THE RESEARCH FOOTPRINT IN BRAND ATTITUDE: A BIBLIOMETRIC REVIEW BASED ON SCOPUS AND VOSVIEWER

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Abstract

This study conducted a bibliometric mapping of the development of brand attitude research during the 2020–2025 period. Based on the analysis of 133 Scopus-indexed articles, the findings revealed a significant increase in publication volume, peaking in 2023. China, South Korea, India, and the United States were recorded as the most prolific contributors. Keyword network analysis identified that brand attitude formed a strong relationship with purchasing intention, brand loyalty, consumption behavior, and brand image. Furthermore, this study successfully uncovered the emergence of new research areas post-pandemic, such as femvertising, sustainability advertising, self-brand connection, and gamification, which represented a shift in trends in brand attitude studies in the digital era. This study complemented the limitations of previous bibliometric studies by presenting a more up-to-date and relevant mapping of contemporary consumer behavior.

Keywords: *brand attitude, bibliometric analysis, consumer behavior, purchase intention, marketing strategy*

INTRODUCTION

Brand attitude has long been a key construct in consumer behavior that influences purchasing decisions, brand loyalty, and the intention to recommend a brand to others (Chu & Chen, 2019; Wang et al., 2019). As a consumer's overall evaluation of a brand, brand attitude not only reflects cognitive and affective perceptions but also becomes an important predictor of future consumer behavior (H. Kim & So, 2022). In the context of increasingly dynamic market competition, a deep understanding of brand attitude is crucial for companies to develop long-term partnerships with their customer base and achieve a competitive advantage (Ferrell et al., 2019; Saglam, 2022). Although many empirical studies have been conducted to examine various factors influencing brand attitude, such as the role of social media, endorsements, brand experience, and consumer emotional involvement (Verma & Yadav, 2021; Miah et al., 2022), there remains a gap in the literature for a comprehensive review that maps the overall development and trends of this research. Most previous studies tend to be partial and focused on specific contexts, thereby not providing a holistic picture of the evolution of intellectual structures in this field (Ali et al., 2023; Rahman et al., 2023). In addition, with the rapid development of technology and changes in consumer behavior post-pandemic, new topics that are gaining interest have emerged , such as brand avoidance, brand activism, environmental sustainability, and implicit and explicit approaches for measuring consumer attitudes toward brands (Duque Oliva et al., 2022; Reimann et al., 2018). However, there are still a few studies that systematically map these developing areas.

Brand attitude studies continue to develop rapidly, as evidenced by the increasing number of scientific publications discussing this issue in various disciplines, from business, management, psychology, to social sciences (Saglam, 2022). However, although empirical literature on brand attitude is quite abundant, comprehensive reviews in the form of bibliometric analysis are still very limited. Previous bibliometric studies conducted by Hashem et al. (2023) attempted to fill this gap by analyzing 1,497 articles from 1944 to 2021 based on the Scopus database. The study successfully identified prolific authors, influential journals, dominant keywords, and future research directions. Their findings confirmed that several topics are beginning to emerge as research hotspots, such as brand avoidance, brand betrayal, influencer marketing, environmental sustainability, and brand activism. However, while it succeeds in providing a broad overview, this study still leaves room for more sophisticated and focused research. Previous bibliometric research has several limitations that should be noted. First, the analysis used only the Scopus database, thereby not including literature from Web of Science or other databases that also contain high-quality publications

(Hashem et al., 2023). Second, previous research only covered the period up to 2021, thereby missing the latest post-pandemic developments that significantly impact consumer behavior and brand attitude dynamics. Third, due to space limitations, the discussion focused more on general trends and global mapping. To address these limitations, this study attempts to map brand attitude literature using the Scopus database for the 2020–2025 period and utilizes the VOSviewer tool as a visualization analysis instrument. With a narrower and more recent time focus, this study is expected to contribute by providing an updated mapping of research themes, author collaboration networks, and keywords that are currently trending as brand attitude research hotspots. Thus, this study not only complements previous findings but also presents a novelty in the form of a current overview of the dynamics of brand attitude research in the digital era and post-pandemic. This study is designed to answer the following series of research questions:

RQ1 : What are the trends in brand attitude research published in the Scopus database during the 2020– 2025 period?

RQ2 : Who are the most productive authors, journals, institutions, and countries in brand attitude–related publications during that period?

RQ3 : What are the main keywords and emerging research trends in brand attitude studies during the 2020–2025 period?

RQ4 : What is the contribution of this research in complementing the limitations of previous bibliometric studies, which only cover the 1944–2021 period?

