

A Bibliometric Analysis of Buzz Marketing : Research Areas, Concerns, and Suggestions for Advancement

Yogesh Mahajan¹
Ashutosh Gadekar²

Abstract

Buzz marketing is widely used by marketers to generate buzz about products in the market. The purpose of this paper was to provide a complete overview of the existing 'buzz marketing' literature and to study current trends and future directions for researchers interested in exploring and contributing to the field of buzz marketing. The bibliometric and network methods of analysis of citation and co-citation were used to achieve the purpose of this research paper. This research included an evaluation of articles published in the Scopus database journals from 2001 – 2019. The bibliometric analysis was carried out using VOS Viewer software. The findings showed that the number of papers dedicated to the study of “buzz marketing” has diminished significantly in recent years, though there has been a significant increase in the number of activities to create buzz through buzz marketing by companies. In addition, the paper highlighted some of the area's most prominent papers. A conceptual model of buzz marketing has been developed from this bibliometric analysis. Lastly, the paper emphasized the new trends and addressed the relevant challenges faced in buzz marketing. This study concentrated exclusively on buzz marketing concepts, trends and challenges, and future directions.

Keywords : buzz marketing, bibliometric analysis, citation analysis, co-citation analysis, co-occurrence of words

Paper Submission Date : February 5, 2020 ; Paper sent back for Revision : June 20, 2020 ; Paper Acceptance Date : October 25, 2020

In this globalized and consociate world, marketing to consumers is a defiant task. New and innovative tools of marketing are used to market products and services. Varietal tools of marketing like ambush marketing, buzz marketing, ambient marketing, stealth marketing, guerrilla marketing (Sajoy, 2013), viral marketing, etc. are used to create an impact on consumers (Hutter & Hoffman, 2011). Buzz marketing is one of the paramount marketing tools to influence customers in this globalized and interconnected world (Belyh, 2015). Buzz marketing is extensively used to launch new products, to re-launch existing brands, to create awareness about new offers, and many more such activities. The evolution of this new tool of marketing has captured the attention of academics and professionals. Buzz marketing is widely used by marketers to generate buzz about products in the market. Buzz marketing has been used recently to predict market potential for a product and pre-release buzz has information that can predict future sales (Schaer et al., 2019). Before release of a product, brand loyalists display high willingness to spread buzz about competitor brands, however, when the product is released, the willingness to

¹ Associate Professor (Corresponding Author), Indira School of Business Studies, 'Abhinavan', 89/2A, New Pune – Mumbai Highway, Tathawade, Pune – 411 033, Maharashtra. (Email : yogesh.mahajan@indiraisbs.ac.in) ; ORCID iD : 0000-0002-7485-0185

² Professor, Sai Balaji International Institute of Management Sciences, IT Park, Survey No # 54 (1A/1-1), Nere, Marunji Rd, Near Hinjewadi, Pune - 411 033, Maharashtra. (Email : ashutoshgadekar1@gmail.com) ; ORCID iD : 0000-0003-4857-0515

DOI : <https://doi.org/10.17010/ijom/2021/v51/i2/157550>

spread the buzz about the same diminishes (Thompson et al., 2019). WOM and buzz marketing are sometimes used interchangeably, although there is a big difference between the two, which is evident from existing literature.

WOM is a verbal, individual to individual contact amongst a recipient and a conversationalist considered by the recipient as non-commercial in relation to a service, product, or brand (Arndt, 1967). Buzz marketing is an amplified WOM marketing messaging. It is a viable substitute to marketing campaigns, which are traditional, based on mass media promotion (Mourdoukoutas & Siomkos, 2009). Buzz marketing is basically a manufactured marketing to develop buzz about a product in the market. Buzz marketing is all about creating buzz, online and/or offline, by using different strategies. However, there are ethical concerns raised about buzz marketing.

Kimmel (2015) investigated ethical concerns regarding the limits to which marketers may use buzz marketing techniques that might directly impact the life of the target audience. Buzz marketing is considered a low - cost marketing and advertising tool to stimulate consumers to experience a product (Ahuja et al., 2007). The traditional channels of communication are very costly ; efficacy of the buzz marketing approach is connected to the consumer being attracted into enacting the advertising by disseminating the message to others (Notarantonio & Quigley Jr., 2009). Sometimes, incentivizing customers to recommend can backfire as Anghelcev (2015) found that when a monetary award was given to recommend a brand, the customers actually witnessed a decline in intrinsic motivation and acted in terms of writing shorter recommendations as against particularly those who were committed no incentives.

Research Problem

Given this growing use of buzz marketing, academic research on buzz marketing is sparse, particularly in comparison to other research areas in promotion of products (Allsop et al., 2007). The knowledge of viral techniques is still limited (Graham & Havlena, 2007). The terms which are interchangeably used are electronic word-of-mouth (eWOM), word-of-mouth (WOM), buzz marketing, viral marketing, viral advertising, and word of mouse, resulting in literature terminology controversy (Bampo et al., 2008). To date, there has been no attempt to study the current buzz marketing literature using analysis by citation and co-citation method to clarify the scope of this dynamic research. This paper looks at the articles published on buzz marketing to highlight the gap from 2001 – 2019. The study is limited to this period as buzz marketing witnessed a rapid growth during this period. Also, in this period, internet advanced at an exponential rate. While reviewing current literature, the goal has been to assimilate the theory of buzz marketing and its application for marketing of products and services, its impact, analysis by citation and co-citation, incorporating review of literature findings, and determine research areas for future.

The paper uses the bibliometric method as it gives a quantitative analysis of literature by citation and co-citation method for this work. Analysis of citations is a qualitative methodology, which gives us information on the effect of a paper in a particular area. Analysis by co-citation method shows the association and relationship amongst researchers and their research areas.

Review of Buzz Marketing

Buzz marketing and practices were first mentioned in the original article of Katz and Lazarsfeld in the 1950s, who observed the capacity of customers to influence another person (Katz & Lazarsfeld, 1966). Buzz marketing has been defined in a number of ways by different authors. Buzz marketing has been described as strengthening third parties' initial marketing efforts through their passive or active influence. Literally, a vibration or an involuntary humming around a product or a brand is a buzz (Kirby & Marsden, 2006). More specifically, buzz marketing is the deliberate and clear use of techniques to generate contagious brand, company, product, or concept

chat. The phrase 'institutional WOM' or 'buzz' as per Carl (2006) is the WOM interaction, wherever the organizational identity or association of minimum one party may be relevant, and where the subject matter to be addressed (i.e. company service or product, or organization) is part of a buzz marketing program. This disparity reflects the distinction between "everyday" and "institutional" communication between language and social interaction researchers, except that there are no arguments about which of the two is central or conditional on the other (Drew & Heritage, 1992).

Buzz marketing uses all media, comprising conventional WOM and person to person contact ; whereas, viral marketing refers only to electronic mass media (Swanepoel et al., 2009). However, as found in the disparity between buzz marketing and viral marketing, the most important differences between them relate to the process and use of media. Buzz, like word-of-mouth, is often a viral marketing technique or consequence (Bampo et al., 2008 ; Dobele et al., 2005). Larceneux (2007) highlighted two forms of buzz – non-commercial and commercial. Commercial buzz is focused on tactics that lead to its development and growth. Companies should promote customer information exchange and, in general, inspire leaders of opinion to speak out. Non-commercial buzz, on the other hand, is primarily focused on the ability of customers in spreading the message and knowledge about their experiences. The commercial buzz contains very specialized professional ideas, while the non-commercial buzz adopts consumer created content (Larceneux, 2007). The implication is that buzz marketing is the product of marketing tactics designed to inspire people-to-people interaction, including communications between peers.

