

# **Bridging the Divide: A Bibliometric Analysis and Systematic Literature Review on the Integration of Traditional and Digital Marketing Strategies**

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## **Abstract:**

The integration of traditional and digital marketing strategies, often referred to as hybrid marketing, has become a dominant theme while exploring contemporary marketing studies. As businesses strive to leverage both conventional methods and emerging digital technologies, understanding the evolving dynamics between these strategies is crucial for developing effective marketing approaches. The primary objective of the study was to establish connect between traditional and digital marketing by conducting a comprehensive bibliometric analysis and systematic literature review. For this we explore 43 documents from Scopus published in 1998 to 2025. The analysis was done using Biblioshiny in R studio. Additionally, the review synthesizes existing literature to examine how digital tools, platforms, and technological advancements are reshaping consumer behaviour, marketing trends, and the effectiveness of integrated marketing approaches. This research addresses critical questions regarding the evolution of hybrid marketing, identifies the most influential articles, authors, and journals, and investigates common methodologies and theoretical frameworks in the field. The study outlines the patterns of growth in publications and the integration of new keywords in the realm of hybrid marketing strategies. The study sheds light on current developments and emerging trends within the innovative marketing approaches. This research provides valuable perspectives for future scholars, especially those exploring hybrid marketing. It effectively reviews and analyses existing literature, identifies gaps in current knowledge, and proposes potential areas for future research. However, the scope of the current research is constrained by its reliance on a single database for data extraction, limiting its generalizability to broader contexts.

Keywords: digital marketing, traditional marketing, hybrid marketing, bibliometric analysis

## **Introduction:**

Digital marketing refers to a comprehensive suite of strategies employed to attract, engage, and convert customers through online channels. It leverages a variety of platforms, including inbound marketing, influencer and content creators collaborations, search engine optimization, social media, and online advertising, to help brands forge meaningful connections with their target audiences while enabling real-time tracking of marketing performance. Defined by its reliance on a wide array of digital tactics, digital marketing seeks to engage customers where they spend a significant portion of their time: in the online space. From a company's website to digital advertising, email campaigns, and online brochures, digital marketing encompasses

a broad spectrum of tools designed to enhance online presence and brand visibility. In contrast, traditional marketing refers to the more conventional forms of advertising that have long been recognized, including print media, broadcast, direct mail, and telemarketing. These methods, although still prevalent, represent a more established and offline approach to reaching consumers (Sinha, 2018).

One of the fundamental pillars of business success is its Marketing activities which acts as the critical link between organizations and their consumers. Over years, the landscape of marketing has undergone profound transformations, driven by technological advancements, shifts in consumer behaviour, and the increasing interconnectivity of the global marketplace. This development has given rise to a distinct contrasting term in marketing strategies: traditional marketing and digital marketing. While both styles ultimately share similar primary objective—driving sales by promoting products and services—the methods they employ are fundamentally divergent. A nuanced analysis comparing and contrasting traditional and digital marketing strategies is essential for gaining a deeper understanding of their respective strengths, limitations, and relevance within the context of today's rapidly changing business environment (Dubey, 2022). Firms need to decide on whether to continue the practice they are doing now, or should they shift from traditional to digital marketing? (Bist et al., 2022).

Digital marketing strategies in small and medium enterprises differ significantly from those in large businesses, mainly due to variations in financial resources, technical capabilities, organizational structure, and marketing strategies (Laila et al., 2024). As more consumers turn to online platforms for product research and purchases, digital marketing has become increasingly vital for SMEs. The growth of digital technology has transformed marketing strategies, pushing firms to adapt to a rapidly evolving digital landscape. Traditional marketing methods are becoming obsolete as businesses continuously seek more effective ways to promote products and services online and attract a larger audience. While digital marketing offers significant advantages in terms of brand visibility, traditional marketing still provides valuable benefits that may be lost in the shift to digital approaches (Lawrence et al., 2018).

Hybrid marketing is an innovative promotional method that blends both traditional and digital marketing strategies. Instead of relying exclusively on online platforms or offline interactions, this strategy leverages the advantages of both to produce a well-rounded and effective outreach strategy. By integrating techniques from both realms, companies can better engage with their target audience and achieve their brand goals. When developing a hybrid marketing strategy, it is important to recognize how offline touchpoints can enhance the customer experience, even for digital products. Hybrid marketing blends traditional and digital methods to create a wide-ranging approach that effectively engages, communicates with, markets to, and sells products or services in today's ever-evolving digital landscape. For companies, adopting a hybrid marketing mindset is crucial, as it requires thinking in both traditional and digital terms (Kumar et al., 2023).

