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**Emerging Trends and Impacts:
A Bibliographic Analysis of Generative AI in Marketing**

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Abstract

Artificial intelligence in marketing uses machine learning to create dynamic content and personalise consumer interactions. This development reflects a broader trend in the social sciences, where the transition of artificial intelligence from theory to practical application has transformed research and practice throughout the field. Generative AI is still a relatively new subject in the academic literature, having sparked interest for its groundbreaking applications and implications. This paper will focus on several key questions, namely identifying the main themes within the literature on generative AI in marketing, examining the key findings and trends reported across various studies, and determining the primary authors studying the implications of generative artificial intelligence, in this using the VOSViewer data visualiser.

Keywords: generative artificial intelligence, marketing, bibliographic analysis.

JEL Classification: M30, M31, O30, O33.

1. Introduction

In the present digital environment defined by dynamism, marketing developed its aim in order to include the influential powers posed by Generative Artificial Intelligence (GenAI). Since its inception in the early 1900s within the Industrial Revolution, marketing faced significant modifications, making the leap from the focus on mass production and distribution to the current era. The core of contemporary marketing, defined in a significant manner by pioneers Philip Kotler (Kotler & Keller, 2016) and Lester Wunderman (Wunderman, 1996), has shifted

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from basic product promotion to nurturing intricate connections with customers, based on understanding and adjusting to their developing requirements.

The emergence of the digital era changed in a dramatic manner the way that organisations conduct communication with prospective clients, mainly as a result of the upshift of digital marketing. Organisations become empowered to extend their aim and develop the interaction with consumers. The inclusion of GenAI into marketing tactics is a noteworthy achievement, as it provides instruments which can automate content issuance and ameliorate customer targeting through data-driven insights. Due to this transformative technology, marketers can now trigger highly customised experiences that respond to the distinct preferences of every customer, pointing out to more adaptive and efficient marketing techniques (Kumar et al., 2024).

This paper explores the consequences of GenAI on several marketing dimensions of marketing, with a special orientation towards content generation and customer interaction. The purpose of it is to give an overall explanation of the status and future prospects of GenAI in marketing with observations of recent developments and bibliometric methods. This will entail how it can power customer engagement and business success in the digital age.

2. Problem Statement

2.1 Introduction to Marketing

Marketing has been an integral aspect of human civilisation, as people have been selling goods and services since the earliest of times, and they understood early on that their success depended on how they promoted whatever they were selling. The field of marketing, as we understand it now, began to emerge in the 20th century, just as the rise of mass manufacturing during the Industrial Revolution was happening.

Marketing is a crucial component of a business that is constantly evolving. It entails understanding and anticipating the desires and requirements of clients; it encompasses the process of generating value for customers and establishing customer connections, which subsequently enables the acquisition of value from customers through sales, profit, and long-term loyalty (Kotler & Keller, 2016). According to the American Marketing Association (2017), marketing is the set of actions and procedures involved in generating, transmitting, providing, and trading products or services that are valuable to customers, clients, partners, and society.

The father of modern marketing, Philip Kotler, defines marketing as “the creative use of truth” (Kotler, n.d.). Among his contributions to the marketing philosophy lies the expansion of the aforementioned concepts outside conventional business contexts to include nonprofit, social, and political sectors. The broader concept of marketing emerged when experts in the industry acknowledged that the fundamental principles of marketing, which involve comprehending and fulfilling the requirements of distinct demographics, could be universally employed.

It is crucial to acknowledge the significant contributions made by other pioneers, like as David Ogilvy, who is generally referred to as the “Father of Advertising”. Ogilvy's marketing technique not only highlighted the significance of captivating and innovative content, but also stressed the need to base advertising on extensive research into customer preferences and behaviours (Ogilvy, 1963).

Lester Wunderman was another innovator who established the foundation for what is now recognised as direct marketing, by leveraging data and state-of-the-art technology. “Direct marketing was out there. I did not invent it. But it had no definition and no strategy.” (Wunderman, n.d.). His strategy relied on large amounts of consumer data, much like the owner of a small store who knows every customer and their preferences. Wunderman's teams may deliver personalised adverts straight to potential purchasers by using technologies like ZIP codes and extensive research databases. This technique changed the relationship between marketers and their target audiences, boosting the level of innovation.

