

## MAQUILLAGE PRODUCT: A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC LITERATURE REVIEW

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**Abstract**—This study provides a complete bibliometric analysis and systematic literature evaluation of research on Maquillage products, with the goal of mapping the intellectual structure, research trends, and thematic evolution in this topic. A total of 273 relevant documents indexed in the Scopus database were chosen using well-defined inclusion and exclusion criteria. Bibliometric approaches were used with Biblioshiny (RStudio) and the VOS viewer to examine publishing trends, prolific authors, influential journals, country contributions, and keyword co-occurrence networks. The findings show a considerable increase in research into cosmetic branding, consumer behavior, and social media advertising, particularly in the post-digital marketing period. Co-citation and collaboration analyses reveal significant multidisciplinary connections between advertising, consumer psychology, and beauty science. Thematic analysis highlights developing topics such as brand interaction, purchasing intent, digital influence, and sustainable cosmetics. The comprehensive literature review summarizes major empirical findings and theoretical frameworks used in Maquillage-related research. This study provides academics and practitioners with significant insights by identifying research gaps and potential future initiatives. Overall, the paper adds to the cosmetic advertisement literature by providing a systematic and graphic summary of previous scholarly work.

**Keywords:** *Maquillage Product, Systematic Literature Review, Bibliometric Analysis, Network Analysis, Co-citation.*

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### 1. Introduction

Social media advertising and consumer-focused marketing research are increasingly being discussed in reputed management outlets such as the *International Journal of Innovative Research in Management Studies (IJIRMS)*, which emphasizes contemporary managerial practices, marketing analytics, and consumer behavior insights (IJIRMS, n.d.). Researchers can use tools like Biblioshiny and VOSviewer to examine publication performance, citation trends, collaboration networks, and keyword co-occurrences, providing a comprehensive perspective of scholarly advancements. When paired with a systematic literature review (SLR), bibliometric analysis provides quantitative mapping as well as qualitative synthesis, improving the depth and rigor of academic research (Tranfield et al., 2003). Although bibliometric research has been conducted in sectors such as luxury fashion, digital marketing, and cosmetic branding, there has been little research on Maquillage items utilizing an integrated bibliometric and systematic review approach. This gap limits comprehension of how research on Maquillage has progressed over time, which themes dominate the subject, and where future research prospects exist. Addressing this gap is critical for both academics seeking theoretical advances and practitioners hoping to match marketing tactics with evidence-based insights. As a result, the current study's goal is to conduct a comprehensive bibliometric analysis and systematic literature evaluation of Maquillage-related research utilizing Scopus data extraction. Biblioshiny (RStudio) and VOS viewer were used to analyze 273 scholarly publications in order to investigate publication trends, significant authors and journals, country-specific contributions, and topic structures. The systematic review also synthesizes major findings, hypotheses, and methodology used in the chosen studies. This study adds to the cosmetic marketing and consumer behavior literature by providing an organized and graphic summary of existing literature. It not only identifies research gaps and developing themes, but it also provides strategic insights into future academic research and managerial decision-making in the cosmetics business.

