

Ethnic Marketing in Bibliographic Analysis in 2013 - 2022: Current Trend and Issue

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Abstract

This study assesses the most relevant themes linked to ethnic marketing by bibliometric analysis utilizing the keywords "ethnic" and "marketing" as input to acquire a comprehensive view of ethnic marketing and understand the current focus of research. Scopus was chosen because it was thought to be the best database for bibliometric analysis. The VOSviewer software was used to show author networks, nations, journals, and keywords as part of a bibliometric analysis. In the period from 2013 to 2022, the study conducted on June 19, 2022 discovered a total of 782 documents. The findings revealed that there were changes in the quantity of ethnic marketing publications from January 1, 2013 to June 19, 2022. The United States leads the globe in ethnic marketing research, with the most publications, lead authors, and research institutes involved. According to keyword analysis, ethnic marketing has focused on themes connected to eight core themes in the last eight years: ethnic identity, Chinese ethnicity, ethnic groups, acculturation, race, marketing, advertising, and health. The bibliometric analysis offered here gives useful information about the primary themes investigated in ethnic marketing as well as the development of future research ideas.

Keywords: Bibliometric, Ethnic, Ethnic marketing, Keywords, Marketing, Research.

Introduction

A strategic investigation in the growth of marketing science is ethnic marketing. Minority ethnic group resilience runs counter to dominant social expectations that immigrants should aim to take an assimilationist socialization path towards the host country's mainstream. There is no proof that these groups naturally vanish within the social, cultural, and behavioral frameworks of their adopted nations. Since it is impossible for ethnic minority consumers to assimilate, they continue to exhibit distinctive ethnicity-related consumer traits that present both risks and possibilities for business (Chauhan et al., 2021).

Interpretation of ethnicity depiction in advertising and how people infer ethnic identity, social acceptance, and inclusion in a culturally varied society from advertising imagery (Licsandru & Cui, 2019). Ethnic traditions are becoming more widely recognized in China as drivers of local economic growth and specialty product marketing (Ho et al., 2022). The authenticity and portrayal of genuine and traditional cuisine in homes and hospitality facilities, as well as their positioning, are important factors in tourism (Grubor et al., 2022). In the ethnic marketing theme, the impact of endorser identification and perceived matchup between the endorser and the product in influencing Hispanic consumers' attitudes and buy intentions is also discussed (Mundel & Yang, 2022).

In a multicultural setting, ethnic identification may influence consumer behavior, as well as how individual acculturation may affect ethnic identity and ethnic consumer behavior. Individuals that identify with their ethnicities have their consumer behavior influenced by their ethnicity and ethnic identity (Intharacks et al., 2022). Ethnic marketing is a marketing strategy that uses ethnic, racial, religious, and inter-group proximity to communicate the extra value of a company's products or services, either individually or in groups.

Multicultural marketing, diaspora marketing, international marketing at home, domestic cross-cultural marketing, ethno-marketing, and intercultural marketing are all competing synonyms for ethnic marketing (Cookson & Stirk, 2019). Ethnic marketing refers to a set of marketing strategies for ethnic minorities that ranges from approaches that require little adaptation (cross-cultural) to the needs of a minority ethnic group to the creation of specific tailored programs aimed at fostering loyalty and long-term relationships with a minority ethnic group.

Ethnic marketing is a type of target marketing that is focused on ethnicity, and more specifically, ethnic groups or communities that are distinct from the mainstream or other groups. Ethnic marketing, in both definitions, is a response to differences, attempting to better communicate with and understand them in order to increase the value proposition (Jamal et al., 2015). Recent scholarly work has provided useful insights into ethnic consumers' responses to marketing efforts such as sales promotions, advertising, and media, to name a few. There is a growing demand for marketing strategies and theories that incorporate ethnicity, ethnic identity, and culture, and recent scholarly work has provided useful insights into ethnic consumers' responses to marketing efforts such as sales promotions, advertising, and media, to name a few.

Several studies have revealed that ethnic marketing issues have risen in the last 5 years, that race and gender intersect in the stereotypical character depictions used to market video games to consumers (Behm-Morawitz, 2017), that mass media and commodity relations of death to Chinese ethnic in Medan in the advertisement of mourning in the daily newspaper (Suharyanto & Hidayat, 2018), reveal minorities are hampered by bias in low hiring ratios and lack of retention (Spring & Yang, 2019), interest in ethnic language in advertising as an example of ethnic adaptation (Hornikx & van Meurs, 2020), political advertising in advertising (Spring & Yang, 2021), and tackling harmful racial and ethnic stereotyping (Antoniou, 2022).

