Evolving Paradigms in Societal Marketing: A Bibliometric Synthesis of Research Patterns and Intellectual Contributions (2004–2024)

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Abstract

Background: The Societal Marketing Concept has emerged as a pivotal theoretical lens in contemporary marketing, emphasizing the alignment of corporate objectives with broader ethical and societal imperatives. Despite growing scholarly engagement, a consolidated bibliometric appraisal of its intellectual evolution remains scarce.

Methods: This study conducts a systematic and bibliometric investigation of academic literature on societal marketing spanning 2004 to 2024. Data were retrieved from the Lens database and analyzed using VOS viewer. Key techniques include co-authorship mapping, keyword co-occurrence, citation analysis, and bibliographic coupling to elucidate structural and thematic patterns.

Results: The analysis reveals a progressive expansion of scholarly interest, marked by interdisciplinary participation and conceptual enrichment. Prominent author networks, influential institutions, and emergent research clusters—centered around corporate social responsibility, sustainability, and ethical consumerism—are identified. Citation metrics underscore the academic significance of foundational contributions within the domain.

Conclusions: This study presents a comprehensive overview of the intellectual contours of societal marketing research. It contributes to the academic discourse by mapping the field's structural dynamics and offering strategic insights to guide future inquiry. The findings underscore the concept's growing relevance in aligning marketing practices with enduring societal value.

Keywords: Societal marketing, ethical consumerism, social responsibility, bibliometric analysis, marketing evolution

Introduction

The marketing concept, in its classical formulation, is founded upon the strategic orientation of an organization's proficiencies with the articulated and latent needs of its consumers. Over the decades, this foundational premise has evolved through a spectrum of paradigmatic alignments—including the product-centric, production-oriented, selling, and conventional marketing concepts. However, amidst swelling societal complexity and sensitive consumer consciousness, the Societal Marketing Concept has soared as a momentous and forward-thinking model. It transcends traditional profit-driven motives by entrenching ethical accountability, sustainability, and long-term societal welfare into the core of corporate decision-making frameworks. Unlike conventional marketing paradigms that narrowly accentuate short-term customer satisfaction and financial performance, societal marketing espouses a triadic approach—seeking to merge consumer ambitions, organizational objectives, and the collective well-being of society. In this regard, it serves not merely as a marketing strategy but as a moral compass, orienting businesses toward accountable value creation.

This opinion assumes particular salience in culturally nuanced and socio-economically assorted settings such as Lucknow, India—a region characterized by the cohabitation of modern consumer aspirations and deeply rooted traditional value systems. For example, while technology-oriented consumption is on the rise, purchasing behaviors are often toughened by socio-cultural ethics and generational preferences. Such dualities underscore the imperative for organizations to navigate a

complex landscape where market responsiveness must be harmonized with socio-cultural legitimacy. As originally **articulated by Philip Kotler**, societal marketing involves identifying and gratifying the needs and wants of target markets more effectively and responsibly than competitors, with the overarching aim of enhancing both customer satisfaction and societal well-being. Despite its theoretical implication and ethical orientation, the field lacks a merged body of literature that captures its scholarly evolution, thematic diversity, and interdisciplinary applications.

Motivated by this gap, the present study undertakes a dual-layered examination by combining a systematic literature review with an advanced bibliometric analysis. Using bibliographic data mined from the Lens database and operationalized through VOS viewer software, the study seeks to map out the field's structural delineations. Specifically, it discovers publication trends, identifies intellectual influencers, uncovers institutional and geographic productivity, and delineates nascent research clusters. By doing so, the paper aspires not only to synthesize the extant body of knowledge but also to chart meaningful directions for future scholarly and practical schedules within the realm of societal marketing

Methodology

Dewey and Drahota (2016) define a systematic literature review as a structured approach to critically evaluating research to answer pre-defined questions. As per Charles Sturt University (2024), a systematic review must follow a protocol that guides the categorization of research questions. This study organizes its research inquiries as follows:

- **RQ1**: How extensively has the Societal Marketing Concept been researched over the past two decades?
- **RQ2:** Which academic fields have shown the greatest interest in this concept?
- **RQ3**: Which organizations and institutions have contributed most significantly to the body of research?
- **RQ4:** Who are the most prolific authors in this domain?

To answer these questions, a bibliometric analysis was conducted using the VOS viewer software, based on bibliographic data retrieved from the Lens database. Han (2020) describes bibliometric analysis as a computer-assisted technique that visually maps scholarly networks, co-authorships, citation linkages, and thematic patterns. This study specifically applies the following methods:

Co-authorship analysis: To identify collaborative networks and leading author partnerships within the societal marketing literature.

Co-occurrence analysis: To determine the most frequently appearing keywords and their relevance to thematic clusters.

Citation analysis: To evaluate the influence of authors and documents based on how often their work is cited.

Bibliographic coupling: To understand deeper interconnections among publications by analysing shared citations and thematic proximity.
These methods collectively allow the research to build a comprehensive picture of the academic terrain surrounding the Societal Marketing Concept.
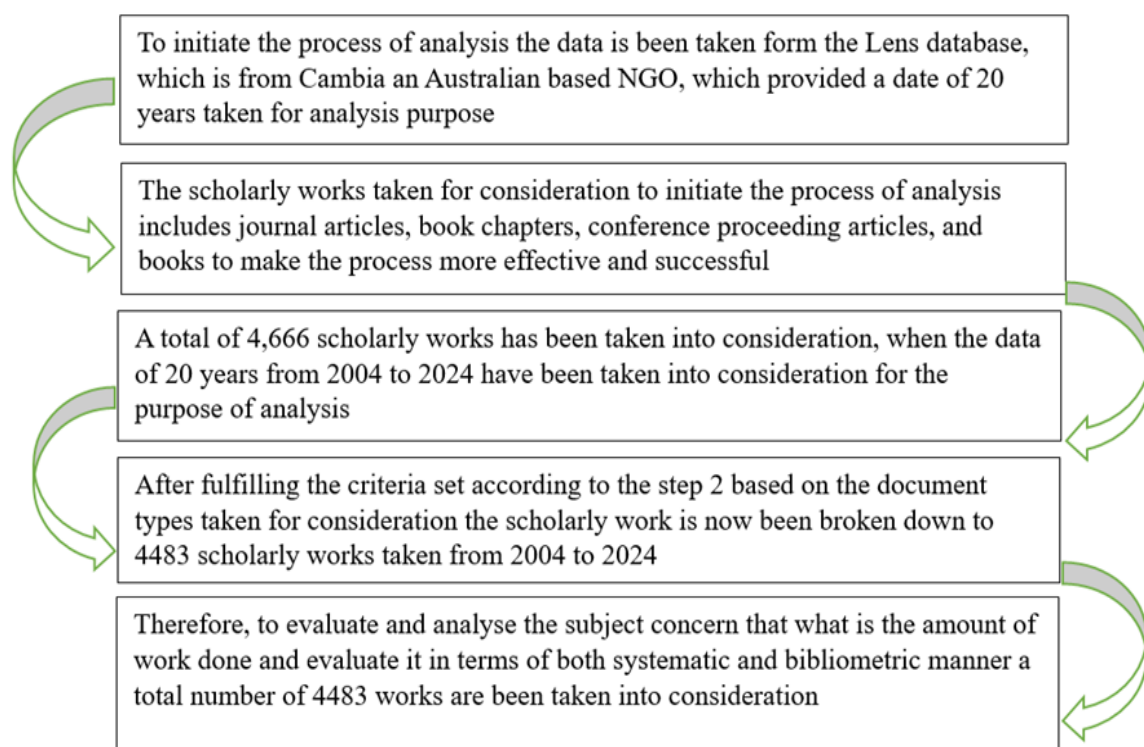
Fig 1: The Research Process emphasising upon the steps being used in the process of analysis

