A Review Study of Social Media Advertising and Consumer Buying Behaviour in Fashion Industry: A Bibliometric Analysis Using VOS viewer during 2007 to 2025

Beenoo Singh[1*], Dr. Ashutosh Mishra[2]

[1]Research Scholar, Dr. APJAK Technical University, Lucknow,
Email ID : beenusingh777@gmail.com
ORCID ID: https://orcid.org/0009-0009-5793-6671
[2]Director, Dr. Virendra Swarup Memorial Trust Group of Institutions, Unnao (College code-990)
Email ID: mishraashutosh47@gmail.com
*Corresponding Author:
Beenoo Singh
Research Scholar, Dr. APJAK Technical University, Lucknow,
Email ID: beenusingh777@gmail.com, ORCID ID: https://orcid.org/0009-0009-5793-6671

KEYWORDS

Social Media Advertising; Consumer Buying Behaviour; Fashion Industry; PRISMA, Systematic Literature Review, VOS viewer; Bibliometric; Network Visualization; Scopus.

ABSTRACT

The study aims to provide a detailed summary of the previous study conducted on social media advertising and consumer buying behaviour in fashion industry during 2007–2025 using VOS viewer application. For the keyword search, a Scopus database is utilized. After applying the required filters, the major contributors in terms of authors, journals, documents, and countries have been recognized. Out of 2348 records, a total 118 records were generated by the Scopus database in the form of comma separated values file. This CSV file was further used for the bibliometric analysis. This study gives a view for an analysis of citation, co-citation, bibliography coupling, and the co-occurrence of author keywords. This study is a combination of PRISMA model, systematic literature review and bibliometric analysis. Findings highlight India as a leading contributor, Dhir A. as the most influential author, and Cogent Business and Management as the top journal. Overall, publications grew steadily until 2024. The study adds a tremendous amount of value to the existing body of research. The contribution made by this paper assisted marketers and industry in gaining previous and current insight in the field of social media advertising and consumer buying behaviour in fashion industry.. ..

1. INTRODUCTION

Social media has transformed the fashion marketplace from a brand-broadcast model into an interactive, algorithm-shaped arena where consumers discover, evaluate, and purchase trends in real time. Platforms such as Instagram, TikTok, Pinterest, and YouTube now mediate visibility for designers and retailers, amplifying content through influencer endorsements, short-form video, and social commerce tools. For consumers, these platforms compress the path to purchase by blending inspiration, social proof, and checkout into a single feed; for firms, they expand the levers of persuasion beyond conventional advertising toward engagement, authenticity, and creator collaborations. Recent communication research underscores that credibility cues, perceived authenticity, and sustainability messaging can measurably shift intentions and behavior in social environments, indicating that "how" messages travel through social networks may matter as much as "what" they say. (Kothari et al., 2025) (Ciocodeică et al., 2025) (Anil et al., 2020) (Bandara, 2021)

A bibliometric approach is well suited to this task. Unlike narrative reviews, bibliometrics can map intellectual structures (authors, journals, countries), chart thematic evolution (co-occurring keywords and clusters), and trace citation influence across nearly two decades of research. Using VOSviewer, a purpose-built tool for constructing and visualizing bibliometric networks, scholars can produce reproducible maps of co-authorship, co-citation, and keyword co-occurrence that reveal how topics such as influencer marketing, eWOM, brand authenticity, and social commerce converge within fashion

advertising. The software's network, overlay, and density visualizations allow researchers to detect "hot spots" and emerging fronts, while its clustering techniques help delimit subfields objectively. (Van Eck & Waltman, 2017)

The present study conducted a bibliometric analysis of peer-reviewed literatures from 2007 to 2025. This window captures the field's formative years when social media matured from Web 2.0 novelty to a core promotional channel through the recent proliferation of creator economies, shoppable media, and platform recommender systems. Prior reviews and domain scans suggest a surge in publications and shifting emphases across this period, but a fashion-focused, VOSviewer-based synthesis. By harvesting records from major bibliographic databases and visualizing their structural relations, this review aims to: map the evolution of research themes; identify influential authors, outlets, and countries; surface conceptual clusters linking advertising formats (e.g., influencer posts, short-video ads, social commerce) with behavioral outcomes (e.g., purchase intention, impulsive buying); and outline future research agendas around authenticity, sustainability, and algorithmic visibility. (Bashar et al., 2024) (Pahari et al., 2024)

The objectives of this study are as follow:

To track the development of paper publications on the subject of social media advertising and consumer buying behaviour in fashion industry.

To find the nations that are taking the lead when it comes to the topic of social media advertising and consumer buying behaviour in fashion industry

To find which authors, have the most influence on the subject of social media advertising and consumer buying behaviour in fashion industry.

To find which publications are now dominating the field of research on social media advertising and consumer buying behaviour in fashion industry

To find what the present pattern is around the topic of social media advertising and consumer buying behaviour in fashion industry.

In order to answer the objectives posed by the aims of this research, the published literatures during 2007 to 2025 have been systematically mapped and examined using a bibliometric approach.

2. METHODOLOGIES

2.1 Database (Scopus)

The Systematic Literature Review (SLR) was performed using the required keywords related to consumer buying behaviour, fashion industry, social media advertising etc. The tables, line graphs, bar charts were retrieved from the Scopus database. Based on the above keywords, the CSV (Comma Value Separated) file was exported for further use in the VOS viewer software. The CSV file (generated by Scopus) is the starting point for generating the various analysis under the heads of citation, co-citation, bibliography coupling, and the co-occurrence of author keywords, all keywords etc.

