A BIBLIOMETRIC ANALYSIS OF TRIBALISM: A 20-YEAR EVALUATION

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Abstract

This study is aimed to quantitatively classify the publications about the concept of tribalism and to reveal the reflections of the relevant concept in the literature. A systematic literature review was conducted with bibliometric analysis. The study examined 334 articles published between 2003 and 2023 that used the terms "tribalism", "tribal", or "tribes." The articles were exported from Web of Science database in November 2023. The data set of the study was analyzed using the Bibliometix package in the R Studio program. In this context, content analysis and citation network analysis were performed on the data. As a result of the analysis, it was found that the number of articles published on tribalism has fluctuated over the years. Brand tribalism, culture and customer tribes are the most frequently used keywords along with tribalism. A diffraction occurred in 2016 and the words "community", "brand community", "consumer tribes" and "brand" came to the fore. In the last five years, tribalism, brand, brand tribalism and tribal marketing were the most trending topics. It was found that the most frequently cited articles regarding the concept of tribalism are mainly theoretical articles.

Keywords

Introduction

A ubiquitous and natural phenomenon, the tendency of individuals to join another or a group arises from their desire to belong (McGee-Cooper, 2005). Recent studies highlight the significance of basic postmodern paradoxes like tribalism and individualism (Chalmers et al., 2013; Cronin et al., 2014). In contrast to individualism, individuals desire to live close and be friends with those who share their values, which results in moral categorization (Bonica, 2014). In this context, Lukianoff and Haidt (2018) stated that individuals' minds are prepared for tribalism, and when they join any tribe, they adopt the moral norms of the group, and they stop thinking for themselves and start defending the group. Therefore, belonging to a tribe and adherence to the principles of the tribe makes the individual's life easier and saves the person from having to distinguish right from wrong (Russomanno, 2019). Simultaneously, individuals are convinced of the group's superiority (Parker & Janoff-Bulman, 2013), as they anticipate the ability to collaborate with members of their own group (Balliet et al., 2014). Indeed, for certain individuals, membership in a tribe has grown to be more significant than membership in a social class or segment (Silva & Santos, 2012).

Tribe is defined as individuals who share common passions and emotions (Aji & Muslichah, 2023). There are two different approaches on the concept of tribe: anthropological and post-modern. While the anthropological approach examines tribes that are established on

the basis of kinship relations (Suwaed, 2022) and have physical borders, the post-modern approach examines tribes where individuals with common emotions and passions come together (Dionisio et al., 2008; Veloutsou & Moutinho, 2009), individuals are self-selected (Fyrberg-Yngfalk et al., 2013; Liu et al., 2017), and interpersonal interaction is high (Cova & Cova, 2002). According to the post-modern approach, there is harmony between tribes and the individual's lifestyle (Veloutsou, 2007; Veloutsou & Moutinho, 2009), but the tribe does not dominate the individual's entire life, there is no dedication to the tribe (Goulding et al., 2013), and the individual can change the tribe s/he belongs to whenever s/he wants. On the other hand, in anthropological tribes, individuals can only belong to one tribe (Cova & Cova, 2002). There is excessive commitment among members (Cova & Cova, 2002). Anthropological tribes are not inclusive due to the distinction made between us and them (Corradetti, 2021).

Individuals are increasingly encountered with complex, specialized and new products (Johnson et al., 2021). This situation makes individuals question their competencies, makes their decision-making processes difficult, and causes them to experience more emotional stress. For this reason, individuals feel the need to join various groups, namely tribes, in their environment in order to cope with this process and obtain the necessary information. Additionally, tribal biases are stronger, especially in situations where uncertainty prevails, because discussion or exchange of ideas is more important than when the truth is clear (Clark et al., 2019). Nevertheless, it is imperative to consider tribal prejudice, as it has a detrimental impact on productivity (Ismail & Tejumaiye, 2021). At the same time, tribalism reduces individuals' need for reasoning (Russomanno, 2019). In this context, tribalism is counterintuitive but inherently inevitable, because it facilitates the process (Russomanno, 2019).

The objective of this research was to ascertain the extent to which the concept of tribalism was depicted in the literature. Additionally, a research road map was developed for future studies. Other concepts related to tribalism were determined and the course of change of the concept of tribe was investigated. For this purpose, a systematic literature review was performed on 334 articles obtained from the Web of Science (WoS) database. Bibliometric analysis, which is frequently favored in the field (Carlson & Ji, 2011), was implemented during the systematic literature review. With bibliometric analysis, various characteristics such as the authors of the articles, the journals, number of citations, change in the number of publications, frequently preferred keywords, trending topics in the pertinent years, and the countries of the corresponding authors were revealed. First of all, the concept of tribalism was explained in detail, secondly, information was given about the data set and analysis stages, and then the analysis findings were visualized and interpreted. In last part of this study, the findings were discussed and suggestions were made for future studies.

