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A BIBLIOMETRIC ANALYSIS OF DIGITAL MARKETING RESEARCH IN MALAYSIA

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Abstract:

This study aims to investigate the landscape of digital marketing research in Malaysia through two key research questions. Firstly, it examines the current publication trends within the field of digital marketing, uncovering evolving research interests from the time span of 1997 to 2024. Secondly, the article analyses the current scientific production and citation patterns of publications on digital marketing in Malaysia. Utilizing bibliometric methods, this study identifies 167 documents from the Scopus database. It presents an analysis of annual scientific production, average citations per year, top 10 source titles, sources' production over time, most relevant authors, most relevant affiliations, and the most frequent words found in the dataset. By providing insights into the state of digital marketing research in Malaysia, this study aims to inform businesses, researchers, and policymakers, offering a foundation for strategic decision-making, guiding research directions, and enhancing understanding of the dynamic landscape of digital marketing in the Malaysian context.

Keywords:

Digital Marketing, Social Media Marketing, Bibliometric Analysis, Publication Trends, Citation Patterns

Introduction

Digital marketing, as defined by Chaffey & Ellis-Chadwick (2019), refers to the strategic application of digital media, data, and technology alongside conventional communication methods to achieve marketing objectives. This encompasses a broad spectrum of strategies, tactics, and channels used by businesses and organizations to promote their products or services, engage with their target audiences. At its core, digital marketing leverages various online platforms, channels, and tools to reach and connect with consumers in the digital sphere. This includes but is not limited to websites, search engines, social media platforms, email marketing, mobile apps, content marketing, influencer marketing, search engine optimization (SEO), and online advertising. With these tools in hand, digital marketing strategies are designed to enhance brand visibility, attract website traffic, generate leads, foster customer engagement, and ultimately, drive business growth in the digital age.

In Malaysia, the rise of digital marketing as a vital and rapidly growing aspect of the business landscape is evident. This surge is strongly driven by the country's internet penetration rates and the increasing levels of digital literacy among its population (Dastane, 2020). As evidence of this burgeoning trend, there has been a noticeable proliferation of short courses tailored specifically for businesses across the spectrum, ranging from micro-enterprises to large corporations. These courses are offered by government agencies, specialized training centres, reputable universities, and non-governmental organizations (NGOs), and even influential entrepreneurs. These courses are designed to equip individuals and/or businesses with the essential skills and knowledge needed to navigate the digital landscape effectively. Moreover, the attainment of professional certifications in digital marketing has become increasingly important in Malaysia's competitive business environment. Certifications from recognized institutions and industry bodies serve as valuable credentials, validating an individual's expertise and proficiency in digital marketing strategies. For instance, educational institutions such as Universiti Kebangsaan Malaysia and the University of Malaya Centre of Continuing Education (UMCCed) offer professional certifications in entrepreneurship that specifically cover digital marketing strategies.

Malaysia Digital Economy Corporation (MDEC), the agency under the Ministry of Digital, has launched the Digital Entrepreneurship initiative, a program designed to train individuals, students, and micro-entrepreneurs in the skills of digital entrepreneurship (Digital Entrepreneurship, 2024). This initiative utilizes both external and online learning exercises to equip participants with the knowledge to generate income, conduct product marketing, and increase sales. Under the Digital Entrepreneurship umbrella, three distinct categories have been established: (i) eUsahawan Komuniti, (ii) eUsahawan Siswa, and (iii) eUsahawan Hab. The initiation of such programs signals a significant expansion of digital marketing in Malaysia, promising a future where businesses of all sizes can harness the power of digital platforms to reach new heights of success. In tandem with the existing digital marketing initiatives, there is a promising wave of AI-driven insights and strategies that can drive businesses towards greater efficiency and effectiveness in their marketing endeavours, particularly by offering enhanced security measures and technological advancements in the field (Narayanasamy, Hajamydeen

& Ishak, 2019). This convergence of innovative technologies with digital marketing initiatives paves the way for a dynamic and forward-thinking business landscape, where businesses are empowered to thrive in the digital age.

Problem Statement

The landscape of digital marketing in Malaysia is continuously evolving, driven by advancements in technology, changing consumer behaviours, shifting market dynamics, and government initiatives such as the MDEC's program aimed at empowering Malaysians to develop a digitally skilled workforce and communities. As businesses and organizations navigate this dynamic environment, furthermore, the government itself also drives the playfield, understanding the current trends and citation patterns within digital marketing research becomes crucial for informed decision-making and strategic planning. However, there remains a gap in the literature regarding a comprehensive analysis of the current publication trends and citation patterns of digital marketing research specific to the Malaysian context. Without such insights, businesses, researchers, and policymakers may lack the necessary understanding of the emerging topics, influential works, and impactful research within this field (Low et al., 2020). Therefore, this study aims to fill this gap by addressing two key research questions: Firstly, what is the current publication trend in digital marketing in Malaysia? And secondly, what are the current scientific production and citation patterns of publications on digital marketing in Malaysia? Through an in-depth analysis of publications and citations, this research seeks to provide valuable insights into the state of digital marketing research in Malaysia, offering a foundation for informed decision-making, strategic planning, and further scholarly exploration in this domain. This study is driven by the need to understand the fast-changing field of digital marketing in Malaysia. Analyzing publication trends and citation patterns will give businesses, researchers, and policymakers useful insights into key topics and influential studies. By focusing specifically on Malaysia, this study fills a gap in local knowledge, helping to guide future research and strategic decisions in digital marketing.

