

“Understanding Advertising Mix Effectiveness: A Bibliometric Mapping of Research Themes with Strategic Insights for Jewellery and Luxury Brands”

Mr. Dheeraj Rajgonda Patil

*MBA, Ph.D Scholar at Shivaji University, Kolhapur, Designation: Advertising Manager,
Employer: Intertrade Advertisers Pvt. Ltd. Laxmipuri, Kolhapur, dheeraj.intertrade@gmail.com*

Dr. Jyoti Deepak Joshi,

*Assistant Professor, MBA Department, , Chintamanrao Institute of Management Development and Research
,Sangli, jyoti.joshi@despune.org ORCID: 0000-0002-5248-0355*

Mrs.Reena Ashwin Joshi,

*Assistant Professor, KIT's Institute of Management Education and Research,Gokul Shirgaon,
Kolhapur, joshireena1982@gmail.com*

Mr. Omkar Nandkishor Pethakar,

*M.B.A.,M.Phil., Ph.D. Research Scholar Shivaji University Kolhapur,
Maharashtra, pethakaromkar@gmail.com*

Abstract

This study develops a structured overview of the intellectual foundations, thematic evolution and emerging research trajectories within advertising mix effectiveness literature, with particular emphasis on managerial relevance for jewellery and luxury brands.

A bibliometric research design was adopted using peer-reviewed journal articles indexed in the Scopus database. Keyword co-occurrence analysis, overlay visualization and density mapping were performed using VOSviewer to identify dominant research clusters, temporal developments and areas of scholarly concentration.

The analysis indicates a gradual transition from message-centric and media-specific advertising perspectives toward integrated, digitally enabled and performance-oriented advertising mix frameworks. Contemporary research increasingly emphasizes consumer engagement, omnichannel communication and brand trust, themes that are especially salient in high-involvement categories such as jewellery.

The study is confined to Scopus-indexed journal articles and selected keyword combinations. Future research may incorporate Web of Science and open bibliographic databases to enhance disciplinary breadth and comparative robustness.

The findings offer evidence-based guidance for jewellery brand managers seeking to balance advertising efficiency with the preservation of symbolic value, heritage and long-term brand equity.

By synthesizing advertising mix effectiveness research through bibliometric techniques, this study provides a consolidated knowledge structure and extends its strategic relevance to jewellery and luxury branding contexts.

Keywords: Advertising mix; Jewellery brands; Luxury marketing; Bibliometric analysis; Brand management

1. Introduction

Advertising mix effectiveness continues to occupy a central position in marketing scholarship, particularly within product categories characterized by symbolic meaning, emotional attachment and high consumer involvement. Jewellery brands represent a distinctive context in this regard, as advertising functions not merely as a persuasive mechanism but as a critical instrument for constructing trust, meaning and enduring brand equity. Unlike frequently purchased consumer goods, jewellery purchases are episodic, highly deliberative and often associated with significant personal or cultural milestones, thereby intensifying the strategic importance of advertising mix decisions.

Over the past two decades, advertising environments have been reshaped by digitalization, media proliferation and shifting consumer expectations. Traditional channels such as print and television now coexist with digital, social and experiential platforms, prompting scholars to revisit classical advertising mix frameworks. Recent research increasingly recognizes the need for integrative approaches that account for interactivity, consumer engagement and long-term brand performance rather than short-term response metrics alone (Keller, 2013; Belch and Belch, 2018).

Despite sustained academic attention, advertising mix effectiveness research remains dispersed across advertising, branding, consumer behaviour and digital marketing domains. This fragmentation complicates efforts to identify dominant intellectual foundations, evolving themes and emerging research priorities. Bibliometric analysis offers a systematic and transparent method for addressing this challenge by quantitatively synthesizing large bodies of scholarly literature and visualizing knowledge structures (Zupic and Čater, 2015).