WOMMA (2005) defined buzz marketing as using high-profile entertainment or news to get people to talk about a brand. Except definitions founded on attributes, Hughes (2004) defined it based on practical features as capturing attention of consumers and the media to the point where talking about a brand becomes entertaining, fascinating, and newsworthy ; a conversation starter. WOMMA also has its ethical code of conduct, underlining that buzz advertising should be honed with relationship, viewpoint, and identity. Buzz marketing is an 'amplified' WOM form which is due to a planned effort by a company to get customers to chat to others about services or products of the company. Therefore, it is not entirely the same as WOM, but is one of its type.

Iris Mohr (Mohr, 2017) highlighted the process of 'buzz marketing' that influences the information spread in today's digital age, which consists of value, viral content, and seeding strategy. The buzz marketing process explains circumstances under which product information quickly spreads, in addition to how and why it spreads. Counterfactuals show that the proposed seeding strategies are about 15–20% more effective than random seeds in growing adoption. Remarkably, they are also about 5–11% more effective than the opinion leader seeding, and are significantly more effective when we have less seeds (Kumar & Sudhir, 2019).

Dye (2000), in his article, said that amplified word-of-mouth marketing is a powerful tool that can propel brands into massive commercial successes from anonymity. However, a large number of executives and managers are misled about buzz marketing and have myths about buzz marketing. He dispelled five myths about buzz marketing. He found that companies which cannot control the buzz about their products will find the buzz controlling them (Dye, 2000). Buzz marketing can be done through inform-a-friend campaign by way of providing incentives (e.g. financial rewards) to customers for broadcasting +ve referrals on their blog, Facebook page, etc. Additional example for buzz marketing is concealing advertising posts as sincere customer referrals, that is, marketers use the concealment, integral to online communication, to pretend as customers to spread influential messages (Chevalier & Mayzlin, 2006). Buzz marketing sites are used to launch buzz campaigns nowadays. Hashimoto et al. (2011) developed a methodology to discover surprising correlation between current topics and products through WOM on buzz marketing sites. They found a strong correlation amongst camera and flu. They also tested this methodology on correlation between flu and air purifiers. Through identifying such correlation, consumer behavior can be predicted.

Sorokin (2012) classified buzz marketing into two types. First, face-to-face buzz marketing – information and communications are delivered by direct interaction through events, print media, etc., and second as online

buzz marketing – transferring information and communications by way of the internet or mobile phones (Sorokin, 2012). Wang and Struthers (2018) studied statewide data of first two years of a buzz-centric health information campaign of schools that stimulated students to engage in healthy conduct. The authors found that awareness level had increased amongst students due to buzz marketing campaign in participating schools compared to those in comparative schools, but there was no noteworthy difference between their health attitudes.

Lisa - Charlotte (2015) explored how media executives can use social networking sites, like Facebook fanpages, to create +ve WOMs of traditional media firms. The article examined the importance of brand fans and buzz marketing for media brand interaction and explained the main drivers of online and offline WOM. The author studied four German magazine brands. Online retailers like Amazon, Flipkart also use buzz marketing (Mahajan, 2017). Hutter found that consumers' intention to participate in buzz marketing is affected by extrinsic and intrinsic motives. Extrinsic motives have incremental influence on consumers' intention. Also, moral concern moderates the effect of intrinsic motives (Hutter & Mai, 2013). Social media is widely used for advertising and creating buzz (Arora et al., 2018 ; Yadav, 2017). Rao and Rao (2019) analyzed data from Facebook fan pages and found that a positive relationship existed between eWOM and purchase intentions.

Though buzz marketing is used extensively by marketers, it is not free from controversial issues. There are many ethical concerns regarding buzz marketing. The success prompted consumer advocacy groups to make a complaint to the Federal Trade Commission (FTC of United States of America), which emphasized that recommendations from "buzzing" consumers must be followed by appropriate reporting. Companies have different thoughts on this. On the other hand, the Word-of-Mouth Marketing Association (WOMMA) has included this rule in its Code of Ethics (<http://www.womma.org/ethics/code/read/>) and also suggested that non-reporting to be declared as an illegal action. Some businesses have voiced reservations that disclosure would reduce the importance of buzz marketing (Creamer, 2005). Campbell et al. (2017) modeled individual incentives to engage in word of mouth (or buzz) about a brand, and how an organization can strategically influence this mechanism through its information release and marketing strategies. Kang demonstrated/reflected that CSR activities could help with generating WOM and should motivate companies to engage in CSR, thus benefiting various stakeholders and the society at large (Kang & Sivadas, 2018).

There are methods to use existing information in media to understand the impact of buzz marketing. Nielsen's buzz metrics is one of the best methods for this. It analyzes user created content from private homepages, e-mail groups, message boards, data mining forums, etc. Software is used by Nielsen to organize and analyze the data to give answers to questions about the volume of comments about products and services. But the drawback of buzz metrics is that, it focuses on only one media type (Winer, 2009).

Methodology

The bibliometric analysis was carried out in the following manner (refer to Figure 1).

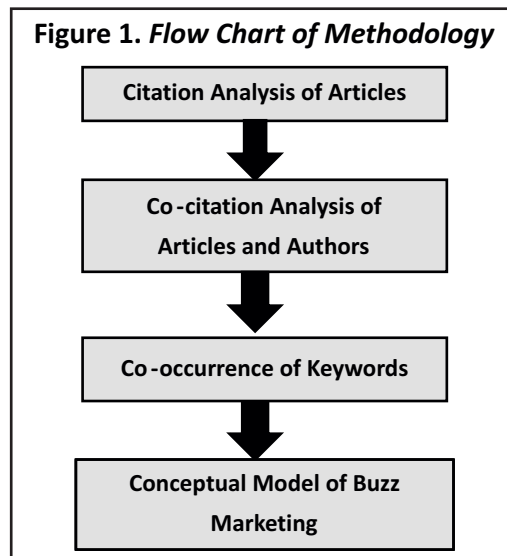
Citation analysis is carried out to assess the frequency of citation of a specific document. Moreover, scholars (Culnan, 1986 ; Sharplin & Mabry, 1985) have highlighted that the influence of greatly quoted papers on research is higher than that of fewer cited papers. Garfield (1972) found that a scientific journal's total number of citations shows its importance in its research area. Co-citation research was carried out to examine the associations between writers, subjects, journals, or keywords, explaining the interrelation between clusters (Pilkington & Liston – Heyes, 1999 ; Small, 1973). Chen et al. (2010) believed that the analysis of co-citation could be performed on the basis of authors or reviews, while the latter helped expose the social structure and also exposed the research field's intellectual structure. For this reason, both writers and publication-based analysis of co-citation is included in this research paper. The number of research papers referencing any specific set of two papers is reported in publishing-based evaluation, and researchers interpret it as a measure of the similarity of the two papers' material. Sab et al.