## **2. Literature Review**

The cosmetics sector has received a lot of attention in academic literature because of its dynamic character, strong brand orientation, and growing reliance on customer perceptions and digital involvement. Prior research has emphasized that cosmetic products are not only utilitarian but also symbolic, improving self-image, confidence, and social identity (Schiffman & Wisenblit, 2015). As a result, branding, emotional attachment, and perceived value all have a significant impact on customer purchasing behavior in the cosmetics industry. A considerable body of literature has focused on consumer behavior and purchasing intention in the cosmetics industry. According to Hassan and Harun (2016), significant variables of purchase decisions include product quality, brand image, price sensitivity, and peer influence. Consumers' inclination to purchase premium cosmetic products is further strengthened by perceived brand credibility and trust (Erdem & Swait, 2004). According to studies on Japanese and luxury-oriented cosmetic products, such as Maquillage, innovation, aesthetic appeal, and brand legacy all have a significant impact on consumer loyalty and repeat purchases. With the rapid expansion of digital platforms, social media marketing has emerged as a dominating research topic in cosmetic literature. Kim and Ko (2012) found that social media marketing activities boost brand equity and purchase intention in luxury fashion and beauty brands. Similarly, De Veirman et al. (2017) emphasized the growing importance of social media influencers in shaping customer perceptions about cosmetic products. These findings are especially significant for Maquillage products, which rely primarily on visual appeal, digital narrative, and online brand interaction. Another key area of study is brand engagement and consumer experience. Hollebeek et al. (2014) contended that consumer contact with brands via digital platforms increases emotional attachments and improves brand loyalty. In the cosmetics industry, interactive content, user-generated reviews, and online communities have a huge impact on brand perception and trust. Several empirical research show that good internet evaluations and electronic word-of-mouth (eWOM) have a significant impact on consumers' cosmetic buying decisions, especially among younger consumers and millennials. From a methodological standpoint, bibliometric analysis has emerged as a valuable tool for synthesizing vast amounts of academic literature. Donthu et al. (2021) stressed the value of bibliometric approaches in identifying significant authors, journals, collaboration networks, and new research issues. Visual mapping of research trends and keyword co-occurrences is possible using tools like Biblioshiny and VOS viewer, which provide deeper insights into the intellectual structure of a research topic. In cosmetic and marketing research, bibliometric studies have been conducted on issues such as luxury branding, influencer marketing, and sustainable beauty goods; nonetheless, bibliometric investigations into Maquillage remain rare. To supplement bibliometric tools, systematic literature reviews (SLR) offer qualitative synthesis by critically analyzing theoretical frameworks, research methodology, and empirical findings (Tranfield et al., 2003). Combining bibliometric analysis with an SLR enables researchers to overcome fragmentation in the current literature and give a comprehensive picture of the research area. Despite growing scholarly interest in cosmetic branding and internet marketing, there is a considerable gap in integrated reviews that focus solely on Maquillage goods. As a result, existing literature emphasizes the importance of consumer behavior, social media marketing, and brand engagement in the cosmetics business, but it lacks a comprehensive and systematic assessment of Maquillage-related research. Addressing this gap with a bibliometric analysis and systematic literature evaluation is critical for identifying research trends, theoretical foundations, and future research goals in this burgeoning field.

### **2.1 Justification for the Study**

The fast expansion of the cosmetics sector, along with increased academic interest in luxury brands like Maquillage, has resulted in a fragmented corpus of literature. Despite an increasing number of publications, there is a scarcity of thorough studies that map research patterns, significant authors, and topic advances in Maquillage-related research. Bibliometric analysis, which quantitatively evaluates vast volumes of scholarly material, provides a viable methodological approach to addressing this gap. Furthermore, using bibliometric tools into a systematic literature review improves the depth and rigor of the synthesis (Tranfield et al., 2003). Existing research focuses on consumer behavior and social media marketing in cosmetics, whereas Maquillage-specific insights are lacking. This study employs Biblioshiny and the VOS viewer to provide visual and structural clarity over the research domain. The examination of 273 Scopus-indexed documents ensures methodological strength and dependability. The findings are intended to highlight research gaps and emerging themes. As a result, this work has important implications for both academic researchers and industry practitioners.

The following Maquillage Products objectives were therefore addressed in order to resolve the disparities revealed in the aforementioned study:

1. To examine publication trends, key authors, and major research themes in Maquillage-related studies using bibliometric analysis.
2. To identify research gaps and future research directions through a systematic review of existing literature.

