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A Bibliometric Exploration of Facebook Marketing Research Trends Using Scopus Database

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Abstract

Facebook has developed into much more than just a social media platform since its 2004 launch, changing the way businesses engage with their customers and emerging as a powerful player in the field of digital marketing. Due to the increased attention this evolution has received from academia, extensive research has been conducted on a number of Facebook marketing-related topics, such as customer engagement, brand building, and consumer data collection. Using Scopus as a data source, we conducted a bibliometric analysis in this study to thoroughly review the literature on Facebook marketing and identify important trends, hotspots, and areas in need of further research. 133 pertinent publications from 2009 to 2023 were found by our analysis, underscoring Facebook's significance in digital marketing. This study sheds light on several Facebook marketing research themes, including the efficacy of advertising, consumer behavior on social networks, ethics, and privacy. Furthermore, we found that research is scattered worldwide indicating differences in digital marketing connected to society, economy, and culture. Topics such artificial intelligence, cross-cultural marketing, and the consequences of Facebook algorithm modifications still have more to be discovered even with the wealth of studies. This study supports the relevance of Facebook in digital marketing, indicates areas that demand more research for a better knowledge of the successful use of Facebook in marketing strategies, and provides insight for academics and practitioners.

Keywords: Bibliometric Analysis, Scopus Database, Research Trend

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1. Introduction

Since its 2004 introduction, Facebook has changed dramatically and today it is considerably more than just a social media network (Stockdale & Coyne, 2020), (Kraus et al., 2022). Facebook show rising as an important player in the sector of digital marketing, Facebook has changed the means of client interaction for companies. The academic world has been rather interested in this development and researchers are ready to investigate several facets of Facebook marketing. Modern digital marketing depends on Facebook since it provides a forum for advertising as well as for brand creation, customer interaction, and the gathering of priceless consumer data (Makrides et al., 2020; Thaha, 2022).

Facebook began life as a social networking site for college students before growing into a worldwide platform with billions of members. To help marketing projects, this evolution involved adding more features such business sites, focused advertising, and thorough analytics. Over time, Facebook has become an indispensable weapon in every marketing tool available to any company. Scholarly research on Facebook's marketing applications—paid advertising, influencer marketing, content strategy—including paid advertising, influencer marketing, and content strategy—including paid advertising, influencer marketing, and content strategy—including Facebook's Reviewing the research

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on Facebook marketing methodically calls for a bibliometric methodology (Hudders et al., 2021; Iswanto et al., n.d.). Using quantitative approaches, the bibliometric approach examines research cooperation trends, publishing count, and citation distribution (Samala et al., 2023). The primary themes, the most often studied fields of study, and any potential gaps in the body of knowledge have to be identified. By means of bibliometric analysis, we can gain further understanding of the development of the Facebook marketing theme in the framework of academic and commercial activity.

The study on Facebook marketing addresses many subjects, including ethics, privacy, advertising efficacy, and social media user behavior. A bibliometric review shows that many issues have attracted significant research attention from academics including the impact of social networks on brand loyalty, the usage of data for ad targeting, and the impact of Facebook advertising on purchase decisions (Tanucan et al., 2023; Winarko & Susilo, 2024). These subjects reflect not just the writers' areas of research interest but also important problems that daily marketers deal with. Globally, Facebook marketing is studied not only in one country or region. By exposing contributions from several countries and organizations, the bibliometric analysis emphasizes the range of methodologies and points of view in the research (Susilo et al., 2023, 2024). Moreover, this study clarifies how perceptions and practices of digital marketing—especially Facebook marketing—around the world reflect social, economic, and cultural differences (Fitria et al., 2024; Kiki Dianti et al., 2024).

Though a lot of research on Facebook marketing exists, there are still gaps in the sector that offer chances for greater study. Among the many unresolved issues are those related to modifications to the Facebook algorithm, artificial intelligence applied to Facebook marketing, and cross-cultural advertising. As bibliometric study shows, more thorough investigation is necessary for in these domains. This will produce for marketers both practical advice and intellectual insights.