Tribalism

Tribalism, a natural and indestructible feature of human cognition (Clark et al., 2019), is a universal condition and people group themselves according to many different characteristics (Russomanno, 2019). There are two different perspectives in the definitions of tribe or tribalism in the literature: anthropological and post-modern. According to the anthropological approach, the concept of tribe has a structure that points to the emergence of archaic values (Cova, 1997). In this context, many anthropologists have adopted the term tribe to refer to the form of society organized based on kinship (Suwaed, 2022), especially lineage groups (Carlson et al., 2008). From an anthropological perspective, tribalism encompasses enduring beliefs, values, and ideologies that support the practices, structures, and processes that separate one group of individuals from others (Dimmock, 2007), and is defined as intergroup competition and intragroup cooperation (Seltzer, 2019). Suwaed (2022) posits that its members are organized in

specific social and political systems and share ethnic and cultural characteristics, including language, religion, conventions, and lifestyle. When involved in an anthropological tribe, individuals not only become members, but also advocates and supporters (Pathirana & Abeysekera, 2021). Additionally, Taute and Sierra (2014) stated that qualities such as defense of the tribe, segmentary lineage, sense of community and social structure define anthropological tribes. Segmentary lineage, familial relationships amongst tribal members; social structure, perceived sense of togetherness among members; sense of community, members' ability to cohabit amicably and defense is defined as the tribe's enmity against rival tribes (Sahlins, 1961).

Post-modern tribes are defined as social groups where heterogeneous individuals with common passions and emotions come together (Cova & Cova, 2002; Dionisio et al., 2008; Valoutsou & Moutinho, 2009). Groups are defined as any combination of individuals that have a fitness influence on one another (Sidanis & Kurzban, 2003), and it is considered that there is no genetic connection of any level between members of the group (Seltzer, 2019). In this regard, we can say that there is no genetic relationship in post-modern tribes because they are a social group. In post-modern tribes, members are individuals who share a common value system, desire harmony, and are self-selecting (Fyrberg-Yngfalk et al., 2013; Liu et al., 2017). As a result, they have a high level of interaction with other tribe members (Cova & Cova, 2002), as well as an intense dedication to the group (Mitchell & Imrie, 2011). They also have a high tendency to reject ideas that contradict the views of the tribe (Clark et al., 2019). The process of inclusion in the post-modern tribe occurs in three stages (Machery, 2016). First, salient groups in the social environment are identified and socially relevant and irrelevant groups are distinguished. Second, members of the in-group and out-group are identified using group membership indicators. Finally, different attitudes are exhibited towards in-group and out-group members. In this sense, tribalism is viewed as the inclination to favor in-group individuals over out-group ones (Jaquet, 2022) and in-group cooperation (Seltzer, 2019). Asongu and Kodila-Tedika (2017) also claimed that it is a doctrine that involves unreasonably favoring in-group members. In post-modern tribalism, there is not only favoritism towards in-group members, but also greater consideration for the interests of in-group members (Jaquet, 2022). Tribalism is an expression of loyalty and dedication to others tribe members, and is a mechanism that increases individual-level cohesion, status, and chances of survival against threats (Clark et al., 2019; Whitt et al., 2020). At the same time, tribes validate and enrich the lives of their members (Henry, 2008).

According to the post-modern perspective, the tribe has various dimensions/qualities. While Veloutsou and Moutinho (2009) claimed that tribes possess emotional exchange, reference group acceptance, degree of lifestyle compatibility, passion for life, collective memory and social visibility, Canniford (2011) listed four characteristics of tribes: entrepreneurship, playfulness, multiplicity and transience. In this context, tribes are multiplicity, which means that participation in one tribe does not prohibit membership in other tribes or communities (Elliott & Davies, 2006). Individuals may have different roles and duties all tribes (Silva & Santos, 2012). Tribes are also playful because they build passions using emotions, culture etc. Depending on their rapidly changing processes, tribes change shape, disappear and re-form as their human and resource compositions change. As such, they are transience. According to the last characteristic, entrepreneurship, tribes are constantly searching for new solutions and ideas.

Communities and cults are referred in the literature in connection with tribes. These concepts appear frequently, especially in studies handled in the field of marketing. Areas such as brand tribalism, tribal marketing, customer tribes, brand communities, customer communities and cult brand are handled by researchers. In this context, while cults are defined as excessive commitment to a person, idea or object (Langone, 1993) or obvious sanctity (Belk

& Tumbat, 2005), communities are groups that specialized, geographically unbounded and based on structured social relationships between individuals who committed to a brand or product (Muñiz & O'Guinn, 2001). All of these structures are theoretically similar because they are groups where individuals with similar emotions, passions, norms and beliefs come together (Taute & Sierra, 2014). However, there are points where they differ from each other, such as the level of commitment (Acosta & Deyasagayam, 2010), whether it is commercial or not, official membership, flexibility, influencing lifestyle, and social identity (Algesheimer et al., 2005). In this regard, religious values come to the fore in cults, and they are distinguished from tribes and communities due to their members' sanctification of the relevant brand or product and their religious devotion (Pathirana & Abeysekera, 2021). Also, communities differ from tribes, because while communities are more formal and structured groups, tribes are more flexible and informal groups (Veloutsou & Moutinho, 2009). Most of the tribal behaviors discussed within the scope of brand studies are based on a post-modern perspective (Cova & Cova, 2002; Cova & Pace, 2006), and members of the tribe are more emotionally committed to individuals than to the product or brand. That is, interactions among tribal members are crucial (Dahl, 2014). In this sense, the solely commercial component becomes secondary in the lives of individuals who place a higher value on loyalty to the tribe and its members than allegiance to the brand (Ruane & Wallace, 2015). In contrast, Cova and Cova (2002) stated that communities are clearly commercial structures. Additionally, communities can exist both in a physical location and in virtual spaces through communication systems (Pathirana & Abeysekera, 2021). At this point, while they are similar to cults in that they are in a physical environment, they are also similar to tribes in that they do not have physical boundaries.