In this bibliometric study, investigation of 43 papers on hybrid marketing was conducted to offer a more data-driven approach compared to traditional literature reviews. Unlike conventional methods, bibliometric techniques compile large volumes of scientific data, such as citation counts and keyword frequencies. As a result, this approach complements traditional literature reviews by providing a more objective and less biased analysis, revealing the

contemporary trends and evolutionary developments within the field. Thus, the research addresses the following questions:

1. What are the main trends and changes in research on hybrid marketing strategies over the past 10 years?
2. How has the idea of hybrid marketing changed, and how do digital tools help mix traditional and online marketing?
3. Which articles, authors, or journals have had the biggest impact on the study of traditional and digital marketing, especially hybrid strategies?
4. What methods and theories do researchers use most when studying traditional vs. digital marketing?
5. What are the challenges and opportunities when trying to combine traditional marketing with digital tools?
6. What gaps or unexplored areas exist in the literature regarding the comparison of traditional and digital marketing, and what future research directions can be identified?

### **Method:**

Using a systematic literature review (SLR) methodology is considered the most effective approach for this study. The main goal is to offer a thorough synthesis of existing research, providing both academics and practitioners with a clear understanding of the topic. Additionally, this method helps identify key knowledge gaps and potential directions for future studies (Pushparaj & Kushwaha, 2023). The SLR approach is particularly valuable for summarizing research findings because it follows strict guidelines and scientific protocols, ensuring that the process is clear, replicable, and reliable (Mishra et al., 2024). Furthermore, bibliographic analysis (Moyle et al., 2020) offers important insights into the development and progress of a particular research area.

Citation databases like SCOPUS and Web of Science are often used to collect bibliometric data. SCOPUS has wider coverage in social sciences than WoS (Chadegani et al., 2013). The authors gathered a list of keywords related to "Hybrid Marketing" from published papers and reliable sources. The final search formula for a title search on the "Hybrid Marketing" was Title-ABS-KEY ("traditional marketing" OR "digital marketing" OR "marketing strategy") AND ("traditional vs digital marketing" OR "hybrid marketing") AND ("technology" OR "digital tools" OR "online platforms" OR "social media") AND ("consumer behaviour" OR "marketing trends" OR "innovation" OR "digital transformation"). A title search was conducted in the SCOPUS and WoS databases to determine the most suitable source for data collection. The search for the term "Hybrid Marketing" retrieved 43 documents from SCOPUS and 30 from WoS. As a result, SCOPUS was chosen for data collection. The research was focused on documents indexed in SCOPUS from 1998 to 2025. Out of the 43 documents, there were 29 articles, 8 books, 4 book chapters, 1 conference paper, and 1 review. While a total of 924 documents were included for analysis, the top 20 documents in the qualitative section were all published in journals. These documents were analysed using the "Bibliometrix package", an R-tool designed specifically for quantitative bibliometric research (Aria & Cuccurullo, 2017), which is commonly used for science mapping. Table 1 below provides the main details of the bibliometric data. While bibliometrics offers valuable insights, it cannot replace qualitative peer evaluation. Therefore, this study combined a systematic literature review with bibliometric

analysis to gain deeper understanding. As part of this, the top 15 most frequently cited documents in the field of hybrid marketing were analysed qualitatively.

**Table 1: Main Information about Data**

Description	Results
Timespan	1998:2025
Sources (Journals, Books, etc)	39
Documents	43
Annual Growth Rate %	0
Document Average Age	12
Average citations per doc	55.07
References	4463
DOCUMENT CONTENTS	
Keywords Plus (ID)	16
Author's Keywords (DE)	145
AUTHORS	
Authors	80
Authors of single-authored docs	12
AUTHORS COLLABORATION	
Single-authored docs	14
Co-Authors per Doc	2.14
International co-authorships %	13.95