2.2 Time Period

Two decades of articles were scrutinized (2007–2025). The year 2025 has been chosen as the cut-off point for this study, because the data needed for it was retrieved on 22 July, 2025.

2.3 PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Model

The PRISMA model provides a structured guideline to improve the transparency and quality of systematic reviews. It emphasizes clear reporting of objectives, methodology, study selection, data extraction, and synthesis. By using flow diagrams and checklists, PRISMA ensures accuracy, reproducibility, and credibility, aiding researchers in evidence-based decision-making across disciplines.
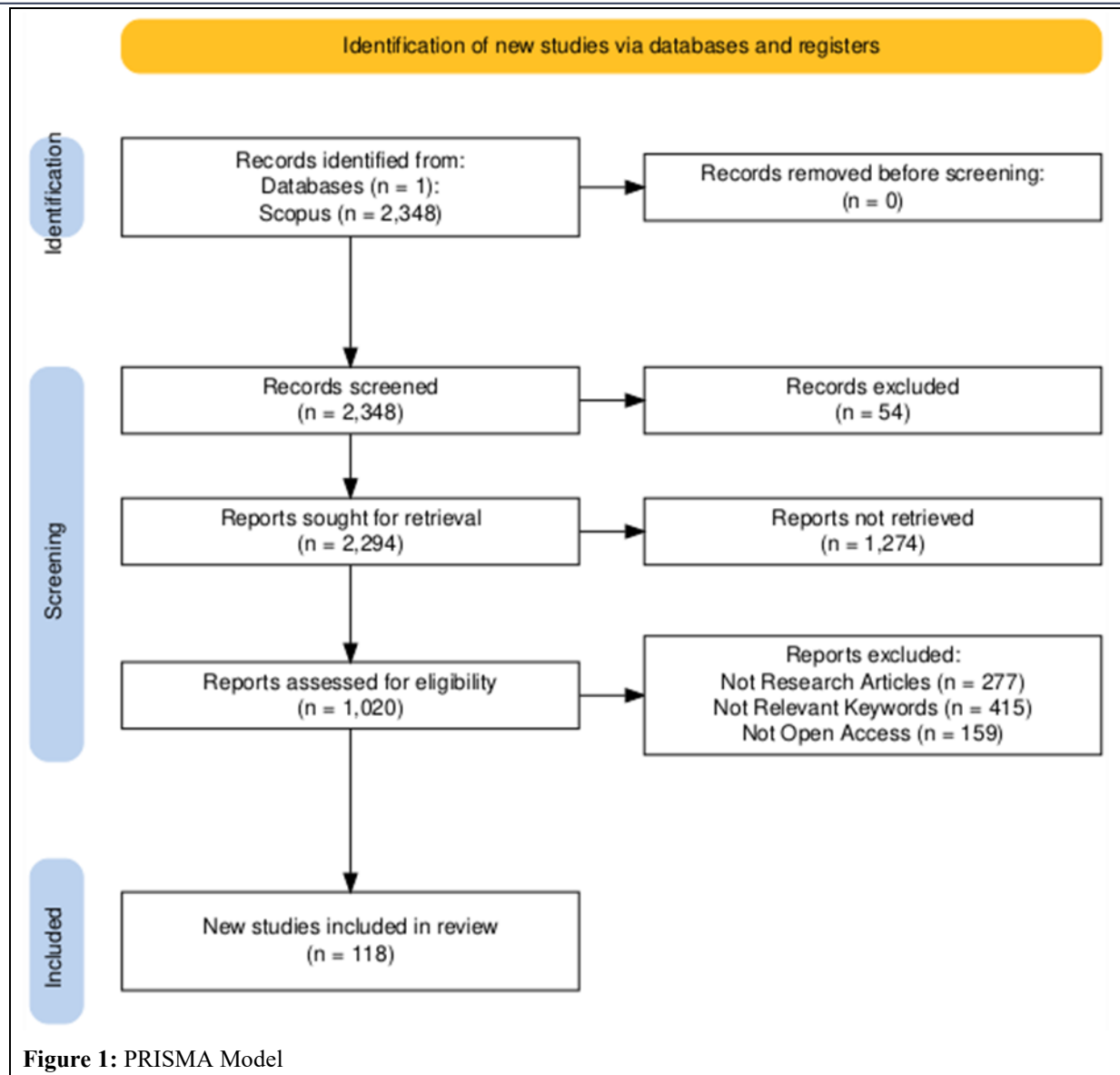
Figure 1: PRISMA Model

According to the PRISMA Model Figure 1, At *Identification*, Stage I, 2,348 documents were found. At Stage 2, "Year" filter was applied (Year Filter 2007 to 2025), then 2,294 documents were found and 54 documents were excluded. At Stage 3, "Subject Area- Business Management and Accounting" filter was applied, then 1,020 documents were found and 1274 documents were excluded. At *Screening*, Stage 4, "Document Type – "Article" filter was applied, then 810 documents were found and 277 documents were excluded- 277 that were not research articles. At Stage 5 "Micro Keywords" were applied, then 533 documents were found and 415 documents were excluded- 415 that were not relevant keywords. At *Included* Stage 6, "OA- Open Access" filter was applied, then finally 118 documents/ research articles were found for the review study in the form of CSV file and 259 record were excluded that were not open access research articles. A final main CSV file was downloaded for VOS Viewer Analysis containing 118 records with relevant information of each record.

