

Knowledge Mapping of Social Media's Role in Health Insurance Outreach (2013–2025)

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Abstract

The intersection of social media and health insurance has become an important area of research due to the rapid digitalization of healthcare communication and consumer engagement. This study provides a comprehensive bibliometric and thematic analysis of publications between 2013 and 2025, retrieved from the Scopus database, focusing on the role of social media marketing in health insurance outreach. After applying filters, 61 relevant articles were analyzed across business, management, social sciences, and economics domains. Using bibliometric techniques, the research maps publication trends, identifies influential authors, journals, and institutions, and uncovers thematic clusters shaping this field. The results indicate a sharp growth in research after 2020, coinciding with global digital transformation and the COVID-19 pandemic, which emphasized the importance of digital health communication. India, China, and the USA emerged as leading contributors, while European countries, particularly Germany and Sweden, produced highly cited works. Key thematic areas include social media as a communication tool, purchase intention and consumer behavior, trust and credibility, and digital health marketing strategies. Motor themes such as networking and consumer engagement dominate the field, while emerging themes like artificial intelligence, digital transformation, and telemedicine highlight future directions.

Overall, the findings demonstrate a clear evolution from exploratory studies on social media use toward strategic applications in consumer adoption and health insurance marketing. This study enriches understanding of the intellectual structure of the domain and provides a foundation for future interdisciplinary research integrating healthcare, marketing, and digital technologies.

Keywords: Social media, Health insurance, Marketing, Consumer Behaviour, Bibliometric analysis, Digital health communication

Introduction

Health insurance has emerged as a crucial mechanism for providing financial security and improving healthcare accessibility across the globe (Mathur & Tandon, 2021). However, despite its significance, awareness, adoption, and consumer trust in health insurance remain inconsistent, particularly in developing economies (Mishra & Aithal, 2020). Traditional outreach methods such as print advertising, community-based campaigns, and television have

played a role, but the past decade has witnessed a significant transformation in how health insurance providers engage with consumers. This transformation has largely been driven by the proliferation of social media platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn, which have redefined health communication strategies (Kapoor et al., 2022; Shao et al., 2023).

Social media provides a unique environment where organizations can build direct and interactive relationships with individuals, allowing health insurers to move beyond one-way communication (Alalwan, 2018). Through targeted campaigns, user-generated content, influencer partnerships, and digital storytelling, insurance companies are leveraging these platforms to improve awareness, trust, and adoption rates (Ngai et al., 2021). In addition, social media allows real-time dissemination of information on new insurance schemes, policy benefits, preventive healthcare measures, and government initiatives (Kapoor & Dwivedi, 2020). For consumers, social media platforms serve as spaces for peer discussions, reviews, and recommendations that often influence decision-making in adopting health insurance products (Hudson et al., 2016).

Over the last decade (2013–2025), the research landscape surrounding social media and health insurance outreach has grown steadily, reflecting increased scholarly interest in digital marketing, e-health communication, and technology-enabled insurance adoption (Dwivedi et al., 2021). Studies have explored themes such as the role of online trust and credibility, consumer engagement patterns, digital literacy, and the use of analytics to design more personalized campaigns (Shareef et al., 2019). More recently, topics like telemedicine integration with health insurance, the influence of social media influencers, and the use of artificial intelligence (AI) and sentiment analysis in outreach campaigns have gained prominence (Mariani et al., 2023; Sharma et al., 2024). Despite this, the field remains fragmented, with research dispersed across marketing, healthcare, public health, and information systems domains (Dwivedi et al., 2022).

To capture and synthesize this growing body of work, a bibliometric approach provides a systematic method to evaluate publication trends, collaboration patterns, thematic clusters, and emerging knowledge areas. Bibliometric mapping is particularly valuable because it not only highlights the most productive authors, institutions, and countries but also uncovers how research themes have evolved over time. In this context, a knowledge mapping of literature on social media's role in health insurance outreach from 2013 to 2025 is timely and necessary.

Literature Review

Social Media as a Marketing Tool

Social media has emerged as a dominant channel for marketing, consumer engagement, and relationship building. Kaplan and Haenlein (2010) defined social media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0,” highlighting its role in creating user-generated content and fostering interactions. Mangold and Faulds (2009) argued that social media serves as a hybrid element of the promotional mix, providing firms with both traditional advertising opportunities and interactive dialogue with consumers. Recent studies further emphasize that social media not only influences brand perception but also plays a critical role in shaping consumer decision-making (Appel et al., 2020; Dwivedi et al., 2021).

Digital Marketing and Consumer Engagement

Digital marketing strategies leverage online platforms, big data, and personalized content to influence consumer engagement and loyalty. Chaffey and Ellis-Chadwick (2019) highlighted that digital marketing integrates SEO, social media, and analytics to provide measurable insights into consumer behavior. Studies by Kumar et al. (2016) demonstrated that digital engagement significantly enhances customer lifetime value, while Lemon and Verhoef (2016) emphasized the importance of managing the customer journey across multiple digital touchpoints. The rapid acceleration of digitalization during the COVID-19 pandemic further reinforced the relevance of digital marketing in reaching health-conscious consumers (Sheth, 2020).

Social Media and Purchase Intention

Purchase intention, a key construct in consumer behavior, refers to the likelihood that a consumer will buy a product or service. Several studies have demonstrated that social media marketing strongly influences purchase intention through trust, credibility, and electronic word-of-mouth (eWOM). Erkan and Evans (2016) highlighted that eWOM on social media platforms directly affects consumer purchase decisions. Similarly, Hajli (2014) showed that trust built through social media communities enhances consumer confidence, thereby increasing purchase intention. More recent studies (Alalwan, 2018; Bhattacharyya et al., 2023) confirm that social media influencers and digital campaigns play a central role in shaping consumer attitudes and buying behaviors.

4. Health Insurance and Healthcare Communication

The role of social media in health-related communication has expanded significantly in recent years. Social media platforms facilitate information dissemination, awareness campaigns, and consumer engagement regarding health insurance services. According to Zhao and Zhang (2017), digital communication reduces information asymmetry in healthcare markets, enabling consumers to make more informed decisions. During the COVID-19 pandemic, social media proved critical in spreading health insurance awareness and encouraging preventive healthcare measures (Hou et al., 2021). Studies by Singh and Sahu (2020) further observed that integrating digital marketing with healthcare campaigns enhances trust and adoption of insurance plans among urban populations.

While existing literature establishes the significance of social media in healthcare communication and insurance marketing, a fragmented understanding persists regarding:

1. How research in this area has evolved over the last decade,
2. Which regions, institutions, and scholars are shaping the discourse, and
3. What emerging themes and technologies are redefining social media's role in health insurance.

A bibliometric analysis thus becomes essential to consolidate insights, identify dominant research streams, and highlight underexplored areas for future inquiry.