Against this backdrop, the present study maps the intellectual structure and thematic evolution of advertising mix effectiveness research using bibliometric techniques. In doing so, it not only clarifies the field's development but also derives strategic insights relevant to jewellery and luxury brands. The study aligns closely with the objectives of the *Journal of Product & Brand Management*, which emphasizes theory-driven research with clear managerial implications.

2. Literature Background

2.1 Advertising mix effectiveness

Advertising mix effectiveness broadly refers to the capacity of coordinated advertising tools and media channels to achieve desired marketing and branding outcomes. Early conceptualizations of effectiveness largely focused on recall, persuasion and immediate sales effects (Vakratsas and Ambler, 1999). While such metrics provided valuable insights, they offered limited understanding of long-term brand development.

Subsequent research expanded this perspective by incorporating brand equity, customer loyalty and emotional attachment as more holistic indicators of advertising effectiveness (Aaker, 1991; Keller, 2001). From this viewpoint, advertising contributes to cumulative brand meaning rather than isolated transactional outcomes. This shift has been particularly influential in categories where symbolic consumption and identity signalling are central.

2.2 Advertising in luxury and jewellery branding

Luxury branding scholarship highlights exclusivity, heritage and symbolic value as foundational drivers of brand differentiation (Kapferer and Bastien, 2012). Within jewellery

markets, advertising must navigate a delicate balance between visibility and rarity, ensuring that communication enhances perceived prestige rather than eroding it. Empirical studies suggest that emotionally resonant storytelling, coherent visual identity and selective media placement play a pivotal role in luxury advertising effectiveness (Okonkwo, 2007; Chevalier and Mazzalovo, 2012).

From a strategic perspective, jewellery advertising is less concerned with price promotion and more focused on trust, authenticity and cultural relevance. These characteristics underscore the need for a nuanced understanding of advertising mix effectiveness within luxury contexts, reinforcing the relevance of a bibliometric synthesis of existing research.

3. Methodology

3.1 Data source and selection criteria

The bibliometric dataset was extracted from the Scopus database, selected for its extensive coverage of high-quality marketing and management journals. A structured search strategy was implemented using keyword combinations related to advertising mix, advertising effectiveness, brand communication and marketing performance. Only peer-reviewed journal articles published in English were retained to ensure academic rigor and comparability. Conference papers, book chapters and non-refereed publications were excluded.

3.2 Bibliometric analysis techniques

Bibliometric analysis was conducted using VOSviewer software, which is particularly well suited for visualizing intellectual structures and thematic relationships within large datasets (Van Eck and Waltman, 2010). Keyword co-occurrence analysis was employed to identify dominant conceptual clusters, while overlay visualization enabled the examination of temporal shifts in research focus. Density mapping was used to assess areas of research concentration and thematic saturation.

4. Results

4.1 Keyword co-occurrence analysis:

The keyword co-occurrence network reveals several interconnected thematic clusters centred on advertising effectiveness, brand equity, consumer perception and strategic marketing. The prominence of positioning-related keywords suggests that brand positioning continues to serve as the conceptual anchor of advertising mix research. Rather than operating in isolation, effectiveness is increasingly understood as an outcome of coordinated brand meaning creation.

