

## Brand Preference Studies: Scientific Mapping, Research Patterns, and Future Insights

Kelvin Krisdamaiyanto Tanghana<sup>1\*</sup>, Leny Apriyanti<sup>1</sup>

<sup>1</sup>Krida Wacana Christian University

Jl. Tanjung Duren Raya No. 4, Jakarta 11470, Indonesia

\*Corresponding Email: [kelvin.312022051@civitas.ukrida.ac.id](mailto:kelvin.312022051@civitas.ukrida.ac.id)

### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Tanghana, K. K., & Apriyanti, L. (2025). Brand preference studies: Scientific mapping, research patterns, and future insights. *Journal of International Conference Proceedings*, 8(1), 134-147.

#### DOI:

<https://doi.org/10.32535/jicp.v8i1.3924>

Copyright @ 2025 owned by Author(s).  
Published by JICP



This is an open-access article.

License:

Attribution-Noncommercial-Share Alike  
(CC BY-NC-SA)

Received: 26 April 2025

Accepted: 27 May 2025

Published: 28 June 2025

### ABSTRACT

This study aims to conduct a bibliometric analysis of brand preference research to map its intellectual structure, key contributors, and thematic evolution. Using 696 documents retrieved from the Scopus database covering the period 2015–2024, co-occurrence and citation analyses were employed to identify dominant themes and influential research patterns. The findings reveal that while publication volume has steadily increased, citation accumulation for newer studies remains gradual. Conceptual mapping identifies four major research clusters: Brand Loyalty, Consumer Branding, Youth Marketing, and Brand Strategy. Among these, Consumer Branding emerges as the most dynamic and impactful cluster, characterized by high citation rates and contemporary relevance, while Brand Loyalty and Youth Marketing show thematic stagnation. The United States leads research productivity and impact, followed by growing contributions from India and China. The results suggest that brand preference research is shifting toward consumer-centered and technology-driven models. Future studies should adopt interdisciplinary approaches, integrating sustainability, corporate social responsibility (CSR), and digital transformation to maintain academic relevance and address evolving market dynamics.

**Keywords:** Brand Equity; Brand Loyalty; Brand Preference; Bibliometric Analysis; Consumer Behavior

## **INTRODUCTION**

The concept of brand preference has emerged as a critical subject within the marketing domain, referring to the extent to which consumers demonstrate a preference for one brand over another. This concept has been a focal point of academic discourse since the 1980s and has continued to evolve in response to the complexities of market dynamics and changing consumer behavior (Ebrahim et al., 2016; Hellier et al., 2003; Oh et al., 2020). Brand preference plays a vital role in shaping customer loyalty, guiding purchasing decisions, and determining a company's competitive positioning in the marketplace.

Data retrieved from the Scopus database indicate the presence of more than 1,500 scientific documents containing the phrase brand preference in their titles, keywords, or abstracts. This quantitative evidence serves as an initial indication that the phenomenon of brand preference has attracted significant interest from both academic scholars and business professionals. Research in this area covers a wide range of dimensions, including consumer perception, brand trust, brand associations, and various marketing variables such as pricing strategies, product quality, and brand communication (Matzler et al., 2008; Sia et al., 2022).

Consumer inclination toward particular brands remains largely unaffected by technological advancements, the rise of social media platforms, and digital interactions between companies and consumers. Understanding brand preference has become increasingly important for formulating personalized, relevant, and data-driven marketing strategies (Kim et al., 2020). The adoption of adaptive methodologies enables organizations to co-create value with consumers and strengthen their long-term competitive advantage.

However, there remains a limited number of studies that systematically apply science mapping methodologies to investigate the trajectories and intellectual framework of research on brand preference. Previous studies have highlighted the need to explore collaboration networks, citation patterns, and thematic focuses within the body of literature on brand preference (Fetscherin & Toncar, 2010; Yeboah-Banin & Quaye, 2021).

This article aims to conduct a bibliometric analysis of the literature on brand preference to address the following research questions: (a) what trends are evident in the publications and citations related to brand preference? (b) who are the key contributing authors in this research field? (c) which academic journals have emerged as the most influential in the body of brand preference literature? (d) which countries have contributed the highest number of publications in this area? (e) what are the main themes and topics that shape the evolving intellectual framework of brand preference research? (f) what prospective directions and focal points are anticipated for future research on brand preference?

## **LITERATURE REVIEW**

Research on brand preference has shown rapid growth, in line with the increasing recognition of the importance of consumer behavior in the field of marketing. To map the structure of knowledge and research development in this area, bibliometric analysis has been widely employed. This approach utilizes quantitative data from scientific publications to depict the dynamics of existing literature, helping to identify seminal contributions within the discipline as well as assess collaboration patterns and emerging thematic trends (Kim et al., 2020).

The bibliometric analysis conducted by Kim et al. (2020), which examined 1,497 documents on brand attitudes from 1944 to 2021, revealed a significant surge in publication volume, particularly after the year 2000. Key topics addressed included brand loyalty, customer satisfaction, and purchasing behavior. Researchers from the United States, the United Kingdom, and Australia dominated in terms of publication output and citation frequency. The study also highlighted the important role of academic institutions such as the University of Texas and the University of Oxford in advancing the body of literature on brand preference. Furthermore, emerging themes included the influence of social media, product quality, and brand image on consumer preference.

Aligning with these findings, Christodoulides et al. (2015), emphasized in their review on brand personality that brand preference is increasingly shaped by the emotional and psychological attachment between consumers and brands—an aspect that had previously received less attention. They noted that brands are now perceived as entities with distinct personalities and identities, capable of influencing purchasing decisions. Concepts such as brand love and self-identification with brands have become increasingly important in explaining brand preference, shifting focus from traditional approaches that emphasized only product attributes.

