Experiential Marketing: Bibliometric Mapping of Consumer Engagement

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Article Info	ABSTRACT
	This research explores the intellectual landscape and dynamic themes of consumer engagement with experiential marketing by undertaking a bibliometric analysis. The research, which has spanned more than two decades of research literature on Scopus, has identified the emerging trends, themes, and influential research works, thus presenting a broad picture of this area of research focus. The research results make it clear that there is an increasingly important role of immersive technologies such as Augmented Reality (AR) and Virtual Reality (VR), social media, and other related elements that help intensify consumer engagement practices. The research work proposes a decision-making model regarding customer engagement strategy and delves into the interdisciplinary aspects of this research area, which encompasses psychology, digital media, and marketing strategy. The research work, while presenting its findings, also brings into focus the scattered nature of research work and the need to further investigate new trends and cross-discipline perspectives related to the global scenario of consumer engagement research.

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1. INTRODUCTION

Experiential marketing has grown as one of the revolutionary approaches in modern marketing practices with an emphasis on creating meaningful and memorable experiences for consumers rather than mere product or service marketing [1]. As opposed to traditional marketing, which is basically a transactional exchange, experiential marketing is focused on engaging with multiple dimensions of the senses and emotions of consumer behavior to develop a richer connection with brands. The increased market saturation and proliferation of digital communication channels have raised the need for innovative approaches to capturing consumer attention, thereby making experiential marketing a tool of differentiation [2], [3]. Understanding the dynamics of consumer engagement in such experiential frameworks, therefore, has emerged as central both to marketing theory and practice [1].

Consumer engagement is a multidimensional construct involving

cognitive, emotional, and behavioral involvement with either a brand or marketing activity. Engagement, within an experiential framework of marketing, extends beyond the realm of mere interaction [4]. Instead, active participation and value co-creation are important tenets of the concept. Experiences that trigger curiosity, enjoyment, and personal relevance have greater chances of resulting in high levels of engagement and in the creation of loyal customers. Furthermore, experiential engagement very often spills out beyond the confines of a focal consumption experience to permeate social interactions and word-of-mouth behaviors crucial for the amplification of marketing effects [5]. Such is the interrelationship between experiential strategies and consumer engagement that it calls for systematic investigations able to delineate, quantify, and interpret these linkages.

Advances related to digital technologies have also supplemented the power and reach of experiential marketing efforts. The role of social media, augmented reality, online events, and interactive campaigns has made it easier for companies to design experiences that go beyond the established boundaries of time and space [6], [7]. The role of digital experiences has made it easier for consumers to provide instant feedback, which has further amplified the level of engagement, making it easier for companies to focus more on active participation rather than passive consumption, which is evident by the importance of understanding and analyzing data related to engagement metrics and patterns.

Bibliometric analysis has recently been considered an efficient way of synthesizing knowledge in fast-growing areas, also in the area of marketing research [8]. By analyzing the intellectual structure of a scientific area, it becomes possible to detect key findings, trending ideas, and research gaps. In terms of experiential marketing, bibliometric cartography can help assess a full picture of how consumer engagement has been theoretically and operationally investigated. This approach will not only serve the interests of academic rigor but also present practical recommendations for managers interested in scientifically grounded best practices in experiential engagement.

Despite the rising interest in experiential marketing and consumer engagement, a holistic comprehension of the field has not been developed yet due to its interdisciplinarity, merging psychology, communication, digital media, and strategic marketing. In such interdisciplinary research, the focus may diverge on theoretical perspectives, methodological directions, and measurement scales, making an overall generalization difficult to achieve. Bibliometric mapping thus provides a structured approach to integrating diverse research with the ability to display intellectual structures, influential authors, journals, and thematic centroids. It is from this methodological perspective that the historical path and new frontiers of experiential marketing scholarship can be underlined and assured of a solid grounding for further investigations.