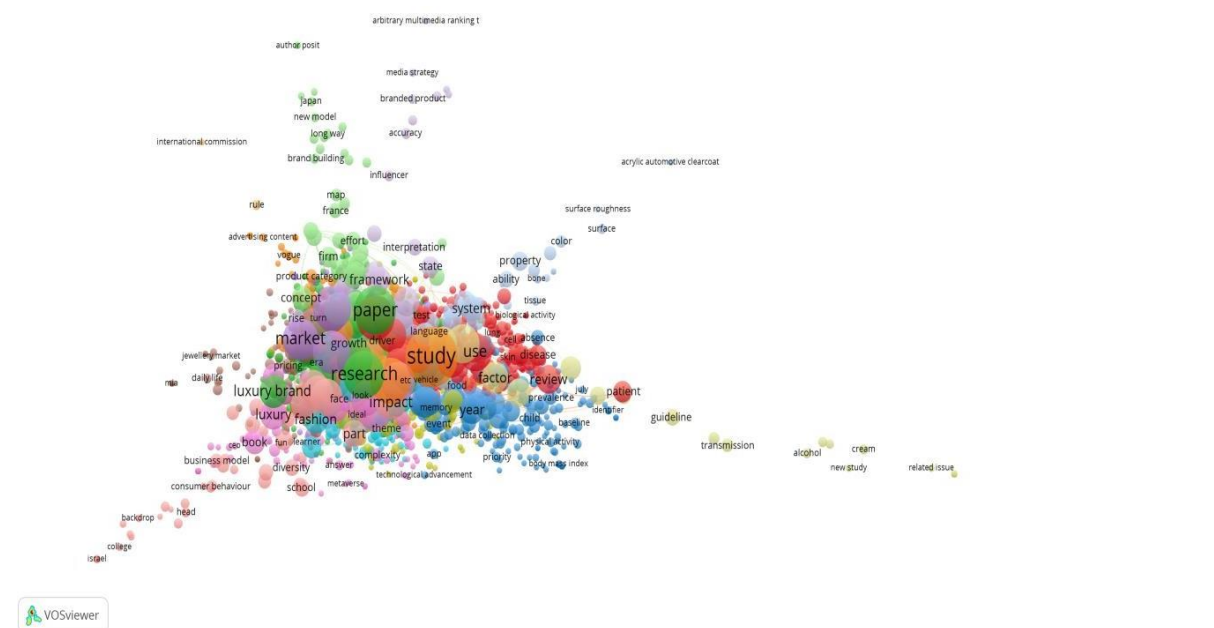


Figure 1. Keyword co-occurrence network of advertising mix and brand-related research (VOSviewer output).

The network visualization identifies several clearly delineated yet closely connected clusters, each corresponding to a specific stream of research within the advertising mix effectiveness literature. The prominence of core concepts such as advertising effectiveness, brand equity, consumer perception and marketing communication suggests that scholarly attention has progressively converged on examining how advertising efforts translate into brand-related outcomes rather than isolated promotional effects.

One major cluster is oriented toward brand equity and consumer response, encompassing concepts such as brand awareness, brand image, trust and loyalty. This cluster reflects a sustained scholarly emphasis on the cognitive and emotional processes through which advertising shapes consumer attitudes and behaviour. In the context of jewellery branding, where purchases are strongly influenced by symbolism, emotional attachment and perceived heritage, these findings highlight the importance of delivering coherent and consistent messages across advertising channels to reinforce authenticity and long-term brand value.

A second cluster focuses on advertising media and communication instruments, including social media advertising, digital marketing, celebrity endorsement and integrated marketing communication. The close association between traditional advertising concepts and digital platforms illustrates the increasingly hybrid nature of contemporary advertising strategies. Jewellery brands, particularly within emerging markets, appear to adopt a blended approach by combining print and television advertising with digital storytelling in order to preserve exclusivity while extending market reach.

A third cluster represents a strategic and managerial orientation, incorporating themes such as marketing strategy, return on investment, consumer engagement and performance assessment. The emergence of this cluster indicates a gradual movement away from purely descriptive analyses toward outcome-focused research, where advertising mix decisions are evaluated in terms of both effectiveness and efficiency. For luxury and jewellery brands, such

strategic evaluation is especially important given the high costs of advertising and the constant need to balance brand visibility with perceived prestige.

Taken together, the keyword co-occurrence network suggests that advertising mix effectiveness research has evolved into a more integrated body of knowledge, structured around interconnected domains that link communication tools, consumer psychology and brand performance.

4.2 Overlay visualization

Overlay visualization illustrates a temporal transition from traditional advertising constructs toward digitally mediated engagement, omnichannel strategies and performance accountability. Recent contributions emphasize experiential branding, consumer participation and relational outcomes, reflecting broader shifts in marketing practice and theory.