The bibliometric examination of this work confirms the relevance of Facebook in the present framework of digital marketing. The results of the bibliometric study point out important areas that want further attention and provide valuable data for both researchers and businessmen. While academics have plenty of chances to investigate how digital marketing is changing and adjusting, marketers have to be well-versed in Facebook's usage for marketing campaigns. Consequently, bibliometric analysis can be applied to define the present situation of Facebook marketing research as well as to influence next advancements in digital marketing.

2. Methods

With the main data source from Scopus database this study applied the bibliometric analysis approach, Scopus's choice was determined by its several qualities and wide spectrum (Pham-Duc et al., 2023). The choice was mostly driven by several elements, including the depth and breadth of the information provided, the well-established reputation of the publication, its vast network of citations, the homogeneity of its data management practices, and its capacity to offer continuous in-depth research (Pölönen et al., 2020) (Gusenbauer, 2022). Scopus is regarded as one of the most reliable reference sources for accurate research results due in great part to its quality and reputation; Web of Science (WOS) comes only second. This research will employ a custom search query on January 15, 2024, with the following search criteria: (TITLE(facebook) AND Title (marketing)) AND (LIMIT-TO (DOctypen, “ar”) OR LIMiter-TO (DOctypen, “cp”). This will help to extract relevant docs). Finding materials on Facebook marketing was the main goal of this project. The study also limited the publishing years it looked at to be 2009 through 2023 to guarantee that the data evaluated are suitable and relevant for the analysis.

The main goal of this bibliometric study is to investigate and improve knowledge of the scholarly publications on Facebook marketing. While offering a thorough picture of the direction and scope of Facebook marketing research, the study aims to spot uncharted territory or research gaps. During the search, 133 papers that fit the criteria turned up. These records will undergo more processing to find trends, significant topics, and notable Facebook marketing innovations. This work visualized the data using biblioshiny software. Apart from effectively processing descriptive data, this program provides excellent tools for conceptual analysis on the acquired information. Biblioshiny can enable more accurate and simple data interpretation, help show the analysis results in a more dynamic and instructive manner, and provide deeper insights into the main themes and issues that developed in the Facebook marketing research.

3. Results and Discussion

We chose information on this subject from the Scopus database by use of bibliometric analysis of Understanding Facebook Marketing: A Study of Academic Research. 133 papers turned up between 2009 and 2023 that fit this topic. This information includes papers from 113 various sources, including books and periodicals. About 17.88% annual rise in the publication count shows the rising curiosity among academics and researchers in Facebook marketing.

Moreover, our research revealed that 364 authors have written on Facebook marketing, suggesting a great enthusiasm in this field. In our results and discussion section, we will cover several connected subjects like publication patterns and further trend analysis. The publication trends section will go into great detail on the most prolific writers, five most prolific affiliates, five most prolific sources, five most prolific nations, and the ten most cited research publications. With the aid of these data, the bibliometric terrain of publications on Facebook marketing will be more thoroughly shown and act as a useful guide for deciding the path of next study in this field.

3.1. Publication Trends

Finding gaps and fresh industry advances depends on looking at lesser-known facets of Facebook marketing using bibliometric analysis. Usually, this process include a careful reading of the body of existing literature to map the occurrence, relationships, and development of several research subjects. Facebook marketing understudied topics could be things like how well digital marketing strategies perform, how social networks influence customer behavior, and how new technology affect online marketing. A bibliometric analysis will compile pertinent publication data in the framework of Facebook marketing utilizing databases like Scopus. Among the several crucial aspects on which this study can focus are the number of publications over time to spot trends, citation analysis to evaluate the impact of particular works, author networks, and collaborations to grasp the academic environment in the field, and keyword frequency analysis to spot new themes and understudied areas.

