



## Brand Image: Theoretical Development and Practical Applications

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### ABSTRAK

This research presents an in-depth analysis of research on brand image using a bibliometric approach. This research was conducted by detailing the findings from 364 documents published between 2018 and 2024 in the business sector. The analysis uses descriptive analysis of data from Scopus and VosViewer. The research results show that there is a collaboration between authors, which reflects a cross-disciplinary perspective.. Subject analysis shows a primary focus on Business Management (56.1%), while the inclusion of Social Sciences (11.7%), Decision Sciences (6,296%), and Economics (IL196%) reinforce the cross-disciplinary nature of the research. Trends over time show increasing interest in brand image, reflecting ongoing research into the theme of brand image.

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## **INTRODUCTION**

The development and in-depth understanding of brand image have significant implications in the academic and practical realms. In the globalization era, business competition is increasingly fierce, and brand image is not only an essential element in marketing strategy but also reflects the complex relationship between brands, consumers, and the business environment as a whole (Išoraitė, 2018; Sukma Wijaya, 2013; Wu & Chen, 2019). To respond to rapid changes in market dynamics and continuously evolving consumer expectations, a deep and up-to-date understanding of research developments related to brand image is needed (Durmaz et al., 2018; Kim & Chao, 2019).

Bibliometrics is a science approach using quantitative methods to analyze scientific literature and publications. It aims to provide in-depth insight into the production of scientific literature and measure the impact, citation patterns, and research trends in a particular field of knowledge or topic (Kumar, 2014; Rosa et al., 2016). Bibliometric analysis involves collecting and evaluating bibliographic data to provide a quantitative picture of the evolution of literature and scientific collaboration networks (Diane Cooper, 2015). In practice, bibliometrics covers various aspects, including calculating publication frequency to assess research productivity, analyzing citation patterns to evaluate the impact and relevance of scientific work, and investigating collaboration between researchers or research institutions. Additionally, keyword analysis is used to identify research trends and topical focus in scientific literature (Donthu et al., 2021). As can be done with tools such as VOSviewer, visualization of scientific networks also helps create a visual mapping that shows relationships between authors, topics, or institutions. By providing a quantitative foundation, bibliometrics plays a vital role in understanding the dynamics of knowledge development in various scientific disciplines. This approach is beneficial for researchers in identifying significant research directions and for academics and practitioners in evaluating the impact and relevance of scientific literature in a field of knowledge (Dewi et al., 2021; Ellegaard & Wallin, 2015).

This study aims to provide a holistic understanding of research trends on brand image in a specific period through a bibliometric approach. Bibliometrics is an appropriate method for analyzing and compiling existing literature and identifying certain patterns that may not be directly visible through conventional methods (Diane Cooper, 2015; Rosa et al., 2016; Roy & Basak, 2013). This study is expected to contribute to mapping theoretical developments and practical applications regarding brand image. A better understanding of brand image will positively impact business practitioners, researchers, academics, and policymakers (Caroline & Brahmana, 2018; Dawam & Shihab, 2024; Keni et al., 2021). The results of this study can provide a basis for further theoretical development, guide strategic decisions in the business world, and become a critical reference for future research. Therefore, by digging deeper into the scientific literature through this bibliometric study, it is hoped that it can complete and enrich collective understanding regarding the critical role of

brand image in the business world. This research aims to comprehensively analyze the scientific literature on "Brand image" through a bibliometric approach, focusing on understanding trends, researcher collaborations, and main contributions in developing the concept.

## **LITERATURE REVIEW**

Brand image is one of brand equity, where brand image is built after brand awareness is formed (Keller, 2013). There are three elements of brand image, namely company image, store image and product image (Ferrinadewi, 2008). Brand image has three dimensions, namely corporate image or consumer perception of the company that makes the product or service. Second, user image, namely consumers' perceptions of the use of goods or services from a product. Third, product image, namely consumer perception of a product or service. (Simamora, 2004).

These dimensions and elements of brand image are needed so that the brand can have a permanent position in consumers' minds (Aaker, 1997). The existence of a brand image also indicates that there is valuable value for consumers (Kotler, et al, 2020). Brand image is measured by the existence of associations with the brand (Cravens, David W Piercy, 2009). Associations that need to be built to build brand image i.e brand names, logos, and packaging (Kotler et al., 2018).