The first research question evaluates the volume of academic work produced on the Societal Marketing Concept over the past two decades (2004–2024). While standard practice often recommends analysing data from the most recent 10 years—especially for fields like management, literature, and social sciences (Southern New Hampshire University, 2024)—this study adopts a broader 20-year range to enhance comprehensiveness and trend analysis. The analysis reveals substantial fluctuations in publication frequency. As illustrated in Figure 2 and detailed in Table 1, the number of documents published annually ranged from a low of 163 in 2013 to a peak of 345 in 2023. The low number in 2024 (23 documents) is attributed to the year being incomplete at the time of data collection. The dramatic rise in 2023 suggests a growing recognition of societal marketing's relevance in a rapidly evolving social and digital landscape. According to Bretous (2023), 90% of social media marketers identified active digital engagement as a top strategic goal for that year, reflecting broader societal shifts in consumer interaction and corporate responsibility. This surge in marketing innovation coincided with a heightened academic focus on societal marketing.

Additionally, the World Social Report (UNDESA, 2013) emphasized that addressing inequality is not only a moral imperative but also critical for understanding human behaviour—central to the ethos of societal marketing. The relatively low research output in 2013 (163 documents) contrasts sharply with the thematic urgency of that period, suggesting that these issues were underexplored at the time.

In conclusion, the findings clearly support RQ1: the volume of research on societal marketing has increased significantly, with 2023 marking the most prolific year, driven by digital transformation, social consciousness, and a shifting consumer landscape.
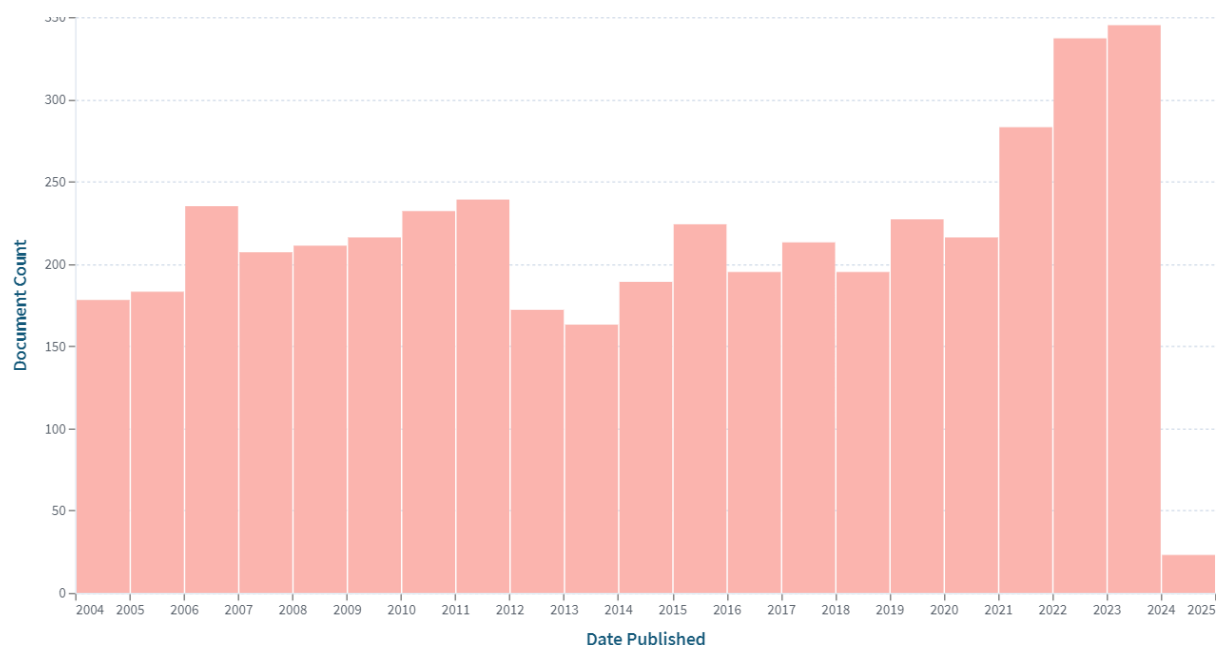
Fig 2 Showing the amount of work done in the last 20 years with respect to the subject of societal marketing concept

The above graph could be further clarified with respect to the work done pertaining to the topic in the last 20 years from 2004 to 2024 which could be further elaborated in terms of tabular representation in the following manner

Year of Publication	Documents Count
2004	178 documents
2005	183 documents
2006	235 documents
2007	207 documents
2008	211 documents
2009	216 documents
2010	232 documents
2011	239 documents
2012	172 documents
2013	163 documents
2014	189 documents
2015	224 documents
2016	195 documents
2017	213 documents
2018	195 documents
2019	227 documents
2020	216 documents
2021	283 documents
2022	337 documents
2023	345 documents
2024	23 documents

Table 1: Showing the number of works that has been done with respect to societal marketing concept

According to the tabular and the graphical representation it is evident form the fact that 2023 has a remarkable growth in terms of documents in count which accounts to 345 and the lowest was in the year 2024 , but since it is the starting of the year this could be taken for rest, therefore in the year 2013 only 163 documents were taken into consideration , in the year 2023 the society has become more open, in terms of promotion, on social platforms leveraging the customers both offline and online successfully.

Bretous (2023) analysed and found that 90% of the social media marketer were of impression that active online strategy is the second biggest goal for 2023, which makes it more evident that this year more amount of work is been done in terms of research as society was undergoing a sisyphean change making it more crucial for the researchers to work upon, the **World Social Report UNDESA (2013)** revealed that the term inequality in society should also be judged , as it is not only a moral consideration , but is very much required for the knowledge of human perspective and bringing out the real meaning of the societal marketing concept, further it shows that there is inequalities which should addressed and dealt by the researcher , which has not been done by most of the researchers or is been done with only 163 documents. Hence this proves the first research question which signifies that the maximum of the work is been done in 2023 only the reason of which is already been explicated by the author.

