A Bibliometric Analysis of Articles Published on Electronic Word of Mouth (e-WOM): Web of Science Sample

Elektronik Ağızdan Ağıza İletişim (e-WOM) Konusunda Yayımlanan Makalelerin Bibliyometrik Analizi: Web of Science Örneği

Article Type (Makale Türü): Araştırma / Research

Submitted (Başvuru Tarihi): 29.09.2023
Accepted (Kabul Tarihi): 14.12.2023

Cite as (Atıf): Bilişli, Y., Çakmak, F., Zetter, S. A., & Ünal, M. I. (2023). A Bibliometric Analysis of Articles Published on Electronic Word of Mouth (e-WOM): Web of Science Example. *Akdeniz İletişim*, (43), 235-250. https://doi.org/10.31123/akil.1367411

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Abstract

Increasing production and consumption phenomenon in the contemporary period; It has raised concerns about resource depletion and sustainability. When consumers reach a certain level of satisfaction within the capitalist system, their awareness of sustainability increases, and they begin to tend towards conscious consumption. This shift highlights the importance of electronic word-of-mouth marketing (eWOM), where ordinary consumers share their experiences. This study aims to descriptively and quantitatively analyze the existence of academic research on eWOM in the last 20 years. 1642 articles published in the Web of Science (WoS) database between 2003 and 2023 were comprehensively analyzed using bibliometric methods. The analysis revealed that there has been a remarkable increase in eWOM publications since 2009. In particular, "Flieri R" stands out as the most prolific author on eWOM with 17 academic studies. Among the journals, "Sustainability" journal has the highest number of publications with 63 articles. In addition, in recent years, concepts such as "sustainability", "service quality" and "digital marketing" have been grouped around the field of eWOM.

Keywords: *Electronic Word-Of-Mouth Marketing, E-WOM, Sustainability, Bibliometrics, Digital Marketing*

Öz

Çağdaş dönemde artan üretim ve tüketim olgusu; kaynakların tükenmesi ve sürdürülebilirlik konularında endişelere yol açmıştır. Tüketiciler kapitalist sistem içinde belirli bir doyuma ulaştıkları zaman, sürdürülebilirlik konusundaki farkındalıkları artmakta ve bilinçli tüketim eğilimine yönelmeye başlamaktadır. Bu geçiş, sıradan tüketicilerin deneyimlerini paylaştığı elektronik ağızdan ağıza pazarlamanın (eWOM) önemini öne çıkarmaktadır. Bu çalışma ile son 20 yılda eWOM üzerine yapılan akademik araştırmaların varlığını, tanımlayıcı ve nicel olarak analiz etmek amaçlanmaktadır. Web of Science (WoS) veri tabanında 2003- 2023 yılları arasında yayımlanan 1642 makale bibliyometrik yöntemler kullanılarak kapsamlı bir şekilde analiz edilmiştir. Yapılan analiz ile 2009 yılından itibaren eWOM yayınlarında dikkat çekici bir artış olduğu ortaya koyulmuştur. Özellikle, "Flieri R" 17 akademik çalışma ile eWOM konusunda en üretken yazar olarak öne çıkmaktadır. Dergiler arasında ise 63 makale ile "Sustainability" dergisi en yüksek yayın sayısına sahiptir. Ayrıca son yıllarda "sürdürülebilirlik", "hizmet kalitesi" ve "dijital pazarlama" gibi kavramların eWOM alanı etrafında gruplandığı görülmektedir.

Anahtar Kelimeler: *Elektronik Ağızdan Ağıza Pazarlama, E-Wom, Sürdürülebilirlik, Bibliyometri, Dijital Pazarlama*

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Introduction

In an age where everything has turned digital, digitalisation has created an important area in marketing studies. Although the marketing and advertising world tries to create purchasing action with many applications, word-of-mouth marketing is one of the most effective ways from past to present. With the effect of digitalisation, word-of-mouth marketing appears in its digital version. For this reason, studies on eWOM have an important place in the academic field.

