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Mapping the Landscape of Brand Equity Research: A Bibliometric Analysis of SCOPUS Data (1993-2023)

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ABSTRACT

This study aims to conduct a comprehensive bibliometric analysis of brand equity research from 1993 to 2023, focusing on identifying influential publications, authors, journals, theoretical models, thematic evolution, and potential research gaps. The research employs a rigorous methodology, initially analyzing 1,483 articles from 449 sources from the SCOPUS database. Various analytical techniques by VOSviewer and Biblioshiny, including source, author, document, thematic, and keyword analysis, are utilized to extract insights. Key findings include the identification of influential publications, authors, and journals, as well as the categorization and models of brand equity. Additionally, prominent theoretical models are highlighted, alongside emerging topics and research clusters. This study provides valuable insights for researchers, practitioners, and policymakers in understanding the foundational elements and contemporary trends in brand equity research. This research contributes to the literature by offering a comprehensive and up-to-date analysis of brand equity research, highlighting existing knowledge gaps and potential avenues for future investigation.

Keywords: Brand Equity, Brand, Bibliometric Analysis, Thematic Review, Literature Review
JEL Classification: M31

1. INTRODUCTION

Brand equity stands as a foundational construct, emblematic of the intrinsic value that a brand bestows upon consumers, businesses, and an array of stakeholders (Cannella et al., 2009). It is a formidable bastion against consumer disengagement (Husnain et al., 2020), and a linchpin for forays into nascent markets, product launches, and the preservation of brand congruence across diverse product lines (Mourad et al., 2011). Robust brand equity amplifies a firm's intrinsic worth, precipitating market dominance, revenue escalation, and a competitive edge within the industrial milieu (Baldauf et al., 2003). Additionally, it facilitates brand diversification and market entries, augmenting the efficacy of strategic brand maneuvers (Lassar et al., 1995).

While extant scholarly inquiries have delved into specific facets of brand equity research, a conspicuous lacuna persists in deciphering the translational implications of these findings for actionable brand management strategies and strategic market positioning (Christodoulides and de Chernatony, 2010). Similarly, explorations into the nexus between product innovation and brand equity yield tantalizing insights yet beckon further elucidation concerning the contextual determinants shaping these dynamics (Dressler and Paunovic, 2021; Nørskov et al., 2015). Hence, a comprehensive bibliometric analysis spanning multifarious disciplinary vistas and encapsulating the expansive purview of brand equity research assumes imperative precedence.

Through the prism of bibliometric scrutiny, this scholarly endeavor endeavors to bridge these chasms and furnish a panoramic comprehension of the intellectual fabric and evolutionary trajectories endemic to the domain of brand equity. Specifically, this inquiry endeavors to interrogate the following interrogatives:

RQ1: What are the most influential publications, authors, and journals in brand equity research?

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RQ2: What are the basic theoretical research models and relative literature of brand equity research?

RQ3: What is the thematic evolution of brand equity research over time, including emerging topics and research clusters?

RQ4: What potential research gaps and opportunities exist for future investigations in brand equity?

2. REVIEW OF LITERATURE

Aaker (1991) describes it as the collection of brand assets and liabilities associated with the brand's name and symbol, which contribute to or detract from the value delivered by a product or service to the firm and its customers, while Keller (1993) defines as the differential effect of brand knowledge on consumer response to marketing efforts. However, according to (Wood, 2000), brand equity represents the intangible assets linked to a brand, including brand loyalty, brand awareness, brand associations, and perceived quality. Kapferer (2005) figures out that brand equity encompasses the net cash flow generated by the brand, accounting for the costs of capital invested in marketing and operations. More recently, brand equity is defined as a set of perceptions, attitudes, knowledge, and behaviors on the part of consumers that result in increased utility and allow a brand to command greater demand and potentially higher prices (Abdullah and Siraj, 2016; Guha et al., 2021; Loudiyi et al., 2022). Moreover, brand equity extends beyond consumer perceptions to include employee-based brand equity, societal impact, and financial performance (Kim et al., 2003; King and Grace, 2009; Parrish and Nevins, 2023).

According to the literature, brand equity encompasses several categories. Customer-based brand equity (CBBE), introduced by Keller (1993), emphasizes brand awareness and associations' influence on consumer responses, reflecting individual perceptions (Colicev et al., 2018; Wood, 2000). Shaped by consumer knowledge and marketing efforts, CBBE's pivotal role in brand development is highlighted (Kumar et al., 2018; Triono et al., 2021). Sales-based brand equity (SBBE),is conceived as marketplace manifestations of the perceptual measures derived from the CBBE conceptualization (de Almeida et al., 2020), highlighting the importance of integrating sales performance metrics with consumer perceptions to holistically assess brand equity. Comparatively, CBBE focusing on consumer perceptions of the brand, while SBBE concentrates on the brand's position in a choice or market share model (Datta et al., 2017). Additionally, employee-based brand equity (EBBE), encompasses the value contributed by employees through their attitudes and behaviors, crucial for brand management (King and Grace, 2010; Sirianni et al., 2013). It emphasizes aligning employee behavior with brand positioning to enhance brand evaluation and customer-based brand equity (Theurer et al., 2018).

While financial-based brand equity (FBBE) focuses on a brand's financial performance and its value to the firm in terms of generating cash flows and contributing to the overall economic value of the organization (Kim and Yoon, 2018; Wei, 2022). Unlike CBBE, which is centered on consumer responses to brand marketing efforts, FBBE delves into the financial implications of brand value for the firm (Lassar et al., 1995; Tong and Hawley, 2009). It plays a crucial role in assessing changes in a brand's equity within the market and its impact on the firm's economic value (Kim and Yoon, 2018). Moreover, FBBE has been associated with various factors such as advertising expenditures, intellectual capital, and corporate social responsibility practices, indicating the multidimensional nature of financial-based brand equity (Huang and Liu, 2022; Nguyen et al., 2015; Zahari et al., 2020). Besides, identity-based Brand Equity (IBBE), akin to Keller's CBBE model, centers on consumer perceptions and associations with a brand. While CBBE emphasizes the customer-brand relationship, IBBE explores how a brand's identity influences consumer behaviors (Kuhn et al., 2008; Qiao and Wang, 2017). Furthermore, IBBE considers how a brand's image contributes to its overall value, aiding differentiation and enhancing perceived value (Manimont et al., 2022; Tasci, 2020).