Apart from associations, building a brand image can also be done through corporate social responsibility (Ramesh et al., 2019). Apart from having a positive impact on brand image, this CSR also has an influence on consumer purchasing decisions and shapes reputation (Bianchi et al., 2019). Other research finds that brand image is a mediator between CSR and customer loyal behavior (Liu et al., 2020). The brand image is able to create consumer satisfaction and loyalty (Song et al., 2019).

Building a brand image can also be done by involving consumers, which is called co-creation (Foroudi et al., 2019). This co-creation activity includes listening to feedback from customers, accommodating it and then realizing it. In this digital marketing era, many brands rely on feedback from customers to develop their brands. Later, the results of development based on co-creation will be able to increase sales, consumer satisfaction and loyalty.

## **METHODOLOGY**

### **Data Collection**

This research method starts by determining appropriate keywords as the first step in searching for relevant literature. The main focus of this study is "brand image," which is the basis for the data collection process. A search is carried out on the Scopus database using a specific search syntax to obtain literature that meets the research criteria. The syntax is designed to ensure the inclusion of documents that meet specific criteria, such as business subject, article document type (DOCTYPE: ar), publication year between 2018 and 2024, and English language. The search syntax used is as follows:

TITLE-ABS-KEY ("brand AND image") AND PUBYEAR>2018 AND PUBYEAR<2025 AND (LIMIT-TO (SUBJAREA, "BUSI")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (EXACTKEYWORD, "Brand image")) AND (LIMIT-TO (SRCTYPE, "j")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT- TO (PUBSTAGE, "final")).

This step filters documents based on specific criteria, including research subject, document type, language, and final publication stage. After data collection, keyword linkage analysis was performed using VOSviewer, which allows visual mapping of the relationships between the various keywords appearing in the selected literature. Documents selected as research samples meet the inclusion criteria, i.e., having a primary focus on brand image, being published in English journals, and reaching the final publication stage. This method is designed to ensure the accuracy and relevance of the data collected in this research. Determining appropriate keywords is the first step in searching for relevant literature. In this context, the keyword used is "brand image," which reflects the main focus of the study.

### **Data Processing**

Various important information is extracted from the dataset obtained from the Scopus database. This data includes several key aspects, such as the number of documents relevant to the keyword "brand image" per publication year, per author, per institutional affiliation, per document type, per country/territory, and per funding sponsor. Data on the number of documents per year are used to map research trends across the analysis period, providing insight into the evolution of research focus over time. Furthermore, identifying the number of documents per author and affiliation helps identify the main contributors to this research and the research centers that play a significant role. Document type provides an idea of the diversity of the literature, noting whether research is primarily represented in journal articles, conferences, or other types of documents. Furthermore, the geographic mapping of the documents provides insight into the distribution of this research across countries, illustrating global participation in the study of brand image. Ultimately, disclosure of funding sources identifies the institutions or organizations that support this research. This information can provide insight into an institution's level of support and interest in brand image research.

Processing data from VOSviewer results is essential in understanding and analyzing the relationship between keywords in scientific literature. The first step is data extraction, where VOSviewer produces a visual map and a matrix of relationships between keywords. Relevant data such as the level of linkage, linkage weight, and frequency of appearance of keywords are then extracted for further analysis. Visualization of the linkage map is the next step. Such visual maps can help identify clusters or groups of keywords frequently appearing together, reflecting certain concepts or topics closely related to the literature.

Cluster analysis is a crucial step, where keywords that appear together in clusters are analyzed to understand specific aspects or dimensions of the theme "Brand image." This analysis provides insight into trends, focus, and

interconnections between concepts in the literature, helping to illustrate the conceptual foundations of the themes. Next, the data can be sorted based on the frequency of occurrence of keywords or association weight to identify the most significant main keywords in the literature. This step helps highlight aspects that are frequently discussed and have a significant impact on the research. Mapping the number of publications per keyword or cluster explains how often a topic is discussed in the literature and whether there are changing trends over time. Finally, individual exploration of keywords allows researchers to understand their context in the literature, including relationships with other keywords, documents that frequently include them, and related research contexts. With this series of steps, VOSviewer data processing provides a powerful tool for in-depth and informative bibliometric analysis.