Literature Review

In the early 2000s, researchers explored the intricate process of consumer socialization, particularly focusing on its influence on adolescents' decision-making styles. Kamaruddin and Mokhlis (2003) conducted a study investigating how various socialization agents, both printed and digital, shape the decision-making tendencies of adolescents. Their findings revealed that printed media and television commercials played significant roles as sources of both desirable and undesirable decision-making styles among adolescents. This research shed light on the multifaceted nature of consumer socialization, highlighting the varied sources from which adolescents draw their decision-making cues. The findings of this study resonate with the work of Lueg, Ponder, Beatty, and Capella (2006), who investigated the factors influencing developing consumers' utilization of various shopping channels, specifically malls and the Internet. Their research highlighted that the level of involvement with a particular channel significantly influences communication with agents, as well as the amount of time and money spent, ultimately shaping future intentions to shop within that channel. These studies sheds light on the interplay between consumer involvement and their preferences for specific shopping channels, offering insights into the factors driving consumer behaviour in both physical and online retail spaces.

Since the early 2010s, researchers have turned their focus towards exploring the dynamic intersections of digital marketing within the social media platforms such as Facebook, Twitter,

and Instagram, particularly with the advent of social media platforms and the evolution of SEO strategies. For instance, in 2012, Sreenivasan, Lee, and Goh (2012) explore of microblog postings by airline users, focusing on the exchange of travel-related information. Their study aimed to assess the desires, preferences, and feedback regarding airline products and services expressed through these online interactions. Meanwhile, Quintal and Harris (2012) proposed, based on their research, that the visual content shared by teachers and students on Facebook could serve as genuine reflections of students' learning experiences. They suggested that marketers could leverage these insights for promotional purposes, employing the paradigms of experiential marketing and service-dominant logic to engage with audiences effectively. These studies represent a shift towards utilizing social media platforms such as Facebook to glean valuable consumer insights and leverage them for strategic marketing initiatives in Malaysia.

Following the exploration of marketing strategies on social media platforms, the landscape of digital marketing has further evolved with the rise of viral marketing. In 2014, Norazah conducted a survey and analysis to investigate the influence of pre-defined factors—namely, playfulness, critical mass, community-driven dynamics, and peer pressure—on customer satisfaction within viral marketing on social media. Results from the research revealed that critical mass emerged as the most significant predictor of customer satisfaction in the context of viral marketing, followed closely by playfulness. The findings suggested that social network websites with a higher level of critical mass exerted a greater influence on potential users, encouraging belief in and participation in viral marketing activities. Another study examined the influence of viral effect, shopping enjoyment, and trust on the purchase intention of social commerce sites in Malaysia (Lee et al., 2014). Their proposed model incorporated these key factors to understand the dynamics of consumer behaviour within the context of social commerce. The results of this study could provide valuable insights for social commerce vendors, enabling them to refine their business models to enhance purchase intention on their commerce sites.

From 2015 to 2020, an array of studies has illuminated the evolving landscape of digital marketing in Malaysia, focusing on diverse aspects such as the adoption of social media as a marketing tool by businesses, including small and medium enterprises (Ainin et al., 2015). Researchers have investigated the electronic word of mouth (Mentoh & Suki, 2017; Teng, Khong, Chong & Lin, 2017), exploring how online recommendations and reviews influence consumer perceptions and purchasing behaviour. The "brick to click" approach (Ishak, Abidin & Rajadurai, 2018), bridging the gap between physical and online retail experiences, has been a subject of interest, along with investigations into how purchase decisions are shaped by digital marketing efforts (Hanaysha, 2018). Additionally, studies have also explored the burgeoning field of mobile marketing, examining the effectiveness of reaching consumers through mobile devices (Ismail, Razak, Zainol & Sallehudin, 2019). The application of social media in entrepreneurship has also garnered attention, with researchers investigating how platforms like Facebook and Instagram can be leveraged for business growth (Rahim, Mahmood & Masrom, 2019). Other areas of focus include consumer online engagement strategies (Leong, Osman, Laily & Sabri, 2019), brand page marketing tactics (Momen, Sultana & Haque, 2020), and the impact of YouTube marketing on consumers (Tan, Ng, Omar, & Karupaiah, 2018). Moreover, marketing tactics significantly impact brand visibility, the development of effective strategies for crafting digital content, and the overarching digitalization of marketing activities aimed at securing a competitive advantage in the dynamic Malaysian market. These studies collectively

offer a rich tapestry of insights into the multifaceted nature of digital marketing practices, providing valuable guidance for businesses aiming to navigate and thrive in the digital age.

In recent years, the landscape of digital marketing research has witnessed a shift towards exploring emerging platforms and evolving consumer behaviours. Studies have examined short video applications such as TikTok, investigated the effectiveness of social media influencers' on Generation Z's visit intentions to various establishments (Fong, Ong, Ating & Besa, 2024). Additionally, research has also highlighted the expanding adoption of social media, not only by business enterprises but also by non-profit organizations, aiming to leverage these platforms to encourage donations and zakat contributions (Abdullah et al., 2023).