The study results will be valuable to digital marketing practitioners, marketers, and academics. The results of the study can guide marketing strategies, direct further studies, and ensure that crucial and recently developing problems are fully covered. Among the studies of the publication trend analysis results that follow are the ten most effective writers, ten most effective associates, ten most effective sources, and ten most referenced articles. The complex interactions among publication trends, highly cited papers, associates, linked sources, and prolific authors reflect the dynamics of the Facebook marketing sector. Publication trends are influenced by the combined research activities of eminent authors, the organizations to which they belong, and the venues via which they choose to publish their works. Prolific writers and associates who routinely contribute significant volumes of research help to define these patterns. Moreover, as researchers often decide to publish from these sources, powerful sources have a major influence on publication patterns by affecting the subjects underlined. Likewise, highly cited papers appearing in esteemed publications or written by often prolific authors have a significant influence on the direction of research. These pieces introduce fresh ideas, methods, or findings that draw readers in and inspire deeper study on related subjects.

The initial examination of publication trends shows the writers most active in debating Facebook marketing research issues. Based on the analysis, every author has written two pieces in the field. What truly jumps out, though, is the fractionalization score—that which shows each researcher's percentage of authorship. This fractionalization helps one to deduce the degree of author collaboration or the spectrum of contributions made in the field. Higher scores point to more cooperation; lower scores point to either main authorship or less cooperation. In the framework of Facebook marketing, this could reflect diverse work or contributions from several universities.

A greater fractionalization score in the context of Facebook marketing research may indicate a favorable collaborative atmosphere where information is generated cooperatively, as is often the case in freshly developing disciplines of study. Facebook's dynamic character as a marketing platform—which is marked by regular algorithm adjustments and changing user behavior—may make collaborative research quite beneficial. This could lead to a more complete knowledge of the marketing possibilities of the platform and the several elements affecting its performance.

Moreover, it may be claimed that no one researcher dominates in looking at this topic. This is seen in the still balanced and evenly distributed quantity of publications produced by researchers. To have a more complete knowledge of Facebook marketing, future studies could profit from a larger spectrum of points of view including insights from industry professionals, case studies from several sectors, and cross-cultural study. Given the rather limited number of papers produced by each author, young researchers could also have chances to significantly

contribute to the literature. As Facebook's platform for marketing develops, its always shifting complexity and subtleties will call for ongoing study to keep current.

Apart from the results of eminent authors, this study reveals the associates of writers who investigate Facebook marketing as a tool. Figure 1 shows data from associates who took part in this study and are scattered worldwide. The study produced 128 affiliates overall; yet, depending on their output in generating research on Facebook marketing, we have chosen only five affiliates for Figure 1.

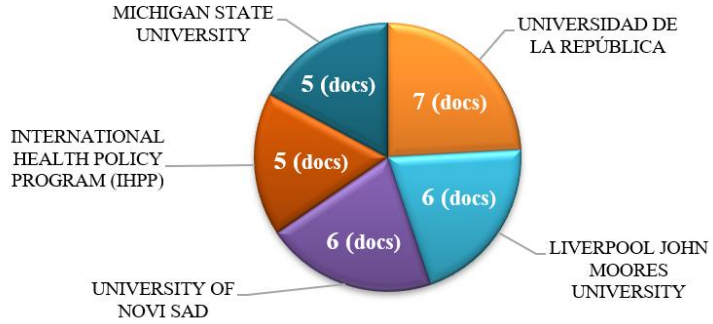

Fig. 1. Top five affiliations based on database

Figure 1 presents a pie chart that shows how the five academic affiliates' research productivity related to Facebook marketing is distributed, with 'Universidad de la República' leading the way with seven documents. The universities that produced the most documents were Liverpool John Moores University and the University of Novi Sad, with six each, and Michigan State University and the International Health Policy Program (IHPP), with five each. These data suggest that when it comes to Facebook marketing research, the "Universidad de la Republica" has an advantage. Although Facebook marketing is a research area that receives a lot of attention and is spread across many institutions, the relatively uniform numbers among other institutions show how important social media marketing is in today's academic and business contexts.