As for model of brand equity, Aaker's CBBE Model, introduced in 1991, comprises five key components: Brand loyalty, brand awareness, perceived brand quality, brand associations, and proprietary brand assets (Seehanam et al., 2018), which has been widely used and validated in various contexts (Rodrigues and Martins, 2016; Tasci, 2020). However, some criticisms and gaps have been raised regarding the model, particularly concerning the inclusion of brand loyalty as a behavioral outcome of CBBE (Oppong et al., 2022), like the absence of perceived value as a component (Zarantonello et al., 2020). Moreover, the model has been criticized for not fully capturing the behavioral and attitudinal nature of loyalty (Tasci, 2020), and the need to address brand association strength (French and Smith, 2013). Additionally, in tourism destination settings, the applicability of Aaker's CBBE model has been questioned, indicating a gap in the model's adaptability across different industries (Ekinci et al., 2023). Besides, Aaker's CBBE model does not consider the interrelationship between the CBBE sources before brand equity is achieved (Ekinci et al., 2023).

Keller's CBBE model, introduced in 1993, offers a comprehensive framework for evaluating and managing brand equity from the perspective of individual consumers, focusing largely on emotions (Su and Tong, 2015). It has been compared and integrated with Aaker's model in various studies (Datta et al., 2017; King and Grace, 2010; Stukalina and Pavlyuk, 2021). Furthermore, Keller's CBBE model has identified certain gaps in the model. For instance, the development of CBBE is not a linear or single-pathway process, suggesting that 's model may oversimplify the complexity of brand equity formation (Chatzipanagiotou et al., 2016). In addition, the importance of building strong customer-brand relationships could be further integrated into Keller's original model to enhance its effectiveness (Qiao and Wang, 2017).

Yoo and Donthu's BE Model, building upon Aaker and Keller's conceptualizations of brand equity, comprises three sections: the marketing mix, the traditional brand equity dimensions, and overall brand equity. Using a hierarchical format, the marketing mix, the 4Ps, are taken as input to brand equity dimensions (brand loyalty, brand awareness, perceived quality, and brand association) from the perspective of brand cognition (Li et al., 2016; Li and Ellis,

2014). Furthermore, Yoo and Donthu's advocacy for incorporating brand personality measures into consumer-based brand equity has influenced the direction of future research in the field of brand management (Pappu et al., 2005). However, the results of this model need to be treated with caution when applied to service brand equity because of different findings from the mainstream brand equity models (Christodoulides et al., 2015; Lee and Back, 2010; Nam et al., 2011).

The Destination Brand Equity Model, introduced by Boo et al. (2009), offers insights into tourists' perception of destination brands, highlights its multidimensional nature in the tourism industry, enhancing comprehension of brand value. Furthermore, research of this model has continuously been refined and enhanced this model over time. For instance, (Chen and Myagmarsuren, 2010) expanded their destination brand equity model to include perceived service quality, destination awareness, and image. Brand authenticity and revisit intentions emerge as critical elements (Shi et al., 2022). Moreover, (Herrero et al., 2017) examine destination brand hierarchy and its effects. Additionally, (Ekinci et al., 2023) propose an integrative model linking destination brand equity and tourist satisfaction. Besides, (San Martín et al., 2019) propose a seven-dimensional model, covering aspects like brand awareness, physical and interaction quality, brand congruence, identification, trust, and loyalty.

3. RESEARCH METHODOLOGY

Bibliometric analysis of literature involves a systematic examination of published works within a specific field or topic to identify trends, patterns, and relationships among authors, organizations, and research themes (Varsha et al., 2021). This analysis often utilizes techniques such as co-word analysis to map the scientific landscape and visualize connections between different concepts or keywords (Kusumaningrum, 2023). In the context of brand equity, bibliometric analysis can help in understanding the key themes, influential authors, and the interplay between different factors impacting brand equity (Akgözlü and Kılıç, 2021; Sinurat and Dirgantara, 2021). This analysis also shed light on the relationships between brand equity and other constructs such as brand loyalty, brand experience, and consumer behavior (Lee and Leh, 2011; Leone et al., 2006).

To navigate the vast body of literature on brand equity, identify research gaps, and inform future studies and strategic decisions in the field of branding, this study utilizes bibliometric approaches of literature on Scopus. In the analysis performed for English language articles, Business Management and Accounting, Social Science, publications containing the words: *TITLE (brand AND equity) AND PUBYEAR >1989 AND PUBYEAR <2024 AND (LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT TO (SUBJAREA, "SOCI") OR LIMIT-TO (SUBJAREA, "ECON")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English"))*. As a result of the scanning, 1483 articles were found.

With the results, this study utilizes a multifaceted bibliometric approach (Figure A, in Appendix A) to comprehensively analyze these articles on brand equity, by utilizing VOSviwer and R-Studio Biblioshiny. The analysis encompasses initial analysis, citation analysis, author analysis, geographical analysis, and thematic analysis, employing keyword visualization techniques.

4. RESULTS

4.1. Initial Analysis

As is shown in Table 1, the analysis covers 1,483 articles published between 1993 and 2023 from 449 sources. The annual growth rate is 12.45%, with an average document age of 8.2 years and 44.42 citations per document. In total, 72,261 references, 611 indexed keywords, and 2,977 author keywords across 3,096 authors are involved, with 2.67 co-authors per document on average, and 25.29% international co-authorships. Single-author documents make up 215 of the totals. The annual growth rate of publications in this field is 12.45%, indicating a steady increase in research activity over the years. The average age of the documents is 8.2 years, suggesting a relatively recent body of literature. On average, each document receives 44.42 citations, indicating a high level of influence and impact within the field.