Research Methodology

Objectives

This study aims to provide a comprehensive knowledge mapping of research publications that address the intersection of social media and health insurance outreach. By analyzing bibliometric data from leading scholarly databases, the paper seeks to answer the following research questions:

1. To analyze the publication trends and growth patterns of research between 2013 and 2025
2. To identify the most influential authors, journals, and countries
3. To examine the major thematic clusters and emerging research areas

Through these objectives, this paper contributes to consolidating fragmented knowledge, highlighting underexplored research gaps, and offering guidance for future scholarship and practice. The insights gained will not only benefit academics but also inform policymakers, health insurers, and digital marketing strategists in designing effective social media-driven outreach strategies for expanding health insurance penetration worldwide.

The study employed the Scopus database, one of the largest and most reliable repositories of peer-reviewed scholarly publications. Scopus was selected due to its comprehensive coverage across disciplines, robust citation data, and compatibility with bibliometric analysis tools. To capture relevant literature, a search query was designed at the intersection of health insurance and social media marketing. The search was executed in July 2025, restricted to the period 2013–2025, to cover the most recent decade of scholarship. The initial search yielded 125 documents, which were then filtered by subject areas most aligned with the research focus. These included Business, Management, and Accounting (59 documents), Social Sciences (36 documents), and Economics, Econometrics, and Finance (29 documents). After removing overlaps, 87 documents remained. Further filtering by document type retained only research articles, excluding conference papers, reviews, and book chapters to maintain consistency, resulting in 61 documents for final analysis.

The chosen timeframe of 2013–2025 captures the rise of social media as a dominant marketing tool and its growing adoption in the health insurance sector, allowing the mapping of both established and emerging research trends. The bibliographic data of the final 61 documents were exported from Scopus in multiple formats (CSV, RIS, and BibTeX) for compatibility with bibliometric software. The exported dataset included author information, title, abstract, keywords, publication year, source title, cited references, and citation counts. For analysis and visualization, Biblioshiny (R-package Bibliometrix) was employed to generate descriptive statistics, assess annual scientific production, identify country-level collaborations, highlight most cited documents, and track thematic evolution. Additionally, Excel was used for data cleaning, generating frequency counts, and creating summary tables. While the methodology ensures rigor, certain limitations exist. The study is restricted to Scopus, excluding other databases such as Web of Science and Dimensions. A language bias is also present since only English-language publications were considered. Furthermore, filtering by document type excluded reviews and conference papers, which may contain valuable insights. Despite these limitations, the adopted approach provides a focused and systematic knowledge mapping of research on social media marketing in health insurance outreach.

Data Analysis & Interpretation

Year	Articles
2013	1
2014	0
2015	2
2016	1
2017	0

2018	1
2019	2
2020	1
2021	6
2022	8
2023	9
2024	22
2025	8

Table 1: Annual Scientific Production

The publication trend from 2013 to 2025 shows a gradual rise in scholarly interest in social media and health insurance outreach. The field started with minimal publications (1–2 per year until 2019), followed by a sharp increase in 2021–2023, and reaching its peak in 2024 with 22 publications. The decline in 2025 (8 so far) can be attributed to the ongoing year. This demonstrates the growing recognition of social media as a critical tool for health insurance communication in recent years, particularly post-COVID-19, when digital health awareness accelerated.

Year	Mean TC per Art	N	Mean TC per Year	Citable Years
2013	49.00	1	3.77	13
2015	21.50	2	1.95	11
2016	61.00	1	6.10	10
2018	1.00	1	0.12	8
2019	8.00	2	1.14	7
2020	17.00	1	2.83	6
2021	24.00	6	4.80	5
2022	5.25	8	1.31	4
2023	22.33	9	7.44	3
2024	3.18	22	1.59	2
2025	0.62	8	0.62	1

Table 2: Average Citations Per Year

The citation analysis shows that earlier publications in the field of social media and health insurance outreach received significantly higher citations compared to more recent studies. For instance, papers published in 2013 (49 citations per article) and 2016 (61 citations per article) achieved strong academic impact, suggesting they provided foundational insights that shaped subsequent research. Similarly, studies in 2021 and 2023 also performed well, with mean citations per article of 24.00 and 22.33 respectively, reflecting renewed scholarly attention and relevance of the topic during and after the COVID-19 pandemic, when digital health communication became a priority. In contrast, more recent publications, particularly those in 2024 (3.18) and 2025 (0.62), have much lower citation averages, which is expected due to the shorter citation window and the natural lag in scholarly referencing. Overall, the data indicates that while earlier works continue to serve as highly cited benchmarks, the growing body of research since 2021 represents emerging directions that are still in the process of gaining academic traction.