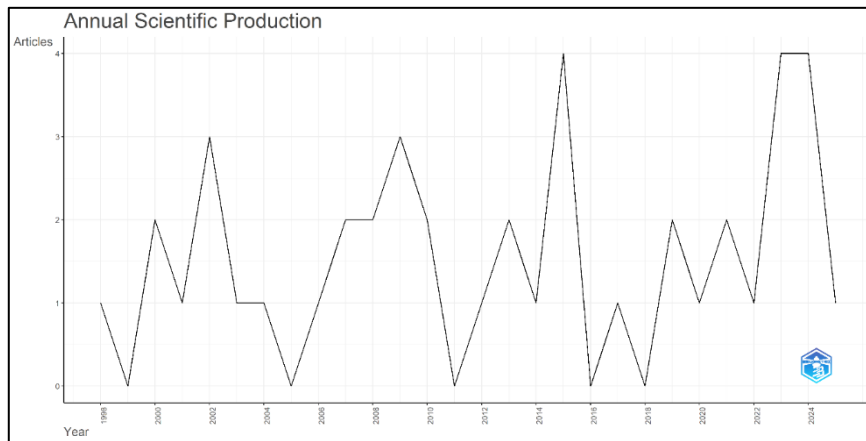


**Figure 1: Main Information**

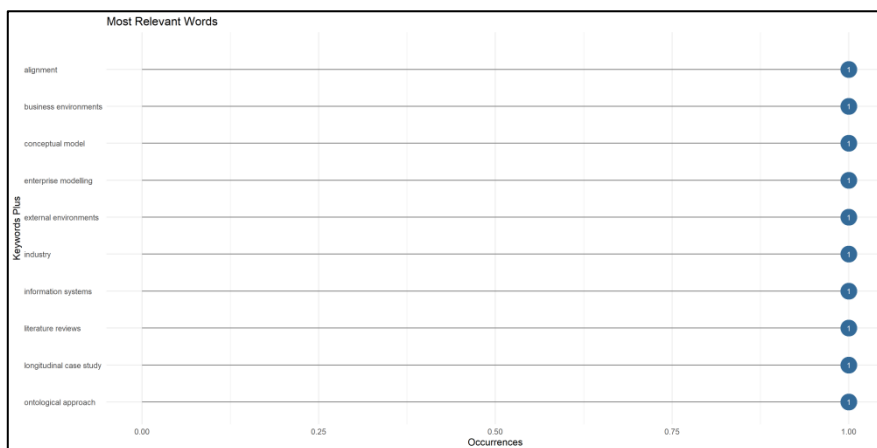
Due to widespread research in this field, this paper attempts to analyse and find the gap in the field of hybrid marketing. This study also gives a comprehensive knowledge about earlier literatures on the topic. This study is a novel attempt and different from other work because no study has been conducted on this topic. This study uses Biblioshiny and R-studio to organize emerging topics and map the research domain. These findings help researchers stay current with developments in the field. The results from thematic and cluster analysis are then used to pinpoint potential areas for future research in each topic. This study holds the potential to assist the researcher in gaining an in-depth knowledge on the field of hybrid marketing for the future studies.

**Results and Discussion:**

The yearly production of articles in the hybrid marketing domain from 1998-2025 are illustrated in Figure 2 below. These papers exhibit a growth rate of 4 percent per year. Figure 3 illustrates the most relevant words which includes top 10 words based on their total number of occurrences. Figure 4 below shows the number of documents published by each contributor in the bibliometric analysis. On the left side of the graph, the authors are listed in a table, with the corresponding number of documents they authored displayed on the right. According to the available data, Jacob F and Pez V demonstrated the highest productivity, with 3 papers each.