2.4 Articles Search

There was a total of 118 articles that were evaluated for this study. Papers that were published in conferences, book chapters, review papers, and other types of publications were not taken into consideration for this study. The selection criteria for this study included only papers written in English and published between the years 2007 and 2025. Only open access papers were included in the study. All other papers were omitted from the analysis.

2.5 VOS viewer Software

There is a lot of tools out there that can help with bibliometric queries. This type of tool is shown by BibExcel, Cite Space, NetDraw, PoP, UCInet, and VOS Viewer, among others. Visible bibliometric analysis was done with the help of software

called VOS viewer (version 1.6.20) for this study. Microsoft Excel was also used to make tables and graphs that showed publication trends, bibliometric coupling of country, co-occurrence of term, co-citation of journals, author-publication, and other information that was relevant.

3. LITERATURE REVIEW

The conclusions of the preceding authors are as follows: The subject topics determined by the analysis of keywords in Annals of Library and Information Studies (ALIS) articles were found to be analogous to those of premier LIS journals in Asia and beyond. ALIS authors are focusing on metrics, bibliometrics, and social networking, in accordance with global trends. Notably, the degree of collaboration among journals in Asia was inferior to that of the leading indexed journals in the field of Library and Information Science (LIS). The gathered findings delineate a definitive strategy for advancing research in this domain. **(Prieto-Gutiérrez & Segado-Boj, 2019)**

The literature review was performed using three approaches as PRISMA model, Systematic Literature Review and Bibliometric analysis. This study utilized a literature database to conduct a descriptive bibliometric analysis. **(Putera et al., 2020)** The detailed analysis are as follows:

3.1 Systematic Literature Review

The types of research papers are presented in a pie chart under the heading of Systematic Literature Review Document by type.
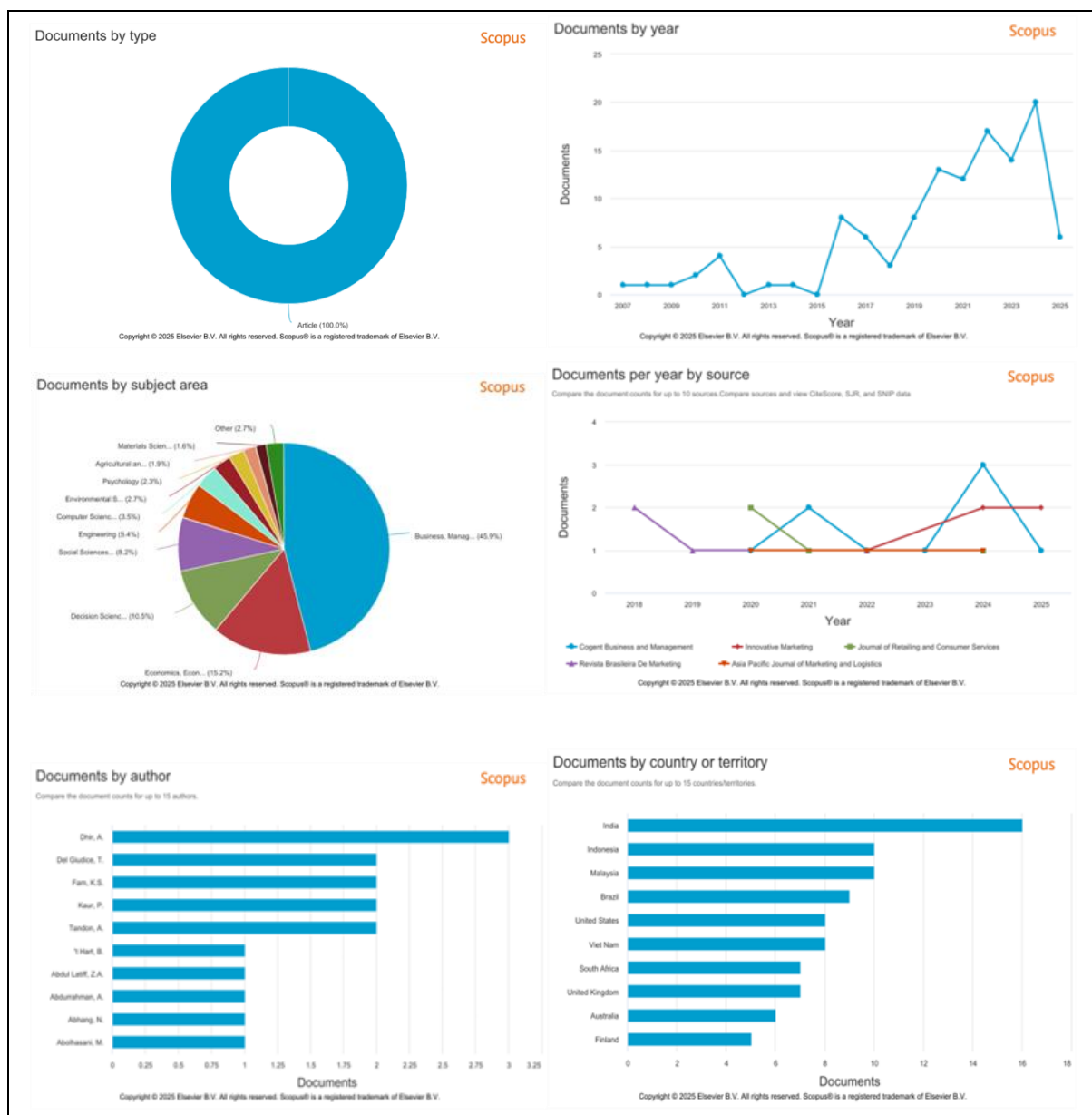
Figure 2: Document Type

Source: Scopus

According to the Figure 2, total search documents was (118) 100% articles. The articles / papers that were published in conferences, book chapters, review papers, and other types of publications were not taken into consideration for this study.