Furthermore, the scope of digital marketing research has expanded beyond mere purchase intentions to include the cultivation of customer loyalty through online interactions and engagement (Kew, Huam, Beh & Thoo, 2023). Scholars have explored the strategies and mechanisms through which businesses can enhance their sales. For instance, Fahruddin and Yusof (2023) developed a marketing module that includes functions such as promoting products and services on various social media platforms, determining product sales prices, and managing customer data systematically and efficiently. Apart from that, research also studies how business enterprises can build lasting relationships with their online customer base, fostering loyalty in the competitive digital landscape. In this context, the role of brand ambassadors and/or influencers has emerged as a significant factor, as businesses leverage influencer marketing to enhance customer engagement and loyalty.

Thus, recent studies have investigated the multifaceted role of influencers in shaping customers' purchase intentions and decision-making processes (Rahim, Huai, Ahmi, & Rahman, 2023) apart from brand ambassadors. Research has scrutinized how influencers across various platforms, from Instagram to YouTube, wield influence over consumer choices, brand perceptions, and ultimately, purchasing behaviours. This phenomenon is particularly due to the personalized and relatable nature of influencer content, which often creates a sense of authenticity and trust among followers. These investigations into the evolving dynamics of influencer marketing provide valuable insights for businesses aiming to harness the power of social media personalities to enhance their brand visibility and engage with their target audiences effectively.

Methodology

This study employs bibliometric methods (Paltrinieri, Hassan, Bahoo & Khan, 2023) to conduct a comprehensive analysis of digital marketing in Malaysia. Bibliometric analysis in digital marketing is gaining popularity, as digital marketing has become a key strategy for businesses aiming to boost sales. Recent studies indicate that publications on digital marketing have grown exponentially over the last decade, with most research focusing on business management and computer science fields (Hussain & Ayob, 2023). The Scopus database served as the primary source for bibliographic data, with a focus on the time frame from 1997 to 2024. The search fields included article title, abstract, and keywords to capture relevant publications. Data extraction, performed on February 28th, 2024, resulted in 167 records meeting the inclusion criteria. These criteria encompassed a specific focus on digital marketing including those on social media platforms in Malaysia, ensuring a cohesive dataset for subsequent statistical analysis. The information extracted included bibliographic details such as authorship, publication year, article title, abstract, and keywords. The extracted

bibliographic data underwent a statistical analysis using RStudio and Biblioshiny to unveil patterns, trends, and relationships within the landscape of digital marketing in Malaysian context. Figure 1 illustrates the systematic protocol employed to acquire the dataset for this analysis.
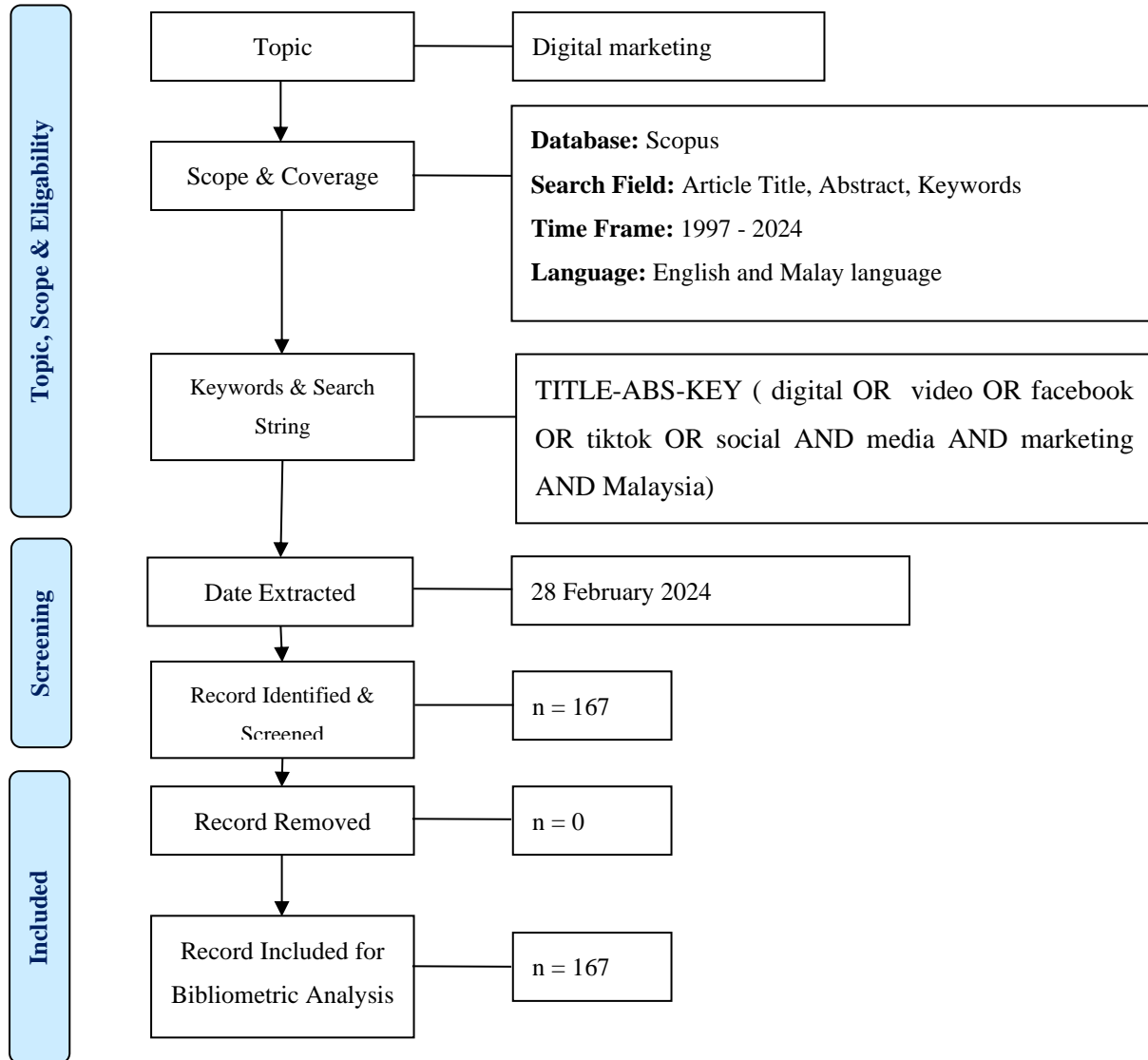
Figure 1: Systematic Protocol To Acquire The Dataset