The 21st century continues as an age in which resources are used carelessly with the development of technology and excessive consumption is the main way of lifeThe severe impact of capitalism, which entered our lives with industrialization and modernism and continued in the form of post-industrial and post-capitalism with postmodernism, has led individuals, societies and organizations to produce and consume more. The phenomenon of mass consumption, which emerged especially after the 1950s, and the commodification process that emerged by consuming more than needed, moreover, by turning everything into a need; has led to the exploitation of resources in production and consumption, the destruction of nature to which living things owe their existence, and the endangerment of vital continuity. This process has social and economic extensions besides the environment. Therefore, today, the concept of "sustainability" means maintaining or renewing the existing situation in general, but it is one of the topics discussed in almost every branch of science and it is defined specifically in many environmental, economic, and social aspects. The fact that every unsustainable initiative can cause crises that will affect the whole world, necessitates this issue to be handled seriously. In the realm of marketing communication studies, eWOM emerges as a potent tool for delivering reliable messages. As a method through which consumers share their experiences most simply, eWOM not only contributes to making consumption attractive across different age groups but also plays a pivotal role in fostering conscious consumption. Building upon the significance of eWOM in marketing dynamics, this study aims to descriptively and quantitatively analyze the academic research landscape on eWOM over the last 20 years.

1. Studies Conducted on eWOM (Electronic Word of Mouth)

In the study titled "Mapping electronic word of mouth (eWOM) research: A systematic review and bibliometric analysis", it was revealed that studies on eWOM came from America and Europe. It also focused on topics where experiences were shared about negative word of mouth marketing and methodological methods in which the studies were carried out (Donthu, et al., 2021).

A previous review by Tuma and Decker (2013) systematically reviewed 53 studies published between 1997 and 2007 and used a paradigm funnel approach. Cheung and Thadani (2012) conducted a literature review analysis on 83 articles published between 2001 and 2010 and addressed methodological and theoretical underpinnings. Chan and Ngai (2011) used the input-process-output (IPO) framework for the conceptualization of eWOM with the help of a systematic literature review. Mishra and Satish (2016) summarized the existing literature in the eWOM domain and identified a few research areas with the help of theoretical underpinnings. Most of the previous reviews used the descriptive or theme-based approaches, but the comprehensive performance analysis of scientific actors and science

mapping of the eWOM research field is missing (Verma & Yadav, 2021).

WOM, which means communication between consumers about products and services, has existed since ancient times, but with the development and widespread use of digital mass media, it has moved to digital platforms with its eWOM version and it has started to be shared among much wider audiences.

WOM is a form of communication about a product, service, or company between consumers in which sources are recognized as independent and have a commercial impact (Litvin et al., 2008).

Unlike an offline consumer, two types of product information are available for an online consumer. One is information created by traditional communication channels such as adverts and by the seller. The other is online consumer reviews created by previous buyers, consisting of experiences, evaluations, and opinions about products. An online consumer has a dual role, functioning as both an information source and a recommendation. As an information source, it provides user-orientated product information, while as a recommender, it offers recommendations by previous consumers through electronic word-of-mouth communication (eWOM) (Park et al., 2007).

In almost all developed countries, all electronic travel agency sites now offer data including a large number of first-hand customer reviews of products (Kanwel et al., 2019). It is generally considered more reliable than other marketing studies (Bickart & Schindler, 2001). In addition, due to the negative effect, negative reviews attract more attention. It leads to a stronger association of product performance, which means the credibility of negative online reviews (Chakraborty, 2019; Lee & Koo, 2012). e Studies examining the impact of social communication platforms where WOM takes place on business sectors suggest that the impact on company customer relationships and brand awareness, including brand image, is high (Jansen et al., 2009; Seo et al., 2020). Microblogs, which have an important place for eWOM apart from customer review sites and websites, provide important information about emotional reactions to products in the decision-making process, which is the critical point of purchasing. On the other hand, similar to social networks, microblogging applications can have positive and negative effects as consumers engage with brand communities (Jansen et al., 2009).

eWOM takes place between people who do not know each other, are not in a relationship, or know each other very little (Goldsmith & Horowitz, 2006). eWOM has a higher level of credibility, empathy, and relevance than WOM. It has more consumers and a variety of websites than marketer-sourced information sources (Bickart & Schindler, 2001), builds trust, and offers consumers an unbiased way for cognitive and emotional experiences and brand management (Seo et al., 2020).