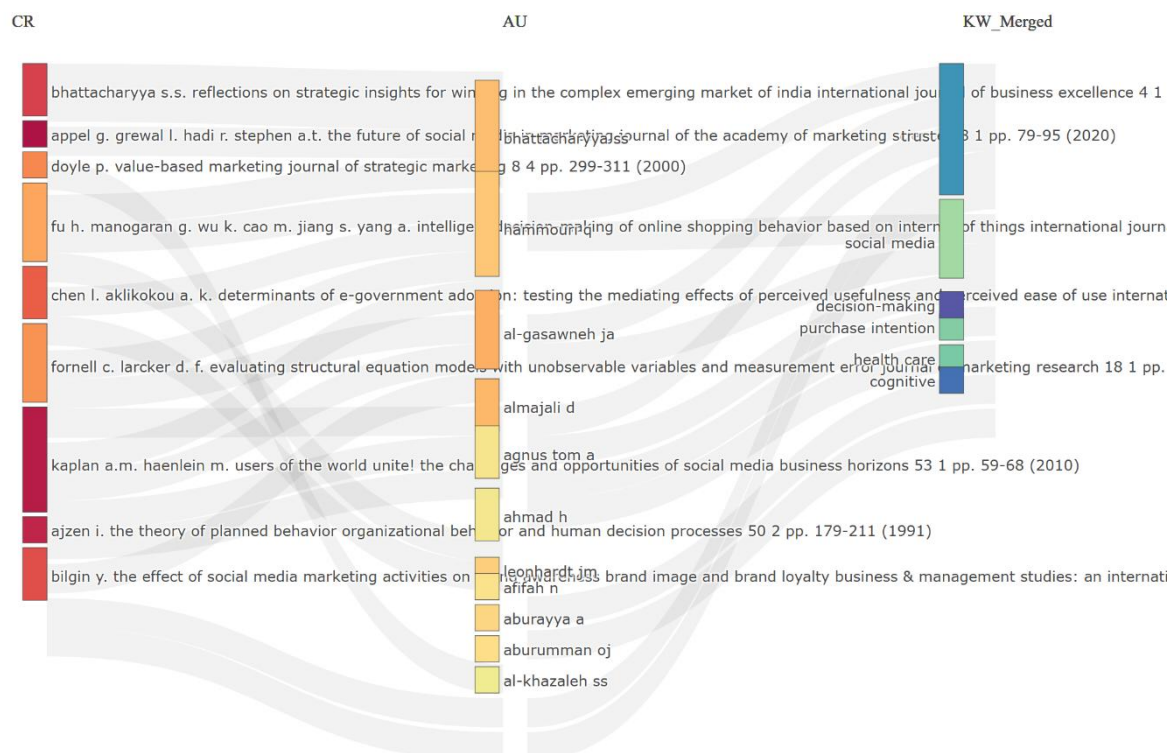


Fig:1 Three-Field Plot

The three-field plot illustrates the interconnections between cited references (CR), authors (AU), and keywords (KW) within the research domain of social media and health insurance outreach. Highly influential works, such as Kaplan & Haenlein's (2010) study on the role of social media, Ajzen's (1991) Theory of Planned Behavior, and Fornell & Larcker's (1981) work on structural equation modeling, appear as foundational references that continue to shape the field. These seminal studies bridge into authors like Bhattacharyya, Almajali, and Magnus, who have contributed to the intersection of social media marketing, healthcare decision-making, and consumer behavior. On the keyword side, dominant themes such as social media, decision-making, purchase intention, healthcare, and cognitive factors emerge as the primary research foci. The visualization suggests that research in this area draws heavily on established theories of marketing, behavioral science, and technology adoption, while simultaneously applying them to contemporary issues in digital health insurance communication. Overall, the plot reflects a multi-disciplinary knowledge structure, where classic theoretical models underpin evolving studies in social media's impact on healthcare and insurance decision-making.

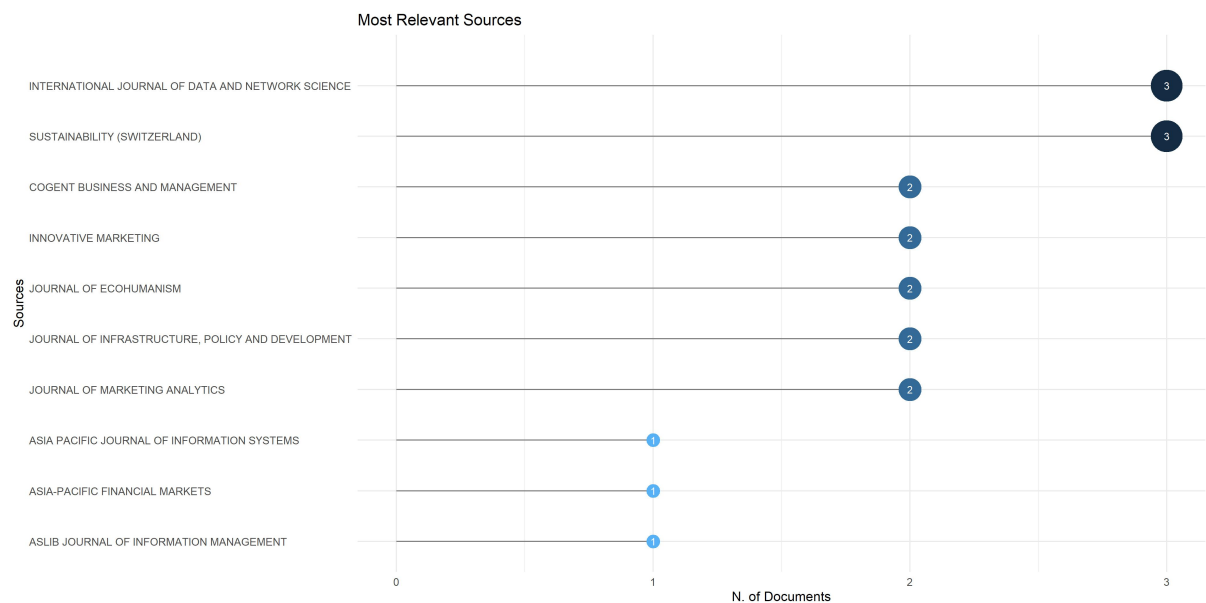


Fig:2 Most Relevant Sources

The analysis of most relevant sources reveals that research on social media’s role in health insurance outreach is published across a diverse range of journals, reflecting the field’s interdisciplinary nature. The International Journal of Data and Network Science and Sustainability (Switzerland) are the leading outlets, each contributing three publications, highlighting the importance of data-driven approaches and sustainable development perspectives in this research area. Journals such as Cogent Business and Management, Innovative Marketing, Journal of Ecohumanism, Journal of Infrastructure, Policy and Development, and Journal of Marketing Analytics each contributed two articles, reflecting the integration of business strategy, marketing, and socio-economic development in studying digital health communication. Meanwhile, specialized outlets like the Asia Pacific Journal of Information Systems, Asia-Pacific Financial Markets, and Aslib Journal of Information Management each published one article, indicating growing but limited engagement from the fields of information systems and financial studies. Overall, this distribution suggests that the topic is not dominated by a single journal but rather draws attention from multiple disciplines, including marketing, information systems, sustainability, and development studies.

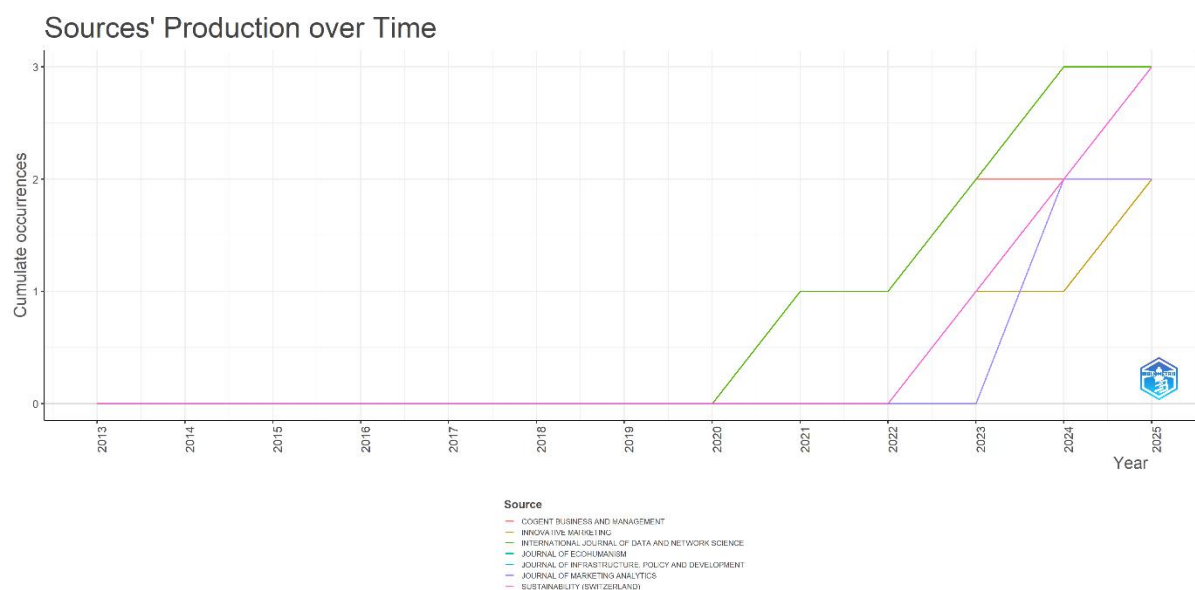


Fig:3 Sources' Production over Time

The trend of sources' production over time indicates that publications on social media and health insurance outreach gained momentum only after 2020, with no significant contributions recorded before that year. Among the sources, Cogent Business and Management was the first to publish in 2020, marking the initial entry of management and business-focused outlets into the field. From 2021 onwards, journals such as the International Journal of Data and Network Science and Sustainability (Switzerland) emerged as key contributors, showing consistent growth and each reaching a cumulative three publications by 2024–2025. Other outlets like the Journal of Marketing Analytics, Journal of Ecohumanism, and Journal of Infrastructure, Policy and Development began contributing later, mostly from 2022–2023, but their contributions remained relatively modest at one or two articles each. The overall pattern reflects a recent surge of scholarly interest, especially after the COVID-19 pandemic, with sustainability, data-driven research, and business management journals emerging as the primary publication outlets. This indicates that the field is still in its emergent stage, with growing diversification across business, marketing, and interdisciplinary journals.