The Top Field with Respect to The Concept Societal Marketing

Legend

- Business
- Business ethics
- Computer science
- Economics
- Marketing
- Medicine
- Political science
- Psychology
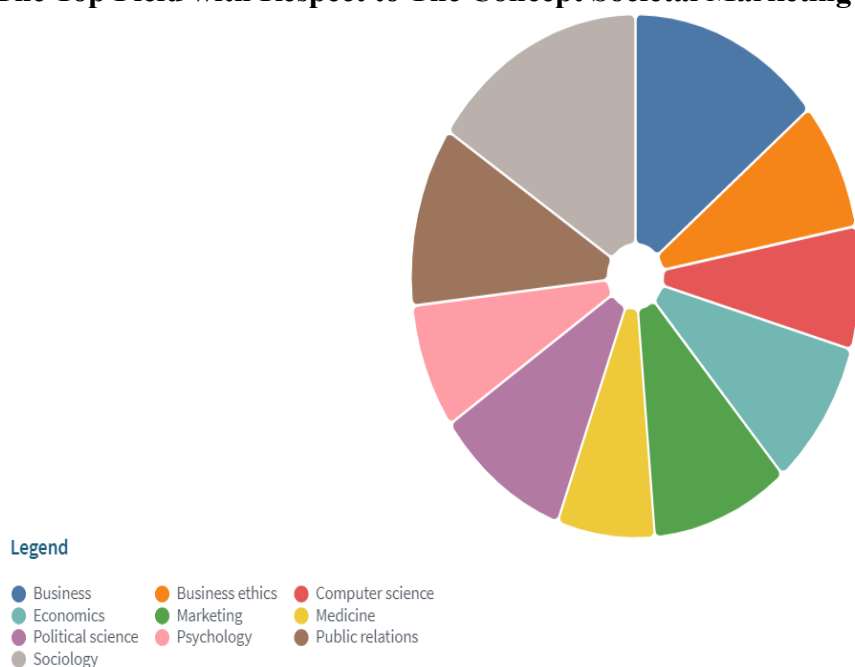- Public relations
- Sociology

Fig 3 Showing the top fields which is concern with respect to the subject of societal marketing concept

The above analysis clearly shows the fields which that have been using the subject concerned more often , it is the chart which analyse as among the above-mentioned fields what amount of work is been done by which field more often , with the help of this pie chart the top field working with respect to the subject is been taken into consideration , to be more specific these are the most important fields the above chart could also be explicated with the help of the table which is been shown as under

Most Important Filed Contributing with Respect to The Subject	Percentage Contribution

Business	14%
Economics	9.1%
Political Science	9.8%
Sociology	16%
Business Ethics	7.9%
Marketing	10%
Psychology	7.7%
Computer Science	7.6%
Medicine	7%
Public Relations	11%

Table 2: Showing the percentage of works that with respect to societal marketing concept concerning with the top field working in the criteria.

The above chart and the table explicate the most important field that has contributed, or in which the researchers have worked the most concerning with respect to the topic, of the entire field it could be seen that business holds the maximum of the percentage when it comes to delineate upon the aspect of societal marketing according to **InvestinAsia Team (2023)** concept the reason why the term business play a crucial role as business is a backbone for the development of modern civilized society and hence is been considered. Therefore, though all other made equally contribution but business made an impact with 14 % of its contribution or authors are working in this direction. But it could be well seen in the tabular representation sociology with the maximum of percentage that is more than business i.e. 16% it is been cited, according to **Sociology Guide, (2024)** it is an analysis of relations combine and how it builds a great system by combining the smaller parts of the system in the society, which and sysephien in terms of change, therefore the answer to the second research question is been evaluated and found that two fields hold the maximum of percentage validating their importance.

The Top Organisation working with respect to the topic of Societal marketing Concept
The chart clearly shows that these are the organisations who have worked the most concerning with the subject of societal marketing concept, this chart could further be more clearly explicated with the help of a tabular representation which could show as under-
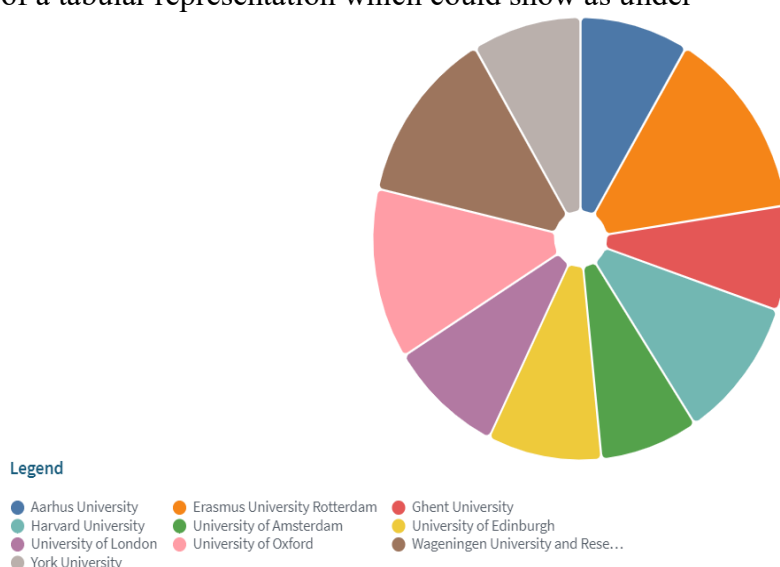

Legend
- Aarhus University
- Erasmus University Rotterdam
- Ghent University
- Harvard University
- University of Amsterdam
- University of Edinburgh
- University of London
- University of Oxford
- Wageningen University and Rese…
- York University

Fig 4 Showing the top organisations concern with respect to the subject of societal marketing concept

Institutions Or Organisations Subjected to The Societal Marketing Concept	Percentage
Aarhus University	8.5%

Harvard University	10%
University Of London	8.9%
York University	8.5%
Erasmus University Rotterdam	14%
University Of Amsterdam	7.7%
University Of Oxford	13%
Ghent University	7.7%
University Of Edinburgh	8.9%
Wageningen University and Research Centre	13%

Table 3: Showing the percentage contribution of institutions respect to societal marketing concept concerning with the top field working in the criteria.

According to the above table Erasmus University Rotterdam of Netherland have contributed the maximum i.e. to say 14% when it comes to the topic of societal marketing concept followed by University of Oxford and Wageningen University and Research Centre 13%, and third highest would account to Harvard University with 10%. Therefore, with the help of this pie chart and it could be well elaborated that *Dutch people are usually very open, friendly, and welcoming. In the Netherlands, only parents and children live together* (AFS programs, 2024) makes Netherlands and its university the apex contributor with respect to the subject of societal marketing concept answering the third research question effectively.

To find out the answer of the fourth research question which authors have created an impact or have contributed the maximum when it comes to societal marketing concept, it could be explicated with the pie that is been taken form lens data only and would be delineated in the following manner.