Supporting these insights, the study by Yazdi et al. (2024), which analyzed over 1,400 articles on brand loyalty, further reinforced the role of positive emotional experiences in shaping consumer preference. Their research underlined the significance of brand love as a representation of emotional bonds that contribute to enhanced loyalty.

These findings highlight the need to broaden the understanding of brand preference beyond rational factors such as price and quality, by also incorporating emotional and social dimensions. Social media has also emerged as a critical factor in recent studies on brand preference. Du et al. (2019) identified social media as a pivotal channel for building and strengthening consumer-brand relationships. Interactions through digital platforms have been shown to boost brand loyalty, provided that the content remains relevant and that relationships with consumers are fostered authentically.

Findings from the bibliometric analysis of brand preference literature indicate a dynamic evolution in the field. Research focus has shifted from merely evaluating product characteristics to exploring the influence of social media, emotional loyalty, and consumer perception. Looking ahead, future research directions may increasingly investigate how sustainability and corporate social responsibility shape consumer preferences, particularly among younger generations who are more attentive to social and environmental aspects in their purchasing decisions (López-Rodríguez et al., 2024)

## **RESEARCH METHOD**

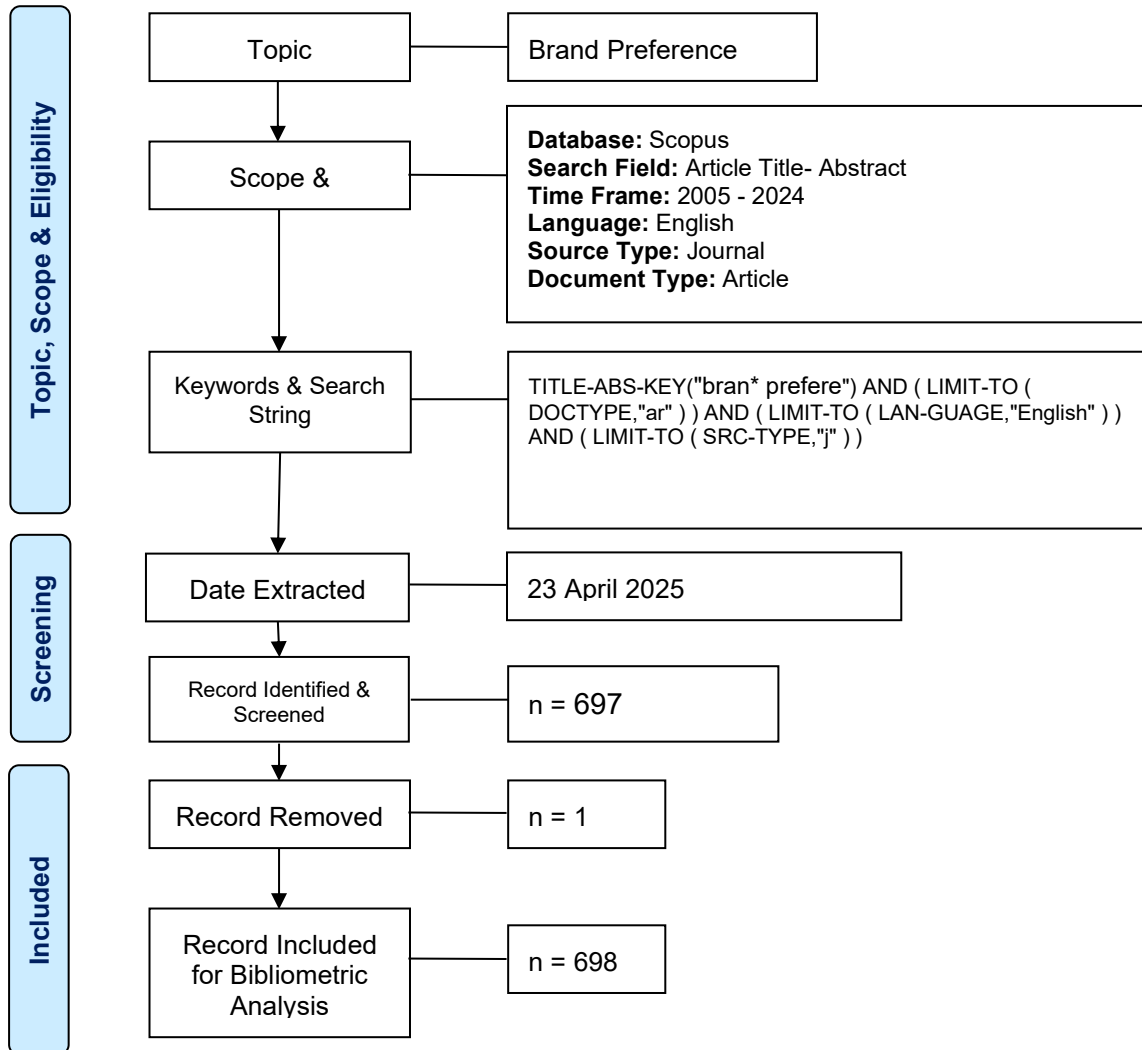
In the initial stage of literature collection, the researchers utilized the Scopus database. The selection of Scopus was based on its reputation as a credible bibliographic source (Cadavid & Valencia-Arias, 2022; Pratama et al., 2024). Scopus provides users with convenient access to a wide range of documents from various publications. To obtain relevant literature related to brand preference, the researchers employed a variety of terms and thesaurus entries in their search query.