Methodology

This study intends to identify the ways in which the concept of tribalism is reflected in the literature and to quantitatively categorize the publications on the subject. In this vein, a systematic literature review was performed with bibliometric analysis. Bibliometric analysis, an essential approach for social sciences (Carlson & Ji, 2011), allows for the extraction of quantitative results from qualitative data (Cancino et al., 2017).

Costa et al. (2017)'s five steps regarding conducting bibliometric analysis were followed in the study. Accordingly, firstly, the term of "tribalism" was discussed as a research field within the scope of this study, and a systematic review of studies on this concept between 2003 and 2023 was conducted. While creating the data set, Web of Sciences (WoS) database was used. WoS is the most widely regarded database in academia, publishing with a distinctive selectivity based on independent editing procedures and serving over 12,000 organizations (institutions). In addition, the fact that it allows direct export of the data set suitable for analysis and its accessibility are among the reasons why we prefer it. Secondly, articles containing the keywords "tribe" OR "tribes" OR "tribalism" were searched in the WoS database on November 2023. The OR expression ensures that articles containing at least one of the mentioned words are listed. In addition, WoS categories are also filtered into Business, Business Finance, Management and Behavioral Sciences. In the third step, 334 articles that met the screening requirements were identified, and the data set was exported using the analysis tool. The articles in the data were then analyzed in R Studio using the bibliometrix package created by Aria and Cuccurullo (2017). Within the scope of bibliometric analysis, content analyzes (distribution of publications by years, keyword frequencies, word cloud, trend topics, thematic evaluation, co-occurrence network, countries, etc.) and citation network analyzes (analyzing the content of the ten most cited articles) were performed. The stages and process flow of the bibliometric analysis are shown in **Figure 1**.

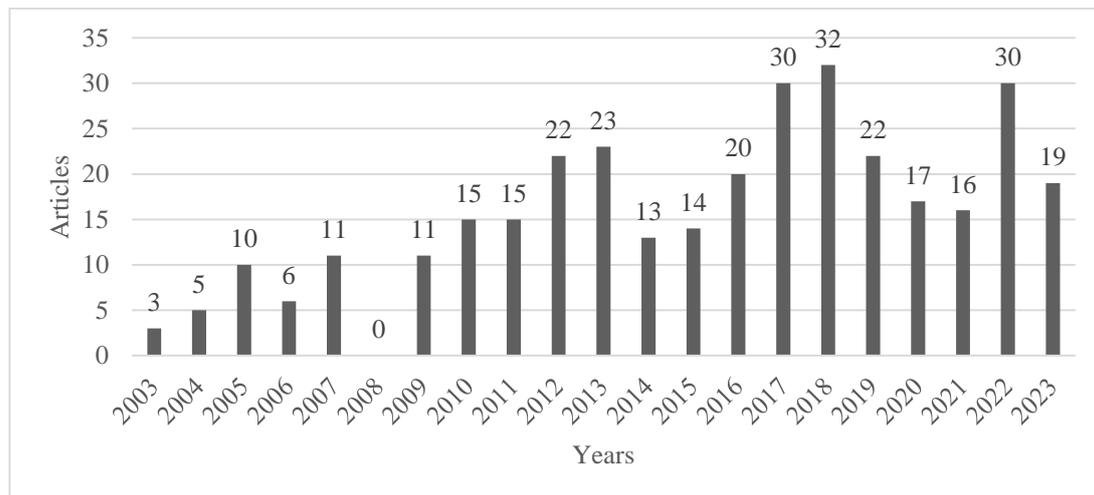## Figure 1. Flow Chart of Bibliometric Analysis Steps
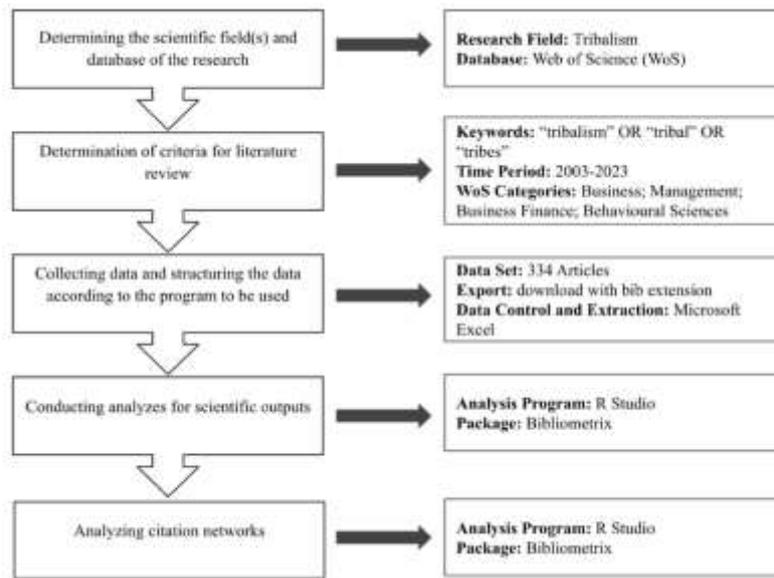
Source: Authors own evaluation