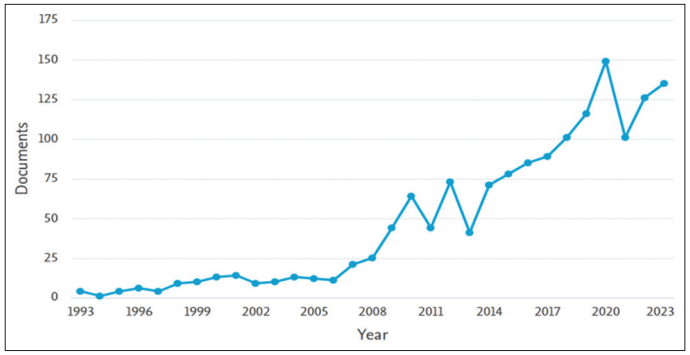
Figure 1 shows the number of documents published in the research area from 1993 to 2023. In the initial years, starting from 1993, the publication output remained relatively low, with modest fluctuations. However, from the mid-2000s onwards, such as 2020 and 2023, a distinct upward trajectory can be observed, suggesting

Table 1: Main information

Description	Results
Timespan	1993:2023
Sources (Journals, Books, etc)	449
Documents	1483
Annual Growth Rate %	12.45
Document Average Age	8.2
Average citations per doc	44.42
References	72261
Keywords Plus (ID)	611
Author's Keywords (DE)	2977
Authors	3096
Authors of single-authored docs	182
Single-authored docs	215
Co-Authors per Doc	2.67
International co-authorships %	25.29
Article	1483

Source: Constructed by authors using data from the Scopus database

Figure 1: Documents by year



Source: Constructed by authors using data from the Scopus database

an intensification of research efforts and an increasing relevance of the topic in contemporary academic discourse. This pattern is characteristic of research areas that have gained momentum over time, potentially driven by factors such as technological advancements, emerging theoretical frameworks, or heightened societal or industrial relevance.

The Three-Field Plot (Figure 2) presents a visualization of author keywords (DE), source titles (SO), and country affiliations (AU CO) related to the research area under analysis. The visualization is structured as a density map, where the size and intensity of the labels correspond to the frequency or prominence of the respective entities. On the left side, *source titles* are displayed, with *"Journal of Business Research"* and *"Journal of Product and Brand Management"* and *"Journal of Product and Brand Management"* appearing as the most prominent sources, suggesting their significance in publishing research within this field. In the middle section, the author keywords are depicted, with *"brand equity"* standing out as the central and largest term, indicating its importance as a core concept in the research area. Other notable keywords include *"brand loyalty" "brand awareness," "perceived quality,"* and *"consumer-based brand equity"* among others, reflecting the various dimensions and constructs related to brand equity. On the right side, the country affiliations are represented, with the *United States, India, China*, and *Spain* appearing as the most significant contributors to the research area based on the size of their labels. Other countries such as *Malaysia, Iran, Korea, United Kingdom, Indonesia*, and *Australia* are also visible, suggesting international collaboration and diverse geographical representations within the field.

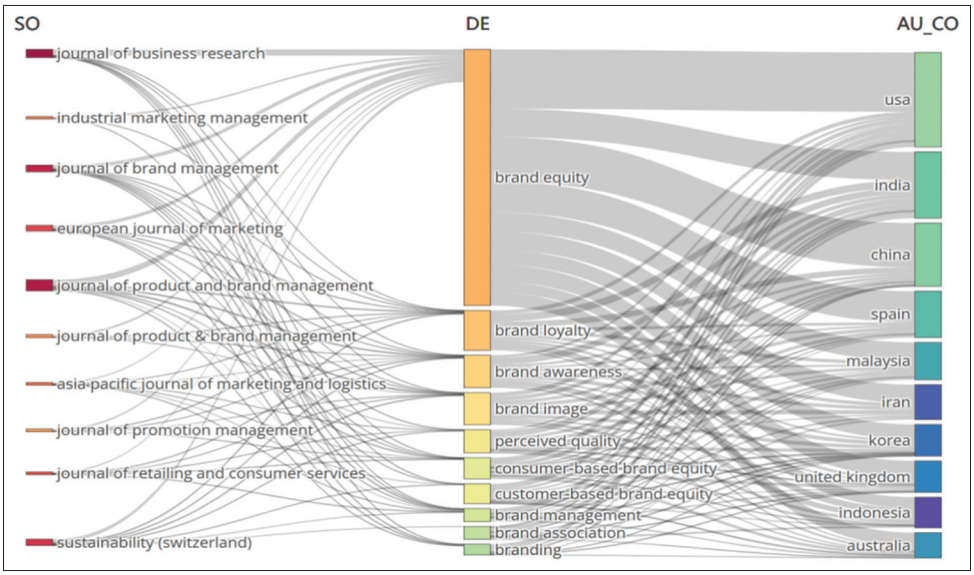
4.2. Source Analysis

Table 2 highlights the top 15 prolific sources in the research domain, showcasing their impact based on publication frequency. The *"Journal of Business Research"* leads with 58 articles, followed closely by the *"Journal of Product and Brand Management"* with 54 articles. Other influential sources include the *"Journal* of Brand *Management*," *"Sustainability"* and *the "European Journal of Marketing"* These sources cover diverse domains such as retailing, logistics, and industrial marketing. Sub-domains like product and brand management, promotion, and marketing intelligence are also well-represented. This ranking provides valuable insights into core publication outlets driving knowledge dissemination within the research area.

Figure 3 depicts the cumulative occurrences of articles published in five reputable academic journals spanning the time from 1993 to 2023. *European Journal of Marketing* has published the highest cumulative number of articles by 2023, exceeding 60 occurrences. *Journal of Business Research* shows the steepest increase in publication rate, especially after around 2014, indicating rapid growth in recent years. *Journal of Brand Management* and Journal of *Product and Brand Management* have seen steady growth over time, though at a slower pace compared to *Journal of Business Research*. Lastly, *International Journal of Retail and Distribution Management* has had the slowest publication growth among these 5 journals based on its cumulative occurrence count. In conclusion, all 5 journals experienced consistent upward trajectories, indicating increasing academic research output in their respective fields over the 30-year period examined.

