

The intellectual paradigm and scientific mapping of brand image in International Researches

Maryam Najafi Yazdi¹ , Seyed Hassan Hataminasab² , Shahnaz Nayebzadeh³ 

1- Ph.D. Student, Department of Business Management, Yazd Branch, Islamic Azad University, Yazd, Iran

2- Associate Professor, Department of Business Management, Yazd Branch, Islamic Azad University, Yazd, Iran

3- Professor, Department of Business Management, Yazd Branch, Islamic Azad University, Yazd, Iran.

Receive:

06 January 2024

Revise:

06 August 2024

Accept:

08 August 2024

Keywords:

Brand image,
Brand personality,
Branding,
Consumer behavior

Abstract

The purpose of this research is to provide a comprehensive picture of the status of the activities carried out in the field of brand image and to provide a scientific mapping based on international articles available in the Web of Science (WOS) database. Therefore, this research has been carried out as a scientometric study using scientometric indicators and network analysis method. In this regard, the researcher conducted a systematic study of research articles published between 1977 and 2023 and used VOS Viewer software version 1.6.20 for scientific analysis.

After searching, screening, and qualitative evaluation; the final analysis has been done on 521 articles. The results showed that the most research was in 2021 with 55 articles (13.8%), and America is the most active country in this field with 80 articles (20%). The focus of the keywords was first on the commercial image of the brand and consumer's behavior, and then it changed to the attitude and buying behavior of the consumer.

This research was conducted with the aim of analyzing the intellectual paradigm and providing scientific mapping in the field of brand image, based on a systematic review of articles and using VOS Viewer software. The data analysis showed that the most research in this field was done in 2021. Also, the authors with the most researches were identified and introduced, and it was found that brand image, purchase intention, and corporate social responsibility are the most important keywords. These factors were recognized as the most important factors related to marketing and consumer behavior. Researchers can use these tools to increase the views of their articles.

Please cite this article as (APA): Najafi Yazdi, M., Hataminasab, S. H. and Nayebzadeh, S. (2025). The intellectual paradigm and scientific mapping of brand image in International Researches. *Journal of value creating in Business Management*, 4(4), 384-410.



<https://doi.org/10.22034/jvcbm.2024.434262.1287>

Publisher: Research Center of Resources
Management Studies and knowledge-Based Business

Creative Commons: CC BY 4.0



Corresponding Author: Seyed Hassan Hataminasab

Email: dr.hataminasab@iau.ac.ir

Extended Abstract

Introduction

The brand is the basic asset of the company. Brands occupy a very special place in the lives of many customers. People are trying to generalize themselves by using brands and by consuming them (Asgari, Naghdi, 2011). Organizations have clearly increased the importance of the positive attitude of customers towards their products and brands, and this is a very vital role in attracting and maintaining customer satisfaction. The mental image of the brand is the result of the characteristics and experiences of the customers that determine the differentiation of the brands. Companies should identify the factors that influence the improvement of the mental image, strengthen the strengths, and remove the limitations. These measures improve communication with customers and increase brand appeal. The special importance of this is because the starting point of brand loyalty is brand awareness, and also, higher levels of brand awareness and a positive image of it in the mind increase the probability of choosing the brand and create more loyal customers. This is how the company's vulnerability to competitor's marketing actions is reduced (Yazdani Kachuei et al, 2022). In 1993, Keller defines brand image as "the perception of the brand formed by the association of brand-related meanings in the customer's mind" (Keller, 1993). Brand image is part of brand equity. Jandaghi et al., (2010) believe that the customer forms an image in his mind of the combination of all the signs sent by the brand, including the name, visible signs, products, advertisements, messages and official announcements, etc., and the positive image of the brand reduces the perceived risk, and increases the level of satisfaction and loyalty (Jandaghi et al, 2010). Customer loyalty is defined as bias towards a specific brand and behavioral response during a defined period of time, and it is decided as a psychological commitment (Behrozi, Sohrabi, 2022). A brand with a strong and positive image is more easily imprinted in the customer's mind and has more sales. A strong brand image gives customers confidence and influences customer decision-making (Divandari et al, 2011). Research has shown that factors such as trust, creative marketing, effective management, and customer satisfaction have an effect on the formation of brand image. However, a complete understanding of the effects of brand image in different environments and on types of consumers has not yet been obtained. The role of mass communication tools and social networks in brand image needs further investigation. Also, examining the long-term effects of brand image and its role in creating consumer trust and loyalty are topics needed for advanced research. A more accurate understanding of how brand image affects will help managers and marketers to make more correct decisions and improve successful strategies in the field of brand image. The main purpose of this review article is to comprehensively review international research in the field of brand image. This review approach analyzes and answers the question to what extent research on brand image deployment has changed and matured. The purpose of this article is to increase knowledge and transparency in the field of brand image and help managers, marketers and enthusiasts to make better decisions and improve brand image.