Results

In this section, the bibliometric analysis reveals significant insights into the landscape of digital marketing, including social media, within Malaysia. The discussion encompasses annual scientific production, average citations per year, top 10 source titles, sources' production over time, most relevant authors, most relevant affiliations, and the most frequent words found in the dataset. This comprehensive examination provides an understanding of the scholarly evolution and influential works within the field of digital marketing in the Malaysian context.

Description Of Retrieved Literature

A total of 167 documents were identified from the Scopus database based on the document type and source type. The document type could either be journal article, conference paper, book

chapter, review, conference review, short survey, and editorial. Table 1 summarizes the constitution of the repertoire depending on the type of document. The table provides a comprehensive overview of the data, covering a timespan from 1997 to 2024. It includes information on the sources, comprising 134 journals, books, and other materials, as well as detailing the total number of documents analysed, which stands at 167. The table also reveals an annual growth rate of 4.15%, showcasing the evolving nature of research in digital marketing in Malaysia. Additionally, it presents the average age of the documents at 4.46 years, indicating the recency of the literature included. Finally, the average citations per document are reported at 9.563, demonstrating the scholarly impact and relevance of the publications within the field.

Table 1: Main Information About Data

Description	Results
Timespan	1997:2024
Sources (Journals, Books, etc)	134
Documents	167
Annual Growth Rate %	4.15
Document Average Age	4.46
Average citations per doc	9.563

The vast majority of retrieved documents, comprising 99%, were published in English, reflecting the predominant language used in scholarly communication within the field of digital marketing in Malaysia. Additionally, a smaller yet notable portion of documents, constituting 1%, were published in Malay. This observation underscores the bilingual nature of academic discourse in Malaysia, with English serving as the primary language for dissemination of research findings, while Malay publications represent a valuable contribution to the local scholarship in the field. The presence of both languages within the corpus of literature signifies the diverse academic landscape and the efforts to engage with a wide range of audiences, both nationally and internationally, in digital marketing research.

Analysis of Annual Scientific Production
The analysis of annual scientific production in the field of digital marketing in Malaysia, spanning from 1997 to 2023, reveals distinct trends in publication outputs over the years as shown in Figure 1. From 1997 to 2006, the number of articles ranged from 0 to 2 per year, with publication outputs remaining in the single-digit range (Figure 2). However, a shift occurred from 2012 to 2018, during which the number of articles increased steadily, ranging from 3 to 8 articles annually. The upward trajectory continued in subsequent years, with a significant rise in 2019 when the number of articles reached 20. This trend persisted in 2022, maintaining 20 articles throughout the year. The peak in annual production was observed in 2023, with a substantial increase to 37 articles. Furthermore, the trend appears to continue into the current year, with 3 new articles already published in 2024. This pattern suggests significant growth and increasing scholarly interest in the field of digital marketing within the Malaysian context, particularly in recent years.
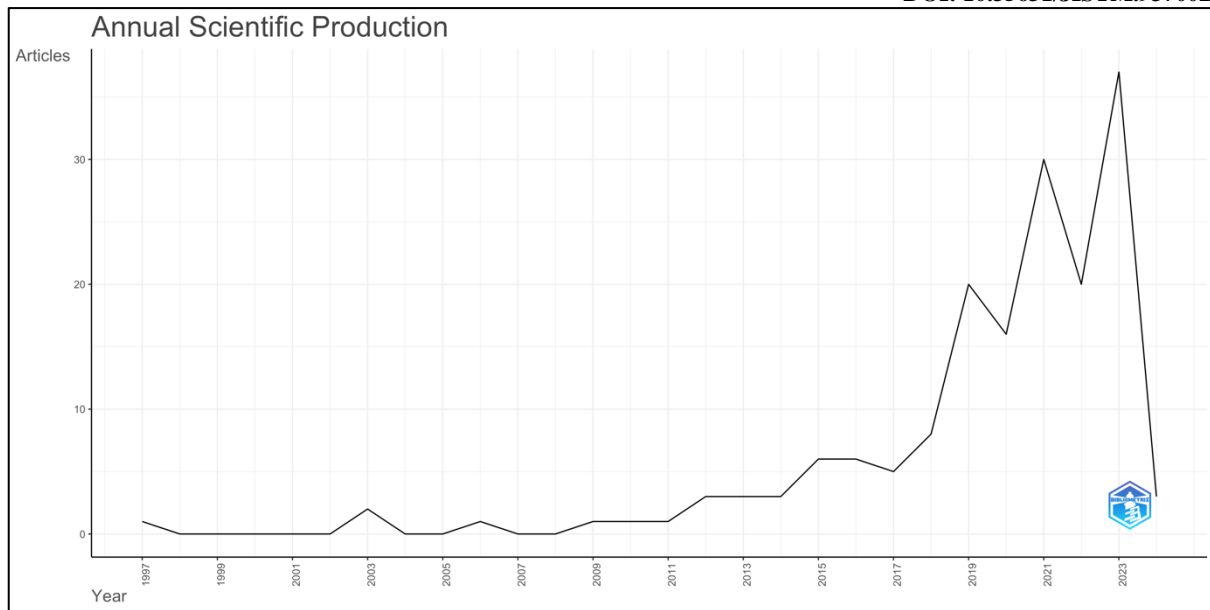
Figure 2: Annual Scientific Production