The Top Authors working with respect to the topic of Societal marketing Concept

Legend

● A A Kolomiets ● A A Krasnov ● A A Pankov
● A A Tudora ● Adam Lindgreen ● Andrea Pérez
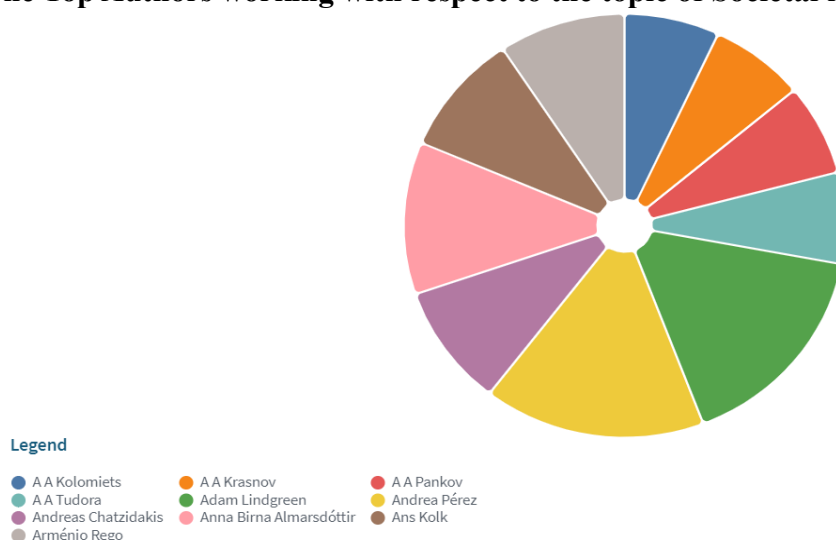● Andreas Chatzidakis ● Anna Birna Almarsdóttir ● Ans Kolk
● Arménio Rego

Fig 5 Showing the top authors contributed the most with respect to the subject of societal marketing concept

The above pie chart denotes the contribution of the authors in terms of societal marketing concept, this pie chart to bring out the clear meaning could further be explained by drawing a table to bring out the meaning more specifically in terms of the subject concerned.

The Top Authors Who Have Contributed the Most with Respect to The Subject	Percentage
A.A Kolomiets	7%
A.A Tudora	7%
Andreas Chatzidakis	9.3%

Armenio Rego	9.3%
A.A. Krasnov	7%
Adam Lindgreen	16%
Anna Birna Almarsdottir	12%
A.A Pankov	7%
Andrea Perez	16%
Ans Kolk	9.3%

Table 4: Showing the percentage contribution of authors with respect to societal marketing concept

With the help of the graph and the pie chart shown above it could be well denoted that Andrea Perez has contributed the maximum of 16 % and Adam Lindgreen has also contributed the same amount of percentage i.e. 16%, Anna Birna Almarsdottir contributed 12 % which is the second highest in term of author contribution. With the help of this the fourth of the questions is been answered which is to explicate upon the aspect of most active author, which has made Andrea Perez as the most active author in terms of contribution.

With the help of these research question an explication of how much research has been done, who are the top countries who have worked the most, the top fields that have been working with respect to the area of societal marketing concept, and the top authors is been analysed strategically in a systematic manner.

Bibliometric Analysis

Further the author would like to elaborate the work done in terms of bibliometric analysis to give more validation to the concept of societal marketing concept. The relationship between the two authors or how many authors are working together, which author is been cited the most of the times, which is the most used keyword in context to societal marketing are all been analysed with this analysis has been already discussed in the preceding paragraphs. To start the very first concept is that of co authorship analysis.

Co authorship Analysis

The very first analysis in the bibliometric analysis is to find that how to authors have been working together or whether this topic is been researched by two or more than two authors, and if yes in what magnitude to find the co authorship relation, *by analysing co-authorship networks using bibliometric methods, almost every aspect of scientific collaboration networks can be reliably tracked. These networks of collaborations (co-authorship) reveal research teams, as well as factors that influence the impact or output of collaborations.* (Mati Ullah, 2022). Therefore, to initiate the process of co authorship analysis the criteria been set in the Vos viewer software , and the map is been delineated in the following manner, it was been found that out of the entire data 4483 only 2408 of the authors were such that have been working upon societal marketing concept , and of 2408 , the 5 authors were meeting the acute threshold of working in together or in a collaborative manner forming network , minimum number of times the work is been cited is fixed to only 1 , which provide the following map
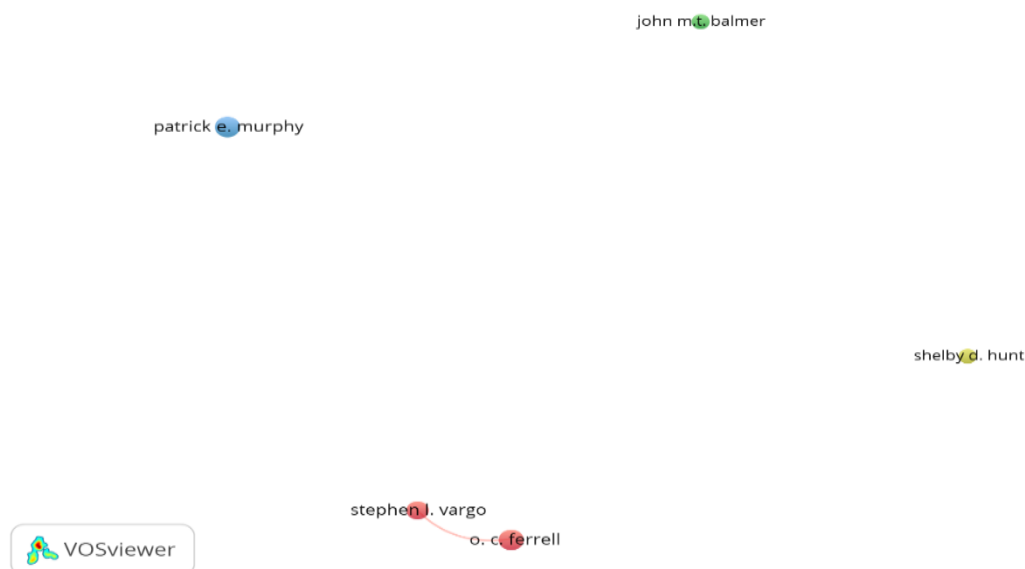
Fig 6: The map showing the Co authorship analysis based on the criteria been set by the author

According to map shown above it could be explicated that there are 4 clusters, 1 link and 5 items are being formed, Cluster 1 with two items O C Ferrell and Stephen L Vargo shown in red forming a network which denotes that these two have worked in relation or in sync with one another making a collaboration. Cluster 2 John M T Balmer shown in green, Cluster 3 Patrick E Murphy shown in blue, Cluster 4 Shelby D Hunt shown in yellow. It could be elucidated only the cluster one is making a network. This could further be explained with the help of a tabular representation to bring out the more meaning to the co authorship analysis.

Author	Documents	Citations	Total link strength
John M.Th. Balmer	5	532	0
O. C. Ferrell	9	597	1
Patrick e. murphy	9	896	0
Shelby d. hunt	5	200	0
Stephen l. Vargo	7	2015	1

Table 5: Showing the co authorship analysis of authors with respect to societal marketing concept

The above table clearly denotes that it is Stephen L Vargo and O.C. Ferrel which has the total link strength of 1 each and both are having the largest number of citations which proves their efficacy in terms of collaborating with respect to the societal marketing concept.