*TITLE-ABS-KEY ("bran\* prefere")*

The search strategy employed in this study initially yielded a total of 1,082 documents. During the screening phase, the selection was refined by restricting the publication years

to the period between 2015 and 2024, and the analysis was limited to articles published in English-language journals. Following this selection process, a total of 697 documents met the inclusion criteria; however, one journal article lacked author information, resulting in 696 documents being ultimately included in the final analysis.

**Figure 1.** Flow Diagram of the Search Strategy



From the selected documents, the information collected included the authors' names, institutional affiliations, journal names, article titles, author-designated keywords, abstracts, and citation counts. For the purpose of bibliometric analysis, Microsoft Excel and the Publish or Perish software were utilized to assess research productivity. Meanwhile, to map the structure of scientific knowledge, VOSviewer version 1.6.20 was employed. The type of analysis conducted was co-occurrence analysis, with the unit of analysis being the author-assigned keywords.

## RESULTS

### Research Productivity

Research on brand preference from 2005 to 2024 shows a growing trend in the number of publications. However, the number of citations received each year has fluctuated. The publication performance and citation trends can be observed in greater detail in the table.

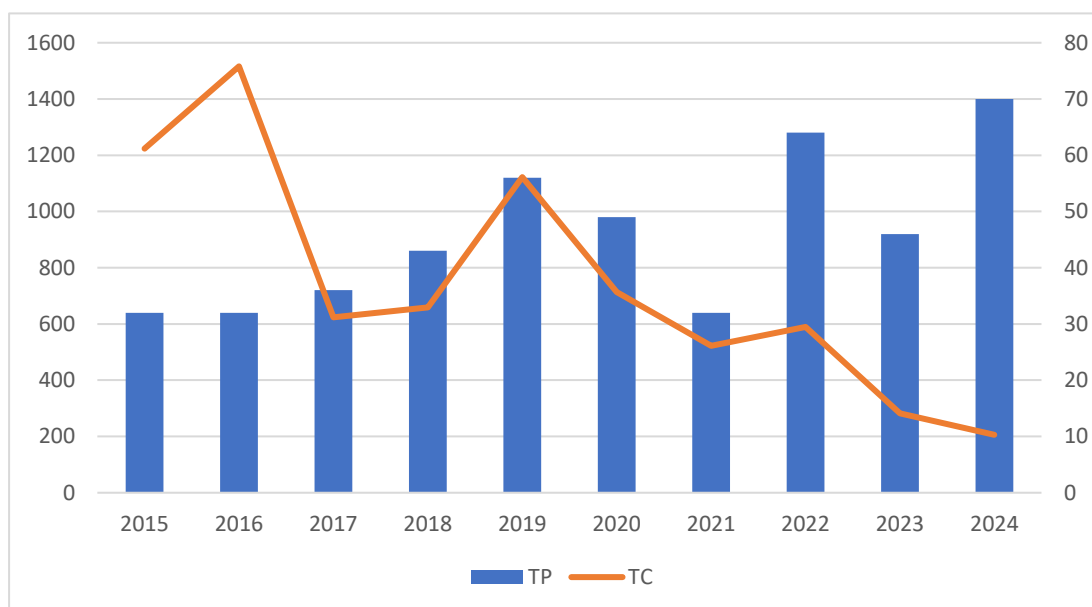
**Table 1.** Publications by Year and Citations

Year	TP	TC	C/P	C/CP	h
2015	32	1223	38.22	39.45	16
2016	32	1516	47.38	56.15	15
2017	36	624	17.33	21.52	12
2018	43	659	15.33	18.31	12
2019	56	1122	20.04	24.39	19
2020	49	714	14.57	16.60	15
2021	32	522	16.31	18.00	11
2022	64	590	9.22	9.83	13
2023	46	282	6.13	7.05	9
2024	70	206	2.94	5.72	7

Note. TP = Total Publications; NCP = Number of Cited Publications; TC = Total Citations; C/P = Citations per Publication; C/CP = Citations per Cited Publication; and h = h-index.

**Table 1** displays the distribution of publications by publication year and citation performance for the period from 2015 to 2024. Overall, the total number of publications (TP) shows a relatively stable trend in the early years, ranging from 32 to 56 publications per year between 2015 and 2019. However, a significant surge occurred between 2022 and 2024, with publications increasing from 46 in 2023 to 70 in 2024, reflecting growing attention to the research topic. Despite this rise in publication volume in the later years, it has not been accompanied by a proportional increase in citation counts.

**Figure 2.** Publications by Year of Publication and Citations



Note. TP = Total Publications; and TC = Total Citations.

Throughout this period, publications on brand preference exhibited a consistent growth trend. In 2015 and 2016, the number of publications remained stable at 32 articles. Subsequently, this number continued to rise, reaching 70 publications by 2024. On the other hand, total citations (TC) followed a fluctuating pattern, peaking at 1,516 citations in 2016, with a significant decline to only 206 citations in 2024.

Regarding the average citations per article (C/P), 2016 recorded the highest value at 47.38, which gradually decreased to 2.94 by 2024. A similar trend was observed in the h-index, which reached its peak of 18 in 2016, followed by a decrease to 7 in 2024. Overall, these data suggest that although the number of publications continues to rise, newer publications require more time to gain visibility and accumulate significant citations within the academic community.

### Authorship Analysis

Table 2 presents a list of the most productive authors in scholarly publications on brand preference. Based on the total number of publications (TP), the top three most prominent authors are Hwang, J., Dejong, W., and Jernigan, D.H.