### 3. Research Methodology

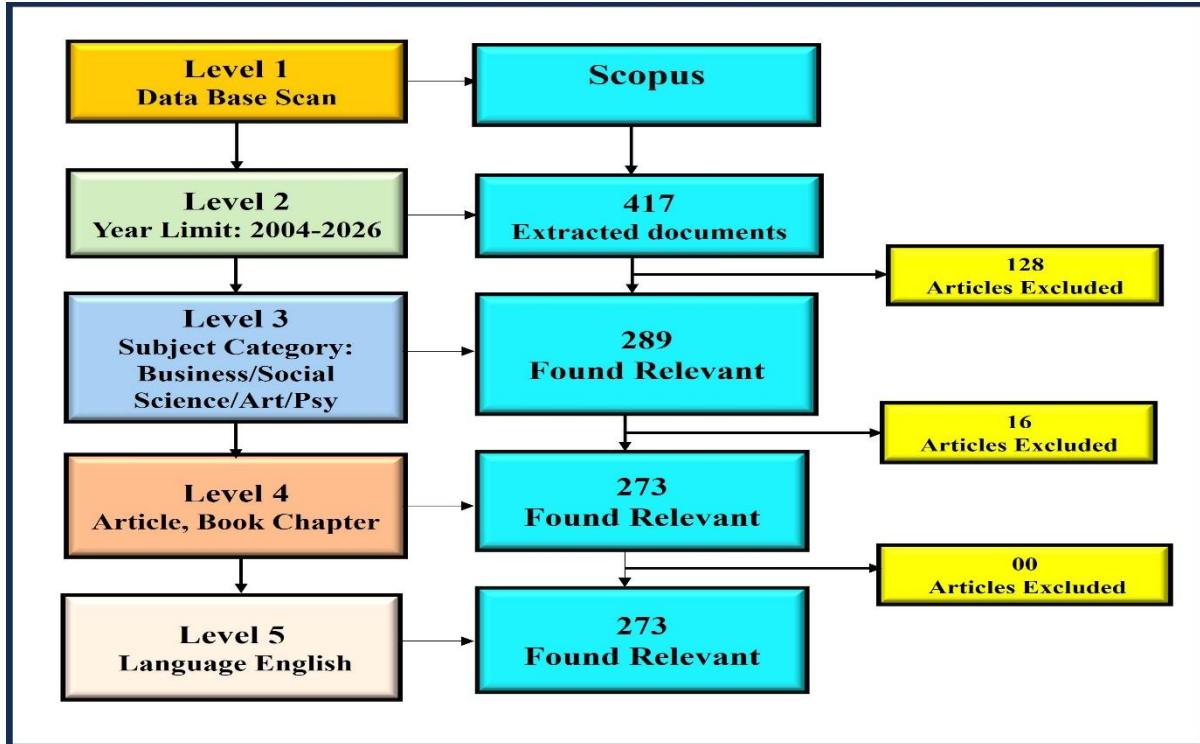
This study uses a mixed-method review approach, combining bibliometric analysis with a systematic literature review (SLR), to provide a thorough and structured overview of Maquillage product-related research. This integrated strategy allows for both quantitative mapping of academic publications and qualitative synthesis of major theoretical and empirical contributions, which strengthens the study (Tranfield et al., 2003; Donthu et al., 2021). The bibliographic data were gathered entirely from the Scopus database, which is well-known for its comprehensive coverage of high-quality peer-reviewed publications across different fields. Scopus was chosen because of its dependability, systematic indexing, and suitability for bibliometric research (Elsevier, 2023). A thorough search was carried out with relevant keywords such as "Maquillage products," "cosmetic branding," "beauty marketing," and "consumer behavior in cosmetics." Boolean operators and truncation techniques were used to refine the search results. To ensure data quality and relevance, well-defined inclusion and exclusion criteria were used. Only English-language journal articles and conference papers from peer-reviewed sources were evaluated. Publications unrelated to cosmetic marketing or without connection to Maquillage products were eliminated. After screening titles, abstracts, and complete texts, a final dataset of 273 documents was selected for analysis, assuring methodological rigor and consistency with previous bibliometric research techniques (Donthu et al., 2021). The bibliometric study was carried out using Biblioshiny, an R-based web interface, and VOSviewer, a popular visualization tool. Biblioshiny was used to analyze annual publishing patterns, top authors, prominent journals, citation structures, and country-specific scientific productivity. VOSviewer was used to create and visualize co-authorship networks, co-citation maps, and keyword co-occurrence networks, which helped identify core research clusters and theme trends (Van Eck & Waltman, 2010). These visualizations contributed to the understanding of the intellectual structure and collaborative dynamics of Maquillage-related research. Following the bibliometric analysis, a systematic literature review was carried out to qualitatively synthesize the salient findings from the chosen research. The review followed Tranfield et al. (2003)'s guidelines, which included literature classification, thematic coding, and comparative analysis. The studies were classified according to prevailing topics such as consumer behavior, social media marketing, brand involvement, and purchase intent. This strategy allows for the critical review of theoretical frameworks, research procedures, and empirical findings. The combined results of bibliometric mapping and systematic review were analyzed to identify research gaps, emerging trends, and future directions. By combining quantitative indicators with qualitative observations, the study provides a comprehensive overview of Maquillage-related literature. The methodological framework used in this study ensures transparency, replicability, and academic rigor, making it appropriate for Scopus-indexed publications.

#### 3.1 Determining the Most Relevant Search Terms

The current study has focused on Maquillage Products. To guarantee that this term encompassed all of the phrases, researchers searched a string of keywords. The eventual search query for the page contained TITLE-ABS-KEY ('Social Media Advertisement' OR 'Online Advertisement' OR 'Purchase Intention' OR 'Purchase Decision' OR 'Consumer Behavior'). Previous literature research in the same topic was considered to help classify the connected keyword investigation. The search strings' capacity to detect many known primary research sources validated their validity. A preliminary search was conducted using a list of broad target keywords, and multiple relevant papers were located. Before beginning the review, the search string was checked against the Legris et al. (2003) collection of works. Previous studies on comparable subjects were reviewed to determine appropriate search phrases.