Results

334 articles concerning tribalism published between 2003 and 2023 were examined in this study. **Figure 2** shows an outline of the number of scientific publications published over the pertinent period of time by year.

Figure 2. Number of Articles Published by Years

Source: Authors own evaluation

As seen in **Figure 2**, with the exception of 2006 and 2008, the number of articles published increased until 2013. In 2014, the cumber of articles published on this concept decreased, but in 2018, the highest number to date was reached. Although there was a decrease again in the next year (2019), it tended to increase again. We can say, in general, that the number of articles published regarding this concept has a fluctuating trend.

## Figure 3. Most Frequent Words
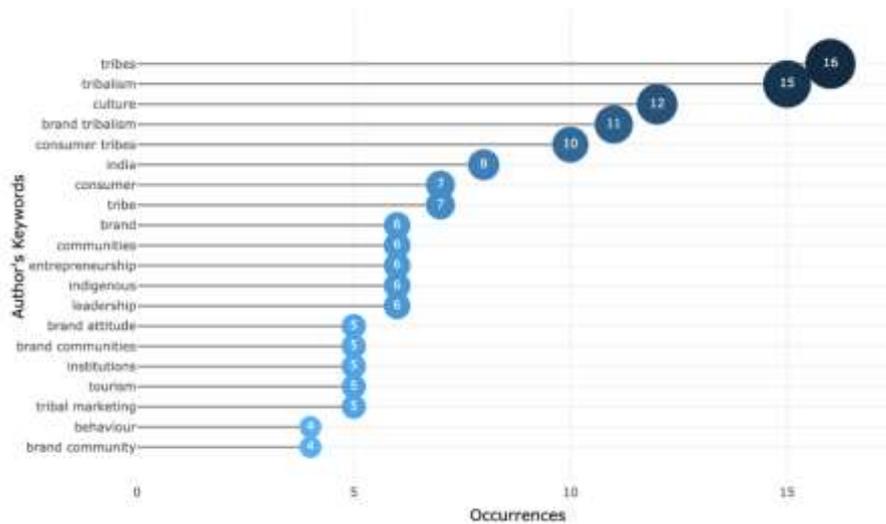
Source: Authors own evaluation

Figure 4. Word Cloud

Source: Authors own evaluation

Figure 3 and **Figure 4** indicate the frequency values of the most repeated keywords and the word cloud created from these words. In the word cloud, it was seen that keywords such as "culture", "brand tribalism", "community", "customer tribes", "brand", "leadership", along with tribalism and tribe-related keywords, come to the fore.

Figure 5. Word Frequency Over Time
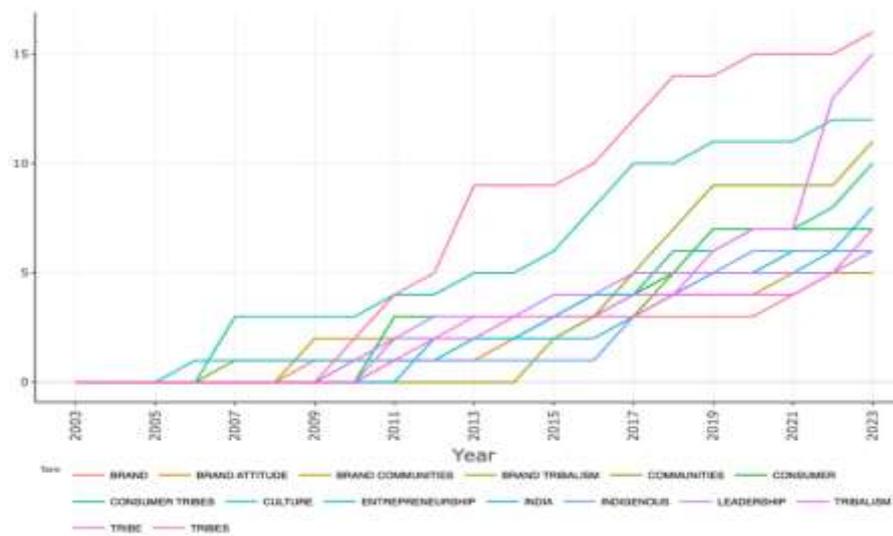
Source: Authors own evaluation

The shift in the frequency of keyword usage over twenty-year period was presented in **Figure 5**. After 2017, tribe, tribalism, and other associated keywords are being used much more often. The last two years have seen a particularly notable increase in the usage of the word "tribalism". At the same time, the keyword "culture" attracts attention as a frequently used keyword in these articles and showing an increasing trend.