Figure 4 illustrates the publication trend for the *Journal of Brand Management,* which exhibits a cyclical pattern with peaks occurring approximately every 4 years, suggesting a potential correlation with the frequency of publishing special issues or themed volumes. It displays a similar cyclical pattern to *Journal of Product and Brand Management*, albeit with higher overall publication counts and slightly different peak years. *Sustainability Switzerland*, a journal that appears to have a relatively recent inception, as indicated by the initial data points starting around 2010, demonstrates an overall increasing trend in publication output, with some fluctuations along the way. While *the European Journal of Marketing*, which exhibits a consistent cyclical pattern throughout the time frame, with regular peaks and troughs in its

Figure 2: Three-field plot



Source: Constructed by authors using data from the Scopus database

Table 2: The 15 most relevant sources

Sources	Articles
Journal of Business Research	58
Journal of Product and Brand Management	54
Journal of Brand Management	37
Sustainability (Switzerland)	29
European Journal of Marketing	27
Journal of Retailing and Consumer Services	24
Asia Pacific Journal of Marketing and Logistics	19
Industrial Marketing Management	18
Journal of Product and Brand Management	18
Journal of Promotion Management	17
Marketing Intelligence and Planning	17
Tourism Management	16
International Journal of Bank Marketing	15
Service Industries Journal	14
International Journal of Hospitality Management	13

Source: Constructed by authors using data from the Scopus database

Table 3: Most relevant authors

Authors	Articles	Articles Fractionalized
Gil-Saura I	13	4.33
Liu C-H	11	4.20
Guzmán F	10	4.33
Šerić M	9	4.25
Christodoulides G	8	3.17
Del Barrio-García S	8	2.75
Ko E	8	2.51
Mukherjee S	8	3.25
Pappu R	8	3.03
Altaf M	7	2.33
Dwivedi A	7	2.50
Girard T	7	2.20
Pike S	7	3.67
Pinar M	7	2.20
Tasci Ada	7	4.83

Source: Constructed by authors using data from the Scopus database

publication counts. Lastly, *Journal of Business Research* maintains a relatively stable publication rate over the years, with minor fluctuations but no distinct cyclical pattern observed.

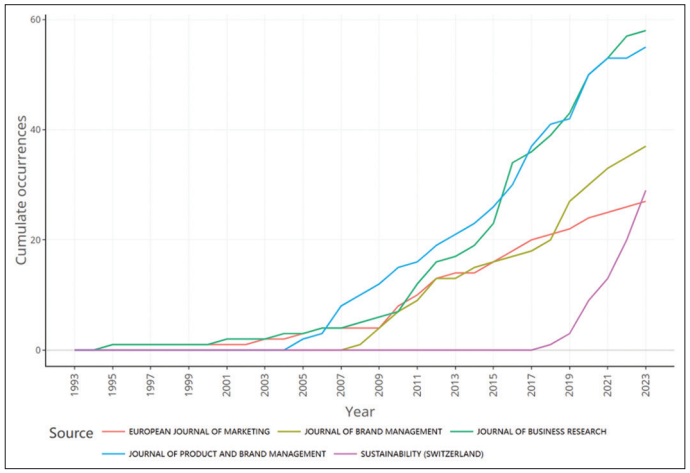
4.3. Author Analysis

Table 3 shows the 15 most relevant authors. The table provides a quantitative overview of the research productivity and impact of these 15 authors within their respective field, enabling further analysis and comparisons based on their publication records and collaborative patterns. Notably, the authors *GIL-SAURA I* and *GUZMÁN F* share the highest article count of 13, while their fractionalized article counts are both 4.33. This suggests that these authors may have collaborated extensively with co-authors on their published works. Similarly, *LIU C-H* and *ŠERIĆ M* have 11 and 9 articles, respectively, with fractionalized counts of 4.20 and 4.25, indicating potential collaborative efforts. Conversely, authors such as *PIKE S*, *TASCI ADA*, and *KELLER KL* exhibit relatively high fractionalized article counts compared to their total article counts, implying a higher degree of sole authorship or a more significant contribution as lead authors in their publications.

In Table 4, the top 15 authors' local impact are illustrated by the h_index, h_index, m_index, total citations (TC), number of publications (NP), and publication year start (PY_start). The h_index, also known as the Hirsch index, was introduced by Hirsch as an indicator for lifetime achievement (Jin et al., 2007). It has gained significant attention in the scientific community due to its ability to measure the scientific production of researchers effectively (Alonso et al., 2010). In table 4, authors with higher h-index values, such as *GIL-SAURA I* (h_index = 10) and *GUZMÁN F* (h_index = 9), are considered more influential within the field.

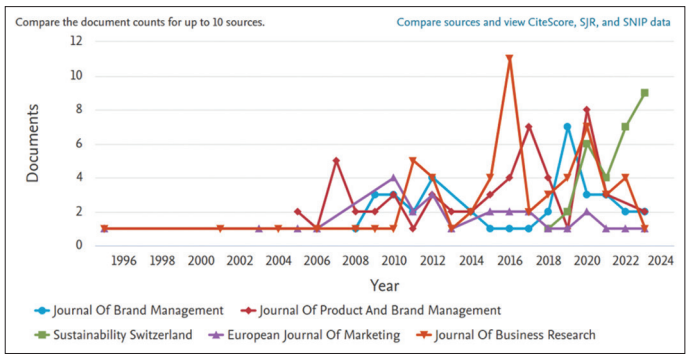
The g_index, a metric in scientometrics, complements the h_index by considering citations from highly cited articles while retaining some advantages of the h-index (Zhang, 2010). It has been recognized as a valuable tool for measuring citation-based scholarly activity, particularly in fields like radiation oncology (McClelland et al., 2019). Authors like *GIL-SAURA I* (g_index = 13) and *LIU C-H* (g_index = 11) have higher

Figure 3: Sources' production over time



Source: Constructed by authors using data from the Scopus database

Figure 4: Documents per year by source



Source: Constructed by authors using data from the Scopus database

g_index values, indicating a significant number of highly cited publications.