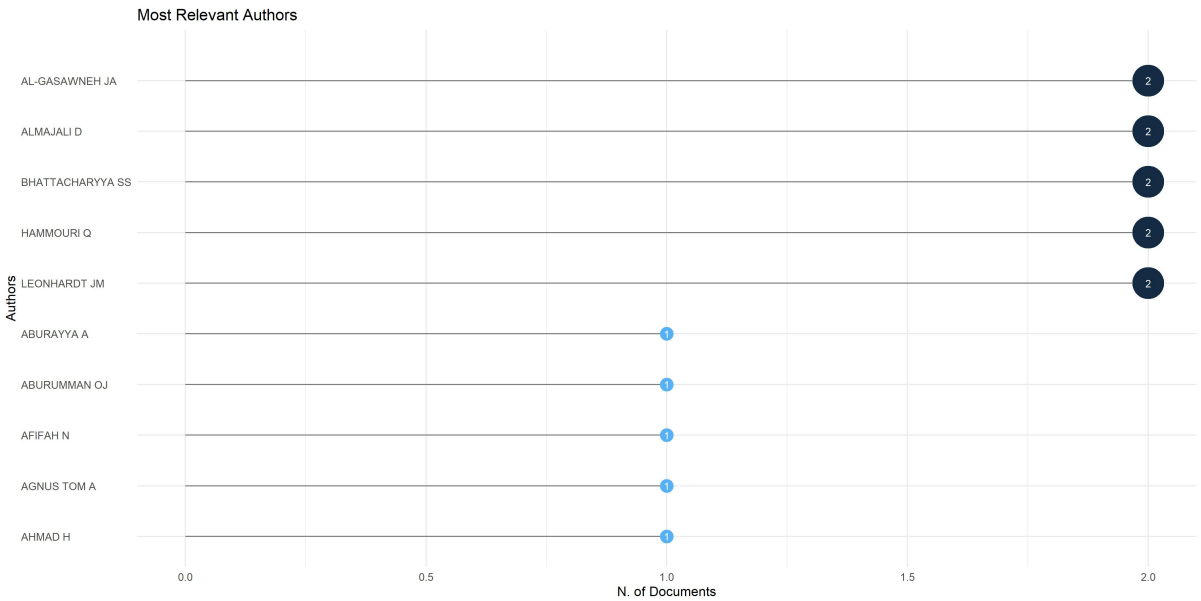


Fig:4 Most Relevant Authors

The analysis of most relevant authors highlights a relatively dispersed authorship pattern, with no single dominant contributor but rather several scholars producing small clusters of work. The leading contributors—Al-Gasawneh J.A., Almajali D., Bhattacharyya S.S., Hammouri Q., and Leonhardt J.M.—each authored two publications, making them the most visible researchers in this field. Their work reflects the interdisciplinary nature of the domain, combining perspectives from marketing, healthcare management, consumer behavior, and information systems. Other authors such as Aburayya A., Aburumman O.J., Afifah N., Agnus Tom A., and Ahmad H. each contributed one article, signaling that the research is still in an emerging stage with diverse, one-time contributors rather than being driven by a concentrated group of specialists. This distribution suggests that the field of social media and health insurance outreach is currently broad and exploratory, with opportunities for future scholars to establish themselves as core contributors by producing sustained research outputs.

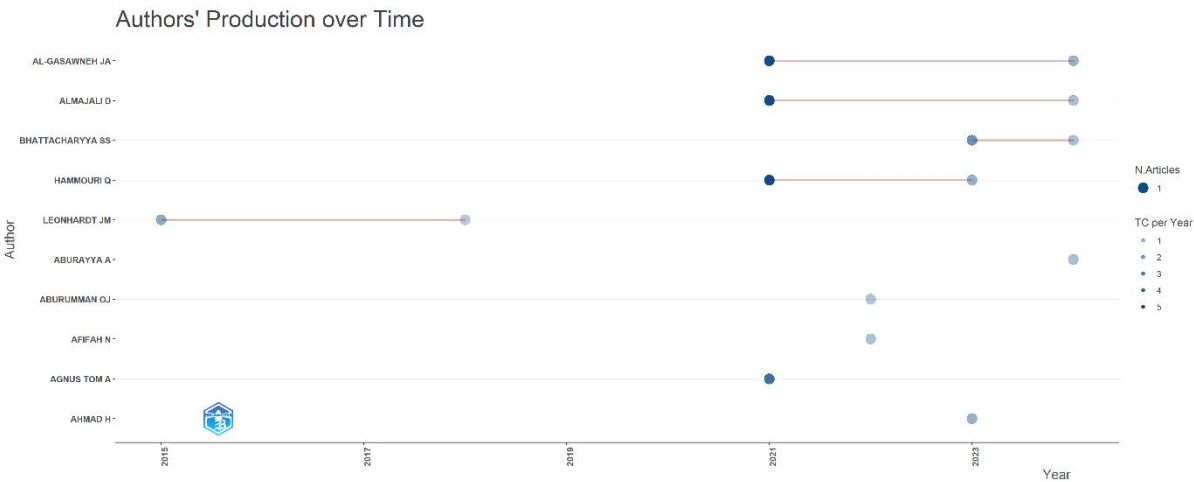


Fig:5 Authors' Production over Time

The analysis of authors' production over time reveals that contributions to the field of social media and health insurance outreach are relatively recent, with the majority of active authors publishing after 2020. Early contributions include Leonhardt J.M. (2015) and Ahmad H. (2015), whose works appear to be among the foundational studies that later researchers cited. A surge of new contributors emerged in 2021 and beyond, including Al-Gasawneh J.A., Almajali D., Bhattacharyya S.S., and Hammouri Q., each producing consistent outputs through 2021–2023. These authors also received higher citation counts per year, indicating increasing relevance and influence of their work in shaping current discussions. Other scholars such as Aburayya A., Aburumman O.J., Afifah N., and Agnus Tom A. joined the discourse in 2022–2023, but with single publications and comparatively lower citation averages, reflecting their emerging presence in the field.