(2020), through bibliometric analysis, found that the output of *Indian Journal of Marketing* has increased over the years. The authorship trend was found to be towards multi-authored papers. So, bibliometric analysis is one of the effective tools to study the impact of various papers in a particular filed.

Information was obtained from various online repositories such as Scopus and Web of Science (WoS) before starting citation and co-citation review. As the papers in the WoS database is small compared to Scopus, we only selected relevant papers from the Scopus database list. In reality, owing to the development in IT and online document processing, the method of analysis by citation and co-citation has been significantly simplified. We searched for the publications using their title, summary, and keywords containing the expression "buzz marketing." This study included articles published in Scopus database from the years 2001 – 2019.

The first article search led to 2,628 publications belonging to journals, various subject areas, and languages. In the second search, we received 1,434 publications limited to the subject area. First, we omitted articles in languages other than English. The outcome of this search was 867 papers. Following our study's objectives, we limited papers to articles in peer reviewed journals as they could be considered as "certified research" (Ramos - Rodríguez & Ruíz - Navarro, 2004).

We omitted unpublished documents and newspaper articles from the repository for data purification. Eventually, 57 relevant documents were collected. References and quotes were later recorded for future study in a database. We reviewed the citations of research papers obtained to discover whether there were any reference pairs cited together. Such co-occurrence is suggestive of similar thoughts seemingly held by these scientific articles. Pilkington and Meredith (2009) said that these series of documents could be called a "structural information unit." According to Leydesdorff and Vaughan (2006), these classes delineate the field's theoretical frameworks. The study of co-citation was carried out using Vos Viewer. It is a bibliometric toolbox created by Nees Jan van Eck and Ludo Waltman that makes it possible to connect to other applications such as Pajek, Excel, and SPSS. The study of citation and co-citation was performed for research papers, authors, and keywords.



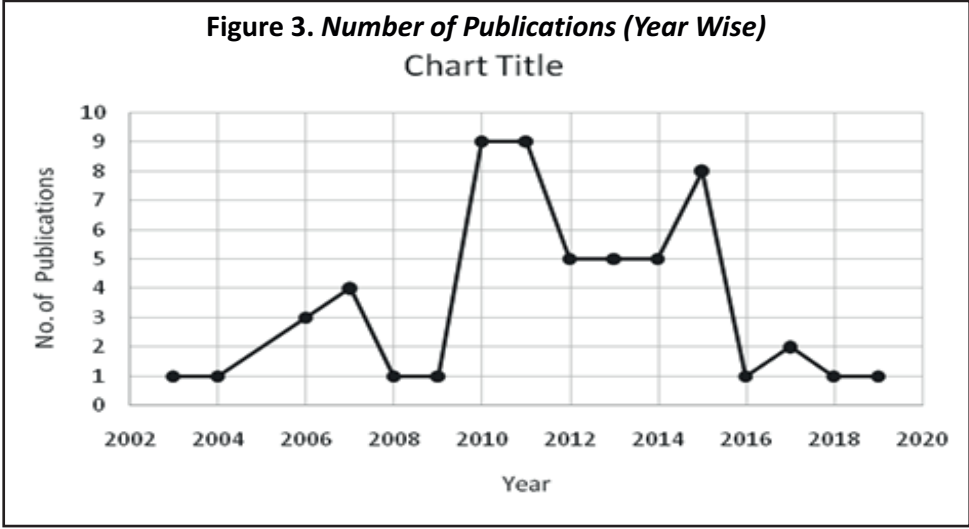
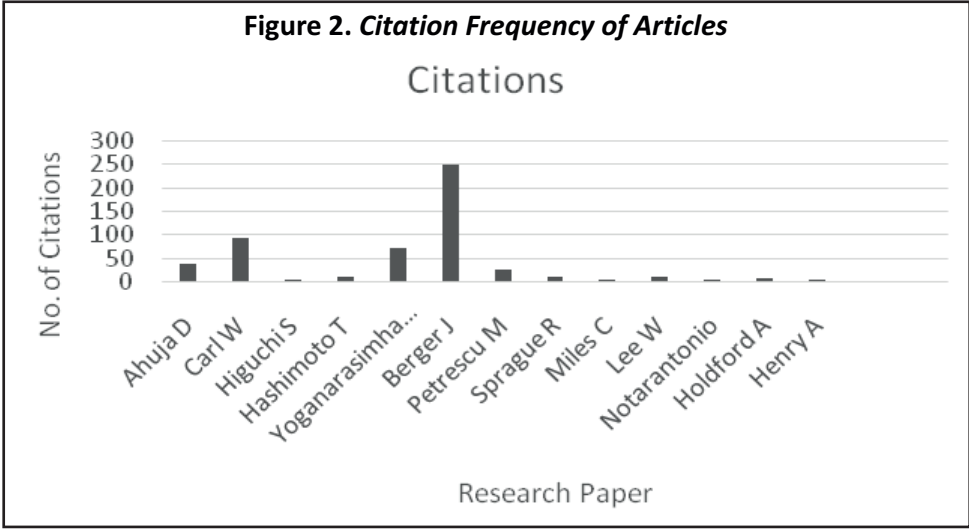
Citation and Co-citation Analysis

The classification of important scientific contributions in the buzz marketing area is discussed in this section. Then the article discusses the results of citation analysis initially, while the results of the co-citation analysis of articles

and authors are presented and commented thereafter. Lastly, co-occurrence of keywords is studied and analyzed and a conceptual model is developed.

Citation Analysis

During this era, the most influential article is the influential work published 247 times by Berger and Schwartz (2011). The authors found that more interesting items attract more immediate WOM and buzz, but don't gain more continuing WOM/buzz over several months or overall, contrary to intuition. Products that are more environmentally friendly or more publicly accessible also gain/acquire more WOM both immediately and over time. The second most cited article is Carl W's (Carl, 2006) introduction. He noted that the advent of overt organizational attempts to raise "buzz" (contagious talk about a brand, company, product, or idea) is a more recent phenomenon. Marketing companies pay people or recruit volunteers to try out products and then have agents in their social networks to "talk them up." This study got 95 citations, illustrating the context of the article in this area.



In addition, Hema Yoganarasimhan's article (Yoganarasimhan, 2012) provided advice to find seeds that deliver the greatest profit on investment, thus helping executives execute buzz marketing campaigns on social media platforms. Many scholars quoted this article 72 times. Figure 1 indicates the citation rate of important time publications (2001 – 2019). Figure 2 reveals the significant articles published between 2001 and 2019.