Analysis of Average Citations Per Year

The analysis of average citations per year for articles in the field of digital marketing in Malaysia provides valuable insights into the impact and influence of scholarly work over time is shown in Figure 3. Articles published in 2003 demonstrated an average citations per year of 1.5, indicating a modest level of scholarly attention. For the period from 2006 to 2011, the average citations per year declined to 0.6, suggesting a lower level of impact during these years. An increase occurred for articles published in 2012, rising to 1.4, signifying a resurgence in scholarly interest and recognition. This trend continued in 2015, with a substantial increase to 5.1 average citations per year, although there was a subsequent drop observed in 2016 to 0.7. The year 2017 witnessed a remarkable resurgence in average citations per year, soaring to 5.4, indicating a period of heightened impact and influence for publications during this time. In 2019, the average citations per year settled at 1.4, reflecting a moderate level of scholarly attention. A similar pattern is observed for articles published in 2022, with the average citations per year standing at 2.2. Given that these articles are relatively recent, this figure suggests a growing interest and potential for continued impact within the field.
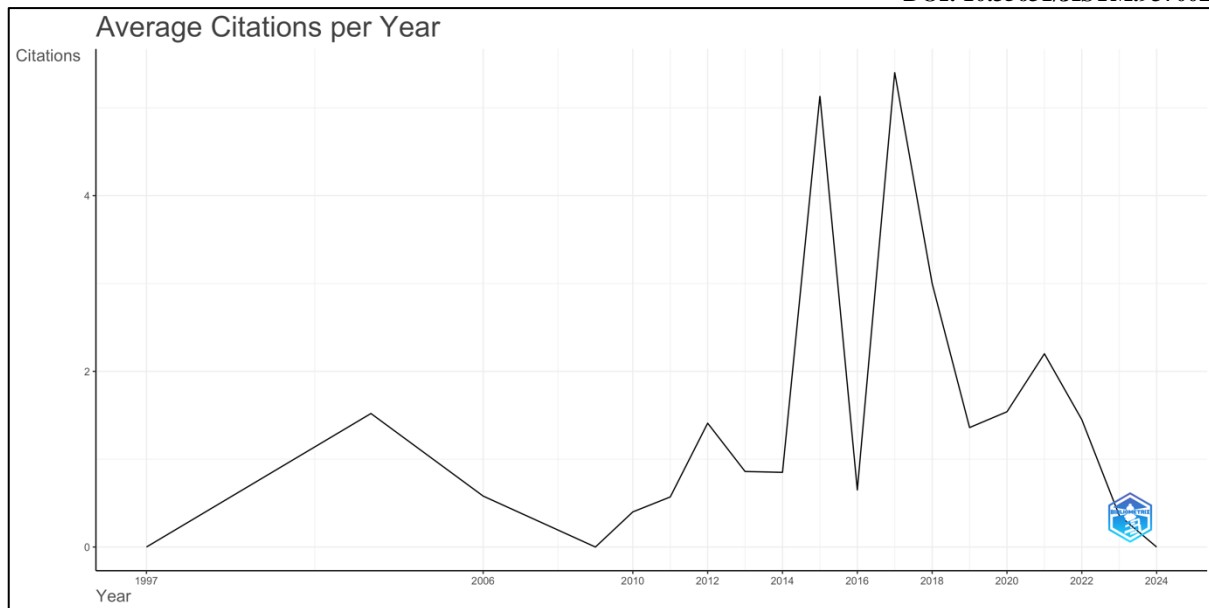
Figure 3: Average Citations Per Year

Top 10 Source Titles in Digital Marketing Research in Malaysia
The analysis of digital marketing research in Malaysia highlights the source titles that have played a significant role in shaping scholarly discussions in this field (Table 2). Topping the list is Lecture Notes in Networks and Systems, emerging as the most prolific source with 5 articles dedicated to digital marketing research in Malaysia. Following closely behind are the Malaysian Journal of Consumer and Family Economics and the Search Journal of Media and Communication Research, each contributing 4 articles to the discourse. Eurasian Studies in Business and Economics, Journal of Islamic Marketing, and Journal of Vacation Marketing have each provided 3 articles, showcasing their consistent contributions to the field. The Pertanika Journal of Social Sciences and Humanities also stands out with 3 articles dedicated to digital marketing research. Furthermore, the 2023 International Conference on Digital Applications, Transformation and Economy (ICDATE 2023), Advanced Science Letters, and AIP Conference Proceedings each feature 2 articles, demonstrating their significance as platforms for disseminating research findings in digital marketing within the Malaysian context. These source titles represent pivotal platforms where a substantial body of research on digital marketing practices in Malaysia has been shared and discussed.