It has been proven that the volume of online reviews is significantly related to sales. The volume of both positive and negative reviews widely influences consumer decisions (Berger et al., 2010). In this direction, according to the study conducted by Nielsen (2009) on 50 countries; it was found that 90 percent of the respondents took into account the recommendations from other people and found them more reliable.

On the other hand, eWOM communicators often do not feel much responsibility for the consequences of their recommendations, as their posts will be read by strangers (Granitz & Ward, 1996).

Therefore, there is a risk of conveying incorrect or incomplete information.

As the field has been in its infancy for the last 20 years, a periodic review can be useful as it summarises current research for the benefit of academia in general (Leung et al., 2017). It helps to identify gaps in the field and provide direction for future research.

The proven impact of eWOM in marketing studies and the prevalence of digital mass media require this issue to be addressed with importance. In this study, bibliometric analysis of the articles about eWOM published in the Web of Science (WOS) journals has been carried out to reveal how much and how the subject is addressed in the academic community. Thus, deficiencies or intensities in the literature can be identified and future studies will be guided.

2. Materials and Methods

The data for this study were obtained from the Web of Science (WoS) database. WoS is one of the most commonly used databases for disseminating scientific publications and has served as a data source for numerous bibliometric studies. WoS is regarded as one of the most reliable and widely used scientific research databases with the highest quality standards since it encompasses publications from 1900 to the present (Gaviria-Marin et al., 2019; Li & Hale, 2016; Merigó et al., 2015).

In this investigation, English-language articles about electronic word-of-mouth (e-WOM) published in the Web of Science (WoS) database were analyzed, encompassing the period from early 2003 to early June 2023. Within this database, the study focused on the SCI-Expanded, SSCI, and ESCI indexes, excluding other indexes. Using these criteria, a total of 1642 English articles with titles "e-WOM" or "Electronic Word of Mouth" were accessed. The data were downloaded from WoS in plain text format, in sets of 500. Subsequently, these files were merged to obtain a single file containing all the articles. This file was utilized throughout the entire process of analysis. Since the data were sourced from a single database, there were no repetitive publications. Consequently, the number of publications utilized remained unchanged. The search criteria are presented in (Table 1).

Table 1. Search Criteria

Database	WoS
Operator	Title (TI)
Terms	"eWOM" or "Electronic Word of Mouth"
Date Range	01.01.2003-01.06.2023
Document Type	Original Research Article or Review Article
Language	English
Index	SSCI, SCI-Expanded, and ESCI
N	1642

Source: Created by the author.

The included studies in the sampling have been examined based on the number of publications, keyword usage, citation counts, author counts, and their publication details categorized by respective years, countries, or journals.

In this study, topic was selected for analysis, but in other studies, all fields can be selected differently and a comparison with the research can be made.

2.1. Mapping

VosViewer 1.6.19 was utilized to facilitate bibliometric visualization for the analysis of the study results. VOSviewer is professional scientometrics and visual analytics software designed to identify emerging trends and potential changes in

scientific research by visualizing and analyzing bibliometric networks (Janmaijaya et al., 2018; Lei et al., 2019; van Eck & Waltman, 2009).

2.2. Research Questions

The research questions are as follows:

RQ1- What is the trend in the number of published works?

RQ2- Which journals hold prominence in this field?

RQ3- What are the bibliographic combinations of the prominent journals?

RQ4- Which authors stand out in the field?

RQ5- Who are the bibliographic partners of the leading authors?

RQ6- What are the predominant themes identified per time period?

RQ7- What subtopics are associated with the primary themes?

RQ8- What is the evolutionary progress of the primary themes across the time periods?

3. Results

3.1. Bibliometric Performance Analysis of "e-WOM" or "Electronic Word of Mouth"

In this section, the bibliometric analyses of the articles we used in our dataset on "e-WOM" or "Electronic Word of Mouth" include numerical and conceptual evaluations of publication, journal, author, and "co-occurrence" analyses.