**Table 2.** Top Authors in Brand Preference Research

Author Name	Affiliation	TP	NCP	TC	C/P	C/CP	h
Hwang, J.	Universidade de Aveiro, Portugal	10	10	300	30.00	30.00	8
Dejong, W.	Universidade de Aveiro, Portugal	9	9	127	14.11	14.11	6
Jernigan, D.H.	University of the Sunshine Coast, Australia	8	8	128	16.00	16.00	6
Naimi, T.S.	Universitat de Girona, Spain	7	7	103	14.71	14.71	6
Rajagopal	Universidad Espíritu Santo, Ecuador	6	6	61	10.17	10.17	4
Siegel, M.	Escuela Superior Politecnica del Litoral Ecuador, Ecuador	6	6	111	18.50	18.50	5
Kao, D.T.	Sejong University, South Korea	5	5	93	18.60	18.60	4
Banerjee, S.	NC State University, United States	4	4	99	24.75	24.75	4
Block, M.P.	Universidade de Aveiro, Portugal	4	4	66	16.50	16.50	4
Casidy, R.	College of Health and Human Sciences, United States	4	4	96	24.00	24.00	4

Note. TP = Total Publications; NCP = Number of Cited Publications; TC = Total Citations; C/P = Citations per Publication; C/CP = Citations per Cited Publication; and h = h-index

Hwang, J. from Universidade de Aveiro, Portugal, stands out as the most contributing author, with a total of 10 publications, all of which have been cited (NCP = 10). The total citations collected amount to 300, yielding an average citation per publication (C/P) of 30.00. The citations per cited publication ratio (C/CP) is also 30.00, indicating a strong alignment between productivity and scholarly influence. With an h-index of 8, it suggests that at least 8 of his publications have received a minimum of 8 citations, reflecting a well-established academic standing in this field.

Dejong, W., also from Universidade de Aveiro, Portugal, occupies the second position with 9 publications, all of which have been cited. Despite having a slightly lower number of publications compared to Hwang, J., the total citations amount to 127. The average citations per publication (C/P) and citations per cited publication (C/CP) are recorded at 14.11. With an h-index of 6, Dejong's work remains highly influential in the brand preference literature, though his citations per article are lower than those of Hwang, J. Third place goes to Jernigan, D.H. from the University of the Sunshine Coast, Australia, who has 8 publications, all cited, with a total of 128 citations. The average citations per publication (C/P) and citations per cited publication (C/CP) are both 16.00. Jernigan's h-index is 6, emphasizing a steady and notable contribution, particularly in the domain of brand preference research in both Australia and internationally.



In summary, the three authors—Hwang, Dejong, and Jernigan—not only stand out for their productivity but also for their significant citation impact, reinforcing their contributions to advancing the literature and expanding scholarly discussions on brand preference.

### **Analysis of the Most Active Source Titles (Journals)**

Table 3 presents a list of the most active sources or journals contributing to publications on brand preference. According to the data, the top three sources with the largest contribution in terms of the total number of publications (TP) are Journal of Product and Brand Management (MDPI), Journal of Business Research (Elsevier), and Sustainability Switzerland (Elsevier).

**Table 3. Most Active Journals by Publication Output**

Source Title/Publisher	TP	NCP	TC	C/P	C/CP	h
Journal Of Product and Brand Management/Multidisciplinary Digital Publishing Institute (MDPI)	18	17	512	28.44	30.12	12
Journal Of Business Research/Elsevier/Elsevier	15	15	1600	106.67	106.67	12
Sustainability Switzerland/Elsevier	14	12	193	13.79	16.08	7
Marketing Science/Taylor & Francis	12	12	575	47.92	47.92	9
Journal Of Retailing and Consumer Services/Taylor & Francis	11	11	154	14.00	14.00	9
Tobacco Control/Elsevier	11	11	462	42.00	42.00	10
Asia Pacific Journal of Marketing and Logistics/Wiley-Blackwell	9	9	317	35.22	35.22	7
International Journal of Research in Marketing/Taylor & Francis	9	8	783	87.00	97.88	6
Innovative Marketing/Taylor & Francis	8	3	12	1.50	4.00	2
International Journal of Retail and Distribution Management/Editura Universitatii din Oradea	8	8	194	24.25	24.25	4

Note. TP = Total Publications; NCP = Number of Cited Publications; TC = Total Citations; C/P = Citations per Publication; C/CP = Citations per Cited Publication; and h = h-index

The Journal of Product and Brand Management holds the top position with a total of 18 publications, 17 of which have been cited (NCP). This journal has accumulated a total of 512 citations, resulting in an average citation per publication (C/P) of 28.44 and a citations per cited publication ratio (C/CP) of 30.12. Its h-index of 12 signifies a significant contribution to the field of brand preference literature, highlighting both the volume of its publications and the consistency in producing influential, widely cited scholarly works.

In second place, the Journal of Business Research shows impressive citation performance. With 15 publications, the journal has garnered 1,600 citations in total. The average citations per publication (C/P) and citations per cited publication (C/CP) are both 106.67, the highest among all journals listed. Its h-index of 12 further emphasizes that despite having fewer publications than the top-ranking journal, the quality and academic impact of its articles are remarkable, reinforcing its important role in brand preference research.

The Sustainability Switzerland journal from Elsevier ranks third with 12 publications and 197 total citations. Its citation per publication (C/P) stands at 13.79, and the citations per cited publication (C/CP) is 16.08, with an h-index of 7. Although its average citation rate

is lower than the first two journals, it plays a key role in incorporating sustainability issues into the study of brand preference, thus broadening the scope of research in this domain.