LITERATURE REVIEW

Brand attitude is generally understood as the consumer's overall evaluation of a brand, encompassing cognitive, affective, and conative assessments formed through experiences, perceptions, and interactions with the brand. Brand attitude plays a crucial role in influencing purchase intention, loyalty, and word-of-mouth behavior (Nafees et al., 2021). According to Bakar and Musa (2020), brand attitude refers to an individual's learned tendency to respond positively or negatively toward a brand. Such responses may persist over time and are influenced by new experiences or additional information received by consumers. In other words, brand attitude is not formed once and for all, but may evolve in accordance with consumers' interactions with the brand. Recent studies have emphasized that brand attitude not only reflects consumer preferences but also serves as an important predictor of consumer behavior. Singh and Banerjee (2019) explained that attitude toward a brand can be used to estimate loyalty, satisfaction levels, and purchase intention. Saini and Bansal (2025) added that brand attitude is an emotional and behavioral response that serves as the basis for consumers in evaluating brand image. In the context of digital marketing, brand attitude functions as a mediator that connects consumer interactions with a stronger brand image. This means that the more positive consumers' attitudes are toward a brand, the greater the likelihood that the brand will develop a positive image in their minds. Furthermore, in the digital marketing era, the concept of brand attitude has received increasing attention. Ki et al., (2020) found that consumer interactions with public figures, particularly through parasocial relationships with influencers on social media, can enhance brand attitude. Parasocial relationships create emotional closeness that encourages consumers to trust the recommendations, resulting in a more positive attitude toward the endorsed brand. These findings demonstrate that brand attitude is shaped not only by direct experiences with a product but also through social and psychological processes that emerge in the digital space.

As research in digital marketing continues to advance, studies on brand attitude need to be mapped more systematically to reveal developments, trends, and future research directions. One approach widely used for this purpose is bibliometric analysis. The term bibliometric derives from biblio (book or literature) and metric (measurement), which can be simply defined as a quantitative technique for measuring scientific literature. Lazarides et al., (2023) define bibliometric analysis as a computer-assisted review method that quantitatively analyzes bibliographic materials with the aim of classifying information such as publications, citations, authors, institutions, and the relationships among them within a particular field of study. Bibliometric analysis differs from conventional literature searches, as it not only presents a list of articles but also highlights the most influential works that serve as foundational pillars within a specific discipline. Furthermore, Donthu et al., (2021) emphasized that bibliometric analysis is a quantitative methodology used to understand the structure, patterns, and research trends within a particular discipline by utilizing data from scientific databases such as Scopus or Web of Science. By employing software tools such as VOSviewer or CiteSpace, bibliometric analysis can generate visual maps that illustrate relationships among authors, countries, institutions, and research topics. It assists researchers in identifying emerging areas of study as well as existing research gaps. Moral-muñoz et al., (2020) asserted that bibliometric analysis has the advantage of evaluating scientific performance through indicators such as the number of publications, citation counts, h-index, and productivity by country or institution. This approach is widely used in the social sciences,

medicine, and management as it provides a comprehensive overview of the development of a scientific field. Given the importance of brand attitude and the increasing number of publications related to this topic in recent years, new research is needed to provide a comprehensive overview of the research landscape in this field. Therefore, this study is conducted under the title "Research Footprint in Brand Attitude: A Bibliometric Review Based on Scopus and VOSviewer." This study utilized the Scopus database covering the period from 2020 to 2025 and employed the VOSviewer tool to visualize networks of authors, keywords, and publications. This study aims to map research trends in brand attitude, identify dominant topics, and uncover research gaps that may serve as potential opportunities for future studies.

METHOD

This study employed a descriptive bibliometric analysis method consisting of four main stages, namely identification, screening, eligibility, and inclusion (Jing et al., 2024). In the identification stage, the researcher conducted a search using a keyword relevant to the research theme, that is "brand attitude," in the Scopus database. Through this process, 10,601 relevant articles were identified. The next stage was screening. At this stage, the researcher filtered the 10,601 articles obtained in the previous stage using two criteria: articles containing the keyword only in the title and those published in indexed journals. Based on these criteria, 9,649 articles did not meet the requirements and were not processed further. Meanwhile, 952 articles met the criteria and proceeded to the next stage. The following stage was eligibility. At this stage, the researcher evaluated whether the 952 publications that passed the previous stage qualified to be included in the final stage of the study. The researcher decided to include only those published within the 2020–2025 period, mention "brand attitude" as the keyword written in English. After this eligibility assessment, only 133 publications met the criteria. These 133 publications were then advanced to the inclusion stage.