3.2. Number of Publications

To be able to master the developments in e-WOM, it is especially important to be able to see the development over the years.

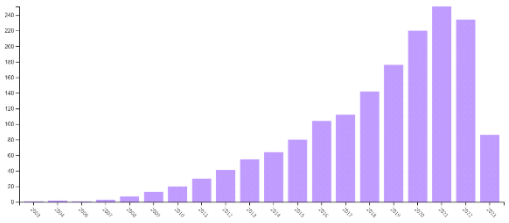

Figure 1. Distribution of Publications by Year

Source: WoS Analyze Results

In our search for "e-WOM" or "Electronic Word of Mouth" topic, 1 article was found in 2003. The increase in publications on the subject over the years can be seen in Figure 1. Over the years, it is seen that 13 publications were reached in 2009 and 80 publications in 2015. In 2016, a climbing increase was seen with 104 publications. The highest number of publications was 150 publications in 2021. Over the years, especially since 2009, it can be easily seen that the studies on e-wom have increased by gaining momentum continuously. The fact that it has gained more momentum in recent years shows that the need for studies in this field continues to increase in the literature. It will obtain further importance as the world becomes more connected through newer social media channels like WhatsApp, TikTok and Snapchat. A majority of internet users now check reviews and ratings before making their final purchase decisions (Naujoks & Benkenstein, 2020).

3.3. Journals

If we examine the performance of the journals where studies in the field of 'e-WOM" or "Electronic Word of Mouth" are published, these publications will also be able to guide the authors working on this subject as to which publications they can take part in more.

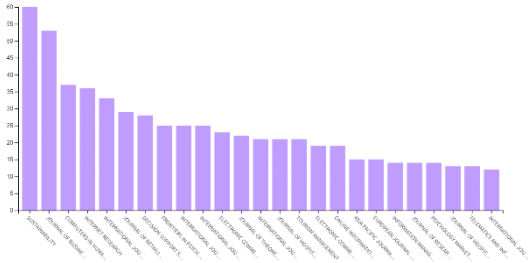

Figure 2. Distribution of Publications by Journals

Source: WoS Analyze Results

In this field, we can see the number of publications on the subject we examined in the journals indexed in SSCI-ESCI and SCI-Expanded in Figure 2. In this context, the journal "Sustainability" ranks first with 63 academic publications. "Journal of Business Research" ranks second with 53 academic publications and "Computer In Human Behaviour" ranks third with 37 academic publications.

Table 2. Journals, Publication Counts, Citations, JCI Values, Quartiles and WoS Categories

No	Journals	Publication Counts	Citations	JCI (2021)	Category Quartiles	JCR Category
1	SUSTAINABILITY	63	532	0.65	1.Q2 2.Q2 3.Q4	1. Environmental Science 2. Environmental Studies 3. Green Sustainable Science and technology
2	JOURNAL OF BUSINESS RESEARCH	53	3887	2.14	1.Q1	1. Business
3	COMPUTERS IN HUMAN BEHAVIOUR	37	3085	2.59	1.Q1 2.Q1	1. Psychology, Experimental 2. Psychology, Multidisciplinary
4	INTERNET RESEARCH	36	2105	1.43	1.Q2 2.Q1 3.Q1	1. Business 2. Computer Science, Information Systems 3. Telecommunications
5	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	33	1610	1.93	1.Q1 2.Q1	1. Hospitality, Leisure, Sport & Tourism 2. Management
6	JOURNAL OF RETAILING AND CONSUMER SERVICES	29	1313	2.13	1.Q1	1. Business