The source of the Scopus database, in the year 2024, maximum 20 research papers were published and then there is a fall of published research articles in 2025, therefore it can be concluded that the published research articles were increasing from 2007 to 2024.

The proportion of research conducted in a particular topic is detailed in the section entitled "Systematic Literature Review by Subject Area." Figure 4 depicts the proportion of research undertaken in various academic disciplines. Pie chart clearly indicates that 45.9% of researches conducted in social media advertising and consumer buying behavior concentrated on business management and accounting.

A maximum of three publications were published by Dhir A. The data in bar chart 5 clearly indicates that writers Del Giudice, T. Fam, K.S., Kaur, P., and Tandon, A. have produced two research publications. Consequently, there exists an excellent opportunity for other authors to engage in or conduct further research on the area of consumer buying behaviour.

India possesses the highest number of articles, as 16 out of 118. The bar chart indicates that Indonesia and Malaysia each published 10 research papers, followed by Brazil with 9 publications in this domain. Consequently, there exists an opportunity for additional countries to do further research in the domain of social media advertising and consumer purchasing behavior.

3.2 Bibliometric Analysis - Full Counting Method using Network Visualization

Alan Pritchard developed the term 'Bibliometrics' in 1969 to define a novel discipline that employs quantitative methods to examine scientific communication processes. This entails quantifying and evaluating many attributes of written content. **(Roy & Basak, 2013)** Bibliometrics is a comprehensive word that includes many metrics and indicators employed to quantify the output of scientific and technical research. It entails the examination of data derived from scientific literature and patents. **(Okubo, 1997)** Bibliometric analysis is a subset of bibliometrics that examines the publication trends of documents and their bibliographic citations. **(Tallolli & Mulla, 2016)** The findings yielded substantial information, including annual publications, principal authors, journals and affiliations, publication types, subject areas, leading countries in publication, and keyword networks. **(Sidhu et al., 2020)** Bibliometric analysis can be utilized to investigate authorship and collaboration patterns at a conceptual or intellectual level. **(Tyagi & Narain Bharadwaj, 2021)** Bibliometrics denotes the quantitative assessment of the efficacy of science and technology, along with the cognitive and organizational frameworks of these fields. **(Ebrahim, 2017)**

The Bibliometric analysis was performed under five types of analysis named as 1-*Co-authorship*, 2-*Co-occurrence*, 3-*Citation*, 4-*Bibliographic coupling*, and 5-*Co-citation*.

3.2.1: Type of Analysis – Co-authorship

3.2.1.1 Unit of Analysis- Authors

The review study analyzed the collaboration patterns of the most prolific co-authorship and authors. The map comprises many elements, including circles of varying sizes, clusters of nodes based on networked links (shown by colour and closeness), and text presenting the names of the authors. The font size of the label and the dimensions of the circle for each author are dictated by the item's weight.

Figure 3: Type of Analysis - Co-authorship   Unit of Analysis- Authors
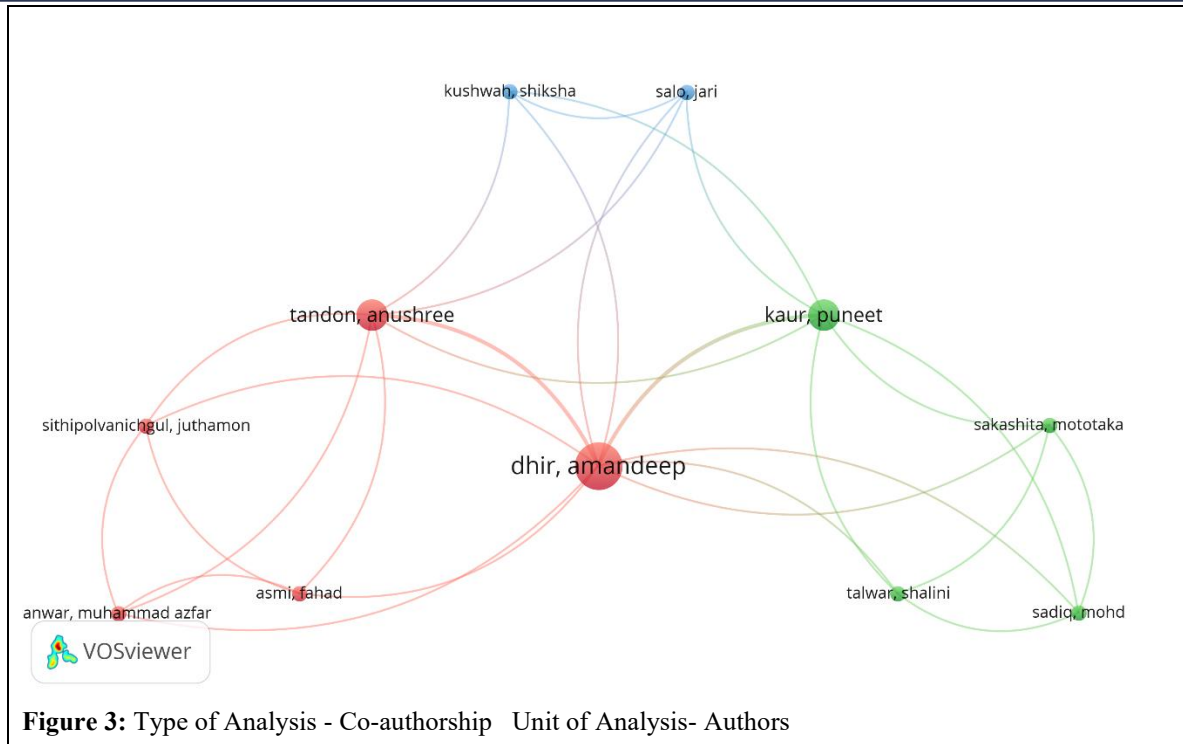
Source: VOSviewer