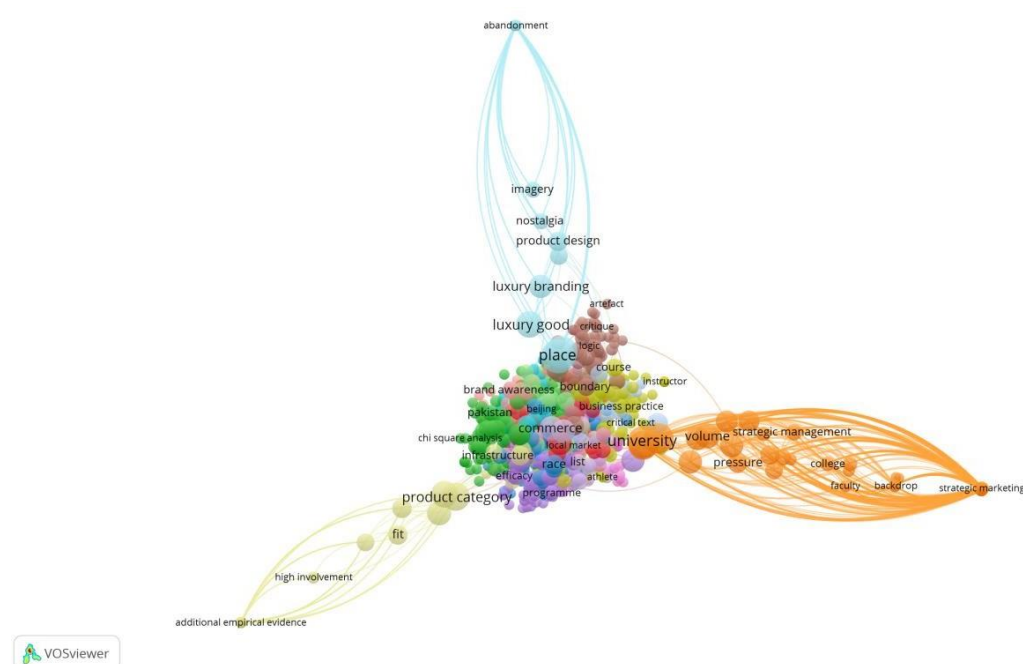


Figure 2. Overlay visualization showing temporal evolution of keywords.

The overlay visualization suggests that earlier phases of advertising mix research were largely anchored in traditional advertising concepts, including mass media communication, brand recall and message effectiveness. These foundational studies approached advertising impact primarily through linear models of persuasion, focusing on how exposure and repetition influenced consumer responses.

In contrast, more recent contributions—indicated by warmer colour gradients—demonstrate a growing scholarly focus on digital interaction, social media influence, consumer-generated content and experiential branding. This temporal transition mirrors broader shifts in media consumption and consumer behaviour. For jewellery brands, this change is especially consequential, as digital environments have become central platforms for brand storytelling, influencer partnerships and virtual engagement with products.

The emergence of themes such as omnichannel marketing, emotional branding and customer engagement further signals increasing academic interest in integrated and immersive communication approaches. These developments closely resonate with contemporary

jewellery marketing strategies, where brands aim to cultivate emotional bonds and symbolic meaning that extend beyond functional product features.

Overall, the overlay map captures a clear evolution in advertising mix effectiveness research, moving away from exposure-driven models toward frameworks that prioritize relationships, experiences and long-term consumer engagement, thereby underscoring the dynamic and adaptive nature of the field.

4.3 Density visualization

Density mapping highlights substantial scholarly concentration around advertising effectiveness measurement and brand equity constructs. In contrast, sector-specific applications—particularly within jewellery branding—remain comparatively underexplored, indicating meaningful opportunities for future empirical research.



Figure 3. Density visualization of keyword occurrences

The density visualization shows a strong concentration of research activity around core constructs such as advertising effectiveness, brand equity and consumer behaviour, reaffirming their foundational importance within the literature. These areas reflect well-developed streams of research supported by established theoretical models and extensive empirical evidence.