Although experiential marketing has been recognized as a critical driver of consumer engagement, most of the studies have failed to present comprehensive analyses that synthesize the existing literature and systematically map the research trends on the issue. Many have focused on an isolated aspect of engagement or a specific experiential campaign, hence fragmented knowledge that does not enable theoretical integration and practical application of the same. Lacking a proper understanding of how research on experiential marketing and consumer engagement has evolved over time, marketers and scholars cannot strategically identify measures that are effective in capturing the nature of this construct, measure its impact, and predict the future course of this concept. This gap, therefore, justifies the rationale for a bibliometric mapping approach in order to outline the field holistically, thus revealing patterns, gaps, and potential avenues for research and practice. The purpose of the paper is to conduct a bibliometric analysis of

experiential marketing research with a consumer-engagement approach.

2. METHODS

The research design adopted for this study is bibliometric. The bibliometric method is utilized for extensive exploration of literature on experiential marketing and consumer engagement. As observed, bibliometric analysis is a methodological tool and technique applied for a systematic and objective examination and exploration of thematic structure and trends in a given field of knowledge [8]. According to this method, through citations and exploration, influential literature, major and contributor authors, and hot topics are also mapped and recognized. As evident, this method is quite relevant to this current research because it enables a systematic and objective combination and synthesis of extensive literature volumes to identify established and new trends. Additionally, this technique is applied to identify and map influential literature and topics on marketing and consumer engagement.

For this study, data was gathered from Scopus, which indexes a considerable amount of literature from peer-reviewed publications, conferences, and published book chapters. The search query included a mix of keywords like "experiential marketing," "consumer engagement," "customer experience," and "brand interaction." The criteria for this search were defined with a view to cover publications that were in English and published within the range of 2000 to 2025, aiming at current developments in literature. Duplicated sources were eliminated, and publications that were irrelevant to this topic were also eliminated on the grounds of their titles, abstracts, and subject headings. The resulting literature served as a basis for conducting this bibliographic analysis.

The analysis was done using VOS Viewer software, which helps with the visualization of research trends. In the analysis, co-citation analysis, bibliographic coupling studies, and keyword co-occurrence analysis methods were used. This was done to determine the sets of influential authors within the research outputs, as well as research themes. Maps depicting research linkages between authors and research themes were produced.