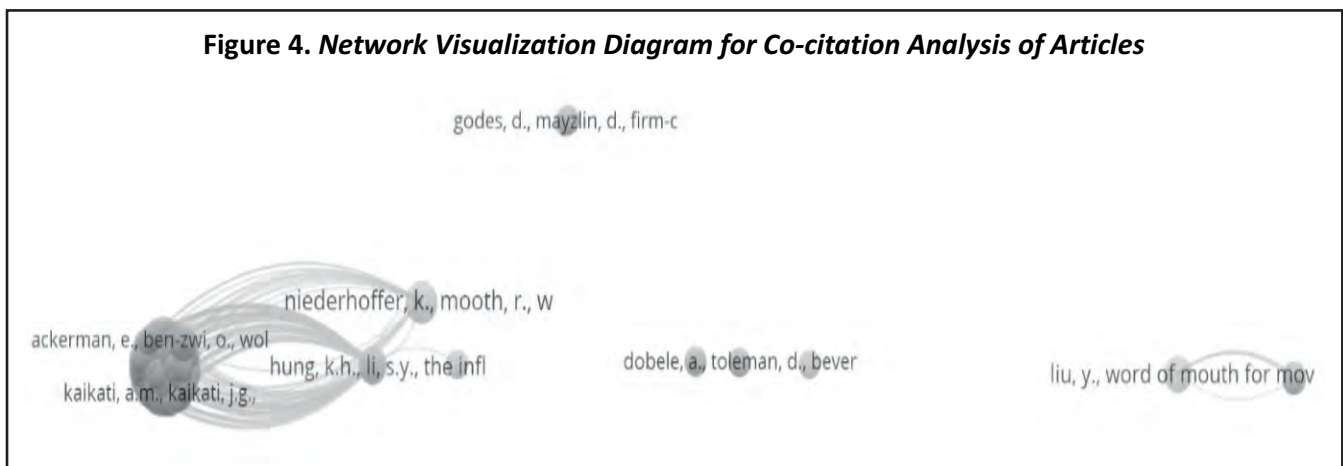
Figure 3 shows the varying trend of each year's publications from 2002 – 2019. It can be seen from the estimation that the main work on buzz marketing started in 2001 and has gradually progressed until 2011 since then. After that, there was a decrease in the number of articles. Decrease might be attributed to ethical and legal issues. Nevertheless, in this interconnected world, buzz marketing has a lot to offer.

Co-citation Analysis of Articles

In this section, we first comment on buzz marketing results of the 2001 – 2019 article co-citation review (Figure 4). Figure 4 shows the various research works as nodes and their relationships in different width arcs. It represents the disparity between these articles in the nature of the relationship. As can be seen in network visualization (Figure 4), papers are closely linked to each other through arcs. There are only a few objects that are not connected to each other. The co-citation network forms three clusters. The first cluster is identified as buzz marketing and its conceptual framework. It talks about definitions, characteristics, and the process of buzz marketing. Newsworthiness, stickiness, and exponential spreading of message and hype are identified as characteristics of buzz marketing. The process, as identified by Mohr, contains value, viral, and seeding as strategy to influence consumers. Many documents emphasize this process. Through this literature review, we have identified interaction as a part of the process. Interaction between consumers and brands, in addition to consumer to consumer, is necessary in process as it creates a long term impact for the customer. If interaction does not happen, customers may lose interest after the buzz marketing campaign (Mohr, 2007).

The second cluster is identified as buzz marketing and social media. The second cluster talks about the role of social media in creating buzz about a product and the role of opinion leaders. The cluster also has papers of designing social media marketing campaigns to create buzz. The seeding strategy defines the primary cluster of targeted consumers to start a buzz marketing campaign (Bampo et al., 2008 ; Kalish et al., 1995) and has a solid impact on its success. The strategy of seeding highlights the importance of the fact that buzz marketing is driven by social media WOM "influencers" and "connectors" to provide product info and to start discussions about it proactively. Hinz et al. (2011) quoted that marketers should pick highly connected persons as initial seeds if they hope to generate awareness or encourage transactions through their viral marketing campaigns because these hubs promise a wider spread of the viral message.

Figure 4. Network Visualization Diagram for Co-citation Analysis of Articles



The third cluster is identified as buzz marketing and social influence, highlighting the use of societal communications in creating buzz about a product. The cluster has papers evaluating the performance of buzz marketing and examining consumer responses to buzz marketing. Field test, impact of new product buzz, and buzz marketing for service are main topics in this cluster. The articles that are highly connected share the same thoughts. However, for articles that are not related, there is a thin or no arc between the two.

Co-citation of Authors

The network visualization diagram (Figure 5) shows that six clusters are developed through bibliometric analysis. It is to be noted that authors in one cluster belong to the same area of research. For example, J. Kirby and P. Kotler belong to the same area of research. Similarly, T. Hashimoto and Chen Y. belong to the same area of research.

Table 1 depicts the cluster of co-citation of authors. Cluster 1 is identified as foundations of word of mouth and buzz marketing. It talks about basics of buzz marketing and word of mouth. The second cluster refers to managerial applications of buzz marketing. The third cluster represents impact of social influence and relationship. The fourth cluster is defined as consumer behavior and online buzz because documents talk about impact of buzz marketing on consumer behavior and online buzz. The fifth and sixth clusters are concerned with basics of marketing and mass communication. The co-citation of authors clearly shows the evolution of buzz marketing over the given years.

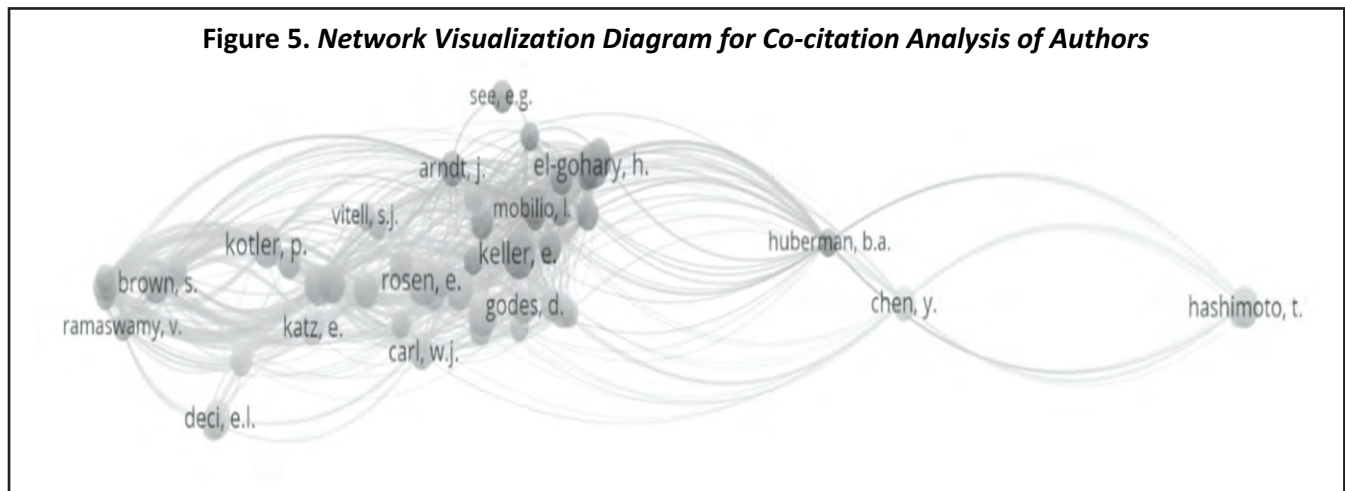


Table 1. Clusters of Co-citation of Authors

Cluster No.	Theme	Representative Citations
1	Foundation of buzz marketing and word of mouth	Arndt (1967) ; Raghubansie et al. (2013)
2	Managerial applications of buzz marketing	Carl (2006) ; Rosen (2000)
3	Social influence and relationship	Brown (2001) ; Venkatesh (1995)
4	Consumer behavior and online buzz	Chen et al. (2010) ; Hashimoto et al. (2011)
5	Basics of marketing	Kotler (1996) ; Kirby & Marsden (2006)
6	Basics of mass communication	Katz & Lazarsfeld (1966)

Co-occurrence of Keywords

As with the co-occurrence of words, bubble size denotes the keyword frequency, and the thickness of the line shows the strength of the co-occurrence of keywords. The compact network in Figure 6 visibly shows that “buzz marketing” is the most popular keyword in this area of research. Five clusters are formed in the network. From these clusters, five themes are developed as depicted in Table 2.