### **Data Analysis**

The data analysis method in this research adopts a descriptive approach to explore trends, collaboration patterns, and main contributions from previous research (Donthu et al., 2021; Ellegaard & Wallin, 2015). This approach allows researchers to comprehensively explore the structure and characteristics of literature on "brand image." As key indicators in bibliometric analysis, h-index, collaboration index, and distribution of documents per year are used to provide an in-depth picture of the impact and relevance of research in a certain period. Through h-index analysis, researchers can evaluate the extent of the influence and success of research in influencing other literature. The collaboration index identifies collaboration patterns between researchers, while the distribution of documents by year helps reveal trends and research focus over time. This approach provides a quantitative picture and a qualitative understanding of the contribution of research to the understanding and development of the brand image concept. Analysis is used to provide in-depth insight into the development of previous research related to brand image.

## **RESEARCH RESULT AND DISCUSSION**

Data from Scopus provides a comprehensive picture of the scientific landscape related to specific search criteria. The results of this analysis cover various aspects, including the number/distribution of documents per year, influential authors, affiliations, document types, countries/regions, funding sponsors, and subject areas. The Scopus search query, which focused on the intersection of "brand" and "image," yielded 364 documents on the business subject, published between 2018 and 2025. In 2019, 72 documents indicated a significant scholarly interest in exploring brand image dynamics during that period. Subsequent years keep seeing substantial contributions, with 69 documents in 2020 and 66 in 2021. Research production increased rapidly in 2023, reaching 149 documents, reflecting a higher emphasis on the subject. In 2024, 16 additional documents were added, demonstrating a continued scientific focus on brand image. All types of research documents are articles. Scopus search results are presented in Figure 1.

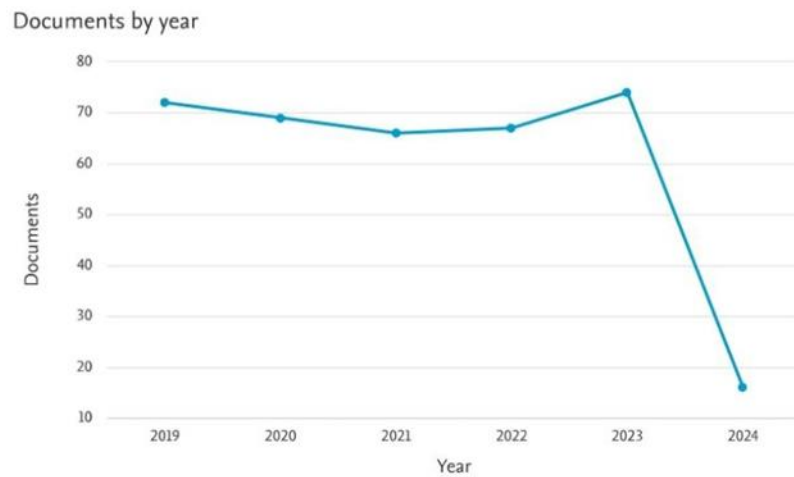


Figure 1. Number of Research with Brand Image Theme from 2019 – 2024

The yearly document increase, with a significant jump in 2023, indicates a growing interest and an evolving paradigm in brand image research. Annual fluctuations reflect new trends, changes in consumer behavior, or advances in research methodology. This trend underscores the continued relevance and evolving nature of the discourse around brand image in the business realm. Researchers and practitioners are actively contributing to understanding how brands and images interact, particularly in the context of journal articles published in English. This comprehensive analysis provides a sophisticated perspective on the trajectory of research in this field, emphasizing its growing significance and continued exploration over the years specified.

Over the years, documents by source have shown various contributors (Figure 2). Influential authors such as Niu, B., Chatterjee, S., and Foroudi, P. have significantly shaped the discourse on this subject. These results also show the contribution of prolific researchers such as Ansari, A., Bilgihan, A., and others who show the concentration of expertise in specific individuals.