Figure 6. Thematic Evaluation of Most Frequent Keywords
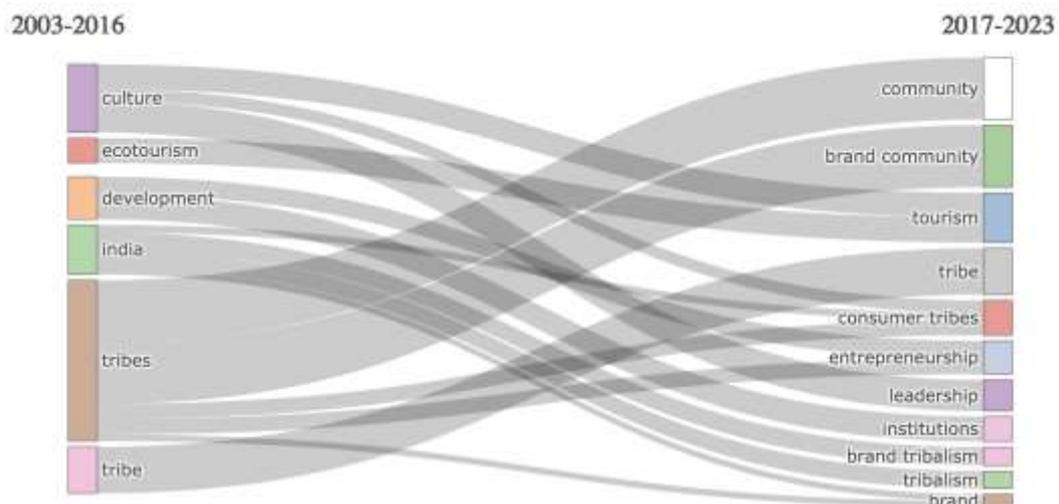
Source: Authors own evaluation

The thematic development regarding tribe and tribalism is given in **Figure 6**. According to the thematic development, 2016 was the breaking point in the twenty-year period in terms of the keywords in the data set. In this context, while the concept of "tribes" came to the fore in the period between 2003 and 2016, after the break, between 2017 and 2023, the word "tribes"

was handled as the keywords "community", "brand community", "consumer tribes", "brand". There was no change in the keyword "tribe" and it was handled the same way in both periods. It was also seen that the keyword "india" was used together with keywords such as "brand tribalism", "brand" and "consumer tribes" in the post-break period. That means, we could argue that marketing research carried out in India in recent years has shown a tendency towards tribes and tribalism.

## Figure 7. Co-occurrence Network of Most Frequent Keywords

Source: Authors own evaluation

According to **Figure 7**, six different co-occurrence clusters occurred among the most frequently recurring keywords. Accordingly, the most frequently recurring keyword in the blue cluster is "brand tribalism", and it is seen that this keyword is mainly used together with the words "brand loyalty", "brand attitude", "brand communities" and "brand". In addition, the main keyword for the other cluster shown in purple was "tribalism", and it is noteworthy that the word tribalism is related to other keywords in the blue cluster. In this context, we argue that the term of tribalism comes to the fore mainly in brand studies. Looking at the red cluster, it can be seen that it contains the keywords "culture", "consumer", "neo-tribes" and "behavior". This network of occurrences is also associated with the cluster shown in green, which contains the keywords "consumer tribes" and "tribal marketing". Similarly, the most frequently recurring keyword in the orange cluster was "tribes", and this word formed co-occurrence networks with the keywords "cultures", consumption" and "education". So, we can say that culture, tribal marketing and customer tribes are concepts that are researched together.

According to the results in **Figure 8**, the concept of tribe appears as the most trending topic in 2013. Subsequently, in the studies conducted until 2018, it was seen that the concept of community rather than tribes came to the fore. In this vein, according to the relevant data set, communities were the most trending research topic in 2017. In 2018, the concept of tribe came to the fore again and came to the prominence as a trend research topic in the relevant year as "consumer tribes" and "brand tribalism". It was seen that consumer tribes were a trend between 2016 and 2022, and studies on brand tribalism came to the prominence especially between 2016 and 2019. Especially in 2022, tribalism was a hot topic in recent years. Tribal marketing and tribalism are topics that have been frequently researched in the last five years.