In summary, these findings demonstrate that these three journals have made significant contributions to the development of brand preference literature. The Journal of Product and Brand Management leads in publication volume, the Journal of Business Research excels in citation impact per article, and Sustainability Switzerland contributes by integrating sustainability concerns into the field of brand preference.

**Most Active Countries Contributing Most Actively to Corporate Performance Publications**  
Table 4 presents the contribution of various countries to scholarly publications on brand preference. Based on the total number of publications (TP), the top three most active countries are the United States, India, and China.

**Table 4.** Top-Contributing Countries to Publications on Brand Preference

Country	TP	NCP	TC	C/P	C/CP	h
United States	212	201	9506	44.84	47.29	48
India	82	46	1489	18.16	32.37	10
China	71	65	1711	24.10	26.32	19
South Korea	45	39	644	14.31	16.51	15
United Kingdom	37	33	945	25.54	28.64	13
Australia	34	32	909	26.74	28.41	19
Taiwan	34	33	1011	29.74	30.64	16
Canada	29	27	818	28.21	30.30	13
Malaysia	22	20	226	10.27	11.30	7
France	18	17	1834	101.89	107.88	10

Note. TP = Total Publications; NCP = Number of Cited Publications; TC = Total Citations; C/P = Citations per Publication; C/CP = Citations per Cited Publication; and h = h-index

The United States is recorded as the country with the largest contribution, generating 212 publications, of which 201 have been cited (NCP). The total citations (TC) accumulated reach 9,506, with an average of 44.84 citations per publication (C/P) and 47.29 citations per cited publication (C/CP). With an h-index of 48 and a g-index of 92, the United States demonstrates dominance not only in publication volume but also in academic quality and influence. This data underscores the United States' position as a key hub in the development of theory and research in brand preference.

India ranks second with 82 publications and 46 cited documents. The total citations received amount to 1,489, resulting in an average C/P of 18.16 and a C/CP of 32.37. The country's h-index is recorded at 10, with a g-index of 38. While the average citation per publication is lower than that of the United States, the high volume of publications indicates a substantial research activity, reflecting the growing interest in consumer behavior studies and brand preference, particularly in emerging markets.

China occupies third place with 71 publications and 65 cited documents. The total citations reach 1,711, with an average C/P of 26.32 and a C/CP of 27.71. China also records an h-index of 16 and a g-index of 40. These figures show that China's contribution is not only significant in terms of publication volume but is also experiencing improvements in quality, strengthening its position as one of the key research centers in marketing and brand management globally.

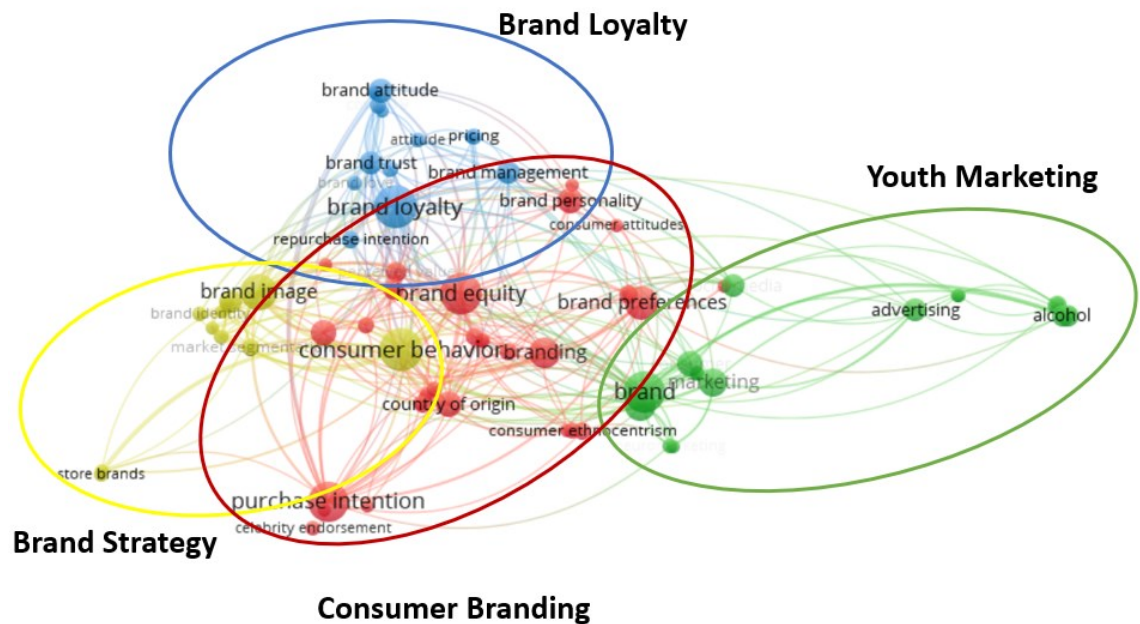


Overall, the United States, India, and China are the top three countries contributing the most to brand preference studies. Together, they form the foundation for the development of literature in this field, with the United States leading in both volume and impact, while India and China show significant growth in both quantity and quality of scholarly output.

## Visualization Map

To explore the conceptual structure of brand preference research, a bibliometric analysis was performed based on the co-occurrence of keywords used by authors. This analysis aimed to uncover the interconnections among frequently studied concepts and organize them into several related clusters. The visualization of these relationships is presented in [Figure 3](#).