With reference to Table 2, it can be inferred from Cluster 2 that buzz marketing, viral marketing, etc. are used for customer engagement through social media. This is done through the use of newsworthiness and/or stickiness of buzz. Cluster 3 talks about the impact of buzz marketing on sales, customer satisfaction, and trade. Managerial application shows the areas of study like marketing research, web intelligence, and information systems. It is clearly inferred from Cluster 5 that there is hardly any research in other business sectors except health sector and movies. Buzz marketing campaigns have been widely used by digital companies like Amazon, Flipkart, and others. There is a big research gap in this area, which needs to be studied.

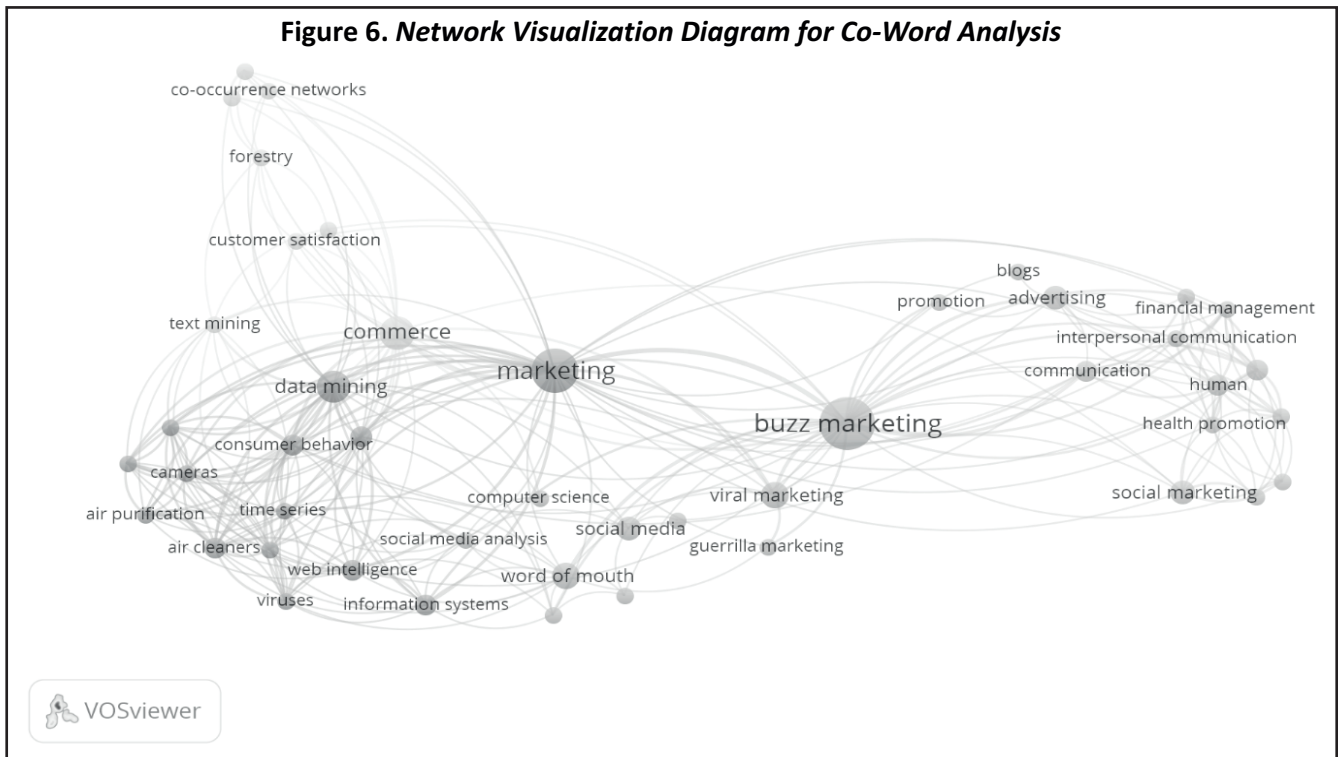
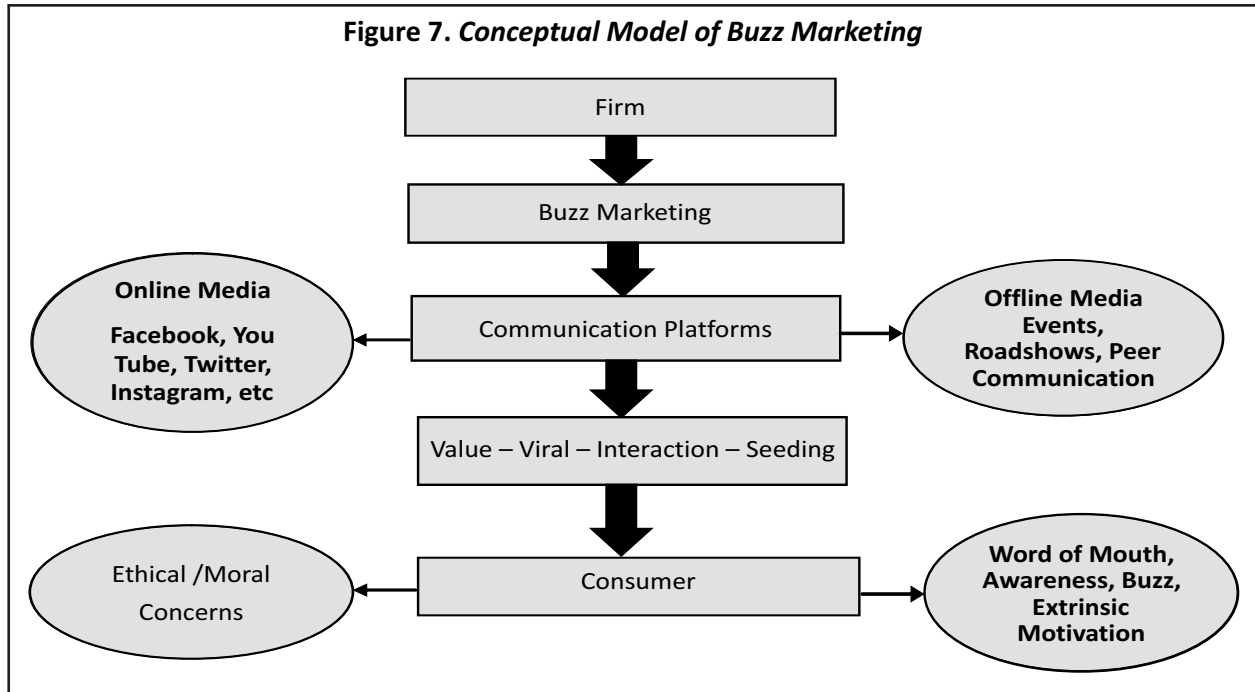


Table 2. Clusters of Co-occurrence of Keywords

Cluster No.	Theme	Keywords
1	Marketing basics	Advertising, promotion
2	Foundation and social media	Buzz marketing, guerilla marketing, WoM, viral marketing, engagement, diffusion, social media
3	Impact	Sales, customer satisfaction, commerce
4	Managerial application	Marketing research, web intelligence, information systems
5	Business sector	Health promotion, health services, teen wellness, movies



Discussion on Conceptual Model of Buzz Marketing

From the review of literature, the conceptual model of buzz marketing is developed (Figure 7). The model shows the communication process for buzz marketing, which has evolved over the years. It also shows how buzz marketing influences consumers.

