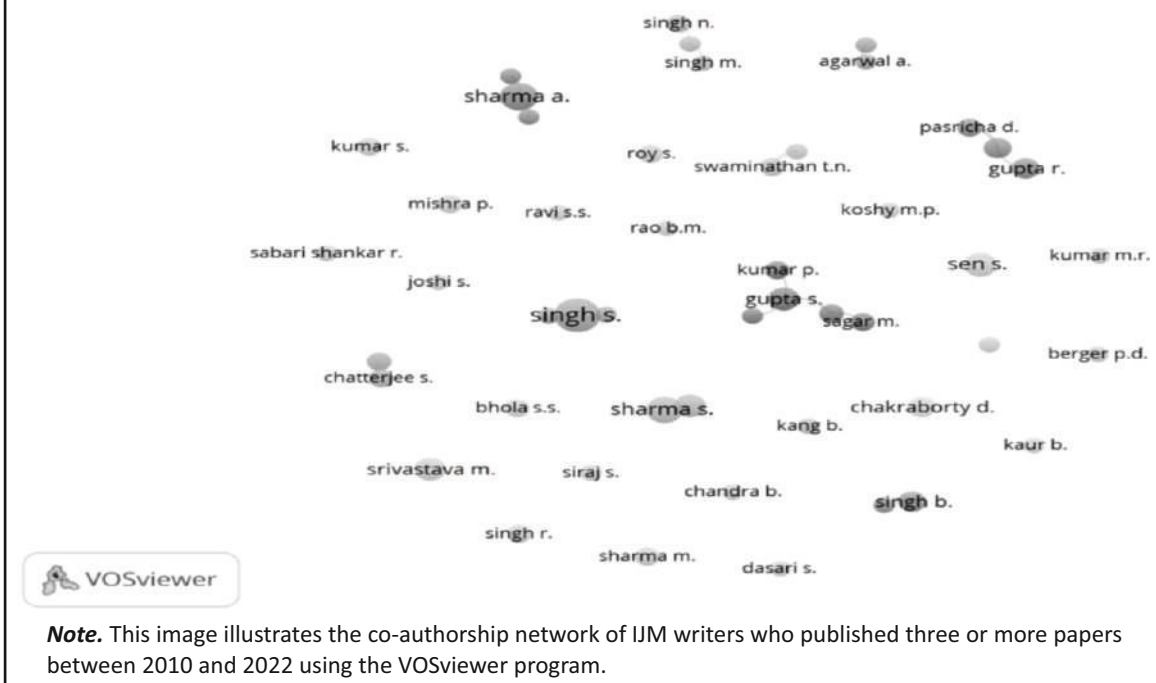


Figure 3. Co-authorship of Organizations Connected to IJM Between 2010 and 2022

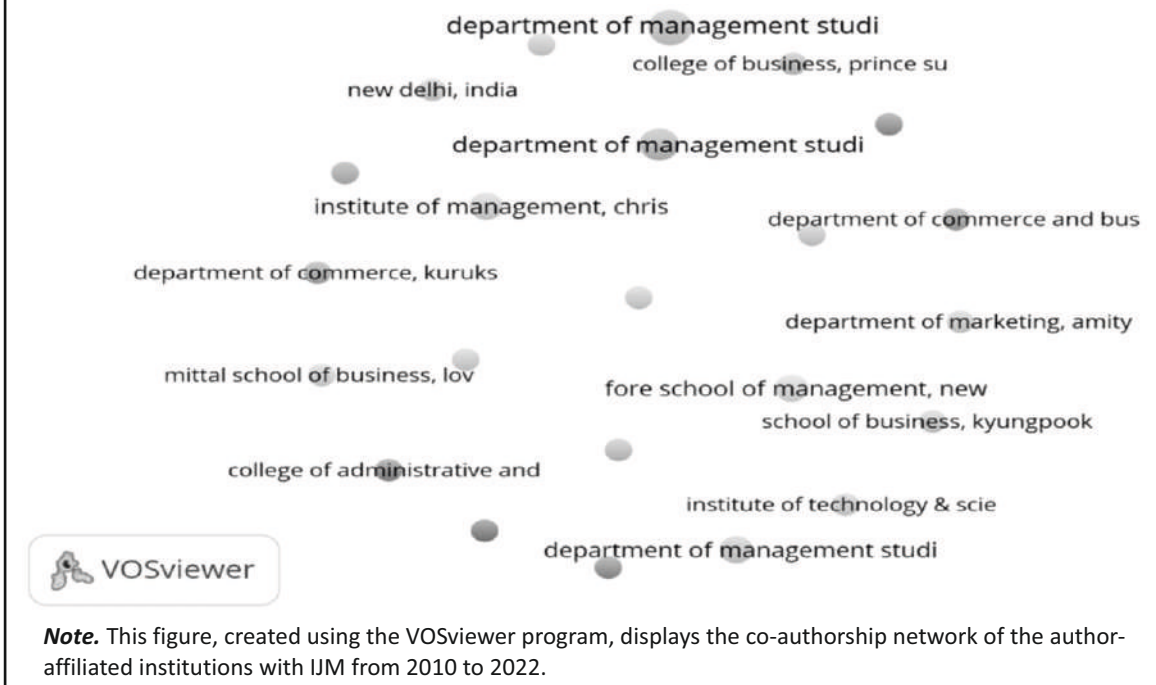


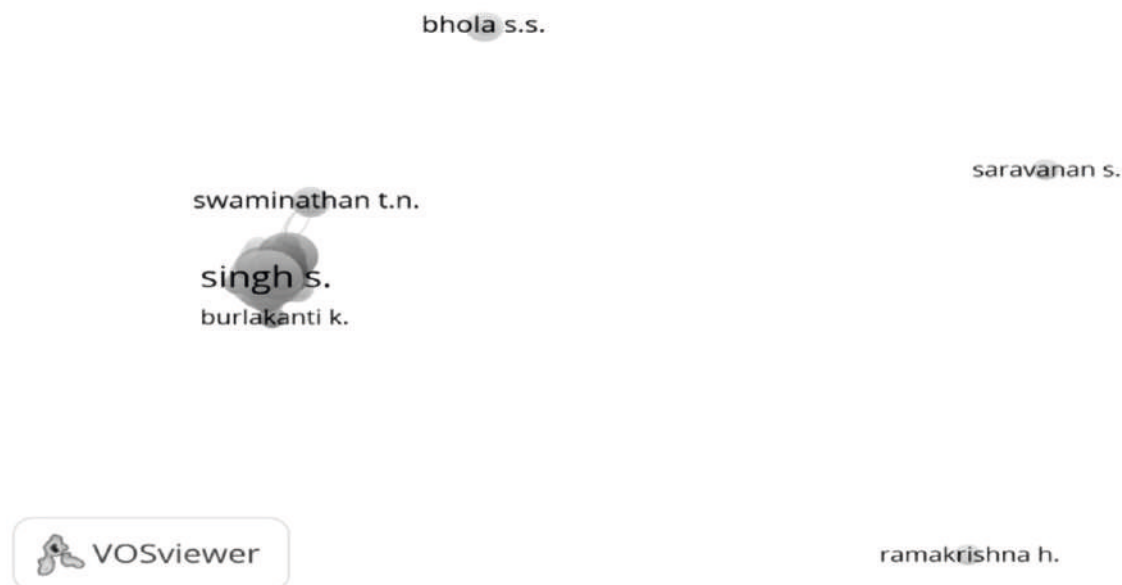
Figure 4 illustrates the co-authorship among the authors' related nationalities. Some of these countries are India, Iran, Indonesia, Spain, Bangladesh, Botswana, and South Africa. India seems to be the top country for co-authorship papers in the IJM between 2010 and 2022, based on the number of institutions associated with the IJM authors.

Figure 4. Co-authorship of the Nations Affiliated with IJM Authors from 2010 to 2022



Note. The co-authorship network of the nations that make up the IJM author network from 2010 to 2022 is depicted in this picture.