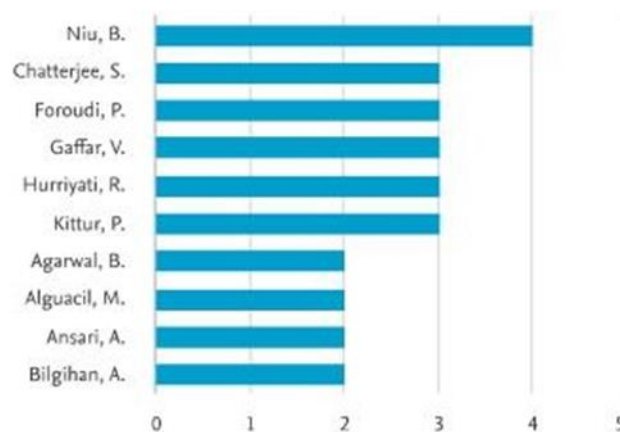


Figure 2. Authors With Brand Image Theme

The document analysis results based on affiliation highlight global collaboration in this research theme (Figure 3). Affiliate data shows institutional diversity in research, with Bina Nusantara University, Universitat de València,

and Universiti Teknologi being prominent contributors. This shows the existence of global collaboration and exchange of ideas among researchers from various institutions and a broad spectrum of perspectives and approaches from various international academic institutions.

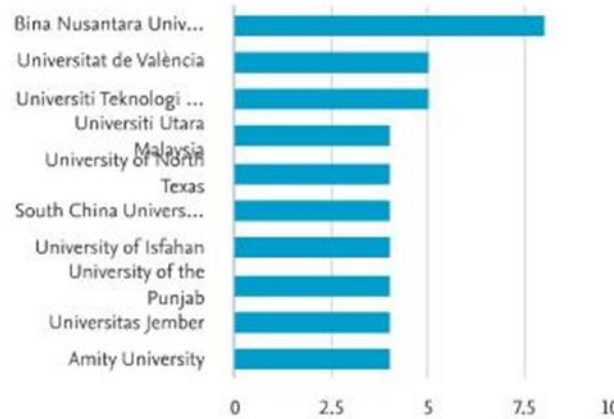


Figure 4. Various Affiliations in the Brand Image Theme

The geographic distribution of the documents emphasizes the global nature of this research, with significant contributions from India, Indonesia, the United States, China, Malaysia, and the United Kingdom (Figure 5). The number and diversity of global distribution and participation confirm the universal relevance of this topic.

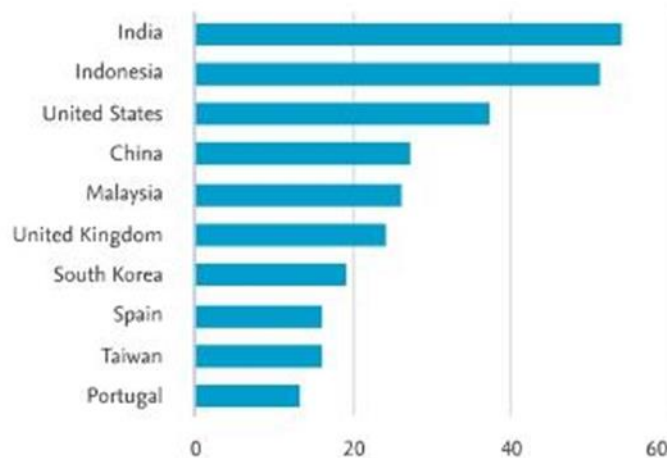


Figure 5. Geographical Distribution of Brand Image Theme Research

The funding sponsors section provides information about the financial and institutional support that drove this research forward (Figure 6). Institutions such as the National Natural Science Foundation of China, the Ministry of Science and Technology in Taiwan, and Temple University play significant roles in funding. This indicates a collaborative effort between the academic world and funding agencies.