With contributions from worldwide institutions, the findings highlight a notable institutional and geographic variety in Facebook marketing research. This indicates that, given the importance of the platform in global marketing plans, Facebook marketing is a subject relevant in many different cultural environments and settings. These well-known associates either have access to tools that would inspire more research or have departments or faculties dedicated to digital marketing. Such participation in research could also be a sign of the cooperation between academics and industry, which is absolutely important for applied research like digital marketing. The fact that these academic institutions give Facebook marketing a lot of attention implies that the topic is respected as a field of scholarly inquiry, which might result in new angles on consumer behavior, marketing strategies, and the impact of technology on corporate life. Using the knowledge from this study in line with Facebook marketing best practices would enable companies to make more effective use of the platform in order to interact and contact their target markets. The findings might also have significant ramifications for strengthening privacy rules, figuring out the efficacy of sponsored advertising, and improving consumer interaction.

Apart from looking at the sources of researcher affiliations, this study considers statistics on the volume of publications released in particular journals as one of the outputs of analysis. This is significant because it can offer useful information that will help determine the course of future research. For example, a high volume of publications in a journal on a given subject may suggest that the topic is important and deserves further research. Five journals with noticeably more publications on Facebook marketing research are shown in Figure 2. The appropriate journals for the publication of research findings in the future can be chosen with the aid of this analysis. Research articles might be a good fit for submission if the study aligns with the subjects that are regularly published in one of these journals. After conducting the analysis, we were able to identify 113 sources in total. Based on this, we have selected the top five journals in Figure 2 to display their research on Facebook marketing.

Figure 2 shows the distribution of the number of articles published by five different journals related to "Facebook Marketing: A Bibliometric Analysis of Academic Research." Public Health Nutrition comes in first with five documents, suggesting a strong correlation between Facebook marketing and the public health nutrition topics under investigation or discussion in this publication. The "Journal of Retailing and Consumer Services" and the "Journal of

Business Research," each with three papers, come next, demonstrating that Facebook marketing is also a pertinent subject in the context of business and retail research. The fact that the journals "Journal of Global Fashion Marketing" and "Journal of Current Issues and Research in Advertising" each have two papers suggests that Facebook marketing has been studied specifically in relation to the fashion and advertising sectors.