3. RESULTS AND DISCUSSION
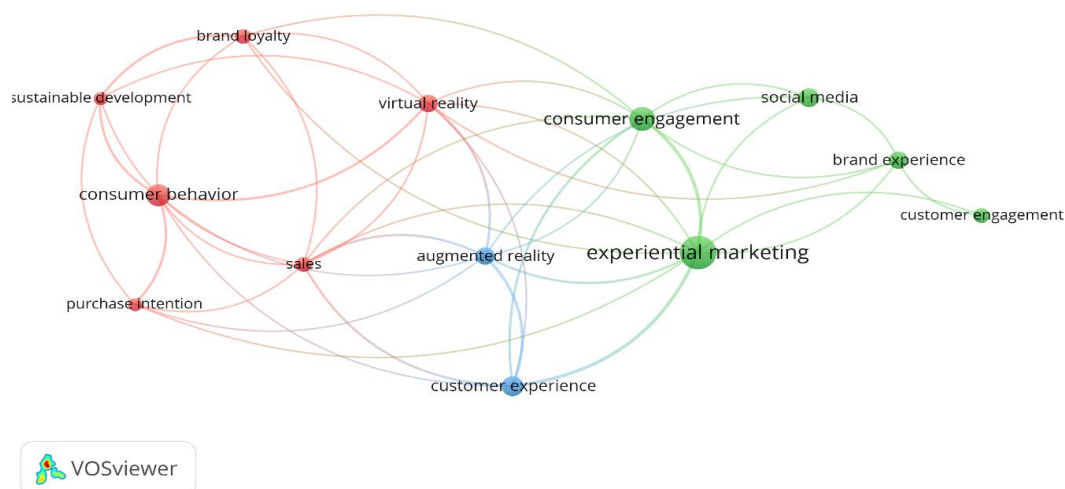
3.1 Keyword Co-Occurrence Network

Figure 1. Network Visualization
Source: Data Analysis Result, 2025

Figure 1 shows a bibliometric map of some important concepts and their relations in the research area of experiential marketing focused on consumer engagement. In this picture, nodes represent different terms or concepts, while links show the co-occurrence of terms in publications. Colors are used to group similar topics. Green refers to the areas that are closely related to consumer engagement, while blue and red are used for customer experience and consumer behavior, sales, and sustainable development, respectively. The node "experiential marketing" is located in the center and linked with a range of different terms, which positions this concept as central in the research. Indeed, "experiential marketing" is closely connected to the terms "consumer engagement", "brand experience", and "social media". This suggests that in the current literature, the research on experiential marketing is dominated by studies dealing with the issue of consumer engagement through innovative, interactive brand experiences enabled by digital channels, such as social media.

These include consumer behaviors, sales, as well as purchase intention. They are all together in the red box as a clear indicator that these aspects have a very tight connection with experiential marketing. It is clear that this literature review has a focus on understanding how these aspects are related to experiential marketing strategies. The inclusion of "virtual reality" and "augmented reality" seems to be a very relevant connection with experiential marketing. It has a specific link with the usage of new technology in creating a more engaging experience for consumers. Indeed, the inclusion of these two aspects mentions a clear trend on how technology is going to be used in creating a new face for experiential marketing that is even more engaging. These two aspects can be safely considered as a trend that is imminent for experiential marketing.

Key words for 'sustainable development' and 'brand loyalty' are indicative of an emerging theme in the literature with regard to the long-term implications of experiential marketing, rather than its direct effects on consumer participation, the retention of sustainable development practices through experiential marketing, and the concept of brand loyalty. The map indicates the trends in research with regard to the applicability of experiential marketing to sustainable development, and its relationship with brand loyalty.
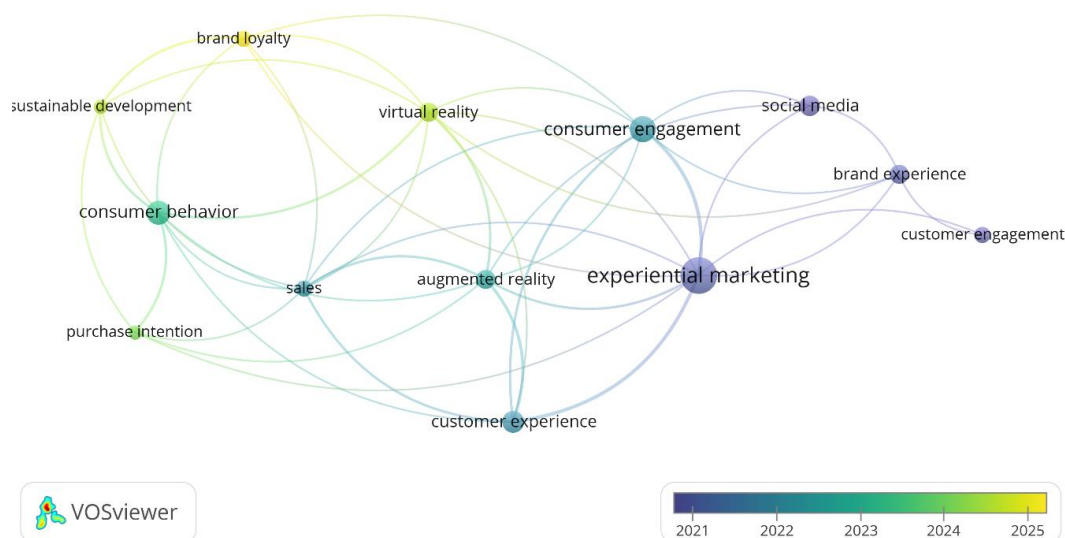