Co-occurrence Analysis
With the help of this we can understand the relationship of various entities and we can easily analyse the research-based relationship between them. Term and keyword co-occurrence refers to the phenomenon where certain terms or keywords appear together frequently in a text corpus, indicating a relationship or association between them. (Kirtania, 2023). The minimum occurrence of a keywords in the document is fixed as 5 has been suggested. matching this criterion out of the total 840 keywords were specific of which 58 matched the threshold that is occurring at least 4 times in a document, which is been delineated in the following manner
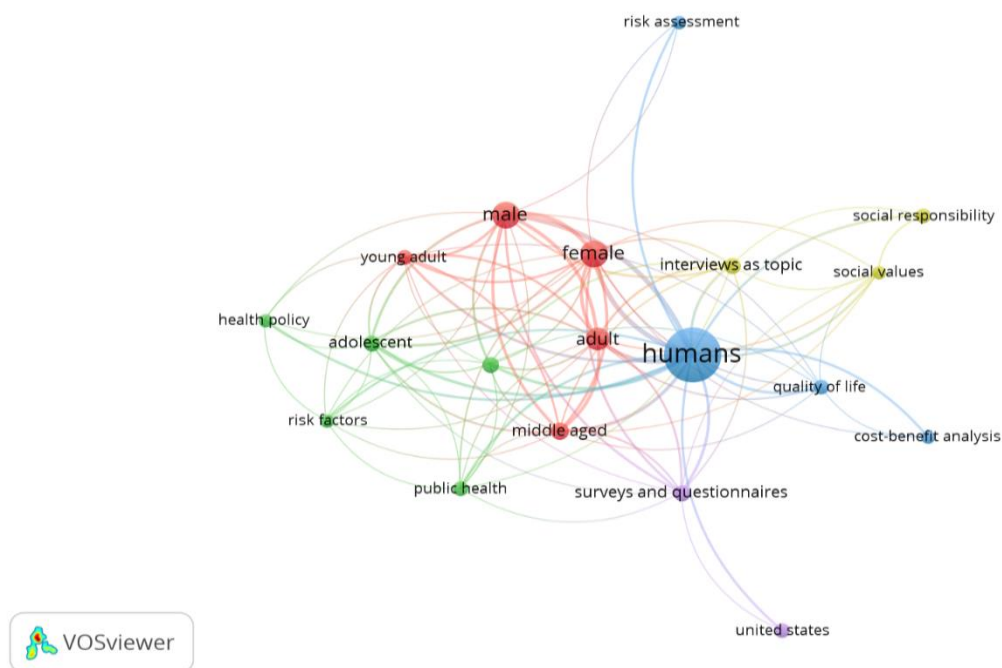
Fig 7: The map showing the Co-occurrence analysis based on the criteria been set by the author

The above map shows 5 clusters in total, with total of 19 items and 91 links in total, these can show with the help of a tabular representation to bring out the real understanding of the term being most used which is elaborated as

Keyword	Occurrences	Total link strength
Adolescent	7	35
Adult	14	70
cost-benefit analysis	5	7
Female	19	80
health policy	5	10
Humans	80	139
interviews as topic	7	25
Male	19	84
middle aged	9	51
public health	6	15
qualitative research	7	27
quality of life	6	16
risk assessment	5	7
risk factors	5	13
social responsibility	6	8
social values	5	14
Surveys and questionnaires	7	31
united states	6	6
young adult	6	34

Table 6: Showing the co-occurrence analysis of the most occurring keywords

With the help of the table, it could be seen that the most commonly occurring keyword is the term Human having the occurrence of 80 times and is having the link strength of 139 which makes it a vital keyword which is been considered with respect to the societal marketing concept, the map shows 5 cluster of which humans with a blue dot holds the maximum occurrence. The words like adolescent, adult, female, male, middle aged, young adult, survey, and questionnaire are also some which holds the occurrence which is also to be taken into consideration because of their occurrence value as shown in the table.

The next aspect in the co-occurrence analysis is the author key words , *this include Author keywords for scientific literature are terms selected and created by authors.* (Wei Lu, 2020) in short with this the people who write the paper or the researcher who conduct research write such words which best describe what they have researched are been found in the process of author keyword with respect to co-occurrence analysis . In order to conduct that the author has fixed the criteria that it's occurrence should be twice , or the minimum number of occurrences of the key word is been fixed to 2 , of the entire data 416 key words have been found of which 24 matches the threshold , but of these 24 words all words are not connected that would be in consideration with the societal marketing , and the largest some of the connected items is 9 items. It could be delineated in the following manner.
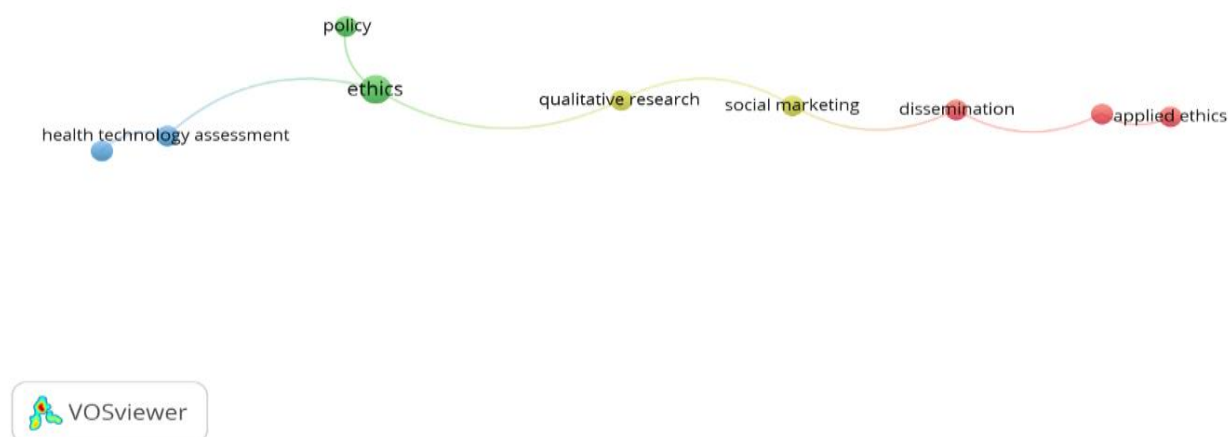

Fig 8: The map showing the Co-occurrence of author keywords based on the set criteria

The map above shows the four clusters with 8 links and 9 items in total, the Cluster 1 shown in red has 3 author keywords linked together (applied ethics, dissemination, social acceptability) , this is the largest set of connected dots as shown in the map above , remaining three include , the Cluster 2 shown in green with 2 author key words (ethics and policy), the Cluster 3 shown in blue (health technology assessment, rare diseases) has same 2 author keywords and the last Cluster 4 shown in yellow with two authors keywords (qualitative research , social marketing). Therefore, the Cluster 1 turns out to be the highest in terms of author keywords with respect to the societal marketing. The next aspect to be taken into consideration is that of citation analysis, with the help of which how many

times a document an author and a source is been cited is taken into consideration by the author with respect to the subject concerned.