7	DECISION SUPPORT SYSTEMS	28	2960	1.38	1.Q1 2.Q1 3.Q1	1. Computer Science, Artificial Intelligence 2. Computer Science, Information Systems 3. Operations Researh &Management Science
8	FRONTIERS IN PSYCHOLOGY	25	223	1.03	1.Q1	1. Psychology, Multidisciplinary
9	INTERNATIONAL JOURNAL OF ADVERTISING	25	2663	1.54	1.Q2 2.Q1	1. Business 2. Communication
10	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	25	3073	2.55	1.Q1	1. Hospitality, Leisure, Sport & Tourism
11	ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS	23	1519	1.24	1.Q2 2.Q1 3.Q2	1. Business 2. Computer Science, Information Systems 3. Computer Science, Interdisciplinary Applications
12	JOURNAL OF THEORETICAL AND APPLIED ELECTRONIC COMMERCE RESEARCH	22	274	0.89	1.Q2	1. Business
13	INTERNATIONAL JOURNAL OF ELECTRONIC COMMERCE	21	3393	1.41	1.Q2 2.Q1	1. Business 2. Computer Science, Software Engineering
14	JOURNAL OF HOSPITALITY AND TOURISM TECHNOLOGY	21	388	0.95	1.Q2	1. Hospitality, Leisure, Sport & Tourism
15	TOURISM MANAGEMENT	21	5881	3.02	1.Q1 2.Q1 3.Q1	1. Environmental Studies 2. Hospitality, Leisure, Sport&Tourism 3. Management
16	ELECTRONIC COMMERCE RESEARCH	19	834	0.78	1.Q3 2.Q3	1. Business 2. Management
17	ONLINE INFORMATION REVIEW	19	544	0.74	1.Q3 2.Q2	1. Computer Science, Information Systems 2. Information Science &Library Science
18	ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	15	454	0.95		1. Business

					1.Q3	
19	EUROPEAN JOURNAL OF MARKETING	15	337	0.9	1.Q2	1. Business
20	INFORMATION & MANAGEMENT	14	989	2.5	1.Q1 2.Q1 3.Q1	1. Computer Science, Information Systems 2. Information Science &Library Science 3. Management

Source: Created by the author.

Journal and publication counts, citations, Journal Citation Index (JCI) values, and Web of Science (WoS) Categories (Table. 2) in this field were also analysed. "Tourism Management" journal received 5881 citations with 21 academic publications

(Table 2). "Journal of Business Research" journal received 3887 citations with 53 academic publications, and "The Frontiers In Psychology" journal ranked last with 223 citations with 25 publications. In this context, although it cannot be said that the number of citations has a relationship with the number of publications, it can be said that the WoS Category and quartiles of the journal are factors in the number of citations received.

JCI also shows the quality indicator as well as the citation impact of academic studies published in the journal. The JCI impact value of the journal "Tourism Management" is "3.02".

3.4. Authors

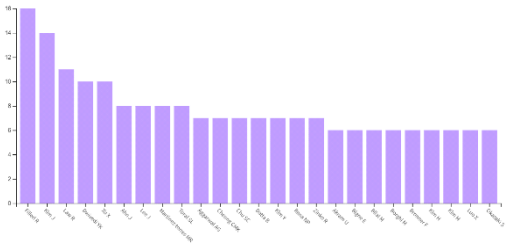

Figure 3. Distribution of Publications by Authors

Source: WoS Analyze Results

In the analysis made to see the authors who have done the most studies in the field of e-WOM, "Flieri R" appears as the author who contributed the most to the field with 17 academic studies. He is followed by "Kim J." with 14, "Law R" with 11, "Dwivedi YK" with 10, and "Xu X" with 10 academic studies (Figure:3). These authors, who are in a pioneering position with their studies in the field, can be a guide for academicians who conduct academic studies in the field.

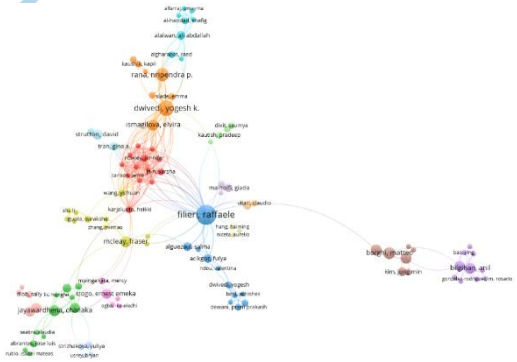

Figure 4. Co-author and Authors Bibliometric Pairs

Source: Created by Vosviewer.