#### 3.2 Criteria for Limiting the Search Parameters

On January 3, 2026, an early probe was traced in the Scopus database using the previously defined search string. After searching through the relevant databases, researchers discovered 417 documents. The combined removal and insertion techniques yield the final stated quantity of 273 documents. Following that, researchers went through five stages to choose the best publications for the final evaluation: a bibliometric analysis and a systematic literature review 51 (Figure 1). The time period was extended from 2004 to 2026. Articles and review articles are among the document kinds used in this study. Among 289 materials, researchers found publications related to business management, accounting, psychology, social sciences, and the arts. To broaden the scope of the inquiry, documents returned by the search terms were analyzed through abstract reading. Then any material that was not relevant to the current situation was deleted. Furthermore, the study excluded items written in languages other than English. As a result, 273 papers were deemed eligible for a thorough evaluation.



Figure

Figure 1: Techniques Used for Delimiting Publication

### 3.3 Statistics Based on the Initial Data

A descriptive examination of 273 publications was conducted to determine the overall publishing pattern on this topic. To answer our first research question, we examined the publication trend of cumulative papers by year, nation, journal, and institution.

Figure 2 displays a gradual increase over time, beginning around 2003-2005 with few article contributions. By 2006-2008, the numbers rapidly rise as the year indicators move from around 2006 to 2008, indicating a considerable increase in publications. A more noticeable escalation develops between 2009 and 2012, when both year values and article count show persistent rising growth. The trend of increased activity is expected to continue between 2015 and 2020, showing increased academic participation. Finally, the abrupt peak in 2024 represents the dataset's highest publication volume, indicating increased study focus in recent years.

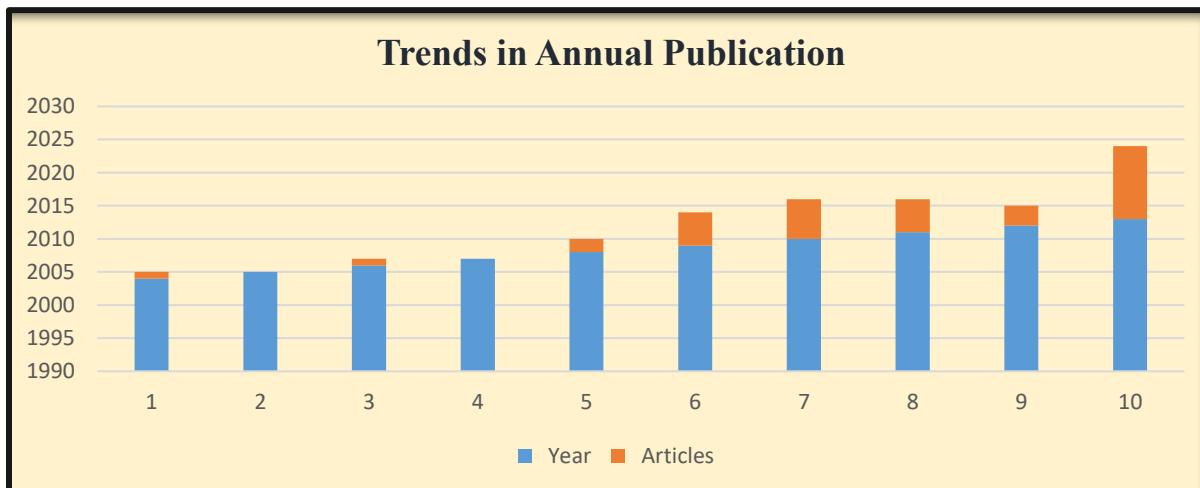


Figure 2: Trends in Annual Publication

#### 4. Bibliometric Analysis

##### 4.1 Affiliation Analysis

The table 1 shows the major institutional contributors to the research topic, exhibiting a worldwide distributed 68 publication landscape. Pennsylvania State University leads in research production, which reflects the institution's strong focus and skill. Significant contributions from institutions in India, China, Europe, and South Korea show the topic's international relevance. Indian universities have shown noteworthy participation, indicating that scholarly engagement in emerging economies is rising. Overall, the balanced distribution of papers suggests a collaborative and broadly shared study topic within Scopus-indexed literature.