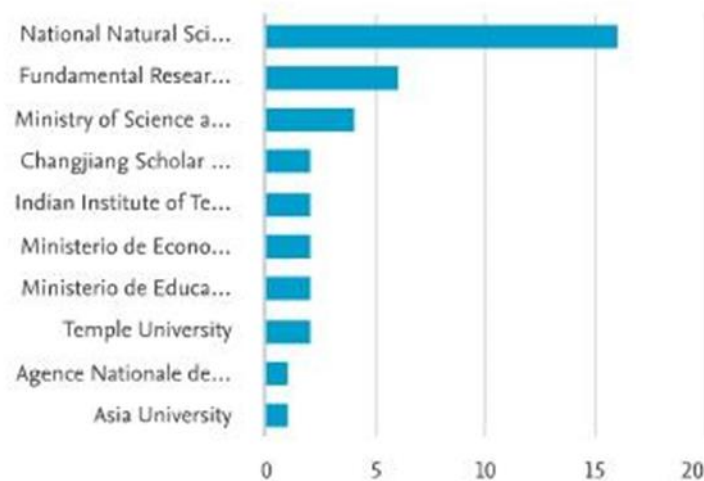


Figure 6. Number and Sources of Funding for Brand Image Theme Research

Analysis by subject area highlights the multidisciplinary nature of the research, with a primary focus on Business Management (56.1%) (Figure 7). Other significant subject areas involve Social Sciences (11.7%), Decision Sciences (6.296%), and Economics (IL196%), reflecting a multidisciplinary approach to understanding the brand image.

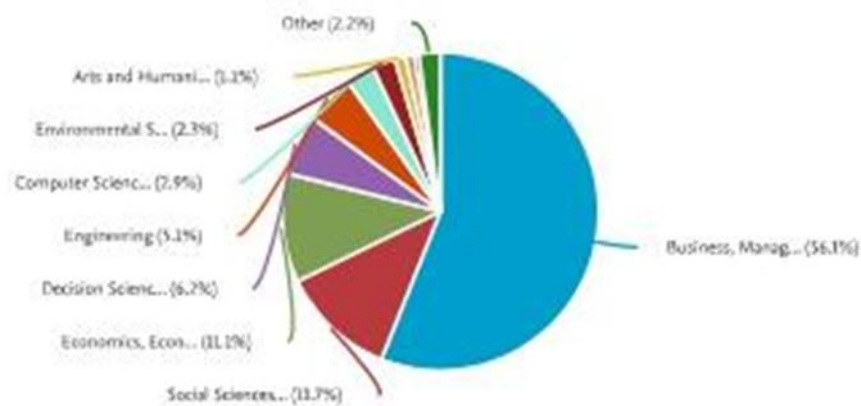


Figure 7. The subject Area of Brand Image research

Bibliometric analysis reveals a dynamic research landscape regarding brand image. The field is characterized by prolific authors, diverse affiliations, global collaborations, and interdisciplinary approaches. Trends over time demonstrate continued evolution in the understanding of brand image, reflecting the adaptation of research to changing dynamics in markets and consumer behavior.

The results of analysis using VOSviewer for the theme "Brand image" show that a number of related keywords appear together in related literature (Figure 8). Of the most significant keywords, "Brand image" is the main research focus in this domain. In addition, the close relationship between "Brand Trust" and "Brand image" shows how vital consumer trust in brands is



global collaboration between various academic institutions, indicating the complexity and diversity of approaches used in understanding this phenomenon. Research trends over time highlight the ongoing evolution in the study of brand image. This reflects research adaptation to changing market dynamics and consumer behavior. With the number of publications increasing yearly, especially in 2023, the theme of brand image is the main focus of academic and industrial interest. The conclusions from this analysis provide valuable insights for various stakeholders, including academics who can use this understanding to design further research, practitioners who can apply the findings in business strategy, and policymakers who can use this information to support the development of relevant policies. The results of this study not only reflect the significance of academic research but also provide practical contributions to those involved in brand management and strategic decision-making regarding brand image.

### **ADVANCED RESEARCH**

It is hoped that this article will become a basis for researchers who are interested in exploring brand image. There are several variables related to brand image, such as brand loyalty, purchase intention, corporate social responsibility, service quality, perceived quality, Word of Mouth, decision making, digital marketing, and social networking. Research on brand image and variables related to it will increase scientific insight in the field of branding and marketing, as well as become a reference for practitioners who want to implement branding strategies.

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