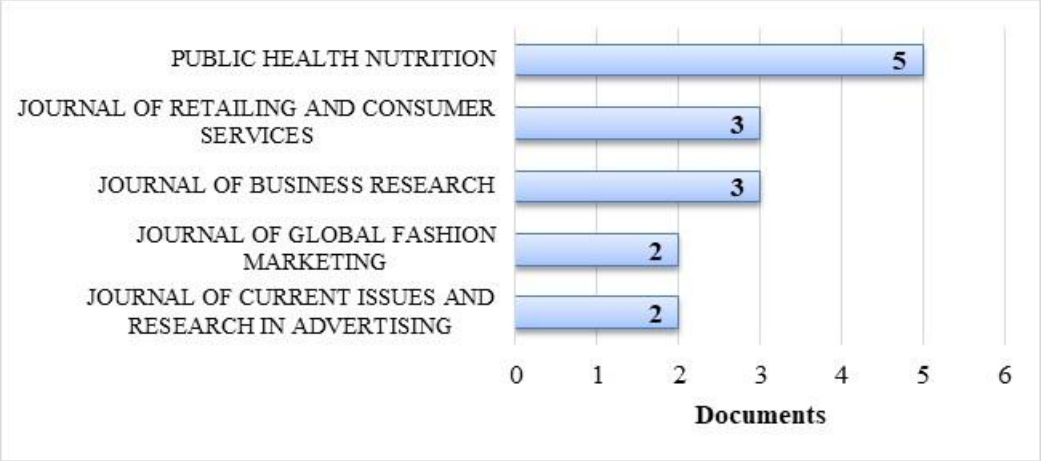

Fig. 2. Top Five journal based on document

Research areas find Facebook marketing to be a multidisciplinary topic, as evidenced by the diversity of these journals from a bibliometric perspective. It could indicate that there is more interest in learning how social media marketing, especially Facebook, impacts people's consumption patterns and health that journals specializing in public health nutrition lead in the quantity of publications. Documents pertaining to business and advertising have been found in journals, supporting Facebook's significant contribution to the analysis of advertising effectiveness as well as business marketing and promotion strategies.

Facebook marketing is obviously significant for practitioners and researchers in the marketing and advertising domains, but this discussion shows that its influence also extends to non-business domains, such as public health (Jamison et al., 2020). This implies that there may be room for more multidisciplinary studies that look at the wider social and health effects of Facebook marketing in addition to its commercial implications. For marketers, legislators, and medical professionals who wish to use Facebook effectively and ethically in areas other than promotion of products or services, these findings have significant implications.

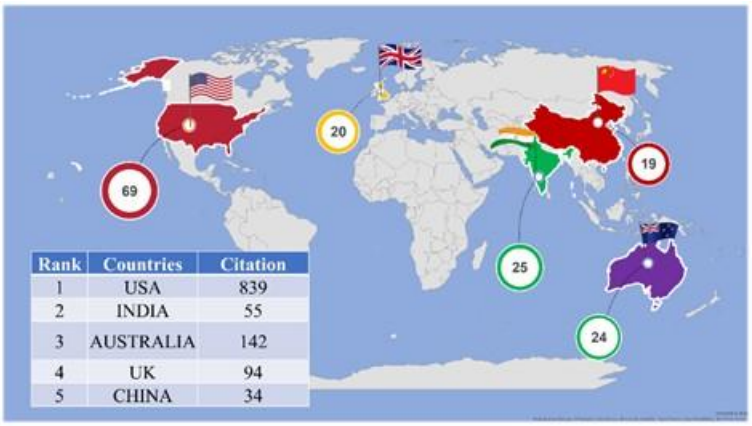

Fig. 3. Top Five countries based on citation

This study analyzed the most productive journals and the most productive countries using bibliometric analysis. The results of this analysis will help clarify the extent to which particular countries have contributed to the development of this field of study, as well as how these contributions have influenced publication trends and future directions for research. Figure 3 presents a map that illustrates the distribution of the nations that have contributed to the Facebook Marketing Insights research. Figure 3 illustrates the trends of publication in the field of Facebook marketing,

emphasizing the dynamics of global research and the evolution of contributions from various countries. The amount of documents and citations shows that the United States is far ahead of other countries, indicating that it is a well-established research center with a long history of studying digital marketing. The large number of citations further suggests that the research is making a big difference in terms of volume, as well as academic and industrial influence. This is consistent with a publishing trend in which studies conducted at American universities are frequently cited as standard references in the international literature.

In the field of Facebook marketing, India has also shown strong growth; the country has steadily produced more publications, despite the fact that there are still comparatively few citations. This may suggest that India, with its rapidly expanding technology industry, is a relatively newcomer to this field of study or that the international community has not yet given its work due recognition. This increase in publications is indicative of a trend in which developing nations pursue innovation in digital marketing, an area critical to knowledge-based economies, and increase their capacity for research. With substantial citations, Australia, the UK, and China, especially Australia, remain influential in global publication trends, even though they have fewer publications than the United States and India. This demonstrates the quality and originality of the research that they do because it is highly relevant and is frequently cited. Notably, China and the UK concentrate on in-depth qualitative research or less-explored niches in Facebook marketing, which results in fewer citations, but influences the caliber and course of future research trends.