Bibliographic analysis is used in literary studies to analyze and synthesize current knowledge about the subject under study in order to identify gaps that need to be filled by further research (Mishra et al., 2017). Bibliographic analysis is employed in the study of ethnic marketing to demonstrate the global trend of research through the Scopus database. Additionally, this study will demonstrate the ethnic marketing paradigm's propensity using a document-based keyword strategy, a geographic focus, and authors who have contributed to the field's advancement.

Methodology

Data collecting, data visualization, and data analysis are the three main phases of this bibliographic analysis. Using the keywords "ethnic" and "marketing," 782 documents were found in the Scopus database for the data collection. The distribution of publications, institutions, and places is displayed via data visualization, with the period from 2013 to 2022 (cutoff date of June 19, 2022 at 20:37 (GMT + 7)) being taken into consideration. OpenRefine and VOSviewer were used to clean, export, and analyze the data. Four factors were examined using bibliometric analysis and information visualization are authors, nations, publications, and keywords. Finally, data analysis is completed by looking at outcomes, literature reviews, and upcoming research in ethnic marketing.

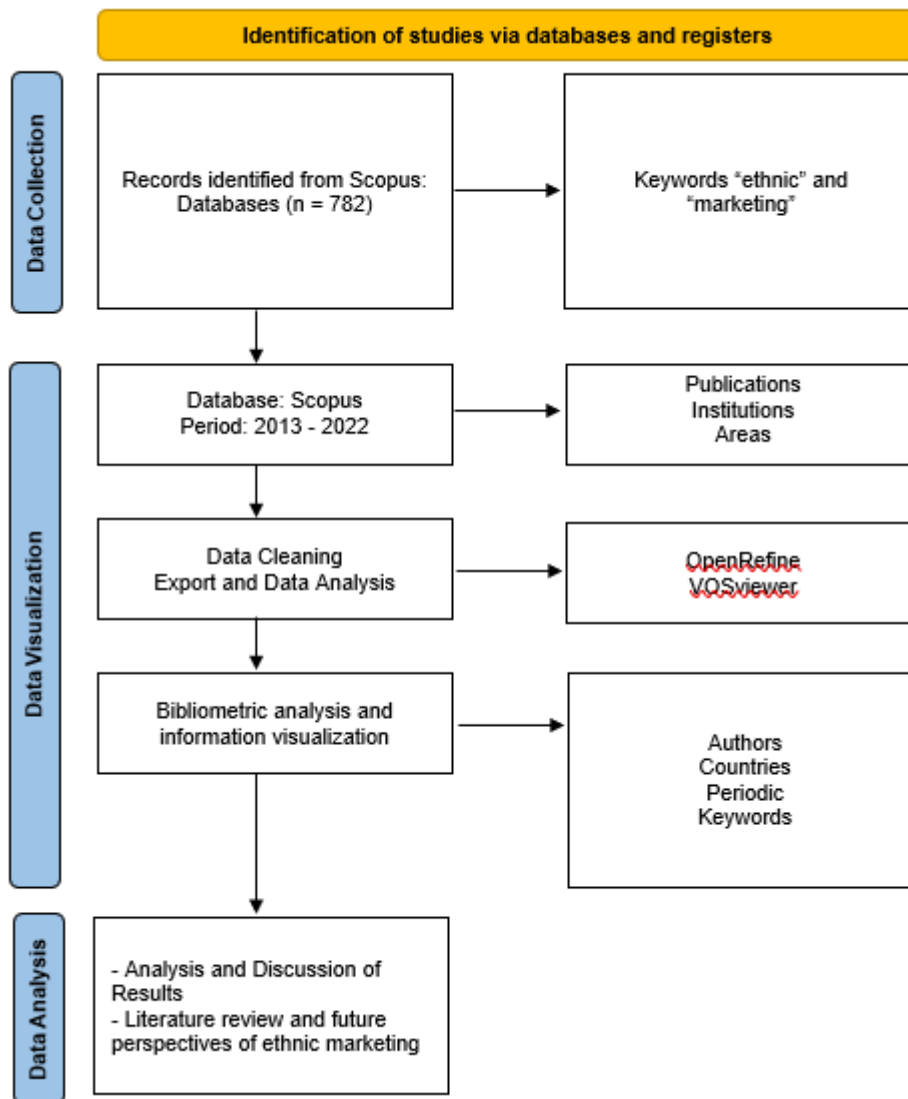
This bibliometric study's method is divided into three steps: data collecting, data visualization, and data analysis. Data were collected from the Scopus database, which is a searchable database of credible research papers published by researchers all around the world. Data visualization was also accomplished through data cleansing, export, and data analysis, as well as bibliometric analysis using OpenRefine and VOSviewer tools. Finally, data analysis was conducted in order to provide context for future scientific advancement and study in the field of ethnic marketing.