**Table 1 Top Contributing Institution**

Sr. No	Affiliation	Articles
1.	PENNSYLVANIA STATE UNIVERSITY	10
2.	NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI	8
3.	CHANDIGARH UNIVERSITY	7
4.	LEUPHANA UNIVERSITY LUNEBURG	7
5.	UNIVERSDADE FUMEC	7
6.	AMITY UNIVERSITY	6
7.	BHOJ REDDY ENGINEERING COLLEGE FOR WOMEN	6
8.	SHENZHEN UNIVERSITY WUHAN UNIVERSITY	6
9.	WUHAN UNIVERSITY	6
10.	KOREA UNIVERSITY	5

##### 4.2 Nation-Wise Analysis

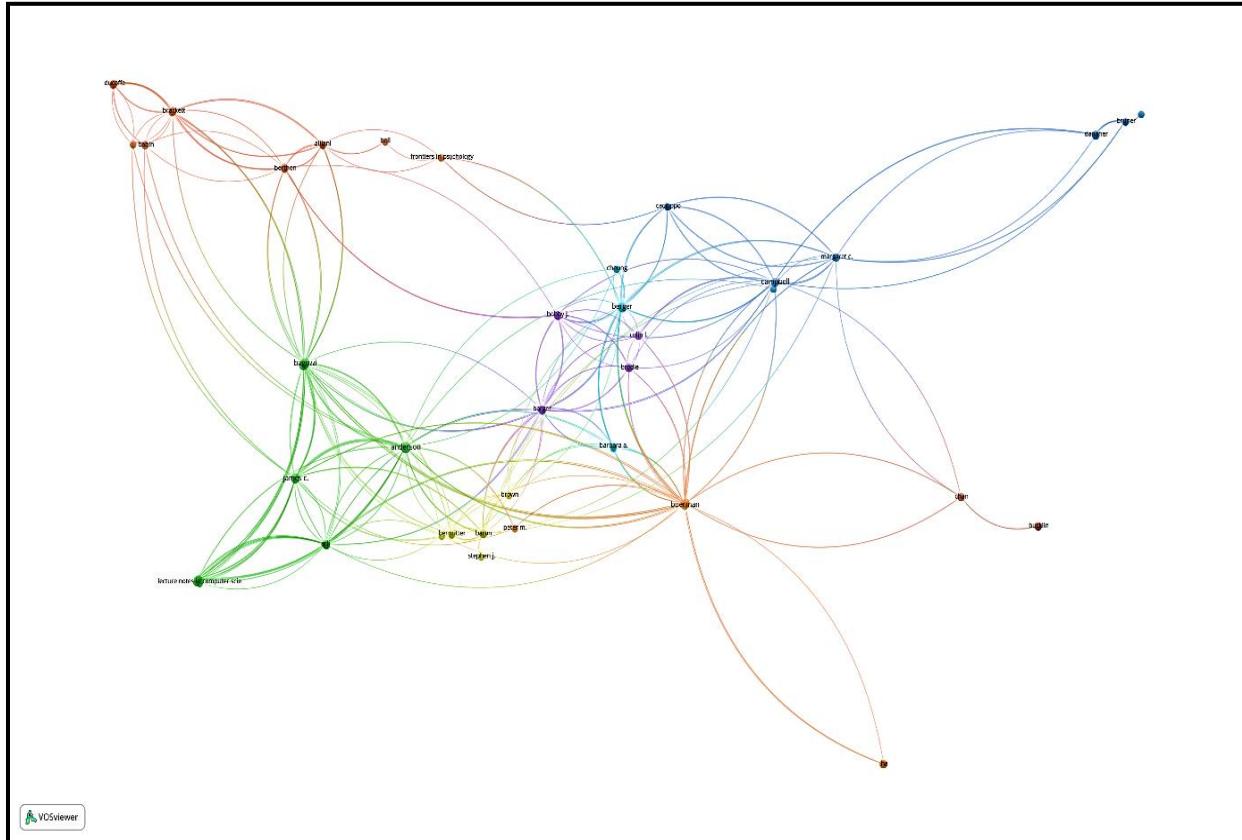
The table 2 shows that the United States has the most publications (172), followed by India (111) and China (94), proving their overwhelming contribution to the study field. Malaysia (38) and South Korea (33) have moderate yet strong research participation. The United Kingdom produces 31 articles, indicating that Europe is consistently represented. Emerging contributions like Indonesia (24), Brazil (16), and Germany (15) demonstrate expanding worldwide interest. Overall, the numerical distribution demonstrates a diverse international research landscape within Scopus-indexed literature.