Besides, the m_index, as a modification of the h_index, appropriately accounts for multiple co-authorships, providing a more nuanced evaluation of researchers' scientific output in collaborative settings (Schreiber, 2008). By considering co-authorship patterns, the m_index offers a refined approach to assessing research productivity and impact, particularly in fields

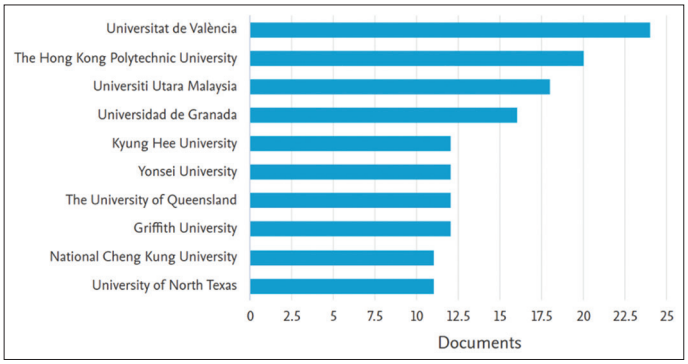
where collaborative authorship is prevalent (Al-Mosawi, 2020). Authors such as *GIL-SAURA I* (m-index = 0.769) and *LIU C-H* (m-index = 0.692) have higher m-index values, suggesting significant individual contributions.

4.4. Document Analysis

Figure 5 presents a horizontal bar chart that displays the number of documents affiliated with various universities or institutions. Firstly, the University of Valencia holds the highest number of documents, approximately 24. The *Hong Kong Polytechnic University* (20 documents) and *Universiti Utara Malaysia* (18 documents) follow closely. Additionally, the *Universidad de Granada is ranked 4th* with the number of documents of 16. *Kyung Hee University*, *Yonsei University, University of Queensland,* and *Griffith University* have almost the same number of documents, approximately 12. Finally, the *National Cheng Kung University* and the *University of North Texas* have a slightly lower document count, around 11. By providing a visual representation of the distribution of documents across various academic institutions, it allows for a comparative analysis of their research output or scholarly contributions.

The analysis of the top 15 Most Locally Cited Documents (Table 5) reveals several key insights into the realm of consumer-based brand equity. Firstly, the seminal work by (Yoo and Donthu, 2001) on developing and validating a multidimensional consumer-based brand equity scale stands out as the most locally cited document, indicating its foundational importance in the field. Besides, (Yoo et al., 2000) exploration of selected marketing mix elements and brand equity, along with (Aaker and Joachimsthaler, 2000) study on measuring brand equity across products and markets, further underscore the significance of understanding brand equity within different contexts and dimensions. Furthermore, (Pappu and Quester, 2006) empirical examination on whether customer satisfaction leads to improved brand equity demonstrates a notable local/global citation ratio, indicating its particular relevance within the local academic discourse.

Figure 5: Documents by affiliation



Source: Constructed by authors using data from the Scopus database

Additionally, various documents, such as Netemeyer et al. (2004) and Boo et al. (2009), delve into facets of customer-based brand equity, enriching the understanding of how consumers perceive and engage with brands. The interplay between brand equity and other marketing concepts, including customer satisfaction, brand loyalty, and consumer responses, is explored in Nam et al. (2011) and Buil et al. (2013), highlighting the interconnectedness of these constructs in shaping consumer behavior. Besides, the diverse range of industries and contexts examined, such as retail brands, destinations, the beverage industry, and the Chinese clothing market, reflects the breadth of applicability of brand equity concepts across different sectors.

4.5. Thematic Analysis

Six Clusters are formed based on the bibliometric keyword co-occurrence analysis (Figure 6), illustrating the interdisciplinary nature of marketing research, integrating concepts from tourism, consumer behavior, brand management, sustainability, and quantitative analysis. The interconnections between clusters suggest potential areas for cross-pollination and the integration of diverse methodologies and perspectives within the field of marketing.

Among them, *Cluster 1* is centered around tourism marketing, representing studies focused on consumer behavior, market segmentation, and strategic marketing within tourism and industry. *Cluster 2* is primarily related to consumer behavior and brand equity in the broader context of marketing and e-commerce. *Cluster 3* is dedicated to human behavior research,

Table 4: Top 15 Authors' Local Impact

Element	h_index	g_index	m_index	TC	NP	PY_start
Gil-Saura I	10	13	0.769	422	13	2012
Guzmán F	9	10	1	377	10	2016
Liu C-H	9	11	0.692	463	11	2012
Christodoulides G	8	8	0.381	816	8	2004
Šerić M	8	9	0.615	340	9	2012
Del Barrio-García S	7	8	1.167	250	8	2019
Dwivedi A	7	7	0.538	378	7	2012
Ko E	7	8	0.538	1536	8	2012
Pappu R	7	8	0.35	1784	8	2005
Tasci Ada	7	7	0.467	146	7	2010
Altaf M	6	7	0.75	94	7	2017
De Chernatony L	6	6	0.353	1049	6	2008
Girard T	6	7	0.429	175	7	2011
Pike S	6	7	0.333	646	7	2007
Pinar M	6	7	0.429	175	7	2011