Figure 2. Overlay Visualization
Source: Data Analysis Result, 2025

Figure 2 has a temporal aspect with colors used to indicate the timeline between the years 2021 and 2025. The color hue ranges from purple, which signifies the current research in the year 2025, and green that signifies research from the year 2021. The main point "experiential marketing" is a major point within this diagram that is connected to "consumer engagement," "brand experience," and "social media." These have been important areas that have gained importance with the passage of time. "Virtual reality" and "augmented reality" have been marked in yellow-green color dimensions. These have been areas that have started picking up pace from the year 2021 and have been increasingly explored. These new technologies have been increasingly used as a part of experiential marketing practices. This tends to show that the usage and benefits of such new technologies as "VR" and "AR" have been explored as a recent trend and have been increasingly used as a means by which consumers can be engaged in new and different experiential market practices. "Brand loyalty," "sustainable development," and "consumer behavior" have been marked in light green and yellow colors. These have been aspects that have been explored by people for a much longer period. These have been areas that have been increasingly explored by people as a means by which new experiential market practices can be used.
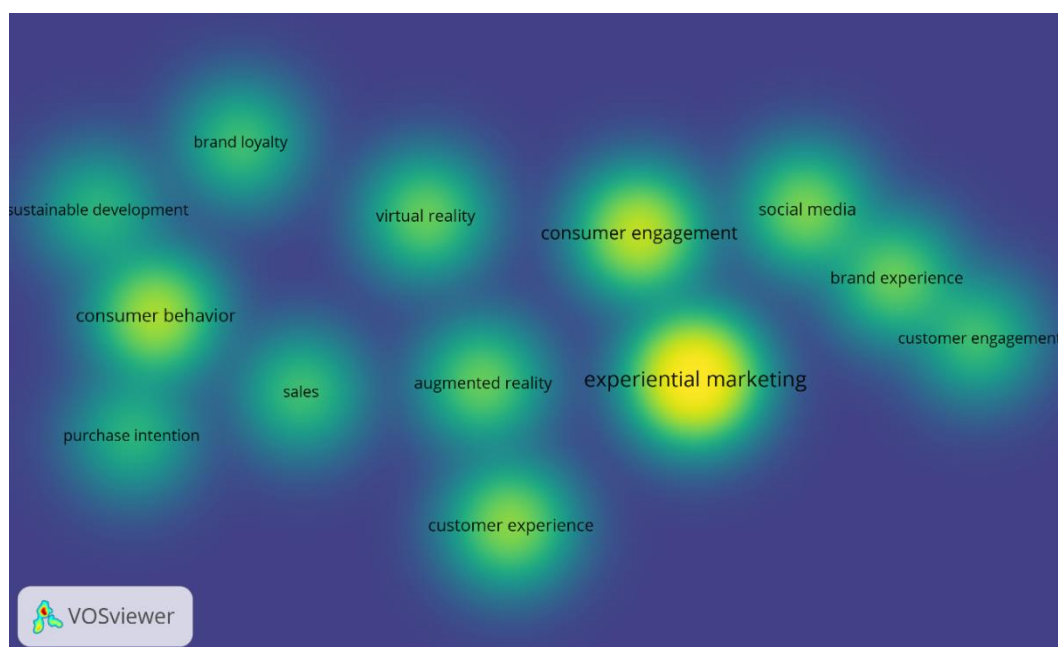

Figure 3. Density Visualization
Source: Data Analysis, 2025

Figure 3 shows the intensity of the focus of research on different concepts in the experiential marketing field. The vertices containing the crucial concepts such as "experiential marketing," "consumer engagement," and "customer experience" are marked with yellow-green, signifying that these are the most searched concepts with the highest frequency in the recent literature. The intense focus on "experiential marketing," located near the center of the figure, indicates that it is one of the integral topics of study, directly related to "consumer engagement" and the "customer experience," the focal point of experiential marketing. The concepts "virtual reality," "augmented reality," and "brand experience," marked with lower intensity, signify the recent increase in interest in the use of immersive reality concepts and brand-related experiences in marketing. The concepts "consumer behavior," "sales," and "sustainable development," although appearing less focused, are integral to the