**Table 2 Leading Contributing Nations**

S.No.	Nations	Number of Articles
1.	USA	172
2.	INDIA	111
3.	CHINA	94
4.	MALAYSIA	38
5.	SOUTH KOREA	33
6.	UK	31
7.	INDONESIA	24
8.	BRAZIL GERMANY	16
9.	GERMANY	15
10.	JORDAN	15

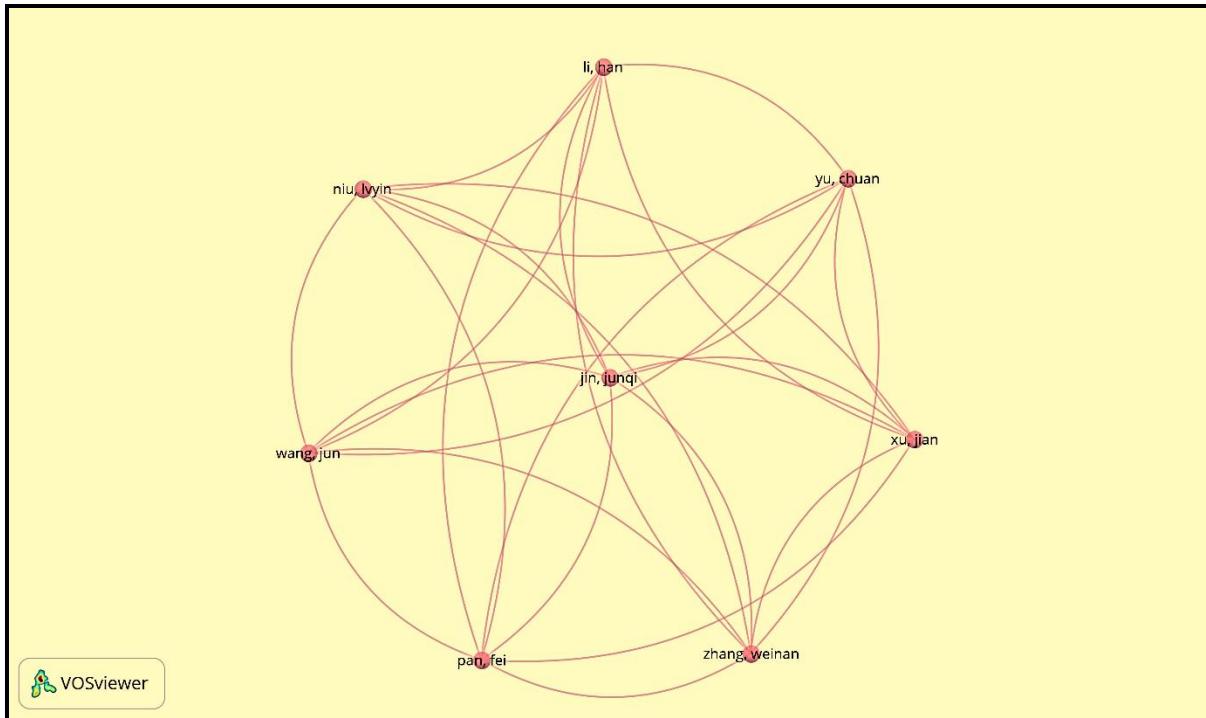
**Figure 3: Co-citation Each Other (See Online Version for Colours)**

The picture depicts a keyword co-occurrence network, which shows the research field's intellectual structure. Different colored clusters denote thematically connected term groups, indicating main study streams in the literature. Nodes that are well-connected and centrally positioned represent essential concepts that connect various topics. The deep interlinkages across clusters indicate a high level of conceptual integration across research fields. Overall, the network emphasizes the interdisciplinary and linked character of research on social media advertising and consumer behavior.



**Figure 4 co-authorship ( see online version for colours)**

The figure illustrates a co-authorship network that highlights the pattern of collaboration among major writers in the scientific field. The numerous connections between nodes suggest that this author group collaborates extensively. Centrally positioned writers serve as crucial connectors, allowing collaborators to share expertise. The uniform linkage strength indicates that research partnerships are durable and recurrent, rather than individual contributions. Overall, the network indicates a tightly connected scholarly community that works together to advance the area.



**Figure 5** world cloud of research on Maquillage Products ( see online version for colours)

The figure depicts a keyword co-occurrence word cloud that highlights the most common study themes in the collected literature. Terms like "social media," "consumer behavior," "online advertisement," and "marketing" appear frequently, showing their importance in the research subject. The prominent use of "purchase intention," "sales," and "electronic commerce" demonstrates the emphasis on customer decision-making and business consequences. Keywords connected to social networking and digital advertising platforms point to the growing importance of online environments in influencing consumer behavior. Overall, the data shows that the research focuses mostly on the impact of social media and online advertising on consumer behavior and purchase intent.



**Figure 6:** World tree map (see online version for colours)

The treemap depicts the relative importance of significant research issues based on how frequently they appear in the literature. The most prevalent themes are social media (32; 10%) and sales (31; 10%), followed by customer behavior (29; 9%) and marketing (26; 8%).