By June 19, 2022 at 20:37 (GMT + 7) based on data mined from the Scopus database as a reference for getting respectable literature, 782 papers were obtained in studies of "ethnic" and "marketing." Searches in the form of publications, institutions, and locations were used to mine data from 2013 to 2022. Furthermore, data cleaning was performed using the OpenRefine software to remove residue from the data. VOSviewer software was used to visualize data after it has been exported and analyzed.

Microsoft Excel, OpenRefine, VOSviewer, and Tableau Public were utilized in this study. Microsoft Excel was used to acquire data from the Scopus database in order to make it more systematic based on information classification. OpenRefine was used in

the data cleaning process to ensure that the data used met the requirements. VOSviewer is a program that visualizes data from the Scopus database and displays it based on keywords. Tableau Public is a graphical data visualization tool.

Figure 1: Methodology Phase, Main Steps and Analytical Criteria Applied to this Work



Authors, nations, magazines, and keywords were among the parameters used to identify bibliometric analysis and information visualization. In addition, the process was carried out by analyzing and discussing the results, as well as demonstrating the most recent scientific breakthroughs in the field of ethnic marketing and related themes. Then there are a literature analysis and a look ahead at ethnic marketing's future prospects, as well as an exploration of scientific advancements in the field.

Results

This study was conducted by reviewing data from the Scopus database and reported in the text to investigate the current state of the art in ethnic marketing and to provide guidance on developing trends in ethnic marketing studies. The goal of this bibliometric study is to review the sources of ethnic marketing publications, articles, journals, authors, nations, research fields, and the most cited subjects. This report gives crucial information on rising trends in ethnic marketing research.

According to the findings from the Scopus database for the last ten years, from 2013 to 2022, 782 papers have been published by scholars worldwide. Articles published in 2015, 2020, and 2021 have the most articles on issues linked to ethnic marketing. In 2015, 66 journal articles and 46 book chapters dominated the publications. Advertising, culture, medicine, tourism, and communication were among the topics explored in 2015. Meanwhile, 83 articles and 6 book chapters dominated 2020 publishing. Education, parenting, religion, tourism, and politics were among the topics found in 2020. Finally, 63 papers and 2 book chapters dominate publishing in 2021. Politics, digital, culture, health, technology, tourism, and health are among the topics found in 2021. Because the publication in 2022 was on progress, the final number of publications was been shown.