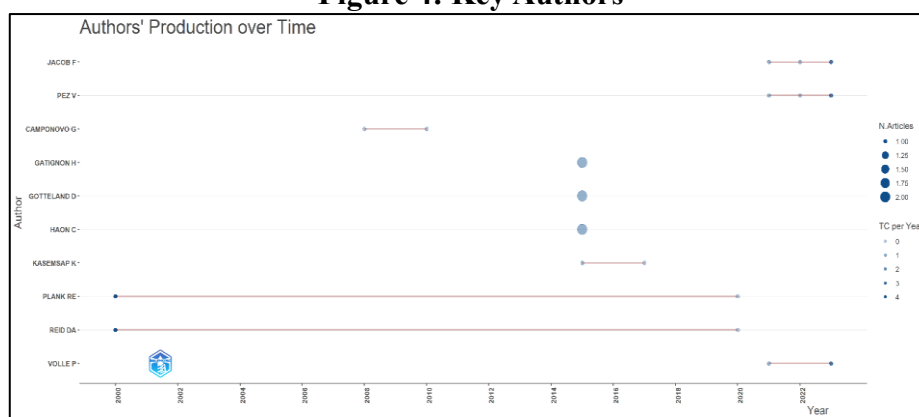
**Figure 2: Annual Scholarly Output**



**Figure 3: Most Prominent Key Words**



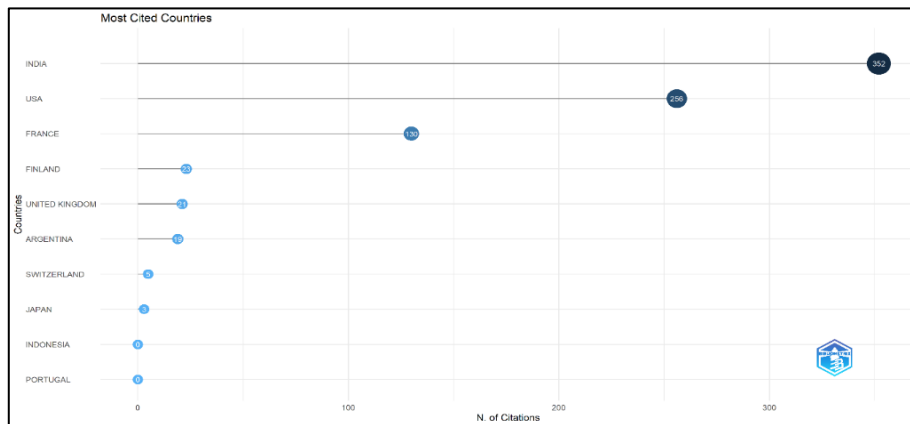
**Figure 4: Key Authors**



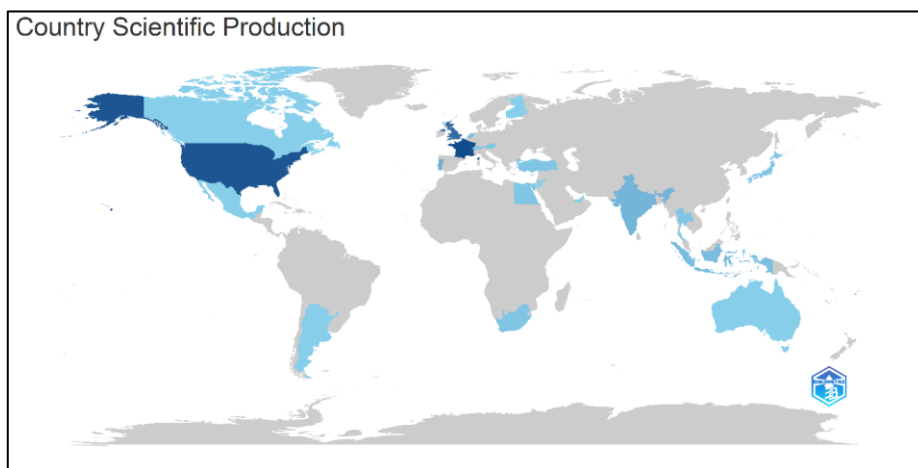
**Figure 5: Publication Chronology**

The data presented in Figure 6 display the top 10 cited nations. India has been cited the most frequently, with a total of 352 instances. The United States of America has concurrently obtained the second highest number of citations, leading to a total of 256. France, ranked as the third most cited country, has accumulated a total of 130 citations. Moreover, other countries in the top ten list of countries by citations numbers were Finland, UK, Argentina, Switzerland, Japan, Indonesia, and Portugal. While the scientific production country wise is illustrated in the Figure 7, where France being on number one position with frequency of 17 production, followed by USA with 16 and UK by 13 productions. The fifth position was taken by Portugal followed by India with 5 and 4 scientific productions respectively.

In the Figure 9 below is the word cloud which shows the frequently appearing authors key terms in the literature. The analysis highlights that marketing was the most commonly used term with the frequency of 4, second word was financial services with a word count of 3 and followed by banks with a frequency of 2. Figure 9 below shows that marketing constitutes 6% of all the treemap. In contrast, financial services and banks account for 9 % and 3 % respectively, of the occurrences.