Figure 8. Trend Topics
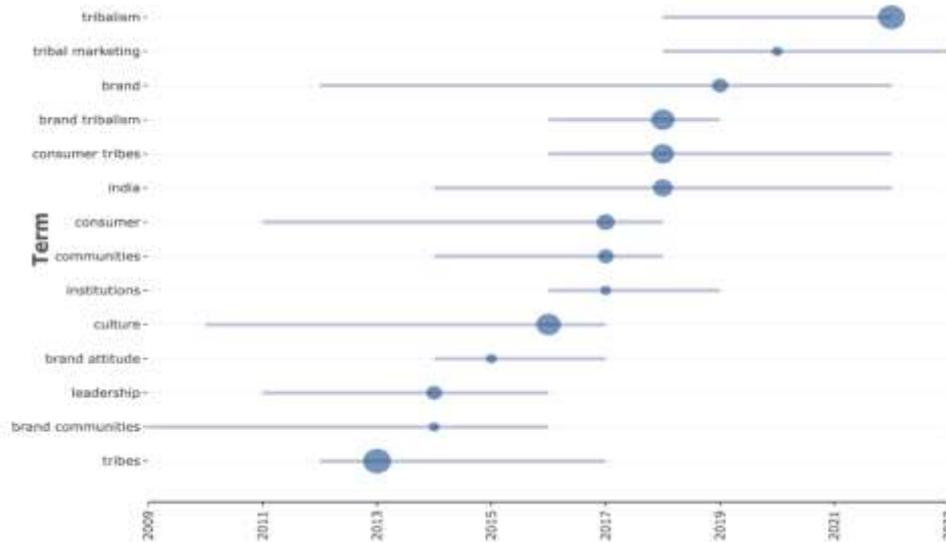
Source: Authors own evaluation

Figure 9. Corresponding Authors Countries
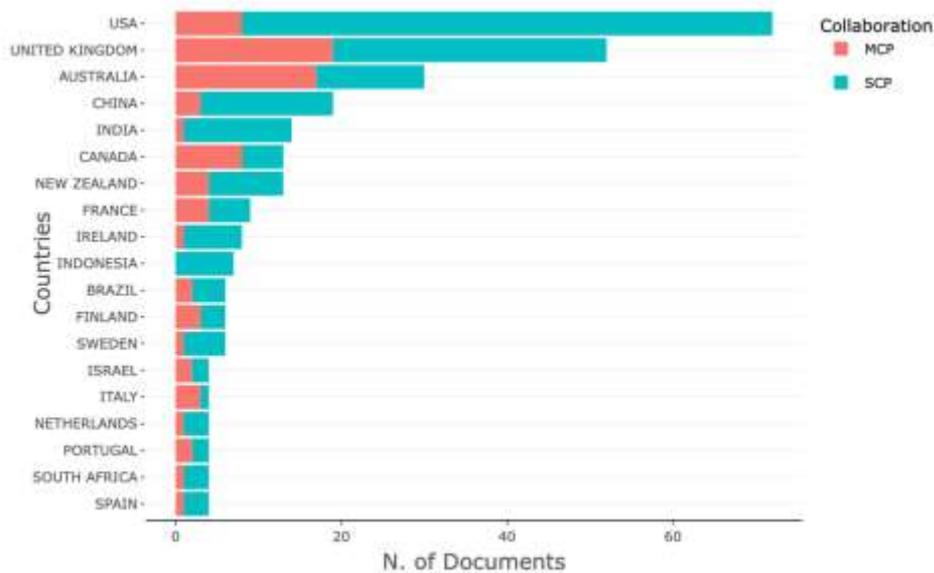
Source: Authors own evaluation

The results regarding in the analysis of the countries where publications were conducted are presented in **Figure 9**. The countries of the corresponding authors were taken into account in the analysis. While the green color (SCP) in the figure indicates publications from a single country, the other indicates publications from more than one country (MCP). Based on results, it was seen that the authors are mostly located in the USA (Number of articles = 72). Among

the countries of the corresponding authors, after the USA, the top five countries were the United Kingdom (Number of articles = 52), Australia (N = 30), China (N = 19) and India (N = 14). Finally, the most cited publications in the research sample according to WoS were examined, with the amount of citations, journals in which they were published, and article titles indicated in **Table 1**.

Table 1. The Most Cited Articles Among the Data Set

No	Title of Articles	Author/s	Journal	Citation
1	*"The Wisdom of Consumer Crowds Collective Innovation in the Age of Networked Marketing"*	Kozinets et.al. (2008)	Journal of Macromarketing	308
2	*"Uniting the Tribes: Using Text for Marketing Insight"*	Berger et.al. (2020)	Journal of Marketing	273
3	*"Brand relationships through brand reputation and brand tribalism"*	Veloutsou and Moutinho (2009)	Journal of Business Research	254
4	*"When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities"*	Thomas et al. (2013)	Journal of Consumer Research	205
5	*"Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan"*	Chang (2006)	Tourism Management	161
6	*"Counter-brand and alter-brand communities: the impact of Web 2.0 on tribal marketing approaches"*	Cova and White (2010)	Journal of Marketing Management	134
7	*"Click to connect: Netnography and tribal advertising"*	Kozinets (2006)	Journal of Advertising Research	127
8	*"Web 2.0, social networks and the future of market research"*	Cooke and Buckley (2008)	International Journal of Market Research	114
9	*"Learning to be tribal: facilitating the formation of consumer tribes"*	Goulding et al. (2013)	European Journal of Marketing	113
10	*"Social layers of customer-to-customer value co-creation"*	Rihova et al. (2013)	Journal of Service Management	110

According to **Table 1**, the article titled *"The Wisdom of Consumer Crowds Collective Innovation in the Age of Networked Marketing"* and published in the Journal of Macromarketing ranks first with 308 citations. In this study, Kozinets et al. (2008) sought to investigate, dimensionalize, and hypothesize the structure and processes of online collaborative consumer innovation. In this context, they extended previous theories on consumer innovation and creativity by identifying four types of online creative consumer communities. They stated that collective innovation is produced as a result of the efforts of talented and innovative e-tribe groups.