2.2 The Digital Revolution of Marketing

Digitalisation in marketing radically changed the way companies interact with and communicate to their potential consumers, breaking all restrictions and barriers set by national and geographical boundaries. This transition has benefited small and medium-sized enterprises by making it economically viable for them to reach a much larger audience through advertisements. Compared to conventional marketing and advertising techniques, digital solutions are more cost effective and have a wider scope of influence. One advantage of digital transformation in marketing is that it allows immediate feedback from customers. Instant communication allows firms to respond to customer requirements at the earliest possible moment and adapt their strategy while keeping these requirements in mind. In addition, digital platforms allow organisations to have a constant online presence through their websites, which are operational 24/7. This means that customers can have services and information at their convenience anytime, which simply means more sales and profits (Chaffey & Ellis-Chadwick, 2019).

The interactive nature of social media enables a two-way communication between brands and customers. There is a chance for relation building with the brand; this creates a community that also pulls new customers but at the same time retains existing ones by keeping them loyal and provides continuous feedback.

Artificial intelligence (AI) has revolutionised the marketing industry. It changed how firms used to think about their marketing campaigns by adopting sophisticated algorithms and using complex machine learning techniques (Noble & Mende, 2023). This enables marketers to personalise their strategies according to the needs and preferences of customers in order to come up with highly engaging and effective strategies. The intelligence of AI is in self-managed learning and continuous improvement, making it more productive and effective with the iteration of the performed task (Kumar et al., 2024). AI allows marketers to come up with new ideas, formulate new strategies, and create lively interactions between themselves

and their customers in reaction to changing trends. GenAI makes all of this even easier to use (Rodrigue, 2023).

2.3 Generative AI in Marketing

Recently, content marketing has embraced the use of GenAI, most likely due to its ability to speed up the individual creative process, regardless of whether it refers to idea creation or just idea perfection (Hsu & Liou, 2021). In this scenario, GenAI uses machine learning algorithms to produce different marketing materials, such as blog articles, email marketing content, and social media postings. This automation helps marketers create content of various formats on a large scale, helping not only in time efficiency, but also by giving more scope for creativity. Industries such as insurance and banking leverage generative AI to transform their marketing strategies, which involves generating more relevant and captivating content for their customer base (Lin & Ruan, 2023). Through generative AI-driven storytelling, marketers can come up with stories that deeply connect with clients, hence customising and improving the customer experience on the whole (Vidrih & Mayahi, 2023). Additionally, it has a great effect on digital advertising by changing the way in which firms interact with clients by making use of AI-generated virtual influencers in the advertisement process (Baek, 2023).

Generative AI has a notable influence on data analysis in marketing; it can work through large datasets and come up with patterns and insights that humans may miss. By making use of this functionality, marketers can make informed assessments about their content and optimise it to have a better reach and broader impact. GenAI solutions have the ability to predict customer behaviour and market trends (Gozalo-Brizuela & Garrido-Merchán, 2023), enabling marketers to immediately adapt their tactics in real time to cash in on new possibilities.

Customer service is another essential component of marketing that is influenced by generative AI, through sophisticated chatbots and virtual assistants. AI-driven systems possess the capability to engage with customers at all times, delivering immediate responses and assistance. These AI assistants are capable of managing a wide range of duties, including providing answers to commonly asked queries and providing personalised recommendations based on client preferences and past interactions (Arviani et al., 2023).

3. Research Questions / Aims of the Research

This study was guided by questions that were designed to clarify the importance of the influence that generative artificial intelligence has on the field of marketing: What are the main recurring topics and important terms found in the literature on the use of artificial intelligence in marketing? Which authors and nations are the principal contributors and what is the nature of their collaborative activities? The research aimed at developing an in-depth understanding of conceptual structures, key contributors, and collaborative networks characterising this rapidly evolving field.

