Research Hotspots and Frontier Analysis of Digital Marketing in China

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1. INTRODUCTION AND RESEARCH QUESTIONS

Digital marketing used to be distributed through traditional media such as website advertising, e-mail, and search engines. Nowadays, digital marketing is represented by new media such as social media, short video and live broadcast. About the connotation of digital marketing, there are the following categories: MBA Library summarizes digital marketing as: a marketing method that uses the fastest speed and the lowest cost to meet the needs of customers most accurately. Yao Xi and others believe that the essence of digital marketing is marketing based on virtual practice, and it acts on the virtual experience of consumers [1]. Li Xiaoxia said that digital marketing not only represents a change in technical means, but also includes a deeper change in marketing concepts. It is a combination of target marketing, direct marketing, decentralized marketing, customer-oriented marketing, two-way interactive marketing, remote or global marketing, virtual marketing, online trading, customer participatory marketing [2]. Although there is no unified expression, this paper summarizes digital marketing as a marketing driven by digital means, integrating emerging marketing concepts, and constantly updating iteration.

Today, Chinese literature focuses on analyzing the marketing strategy of a certain industry, and there is little literature analyzing the research hotspots and trends in digital marketing. The data of this paper are derived from 664 related literatures obtained from the advanced search of CNKI database. This paper uses CiteSpace software to analyze the time series distribution of digital marketing research, the authors and institutions and keywords, and provides a positive reference for further research on the development of data marketing.

2. THEORY AND RESEARCH FRAMEWORK

This paper uses the bibliometric function of CNKI to analyze the time series distribution of the number of publications. We use CiteSpace to visualize the research literature of digital marketing: co-occurrence network map is used for the analysis of authors and institutions, and co-occurrence map, clustering map and burst map are used for keyword analysis to show the current situation, hot spots and trends of the research field. The research framework is shown in Figure 1:
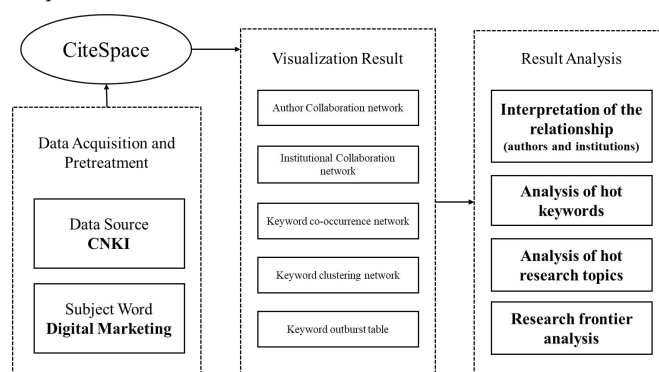

Fig 1. Research framework

3. RESULTS AND FINDINGS

This study analyzes the hot topics and research frontiers of digital marketing by consulting relevant literature on digital marketing and using CiteSpace knowledge map. The conclusions are as follows: First, in the view of the time series distribution of the number of publications, the number of publications has transitioned from high-speed growth to fluctuating

development, and the research heat of this topic still exists; secondly, in the view of the authors and institutions, digital marketing research mainly focuses on the colleges of journalism and communication and management in colleges and universities and related marketing institutions. On the whole, the researchers are scattered, which is not conducive to the exchange and sharing of knowledge and information; third, in the view of keyword analysis, the hot areas of digital marketing research include 'e-commerce and digital intelligence ', 'marketing strategy and model innovation', 'enterprise management and talent training', 'agricultural products and food industry', 'Internet finance', 'community marketing' and so on. The latest research in the field of digital marketing is related to topics such as 'artificial intelligence', 'enterprise marketing', and 'food marketing'.

This paper puts forward the following suggestions: (1) Chinese researchers need to pay attention to the field of social e-commerce and actively explore the path of standardization and standardization of private domain marketing. (2) Focus on the frontier: strengthen the synergy between emerging technologies such as artificial intelligence and marketing. (3) Grasping the trend: promoting the multi-field organic combination of digital marketing in various industries. (4) Due to the short research time, metaverse + marketing is still based on basic theoretical research, and most of the applied research is still in the stage of imagination. How to integrate virtual reality and marketing, and put it into practice and provide better marketing services for the whole society is a direction worthy of our researchers to explore in the future.

4. CONTRIBUTIONS

Digital Marketing is the main marketing method and development trend of enterprises in the era of digital economy. The study of digital marketing is of great significance to the practice of digital economy in China. This takes the digital marketing papers published by CNKI database from 2012 to 2022 as the research object, uses the CiteSpace tool to draw a visual knowledge graph, analyzes the authors, publishing institutions and keywords, shows the temporal and spatial distribution characteristics and research hotspots of digital marketing research in China, also tracks the most cutting-edge research issues. The development momentum of digital marketing in China is good, but it needs to be strengthened the cooperative relationship between authors and institutions. The research hot topic is mainly the strategy research in different fields, which needs to be further deepened. The focus of future research is mainly on community, intelligence, diversification and virtual reality.

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