Citation Analysis-
The citation analysis is helpful in determining that which are the documents , sources and the author that have been cited the most and for that the process initiates with the term of citation of a document or to find that which is the document which is mostly cited , for which the criteria is been set , it is said that a document should be cited at least 40-60 times , *However, I think a paper must be well cited but not necessarily in hundreds to promote readability. Maybe up 40-60.* (Abegunde, 2018). It was found that 173 matches the criteria, out of these 173 all the items or documents are not connected to each other, the largest set of connected items is 42, the map of which is been delineated in the following manner
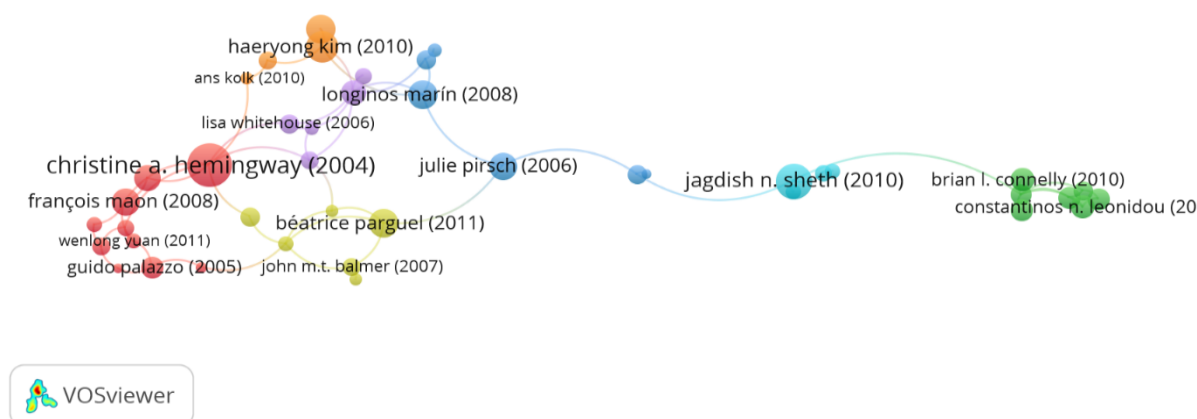

Fig 9: The map showing the Citation analysis of documents based on the set criteria

The map shown above clearly shows that there is a total of seven cluster with 42 items and 59 links, as previously told that 173 items are not connected to each other of which the largest set of connected items. It was been found that the document by Christine A. Hemingway in the year 2004 has the maxim number of citation 1214, with 7 links in total. The document named Managers personal values as drivers of Corporate Social Responsibility from Journal of Business Ethics has the highest number of citation , though Bo Edvardsson in 2010 have been cited 1167 times , but it has only 2 links , by link it means the ability to be in sync with another and form a relationship with respect to subject , similarly Matthis Bluher in 2019 have been 2480 times , but it has 0 or no link at all , which makes it down in terms of applicability to citation of documents. Therefore, the document by Christine A. Hemingway and Patrick Maclagan have created the highly cited documents.

Further next in citation analysis highest cited source is been taken into consideration making the next aspect of analysis, for that the author has set a criterion, minimum number of documents of a source to be 10 in count (at least a source must have 10 documents), and minimum number of citations of a source to be 10 in count (cited 10 times), the map delineated as under
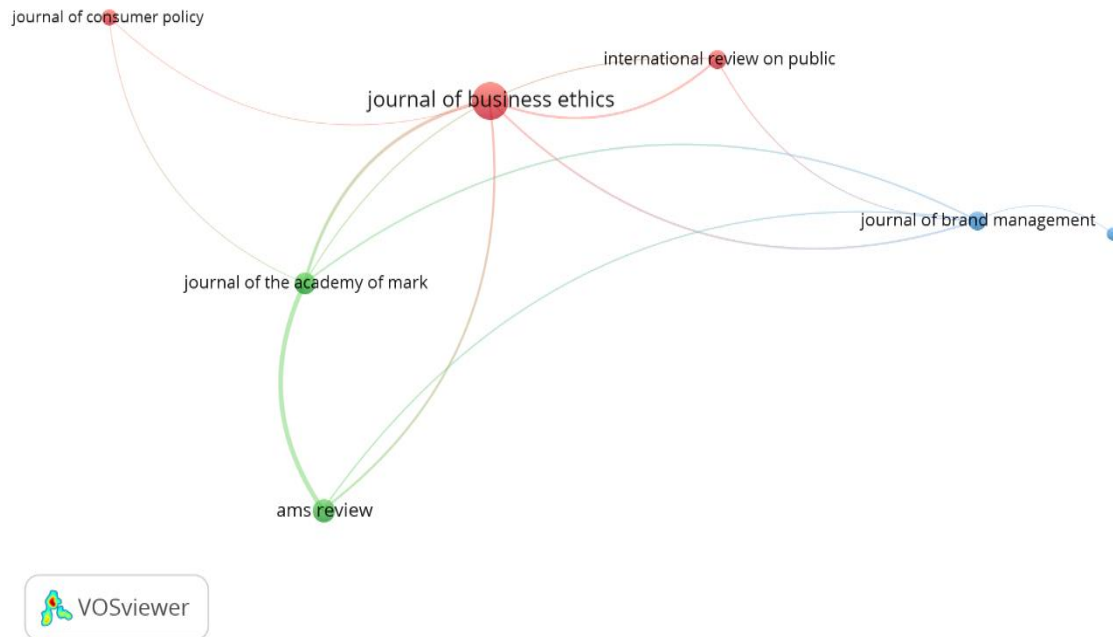
Fig 10: The map showing the Citation analysis of source based on the set criteria

The map shows 3 clusters, with 7 items, and 12 links in total, the map clearly shows that Journal of Business ethics is the mostly cited source, the efficacy of which could be shown in a tabular form

Source	Documents	Citations	Total link strength
Ams's review	47	858	41
international review on public and nonprofit marketing	31	321	11
journal of brand management	32	897	15
journal of business ethics	123	16493	33
journal of consumer policy	22	188	2
journal of the academy of marketing science	43	8205	51
place branding and public diplomacy	15	359	1

Table 7: Showing the Citation analysis of the source based upon the criteria set by the author

The tabular representation clearly explicates upon the aspect of the most cited source, which shows that Journal of business ethics has the maximum and a huge amount of citation with an efficacy of 16, 493 times and a link strength pf 33 which is huge in comparison to others proving its worth in terms of great source with respect to societal marketing concept.

Further the third and the last in terms of citation analysis would not be evaluating upon the aspect of author, or to put it simply the how does the author cite each other. The criteria set for include minimum number of documents by the author should 5 and should be cited at least twice or 2 times, of 2408 authors only 5 matches the criteria, it is been evaluated that 5 items or authors are not connected, to each other and the largest set of items or author is 4 and is being delineated by the map in the following manner
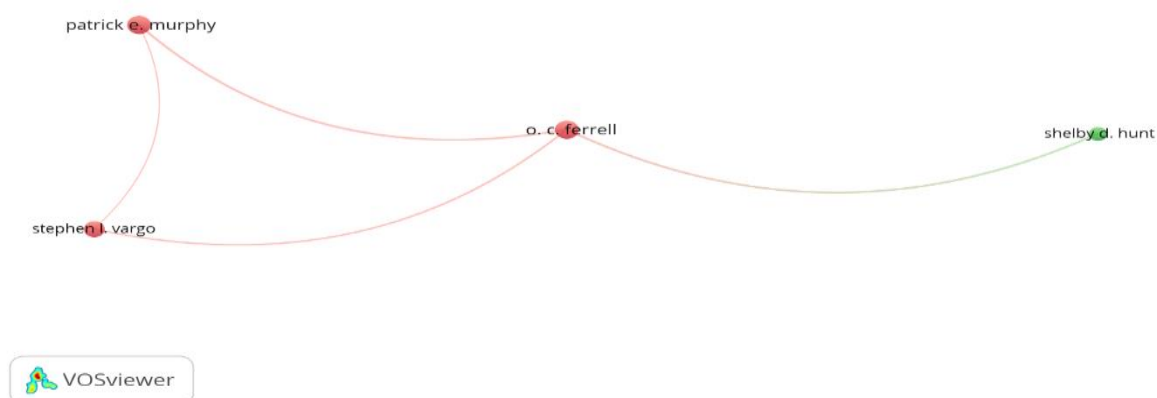
Fig 11: The map showing the Citation analysis of author based on the set criteria

The map above shows two clusters with four items having four links in total, with a total link strength of 12 in count. Further the map could be explicated in terms of tabular form to make the understanding better.