4. Research Methods

This paper aims to analyse and interpret the fast-growing literature of generative artificial intelligence in marketing using VOSviewer, a software programme used for building and visualising bibliometric networks. We first collected a large number of academic papers relating to generative AI in marketing available in the Scopus database. The selection criteria were, firstly, that the title or the abstract should include the term “marketing”, and either “generative” and “artificial intelligence” or “AI”, or “GenAI”, and secondly, the publishing date should be between 2004 and 2024, ranging a twenty-year time frame. From the downloaded publications, we extracted bibliometric data related to authors, publication years, citation count, and keywords. We conducted a keyword co-occurrence analysis in order to find out the main themes that run across the literature on generative AI in marketing. This type of analysis quantifies their frequency and the pattern of the keywords in such a way that the researcher can easily identify the central themes of research and their interlinkages, meaning how they are linked to one another. A citation analysis was used to identify the themes of the fundamental pieces of literature. In order to identify the network of cooperation and impact among academics in the field, we conducted an author co-citation analysis.

5. Findings

The data source for the bibliometric analysis is a Scopus database which includes academic papers spanning a 20-year period, from 2004 to 2024, that respect the conditions stated in the Research Methods section of this paper. This resulted in a database of 103 academic papers that deal with GenAI in marketing, written by 318 individual authors. This collection of literature displays a total of 757 keywords that reflect the research area's thematic and conceptual richness.

5.1 Relationship between Keywords

In the first section of the bibliometric analysis, a co-occurrence analysis using VOSviewer was performed, in order to showcase the relationships among the keywords from the selected literature. The counting method set all keywords as units of analysis, and the full counting method was applied to count every use of the keywords. A threshold of only including those keywords that appeared at least five times was set, in order to focus on the most common themes.

Table 1. Keyword overview

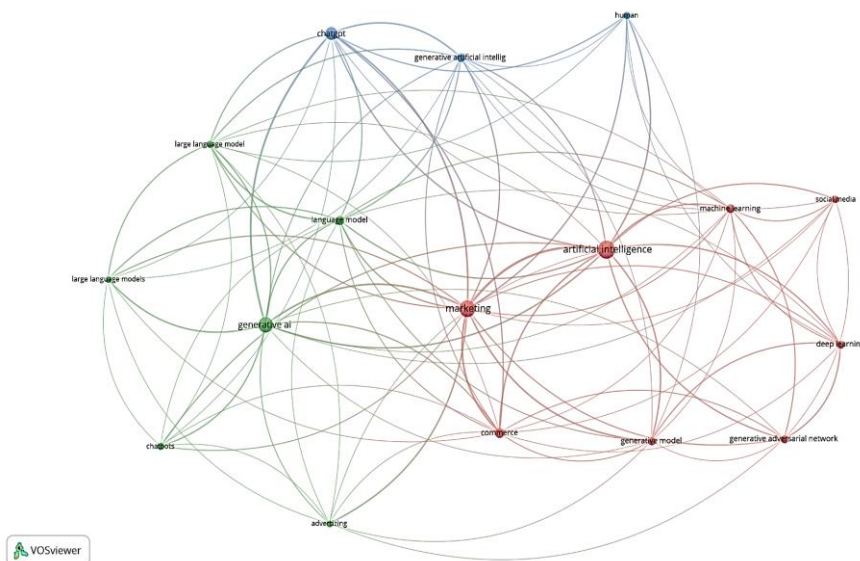
Keyword	Occurrences	Total link strength
marketing	31	75
artificial intelligence	36	64
generative ai	27	49
chatgpt	19	41
commerce	12	36
language model	10	35
generative artificial intelligence	9	27

Keyword	Occurrences	Total link strength
large language model	6	27
generative model	8	24
machine learning	9	22
generative adversarial networks	8	20
deep learning	7	19
large language models	5	19
human	6	17
advertising	5	15
chatbots	6	15
social media	6	11

Source: authors' own research, based on VOSviewer results.

Results from the co-occurrence analysis include several keywords that showcase some of the core topics and potential emerging trends in the domain of generative AI in marketing. “Artificial Intelligence” is the most frequent keyword since it contains 36 occurrences with a total link strength of 64, thus pointing toward its central role and extended connectivity in the research landscape. Other frequently occurring keywords, such as “marketing” and “generative AI,” appeared 31 and 27 times, respectively, which suggests their importance in the discourse concerning AI technologies in marketing strategies. Other terms, like “chatgpt,” “commerce,” and “language model,” bring out more specialised topics of interest, such as conversational AI and its relation to commerce and communication. The co-occurrence analysis is provided in the figure below:

Figure 1. Keyword co-occurrence analysis



Source: authors' own research, VOSviewer results.