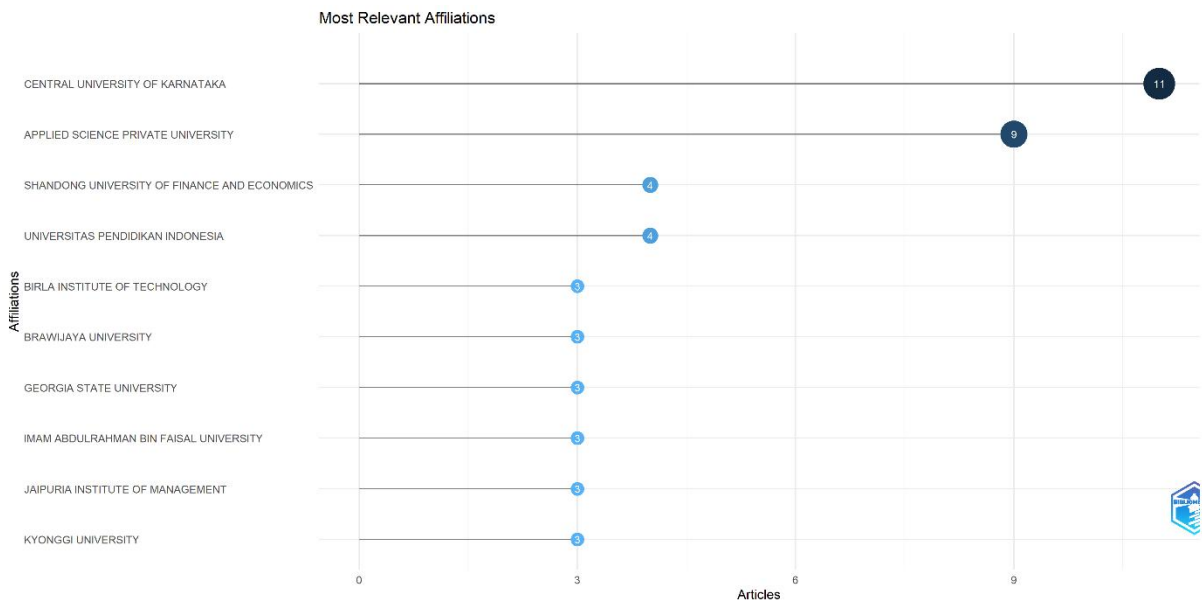


Fig:6 Most Relevant Affiliations

The analysis of institutional affiliations reveals that research on social media and health insurance outreach is being carried out across a wide range of global universities, with certain institutions emerging as leading contributors. The Central University of Karnataka (India) tops the list with 11 publications, followed closely by Applied Science Private University (Jordan) with 9 publications. These two institutions clearly dominate the field, indicating strong regional interest in exploring how social media can improve health insurance adoption and communication, particularly in developing economies. Other institutions such as Shandong University of Finance and Economics (China) and Universitas Pendidikan Indonesia have made moderate contributions with 4 publications each, suggesting growing engagement from Asian institutions. Meanwhile, universities like Birla Institute of Technology, Brawijaya University, Georgia State University, Imam Abdulrahman Bin Faisal University, Jaipuria Institute of Management, and Kyonggi University contributed 2–3 articles each, reflecting scattered but meaningful participation across different regions.

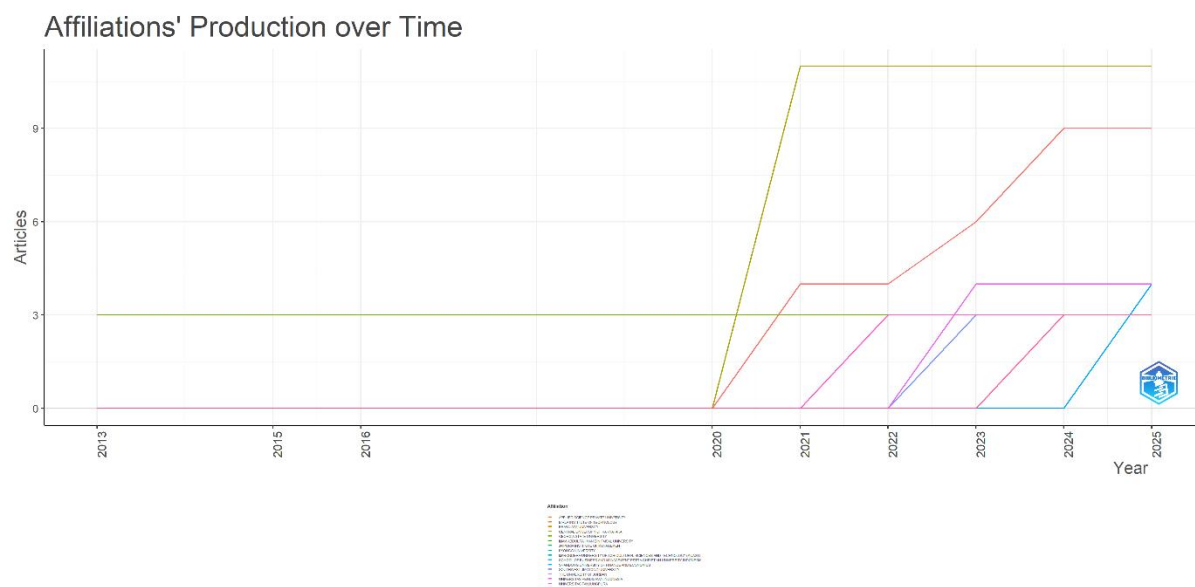


Fig:7 Affiliations' Production over Time

The graph titled “Affiliations’ Production over Time” illustrates how institutional contributions to research in social media and health insurance have evolved between 2013 and 2025. In the initial years (2013–2019), activity was limited, with only one or two affiliations showing minimal but steady engagement, averaging around three articles. A major turning point emerged in 2020, when multiple affiliations began publishing actively, reflecting a broader institutional interest in the domain. From 2021 onwards, the graph shows a sharp increase in output, with some affiliations experiencing rapid growth and consistently producing new research. The most significant rise is observed between 2021 and 2024, where certain institutions reached as high as nine publications, while others maintained a smaller but steady pace. By 2025, the overall trend stabilizes, with several affiliations sustaining continuous contributions, highlighting the maturity of institutional involvement.

This trajectory suggests that the field gained real momentum only after 2020, likely spurred by the acceleration of digital transformation, social media marketing adoption, and the impact of global health challenges such as the COVID-19 pandemic. The diversification of affiliations during this period underscores the collaborative and multidisciplinary expansion of the research landscape, with more universities and research centers entering the field and contributing to its consolidation.