**Figure 3.** Author keyword Co-Occurrence in Brand Preference



The mapping identified four primary clusters: Brand Loyalty, Consumer Branding, Youth Marketing, and Brand Strategy. These clusters reflect the multidimensional nature of brand preference research, combining emotional, behavioral, demographic, and strategic marketing aspects. Brand Loyalty focuses on consumer commitment built through trust and positive attitudes, where emotional bonding, attitude-based pricing, and brand image play crucial roles in fostering long-term loyalty.

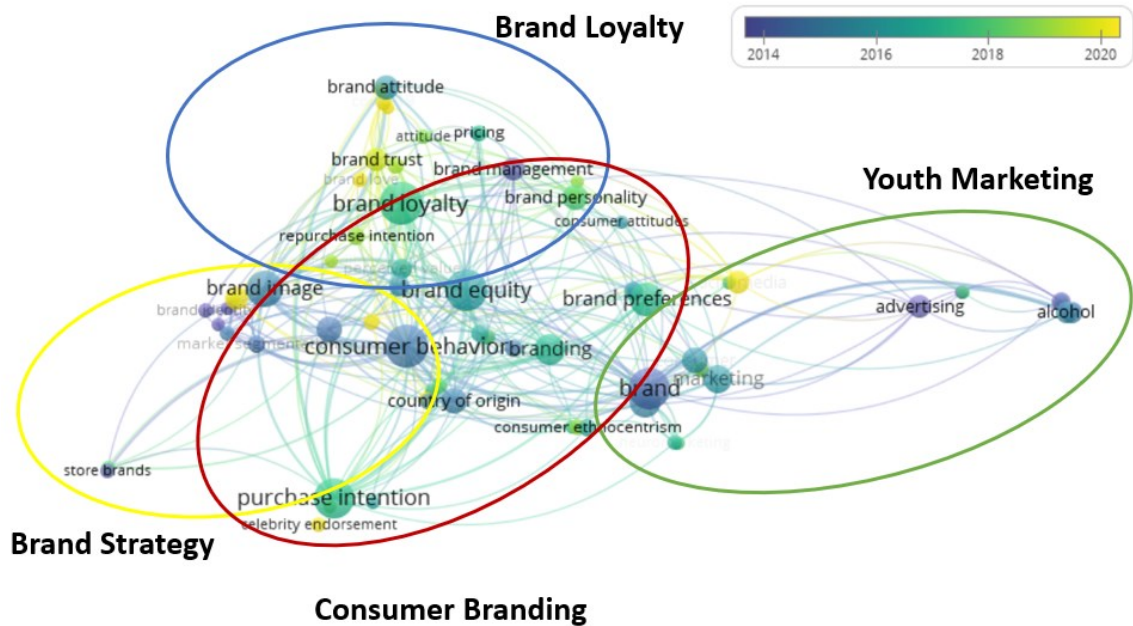
Consumer Branding emerges as the central and most dynamic cluster, emphasizing how perceived brand value, country of origin, and brand quality influence consumer preferences and purchase intentions, highlighting the importance of effective brand equity management. Youth Marketing explores how advertising and ethnocentrism affect young consumers, stressing the need for ethical and socially aware marketing strategies, particularly through digital channels. Meanwhile, Brand Strategy discusses macro-level approaches to brand development and positioning, including competition against store brands, emphasizing the necessity for innovative differentiation strategies.

Overall, the bibliometric mapping demonstrates that brand preference research has evolved into a multidimensional field, requiring the integration of emotional, behavioral, demographic, and strategic perspectives to understand and strengthen brand positioning in a competitive market.

To complement the conceptual analysis, a bibliometric trend analysis based on publication years was also conducted. This analysis, visualized in [Figure 4](#), highlights how the relevance of specific topics has shifted over time, based on keyword frequency and the average year of publication.

Figure 4 illustrates a bibliometric mapping of keyword trends in brand preference research based on average publication year. Color gradients represent temporal trends, with purple indicating older topics (around 2014) and yellow highlighting newer themes (around 2020). The map outlines the evolution of research dynamics and thematic maturity across four clusters: Brand Loyalty, Consumer Branding, Youth Marketing, and Brand Strategy.

**Figure 4.** Trends in Occurrence and Average Publication Year



The Brand Loyalty cluster, shown in teal blue, reflects early research activity from the 2010s, focusing on brand loyalty, trust, and attitude. While foundational in establishing the emotional bond between consumers and brands, this area has seen declining novelty, though it remains critical for sustaining long-term customer relationships, especially within the digital marketing context.

In contrast, the Consumer Branding cluster emerges as the most vibrant and relevant, with topics like brand equity, purchase intention, and consumer behavior branding gaining prominence over the last five years. Positioned at the core of brand preference research, this cluster bridges emotional, rational, and strategic elements crucial for understanding modern consumer decision-making.