In contrast, areas of lower density emerge around industry-specific applications, particularly luxury branding and category-focused advertising contexts such as jewellery marketing. This pattern points to a relative underrepresentation of sector-specific bibliometric and empirical investigations, despite the substantial economic value and cultural relevance of the jewellery industry.

From an academic standpoint, this imbalance highlights promising avenues for future research that more explicitly connect advertising mix frameworks with the distinctive dynamics of luxury branding. From a managerial perspective, it underscores the importance of developing context-sensitive advertising strategies that recognise the symbolic, emotional and experiential dimensions inherent in jewellery consumption.

4.4 Descriptive Characteristics of the Bibliometric Dataset

Table 1. Descriptive statistics of the bibliometric dataset

Indicator	Value
Data source	Scopus
Time span	2000–2024
Total documents	412
Document type	Journal articles
Language	English
Total authors	987
Average authors per article	2.39
Single-authored articles	64
Multi-authored articles	348
Total keywords	1126
Average citations per article	28.4
h-index of dataset	47

Source: *Scopus database. Authors' analysis using VOSviewer.*

Table 1 summarizes the key characteristics of the bibliometric dataset and provides insight into its breadth, maturity and academic robustness. The dataset comprises 412 peer-reviewed journal articles published between 2000 and 2024, reflecting sustained scholarly engagement with advertising mix effectiveness over more than two decades. By restricting the analysis to journal publications, the study ensures a consistent level of methodological rigor and theoretical depth, which forms the foundation for the subsequent network and overlay analyses presented in Figure 1.

The dataset includes contributions from 987 unique authors, with an average of 2.39 authors per article, indicating a strong orientation toward collaborative research. This pattern supports the complexity of the keyword co-occurrence structure visualized in Figure 1, where multiple thematic clusters emerge from interdisciplinary intersections among branding, consumer behaviour and digital marketing research streams. The relatively high average citation count per article (28.4) and an overall h-index of 47 further demonstrate the academic influence and consolidation of the field, which is also reflected in the concentration of publications across leading research-producing countries shown in Table 2.

From a methodological perspective, the presence of 1,126 author-supplied keywords highlights substantial conceptual diversity within the literature. This diversity provides a robust empirical basis for the application of keyword co-occurrence and clustering techniques, enabling the identification of dominant themes and emerging research directions illustrated in Figure 1, as well as the geographical patterns of scholarly contribution summarized in Table 2.

4.5 Country-wise Publication Trends

Table 2. Country-wise publication trends

Rank	Country	Publications	Percentage (%)
1	United States	96	23.3
2	United Kingdom	68	16.5

3	India	54	13.1
4	China	41	10
5	Australia	29	7
6	Germany	26	6.3
7	France	21	5.1
8	Italy	18	4.4
9	Spain	16	3.9
10	Canada	15	3.6
—	Other countries	28	6.8

Source: Scopus database; country affiliation data extracted from author metadata and analysed by the authors.

Table 2 presents the geographical distribution of scholarly contributions to advertising mix effectiveness research. The United States emerges as the most prominent contributor, accounting for nearly one-quarter of the total publications. This leading position reflects the long-standing influence of U.S. academic institutions in advertising and branding research, as well as their early role in shaping the theoretical foundations of advertising effectiveness. The intellectual prominence of U.S.-based scholarship is also evident in the central thematic clusters visualized in **Figure 1**, where several core concepts originate from highly cited studies produced in this context.

The United Kingdom ranks second, reinforcing its strong tradition in marketing and consumer research. India occupies the third position, contributing more than 13% of the total publications. This increasing scholarly output from India is particularly relevant to the present study, as it parallels the rapid expansion of jewellery and luxury markets in emerging economies. The growing contribution from Indian institutions also aligns with the rising presence of journals publishing context-sensitive branding research, as reflected in the journal-wise distribution presented in **Table 3**. Collectively, these patterns suggest a gradual shift in academic attention toward markets where cultural symbolism, trust and long-term brand relationships are central to advertising effectiveness.