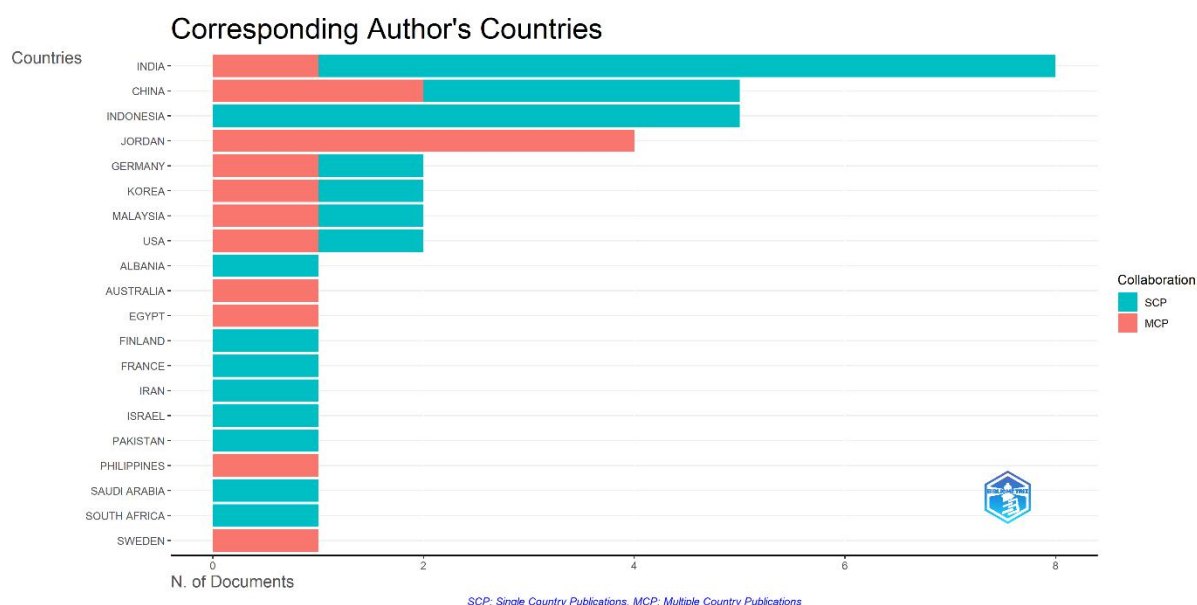


Fig:8 Corresponding Author's Countries

The graph titled “Corresponding Author’s Countries” presents the geographical distribution of research output in the field of social media and health insurance, highlighting both single-country publications (SCP) and multiple-country publications (MCP). Among all countries, India stands out as the most prolific contributor, with the highest number of documents, largely driven by international collaborations (MCP). China and Indonesia also emerge as strong contributors, with a nearly equal balance between domestic and collaborative publications, underscoring their growing role in shaping the discourse. Jordan follows, showing a stronger emphasis on collaborative research, reflecting its integration into global academic networks.

Other countries such as Germany, Korea, Malaysia, and the USA contribute moderately, with a combination of both SCP and MCP, while nations like Australia, France, Iran, Pakistan, Saudi Arabia, and South Africa show smaller but notable participation. Interestingly, many European countries (e.g., Finland, France, Sweden) contribute primarily through collaborative publications, indicating a preference for international partnerships rather than independent research.

Country Scientific Production

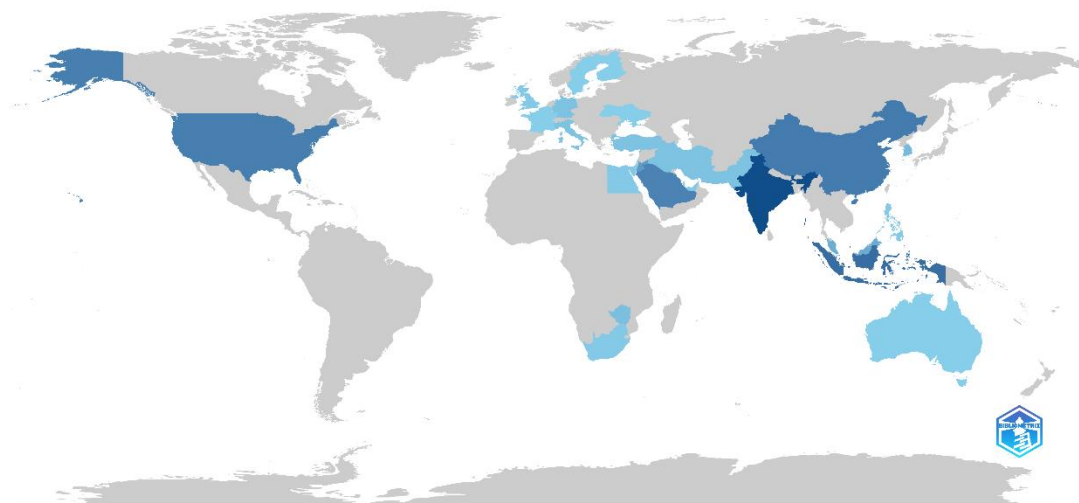


Fig:9 Countries' Scientific Production

The “Country Scientific Production” world map provides a visual representation of global contributions to research on social media and health insurance. The intensity of blue shading indicates the volume of scientific output, with darker shades representing higher productivity. From the map, it is clear that India, China, and Indonesia are the leading contributors, highlighted in the darkest shades, confirming their dominance in this research domain. Countries such as Jordan, Malaysia, Korea, and Germany also emerge as significant contributors, though with comparatively moderate output. The United States appears as another notable hub, reflecting the role of Western academia in advancing digital health and insurance communication studies.

Interestingly, contributions are not limited to Asia and North America; there is also visible participation from Europe (Germany, France, Finland, Sweden, Albania), the Middle East (Saudi Arabia, Egypt, Iran, Israel), and parts of Africa (South Africa). This distribution demonstrates the global relevance and multidisciplinary interest in the subject. However, the intensity is much stronger in Asia, which seems to be driving the majority of publications.

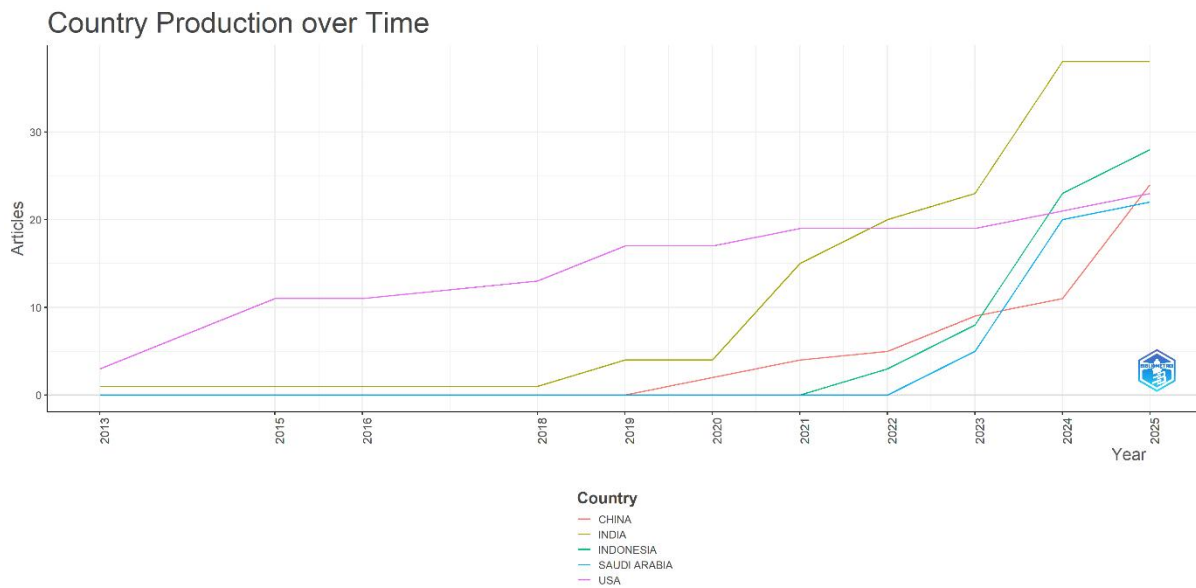


Fig:10 Countries' Production over Time

The graph “Country Production over Time” shows the trajectory of research output from leading countries (China, India, Indonesia, Saudi Arabia, and the USA) in the field of social media and health insurance between 2013 and 2025.