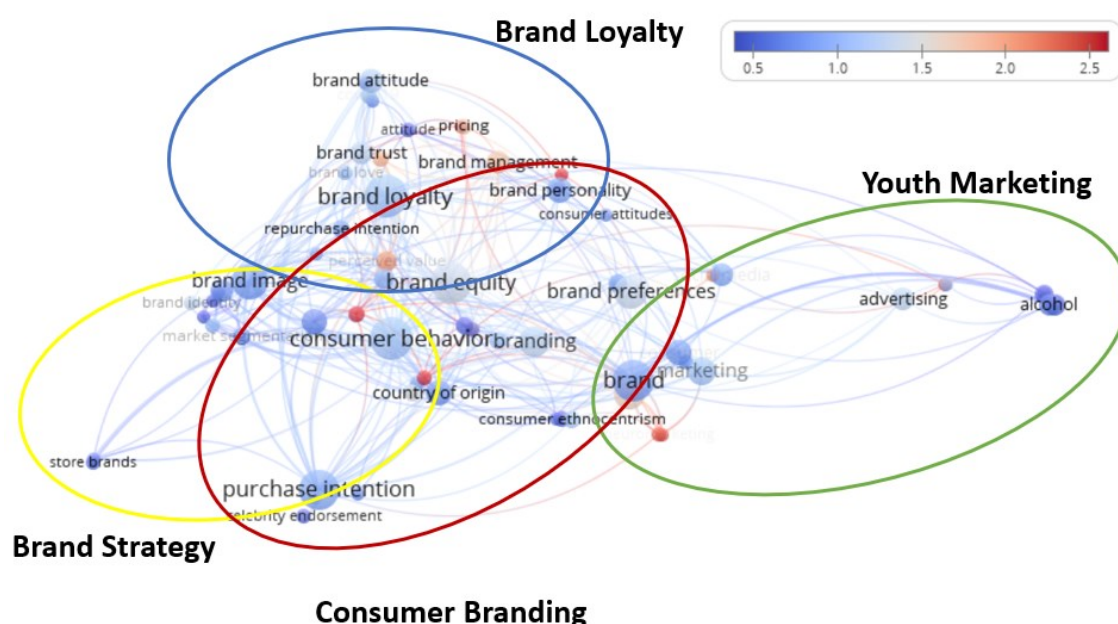
The Youth Marketing cluster, dominated by purple-blue, peaked earlier in the decade, focusing on advertising ethics and youth engagement strategies. However, recent trends suggest the need for revitalization through social media integration, personalized content, and a deeper grasp of digital-native consumers.

The Brand Strategy cluster, shaded dark blue, indicates a stagnation in research activity despite practical importance. Future innovation in this area requires the incorporation of data-driven branding, marketing automation, and AI technologies to stay competitive.

Overall, the mapping reveals a shift from traditional theoretical approaches toward more adaptive, technology-driven research directions. Consumer Branding stands out as the most promising area for further exploration, while other clusters must evolve to meet the demands of a rapidly digitalizing marketing environment.

Beyond conceptual and temporal mapping, bibliometric analysis also assesses academic impact through normalized average citation rates for each keyword. This method highlights each topic's relative contribution to advancing knowledge in brand preference research. Figure 5 visualizes the relationship between keyword frequency and citation impact using color coding—blue for lower impact and red for higher.

**Figure 5.** Trends in Occurrence and Normalized Average Citations



The analysis identifies four main clusters with varied citation influence. Brand Loyalty, comprising topics like brand trust and attitude, is marked by blue tones, indicating reduced recent academic attention despite its foundational role in marketing theory. Consumer Branding dominates with yellow to red hues, reflecting strong academic interest and high citation rates. Topics such as brand equity and purchase intention are central to current studies, significantly shaping consumer behavior models in a fast-changing market landscape.

Youth Marketing, including advertising and brand liking, also appears in blue, suggesting declining academic relevance. While still practical, this area requires renewed focus through integration with digital-native behaviors and social media engagement. Meanwhile, Brand Strategy shows moderate impact with blue to light yellow gradients. Despite its managerial importance, this cluster needs innovation—particularly through digital branding and AI adoption—to maintain future relevance.

Overall, the trend map indicates a shift in research emphasis toward consumer value and behavioral insights, with Consumer Branding as the most impactful domain. In contrast, more traditional themes like Brand Loyalty and Youth Marketing would benefit from revitalization to stay relevant in today's digital marketing environment.

## DISCUSSION

This bibliometric analysis uncovers significant patterns in the progression of brand preference research. While the volume of publications has experienced steady growth over the past decade, citation trends reveal that more recent studies require additional time to gain substantial academic influence, which is typical in rapidly expanding research fields.

An analysis of authorship and journals indicates that contributions remain largely concentrated among prominent scholars and leading journals, including the Journal of Business Research and the Journal of Product and Brand Management. The United States continues to dominate in terms of both publication volume and citation impact, while India and China are emerging as key contributors to the field.

Conceptually, the research landscape is divided into four primary clusters: Brand Loyalty, Consumer Branding, Youth Marketing, and Brand Strategy. Among these, Consumer Branding clearly stands out as the most active and impactful cluster, with high normalized citation rates reflecting considerable scholarly attention (Ibrahim et al., 2024). Central themes such as brand equity, consumer behavior, and purchase intention have become core topics in contemporary discussions, steering the focus away from traditional loyalty models.

In contrast, the Brand Loyalty and Youth Marketing clusters, although historically important, show signs of stagnation and lower citation influence. To maintain their relevance, these clusters need to incorporate emerging trends such as social media engagement, generational shifts in consumer behavior, and digital brand interactions (Yazdi et al., 2024). Likewise, Brand Strategy must adapt by integrating digital innovations and data-driven methodologies to preserve its academic and practical relevance.

In conclusion, brand preference research is transitioning from traditional theoretical frameworks to models centered around consumer behavior and driven by technological advancements. Future research should prioritize interdisciplinary approaches, exploring areas such as sustainability, corporate social responsibility (CSR), and digital consumer-brand relationships, to enhance the field's relevance in the evolving marketplace.

## **CONCLUSION**

This bibliometric analysis underscores the development of brand preference research, characterized by consistent growth in publication volume, although more recent studies exhibit slower citation accumulation. Conceptual mapping reveals four primary clusters, with Consumer Branding standing out as the most dynamic and highly cited area, while Brand Loyalty and Youth Marketing show signs of stagnation, indicating the need for thematic updates to align with digital trends and generational shifts.