Table 2: Top 10 Source Titles

| No.	Sources	Articles
1	Lecture Notes in Networks and Systems	5
2	Malaysian Journal of Consumer and Family Economics	4
3	Search Journal of Media and Communication Research	4
4	Eurasian Studies in Business and Economics	3
5	Journal of Islamic Marketing	3
6	Journal of Vacation Marketing	3
7	Pertanika Journal of Social Sciences and Humanities	3
8	2023 International Conference on Digital Applications, Transformation and Economy (ICDATE 2023)	2

9	Advanced Science Letters	2
10	AIP Conference Proceedings	2

Sources' Production Over Time

Figure 4 provides an insightful depiction of the production trends over time for several key source titles within digital marketing research in Malaysia. Specifically, the analysis focuses on the production patterns of the following source titles: Eurasian Studies in Business and Economics, Journal of Islamic Marketing, Journal of Vacation Marketing, Lecture Notes In Networks And Systems, Malaysian Journal Of Consumer And Family Economics, Pertanika Journal Of Social Sciences And Humanities, and Search Journal Of Media And Communication Research. The figure reveals that from the period of 1997 until 2013, all source titles exhibit a consistent value of 0, indicating minimal or no publications during this time frame. However, the shifts in production become apparent in subsequent years.

In 2014, a noteworthy change occurs with the Pertanika Journal of Social Sciences and Humanities, which begins to contribute to the body of digital marketing literature with a value of 1. This value gradually increases over the years, reaching 3 publications by 2024, showcasing a steady growth in scholarly output. The year 2020 marks a significant turning point for the remaining source titles, with all, except for Lecture Notes in Networks and Systems and Journal of Vacation Marketing, showing an increase in value to 1-2 publications. This shift suggests a broader engagement and contribution from these sources to the discourse on digital marketing within Malaysia during this period.

By 2023, an acceleration in production is observed across all source titles, with values ranging from 3 to 5 publications. This collective increase signifies a surge in scholarly activity and a heightened focus on digital marketing research topics within these reputable sources. The illustrated trends underscore the evolving landscape of digital marketing research in Malaysia, highlighting the growing interest and contributions from various esteemed sources. These findings provide valuable insights into the dissemination and development of knowledge within the field, reflecting a maturing scholarly discourse and the increasing relevance of digital marketing in the Malaysian context.
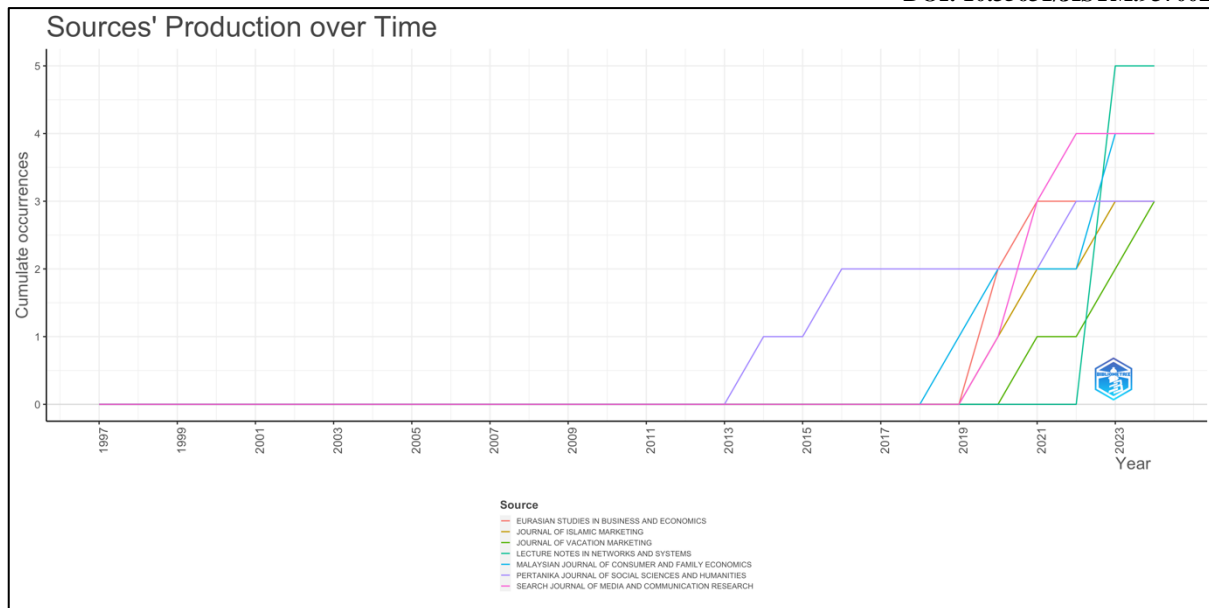
Figure 4: Sources' Production Over Time

Most Relevant Authors

The analysis of top authors in digital marketing research in Malaysia sheds light on the individuals who have significantly influenced the academic landscape within this field (Table 3). Leading the cohort is Cham TH, whose impressive body of work comprises 6 articles. The fractionalized value of 1.22 attributed to Cham TH underscores the substantial impact and influence of their contributions to the scholarly discourse on digital marketing. Closely following Cham TH are Hanaysha JR, Musa R, and Suki NM, each with 3 articles to their credit. Their fractionalized values of 2.20, 1.20, and 1.17, respectively, highlight their substantial contributions and noteworthy influence within the field of digital marketing research in Malaysia.