From 2013 to 2018, publication activity was relatively low across all countries, with the USA maintaining a steady lead but still producing fewer than 15 articles. The trend begins to change significantly after 2019, with noticeable growth across multiple countries. India shows the strongest upward trajectory, particularly after 2020, with a steep rise between 2022 and 2024. By 2025, India emerges as the top contributor with more than 35 publications, reflecting its central role in this research area. Indonesia also shows remarkable growth, especially from 2022 onward, reaching around 28 publications by 2025, indicating its increasing academic engagement in digital health and insurance communication. China follows a similar growth path but at a slightly slower rate, stabilizing at around 22 publications by 2025. Saudi Arabia and the USA demonstrate consistent but relatively moderate growth, reaching between 20–23 publications by 2025.

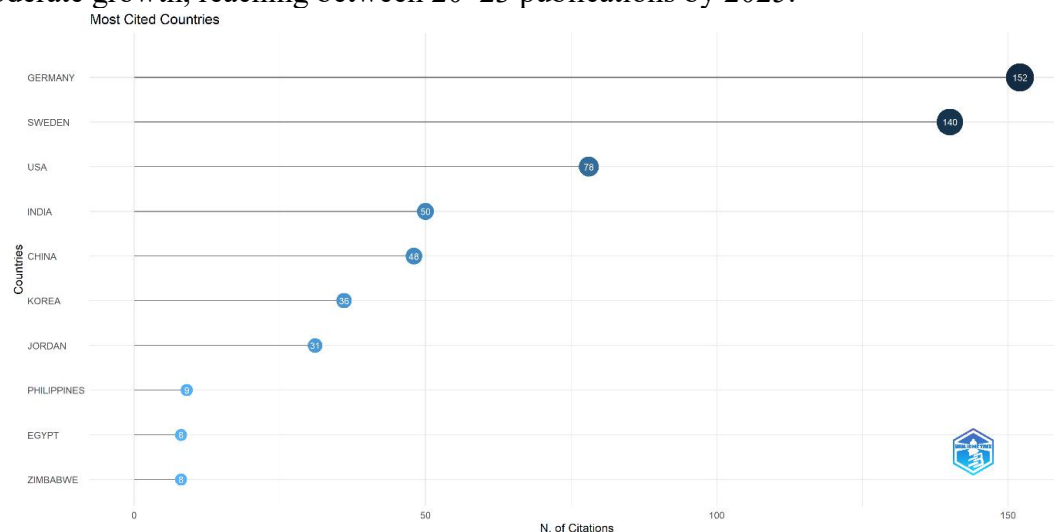


Fig:11 Most Cited Countries

The graph “Most Cited Countries” highlights the global influence and academic impact of countries contributing to the research on social media and health insurance. Germany (152 citations) and Sweden (140 citations) stand out as the most influential countries despite not producing the highest number of publications. This suggests that their research output, though possibly smaller in volume, has been of very high quality and widely recognized internationally. The USA (78 citations) ranks third, reflecting both strong research productivity and significant global impact, consistent with its early engagement in digital health and social media marketing studies. India (50 citations) and China (48 citations) follow closely, showing that their recent surge in publications is now translating into growing citation recognition, although still lower than leading European nations. Korea (35 citations) and Jordan (31 citations) also feature prominently, suggesting active regional contributions with moderate influence. Countries such as the Philippines (9 citations), Egypt (7 citations), and Zimbabwe (5 citations) represent emerging contributors, where research is still in its early stages but gaining visibility.



Fig:12 Word Cloud

The visualization reflects a multidisciplinary research landscape where marketing, health communication, technology, and consumer psychology intersect. While social media and marketing strategies are the backbone, consumer trust, purchase intention, and digital transformation have emerged as the driving forces. The inclusion of COVID-19 and big data analytics indicates that research is not static but evolving with global events and technological progress.



Fig:13 Tree Map

The treemap confirms that this research domain is multifaceted, combining marketing science, consumer psychology, technological innovation, and public health communication. While the central focus remains on social media and marketing strategies, the emerging trends highlight AI-driven outreach, privacy issues, and pandemic-driven digital transformation, making this a rapidly evolving and highly interdisciplinary field.

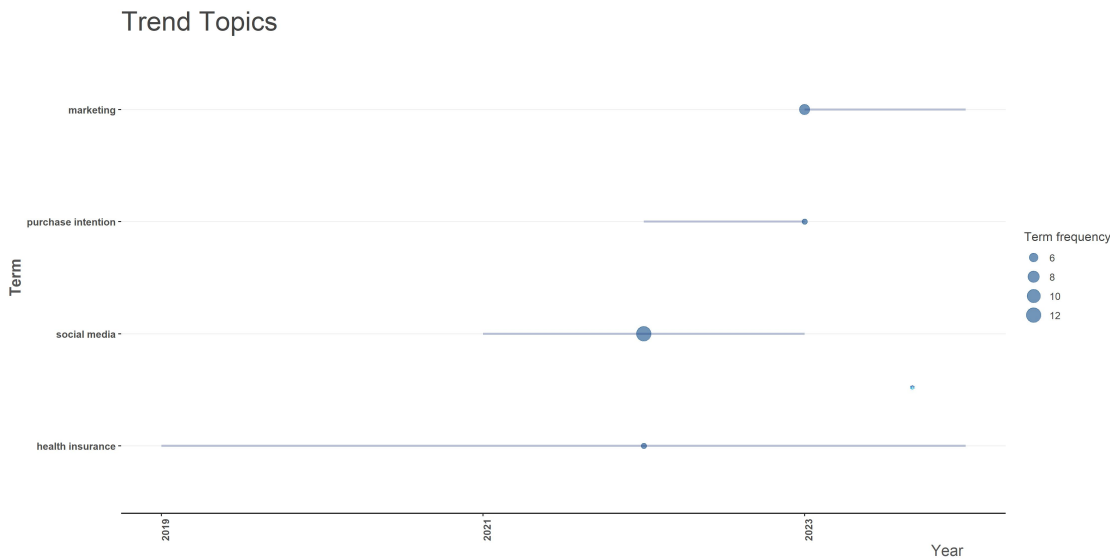


Fig:14 Trend Topics

The graph highlights the shifting research priorities in the field, showing how different themes gained or lost momentum across time. Health insurance appears consistently across the entire period (2019–2025), establishing it as the foundational theme anchoring the research. Around 2021–2022, there was a strong surge in publications on social media, reflected by its larger frequency bubble, suggesting that digital platforms became the primary focus for health insurance communication and marketing strategies during this time. This trend coincides with the aftermath of the COVID-19 pandemic, when social media emerged as a crucial medium for health awareness and insurance outreach.