Identification: 10,601	→	Screening: 952	→	Eligibility: 133	→	Inclusion: 133

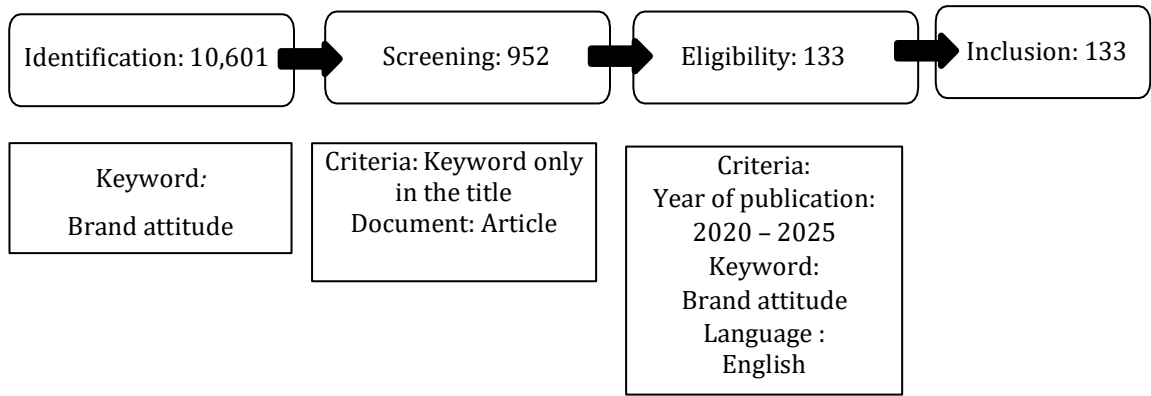| Keyword: Brand attitude	Criteria: Keyword only in the title Document: Article	Criteria: Year of publication: 2020 – 2025 Keyword: Brand attitude Language : English

Figure 1. Stages in data refinement
Source: Authors (2025)

In this study, VOSviewer was used as the main instrument for analyzing the body of literature. This software was applied to construct network visualizations in order to map relationships and structural linkages among keywords. Additionally, density visualization was employed to identify the most dominant and frequently discussed research areas. Through these two visualization techniques, VOSviewer provides a strong foundation for comprehensively understanding the research landscape of brand attitude.

RESULTS AND DISCUSSION
Trends of the Development of Brand Attitude Research Publications

The trends of the development of brand attitude research publications sourced from Scopus presents a comprehensive overview of the dynamics and progression of publications over five years, from 2020 to 2025. In general, the data indicate significant growth and highly dynamic research activity, although natural fluctuations are observed within this timeframe.
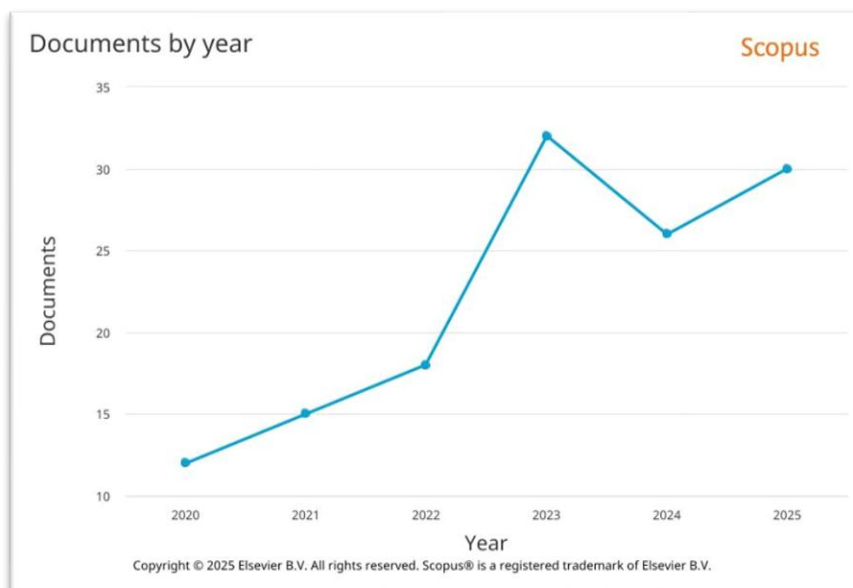
Figure 2. Trends in the Development of Brand Attitude Research Publications
Source: Authors' Analysis (2025)