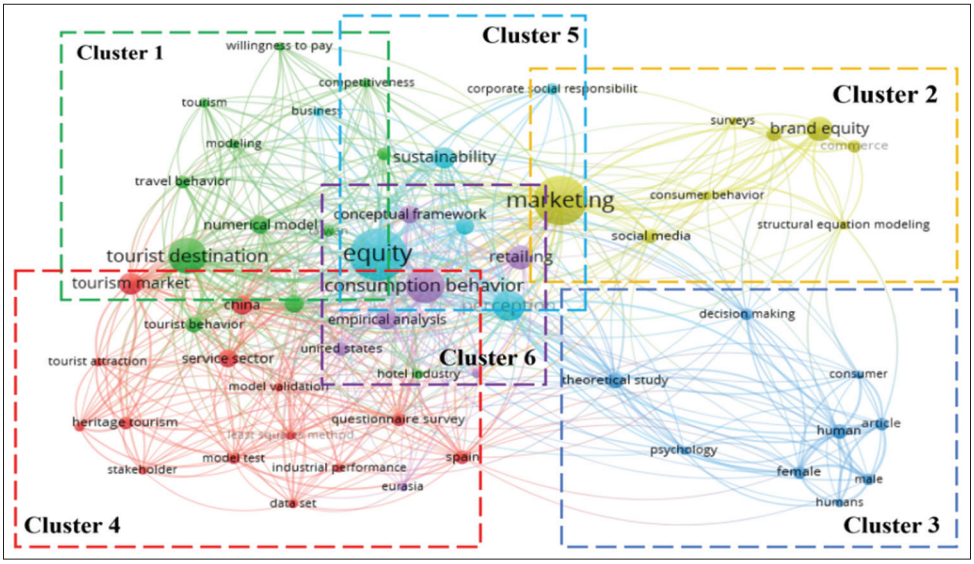
TC: Total citations, NP: Number of publications, PY_start: Publication year start
Source: Constructed by authors using data from the Scopus database

Table 5: Top 15 locally cited documents

Documents	Author, Year, Source	LC	GC	LC/GC Ratio (%)	NCL	NGC
Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale	Yoo 2001, J Bus Res	525	1673	31.38	12.09	8.82
An Examination of Selected Marketing Mix Elements and Brand Equity	Yoo 2000, J Acad Mark Sci	457	1771	25.80	8.49	5.37
Measuring Brand Equity Across Products and Markets	Aaker 1996, Calif Manage Rev	297	1846	16.09	4.41	4.44
Does Customer Satisfaction Lead to Improved Brand Equity? An Empirical Examination of Two Categories of Retail Brands	Pappu 2005, J Prod Brand Manage	223	532	41.92	4.84	2.47
Brand Equity, Brand Preference, and Purchase Intent	Cobb-Walgren 1995, J Advert	203	733	27.69	3.03	2.84
Developing and Validating Measures of Facets of Customer-Based Brand Equity	Netemeyer *et al*. 2004, J Bus Res	162	748	21.66	5.75	5.50
A Model of Customer-based Brand Equity and Its Application to Multiple Destinations	Boo 2009, Tour Manage	161	463	34.77	12.34	8.29
Cultivating Service Brand Equity	Berry 2000, J Acad Mark Sci	133	1026	12.96	2.47	3.11
Consumer-based Brand Equity Conceptualisation and Measurement: A literature Review	Christodoulides 2010, Int J Mark Res	130	331	39.27	13.62	3.62
Customer-based Brand Equity for a Destination	Konecnik 2007, Ann Tour Res	129	495	26.06	6.64	4.55
Brand Equity as a Signaling Phenomenon	Erdem 1998, J Consum Psychol	114	1171	9.74	5.40	6.10
Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey	Atilgan 2005, Mark Intell Plann	107	248	43.15	2.32	1.15
Brand Equity, Brand Loyalty and Consumer Satisfaction	Nam 2011, Ann Tour Res	93	501	18.56	9.09	6.70
The Influence of Brand Equity on Consumer Responses	Buil 2013, J Consum Mark	87	208	41.83	8.87	4.36
Creating Brand Equity in the Chinese Clothing Market: The Effect of Selected Marketing Activities on Brand Equity Dimensions	Tong 2009, J Prod Brand Manage	79	204	38.73	6.06	3.65

LC: Local citations, GS: Global citations, NLC: Normalized local citations, NGC: Normalized global citations
Source: Constructed by authors using data from the Scopus database

Figure 6: Co-occurrence network



Source: Constructed by authors using data from the Scopus database

potentially incorporating psychological and sociological perspectives. *Cluster 4* encompasses research methodologies and data analysis techniques, representing studies focused on empirical data analysis, model validation, and performance evaluation in various industrial or business contexts. *Cluster 5* is centered around the concept of sustainability, representing research on sustainable business practices, consumer attitudes towards sustainable products or services, and the competitive advantages associated with sustainability initiatives. Lastly, Cluster 6 involves consumer behavior research, particularly in the service and retail industries.

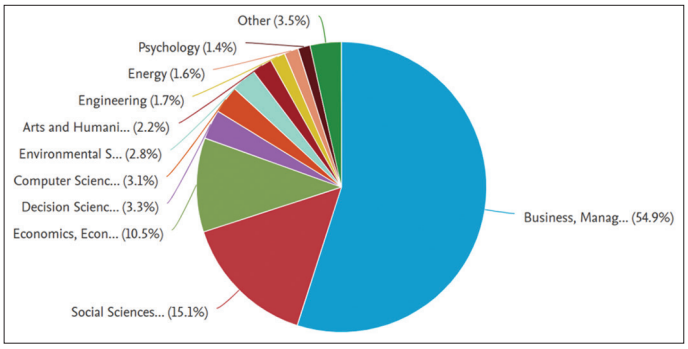
The pie chart in Figure 7 illustrates the distribution of academic disciplines, with the majority focused on themes: *"Business, Management"* (64.9%), followed by *"Social Sciences"* (15.1%) and *"Economics"* (10.5%). Other notable areas include *"Decision Sciences"* (3.3%), *"Computer Science"* (3.1%), and "Environmental Studies" (2.8%). Smaller slices represent *"Arts*

and Humanities," "Engineering," "Energy," "Psychology," and *"Other"* disciplines.

4.6. Keyword Analysis

Figure 8 depicts marketing-related concepts, particularly in tourism and consumer behavior. Prominent terms include *"marketing," "equity," "consumption behavior,"* and *"tourist destination"* indicating their significance. Other notable words like *"perception," "brand equity," "tourism management,"* and *"service quality"* reflect various aspects of marketing research. Specific emphasis is on the tourism domain, with terms like *"tourism market"* and *"heritage sector."* Additionally, terms such as *"decision making," "human,"* and *"China"* suggest incorporation of decision processes, human factors, and geographic focus. Overall, the word cloud provides a visual summary of key marketing themes, with emphasis on tourism, consumer behavior, and brand equity.