The dominance of the United States, alongside the rising influence of India and China, signals a global expansion of research activity. Leading journals and scholars continue to drive the field, but the future of brand preference research will depend on adopting interdisciplinary methods that integrate sustainability, corporate social responsibility (CSR), and digital innovation.

In conclusion, brand preference research is evolving toward consumer-centric and technology-driven models. Future research should embrace these changes to maintain academic relevance and provide actionable insights for brands navigating an increasingly digital and competitive environment.



## ACKNOWLEDGMENT

The authors gratefully acknowledge the contributions of informants, colleagues, and all individuals who supported this research through their insights and engagement. Their involvement greatly enriched the quality and depth of this study.

## DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

## REFERENCES

- Cadavid, L., & Valencia-Arias, A. (2022). Analysis and categorization of studies of digital marketing in small and medium enterprises. *Intangible Capital*, 18(2), 263–289. <https://doi.org/10.3926/ic.1809>
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: Lessons learned from an international study. *International Marketing Review*, 32(3–4), 307–328. <https://doi.org/10.1108/IMR-10-2013-0242>
- Du, R. Y., Joo, M., & Wilbur, K. C. (2019). Advertising and brand attitudes: Evidence from 575 brands over five years. *Quantitative Marketing and Economics*, 17(3), 257–323. <https://doi.org/10.1007/s11129-018-9204-6>
- Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). A brand preference and repurchase intention model: The role of consumer experience. *Journal of Marketing Management*, 32(13–14), 1230–1259. <https://doi.org/10.1080/0267257X.2016.1150322>
- Fetscherin, M., & Toncar, M. (2010). The effects of the country of brand and the country of manufacturing of automobiles: An experimental study of consumers' brand personality perceptions. *International Marketing Review*, 27, 164–178.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12). <https://doi.org/10.1108/03090560310495456>
- Ibrahim, H., Gulati, C., Ee, C. G., Chok, C., Dong, S., Anandan, D. A., Kushwah, D., Choudhary, D., Jain, A., Maron, A. R., Musyaffa, S., & Hung Kee, D. M. (2024). Analysis of the factors affecting customer preference towards McDonald's. *International Journal of Tourism and Hospitality in Asia Pasific*, 7(1), 129–142. <https://doi.org/10.32535/ijthap.v7i1.2907>
- Kim, J., Lee, H., & Lee, J. (2020). Smartphone preferences and brand loyalty: A discrete choice model reflecting the reference point and peer effect. *Journal of Retailing and Consumer Services*, 52, 101907. <https://doi.org/10.1016/j.jretconser.2019.101907>
- López-Rodríguez, C. E., Bernal, L. G. G., & Renza, L. A. P. (2024). Measures of brand awareness: Bibliometric analysis and systematic review. *TEM Journal*, 13(4), 3056–3067. <https://doi.org/10.18421/TEM134-40>
- Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2008). Risk aversion and brand loyalty: The mediating role of brand trust and brand affect. *Journal of Product and Brand Management*, 17(3), 154–162. <https://doi.org/10.1108/10610420810875070>
- Oh, Z. J., Utama, A. A. G. S., Ong, W. H., Kee, D. M. H., Mane, G., Ganatra, V., Oh, J., Ong, L. Z., & Munisvarar, P. A. A. (2021). Factors influencing the customer dining experience and retention at Marrybrown in Malaysia. *International Journal of Applied Business and International Management*, 6(3), 86–101. <https://doi.org/10.32535/ijabim.v6i3.1332>
- Pratama, B. I., Wijaya, A., Hermawan, B., Baharuddin, & Purwoko. (2024). Evaluating academic performance and scholarly impact of rectors of Indonesia's public universities: A dual bibliometric and scholastic analysis. *Cogent Education*, 11(1). <https://doi.org/10.1080/2331186X.2024.2317151>

- Sia, T. S. L., Teh, P. J., Teng, W. H., Munirah, T. A., Almutairi, N., & Shuaib, M. (2022). Nestle, a staple brand in everyone's life: A case study on brand loyalty. *International Journal of Tourism and Hospitality in Asia Pasific*, 5(2), 99–113. <https://doi.org/10.32535/ijthap.v5i2.1586>
- Yazdi, A., Ramachandran, S., Mohsenifard, H., & Nawaser, K. (2024). The ebb and flow of brand loyalty: A 28-year bibliometric and content analysis. *Tuijin Jishu/Journal of Propulsion Technology*, 45(1).
- Yeboah-Banin, A. A., & Quaye, E. S. (2021). Pathways to global versus local brand preferences: The roles of cultural identity and brand perceptions in emerging African markets. *Journal of Global Marketing*, 34(5), 372–391. <https://doi.org/10.1080/08911762.2021.1886385>

#### ABOUT THE AUTHOR(S)

##### 1<sup>st</sup> Author

Kelvin Krisdamaiyanto Tanghana is currently an undergraduate student at Krida Wacana Christian University.

Email: [kelvin.312022051@civitas.ukrida.ac.id](mailto:kelvin.312022051@civitas.ukrida.ac.id)

ORCID ID: <https://orcid.org/0009-0000-4588-6595>

##### 2<sup>nd</sup> Author

Leni Apriyanti is a lecturer in the Accounting Study Program at Universitas Kristen Krida Wacana. She earned her Master's degree from Universitas Trisakti in 2005 and completed her Bachelor's degree in Science from Universitas Padjadjaran in 1993. Currently serving as an Asisten Ahli and a permanent faculty member, she actively contributes to academic teaching and research, with interests in financial reporting, accounting systems, and corporate governance.