Figure 2 shows that publications began with 12 documents in 2020, then increased steadily to 15 documents in 2021 and 18 documents in 2022. The most significant rise occurred in 2023, when the number of documents surged sharply, reaching its peak at 32. However, this trend experienced a temporary decline in 2024, with the number of publications decreasing to 26. Interestingly, in 2025, the number of documents once again showed a strong increase, reaching 30. Overall, despite a slight decline in 2024 following the sharp increase in 2023, the data indicate dynamic and growing publication activity. The year 2025 nearly matched the record high achieved in 2023, reaffirming that Brand Attitude remains a productive and prominent focus of research. This finding is consistent with Hashem et al., (2023), who, in a previous bibliometric study, showed that the number of publications on brand attitude has increased consistently and begun to generate various research "hotspots," such as brand activism, brand avoidance, influencer marketing, and environmental sustainability. This indicates that the topic of brand attitude has evolved from a classical consumer behavior construct into a broader domain encompassing social issues and digital technology.

Trends of the Most Productive Journals

The trends of the most productive journals from Scopus presents a comprehensive bibliometric analysis comparing the publication volumes of ten leading journal sources over five years, from 2020 to the projected year 2025. The data clearly illustrate a highly dynamic pattern of publication activity and show that the academic publication landscape among these journals is characterized by significant fluctuations and instability, rather than sustained single-source dominance. Hashem et al. (2023), for example, emphasized that mapping influential journals can reveal the central hubs of idea dissemination as well as the topics that attract the attention of scholars worldwide.
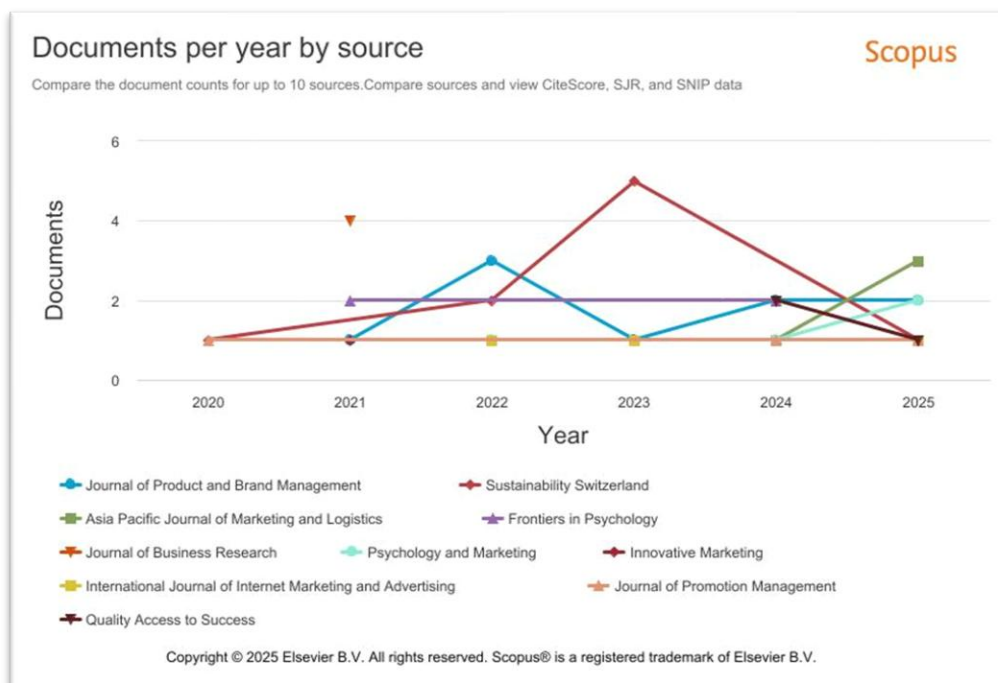
Figure 3. Trends of the Most Productive Journals
Source: Authors' Analysis (2025)

Figure 3 shows that the most dramatic and striking movement occurred in the journal Sustainability Switzerland, which exhibited an exceptional increase in publication volume from 1 document in 2022 to its peak of 5 documents in 2023—marking the highest achievement among all journals throughout the entire period covered. However, this dominance proved to be short-lived, as its publication volume dropped significantly back to 1 document in 2024 and remained at the same level in 2025. A similar pattern of volatility, though on a slightly smaller scale, was also observed in the Journal of Business Research, which suddenly surged to 4 documents in 2021, making it the leading journal that year, before declining and stabilizing again at its lowest level of 1 document in the following years up to 2025. On the other hand, several journals exhibited a more measured or stable pattern in their publication output. The Journal of Product and Brand Management reached its peak with 3 documents in 2022, while journals such as Frontiers in Psychology and Psychology and Marketing generally showed consistency by maintaining between 2 to 3 documents per year throughout the period, reflecting a steadier flow of contributions.