Figure 7: Documents by subject area



Source: Constructed by authors using data from the Scopus database

Figure 8: Word cloud

Source: Constructed by authors using data from the Scopus database

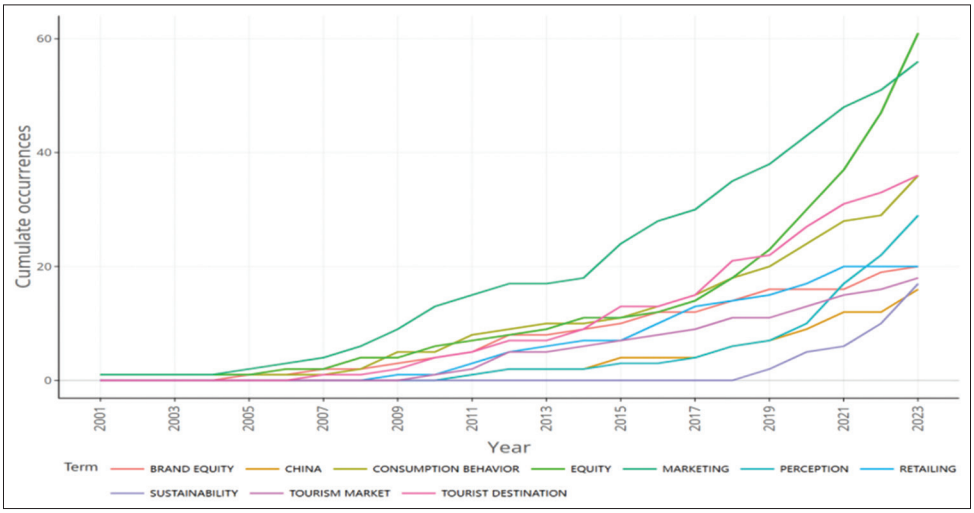
Figure 9, spanning from 2000 to 2024, delineates the cumulative occurrences of various terms, elucidating their temporal trends. Notable observations emerge: *"BRAND EQUITY"* depicts sustained scholarly interest, while *"CHINA"* experiences notable growth post-2010, signaling increased attention to China-related themes. Both *"CONSUMPTION BEHAVIOR"* and *"EQUITY"* exhibit gradual yet consistent growth patterns, underscoring sustained scholarly scrutiny. Similarly, *"MARKETING," "PERCEPTION,"* and *"RETAILING"* display parallel growth, indicative of enduring relevance. *"SUSTAINABILITY"* and *"TOURISM MARKET"* show slower but steady growth, suggesting mounting interest. Conversely, *"TOURIST DESTINATION"* exhibits the slowest growth rate, implying relatively diminished scholarly focus.

Figure 10 uncovers dynamic trends over time. Firstly, a surge in *sustainability* and *corporate social responsibility* reflects a growing commitment to ethical practices. Meanwhile, themes like *perception, stakeholders*, and *China* maintain consistent relevance. In tourism research, fluctuations are observed, but stability prevails in *consumption behavior*, *retailing,* and *brand equity*. Methodological dynamics are evident, with variable prominence in *modeling*, *empirical analysis* and *theorietical study* terms. Lastly, variability in concepts related to the *service sector*, *travel behavior*, and *consumption behavior* underscores the dynamic nature of academic and industry focus areas.

5. DISCUSSION

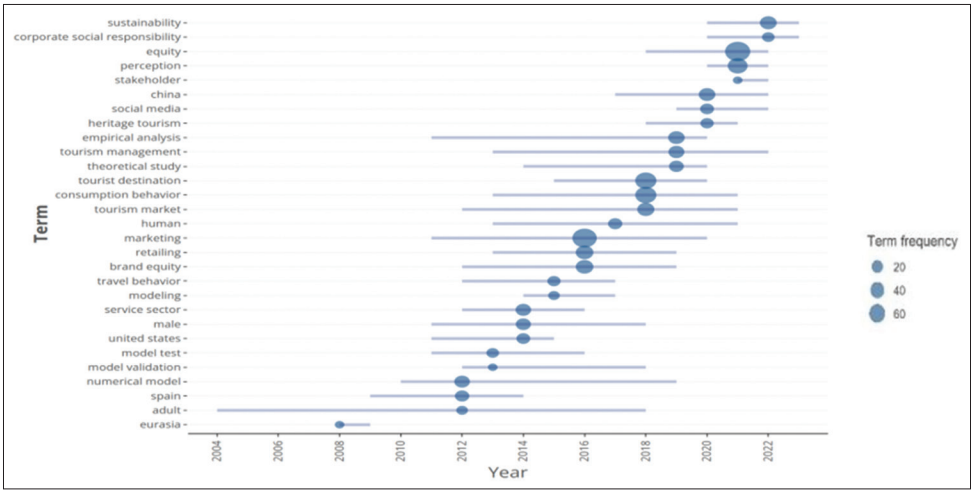
In the examination of RQ1, Tables 3-5 provide a robust dataset, enabling researchers to discern the most influential publications,

Figure 9: Words' Frequency over Time



Source: Constructed by authors using data from the Scopus database

Figure 10: Trend topics



Source: Constructed by authors using data from the Scopus database

Table 6: Potential affective factors on BE and relative considerations

IVs	DVs	Sources
Social media	BE	(Bruhn et al., 2012)
Brand alliance	BE	(Mohd et al., 2007)
Brand experience	BE	(Ding and Tseng, 2015)
Changing country of origin	BE	(Pappu et al., 2006)
C2C interactions in social media	BE	(Dwivedi et al., 2019)
Other stakeholders	BE	(Lai et al., 2010)
Individual gamification elements'	BE	(Xi and Hamari, 2020)
Sales promotions	BE	(Kim et al., 2003)
Customer experience	BE	(Biedenbach and Marell, 2010)
Brand personality	CBBE	(Algharabat et al., 2020)
Social self-expression		
Blocking	Brands	(Van Osselaer and Alba, 2000)
Social media marketing	Brand image	(Ebrahim, 2020)
CSM programs	Brand imagery and feelings	(Hoeffler and Keller, 2002)
Marketing mix elements	Brand recall	(Huang and Sarigöllü, 2012)
Female celebrities	Brand credibility	(Spry et al., 2011)
Expert interviews validate forecasts	Brand development	(Burmann et al., 2009)
Explore other variables	Brand name extendibility	(Rangaswamy et al., 1993)

Source: Constructed by authors using data from the Scopus database

authors, and journals in brand equity research. Secondly, addressing RQ2, it is evident that Aaker's CBBE and Keller's CBBE serve as fundamental theoretical frameworks that have profoundly influenced subsequent research in brand equity. Moreover, the categorization of brand equity into various dimensions such as CBBE, SBBE, EBBE, FBBE, and IBBE is common in scholarly discourse. Thirdly, regarding RQ3, Figures 6-10 offer visual representations of the thematic evolution of brand equity research over time, shedding light on emerging topics and research clusters.