However, the countries with the highest number of publications also have the most active research centers, which support this trend. The US example demonstrates the robust research infrastructure that underpins the study of Facebook marketing and results in a large number of citations. It also illustrates the ways in which scholarly contributions from nations like China, Australia, the UK, and India can affect general publication trends. Scholars from these nations will indicate that a work has gained international recognition and is having an impact on research worldwide if they regularly cite articles from the top ten list. Table 1 lists the top 10 articles that have received the most citations on topics related to Facebook marketing, in addition to the analysis of productive nations. Regarding publication trends, the most cited articles typically present ideas, approaches, or conclusions that have been regarded as critical foundations in the area of study. Thus, the relationship between the most-cited articles and publication trends can reveal how important studies shape the direction and scope of subsequent research as well as how contributions from various nations deepen and broaden our knowledge of Facebook marketing in an international setting.

Table 1. Top ten most cited article

Title	DOI	Citations	TC
Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations (Mariani et al., 2016)	10.1016/j.tourman.2015.12.008	244	27.11
The Marketing Effectiveness of social media in the Hotel Industry: A Comparison of Facebook and Twitter (Leung et al., 2013)	10.1177/1096348012471381	214	21.40
Digital Junk: Food and Beverage Marketing on Facebook (Freeman et al., 2014)	10.2105/AJPH.2014.302167	137	12.45
Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding (Shen & Bissell, 2013)	10.1080/10496491.2013.829160	134	11.17
Personalized ads on Facebook: An effective marketing tool for online marketers (Tran, 2017)	10.1016/j.jretconser.2017.06.010	97	12.13
Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe (Alhabash et al., 2015)	10.1080/15205436.2014.945651	87	8.70
Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook (Galati et al., 2017)	10.1016/j.wep.2017.03.003	74	9.25
Marketing your university on social media: a content analysis of Facebook post types and formats (Peruta & Shields, 2018)	10.1080/08841241.2018.1442896	73	10.43

Title	DOI	Citations	TC
An empirical study of luxury brand marketing effectiveness and its impact on consumer engagement on Facebook (Dhaoui, 2014)	10.1080/20932685.2014.907605	66	6.00
Optimal ways for companies to use Facebook as a marketing channel (Hansson et al., 2013)	10.1108/JICES-12-2012-0024	63	5.25

The top 10 scholarly articles on Facebook marketing, ranked by the number of citations, are shown in Table 1, which offers valuable information about the topics that garner the highest interest in this field. The articles that receive the most citations focus on Facebook's application as a tool for destination marketing, highlighting the significance of social media in promoting specific regions for travel. This 24-4-citation proof assures us that the work by Marian et al. (2016) explained that in order to attract visitors, destination marketing strategies have adjusted to the digital era by leveraging Facebook's broad reach and targeting capabilities (Mariani et al., 2016).

Furthermore, the second article in the Leung et al. table list. (2013) studied the differences between Facebook and Twitter in terms of the efficacy of social networks in the hotel industry [14]. Draw attention to a pattern in the literature that contrasts social media platforms to identify which works best for particular industries. This topic is obviously very relevant for researchers and practitioners who want to maximize their social media marketing strategies, as evidenced by its 214 citations. It also demonstrates how Facebook marketing is seen within the larger social media ecosystem rather than in a vacuum. The research of Freeman et al. also included articles on “Digital Junk: Food and Beverage Marketing on Facebook” and “Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding.” (2014) suggested that the use of Facebook marketing in consumer product marketing strategies has become essential (Freeman et al., 2014). Research in this field has yielded valuable insights into how businesses can capitalize on consumer behavior and trends in the digital age, with a substantial number of citations. Research showing the link between marketing messages and consumer behavior—as seen in the article on alcohol marketing—adds more evidence of Facebook's social impact.