The analysis of the most recent year, 2025, indicated a shift in leadership: the Asia Pacific Journal of Marketing and Logistics took over the top position with 3 publications, followed by the Journal of Product and Brand Management and Psychology and Marketing, contributing 2 documents respectively. The lowest yet sustained consistency was shown by the International Journal of Internet Marketing and Advertising and the Journal of Promotion Management, both of which continuously published 1 document per year, indicating a stable but limited publication line. Overall, Figure 3 highlights the volatility and responsiveness of these journals to research trends. None of the sources managed to maintain dominance in publication volume consistently from the beginning to the end of the period. The rapid shift from the sudden peak of Sustainability Switzerland in 2023 to the more moderate leadership of the Asia Pacific Journal of Marketing and Logistics in 2025 reflects a dynamic transition in the interests and priorities of the research community—or possibly changes in journal editorial policies—offering a rich illustration of the evolving dynamics of academic publishing over the past five years.

One concrete example can be seen from the role of the Sustainability journal published by MDPI, which, in recent years, has consistently published research related to brand attitude, corporate social responsibility (CSR), and consumer behavior. This aligns with the study by Hu et al., (2023) in Sustainability, which found that consumer perceptions of CSR in the luxury hotel industry in China significantly affect brand attitude, with independently reported media being more trusted than corporate advertisements. Such consistency in publication indicates that sustainability has become one of the most productive journals in accommodating the latest discourse on the relationship between CSR and brand attitude. Additionally, sustainability also serves as a platform for more specific research, such as analysis of brand storytelling in organic agricultural products. Furthermore, the study by Zhang

and Liu (2023) found that the theme of brand storytelling has a significant impact on consumer attitudes, where perceived authenticity and regional familiarity serve as mediators and moderators. Such publications illustrate how the journal supports the development of brand attitude literature within the contexts of e-commerce and agribusiness. The same contribution is also evident in the research by Zhang et al., (2023) on sustainable brand behavior in the clothing industry. The study published in Sustainability emphasized that sustainable behaviors such as long-lasting product design, cultural heritage, and fashion digitalization can significantly influence consumer attitudes toward brands. Moreover, research by Heo et al., (2023) in sustainability analyzed the structural relationships among servicescape, instagramability, brand attitude, and revisit intention in the context of theme parks. This study reinforces the role of brand attitude as a key mediating variable in destination management while confirming the journal's position as a productive channel in consumer behavior studies across various industries. With these findings, it can be concluded that the Sustainability journal holds a position as one of the most productive journals in research related to brand attitude, having also discussed themes such as CSR, sustainability, and consumer behavior. The frequency of publications in this journal—covering contexts such as hospitality, agribusiness, fashion, and tourism—demonstrates that a journal's productivity is measured not only by the number of articles it publishes but also by the diversity of its topics and the consistency of its scholarly contributions in shaping the global academic discourse.

Trends of the Most Productive Authors

This section of Trend of the Most Productive Authors presents Figure 4 which compares the number of documents published by the top fifteen authors. The data reflect not only the number of individual output but also the level of involvement of authors in research projects, whether as sole authors or, more commonly, as part of collaborative teams. Productive authors often act as driving forces behind research through their consistent and sustained contributions. For example, a study by Hashem et al. (2023) emphasizes that analyzing author productivity can provide insights into centers of knowledge, collaboration networks, and future research trends.
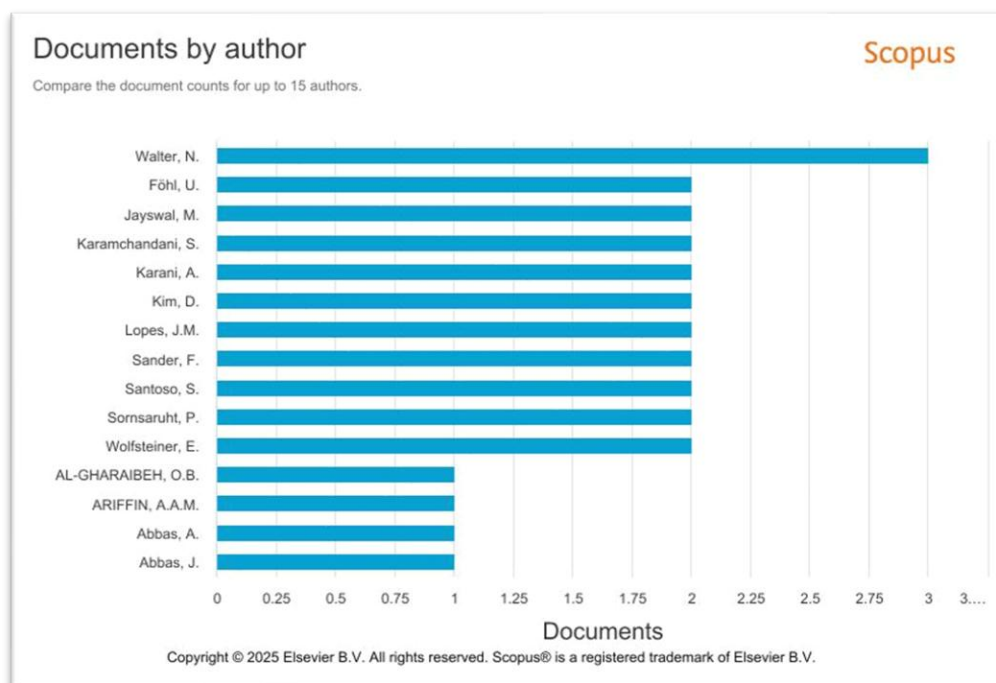