By 2022–2023, attention shifted toward purchase intention, indicating that scholars began exploring how social media influence translated into consumer decision-making and actual health insurance adoption. This reflects a transition from studying social media presence to evaluating its tangible impact on consumer behavior. Similarly, marketing as a theme gained prominence from 2023 onwards, broadening the scope from health-specific contexts to general digital and strategic marketing practices applied in health insurance campaigns.



Fig:15 Clustering by Coupling- Network

The co-citation network illustrates how scholarly research on social media's role in health insurance outreach has evolved into distinct but interconnected clusters. The largest and most central cluster, represented by Bozkurt S. (2024, Journal of Marketing Analytics), functions as a pivotal node, indicating its high relevance and influence within the literature. This suggests that Bozkurt's work has become a reference point, linking various subfields of research including marketing analytics, consumer behavior, and digital outreach strategies.

Surrounding this central node are other influential contributions such as Bhattacharyya SS (2023, J Sci Technol Policy Manage) and Almajali D (2021, Cogent Business & Management), which expand the discussion towards policy implications and organizational adoption of social media in the health insurance and healthcare sectors. Similarly, works like

Maecker O (2016, Business Research) and Meire M (2021, J Bus Res) anchor earlier contributions that emphasized digital marketing effectiveness and consumer engagement, showing the continuity of interest in linking marketing principles with social media adoption. The network also highlights emerging clusters connected to niche domains: Healthcare economics and resilience studies (e.g., Al-Khazaleh, 2022; Friedman, 2022), focusing on the societal and healthcare policy impacts of digital outreach. Information systems and data-driven management (e.g., Alsahli S, 2024; Thanki H, 2024), reflecting the integration of big data, AI, and analytics in expanding the scope of digital marketing for health services. Global management perspectives (e.g., Aburayya A, 2024; Xia H, 2025), pointing to cross-national interest and multidisciplinary expansion of this research field.

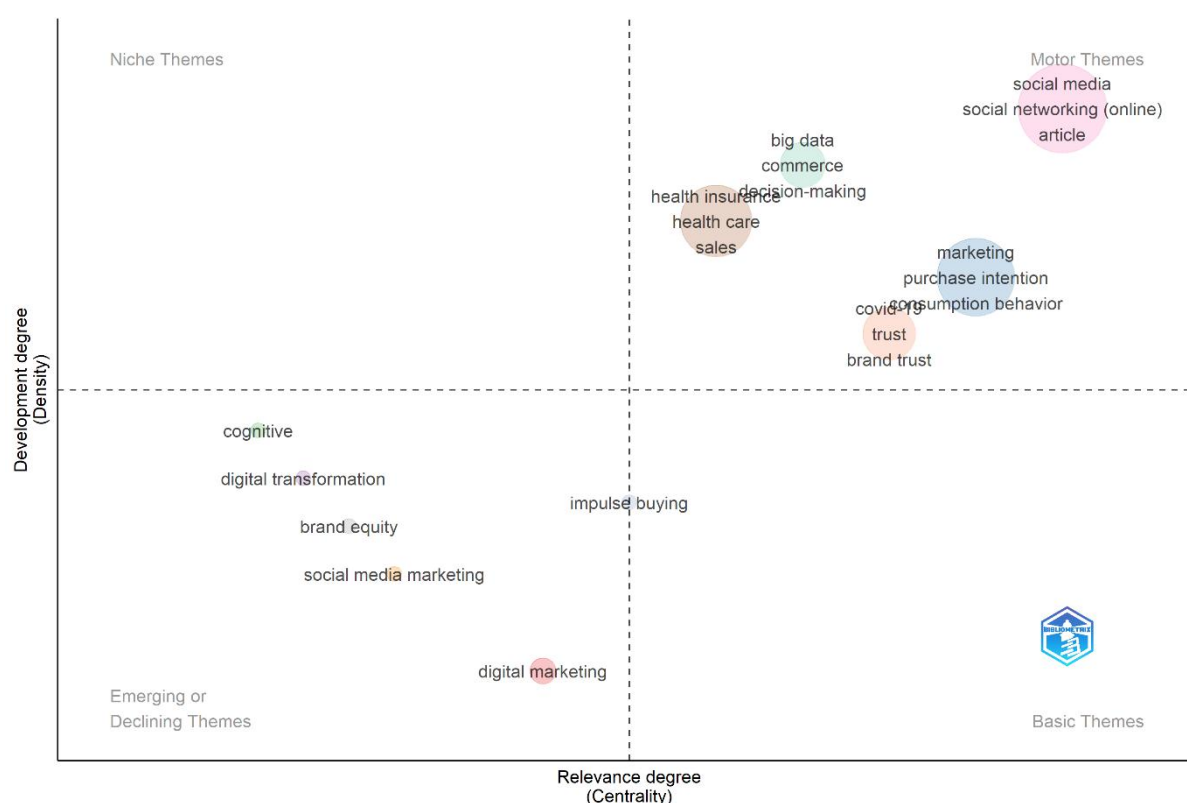


Fig:15 Thematic Map

The map demonstrates that while social media and networking remain the engines (motor themes) of research, foundational areas such as trust, purchase intention, and consumer behavior (basic themes) are still under-theorized. Meanwhile, healthcare-specific applications (niche themes) show strong development but limited integration, and digital transformation-related areas (emerging themes) are potential frontiers for future research.

Conclusion

The bibliometric analysis of research published between 2013 and 2025 reveals that the field of social media, marketing, and health insurance communication has undergone significant transformation over the past decade. The findings highlight a slow start with limited contributions prior to 2020, followed by a rapid surge in publications and institutional involvement thereafter. This acceleration coincides with the rise of global digitalization, the

increasing adoption of social media platforms, and heightened awareness of health-related communication during the COVID-19 pandemic.

The study identifies India, China, Indonesia, Saudi Arabia, and the USA as the most productive countries in terms of publication output, with India leading in collaborative works, while Germany, Sweden, and the USA emerge as the most cited, signifying the strong influence of their research contributions. At the institutional level, the Central University of Karnataka and Applied Science Private University stand out for their substantial research output, reinforcing the role of academic institutions in advancing this domain.

From an authorship perspective, a handful of researchers such as Al-Gasawneh JA, Almajali D, Bhattacharyya SS, and Hammouri Q have contributed consistently, although the field remains highly fragmented with limited repeated collaborations across authors. The thematic analysis shows that social media and networking act as motor themes driving the research, while purchase intention, marketing, trust, and consumer behavior remain central but underdeveloped themes. Additionally, specialized areas such as health insurance, healthcare marketing, and big data applications represent niche themes, reflecting a growing focus on sector-specific insights. Emerging areas like digital transformation, brand equity, and cognitive perspectives indicate future research directions that could potentially reshape the field.

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