Figure 5. Authors of IJM Combined Bibliographically from 2010 to 2022

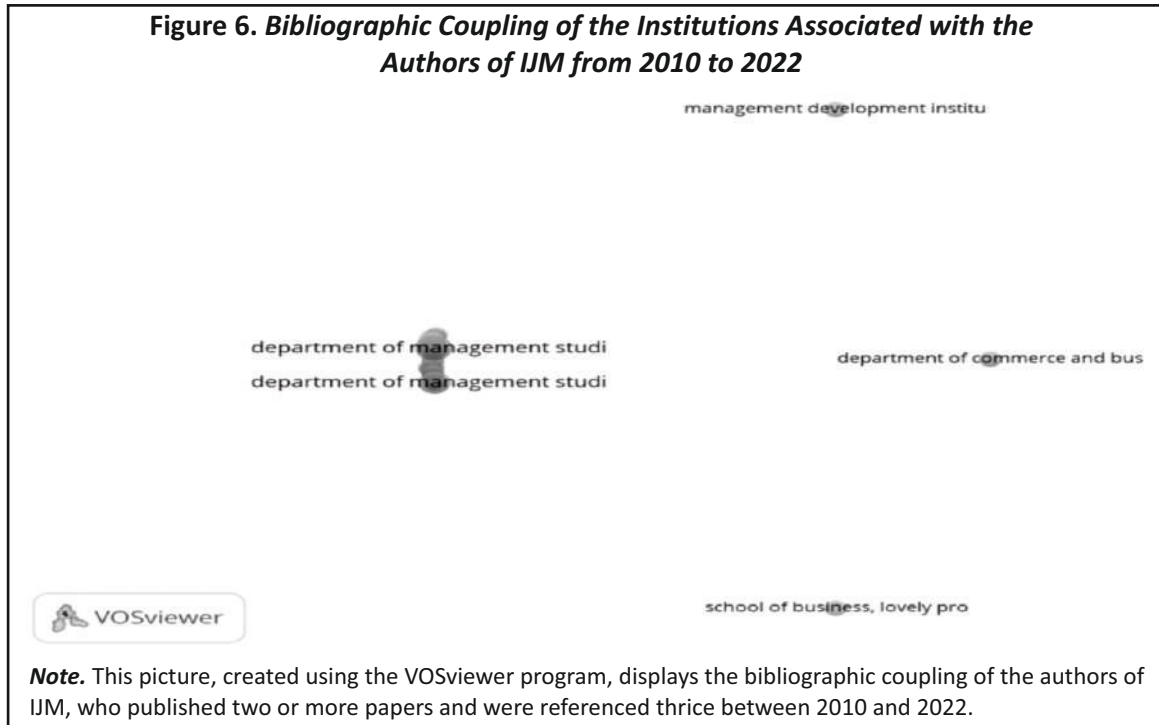


Note. This image, created using the VOSviewer program, displays the bibliographic coupling of the writers of IJM who published two or more papers and were cited twice or more times between 2010 and 2022.

The intellectual ties between authors, their connected institutions, and their respective nations are of interest in addition to co-authorship networks. The bibliographic coupling of writers allows us to see the relationships between the authors (Kessler, 1963).

This linkage is shown in Figure 5, where at least two articles from IJM are cited at least twice. The extremely

Figure 6. Bibliographic Coupling of the Institutions Associated with the Authors of IJM from 2010 to 2022



active authors of IJM appear to be part of a two-broad intellectual cluster group, as indicated by the authors' bibliographic coupling, which displays two huge clusters. The degree of intellectual congruence or intimacy among writers can be inferred from their physical proximity to one another. The nodes of their bibliographic coupling, for Singh, S., Sharma, A., and Sharma, S., the top co-authors, reflect their prominence within the hub of the authors' network.

The affiliated institutions of the IJM writers are shown in Figure 6 with their bibliographic coupling, which we defined as having at least two documents and being mentioned at least three times between 2010 and 2022. The most robust bibliographic pair is shown by the Department of Management Studies at the Indian School of Mines in Dhanbad, Jharkhand, and the College of Business at Prince Sultan University in Riyadh, Saudi Arabia. Other examples include the Management Development Institute (MDI) in Gurgaon, the Department of Commerce and Business Management in Punjab, and the School of Business at Lovely Professional University in Punjab. According to the network, there is a maximum level of similarity between these institutions' sources of intellectual impact, as reported in IJM publications from 2010 to 2022.

The bibliographic coupling of the affiliated nations of the IJM writers is shown in Figure 7. We established at least two publications and one citation as the coupling criteria. The focal point of this figure is India. The most robust couplings in the sequence of bibliographic couples are those between Oman, Saudi Arabia, Malaysia, and the United States. The regular co-occurrence of IJM writers and their shared pattern of citing in IJM articles between 2010 and 2022 establish the couple's strength. The results in Table 5, which show that Malaysia, the United States, and India are the nations most usually connected with IJM writers, are consistent with these couplings.

Papers published in the *Indian Journal of Marketing* offer viewpoints from around the world in addition to Indian business knowledge, as seen by the strong relationships and participation of many nations.

The co-occurrence analysis of the subjects that have been covered at least five times in IJM publications between 2010 and 2022 is shown in Figure 8. Intervals between 2010 and 2022 show that word combinations

Figure 7. Bibliographic Coupling of the Nations that are Authors' Affiliates with IJM from 2010 to 2022



Note. This picture, generated using the VOSviewer software, displays the bibliographic coupling of the author-affiliated countries of IJM that published two or more publications and received at least one citation between 2010 and 2022.