We see the analysis of the authors' work with each other (Figure:4). While selecting the data on the image, 594 out of 4048 authors with a citation count of "10" and above were selected. It is seen that 6 authors are clustered around "Filier, R.", who has the most publications in the field, and 8 authors are clustered around "Dwivedi, Y.". When we look at the co-author and bibliometric pair analyses formed by the authors, a scattered picture emerges. Bibliometric pairing is formed by citing two different sources to academically published works. In this context (Figure:4) shows us interconnected clusters. The disorganised picture can be expressed by the fact that the studies were carried out in different fields.

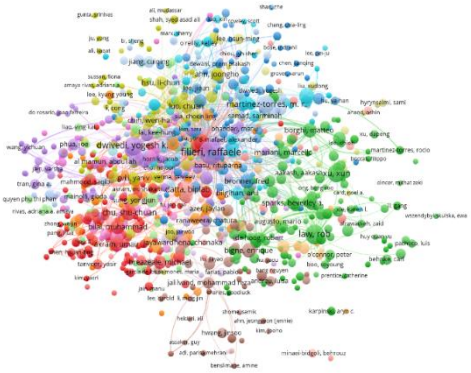

Figure 5. Authors Citation Analysis

Source: Created by Vosviewer.

When the citation analyses of the authors are examined in the Vosviewer programme, "Cheung, Christy m.k" is the most cited author with "2626" citations in 7 academic publications. "Filieri, R." is in second place with "2334" citations with 17 academic studies. "Park, D." has received "1801" citations with 3 academic studies (Figure: 5). In this context, it can be said that the number of citations is not directly proportional to the number of publications, but it is directly proportional to the quality of the academic work and the work on the themes needed in the literature.

3.5. Keywords

The relationships between the words in the academic studies on "e-WOM" or "Electronic Word of Mouth" can be seen in Figure:6.

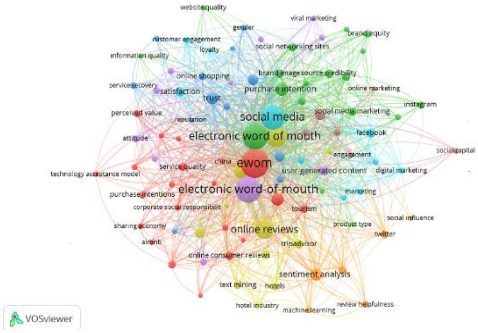

Figure 6. Author Keywords

Source: Created by Vosviwer.

While creating the figure, documents with "10" or more citations were selected and 95 terms were included among 4212 terms in the study. In the resulting map, the terms are grouped under 8 main headings. Under the headings, words were clustered among themselves. For our study, "e-wom" is the most important main concept, and concepts such as "brand attitude", "corporate social responsibility", "service quality", "sharing economy", "decision making", "sustainability", "technology acceptance" were found to be intensely related to this title (Figure:6). Under the main cluster of "electronic word of mouth", concepts such as "information quality", "brand equity", "website quality", "instagram", "social network" draw attention (Figure:6). About the main concept of "social media", "satisfaction", facebook", "digital marketing", "satisfaction" are seen as intensely related concepts. Other main headings are "social capital", "sentiment analysis", "electronic word-of-mouth" and "online reviews" (Figure:6).

In the keywords analysis of the academic studies, "ewom" 854, "electronic word of mouth" 742, "social media" 713, "electronic word-of-mouth" 648, "e-wom" 461, "online reviews" 408 are the most total link strength areas. "digital environment" 1, "e-tailing" 1, "campaign characteristics" 2, "covid-19 pandemics" 2 are the keywords with the least total link strength. Considering that the keywords used by the authors in academic research facilitate access to academic research, with the correct use of keywords, academics can deliver their studies in the literature to people who are interested in studies at a high rate.