Further enriching the scholarly landscape are the remaining authors within the top ten list, each with 2 articles to their name. Their fractionalized values range from 0.33 to 0.58, demonstrating their valuable insights and contributions to the diverse array of topics within digital marketing. Together, these top authors represent a cadre of scholars who have significantly shaped and advanced the understanding of digital marketing practices, strategies, and trends within the Malaysian context.

Table 3: Top Ten Authors

No.	Authors	Number of Articles	Fractionalized
1	Cham TH	6	1.22
2	Hanaysha JR	3	2.20
3	Musa R	3	1.20
4	Suki NM	3	1.17
5	Abdullah A	2	0.39
6	Abdullah Z	2	0.42
7	Ahamat A	2	0.58
8	Ahmad A	2	0.40
9	Al Mamun A	2	0.37
10	Annuar SNS	2	0.33

Most Relevant Affiliations

The analysis of the most relevant affiliations in digital marketing research within Malaysia reveals the institutions that have significantly contributed to the scholarly landscape as shown in Figure 5. Leading the list is Universiti Teknologi MARA, with a substantial 22 articles associated with the institution. This presence underscores the institution's active engagement and significant contributions to the field of digital marketing research. Following closely behind is Universiti Utara Malaysia, which published 20 articles affiliated with its name. Universiti Sains Malaysia holds a position in the top three, with 17 articles associated with its affiliation., further solidifying its role as a key player in the scholarly discourse on digital marketing. Additionally, Universiti Putra Malaysia has 10 articles associated with its affiliation, highlighting its noteworthy contributions to digital marketing research. Other institutions making significant contributions include University of Malaya, Sunway University, UCSI University, Universiti Kebangsaan Malaysia, and International Islamic University Malaysia, each with 8 articles affiliated with their names. These institutions play a pivotal role in advancing the understanding of digital marketing within the Malaysian context, contributing valuable insights and knowledge to the scholarly community.
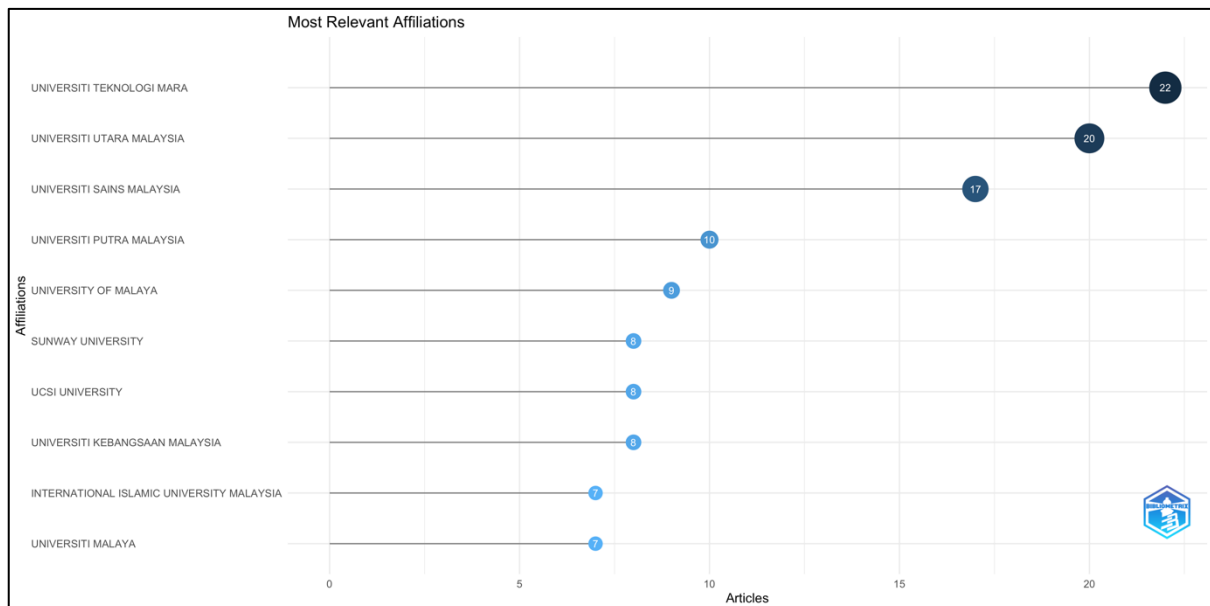