Author	documents	citations	total link strength
John M.T. Balmer	5	532	0
O. C. Ferrell	9	597	11
Patrick E. Murphy	9	896	5
Shelby D. Hunt	5	200	4
Stephen l. Vargo	7	2015	4

Table 8: Showing the Citation analysis of the authors based upon the criteria set by the author

The above table clearly explains that Stephen I. Vargo with 7 documents has the massive amount of citation of 2015, on the contrary O.C. Ferrell with 9 documents has only 597 citations with the link strength of 11, but since the citation of author is been counted, therefore Stephen Vargo emerges to be the most cited successfully.

Bibliometric Coupling
An association between two documents, established when they are found to have in common a high proportion of keywords, descriptors, citations, or other simple indications of what they are concerned with." (WEINBERG, 1974). It provides more meaning to the citation analysis by providing the view upon how many times the two publication, document or source is been is been cited by the third as according to the words of Kessler. To begin with the author would first start with bibliometric coupling with respect to document.
The criteria set in accordance to subject for coupling and identifying about the document type that is to find which of the document is such which has high promotion in terms of association , it was set that the minimum number of citation of document should be 60 , of entire database 1000 was meeting the criteria of which 173 meet the threshold some of the 173 items are not connected to each other and it was evaluated that largest set of connected items include 155 in count , the map could be delineated in the following manner
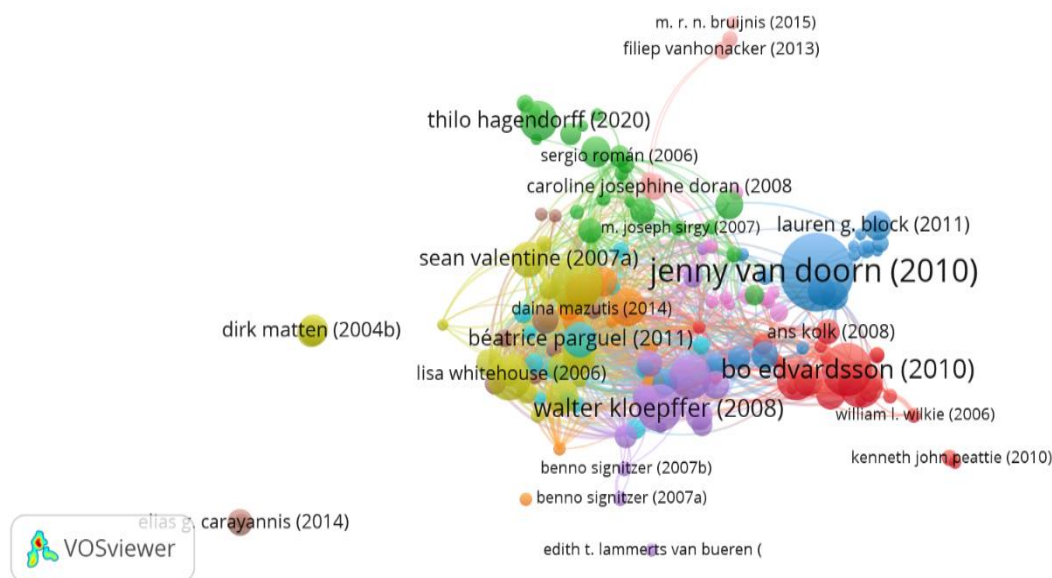
Fig 12: The map showing the bibliometric coupling with respect to document based on the set criteria

The map above shows the 10 cluster , with a total of 155 items with 2196 links and a total link strength of 5570, further it could be seen from the map above that the document by Jenny Van Doorn in 2010 in collaboration with Katherine N Lemon , Vikas Mittal , Stephan Nass, Doreen Pick, Peter Pirner, Peter C Verhoef has constructed a document named Customer Engagement Behaviour :Theoretical Foundation and Research direction form Journal of Service Research which holds the highest citation of 2488 times with respect to document concerning with societal marketing concept.

The next in this include the coupling analysis with respect to source that is being cited in high proportion with respect to association concerning with the subject concerned. The criteria being set as minimum number of documents of a source is taken as 5, as already explicated the source or document citation frequency should be 40-60, same thing is been set in consideration which gave the map in the following manner, of entire database 435 sources are been considered of which 23 meet the threshold
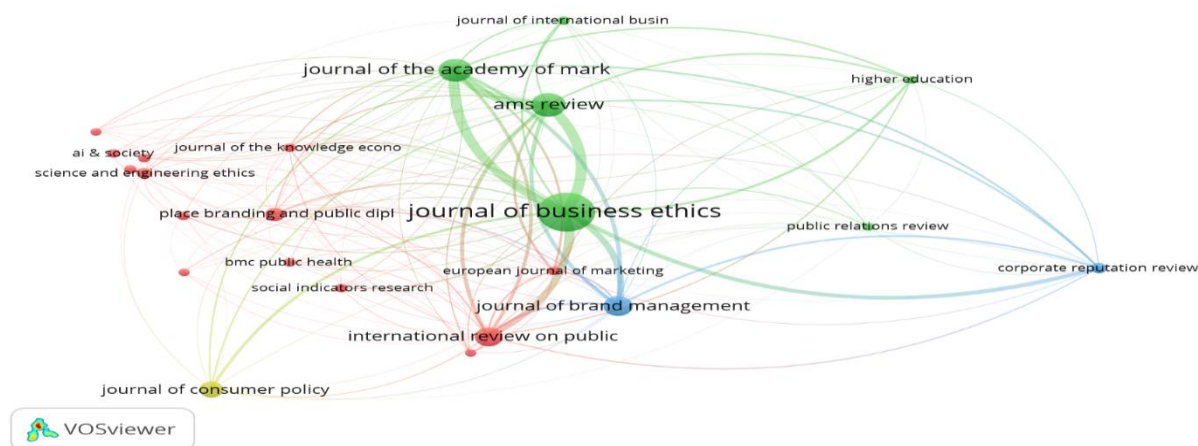

Fig 13: The map showing the bibliometric coupling with respect to source based on the set criteria