The model shows that buzz marketing is implemented through events, road shows, press releases, ads, peer to peer physical interactions, to name a few. Due to an increased internet usage, buzz marketing has gone viral and it is now widely done through social media platforms. The buzz marketing process is nothing but creating impact on customers through value, viral, interaction, and seeding strategies. As the consumers are influenced by buzz marketing, it results in creating buzz, word of mouth, awareness, and extrinsic motivation to buy products. But there are ethical/moral concerns as to the use of buzz marketing. Research has highlighted the ethical concerns like hiding the motive behind creating buzz through buzz agents.

Current and Future Trends in Buzz Marketing

The findings disclose clearly that buzz marketing has advanced over the years. Corporates, politicians, and marketers have used buzz marketing extensively to attract the attention of customers and people. Efforts are made to answer the question : “What is buzz marketing?” There is no clear or universally accepted definition of buzz marketing. Buzz marketing is widely used today to create buzz, either online or offline, about products and services. Offline buzz is created through events, road shows, and sponsorships of social and commercial events. Online buzz is created through social media platforms like Instagram, Facebook, YouTube, and others. Social media has been a great platform to launch buzz marketing campaigns. There are numerous examples like Alexa, KFC, Adidas, who have generated lot of buzz through social media campaigns (Dizon, 2019). Social media is not, of course, a replacement for traditional channels and should not simply be viewed as a cost-saving tool. But there is an overwhelming evidence that it will be rewarded in many ways for those who succeed in generating interest on

social platforms and building relationships with their followers. The main challenges in implementation of buzz marketing are :

(1) The first and foremost challenge for marketers is to ensure successful reach and visibility of interaction activities between targeted users (Khan, 2011).

(2) When a user becomes a maven, he/she becomes a credible source (virtual or real) to community members. In case of a negative buzz, this can be very risky because the user can misinterpret the message and spread biased information that can be used against the advertiser.

(3) A buzz campaign requires creativity, originality, and well thought selection of lines of communication that question emotional and affective dimensions (Yahia et al., 2012).

(4) The risk of buzz campaigns is that they are likely to generate expectations beyond the actual promises of the campaign, contributing eventually to frustration and unhappiness.

Previously, it was not possible to create buzz as effectively as channels of communication were impoverished. Today, buzz marketing campaigns can be tracked via buzz analytics, which read emerging social media signals and can help businesses in many industries that recognize and prioritize activities through large product lines.

Buzz analytics collect customer insights by extracting plentiful and free online interaction data such as reviews on client websites, product features, and social channels such as Facebook and Twitter. It then evaluates these positive and negative feelings and converts them at the product feature level into meaningful metrics. Companies can also conduct such analysis to benchmark their strengths and weaknesses on the offerings of their competitors.

Managerial Implications

This study accentuates the importance of 'buzz marketing.' Marketers must develop stimulated communication strategies to increase the WOM quality of their initial advertising. Today, marketers need to use creative and innovative tools such as 'buzz marketing' to enable the socio - psychological function of consumer impact to be implemented using digital technologies. Social media focused on communication has taken the world by storm and is redefining the world and is reinventing how knowledge is accessed, interpreted, and exchanged. The most important elements for increasing online presence and productivity are online product tracking and real-time customer interaction. Without word of mouth advertising, which is a deciding factor in the success of commercial industry, the modern marketing interaction mix can no longer be anticipated. Buzz marketing is an alternate tactic to create inclination and demand amongst potential consumers. There should be proper performance measurements and metrics to find whether competitive advantage can be developed using buzz marketing or enhanced product awareness and sales. Marketers must also regard as to how to assimilate the theme of the communications across various platforms of social media in buzz marketing (Anderson, 2017).

In addition, we highlight the importance of developing appropriate and robust buzz marketing strategies to enable the buzz marketing to be used and put into practice. It is also important to regularly review these tools and align them with business goals to ensure that any misalignments are changed.

Conclusion

We provide a comprehensive analysis of the literature on buzz marketing over the given period based on bibliometric and analysis through citation and co-citation. The paper provides insights into scientific journals'

contributions to advancing research related to buzz marketing and the authors' contributions to buzz marketing. As per our knowledge, this is the first research in India which attempts to identify highly cited and co-cited documents connected to buzz marketing.

Such methods, however, have drawn increasing interest in various fields. By finding suitable research areas, the current research study has made significant contributions to the theory of buzz marketing. Although only potential management areas have been discussed in the article, the solutions also go to other interdisciplinary areas, which were not concentrated upon. In an attempt to understand the trend in consumer behaviour and to develop appropriate buzz marketing strategies, it is important for businesses to understand and implement buzz marketing. Notwithstanding the limitations, there is a belief that this study delivers intellectual food for thought to researchers and encourages further research in the field of buzz marketing.

Limitations of the Study and Future Research Directions

The analysis by bibliometric and network method is used to develop some valuable insights into buzz marketing.

(i) The findings of the research are based on publications of the last 19 years (2001 – 2019). The list is not exhaustive, but lengthy, with articles widely cited by scientific journals and co-cited by them.

(ii) Analysis by co-citation approach is not the only tool. There are various techniques for evaluating co-citation (Colicchia & Strozzi, 2012 ; Pilkington & Fitzgerald, 2006).

(iii) The results are built on searches using the "buzz marketing" keyword. This approach has been applied in the past by academics (Dubey et al., 2015 ; Eksoz et al., 2014).

(iv) Review was restricted to a few journals and articles. Although above papers are considered as significant documents, there may be a possibility of missing some important documents that might have given interesting perceptions on buzz marketing.

We now provide potential scope for further research with regard to buzz marketing :

(i) There is a lot of confusion in the definitions of buzz marketing and viral marketing. There is no clear demarcation in their conceptual framework.

(ii) There is scarce research on buzz marketing in quality journals. There are numerous buzz marketing campaigns by the corporate world, but it is not reflected in research.

(iii) The impact of buzz marketing on awareness creation, sales of products, and profit needs to be explored in future research.

(iv) There is very less research on ethical aspects of buzz marketing. More research is needed in this area.

(v) Research in buzz marketing in the healthcare sector and entertainment sector is widely conducted, however, research in other sectors is hardly existent.

Authors' Contribution

Dr. Ashutosh Gadekar conceived the idea and developed the research design to undertake the review study.

Dr. Yogesh Mahajan extracted research papers with high reputation, filtered these based on keywords required, and generated concepts and codes relevant to the study design. Dr. Ashutosh Gadekar verified the bibliometric methods used in the study. Dr. Yogesh Mahajan used bibliometric software, Vos Viewer for citation, co-citation, and co-occurrence of words. He also analyzed the results generated by Vos Viewer. Both the authors generated the conceptual model of buzz marketing from the analysis. Both the authors contributed to the implementation of the research and to the writing of the manuscript.