Figure 2: Published Articles in Scopus related to Ethnic Marketing

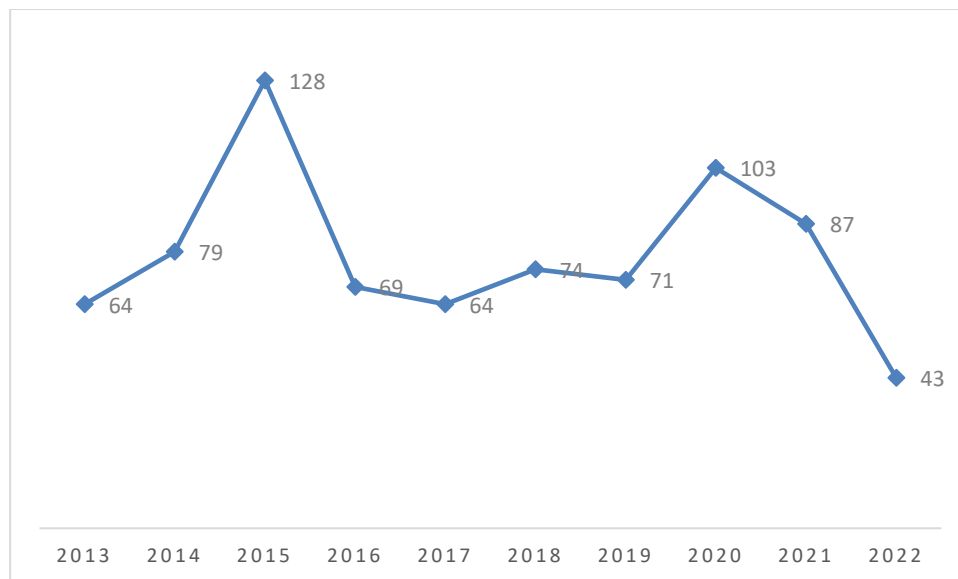
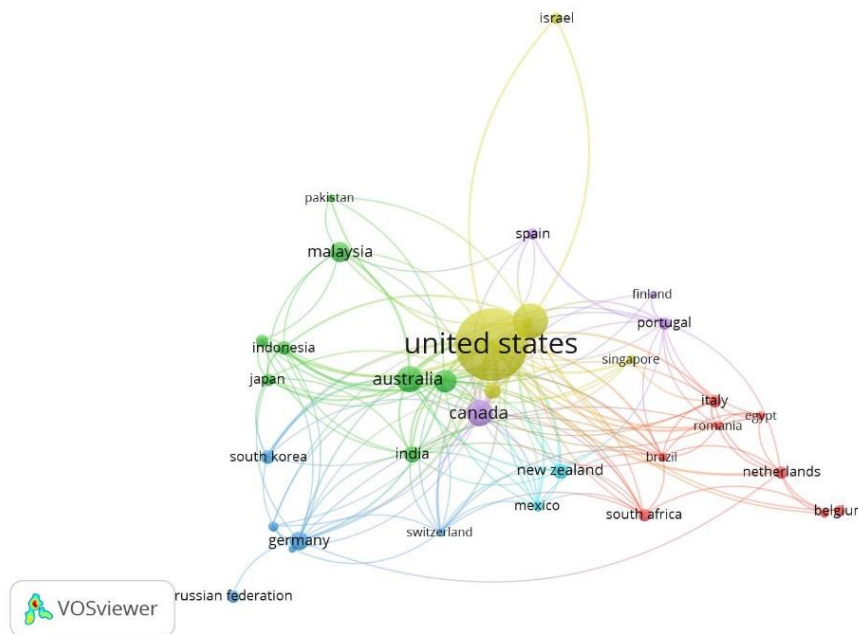


Table 1: Number and Type of Publications related to Ethnic Marketing in 2013 – 2022

Document Type	Year									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Article	47	59	66	44	46	52	55	82	62	36
Book	1	6	3	1	3	1	1	2	1	
Book Chapter	9	9	46	11	8	9	9	6	2	1
Conference Paper	1	1	3	4	3	5	2	3	9	4
Conference Revi..						1			2	
Editorial	2		2			2			1	
Erratum			1							
Letter				1						
Note	1	1			1		1	2	3	
Review	3	3	7	7	3	3	3	6	6	1
Short Survey				1		1				

Figure 3: VOSviewer of the Publication Distribution of the Author's Country of Origin



The United States was found as the country that produces the most ethnic marketing publications, according to metadata analysis conducted through the VOSviewer tool. The results show that there is a total of 90 nations linked with the author on the issue of ethnic marketing, with 34 countries meeting the criterion after screening with a minimum of 5 documents through the VOSviewer program from 782 documents in the Scopus database. The United States, United Kingdom, Canada, Australia, and China are five countries that have studied ethnic marketing extensively. According to the research cluster based on the author's affiliation, there are six research clusters that demonstrate the proximity of the research issue. Research clusters based on research country of origin explain the relationship between researchers related to the issue, topic, or focus of ethnic marketing being studied in Table 2.

Table 2: Research Clusters based on Research Country of Origin

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6
Belgium	Australia	Austria	France	Canada	Mexico
Brazil	China	Germany	Israel	Finland	New
Egypt	India	Russia	Singapore	Portugal	Zealand
Italy	Indonesia	South Korea	United	Spain	
Netherlands	Japan	Switzerland	Kingdom		
Romania	Malaysia	Vietnam	United		
South Africa	Pakistan		States		
Sweden	Taiwan				

Table 3: Countries with the Most Publications of Ethnic Marketing Topics

Country	Documents	Citations
United States	373	4482
United Kingdom	90	910
Canada	50	412
Australia	48	580
China	37	310
Malaysia	28	229
Germany	25	245
India	21	273
France	20	165
New Zealand	18	287

The top 10 countries that write studies linked to ethnic marketing are identified based on the number of papers in the Scopus database. In this situation, the top countries that write about ethnic marketing are the United States, the United Kingdom, and Canada. The number of institutes or research centers that may exist in the country that are actively doing ethnic marketing studies demonstrates this.