Themes such as online advertising (22; 7%), social networking (online) (22; 7%), and advertising (21; 7%) demonstrate a considerable emphasis on digital promotional activities.

The research's commercial and transactional focus can be seen in the moderate representation of electronic commerce (19; 6%) and purchasing (18; 6%). Overall, the figure demonstrates that the research is primarily concerned with the impact of social media and online advertising on consumer behavior, sales, and purchase-related outcomes.

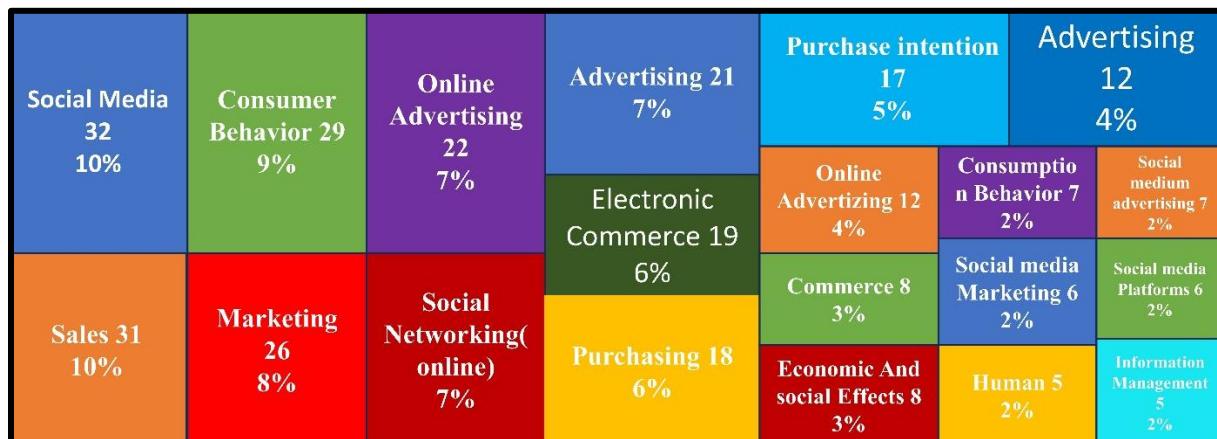
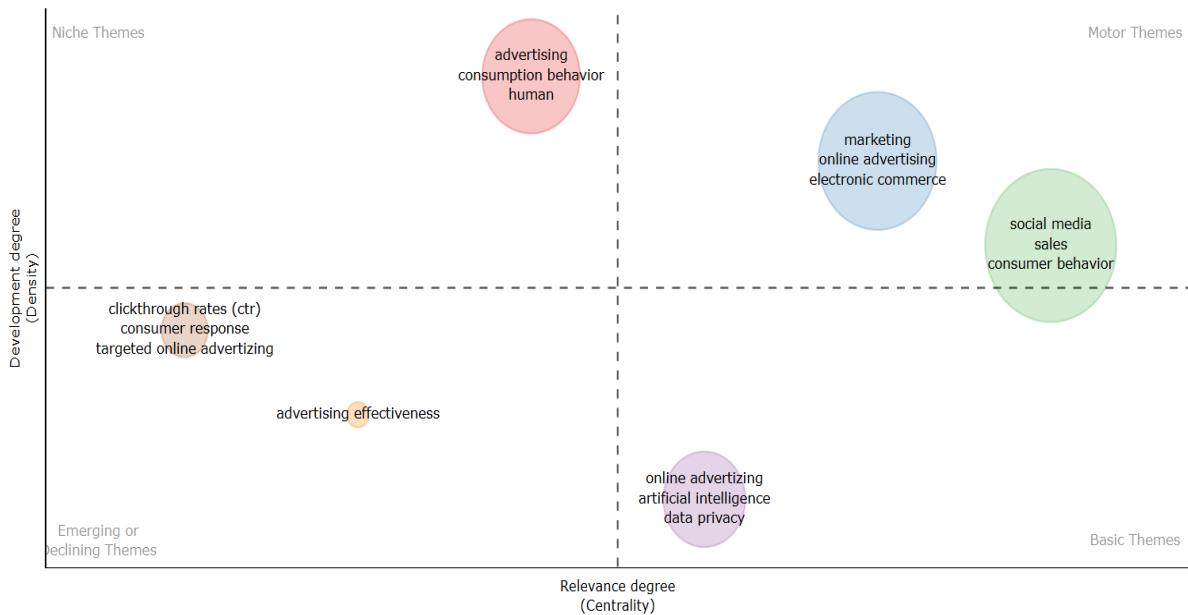


Figure 7: Thematic map (see online version for colours)

The thematic map categorizes research issues in the literature according to their centrality (relevance) and density (development). Social media, sales, and consumer behavior occur as main themes, indicating that the research subject is very relevant and rapidly evolving.