According to the Figure 3, collaboration map/network out of three most-productive researchers, Dhir, Amandeep has the highest number of co-authors and is the most well-connected. Tandon, Anushree and Kaur, Puneet have a smaller number of co-authors. Dhir, Amandeep, being the most prolific author in recent years, is assigned the largest circle and label font size. Authors who are assigned the same colour circles are regarded as a cluster, indicating that they have a strong collaboration. There are three cluster are identified as red, green and blue colour.

3.2.2: Type of Analysis – Co- occurrence

3.2.2.1 Unit of Analysis- All keywords

The cooperation patterns of the top most co-occurrence and all keywords are examined. A collaboration map illustrating these patterns depicted in Figure 13.
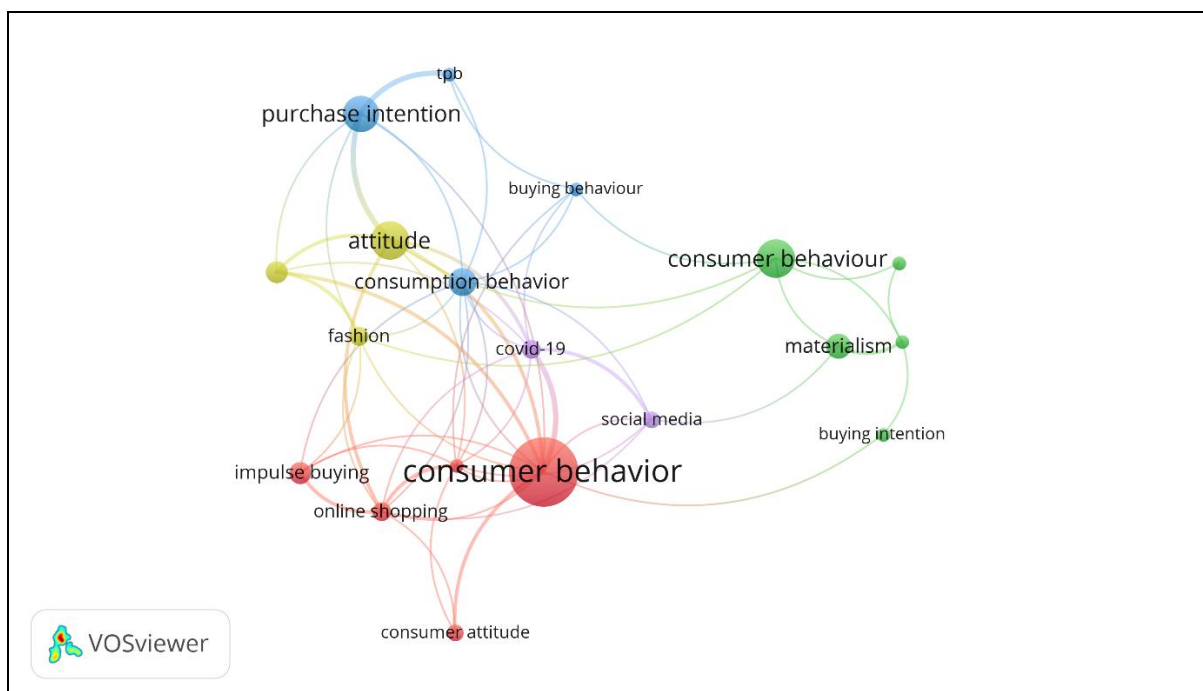
| **Figure 4:** Type of Analysis – Co-occurrence   Unit of Analysis- All keywords |
|---|

Source: VOSviewer

According to the Figure 4, Consumer Behavior., being the most cited keywords in recent years, is assigned the largest circle and label font size. All keywords who are assigned the same colour circles are regarded as a cluster, indicating that they have a strong collaboration. There is total five clusters in the diagram. According to the collaboration network most co-occurrence and all keywords are Consumer Behavior, and then Consumer Behaviour, after that Attitude, then Purchase Intention, then Consumption Behaviour, then Materialism, then Impulse Buying, then Social media, then Fashion shown as above.