Articles on “Social media as a strategic marketing tool in the Sicilian wine industry” and “Marketing your university on social media” show the variety of disciplines and sectors in which Facebook marketing finds application. This shows that real-world applications of Facebook marketing—including the advertising of businesses and educational institutions in addition to consumer goods—interest researchers (Eger et al., 2021). The range of studies presented in the table demonstrates growing interest in Facebook's use for more focused and all-encompassing advertising. All things considered, this table presents convincing bibliometric evidence of the importance of Facebook marketing in the scholarly literature. Research on a broad spectrum of marketing subjects and settings shows that Facebook has evolved into a flexible marketing tool important in many spheres of social and economic life. According to this bibliometric study, there is an increasing amount of relevant research on Facebook marketing; studies that are regularly referenced significantly expand our understanding of the dynamics of digital marketing.

3.2. Trend Analysis

Trend analysis provides vital information and understanding of the dynamic changes within a certain topic of research. This form of study reveals how the field's issue focus, research approaches, and academic interest have changed by means of tracking and evaluating patterns in the publishing pool across time. This study is a quite useful tool for many of the parties engaged in the field of research. Co-occurrence analysis (Saha et al., 2020) and (Su et al., 2021) provide a bibliometric approach for identifying trends and patterns in a given corpus of literature. This method's basic tenet is that, in a single text, concepts or keywords that show up often together are more tightly related than would be expected by chance. In trend analysis, co-occurrence analysis can help to pinpoint fresh areas of interest, track the development of research themes over time, and even project possible future directions of investigation. Furthermore, trend analysis might act as a direction for next projects.

In a textual publication, such a research article, policy paper, or instructional guide, a shared word analysis—shown by the network graph in Figure 4—helps one visualize the organization and connections between terms. For the visualization, five clusters were derived; “ facebook” was the major cluster. Moreover, among the terms connected to the main keywords in this study is “marketing”.

Co-occurrence analysis is widely applied in bibliometric analysis to map and recognize correlations between terms in a corpus of scholarly literature. Figure 4 shows this clearly. The size of the nodes indicates the frequency or significance of the terms in the framework under observation (Lozano et al., 2019). This is so because a great

spectrum of study subjects covers these terms. The most often used terms, “social networks” and “Facebook,” point to the main focus of this study data collection. Facebook's significant place in the visualization confirms its significance in academic debate on social media, particularly with relation to marketing. This is consistent with studies by Devereux et al. (2020), who gathered data from social media posts made by Tasmanian small businesses, discovered that businesses were more successful in engaging customers when they offered a variety of activities, relevant content, and opted to use Facebook as their platform for social media marketing (Devereux et al., 2020).