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.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for the publication of this article.

References

- Ahuja, R. D., Michels, T. A., Walker, M. M., & Weissbuch, M. (2007). Teen perceptions of disclosure in buzz marketing. *Journal of Consumer Marketing*, 24(3), 151–159. <https://doi.org/10.1108/07363760710746157>
- Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-mouth research: Principles and applications. *Journal of Advertising Research*, 47(4), 398–411. <https://doi.org/10.2501/S0021849907070419>
- Anderson, G. (2017, October 26). 5 objectives to integrate into your social media marketing strategy. *Digimind*. <https://blog.digimind.com/en/insight-driven-marketing/5-objectives-to-integrate-into-your-social-media-marketing-strategy>
- Anghelcev, G. (2015). Unintended effects of incentivizing consumers to recommend a favorite brand. *Journal of Marketing Communications*, 21(3), 210–223. <https://doi.org/10.1080/13527266.2012.747980>
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291–295. <https://doi.org/10.1177/002224376700400308>
- Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials's preferences for social media advertising in Delhi N C R. *Indian Journal of Marketing*, 48(10), 34–51. <https://doi.org/10.17010/ijom/2018/v48/i10/132334>
- Bampo, M., Ewing, M. T., Mather, D. R., Stewart, D., & Wallace, M. (2008). The effects of the social structure of digital networks on viral marketing performance. *Information Systems Research*, 19(3), 273–290. <https://doi.org/10.1287/isre.1070.0152>
- Belyh, A. (2015, March 25). Buzz marketing. *Cleverism*. <https://www.cleverism.com/lexicon/buzz-marketing>
- Berger, J., & Schwartz, E. M. (2011). What drives immediate and ongoing word of mouth? *Journal of Marketing Research*, 48(5), 869–880. <https://doi.org/10.1509/jmkr.48.5.869>

- Campbell, A., Mayzlin, D., & Shin, J. (2017). Managing buzz. *The RAND Journal of Economics*, 48(1), 203–229. <https://doi.org/10.1111/1756-2171.12173>
- Carl, W. J. (2006). What's all the buzz about ? : Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. *Management Communication Quarterly*, 19(4), 601–634. <https://doi.org/10.1177/0893318905284763>
- Chen, C., Ibekwe – SanJuan, F., & Hou, J. (2010). The structure and dynamics of cocitation clusters : A multiple - perspective cocitation analysis. *Journal of the American Society for Information Science and Technology*, 61(7), 1386–1409. <https://doi.org/10.1002/asi.21309>
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales : Online book reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
- Colicchia, C., & Strozzi, F. (2012). Supply chain risk management : A new methodology for a systematic literature review. *Supply Chain Management : An International Journal*, 17(4), 403–418. <https://doi.org/10.1108/13598541211246558>
- Creamer, M. (2005). Is buzz marketing illegal ? *Advertising Age*, 76(40), p. 6.
- Culnan, M. J. (1986). The intellectual development of management information systems, 1972 – 1982 : A co-citation analysis. *Management Science*, 32(2), 156–172. <https://doi.org/10.1287/mnsc.32.2.156>
- Dizon, A. (2019, January 3). Top 25 viral marketing examples and techniques. *Fit Small Business*. <https://fitsmallbusiness.com/viral-marketing-examples>
- Dobele, A., Toleman, D., & Beverland, M. (2005). Controlled infection ! Spreading the brand message through viral marketing. *Business Horizons*, 48(2), 143 –149. <https://doi.org/10.1016/j.bushor.2004.10.011>
- Drew, P., & Heritage, J. (1992). *Talk at work : Interaction in institutional settings*. Cambridge University Press.
- Dubey, R., Gunasekaran, A., & Ali, S. S. (2015). Exploring the relationship between leadership, operational practices, institutional pressures and environmental performance: A framework for green supply chain. *International Journal of Production Economics*, 160(1), 120 –132. <https://doi.org/10.1016/j.ijpe.2014.10.001>
- Dye, R. (2000). The buzz on buzz. *Harvard Business Review*, 78(6), 139–146.
- Eksoz, C., Mansouri, S. A., & Bourlakis, M. (2014). Collaborative forecasting in the food supply chain : A conceptual framework. *International Journal of Production Economics*, 158(1), 120 –135. <https://doi.org/10.1016/j.ijpe.2014.07.031>
- Garfield, E. (1972, November 03). Citation analysis as a tool in journal evaluation. *Science*, 178(4060), 471– 479. <https://doi.org/10.1126/science.178.4060.471>
- Graham, J., & Havlena, W. (2007). Finding the “missing link”: Advertising's impact on word of mouth, web searches, and site visits. *Journal of Advertising Research*, 47(4), 427–435. <https://doi.org/10.2501/s0021849907070444>

- Hashimoto, T., Kuboyama, T., & Shiota, Y. (2011). Detecting unexpected correlation between a current topic and products from buzz marketing sites. In, S. Kikuchi, A. Madaan, S. Sachdeva, & S. Bhalla (eds.), *Databases in Networked Information Systems. DNIS 2011. Lecture Notes in Computer Science* (Vol. 7108). Springer. https://doi.org/10.1007/978-3-642-25731-5_13
- Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing : An empirical comparison. *Journal of Marketing*, 75(6), 55–71. <https://doi.org/10.1509/jm.10.0088>
- Hughes, M. (2004). *Buzzmarketing : Get people to talk about your stuff*. Penguin.
- Hutter, K., & Hoffmann, S. (2011). Guerrilla marketing : The nature of the concept and propositions for further research. *Asian Journal of Marketing*, 5(2), 39–54.
- Hutter, K., & Mai, R. (2013). *Effective incentives for buzz marketing: How moral concern moderates the willingness to engage as buzz agents*. Proceedings of the 42nd Annual Conference of the European Marketing Academy (EMAC) 2013, June 4th – 6th, Istanbul, Turkey, European Marketing Academy, Brussels. http://www.emac2013.org/Emac_2013_Proceedings.pdf
- Kalish, S., Mahajan, V., & Muller, E. (1995). Waterfall and sprinkler new-product strategies in competitive global markets. *International Journal of Research in Marketing*, 12(2), 105–119. [https://doi.org/10.1016/0167-8116\(94\)00008-C](https://doi.org/10.1016/0167-8116(94)00008-C)
- Kang, B., & Sivadas, E. (2018). Corporate social responsibility and word-of-mouth intentions. *Indian Journal of Marketing*, 48(4), 7–20. <https://doi.org/10.17010/ijom/2018/v48/i4/122622>
- Katz, E., & Lazarsfeld, P. F. (1966). *Personal Influence, the part played by people in the flow of mass communications*. Transaction Publishers.
- Kimmel, A. J. (2015). Connecting with consumers via live buzz marketing: Public perceptions and the role of ethical ideology. *Business Ethics: A European Review*, 24(2), 205 – 220. <https://doi.org/10.1111/beer.12070>
- Kirby, J., & Marsden, P. (eds.). (2006). *Connected marketing: The viral, buzz and word of mouth revolution*. Elsevier.
- Kumar, V., & Sudhir, K. (2019). *Can friends seed more buzz and adoption ?* <https://ssrn.com/abstract=3395044>
- Larceneux, F. (2007). Buzz and recommendations on the Internet: what effects on the box. *Recherche et Applications en Marketing (French Edition)*, 22(3), 45 – 64. <https://doi.org/10.1177/076737010702200304>
- Leydesdorff, L., & Vaughan, L. (2006). Co - occurrence matrices and their applications in information science : Extending ACA to the web environment. *Journal of the American Society for Information Science and Technology*, 57(12), 1616–1628. <https://doi.org/10.1002/asi.20335>
- Mahajan, Y. D. (2017). A study of e-retailing : Analyzing the factors and perceptions of Indian millennials for online retailers. *Indira Management Review*, 11(1), 59 – 66.
- Mohr, I. (2007). Buzz marketing for movies. *Business Horizons*, 50(5), 395–403. <https://doi.org/10.1016/j.bushor.2007.04.001>
- Mohr, I. (2017). Managing buzz marketing in the digital age. *Journal of Marketing Development and Competitiveness*, 11(2), 10 – 16.
- Mourdoukoutas, P., & Siomkos, G. J. (2009). *The seven principles of WOM and buzz marketing : Crossing the tipping point*. Springer Science & Business Media.