Figure 4. Trend of the Most Productive Authors
Source: Authors' Analysis (2025)

Figure 4, derived from Scopus, compares the contributions of up to 15 authors and explicitly shows that Walter, N. holds the top position with the highest number of documents, totaling three publications. This number, in the modern academic context, is almost always the result of involvement in multiple successful collaborative projects, positioning Walter, N. as a highly active author within his research network.

Furthermore, there is a large group of authors who show uniform output. A total of ten individuals, including Föhl, U., Jayswal, M., Karamchandani, S., Wolfsteiner, E. and Sornsaruth, P., have each published exactly two documents. This consistency in quantity is highly significant indicating that these authors not only contributed individually, but also are very likely to be core members of one or more stable and effective collaborative teams that regularly produce research output. The two publications reflect their success in maintaining consistent collaborative involvement over the analyzed period of time. On the other hand, at the lower end of the top 15 authors, there is a group that includes Al-Gharaibeh, O.B., Ariffin, A.A.M., Abbas, A., and Abbas, J., each of whom is recorded as having contributed one document. This single output, while remains significant, positions them as peripheral contributors in this comparison. In the context of collaboration, one publication can may indicate that they have only recently been involved in a major collaborative project or are just starting their publishing activities, making them potential points for future collaborative growth.

This phenomenon is also evident in the context of brand attitude. Authors who consistently research the topic of brand attitude not only expand the theoretical discourse but also enrich the methodological approached used. This aligns with the study by Föhl et al. (2025), which illustrates how contemporary issues such as femvertising can open up new research avenues on brand attitude through experimental approaches, while simultaneously strengthening the academic reputation of authors who actively publish research on similar themes. Moreover, the study conducted by Karamchandani et al. (2024) on the relationship between advertising value, context awareness, and brand attitude during the COVID-19 pandemic also demonstrates a pattern of academic productivity through collaborative publications in reputable journals. Research of this kind shows how authors' productivity contributes to the acceleration of scholarly discourse in the fields of digital marketing and consumer behavior. Another study by Sander et al. (2021) on sustainability advertising further emphasizes the role of productive authors in building new research foundation that connects social, environmental issues, and brand attitude. The consistency of these authors in producing work on intersecting topics shows how academic productivity is not merely about the quantity of publications, but also about the sustained development of specific research issues. Given these points, the mapping of productive authors has provided valuable insights into the key actors involved in the development of brand attitude studies. This finding is important not only for beginning researchers seeking to identify role models or potential collaborators, but also for academic policymakers who want to understand the centers of scholarly productivity within a particular discipline.