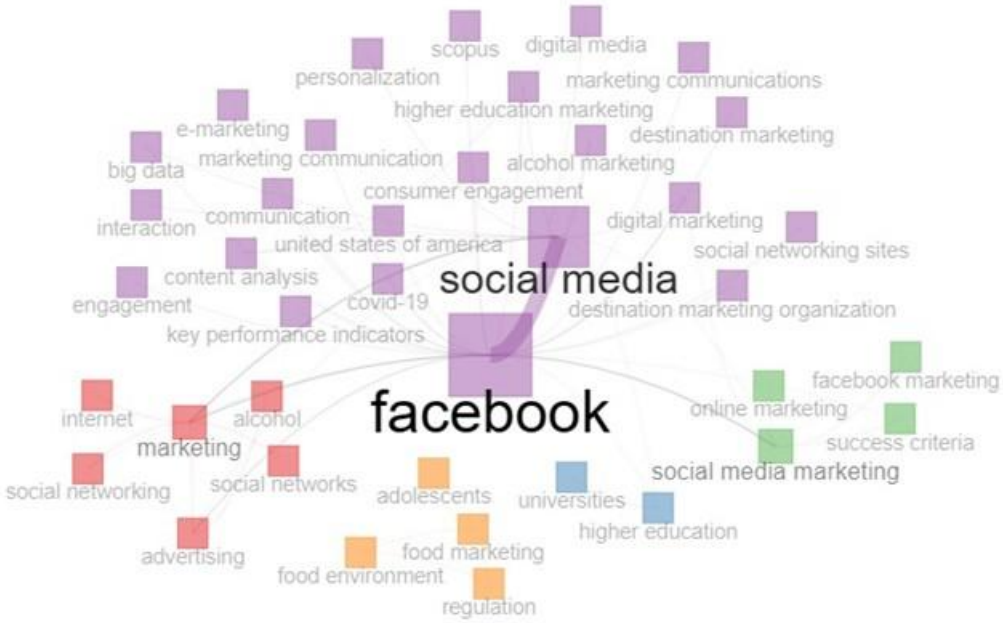

Fig. 4. Co-occurrence analysis based on words

When terms like “digital marketing,” “online marketing,” and “e-marketing” find close proximity to the main keywords, Facebook marketing is seen as a part of the bigger digital marketing ecosystem. The phrases “personalization” and “consumer engagement” imply that, among the aspects of Facebook marketing that academics have investigated most importantly, customized techniques and customer involvement are This is consistent with the present marketing trend, which stresses giving consumers relevant and entertaining experiences in addition to messages (Astari, 2021). Keywords including “universities” and “higher education” imply that a lot of research has been done on the usage of Facebook by higher education institutions for marketing (Eger et al., 2021). This encompasses projects to establish an institutional identity, engage with present students, and draw in new ones. But “food marketing” and “alcohol marketing” highlight two different sectors looking at Facebook as a means of reaching their target consumer. These sectors include studies on the effectiveness of campaigns and the legal consequences connected with the advertising of these products.

“Success criteria” and “destination marketing” are terms used to describe Facebook's use in advertising venues and evaluation of marketing campaigns' success. This implies that, under the framework of a destination, such as a city, country or special attraction, academics are interested in quantifying and comprehending the elements that lead to successful marketing campaigns. This topic of research investigates how people's opinions and travel plans could change depending on stories and photographs posted on Facebook (Latif et al., 2020). In a broader sense, this image shows how diverse and deep the area of Facebook marketing is, spanning several scholarly subfields. Methods and analytical tools used to grasp and enhance Facebook marketing include terms including “content analysis,” “big data,” and “key performance indicators.” Content analysis and big data are becoming essential tools for acquiring insight and evaluating the success of marketing campaigns, therefore highlighting the close relationship between analytics and marketing (Yang et al., 2022).

This cooccurrence study provides a useful conceptual map to help one grasp the main themes and links among the themes in the literature on Facebook marketing. The above described study shows the complex and varied character of research in this topic and provides a framework for further projects aiming to explore the links among several

ideas. This approach helps researchers to identify trends, gaps in the body of knowledge, and maybe fresh avenues for next research.

4. Conclusion

Since its 2004 introduction, Facebook evolved from a social networking site to a significant participant in digital marketing, therefore changing the way companies interacted with their customers. This evolution has drawn attention from the academic community, which has spurred a lot of study on Facebook marketing including content strategy, paid advertising, and influencer marketing. Using the Scopus database, this paper exposes important themes and trends in Facebook marketing research using bibliometric analysis. Found between 2009 and 2023, 133 papers show an annual increase of about 17% and contributions from 364 writers. By pointing out Facebook marketing as a multidisciplinary topic that attracts interest from academics in a range of disciplines, including business, public health, and advertising, the results of the analysis indicate the vital importance of Facebook marketing in marketing plans and business promotion. This bibliometric study provides a conceptual map that may be used to identify trends, fill knowledge gaps, and propose fresh areas of research to help one better grasp topic foci and relationships in the Facebook marketing literature. Modern digital marketing highlights the need of having a complete knowledge of how to utilize Facebook properly in marketing initiatives, hence it is difficult to ignore its importance. This study emphasizes for practitioners and academics in the domains of marketing and advertising as well as public health the value of Facebook. It also reveals the possibilities for more thorough multidisciplinary study looking at how Facebook marketing influences society and health.

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