Marketing, online advertising, and electronic commerce are also prominent themes, indicating their strategic importance. Advertisement, consumer behavior, and human factors are all positioned as niche issues, implying specialized yet well-developed domains. Emerging themes including online advertisements with artificial intelligence and data privacy, as well as click-through rates and advertisement efficacy, reflect expanding study directions.



## 5. Discussion

The results of the bibliometric and thematic analyses show that research on social media advertising and consumer behavior has grown significantly and reached conceptual maturity over time. The prevalence of issues such as social media, consumer behavior, sales, and buy intention suggests that scholars are increasingly seeing digital platforms as essential drivers of consumer decision-making processes. This complements previous research that found that social media facilitates interactive communication, brand engagement, and relationship development, all of which have a major impact on consumers' views and behavioral intentions (Mangold & Faulds, 2009; Kim & Ko, 2012). The identification of social media, sales, and consumer behavior as driving issues demonstrates their high importance and theoretical development. These themes constitute the foundation of the literature, stressing how social media advertising affects brand awareness, perceived value, and, eventually, purchase behavior. Prior research has shown that engaging and informative social media content increases customer trust and buy intention, especially in competitive areas like cosmetics and personal care items (Duffett, 2017; Cheung et al., 2020). Marketing, online advertising, and electronic commerce are also highly central themes, emphasizing the integration of digital advertising methods with online retail settings. This research provides deeper psychological and behavioral insights by investigating consumers' emotions, motives, and cognitive responses to advertising stimuli (Kotler & Keller, 2016). Although less central, these issues add theoretical depth and provide potential for model modification. Furthermore, rising concerns such as artificial intelligence in internet advertising, data privacy, click-through rates, and ad efficacy point to new study directions. The increased emphasis on AI-driven personalization reflects advances in data analytics and targeting technologies, whereas data privacy concerns emphasize ethical and legal issues in digital advertising (Lamberton & Stephen, 2016). These new domains highlight the need for future study that balances technology progress with consumer trust and ethical considerations. Overall, the discussion confirms that the literature has matured into a globally significant and interdisciplinary study subject, justifying more exploration into the effectiveness of social media advertisements, particularly in product-specific and emerging market settings.

## 6. Current research limitation and prospective research directions

The literature review for this study revealed 273 papers after being refined from databases from the last 23 years (2004-2026), using specific and extensive search phrases on the topic. Other keywords would have yielded different results if used by the researcher. Gathering information is an important part of the structural literature review process. Although the study included 273 papers obtained directly from the Scopus database, it was not without limitations. Future study can be more in-depth, utilizing multiple databases such as the WoS, Google Scholar, and IEEE Explore. Furthermore, instead of using various software applications in the current investigation, the researchers used Biblioshiny and VOSviewer. Researchers used the Biblioshiny software to categorize the material into three research groups. Other methodologies and tools, such as Gephi, UCInet, BibExcel, and VOSviewer, may produce alternative classifications. Despite the limitations mentioned above, this research is the first to provide a full review of Maquillage product studies. It gives a comprehensive thematic flow of material and makes recommendations for future research directions in new fields of study. This will help to advance and broaden studies in the sector.

## 7. Conclusion

This study offers a detailed review of the intellectual structure and research trends in the field of social media advertising and consumer behavior. The data show a consistent increase in scholarly production, indicating the growing academic relevance of this study topic. According to the bibliometric statistics, the literature's core themes are social media, consumer behavior, sales, and buy intention. Thematic mapping reveals these constructions as motor themes, demonstrating their great importance and conceptual development. The strong relationship between online advertising and e-commerce highlights the strategic significance of digital platforms in influencing customer behavior. The analysis also shows that research contributions are scattered globally, with significant input from both developed and rising economies. Despite this expansion, the research still relies mainly on cross-sectional designs and self-reported metrics. The dominance of purchasing intention over actual conduct indicates the existence of an intention-behavior gap. Emerging subjects including artificial intelligence, data privacy, and ad effectiveness indicate shifting study objectives. These themes highlight how technical innovation affects digital marketing techniques. The study also emphasizes the need for further theoretical integration across marketing, psychology, and information systems. From a managerial standpoint, the findings emphasize the value of well-planned social media advertising initiatives. Practitioners can use this information to improve customer engagement and brand performance. Overall, the study contributes to the theoretical framework of social media advertising research. It also establishes clear directions for future empirical research in digital and social commerce situations.

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