The co-occurrence analysis grouped the most frequent 17 keywords into three clusters, as follows:

Cluster 1 includes eight keywords: “artificial intelligence”, “commerce”, “deep learning”, “generative adversarial networks”, “generative model”, “machine learning”, “marketing”, and “social media”. The focus of this cluster is on core AI technologies and their broad applications to marketing and social media.

Cluster 2 contains six terms: “advertising”, “chatbots”, “generative AI”, “language model”, “large language model”, and “large language models”. This cluster shows different communication aspects of AI, such as language processing or its usability in customer service.

The other three terms are encapsulated within cluster 3: “chatgpt”, “generative artificial intelligence”, and “human.” This smaller cluster refers to particular AI technologies and their relationships with humans.

These clusters indicate a clear thematic structure in the literature, where foundational AI technologies and their marketing applications are dominant in the discussion (Cluster 1), but there is also interest in how these technologies communicate and interact with humans (Clusters 2 and 3). This reflects a dynamic and rapidly evolving research landscape, in which the development of AI is centred around practical, communicative, and human marketing practices.

5.2 Co-authorship Analysis

The second step of the bibliometric analysis was the co-authorship analysis, which aimed to analyse the collaboration among researchers in the generative AI in the marketing field. In this phase, the focus was placed on the most notorious and frequent authors in this area of academic literature. The contributions of the literature were related to the authors.

A full counting method was used, and the parameters for this analysis were a maximum of 25 authors, each having to have written at least three documents. No minimum for citations was set in order to allow the inclusion of both established and young researchers. The weight was assigned based on the number of documents each issued author had.

Table 2. Author overview

Author	Documents	Citations	Total link strength
sands, sean	4	5	6
campbell, colin	3	4	5
ferraro, carla	4	4	5

Source: authors’ own research, based on VOSviewer results.

A compact network of three authors – Sean Sands, Colin Campbell, and Carla Ferraro – results from the analysis results, as summarised in Table 2. All three are contained within the same cluster. This indicates a possible close collaboration

among the aforementioned authors, when it comes to academic literature in the field of interest.

Between the three authors, Sands and Ferraro have the most published pieces of literature (four), with Sands having the highest number of citations (five). His total connection strength of six indicates that he has stronger collaborative links within this group, perhaps serving as an anchor for the collaborations.

Colin Campbell comes in with three documents and four citations, and an overall link strength of five. This places him as almost on par with Sean Sands in this network, contributing a great deal toward research output and collaboration.

5.3 National Level Analysis

The third and final part of the bibliometric analysis was focused on co-authorship trends at the national level, to help determine what the contributions of various countries toward research in Generative AI in marketing are. This analysis also applies a full counting method wherein the contribution of each country is considered if its researchers created at least three documents. There were no mandatory citation criteria for a paper to be included. The weight was determined by the number of documents created, which helped to identify the countries that are the most productive in generating research in this field.

Table 3. Country overview

Country	Documents	Citations	Total link strength
United States	31	981	29
India	15	871	27
United Kingdom	12	880	26
Norway	6	758	23
France	5	732	19
Taiwan	3	730	18
Australia	9	774	15
Hong-Kong	5	750	15
Germany	6	703	13
Singapore	3	721	13
Italy	4	717	12
United Arab Emirates	5	62	12
Poland	3	701	11
Romania	3	29	9
Malaysia	3	82	7
China	11	61	2
Russian Federation	3	6	1

Source: authors' own research, based on VOSviewer results.