Table 4: Top 14 Authors based on Number of Documents

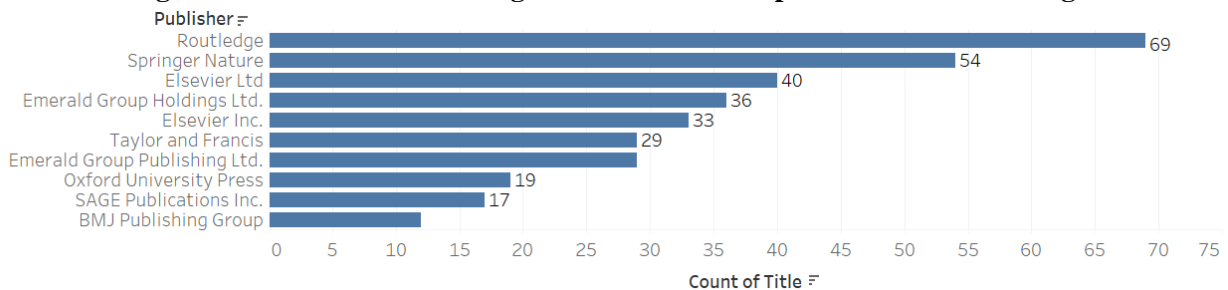
Author	Documents	Citations
Baezconde-Garbanati L.	10	119
Laroche M.	8	67
Cruz T. B.	7	101
Unger J. B.	7	80
Cleveland M.	7	60
Henriksen L.	6	195
Ribisl K. M.	6	154
Jamal A.	6	63
Rose S. W.	6	36
Cui C. C.	6	29
Licsandru T. C.	6	29
Penaloza L.	5	51
Soto C.	5	34
Smiley S. L.	5	24

Table 5: Top 14 Authors based on Number of Citations

Author	Documents	Citations
Henriksen L.	6	195
Ribisl K. M.	6	154
Baezconde-Garbanati L.	10	119
Cruz T. B.	7	101
Unger J. B.	7	80
Laroche M.	8	67
Jamal A.	6	63
Cleveland M.	7	60
Penaloza L.	5	51
Rose S. W.	6	36
Soto C.	5	34
Cui C. C.	6	29
Licsandru T. C.	6	29
Smiley S. L.	5	24

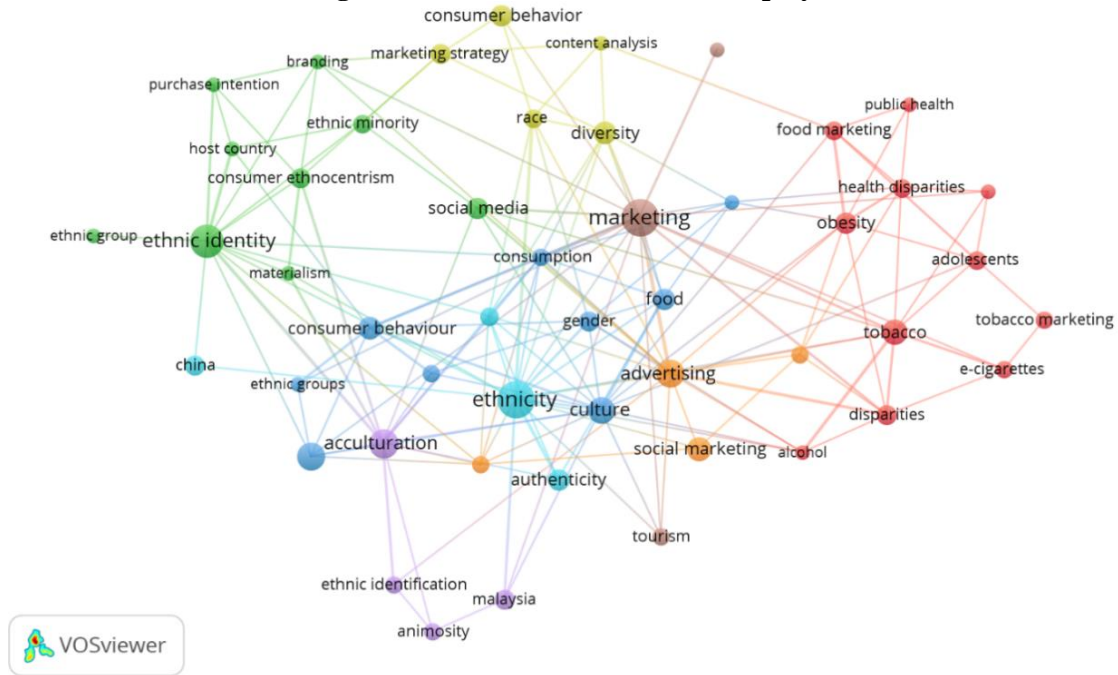
It is known that Baezconde-Garbanati L. is the most productive writer on the topic of ethnic marketing, based on the findings of the review study conducted on the number of documents and citations produced by the author on the topic of ethnic marketing. Henriksen L., on the other hand, is a powerful author as evidenced by citations to papers in the Scopus database. This data demonstrates that an author's output in the subject of ethnic marketing is unrelated to the influence achieved in terms of citations.