3.2.3: Type of Analysis – Citation

3.2.3.1 Unit of Analysis- Documents

The cooperation patterns of the top most citation documents are examined. A collaboration map illustrating these patterns are depicted in Figure 16.
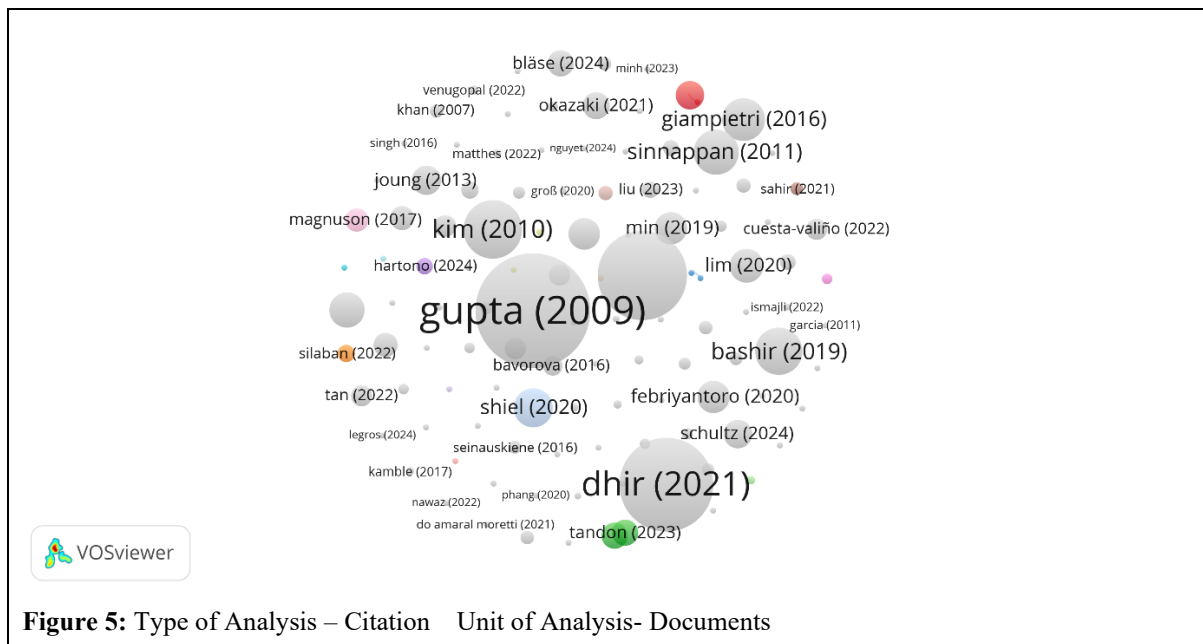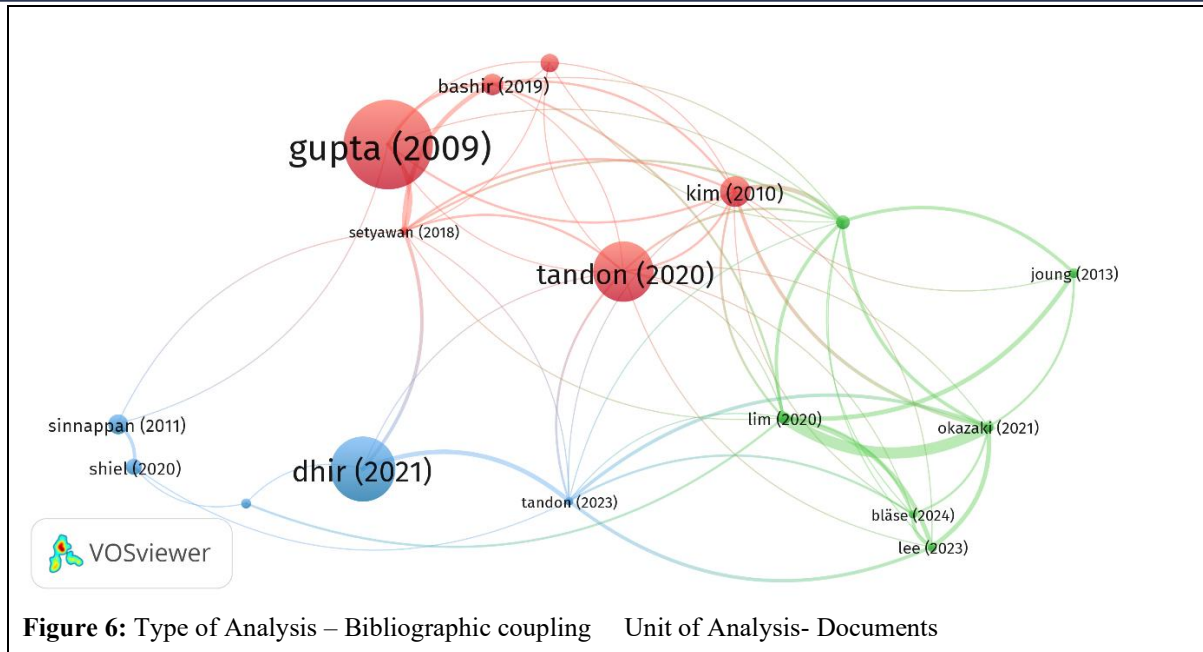

Figure 5: Type of Analysis – Citation   Unit of Analysis- Documents

According to the Figure 5, Document by Gupta (2009)., being the most cited document in recent years, is assigned the largest circle and label font size. The number of bibliographic coupling linkages was calculated for each of the document. Documents which are assigned the same colour circles are regarded as a cluster, indicating that they have a strong collaboration. But in this analysis, there are as many clusters as the number of authors in the diagram. According to the collaboration network, most citation document is by Gupta (2009), and then Dhir (2021), after that Kim (210), then Bashir (2019), then Sinnappan (2011), then Giampietri (2016) shown as above.

3.2.4 Type of Analysis – Bibliographic coupling

3.2.4.1 Unit of Analysis- Documents

The cooperation patterns of the top most bibliographic coupling and documents are examined. A collaboration map illustrating these patterns are depicted in Figure 21.