entire discussion going around experiential marketing.
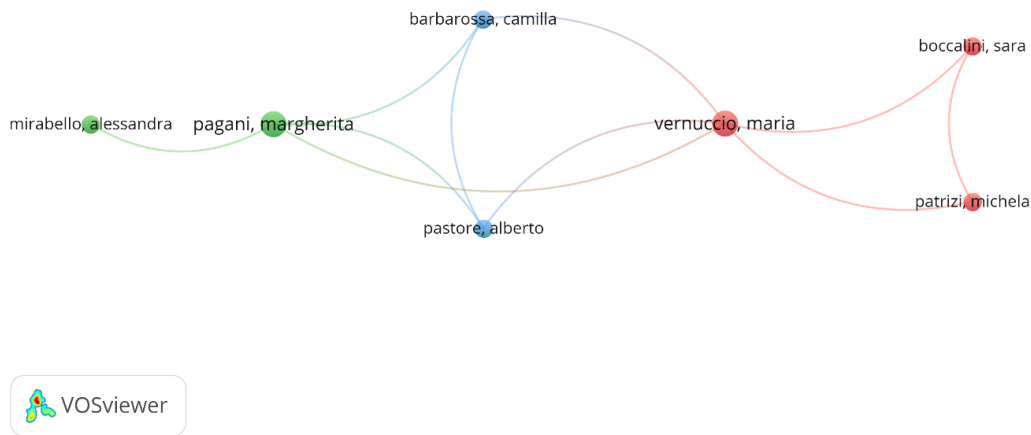
3.2 Co-Authorship Network

Figure 4. Author Collaboration Visualization
Source: Data Analysis, 2025

Figure 4 visualizes the co-authorship relationships between several researchers. The nodes represent individual researchers, with edges showing the connections between them based on their co-authorship in publications. The green-colored nodes, such as "Mirabello Alessandra" and "Pagani Margherita," suggest these researchers have collaborated with others in the field. The red-colored nodes, such as "Vernuccio Maria," "Boccalini Sara," and "Patrizi Michela," appear to be more isolated, indicating fewer or more recent connections with other researchers. The links between the nodes demonstrate the extent of collaboration in terms of co-authored papers, with varying intensity, showing different levels of research cooperation in this academic network.
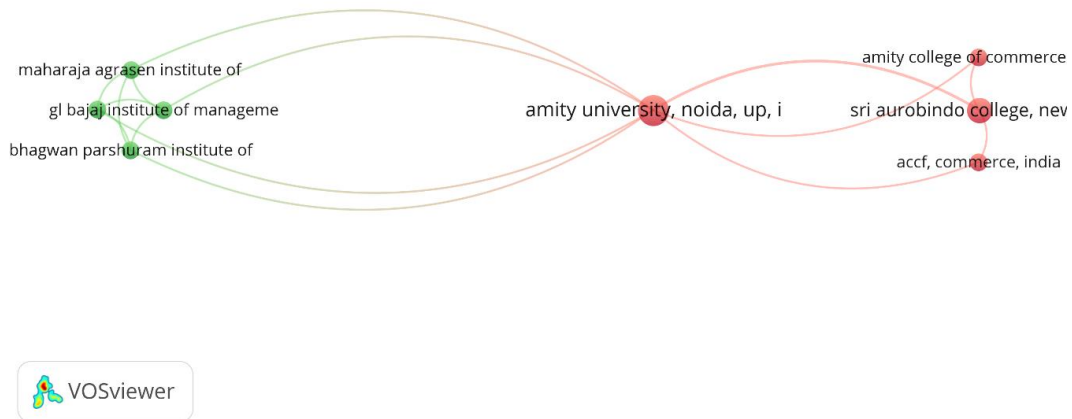
Figure 5. Affiliation Collaboration Visualization
Source: Data Analysis, 2025