Figure 4: Publishers Publishing Research on the Topic of Ethnic Marketing



According to Figure 4, Routledge is the publisher that publishes the most ethnic marketing-related themes, followed by Springer Nature and Elsevier Ltd.

The results of the analysis of keywords from 2,411 keywords contained 49 keywords that satisfied the criteria, namely the minimum number of occurrences of author keywords was 5 keywords, based on the results of network visualization. Marketing, ethnicity, advertising, acculturation, and culture are the five keywords that dominate the search on the issue of ethnic marketing, according to the visualization of nodes. Furthermore, there are eight key clusters connected to ethnic marketing subjects that are color-coded.

Figure 5: Network Visualization Display

The concept of ethnic identity is discussed in Cluster 1, which is shown in green. The focus of this discussion is on the issue of foster children from ethnic minorities (Degener et al., 2022), racial microaggressions, coping, racial/ethnic identity, and mental health (Loyd et al., 2022), perceived discrimination at school and developmental outcomes (L. Zhao & Ngai, 2022). Furthermore, ethnic identity research is intertwined with genetic and societal issues, spanning from large-scale brain networks to social issues (Constante et al., 2022), psychological (Moore et al., 2022), and retention (Brown et al., 2022). It is well known that the symbolical system of ethnic identification is based on scientific advancements in the field of ethnic identity (Shakhbanova et al., 2018), mental health (Balidemaj & Small, 2019), discrimination (Meca et al., 2020), and acculturation (Georgas & Papastylianou, 2021).

The topic of Chinese ethnicity is discussed in Cluster 2, which is shown in blue. Religion, race, and gender are all discussed in relation to this topic (Katz, 2021), cultural contestation (Maags, 2018), cardiovascular (Hui-Fang et al., 2019), marginalization (Grant, 2018), and educational attainment (Tang, 2022). This research also discusses about spiritual enchantments (Zhang, 2021), cohort profile (Zhao et al., 2021), social media (Le-Phuong et al., 2022), minority and modernity (Zhang, 2018), and self-identification (Lu, 2022).

Cluster 3 is visualized in blue which discusses the topic of ethnic groups. The discussion of this topic revolves around medical mistrust (Thompson et al., 2021), bullying perpetration (Vitoroulis & Vaillancourt, 2018), boundary demarcation (Green et al., 2018), ethnic group in ordinary people perception (Hamer et al., 2020), and emotional distress (Bui et al., 2021). This issue was also discussed from candidate ethnicity (Boudreau et al., 2019), health and social care (Dawson et al., 2018), academic achievement (Kim & Calzada, 2019), political clientelism (Wang & Kolev, 2019), and inequalities in coverage with reproductive (Mesenburg et al., 2018).

Cluster 4, which deals with acculturation, is represented in purple. This topic is

discussed in relation to social media (Kizgin et al., 2018), neuropsychological (Tan et al., 2021), young immigrants (Titzmann & Lee, 2018), models and measurements (Ward, 2020), and digital consumer culture (Dey et al., 2020). In addition, this topic explores related majority-group members (Kunst et al., 2021), education of refugees and asylum seekers (Sheikh & Anderson, 2018), enculturation (Yoon et al., 2020), multiculturalism (Veresiu & Giesler, 2018), and creativity and innovation in higher education (Sharif, 2019).