Figure 6: Type of Analysis – Bibliographic coupling   Unit of Analysis- Documents
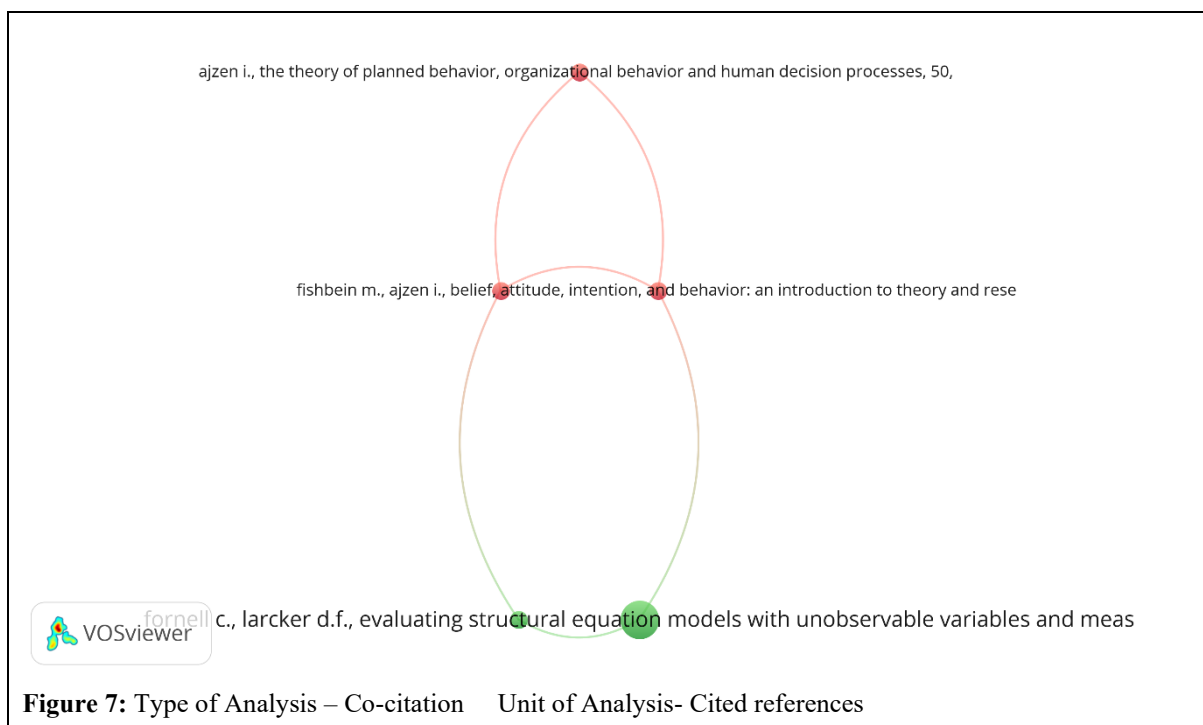
According to the Figure 6, Gupta (2009) being the most bibliographic coupling and document in recent years, is assigned the largest circle and label font size. The number of bibliographic coupling linkages was calculated for each of the document. Documents which are assigned the same colour circles are regarded as a cluster, indicating that they have a strong collaboration. There is total three clusters in the diagram. According to the collaboration network most bibliographic coupling and document is Gupta (2009), and then Dhir (2021)., after that Tandon. (2020), then Kim (2010), Bashir (2019) shown as above.

3.2.5 Type of Analysis – Co-citation

3.2.5.1 Unit of Analysis- Cited references

The cooperation patterns of the top most co-citation and cited references are examined. A collaboration map illustrating these patterns are depicted in Figure 26.

Figure 7: Type of Analysis – Co-citation   Unit of Analysis- Cited references

According to the Figure 7, Fornell, c., larcker, d.f. , evaluating structural equation models being the most co-citation and cited reference in recent years, is assigned the largest circle and label font size. Cited references which are assigned the same colour circles are regarded as a cluster, indicating that they have a strong collaboration. There are two clusters in the diagram. According to the collaboration network most co-citation and cited references is Fornell, c., larcker, d.f. , evaluating structural equation models, and then Ajzen I, The Theory of Planned Behavior Organizational Behavior Human Decision Process…, Fishbein Aizen I Belief Attitude Intention and Behavior: An Introduction to Theory and rese… shown as above.

4. CONCLUSIONS

The study objectives aim to track the development of paper publications, to find the nations that are taking the lead, to find which authors, have the most influence on the subject, to find which publications are now dominating the field of research, and to find what the present pattern is around the topic. The study concludes in three segments. The first is PRISMA model, second is Systematic Literature Review using Scopus database, and third is Bibliometric Analysis using VOS Viewer.

According to the PRISMA model and Keywords search out of 2,348 research articles only 118 were found relevant to the study of social media advertising and consumer buying behaviour in fashion industry.

According to the systematic literature review using Scopus database, it was found that in the year 2024, maximum 20 research papers were published and then there is a fall of published research articles in 2025, therefore it can be concluded that the published research articles were increasing from 2007 to 2024. 45.9% of researches conducted in social media advertising and consumer buying behavior concentrated on business management and accounting. Cogent Business and Management had published maximum number of research papers in year 2024 followed by Innovative Marketing in year 2022, 2024, and 2025. Maximum of three publications were published by Dhir A. India possesses the highest number of articles, as 16 out of 118 articles. North West University, owned 4 documents in the list of 118 articles. British Council, Bundesamt für Lebensmittelsicherheit und Veterinärwesen, European Commission, European Regional Development Fund, Felix Scholarship, Fundação para a Ciência e a Tecnologia, Horizon 2020, Horizon 2020 Framework Programme, Icelandic Centre for Research, and Innovate UK each funded one research article.