The article titled *"Uniting the Tribes: Using Text for Marketing Insight"* ranks second with 273 citations and was published in the Journal of Marketing. Berger et al. (2000) provided an overview of automatic text analysis with this study and gave details on how it can be used to create marketing insights. Then, the authors reviewed the methodologies and metrics used in text analysis and came up with a set of guidelines and procedures. In this context, they emphasized how textual analysis can unite marketing tribes.

The article titled *"Brand relationships through brand reputation and brand tribalism"* is ranked third, with 254 citations and was published in the Journal of Business Research. In the study, data was collected from 912 participants and the impact of long-term brand reputation and tribalism on the strength of brand relationships was explored. The findings revealed that brand tribalism predicts the strength of brand relationships more accurately than brand reputation in the long run.

The article titled *"When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities"* ranks fourth with 205 citations. The article was published in the Journal of Consumer Research. Thomas et al. (2013) examined the influence of heterogeneity on communities, revealing how various communities operate and interact in the marketplace. The findings demonstrated that communities may retain continuity even when heterogeneity acts as a destabilizing influence. Furthermore, the authors emphasized the overlapping roles of consumers and producers and devised a dimensional categorization of communities to reconcile earlier research on brand communities, consumption subcultures, and consumer tribes.

The article titled *"Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan"* is ranked fifth, with 161 citations. The article was published in Tourism Management magazine. The study aimed to profile the motivations and demographic characteristics of tourists coming to the local culture festival by using market segmentation. In the study, indigenous tribes in Taiwan were discussed. While collecting data, a two-part questionnaire was used, which included demographic information including motivation-related items and travel modes. The findings of this study reflected that tourist visiting indigenous cultural festivals were somewhat heterogeneous. Therefore, the authors stated that differentiated marketing strategies should be emphasized and implemented by the relevant groups.

The article titled *"Counter-brand and alter-brand communities: the impact of Web 2.0 on tribal marketing approaches"* is ranked sixth, with 134 citations. The article was published in the Journal of Marketing Management. This article discussed the concept of tribal marketing, which is being propelled by the growth of online communities employing Web 2.0 technology. In this context, it reviewed the fundamental principles of brand community and value co-creation before delving into emerging trends in online community behavior using an ethnographic method on two particular situations.

The article titled *"Click to connect: Netnography and tribal advertising"* ranks seventh with 127 citations. The article was published in the Journal of Advertising Research. According to the author, the majority of significant consuming in today's consumer culture occurs in a communal, collective, or tribal setting. He emphasized that advertisers and copywriters would gain from a cultural grasp of the language, meanings, rituals, and customs of the consumer tribes with whom the ad is intended to communicate. In this sense, the study contends that a rigorous application of netnography, or online ethnography, might help advertisers and copywriters gain a better understanding.

The article titled *"Web 2.0, social networks and the future of market research"* is ranked eighth, with 114 citations. The article was published in the International Journal of Market Research. The authors of this study suggest certain tendencies that might provide fertile ground for marketing researchers to build new techniques. It has been stated that the open-source movement will affect not only the way researchers think but also the methodologies they use. It has also been noticed that the rapid rise of online social networks has enhanced the trend of research into the relevance of studying humans in 'tribes' or 'groups'.

The article titled *"Learning to be tribal: facilitating the formation of consumer tribes"* is ranked ninth, with 113 citations. The article was published in the European Journal of Marketing. In this study, according to Goulding et al. (2013), knowing how to develop

relationships with consumer tribes requires first determining how consumers become tribe members. The research's statistics are based on a five-year ethnographic study of the club culture tribe that employed a number of data gathering methods, including participant observation and in-depth interviews. As a consequence, the authors describe "learning to be a tribe" as a social activity including three interrelated processes: participation, imagination, and adaptation.

The article titled *"Social layers of customer-to-customer value co-creation"* ranks tenth with 110 citations. The article was published in the Journal of Service Management. This research sought to broaden current value co-creation debates by offering conceptual knowledge on co-creation in the social realm of consumers. It also attempted to provide recommendations on how customer-to-customer (C2C) co-creation can be facilitated by service managers. In this context, examples from the literature and practice are discussed. The findings show that C2C co-creation is a dynamic and multidimensional process that is influenced by the social settings of customers. They also found that value arises in four different social layers: "Detached Customers", "Social Bubble", "Temporary Communitas" and "Ongoing Neo-tribes".