Theoretical foundations

Brand image

Studying the literature and the background of the research around various research variables can provide a selected framework for the research, and by applying different theories in the field of brand, it can develop consumer behavior in relation to the concept of brand. Brand image is the customers' view of the brand and includes the features and information that a brand's product evokes in the customer's mind. This image shows the current characteristics of the brand, and should specify the purpose of the organization. The main elements of a positive brand can include logos, slogans and signs that reflect the organization's key values (Kim &

Chao, 2019). Theorists believe that all products can be represented by applicable, symbolic, or experiential elements that create a brand image. Gardner and Levy (1955) first proposed the concept of product image and showed that products have different physical and social natures. Since then, this concept has been further explored in consumer behavior research. Brand image is rooted in customer consumption experiences, and the understanding of service quality is also derived from these experiences (Shirkund rt al, 2016). Brand image is formed over time and does not change easily. Sanobar and Khatami (2011) believe that the brand image is the first word that comes to mind when hearing the brand name (Sabobar, Khatami, 2018).

Research background

In a world full of choices, brands help consumers better evaluate products, especially when the products are complex or unknown. Making strong brands is one of the important goals of brand management so that brands can survive and be effective in markets for a long time (Iglesia et al., 2017). Numerous researches have investigated different aspects of the brand such as image, identity, personality, and psychological and behavioral effects of consumers. Quaid Amini and colleagues (2022) showed that brand image and loyalty have an effect on brand equity and consumer buying behavior. Asgari and Naqdi (2022) showed that brand personality and goodwill play a role in the effect of social responsibility on repurchase intention. Margarita and Rodgia (2021) found that brand experience, image, and trust can increase customer loyalty. Sudino et al., (2020) also confirmed the effect of brand experience on trust and repurchase intention. Kong (2020) showed that brand satisfaction through trust has a positive effect on loyalty. Wahab et al., (2017) found the positive effect of brand trust, image, and advertising on consumer loyalty and purchase behavior. Emron (2018) also showed that the image, trust, quality, and price of the product have an effect on consumer buying behavior. Despite these studies, the need for a comprehensive study that examines all dimensions of brand image and its effects on customer behavior is felt. By collecting studies, the current research identifies important areas in the field of brand image, and provides solutions for future studies.

Research method

The current research was conducted with the aim of analyzing the intellectual paradigm and providing a scientific mapping of international research in the field of brand image. This study was conducted on 521 articles in the WOS database based on the interpretative paradigm and systematic review method based on defined search terms. In order to achieve the goal of research and analysis of scientific productions in the field of brand image, the researcher systematically studied all research articles published between 1977 and 2023, and data analysis was done using VOS Viewer software. For data analysis, the selected researches were entered into the analysis process after screening in three stages; and from the perspective of the year of conducting the research, the co-authorship of the authors and the use of key words were examined.

The findings

After searching, screening and qualitative evaluation of studies, the final analysis has been done on 521 articles in the period from 1977 to 2023. The in-depth analysis of the selected articles showed that the most research in the field of brand image is related to 2021 with the number of 55 articles (13.819%). America is the most active country in this field with 80 articles (20.10%), followed by England with 42 articles (10.553%) and China with 38 articles (9.548%), respectively. Also, in the evolution of keywords, the primary focus has been on the

commercial image of the brand and consumer behavior, and in the following years, it has reached the words attitude and consumer buying behavior, respectively.

Discussion and conclusion

Based on the results, it was observed that the most research in this field was done in 2021. Also, the authors with the most research in recent years were identified and introduced, and it was determined which authors have the most articles in the brand image. Also, the results showed that the most important keywords include brand image, purchase intention, and social responsibility of the company. Based on this, these factors can be called the most important factors related to marketing and consumer behavior. Researchers can check these tools in their research to increase the number of articles.