**Figure 6: Most Cited Countries**



**Figure 7: Country Scientific Production**

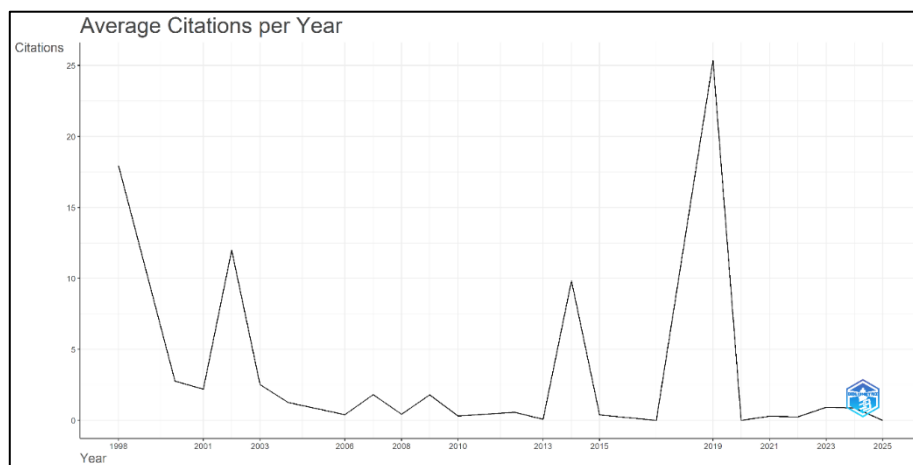


Figure 8: Average Citations per Year



Figure 9: Word Cloud

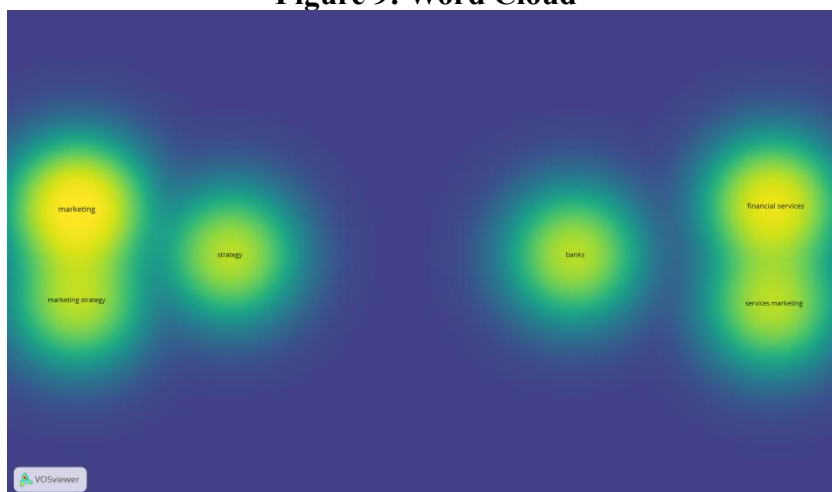


Figure 10: Cooccurrence of word on basis of authors' keyword



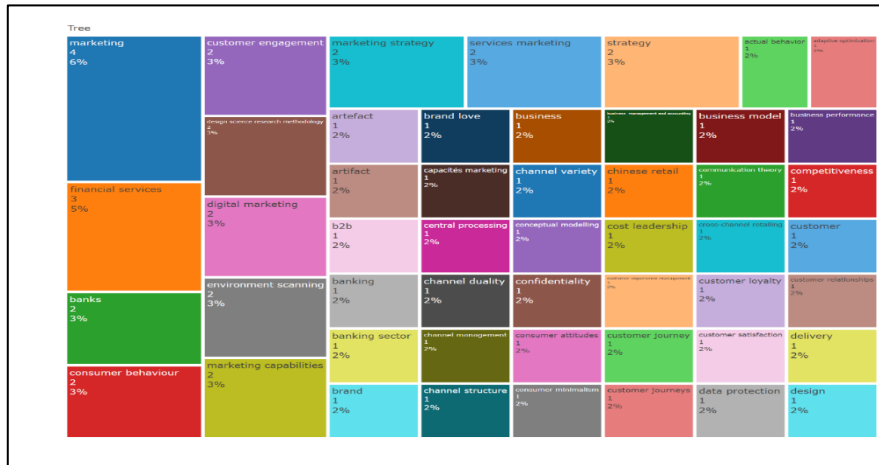


Figure 11: TreeMap



Figure 12: Three field Plots

The three-field plot analysis is crucial as it effectively illustrates the correlations between three distinct subjects within the visualization. Figure 12 presents the three-field plot, which includes the source, author, and primary topic. These three components are represented in grey, highlighting the connections between each field, starting from the reference source, to the author, and finally to the leading research keywords or themes. The size of each rectangle in the lists reflects the number of articles linked to each element. The primary focus of the three-field plot lies in the central field. "AU" stands for the author, indicating that the focus is on the most prominent author (the main subject), related to "CR" as the cited reference, and "DE" as the author's keywords.