Figure 5 illustrates the relationships between various educational institutions based on their involvement in a collaborative network, likely in terms of academic publications or partnerships. The central node, "Amity University, Noida, UP, India," is connected to a number of other institutions, represented by the surrounding nodes. The green nodes, such as "Maharaja Agrasen Institute of," "GL Bajaj Institute of Management," and "Bhagwan Parshuram Institute of," show schools that have some connection with Amity University, but their links are less intense. The red nodes, including "Amity College of Commerce," "Sri Aurobindo College, New Delhi," and "ACCF Commerce, India," suggest a higher degree of connection with Amity University, indicating closer or more recent academic collaborations or shared projects.
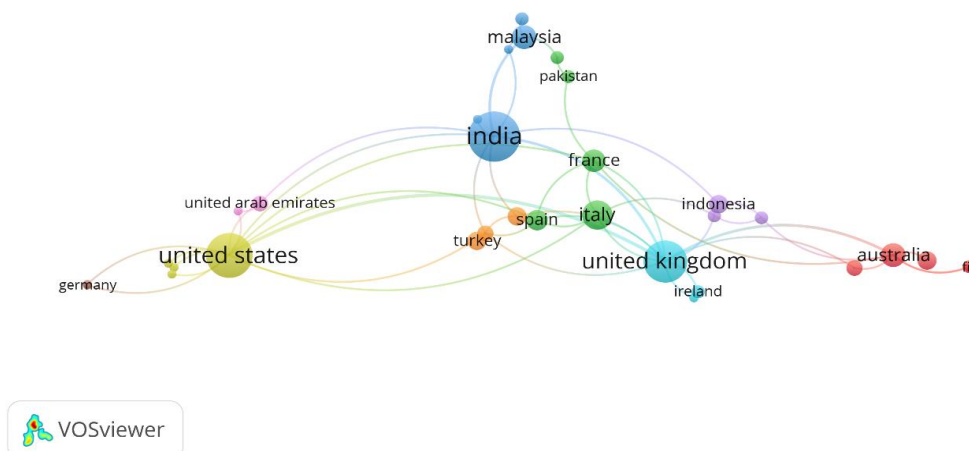

Figure 6. Country Collaboration Visualization
Source: Data Analysis, 2025

Figure 6 highlights the relationships between various countries based on their interconnectedness in a specific academic or research context, as indicated by the nodes and their links. The largest cluster of countries, represented by the blue node for "India," is connected to several other countries, such as "Malaysia," "Pakistan," "Indonesia," and "United Kingdom," suggesting strong collaborative ties or a concentration of shared research activity in these regions. The United States, highlighted in yellow, is also closely linked to countries like "Germany," "United Arab Emirates," and "Turkey," showing its broad international influence in the network. Countries like "Australia," "Fiji," and "Ireland" are positioned more peripherally, indicating they have fewer connections within this specific network, while regions like "Italy," "Spain," and "France" are moderately connected to the larger central cluster.

3.3 Citation Analysis

Table 1. Top Cited Research

Citations	Authors and year	Title
1064	[1]	Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives
1009	[2]	Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement
327	[9]	Co-creation and higher order customer engagement in hospitality and tourism services: A critical review
306	[10]	We ARe at home: How augmented reality reshapes mobile marketing and consumer-brand relationships
211	[11]	The influence of personal and social-interactive engagement in social TV web sites
156	[12]	Examining the antecedents and consequences of mobile app engagement
152	[13]	Augmented reality in online retailing: a systematic review and research agenda
140	[3]	An experiential model of consumer engagement in social media
126	[14]	Strategic customer engagement marketing: A decision making framework
94	[15]	Engaging customers during a website visit: a model of website customer engagement

Source: Scopus, 2025

Table 1 lists the top-cited research studies in the field of consumer engagement, showcasing influential works that have shaped the academic discourse in this area. The most cited paper, with 1064 citations, is by [1], which explores engagement, telepresence, and interactivity in online consumer experiences, offering a reconciliation of scholarly and managerial perspectives. Other highly cited works include [2] study on creative strategies in social media marketing (1009 citations) and [9] on co-creation and higher-order customer engagement in hospitality and tourism services (327 citations). The table also highlights key contributions on topics such as augmented reality in mobile marketing ([10], 306 citations) and social TV websites ([11], 211 citations).