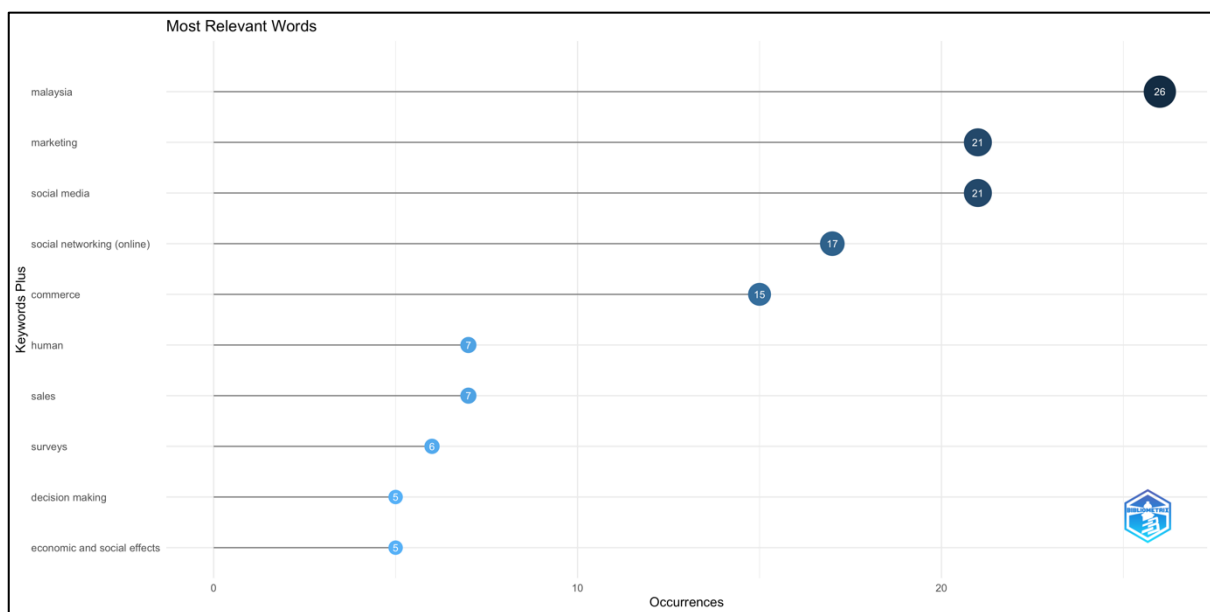**Figure 5: Most Relevant Affiliations**

Most Frequent Words and Word Cloud

The analysis of the most frequent words in the dataset of digital marketing research in Malaysia reveals key themes and areas of focus within the scholarly discourse (Figure 6). The word "Malaysia" emerges as the most frequently occurring term, appearing 26 times throughout the dataset. This underscores the specific context of the research, highlighting a focus on digital marketing practices within the Malaysian landscape. Closely following "Malaysia" are the terms "marketing" and "social media," each appearing 21 times. These words reflect the core topics of discussion, indicating a significant emphasis on digital marketing strategies and the impact of social media platforms within the Malaysian market.

The phrase "social networking (online)" follows closely with 17 occurrences, emphasizing the growing role and influence of online social networks in shaping digital marketing practices. Additionally, the terms "commerce," "human," and "sales" each appear 15, 7, and 7 times,

respectively. These words suggest a focus on the intersection of e-commerce platforms, human behaviour, and sales strategies within the digital marketing context in Malaysia. Furthermore, the terms "surveys," "decision making," and "economic and social effects" each appear 6, 5, and 5 times, respectively. These words indicate a strong emphasis on empirical research, consumer behaviour analysis, and the broader socio-economic impacts of digital marketing strategies in Malaysia.

Collectively, the most frequent words in the dataset provide valuable insights into the core themes and areas of research interest within the field of digital marketing in Malaysia. These recurring terms highlight the diverse facets of digital marketing practices, ranging from the use of social media platforms to the analysis of consumer behaviour and the broader economic implications of digital commerce strategies within the Malaysian context.

Figure 6: Most Frequent Words

The summarised results of the most frequent words in the dataset of digital marketing research in Malaysia are also visually depicted in Figure 7, a word cloud. This visualization underscores the core themes and areas of focus within the scholarly discourse. "Malaysia" emerges prominently, reflecting the specific context of the research, while "marketing" and "social media" stand out, indicating a significant emphasis on digital marketing strategies and the impact of social platforms. Phrases such as "social networking (online)," "commerce," and "human" highlight the evolving landscape of digital marketing practices, depicted vividly through the visual representation of the word cloud.

Figure 7: Word Cloud

Conclusion

In conclusion, the bibliometric review of digital marketing research in Malaysia has provided valuable insights into the evolving scholarly landscape within this field. The analysis revealed significant trends, including the annual scientific production from 2012 onwards, with a peak observed in 2023. Additionally, the average citations per year varied over time, showcasing periods of heightened scholarly impact. The top source titles and most relevant authors shed light on the key contributors to the field, with institutions like Universiti Teknologi MARA and Universiti Utara Malaysia leading the scholarly discourse. The most frequent words highlighted core themes such as "Malaysia," "marketing," and "social media," reflecting the focus on digital marketing strategies and social media platforms within the Malaysian context.

This study contributes to the existing literature on digital marketing in Malaysia by providing a comprehensive overview of the research landscape. Firstly, it offers scholars and practitioners a clear understanding of the most prolific authors, institutions, and source titles, serving as a valuable resource for further exploration and collaboration. Secondly, the identification of core themes and frequent words in the dataset offers insights into the key areas of research focus, guiding future studies and informing strategic decisions in the field. These insights are expected to inform businesses, researchers, and policymakers, providing a foundation for strategic decision-making, informed research directions, and enhanced understanding of the evolving landscape of digital marketing in Malaysian. This study's contribution aligns with previous related studies that have offered new perspectives and understanding for researchers, helping to deepen research insights in the field (Zaki et al., 2023). For managers and policymakers of small businesses, it underscores the critical role digital marketing plays in achieving success and long-term sustainability (Gao et al., 2023). Additionally, it provides valuable insights for key players and stakeholders relevant to the digital marketing landscape (Moorthy & Sahid, 2022).

However, this study is not without limitations. Firstly, the analysis is based on data retrieved from the Scopus database, which may not encompass all digital marketing research in Malaysia. Secondly, the focus on bibliometric analysis limits the depth of qualitative insights that could be gained from individual studies. For future research, it is recommended to conduct in-depth qualitative analyses of specific digital marketing strategies or platforms within the Malaysian context. Additionally, comparative studies across different regions or industries could provide a broader understanding of digital marketing trends and practices.

Acknowledgments

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