Figure 8. Keywords Chosen by the Authors Appearing Together in IJM Papers from 2010 to 2022

Note. This figure illustrates the co-occurrence of keywords that appeared at least five times in IJM articles published between 2010 and 2022 using VOSviewer software.

Indian Journal of Marketing • April 2024 23

Conclusion

In 2010, the inaugural issue of IJM featured 91 articles. Since then, there have been highs and lows for publications, with numbers fluctuating unconventionally. Regarding the quantity of articles cited, 2018 was the most advantageous year, with 97.91% of published works obtaining at least one citation. With 92 articles in 2011, IJM had its most productive year to date—the most from 2010 to 2022. 2018 garnered 484 citations, making it the most impactful year to date.

Additionally, 2018 had the most citations per referenced publication compared to other years. With 13 papers, Singh, S. holds the record for the most IJM publications. Sharma, A. and Sharma, S. follow with 9 and 8 papers, respectively. With 26 citations each, the articles by Panigrahi, S. K., Azizan, N. A., Khan, M. W., and Yadav, M. have received the most citations.

The University of Delhi, Lovely Professional University, and IIT Delhi are the organizations that IJM writers are most frequently associated with. India has a significant advantage over Malaysia, the United States, and others among the writers' affiliated nations. Figure 5, created using VOSviewer, displays the bibliographic coupling of the authors of IJM who published two papers and were at least twice referenced between 2010 and 2022. Figure 6, created using VOSviewer, displays the bibliographic coupling of IJM authors who published two or more papers and were referenced thrice between 2010 and 2022. Figure 7, created using VOSviewer, displays the bibliographic coupling of the nations that are authors of IJM, have at least two publications published, and have been cited at least once between 2010 and 2022. Figure 8 illustrates the co-occurrence of keywords that appear at least five times in IJM articles published between 2010 and 2022 using VOSviewer.

The co-authorship networks indicate that Singh, S. and Sharma, A. have the most robust co-authorship connection. Of the institutions associated with the authors of the IJM, the Departments of Management Studies at the Indian School of Mines and IIT Delhi have the most substantial co-authorship relationships. Likewise, the most vital cooperative relationships are those with South Korea, Oman, Malaysia, and India. The bibliographic coupling of the most prolific writers with their associated organizations and countries visually depicts their intellectual connections. Furthermore, the geographical proximity of the numerous subjects covered is illustrated by the word co-occurrence, as stated by the author in IJM. Terms that frequently appear in IJM publications, such as “purchase intention,” “customer satisfaction,” and “service quality,” have the most robust possible relationship.

In summary, IJM has established itself during the previous 12 years as a highly esteemed journal in business and marketing research. This is typically due to its academic excellence, covering topics recognized as “classics” in the relevant professions. The diversity of articles and citations attests to IJM's steadfast reputation as a significant academic resource expanding our understanding of marketing research fields: Discussions about consumer behavior and culture, advertising, consumer choices, relationship marketing, marketing of goods and services, service quality and relationships, etc., are common in the marketing field. However, adding subjects like social media marketing, digital marketing, business management developmental studies, green marketing, etc., makes IJM a more valuable marketing journal for business study in the future. Our analysis provides insightful information on the significance of *Indian Journal of Marketing* as an Indian marketing journal. Since we only included bibliometric data from Scopus in our analysis, including data from other sources might alter our conclusions and call for additional research.

The results of this study can be beneficial to the IJM editorial team for decision-making on its further development as well as helpful for researchers and practitioners interested in the marketing field to have better contact with and contribute to the journal.

Limitations of the Study and Scope for Future Research

It is clear from the diversity of publications and citations that this field is a leading academic one for increasing

knowledge in the social sciences and financial fields. Our research sheds light on the significance of the *Indian Journal of Marketing* as a highly contributing platform in the field of marketing. Only bibliometric data from Scopus and journal websites were used in our analysis; thus, adding data from other sources could modify the results and call for additional research.

Authors' Contribution

Dr. Nisarg A. Joshi conceived the idea and developed a design to undertake the study. Dr. Mruga Joshi extracted data from the Scopus database related to the study. Dr Sandip Trada converted the data into a usable format. Dr. Nisarg A. Joshi and Dr. Mruga Joshi conducted the data analysis. Dr. Sandip Trada did the cluster and thematic analysis. Dr. Nisarg A. Joshi wrote the manuscript in consultation with both authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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