In consideration of RQ4, it is imperative to identify potential research gaps and opportunities for future investigations in brand equity, thereby enriching the scholarly discourse in this field. As indicated from the top 100 most cited documents of the 1483 documents, future research endeavors primarily focus on exploring novel factors impacting brand equity and its dimensions (Table 6). Besides, more additional affective independent variables should be explored (Biedenbach and Marell, 2010), along with mediating and moderating variables (Sasmita and Mohd Suki, 2015).

Additionally, there is a need to broaden the scope to enrich the research in this field by using probability samples (Hur et al., 2014; Chen, 2010), cross-cultural comparisons (Lai et al., 2010; Xi and Hamari, 2020), longitudinal research design (Dolbec and Chebat, 2013; Spry et al., 2011; Chen, 2010), multiple measurement (Kim et al., 2003; Kim et al., 2008), in context of different industries or products. Attention should be given to the model developing (Biedenbach and Marell, 2010; Liu et al., 2017; Theurer et al., 2018) and testing (Madhavaram et al., 2005; Van Osselaer and Alba, 2000), interaction effect exploring (Baumgarth and Schmidt, 2010; Faircloth et al., 2001; Hur et al., 2014; Yoo et al., 2000), and consumer behavior (Ding and Tseng, 2015; Ebrahim, 2020; Hur et al., 2014; Keller, 2016).

6. CONCLUSION

This study's findings offer valuable insights for both academia and industry. Academically, it sheds light on influential publications, authors, journals, theoretical models, thematic evolution, and

research gaps in brand equity research. This knowledge contributes to the advancement of brand equity theory and informs future research directions. For industry practitioners, the study provides actionable insights for optimizing brand management strategies and investment decisions.

However, it's essential to acknowledge its limitations. The study is confined to publications indexed in the SCOPUS database, which may not capture the entirety of the scholarly literature on brand equity. Furthermore, the analysis is limited to the 1993-2023 timeframe, which may overlook significant research prior to 1993. Additionally, the study focuses solely on journal articles, excluding other publication formats like conference papers or book chapters that could also contribute to the understanding of brand equity.

Future research endeavors could explore additional databases beyond SCOPUS, extend the analysis to cover a broader timeframe, and incorporate various publication formats such as conference papers and book chapters. Moreover, employing mixed methods approaches could offer a more nuanced understanding of the complex landscape of brand equity research. These enhancements would contribute to a more comprehensive and holistic exploration of the subject matter, enriching scholarly discourse and advancing our understanding of brand equity dynamics.

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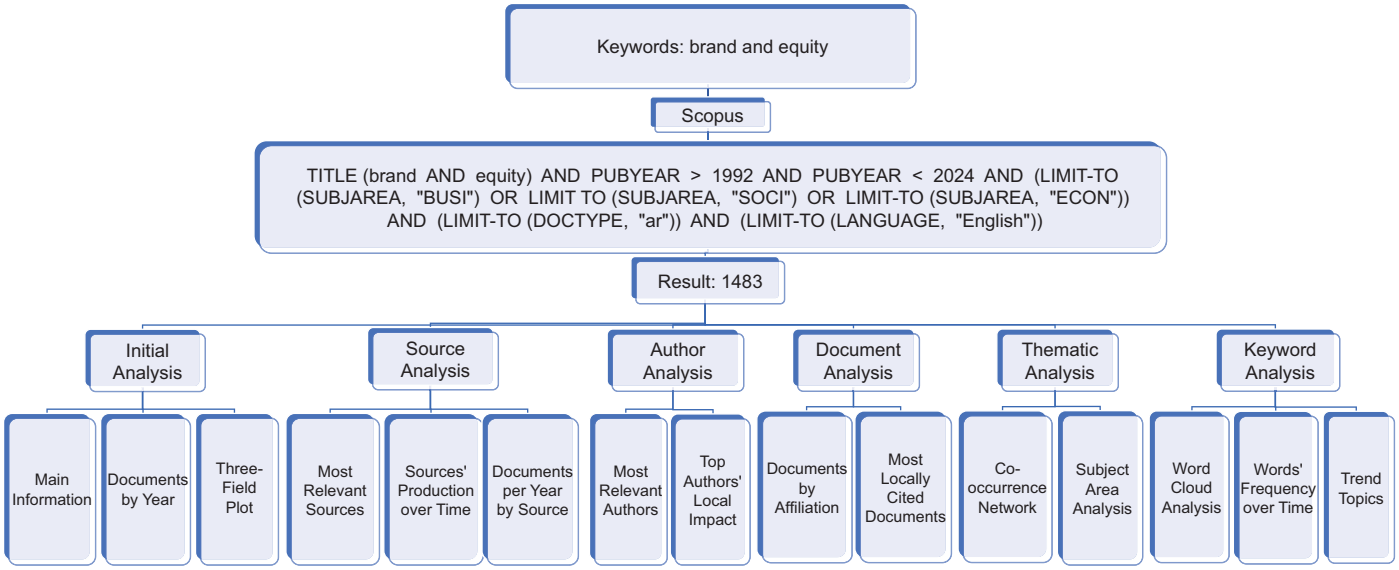
APPENDIX

Figure A: Schema of this study



Source: Constructed by authors.