According to the Bibliometric analysis, it was found that out of three most-productive researchers (Dhir, Amandeep, Tandon, Anushree and Kaur, Puneet), Dhir, Amandeep has the highest number of co-authors and is the most well-connected. The most cited organization is Opentia Research Focus Area, North-West University, Vanderbijlpark, South Africa. India, being the most cited countries. Consumer Behavior, being the most cited keywords. Consumer Behavior, being the most cited author keywords. Consumption Behavior, being the most cited index keyword. Document by Gupta (2009)., being the most cited document. Cogent Business and Management., being the most cited source/ journal. Dhir, Amandeep, being the most cited author. Fornell, c., larcker, d.f., evaluating structural equation models being the most co-citation and cited reference. Journal of Consumer Research being the most co-citation and cited source. Ajzen I., being the most bibliographic coupling and cited authors in recent years in the field of social media advertising and consumer buying behaviour.

4.1 Theoretical Implications

The current study has made the following contributions: First, conducting a bibliometric analysis of social media advertising and consumer behavior was attempted fusing Scopus-indexed body of research. Second, the findings derived from the investigation of the bibliometric study will have some significant implications for future researchers in the sense that they will provide future researchers with a new path to pursue in their ongoing research investigations.

4.2 Limitations and future scope of the study.

This study investigates a variety of potential research articles form the Scopus database only. The future researcher can use the WOS (Web of Sciences), PubMed and other internet databases to check the more in-depth study.

Statements and declarations

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Consent for publication

All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors, and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed, or endorsed by the publisher.

Funding statement

The author(s) received no financial support for this research article.

Data availability

The original contributions presented in the study are included in the article/supplementary material; further inquiries can

be directed to the corresponding author.

REFERENCES

1. Anil, A., Sinha, B., & Bhatt, V. (2020). Impact of Social Media Marketing on Consumer Buying Behavior. International Scientific Journal of Engineering and Management, 22(12), 722–733. https://doi.org/10.55041/isjem04309

2. Bandara, D. M. D. (2021). Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry. Sri Lanka Journal of Marketing, 7(2), 80–103. https://doi.org/10.4038/sljmuok.v7i2.65

3. Bashar, A., Wasiq, M., Nyagadza, B., & Maziriri, E. T. (2024). Emerging trends in social media marketing: a retrospective review using data mining and bibliometric analysis. Future Business Journal, 10(1), 1–16. https://doi.org/10.1186/s43093-024-00308-6

4. Ciocodeică, D. F., Chivu, R. G., Popa, I. C., Mihălcescu, H., & Barghier, I. (2025). Hedonic and Impulsive Consumer Behavior Stimulated by Social Media: Implications for Sustainable Fashion Marketing. Sustainability (Switzerland), 17(11), 1–16. https://doi.org/10.3390/su17115198

5. Ebrahim, N. A. (2017). How to Write a Bibliometric Paper. How to Write a Bibliometric Paper, 6(September), 93–99. https://doi.org/10.6084/m9.figshare.5374615.v1

6. Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V., & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. Frontiers in Communication, 10(May), 1–18. https://doi.org/10.3389/fcomm.2025.1595796

7. Okubo, Y. (1997). Bibliometric Indicators and Analysis of Research Systems: Methods and Examples. OECD Science, Technology and Industry Working Papers, 1(1), 1–71.

8. Pahari, S., Bandyopadhyay, A., Kumar, V. V. M., & Pingle, S. (2024). A bibliometric analysis of digital advertising in social media: the state of the art and future research agenda. Cogent Business and Management, 11(1). https://doi.org/10.1080/23311975.2024.2383794

9. Prieto-Gutiérrez, J. J., & Segado-Boj, F. (2019). Annals of Library and Information Studies: A Bibliometric Analysis of the Journal and a Comparison with the Top Library and Information Studies Journals in Asia and Worldwide (2011–2017). Serials Librarian, 77(1–2), 38–48. https://doi.org/10.1080/0361526X.2019.1637387

10. Putera, P. B., Suryanto, S., Ningrum, S., & Widianingsih, I. (2020). A bibliometric analysis of articles on innovation systems in Scopus journals written by authors from Indonesia, Singapore, and Malaysia. Science Editing, 7(2), 177–183. https://doi.org/10.6087/KCSE.214

11. Roy, S. B., & Basak, M. (2013). Journal of Documentation : a Bibliometric Study. Library Philosophy and Practice (e-Journal), University of Nebraska - Lincoln, 43(12), 1–12.

12. Sidhu, A. K., Singh, H., Virdi, S. S., & Kumar, R. (2020). A Bibliometric Analysis on Job Stress Using Visualizing Network. Journal of Content, Community and Communication, 12(6), 21–29. https://doi.org/10.31620/JCCC.12.20/04

13. Tallolli, S. B., & Mulla, K. R. (2016). A Bibliometric Analysis of Journal of Information Literacy (2011 to 2015). ISST Journal of Advances In Librarianship, 7(2), 44–51.

14. Tyagi, S., & Narain Bharadwaj, S. (2021). Bibliometric Analysis of Papers Published During 2016-2020 in "Tulsi Prajna" Research Journal. Library Philosophy and Practice (e-Journal), 1(March), 1–19. https://digitalcommons.unl.edu/libphilprac/5165

15. Van Eck, N. J., & Waltman, L. (2017). VOSviwer Manual. Univeristeit Leiden, 1(January), 1–49. http://www.vosviewer.com/documentation/Manual_VOSviewer_1.6.1.pdf..