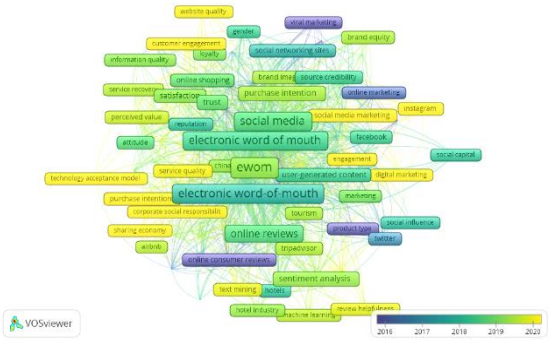

Figure 7. Keywords for years

Source: Created by Vosviwer.

The distribution of the concepts and the relationship between the terms in the academic studies based on "e-WOM" or "Electronic Word of Mouth" over the years is shown in Figure 7. As it can be understood from the colour distribution, the words entering the literature conceptually vary over the years. In the years when the concept entered the literature, it was mostly gathered around the concept of "online marketing", and in the following years, it was clustered around the concepts of "social media", "electronic word of mouth" and "ewom". In recent years, concepts such as "sustainability", "service quality", "digital marketing" have also clustered around the concept.

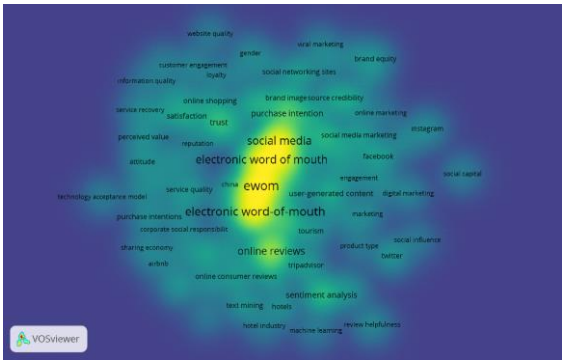

Figure 8. Density Map between Keywords

Source: Created by Vosviwer.

When we look at the density of the documents that are the basis of our study among the words, the intensity of the relationship is seen in Figure:8. As a concept, it is seen that it is concentrated around "ewom", "electronic word-of-mouth" and "social media". It is seen that different terms are concentrated around the same concepts, especially around the main topic.

4. Limitations and Future Work

The research has certain limitations. The study primarily centered on English publications within the SSCI, SCI-Exp, and ESCI indices spanning from 2003 to 2023. “e-WOM” and “Electronic Word of Mouth” were used as search terms. Articles that do not explicitly mention eWOM or that use different spellings may not have been included. Therefore, in future studies, the search criteria can be expanded. In 2021 and 2022, the issue of eWom has been reviewed in the Scopus database (Donthu et al., 2021; Mukhopadhyay et al., 2022). The data source of this study is Web of Science. Scholars wishing to study this topic in the future can use other datasets for bibliometric analysis of articles in the eWOM. Furthermore, it is anticipated that future research will provide a more comprehensive representation of the eWOM subject by amalgamating studies from prominent databases like Google Scholar, Scopus, and Web of Science. Subsequent studies could consider utilizing applications such as CiteSpace or Bibliometrix for bibliometric analysis instead of VOSviewer. Moreover, for topic modeling, efforts can be directed towards employing tools such as SciMat, R, or Python.

Conclusion & Discussion

In this study, a descriptive-quantitative analysis of 1642 articles on electronic word-of-mouth (e-WOM) indexed in Web of Science (WoS) between 2003 and 2023 was made using bibliometric methods. In this direction, the situation and developments in the academic literature regarding eWOM, which is an important digital marketing method, are presented with various research questions.

As a result of the study, all of the research questions were answered. First of all, the study has revealed a notable increase in the volume of publications over the years. In this framework, a significant increase has been observed in the number of publications related to eWOM since 2009 and continued to increase periodically until 2021. It is thought that the increase in studies on this subject since 2009 is because digital mass media, especially social media, started to become widespread in the same years. As a matter of fact, with the spread of social media, there has been an increase in eWOM and academic interest in the subject has increased.