Cluster 5 is depicted in gold and deals with the subject of race. The focus of this discussion is on racial demography (Hwang et al., 2021), endothermy (Benton, 2021), conservation (Du Bois, 2020), persistency (Gorjiara et al., 2022), and polymorphism (Chen et al., 2020). The following are some of the topics that have arisen as a result of this research are neuromuscular fatigue (Besson et al., 2021), race matters (Akee et al., 2019), the origin of species (Darwin, 2018), races and peoples (Brinton, 2020), virulence of leaf rust (Nemati et al., 2020), and human evolved specialists (Halsey & Bryce, 2021).

Cluster 6 is visualized in brown covering the topic of marketing. The topics covered in this keyword are digital marketing (Bala & Verma, 2018), marketing strategy (Morgan et al., 2019), social media marketing (Appel et al., 2020), internet marketing and e-commerce (Hanson & Kalyanam, 2020), and medical marketing (Schwartz & Woloshin, 2019). In addition, emerging issues, among others marketing communication (Krizanova et al., 2019), sustainability and marketing (Bolton, 2022), consumer behavior (Mothersbaugh et al., 2020), marketing in sharing economy (Eckhardt et al., 2019), and marketing insight (Berger et al., 2020).

The topic of advertising is addressed by Cluster 7, which is depicted in orange. The topics covered by these keywords are all related to online advertising (Liu-Thompkins, 2019), tourism advertising (Weng et al., 2021), digital advertising (Gordon et al., 2021), social media advertising (Alalwan, 2018), and mobile advertising (Jebarajakirthy et al., 2021). Furthermore, there are challenges that are arising in the sector of advertising, among gambling advertising (Thomas et al., 2018), digital engagement (Rodgers & Thorson, 2018), advertising cultures (Malefyt & Moeran, 2020), destination advertising (Jiang et al., 2020), and data driven digital advertising (Aiolfi et al., 2021).

Cluster 8 depicted in red covers health-related issues. Obesity is the topic of conversation in this term (Chatham & Mixer, 2020), tobacco marketing (Wellman et al., 2006), food marketing (Harris, 2020), disparities (Williams & Sternthal, 2010) (Erving & Zajdel, 2022), and e-cigarette (Harlow et al., 2019). Furthermore, the problem of health in the ethnic marketing approach is investigated from the standpoint of mental health care (Ramos & Chavira, 2022), stigma associated with mental health (Douglass et al., 2022), medicine (Khoury et al., 2022), and adolescent (Rigg & Johnson, 2022).

There are eight groups of research talks connected to ethnic marketing based on the overlay visualization's findings. Co-occurrence was used to determine the data analysis as well as the uniqueness of the topic in relation to the study. The study's eight main discussion clusters are: cluster 1 (adolescents, alcohol, disparities, e-cigarettes, food marketing, health disparities, obesity, public health, tobacco, tobacco marketing, vulnerable populations), cluster 2 (adolescents, alcohol, disparities, e-cigarettes, food

The main journals that publish ethnic marketing research are multidisciplinary or interdisciplinary in nature.

The 8 main subjects found through the prominent keyword clusters in the ethnic marketing strategy were ethnic identity, Chinese ethnicity, ethnic groupings, acculturation, race, marketing, advertising, and health, according to the analysis of the most referenced terms. Ethnic marketing is built on geopolitical events and components of ethnic proximity that intersect with social and cultural characteristics in a community, according to researchers. Ethnic marketing can be seen from the perspective of the community, showing how a tribe instinctively markets to its members without any explicit regulations. Even if there are written regulations, they serve as symbols or representations of the process of learning that takes place or the presence of outsiders who offer the information.

The United States, a multiracial nation, predominates in literature on ethnic marketing. The Asian region has the potential to produce far more diverse ethnic marketing study themes, particularly those linked to consumer behavior, if we take a closer look based on actual data relating to the number of ethnic groups in the world. According to bibliometric study, China is one of the countries with a significant publishing on ethnic marketing.

To avoid stereotype bias from the place investigated, research development connected to ethnic marketing can be packaged depending on ethnic traits, acculturation, and culture in each geographical area. According to the results of the meta-analysis, ethnic marketing research has to be produced using a variety of methodologies to give a more complete picture, both from the standpoint of the ethnicity being studied and the researcher's position as an observer.

Implications

Ethnic marketing has the potential to become a hot topic in the future. Branding, multiculturalism, social media, consumer perceptions, inequities, e-cigarettes, consumerism, authenticity, and vulnerable populations are among the most recent themes to emerge in ethnic marketing studies, according to the findings. This opens up the possibility of further research into marketing, socio-culture, and health-related concerns. Furthermore, the issue of building ethnic marketing allows for a holistic, multi-perspective, and multi-ethnic learning to be developed from a local understanding that is global in character.