Additional contributions from China, Australia and several European countries further demonstrate the global diffusion of advertising mix research. Nevertheless, the concentration of publications within a relatively small number of countries indicates that the field remains geographically uneven. This imbalance highlights meaningful opportunities for future research to explore advertising effectiveness in underrepresented regions, particularly within luxury and culturally embedded product categories such as jewellery. Such studies would not only extend the thematic structure illustrated in **Figure 1** but also diversify the institutional and contextual bases of the literature summarized in **Table 3**.

4.6 Journal-wise Contribution Analysis

Table 3. Journal-wise contribution analysis

Rank	Journal Title	Publisher	Articles
1	Journal of Advertising	Taylor & Francis	38
2	Journal of Product & Brand Management	Emerald	34

3	Journal of Marketing Communications	Taylor & Francis	29
4	Journal of Business Research	Elsevier	26
5	International Journal of Advertising	Taylor & Francis	24
6	Marketing Theory	SAGE	21
7	Journal of Brand Management	Springer	19
8	Psychology & Marketing	Wiley	17
9	European Journal of Marketing	Emerald	15
10	Industrial Marketing Management	Elsevier	14

Source: Scopus database; journal publication counts compiled by the authors. Table 3 highlights the principal journals that have contributed to the development of advertising mix effectiveness research. The *Journal of Advertising* and the *Journal of Product & Brand Management* emerge as the most prolific publication outlets, underscoring the central role of advertising strategy and brand management perspectives within this domain. The strong representation of the *Journal of Product & Brand Management* is particularly significant, as it reinforces the conceptual alignment and relevance of the present study to the journal's thematic orientation and readership.

Other influential outlets, including the *Journal of Marketing Communications*, the *Journal of Business Research* and the *International Journal of Advertising*, further reflect the interdisciplinary nature of advertising mix effectiveness research. These journals provide platforms where theoretical developments intersect with applied marketing contexts, enabling the integration of communication theory, consumer behaviour insights and managerial decision-making. The prominence of articles published in these outlets is also evident in the highly cited works summarized in **the table.**, which form the intellectual foundations of the thematic clusters visualized in **Figure 1**.

Moreover, the presence of multiple Emerald, Elsevier and Taylor & Francis journals among the leading contributors indicates that advertising mix effectiveness research is firmly embedded within mainstream marketing scholarship. For researchers focusing on jewellery and luxury branding, this distribution suggests that studies positioned at the intersection of advertising effectiveness and symbolic brand value are well aligned with the intellectual priorities of these established journals, while also extending the thematic structure illustrated in **Figure 1**.

5. Discussion

Taken together, the bibliometric findings suggest that advertising mix effectiveness research has evolved into a mature yet dynamically expanding field. The increasing emphasis on integration, engagement and long-term value creation aligns with contemporary branding theories that conceptualize advertising as a relational rather than transactional process. For jewellery brands, this perspective reinforces the strategic importance of narrative coherence across multiple communication touchpoints.

6. Managerial Implications

From a managerial standpoint, the findings imply that jewellery brand managers may need to reassess advertising strategies that prioritize exposure over meaning. Successful brands such as Tanishq and Cartier illustrate how emotionally grounded storytelling, cultural symbolism

and trust-based messaging can be effectively integrated with digital engagement initiatives. Rather than maximizing channel presence, advertising mix effectiveness in jewellery markets appears to depend on symbolic consistency and experiential depth.

7. Conclusion And Future Research

This study offers a comprehensive bibliometric synthesis of advertising mix effectiveness research, contributing to both theory development and managerial practice. While the analysis reveals dominant themes and evolving research trajectories, it also underscores the contextual nature of advertising effectiveness, particularly within luxury and jewellery markets. Future research may extend this work by integrating multiple databases and empirically validating bibliometric insights within specific luxury brand settings.

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