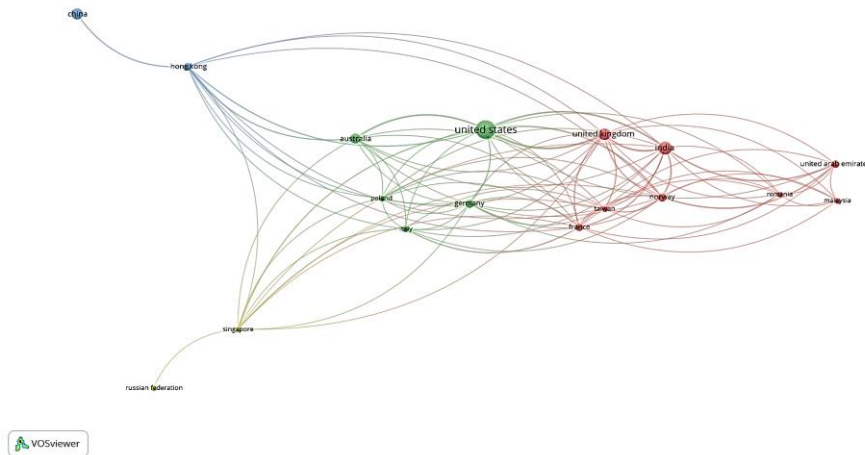
Table 3 depicts the results of the analysis. As depicted there, the United States is the “leader” among the 17 countries that met the selection criteria, having the largest number of academic papers published in the field of interest, and with the highest

number of citations. This country truly stands out among the rest, having had published over double the number of papers of India (31 and, respectively, 15), the country that has the second most published documents. The number of citations of the U.S. is also greater by over one hundred in comparison to India. The United Kingdom follows shortly, having 12 published documents, three less than India, but a higher number of citations. This goes to show that these three countries – the U.S., India, and the U.K. – show strong research and academic networks, as exemplified by their high link strength. The fact that the top three countries of this analysis are all in very different geographical positions, on three different continents, also marks the fact that the topic of Generative AI in marketing is an issue that is and has been of global interest.

Norway, France, and Taiwan, despite having fewer published papers, have high link strengths, meaning that their input is, nonetheless, essential to the overall network of research.

On the other end of the spectrum is China; the low link strength and the number of citations for the country's extensive volume of documents is surprising and shows newer and less coordinated research in the area of GenAI in marketing. This opposes Romania and Malaysia's position, having somewhat significant ties in the global academic community by the total links, despite authors from these countries having had published fewer articles on the topic of interest in the 20-year analysed time span.

Figure 2. Co-authorship analysis, country level



Source: authors' own research, VOSviewer results.

The countries were then grouped into four clusters based on their likeness, which revealed insights into the collaboration trends and dynamics:

Cluster 1 includes France, India, Malaysia, Norway, Romania, Taiwan, and the United Arab Emirates. At first glance, all of these countries are very different with

respect to their total documents number and citation number, but the link strengths among them are strong. This serves as an indicator for robust collaborative networks between these countries.

The second cluster encompasses Australia, Germany, Italy, Poland, and the United States. While within this cluster, the U.S. has very high output of academic papers and citations, the other countries included have a lesser output, but of equally good quality, based on the high number of citations of the pieces of literature produced.

Cluster 3, including China and Hong Kong, suggests a regional collaboration oriented towards GenAI in marketing unique to the Asian context.

The final cluster includes the Russian Federation and Singapore, and is characterised by a rather low document count and weak link strength. These characteristics may indicate that the research regarding the field of interest is only now emerging in these countries and can hence potentially become a growing field in the future.

6. Conclusions

Marketing professionals are changing how they engage with their audience and leverage their data, all by incorporating generative artificial intelligence into their practices. In this study, the bibliometric analysis performed highlights the high influence and wide span of innovative contributions that generative AI adds to the marketing domain.

This research traced the way in which this technology evolved, from its early stages to its current position as one of the pillars of modern marketing campaigns. In this regard, the keyword analysis revealed the complex discussion on the core technologies used in marketing and their practical applications, which fit within the trend of tailored, streamlined, and engaging marketing solutions. The patterns of co-authorship show a vibrant academic community, characterised by collaboration, and which reflects the rapid advancement of AI technologies.

The future holds endless possibilities for the development of GenAI in marketing. While the technology used gets perfected, its applications will also progress, challenging marketers to be more creative and interactive than ever before. The results obtained from this study aim to aid in understanding what the current academic landscape of generative artificial intelligence in marketing looks like, and also to open areas for future improvements that will continue to transform the way in which modern marketing operates.

Declaration of Generative AI and AI-assisted technologies in the writing process

During the preparation of this work the authors used ChatGPT 4.0 in order to improve the readability of the paper and to correct any grammatical errors. After using this tool, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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