Business studies should do ethnic marketing research since customer behavior is influenced by the consumers' own life experiences. Studies on ethnic marketing can benefit from a greater comprehension of how ethnic groups conduct information exchange, make purchases of goods and services, and ensure that marketing serves as the entrance point for getting communities of particular ethnicities to learn more about a particular brand. To understand how different ethnic groups meet their requirements and the role that local communities play in ensuring their sustainability through the process of ethnic marketing that takes place, it is also vital to investigate the behavior of these groups.

In general, there are two implications of this research. From a research perspective, this study will offer a model of consumer behavior that naturally occurs among them. This model can then be used to explain how ethnic marketing integrates with the local knowledge that is typically passed down from generation to generation. The research will provide a historical reflection of the ongoing ethnic marketing as well as a reflection for future generations on the marketing initiatives undertaken to reach the community where they reside from the ethnic perspective. This will be a significant discovery that may be investigated and used to explain ethnic marketing research, which is still heavily influenced by particular ethnic perspectives.

Practical Implications for Asian Business

Given the numerous scientific advancements pertaining to particular community groups, particularly those concerning ethics in product promotion and communication among their groups and to their surrounding environment, ethnic marketing is an intriguing area of marketing study that merits further investigation. This study has implications for Asian business in three main ways. First, it emphasizes the importance of ethnic marketing in the Asian region as a continent with a variety of ethnic groups. Second, it identifies a strategic development area for ethnic marketing research in the field of social-cultural-based branding. Third, it highlights the need for a study of ethnic marketing from the perspective of ethnic Asians to provide a more thorough understanding of ethnic marketing and its functions.

Research on ethnic marketing can serve as a bridge to comprehend trade on both a historical and modern level because Asia has the capacity and identity of a sophisticated world civilization. A historical fact that can be expanded upon in ethnic marketing studies to give a better understanding of consumer behavior in the past, present, and future relating to particular ethnicity is the multitude of ethnic groups and cultures that have been passed down from generation to generation (Halim & Hermawan, 2022).

Topics that need further research include branding, multiculturalism, social media, consumer perceptions, inequities, e-cigarettes, consumerism, authenticity, and vulnerable populations. With the usage of identity names, whether they be names, ethnic characteristics, or specific symbols that become the locale and identity of the place in question, branding from ethnic marketing needs to be assessed (Hermawan, 2022). Numerous tribes produce handcrafted goods as a distinctive kind of ethnic marketing, which can be studied as a branch of marketing, particularly in relation to product packaging and how the product reflects the tribe. The bibliometric study's intriguing conclusion is that ethnic marketing and health issues are closely associated. According to Powell, Wada, and Kumanyika's (2014) research, low-income and racial/ethnic minority communities in the United States have higher rates of obesity and its associated health consequences. Additionally, according to Licsandru and Cui (2018), multi-ethnic embedded marketing communications may be a useful way to engage ethnic people in more inclusive communication for the benefit of customer health and marketing performance. Herbal and traditional medicine is a feature of some ethnic groups in Asia, therefore it can be studied into exploratory study if it is extended with empirical findings.

Researchers in the Asian region have the opportunity to make ethnic marketing studies more strategic for business challenges because, according to bibliometric studies, the majority of researchers in the discipline are located in the United States. Ethnic marketing patterns can be researched on both a local and global scale when topics are developed according to geographic area and ethnic history. East Asia, Central Asia, West Asia, South Asia, and Southeast Asia are the regions studied in research pertaining to ethnic marketing in Asia. From a sociocultural standpoint, each region has unique characteristics that merit consideration. A multidisciplinary approach to research is also required to provide business understanding from the perspectives of anthropologists, sociologists, international relations, and public administration in relation to networks and supply chains that will be connected to one another in terms of the exchange of information, institutions, and other strategic issues.

The development of ethnic marketing research in the Asian context needs to take into account a number of factors, such as understanding how the media's penetration in some ethnic communities can cause ethnic marketing patterns to not be in a natural condition but rather an assimilation process that causes organic marketing patterns to disappear; additionally, different interpretations between ethnic marketing visible and invisible to researchers can be challenging, especially for ethnic groups who still communicate through media; and finally, the relationship between ethnic marketing and assimilation processes can be important. It is necessary to establish ethnic marketing studies from an Asian viewpoint based on ethnicity, tradition, and local knowledge, according to this bibliographic analysis.

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