Conclusion and Implications

The goal of this research is to determine how the concept of tribalism has been represented in literature throughout a two-decade period. In this context, publications regarding the relevant concept were classified quantitatively using bibliometric analysis. A total of 334 articles published between 2003 and 2023 and containing any of the keywords "tribalism", "tribal" and "tribes" were considered. The WoS database was taken into account when determining the articles. The data set was analyzed using the Bibliometrix package in the R Studio program.

The collected data was subjected to content analysis. In this context, the development of the number of articles in the relevant data set over the years was evaluated and it was noted that there was sometimes an upward and sometimes a downward trend in the number of articles. Within this framework, we can state that there is a fluctuating course in publication development. Considering the author keywords in the relevant time period, it was observed that the most trending topics (also due to the keywords preferred when creating the data) were tribes and tribalism, followed by culture, brand tribes and consumer tribes. In addition to being considered alone, the concept of tribe was also used in conjunction with different research areas, especially marketing variables. This structure was visualized and revealed with the created word cloud. According to the word cloud, another important concept discussed together with tribe and tribalism is culture. Culture is the values, norms, behaviors and beliefs that distinguish groups from each other (Liu et al., 2015; Illiashenko & Laidroo, 2020). Due to this feature, we can say that it is closely related to tribalism, which is defined as social groups where individuals with common feelings, passions, beliefs and values come together. Additionally, another keyword that attracts attention in the word cloud is "emotion". This demonstrates that discussions of tribalism are related to emotions. That is, especially in financial markets where uncertainty and complicated instruments dominate, individuals join certain tribes or social groups in order to make decisions more easily and thus reduce their anxiety and stress levels (Hamamcı & Aren, 2023). We argue that the same situation applies to consumers who are increasingly faced with a wide range of complex, specialized and new products (Johnson et al., 2021).

Looking at the development of the keywords in the data set over the years, we can say that the word "tribes" showed a rapid increase after 2009, and the word "tribalism" increased rapidly in 2021 and beyond. That means, it is apparent that the idea of tribalism has become more significant, particularly in considering recent research, and its development course

coincided with or was parallel to the word "community". It is seen that these concepts (tribes and communities) are used interchangeably in some studies in the literature (See: Muniz & O'Guinn, 2001; Veloutsou & Moutinho, 2009). However, with the rapid increase in studies in recent years, tribalism is also regarded as a distinct concept. After the breaking, between 2017 and 2023, it was observed that the keywords "community", "brand community", "consumer tribes" and "brand" was used substitute for "tribes". In the context of co-occurrence clusters formed with the most frequently repeated keywords, five large clusters were formed. In one of the clusters (orange), "tribes", in the second (red), "culture", in the third (purple), "tribalism", in the fourth (blue), "brand tribalism" and in the fifth (green), "consumer tribes" came to the fore. In addition, it has been found that among these clusters, consumer tribes have a connection with culture and tribalism with brand tribalism.

Following the analysis of word frequencies, trending topics over the twenty-year period were determined. In this vein, the term of community rather than tribes came to the fore in the studies conducted until 2018, and communities became the most trending research topic in 2017. In 2018, "consumer tribes" and "brand tribalism" came to the fore as trend research topics. We can say that the concept of tribalism has become a trend in recent years, especially in 2022. Tribal marketing and tribalism have been the most frequently researched topics in the last five years. When the articles were evaluated in the context of countries, it was determined that America ranked first, followed by the United Kingdom and Australia. Finally, a citation network analysis was conducted on the articles and the ten most cited articles were determined. According to the evaluation of these articles, it was found that the most frequently cited articles regarding the concept of tribalism were mainly theoretical articles.

As a result, according to the findings, it has been revealed that the number of scientific research on the concept of tribalism has developed in the last twenty years. It was observed that this concept is frequently discussed in both brand studies and consumer studies, especially in the field of marketing. We think tribalism is important not only in marketing but also in other disciplines. It is also possible to see the tribal structure in financial markets. Individual investors have difficulties in making investment decisions due to reasons such as low competence, complexity of financial products, information asymmetry and low financial literacy. At this point, they sometimes join social groups that we can call tribes to get information. They act jointly with these social groups when making investment decisions and thus facilitate the decision processes. It is possible to call this groups as financial tribes that individuals share common emotions and thoughts when making financial decisions.

Limitations and Future Studies

The study has some limitations in terms of database, time period and WoS categories. Only the WoS database was taken into account when creating the data set. WoS is the most widely regarded database in academia, publishing with a distinctive selectivity based on independent editing procedures and serving over 12,000 organizations (institutions). In addition, the fact that it allows direct export of the data set suitable for analysis and its accessibility are among the reasons why we prefer it. In addition, the last twenty years are discussed concerning time period. Finally, the studies in the dataset were filtered in terms of WoS categories as Business, Business Finance, Management and Behavioral Sciences. Because, by emphasizing the tendency of the concept of tribalism in the field of business, it was examined whether it is used in financial fields. In this way, the gap in the concept in financial fields has been revealed. By including the "Behavioral Science" category, articles discussed in terms of behavioral finance were also included in the data set.

In future studies, the concept of tribalism, which has a high development trend, can be discussed within the scope of different disciplines and its contribution to both academic studies

and practitioners can be increased.

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