- Notarantonio, E. M., & Quigley Jr., C. J. (2009). The effectiveness of a buzz marketing approach compared to traditional advertising : An exploration. *Journal of Promotion Management*, 15(4), 455 – 464. <https://doi.org/10.1080/10496490903270174>
- Pilkington, A., & Fitzgerald, R. (2006). Operations management themes, concepts and relationships : A forward retrospective of IJOPM. *International Journal of Operations & Production Management*, 26(11), 1255 – 1275. <https://doi.org/10.1108/01443570610705854>
- Pilkington, A., & Liston – Heyes, C. (1999). Is production and operations management a discipline ? A citation/co - citation study. *International Journal of Operations & Production Management*, 19(1), 7–20. <https://doi.org/10.1108/01443579910244188>
- Pilkington, A., & Meredith, J. (2009). The evolution of the intellectual structure of operations management – 1980–2006 : A citation/co-citation analysis. *Journal of Operations Management*, 27(3), 185–202. <https://doi.org/10.1016/j.jom.2008.08.001>
- Raghubansie, A., El-Gohary, H., & Samaradivakara, C. (2013). An investigation of the evaluation of the viral marketing research. *International Journal of Online Marketing (IJOM)*, 3(4), 1–27. <https://doi.org/10.4018/ijom.2013100101>
- Ramos - Rodríguez, A. R., & Ruíz - Navarro, J. (2004). Changes in the intellectual structure of strategic management research : A bibliometric study of the *Strategic Management Journal*, 1980 – 2000. *Strategic Management Journal*, 25(10), 981–1004. <https://doi.org/10.1002/smj.397>
- Rao, K. S., & Rao, B. (2019). Examining eWOM credibility - Consumer purchase intention relationship in Facebook : A mediation analysis. *Indian Journal of Marketing*, 49(8), 7–22. <https://doi.org/10.17010/ijom/2019/v49/i8/146169>
- Rosen, E. (2000). The anatomy of buzz : How to create word-of-mouth marketing. *Marketing Management*, 9(4), 62.
- Sab, M. C., Kappi, M., Bagalkoti, V., & Biradar, B. S. (2020). *Indian Journal of Marketing* : A bibliometric analysis. *Indian Journal of Marketing*, 50(4), 55–65. <https://doi.org/10.17010/ijom/2020/v50/i4/151574>
- Sajoy, P. B. (2013). Guerrilla marketing: A theoretical review. *Indian Journal of Marketing*, 43(4), 42 – 47. <https://doi.org/10.17010/ijom/2013/v43/i4/36380>
- Schaer, O., Kourentzes, N., & Fildes, R. (2019). *Estimating the market potential with pre-release buzz*. <https://doi.org/10.2139/ssrn.3325878>
- Scopus (2020, Jan 1). *Scopus database*. <https://www.scopus.com>
- Sharplin, A. D., & Mabry, R. H. (1985). The relative importance of journals used in management research: An alternative ranking. *Human Relations*, 38(2), 139 – 149. <https://doi.org/10.1177/001872678503800204>
- Small, H. (1973). Co - citation in the scientific literature : A new measure of the relationship between two documents. *Journal of the American Society for Information Science*, 24(4), 265 – 269. <https://doi.org/10.1002/asi.4630240406>
- Sorokin, J. (2012). Strategies for choosing influentials in buzz marketing. *Journal of International Studies*, 5(2), 82–87.

- Swanepoel, C., Lye, A., & Rugimbana, R. (2009). Virally inspired : A review of the theory of viral stealth marketing. *Australasian Marketing Journal (AMJ)*, 17(1), 9–15. <https://doi.org/10.1016/j.ausmj.2009.01.005>
- Thompson, S. A., Loveland, J. M., & Castro, I. A. (2019). From rumor to release : Does product release influence WOM in brand communities dedicated to technology products ? *European Journal of Marketing*, 53(2), 345–365. <https://doi.org/10.1108/EJM-11-2015-0776>
- Wang, M., & Struthers, A. (2018). Health buzz at school : Evaluations of a statewide teen health campaign. *Health Marketing Quarterly*, 35(2), 151–166. <https://doi.org/10.1080/07359683.2018.1490544>
- Winer, R. S. (2009). New communications approaches in marketing : Issues and research directions. *Journal of Interactive Marketing*, 23(2), 108–117. <https://doi.org/10.1016/j.intmar.2009.02.004>
- W O M M A . (2 0 0 5) . *Word-of-mouth 101, an introduction to word of mouth*. <https://www.ana.net/content/show/id/womma>
- Yadav, M. (2017). Social media as a marketing tool : Opportunities and challenges. *Indian Journal of Marketing*, 47(3), 16–28. <https://doi.org/10.17010/ijom/2017/v47/i3/111420>
- Yahia, B., Karim, S. T., & Touzani, M. (2012). *The dark side of buzz marketing : The position of communication and advertising agencies*. 6th International Research Days on Marketing Communications, Nancy, France (March). <https://d1wqtxts1xzle7.cloudfront.net>
- Yoganarasimhan, H. (2012). Impact of social network structure on content propagation: A study using YouTube data. *Quantitative Marketing and Economics*, 10(1), 111–150. <https://doi.org/10.1007/s11129-011-9105-4>

About the Authors

Dr. Yogesh Mahajan holds a PhD degree in management and has around 15 years of work experience, including teaching, industry, and research. His specialization and teaching experience are predominantly in marketing, consumer behaviour, and CRM. He is currently working as an Associate Professor at Indira School of Business Studies, Pune University, Pune. Dr. Mahajan has published research papers in journals of national and international repute and is presently working on an ICSSR funded research project.

Dr. Ashutosh Gadekar holds a PhD degree in management and has around 15 years of work experience, including teaching, industry, and research. His specialization and teaching experience are predominantly in finance and strategic management. He is currently working as a Professor at Sai Balaji International Institute of Management Sciences, Pune University, Pune. Dr. Gadekar has published research papers in journals of national and international repute and presently is working on a SPPU funded research project.