The above map being made based upon the criteria set in Vos Viewer, which explicates 23 items in total with 4 clusters and 158 links and has a total link strength of 11194. This map evaluates that Journal of Business Ethics has 22 links, with total link strength of 6827, which makes it most feasible in terms of having high proportion with respect to association with societal marketing concept in successful manner. The same is been also explicated with the help of citation analysis giving the same picture as explicated in fig 9 with the same result which validates it in more successful manner. The last of this analysis includes the coupling analysis of author, that is to evaluate high proportion of association or how many times a particular person is been cited to validate what is been explicated table 8 fig 10, to evaluate the same criteria is been adopted that ais the minimum number of documents to be 5 and is been at least cited tice or 2 times, the map of which is been formed in the following manner.
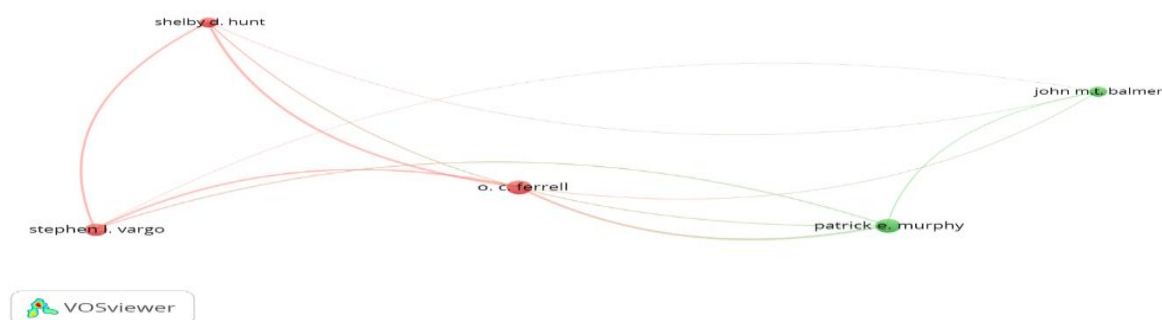

Fig 14: The map showing the bibliometric coupling with respect to author based on the set criteria

The map clearly focuses upon the evaluation of coupling with respect to author and delineates, there are 5 items with 2 clusters and 10 links, with a total link strength of 387, further to make it clearer, it could be elucidated with the help of a tabular representation of the aspect in the following manner

Author	Documents	Citations	Total link strength
john m.t. Balmer	5	532	34
o. c. ferrell	9	597	250
Patrick e. murphy	9	896	151
Shelby d. hunt	5	200	175
Stephen l. Vargo	7	2015	164

Table 9: Showing the bibliometric coupling analysis of the authors based upon the criteria set by the author

With the help of tabular representation, it is brought forth by the author that Stephen l. Vargo, seems to be most cited author a maximum total of 2015 , and 7 documents in total and 164 total link strength which is less in comparison to 250 link strength of O C Ferrell who is been cited only 597 times which seems to be very less and it is been evident from the tabular representation , hence validating the aspect of citation analysis with respect to author being previously evaluated

Research Gaps and Future Directions
While this bibliometric study provides a wide-ranging overview of the academic development adjacent the Societal Marketing Concept, several perilous gaps and future opportunities have emerged:

a. **Limited Global Relationship:** Co-authorship analysis reveals a notable lack of international and interdisciplinary research alliances. Encouraging cross-country research could enhance contextual understanding and broaden the application of societal marketing principles in diverse markets.

b. **Underrepresentation of Emergent Economies:** Most high-impact publications and institutions are focused in Western countries, with limited contributions from Asia, Africa, and Latin America. Future research should explore how societal marketing is professed and practiced in emerging economies.

c. **Neglected Digital and Technological Dimensions:** Despite the recent surge in interest in digital accountability and AI ethics, these themes are largely absent from the foremost keyword clusters. Future studies should participate topics such as ethical AI, green tech marketing, and digital sustainability.

d. **Thematic Fragmentation:** Although the study recognizes strong individual authors and clusters, there appears to be thematic disintegration, with few coherent research streams linking the environmental, ethical, and societal aspects. Future work could focus on developing integrative theoretical models.

e. **Temporal Trend Mapping**: This study focused on the structural aspects of research output. Future studies could benefit from temporal overlay commencements to better understand how key themes and apprehensions have evolved over time.

Comparative Insight

Previous bibliometric reviews in adjacent fields such as Corporate Social Responsibility (CSR) and Ethical Marketing **(e.g., Martínez et al., 2021; Moraes et al., 2019)** have emphasized the growing role of sustainability and stakeholder meeting in modern marketing dissertation. However, most of these studies focus on CSR in isolation or green marketing strategies without exploring the holistic inferences of the Societal Marketing Concept.

In contrast, the present study integrates ethical, consumer, institutional, and publication dynamics within the broader context of societal marketing, offering a more comprehensive lens. Furthermore, unlike earlier reviews that rely exclusively on Scopus or Web of Science, this paper employs the Lens database, enhancing inclusivity and coverage of grey literature and emerging researchers.

By capturing these dissimilarities, this study not only builds upon earlier efforts but also expands the conceptual borders of societal marketing research. This comparative positioning strengthens the manuscript's academic contribution and relevance to marketing scholarship

Conclusion

Societal marketing concept is not a new dimension it has been researched and is been analysed in a respectable manner, as is been evident form figure 2, table one which explicates that most of the research is been done in 2023 which accounts to 345, the reason was in 2023 the society has become more open, in terms of social dimension and online world has been already explicated, which accounts to answering of the first research question. The second research question which explicates upon the aspect of the major field which is been most used with respect to the societal marketing, fig 3 and table 2 evaluates it could be seen in the tabular representation sociology with the maximum of percentage that is more than business i.e. 16%, which proved the impact sociology with respect to the topic. The third of the research question focused upon the aspect of organisations or institutions that have been working concerning with societal marketing figure 4 and tabular representation 3, showed that Erasmus University Rotterdam of Netherland have contributed the maximum i.e. to say 14%. The fourth of the research question elucidates upon the worthiest author in terms of contribution which is been evaluated by fig 5 table 4 which delineated that Andrea Perez and Adam Lindgreen has also contributed the same amount of percentage i.e. 16%. The research question was systematically reviewed, to add more scientific knowledge and provide a relationship of authors, organisation, sources, and much more bibliometric analysis was been made by the author with respect to the topic.

The very first analysis in the bibliometric analysis is to find that how to authors have been working together or whether this topic is been researched by two or more than two authors, and the magnitude to find the co authorship relation. Fig 6 with table 5 clearly denotes that it is Stephen L Vargo and O.C. Ferrel proves their efficacy in terms of collaborating with respect to the societal marketing concept. It could be seen that the most commonly occurring keyword is the term Human having the occurrence of 80 times and is having the link strength of 139 which makes it a vital keyword which is been considered with respect to the societal marketing concept. It was been found that the document by Christine A. Hemingway in the year 2004 has the maxim number of citation 1214, with 7 links in total proven by citation analysis. The coupling analysis provided more deeper meaning in terms of collaboration where it was been explicated that the document by Jenny Van Doorn in 2010 named Customer Engagement Behaviour: Theoretical Foundation and Research direction form Journal of Service Research which holds the highest citation of 2488 times with respect to document concerning with societal marketing concept. Similarly, Journal of Business Ethics has 22 links, with total link strength of 6827, which makes it most feasible in terms of having high proportion with respect to association. Stephen l. Vargo, seems to be most cited author a maximum total of 2015, and 7 documents in total and 164 total link strength, hence validating the aspect of citation analysis with respect to author being previously evaluated. To sum up the entire aspect lots of work has been done with respect to societal marketing, but to have more deeper meaning has been evaluated by blend of both analysis there are some unfolded aspects, which need to analysed. The author has tried to evaluate upon all the dimension effective to bring out the real meaning of the term and provided a review in effective and successful manner.

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