Trends of the Most Productive Institutions

This section of Trends of the Most Productive Institutions provides a clear overview of the concentration of research output among the top 15 academic affiliations. Data from Scopus reveals a significant disparity in productivity, highlighting the dominant role of some institutions as key centers of research activity.
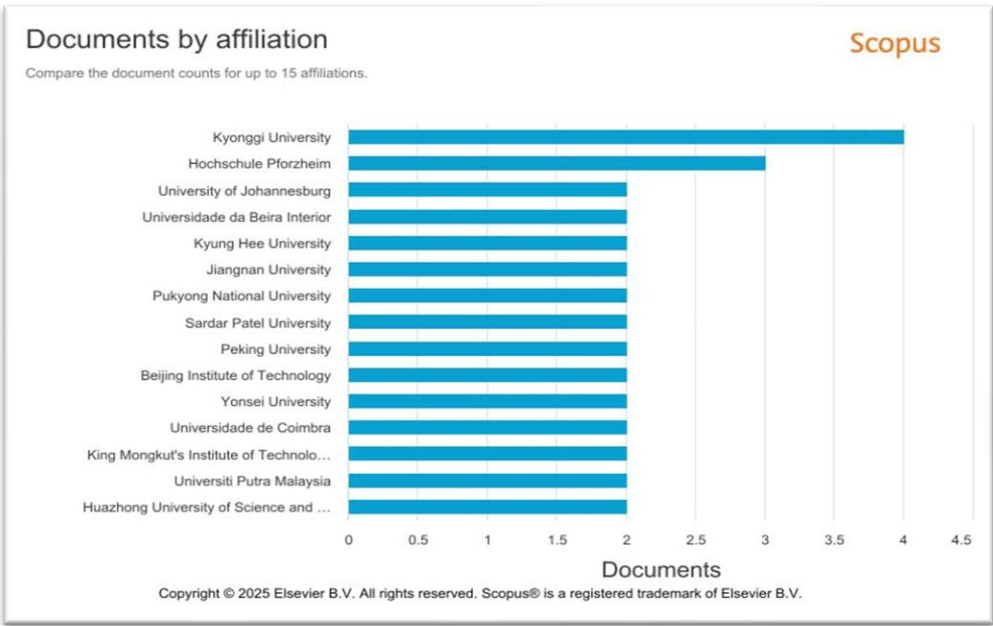

Figure 5. Trend of the Most Productive Institutions
Source: Authors' Analysis (2025)

In Figure 5, the Trends of the Most Productive Institution shows that Kyonggi University leads with the highest number of documents, totaling four documents. This performance places the university well ahead of other institutions, indicating a very high level of research activity and publication output in the surveyed field of study. This is reflected in the study by Zhang and Liu (2023) entitled "An Empirical Analysis of the Impact of Brand Story Themes on Brand Attitude in the Context of B2C E-Commerce Platforms for Organic Agricultural Products". The study reveals that brand story themes on organic agricultural products, particularly those highlighting natural environment elements and cultural historical narratives, significantly influence the formation of positive consumer behavior toward the brand. These findings not only enrich the theoretical discourse on brand attitude in the context of e-commerce, but also confirm the role of Kyonggi University as an institution actively contribute to current research in the fields of consumer behavior and brand communication.

The second position is held by Hochschule Pforzheim with three publications. This is evidenced by the study conducted by Föhl et al. (2025) entitled "Beyond Gender Stereotypes! The Impact of Femvertising on Brand Attitude and the Moderating Role of Product Gender and Attitude Toward Feminism". This experimental study reveals that femvertising, advertising that promotes women's empowerment, has a positive effect on brand attitude, especially when the advertised product carries a feminine gender image and when consumers hold positive attitudes toward feminism. This study not only offers a new perspective on how the alignment between advertising message, product characteristics, and consumer values can strengthen brand attitude, but also reinforces the position of Hochschule Pforzheim as one of research centers actively advancing discourse on brand attitude within social and cultural contexts relevant to contemporary developments.

The contributions of both institutions, Kyonggi University and Hochschule Pforzheim, not only reflect high academic productivity but also demonstrate their ability to respond to current issues in marketing and consumer behavior. Both serve as examples of how academic institutions can act as driving forces in generating new knowledge that is not only theoretically meaningful but also practically applicable in branding strategies in the digital era. Below the top two institutions, there lies a large group consisting of thirteen affiliations that demonstrate a highly uniform and consistent level of productivity. This group, which includes various universities from around the world from the University of Johannesburg and Universidade da Beira Interior to Peking University and Universiti Putra Malaysia, each recorded exactly two publications. The consistency of output at two publications per affiliation is very important in bibliometric analysis. It indicates that a substantial portion of contributions to the literature comes from a broad and active network of institutions, with each maintaining a steady level of engagement in research projects.