Discussion
Practical Implications

The findings of this study have several important practical implications for marketers and businesses aiming to enhance consumer engagement through experiential marketing strategies. First, the study emphasizes the growing importance of

integrating immersive technologies, such as augmented reality (AR) and virtual reality (VR), into marketing campaigns. These technologies have been shown to significantly impact consumer engagement by creating memorable, interactive experiences that deepen emotional connections with brands. Businesses should consider adopting such technologies to provide consumers with unique, personalized experiences that drive engagement and loyalty. Additionally, the study underscores the critical role of social media in shaping consumer-brand relationships. Brands that effectively use social media to engage consumers through branded content, storytelling, and interactive campaigns can enhance consumer participation and long-term brand advocacy. Thus, businesses should develop creative and strategic social media marketing initiatives that foster real-time engagement and create a community around their brand. Furthermore, the study highlights the importance of co-creation and consumer participation in marketing strategies. In industries like hospitality and tourism, involving consumers in the creation of their experiences can lead to higher satisfaction and engagement, driving repeat business and positive word-of-mouth. Marketers should therefore explore strategies that allow consumers to actively co-create content or experiences, which not only boosts engagement but also strengthens customer loyalty and brand reputation.

Theoretical Contribution

This study makes significant theoretical contributions to the field of consumer engagement by integrating key concepts from experiential marketing, social media engagement, and the use of emerging technologies. By analyzing the evolution of consumer engagement, the study extends existing theoretical frameworks, such as those focusing on engagement in digital environments and co-creation in service industries. The findings also contribute to the understanding of how different dimensions of engagement—cognitive, emotional, and behavioral—interact within the context of new technologies like augmented reality and

social media platforms. Moreover, the study introduces a decision-making framework for strategic customer engagement marketing, offering theoretical insights into how businesses can design more effective marketing strategies by aligning their efforts with consumer preferences and technological trends. Additionally, the research helps to contextualize the role of consumer engagement within different sectors, particularly in online retail, social media, and mobile marketing. By examining various industries and types of engagement, this study provides a holistic view of how businesses can tailor their strategies to different consumer needs and technological landscapes, thus broadening the theoretical understanding of consumer engagement in the digital age.

Limitations

Despite its contributions, this study has several limitations that should be addressed in future research. First, while the study covers a broad range of topics related to consumer engagement, it focuses primarily on research from the past two decades, which may not fully capture emerging trends or the long-term evolution of engagement strategies. As consumer behaviors and technological innovations continue to evolve rapidly, future studies could explore more recent developments in the field, such as the impact of artificial intelligence and machine learning on consumer engagement. Another limitation is the geographical and industry-specific focus of the studies reviewed. Although the study includes global perspectives, many of the cited works are concentrated in Western markets or specific industries like hospitality, retail, and tourism. Further research could examine consumer engagement strategies in other regions, particularly in emerging markets, to better understand the cultural and economic factors that influence consumer behavior in different contexts. Additionally, industry-specific studies that focus on sectors such as healthcare, education, and entertainment could provide valuable insights into how engagement strategies differ across various industries.

4. CONCLUSION

This study highlights the critical role of consumer engagement in experiential marketing, emphasizing how emerging technologies like augmented reality and virtual reality, along with effective use of social media, can significantly enhance consumer experiences and brand relationships. The findings reveal that integrating interactive and immersive elements into marketing strategies not only fosters deeper emotional connections with consumers but also drives higher levels of consumer participation and loyalty. The study contributes to the theoretical understanding of consumer engagement by proposing a decision-making framework for strategic customer engagement and shedding light on the evolving landscape of marketing practices. However, limitations such as the concentration on recent studies and specific industries suggest the need for further exploration into emerging trends and cross-cultural perspectives. This research underscores the importance of adapting marketing strategies to technological advancements and consumer expectations, offering valuable insights for both practitioners and scholars in the field of experiential marketing.

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