During the last five decades, marketing has evolved through three stages that we call Marketing 1.0, 2.0, and 3.0. whereas Marketing 4.0 is a concept introduced by Philip Kotler that explores

the transition from traditional marketing to digital marketing, emphasizing the integration of both approaches and focusing on human-centric, personalized consumer engagement in the digital age (Philip et al., 2017). Hybrid marketing is an innovative promotional strategy that combines the best of both traditional and digital marketing approaches. Hybrid marketing was born out of contingency as a response to the transformations produced on purchasing and consumption paths by digitization. By embracing this approach, businesses can adapt to the changing consumer behaviours and maximize their marketing efforts (Dandawate et al., 2023). Hybrid marketing encompasses a fusion of traditional and digital strategies to create a comprehensive approach that effectively engages, communicates with, markets to, and sells products or services within the ever-evolving digital landscape (Kumar et al., 2023). By blending the strengths of traditional marketing methods, such as print advertising, radio, and television, with modern digital strategies like SEO, social media, and content marketing, businesses can craft a well-rounded, captivating, and targeted approach to effectively engage their audience. Businesses that combine both traditional and digital marketing are often referred to as "brick-and-click" stores, meaning they operate both an online and physical retail presence. One of the key advantages of hybrid marketing—which has contributed to its recent resurgence—is its ability to help businesses broaden their market reach. According to McKinsey, hybrid marketing is set to play an increasingly pivotal role in B2B sales strategies. By 2024, as a result of shifts in customer preferences and increased remote interactions, hybrid marketing is expected to become the dominant method, potentially driving up to 50% more revenue.

The Integrated Marketing Communications Framework offers a foundational theoretical approach by emphasizing the importance of combining traditional and digital channels in a cohesive marketing strategy. It focuses on ensuring consistency in messaging and the effective use of multiple marketing platforms to enhance brand communication and engagement with diverse audiences.

Quantitative research, such as surveys, experiments, and data analysis, plays a crucial role in comparing the effectiveness of traditional and digital marketing strategies. Metrics like ROI, conversion rates, and customer engagement are commonly used to evaluate performance, with techniques like A/B testing and regression analysis providing insights into which strategies work best. On the other hand, qualitative research methods like focus groups, in-depth interviews, and case studies help capture consumer perceptions, attitudes, and experiences across traditional and digital channels. However, there is a gap in longitudinal studies that explore the long-term effects of integrating these strategies, particularly concerning brand loyalty, customer retention, and overall business performance.

Further, research on consumer behaviour in integrated campaigns remains limited, particularly in terms of how customers respond to campaigns that combine both traditional and digital strategies. As digital technologies continue to evolve, understanding shifts in consumer expectations and behaviours toward traditional marketing methods is a critical area for exploration. Additionally, cultural factors still influence the effectiveness of marketing approaches, highlighting the need for more research on how cross-cultural differences impact integrated marketing strategies. These gaps provide valuable opportunities for future research that can further inform businesses on optimizing marketing efforts.

## Research Limitations and Direction for Future Work

This review on hybrid marketing strategies has some limitations that future research could address. Firstly, the analysis relies solely on the Scopus database, excluding valuable works indexed in other significant databases like Web of Science, which may limit the breadth of insights. Additionally, the study focuses only on the keyword "hybrid marketing," potentially overlooking related terms such as "integrated marketing communications," "omni-channel marketing," and "cross-channel marketing," which could provide a more comprehensive understanding of the field. Future studies could expand the scope by incorporating a wider range of keywords and exploring how emerging technologies like artificial intelligence and big data analytics are influencing hybrid marketing strategies. Another avenue for future research could be examining regional differences in contributions to hybrid marketing research, particularly investigating why certain countries, such as the USA and the UK, dominate the field, while others lag behind. Finally, using a combination of databases, additional bibliometric tools, and a broader range of documents could offer more diverse insights and a richer understanding of hybrid marketing dynamics.

## Conclusion:

In conclusion, this study provides a inclusive bibliometric analysis and systematic literature review of the evolving relationship between traditional and digital marketing strategies, also known as hybrid marketing. By examining 43 documents published between 1998 and 2025, the research highlights key trends, influential authors, and journals, offering valuable insights into how digital technologies are transforming consumer behaviour and marketing approaches. The study successfully identifies gaps in current knowledge and suggests future research avenues, particularly in understanding the integration of digital tools and platforms within traditional marketing strategies. However, the study is limited by its reliance on a single database, Scopus, and a specific period of time, which may affect the generalizability of its results. Future research can expand on this study by utilizing broader databases and exploring additional bibliometric analysis tools to gain a complete understanding of hybrid marketing dynamics.

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