Considering the distribution of journals in which academic studies about eWOM are published; strikingly, it has been determined that the highest number of studies on this subject, with 63 publications, are in the "Sustainability" journal. In this context, the importance of eWOM in terms of sustainability emerges. In support of this, one of the important results of the study has been the finding in Figure 7 that the concept of "sustainability" has also clustered around the concept of eWOM in recent years. eWOM's importance to sustainability; It comes from being reliable in terms of guiding consumers and being suitable for the dynamics of the age. The era we live in is an era in which digital mass media and social media are used extensively, and target audiences are active at every stage of consumption with their active participant roles. While this situation triggers the

consumption phenomenon, it is also an indication that consumers have started to use digital consciously with the risk of resource depletion and the concept of sustainability coming to the fore. eWOM appears at this point with a reliable role. In the capitalist system, where profitability is the most important factor, consumers tend to consume consciously, taking into account ordinary consumer experiences rather than capitalist practices such as advertising, since they have reached a certain level of satisfaction and the concept of sustainability has come to the fore. At this point, the study reveals the importance of eWOM and also serves to determine how much importance is given in the academic literature. In addition, it also guides the subject in terms of the originality of the studies to be done and from which angles it should be addressed.

In the bibliometric analysis, when the citation numbers of the studies are examined; “Tourism Management”, which includes 21 publications on eWOM, was the most cited journal with 5881 citations. In this case, it has been determined that the number of citations is not proportional to the number of publications. However, it can be said that the WoS Category and quartiles of the journal are effective in the number of citations. The most cited; “Tourism Management”, “Journal of Business Research” and “Computer In Human Behavior” are all in the Q1 category. In addition, it is seen that the most cited journal "Tourism Management" has the highest JCI impact value with "3.02".

Looking at the authors who contributed the most to the field, "Flieri R" ranks first with 17 studies. The fact that the authors who came after her have done many studies on the same subject shows that some authors have made the most intense contributions to the field by being very interested in eWOM. On the other hand, it is seen that co-authors and bibliometric couples are scattered in studies on the subject. The messy picture that emerges is because the studies were carried out in different areas. Looking at the results of author citations, "Cheung, Christy m.k" became the most cited author with 2626 citations against 7 academic publications. In this case, there appears to be a lack of proportionality between the number of authors and the corresponding citations they receive. Likewise, the citation rate for journals does not align proportionally with their publication numbers. However, it can be said that it is directly proportional to the quality of the study and academic work done on the themes needed in the literature. Looking at the keywords used in the studies, "e-wom", which is the main concept for our study, takes place and it is seen that there are many different and many keywords around it. One of the most important of these keywords is the keyword "sustainability". While this situation shows the depth of the subject, it also reveals that extensive studies have been included so far. In addition, it also provides guidance on the scope of which it should be considered in future studies. Finally, about the author keywords, it has been revealed that “ewom” is the most total link strength with 854 uses. This situation reveals the importance of using the right keywords about the study, considering the contributions of the studies to the academic field. It is seen that the distribution of keywords between years varies. In the years when the concept entered the literature, it is seen that it was gathered around the concept of "online marketing", and in the following years, it was clustered around the concepts of "social media", "electronic word of mouth", "ewom". In this analysis, it has been determined that the concept of

"sustainability" has been clustered around the concept in recent years.

As a result, eWOM is a subject that is mostly dealt with in marketing communication studies; At this point, it will continue to be handled in line with the dynamics of the age, since sustainability is important in all of our lives due to the risks faced at the point of active use of digital mass media among consumers and consumption of resources.

Unlike other bibliometric analyzes regarding eWOM, which deal with 9 and 10-year time periods, this article examined articles published over a much wider period of time, in the last 20 years. Another difference is that in the article, research was conducted specifically on the WOS database and a comparison was made according to the features of the journals.

With this study, we highlight the development of eWOM in terms of publications and the contributions of different components. We also highlight aspects of recent research to provide researchers with a basis for starting, developing, or guiding their work, as well as presenting new trends for the scientific community shortly. Thus, the study will help academics who want to work on eWOM.

Declarations

** Ethics Committee Approval:* Since this study consists of a bibliometric review of theses and articles in online databases, it does not require ethics committee permission.

** Author Contribution Rate:* All authors contributed the same.

** Conflict of Interest:* There is no conflict of interest.

** Academic Financial Support:* There is no academic financial support for the study

** Author Statement:* There is no situation in the study that requires author declaration.

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