Trends of the Most Productive Countries

The Trend of the Most Productive Countries provides a comprehensive and in-depth insight into the geographical landscape of scientific research productivity related to brand attitude, as well as the concentration of document output produced by academics from around the world. The visualization, presented in the form of a horizontal bar chart and sourced from the Scopus database, clearly compares the volume of published document contributions from the top 15 countries or territories during the period from 2020 to 2025. The results of the comparison not only display the productivity rankings, but also highlight a significant disparity or gaps in research capacity, investment in scientific resources, and the strategic focus of each country in advancing academic discourse in the fields of consumer behavior and marketing.
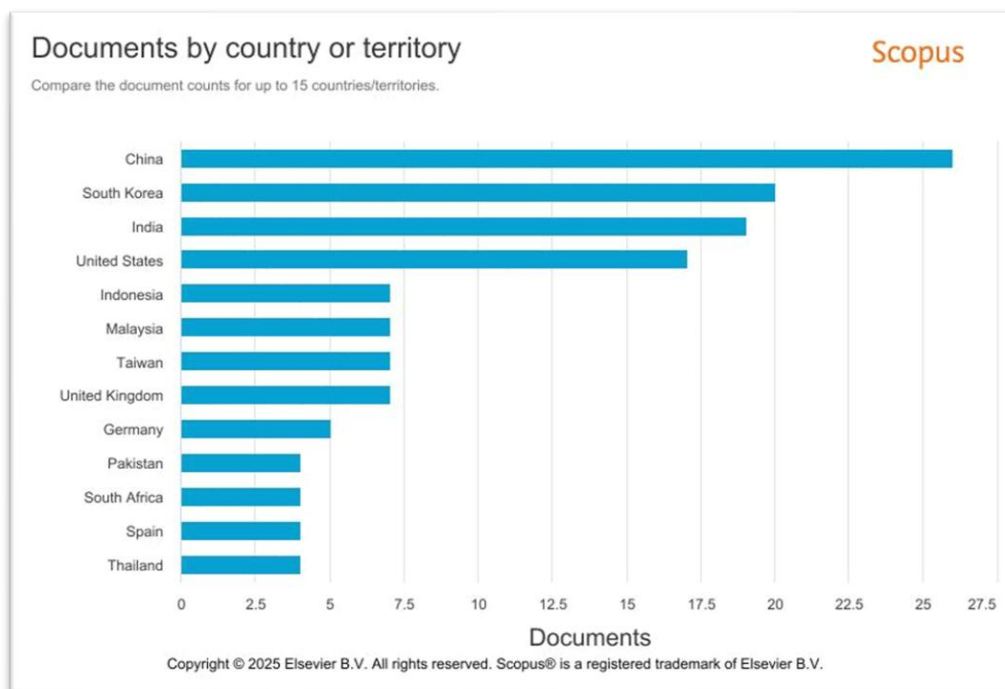
Figure 6. Trends of the Most Productive Countries
Source: Authors' Analysis (2025)

In Figure 6, the Trends of the Most Productive Countries show that China holds the dominant position as the country with the highest number of publications. With nearly 27 documents, China demonstrates a level of output that far surpasses other countries, establishing itself as a highly productive global research center in this field of study. This not only reflects China's big investment and focus in scientific research but also aligns with the empirical context of the study by Zhang et al. (2023) entitled "Research on the Influencing Mechanism of the Effect of Brands' Sustainable Behaviors on Consumer Attitudes: An Empirical Study on Clothing Brands". The study, conducted by academics from Zhejiang Sci-Tech University and other institutions in China, explores the dimensions of sustainable brand behavior in the fashion industry and its impact on consumer attitudes. This study not only enriches the academic discourse at the global level, but also represents how research in China actively responds to issues of sustainability and contemporary consumer behavior that become one of "hotspots" in brand attitude research. Moreover, the study's focus on the fashion and e-commerce industries in China demonstrates the adaptability of Chinese researches in addressing the contexts of dynamic domestic market and its relevance to global trends. This dominance reinforces the scale of investment and focus placed on scientific research in the country.

Following China, three other countries complete the quartet of top contributors with high productivity. South Korea and India each contributed around documents, highlighting the crucial role of East and South Asia in generating literature. South Korea's contribution, for example, is supported by a study by Kim and Lee (2020) entitled "The Effect of CSR Fit and CSR Authenticity on the Brand attitude", conducted by researchers from Korea Advanced Institute of Science and Technology (KAIST) and Kyonggi University. This study examines how the suitability and authenticity of CSR influence brand attitude, involving participants from Korea. Their findings confirmed that while CSR fit positively influences brand attitude, the level of consumer involvement in CSR moderates this relationship. This study represents South Korea's contribution for enriching theoretical perspectives on the psychological mechanisms that shape brand attitude, particularly in the context of CSR strategies and brand communication. Meanwhile, the United States holds the fourth position with approximately 18 documents. Collectively, these four countries serve as the primary engines driving the majority of publications covered in this database, highlighting the research strength of the world's largest economies. Beyond the top four group, several countries show relatively moderate and comparable levels of productivity. This group, with outputs ranging from 6 to 7 documents, includes Indonesia, Malaysia, Taiwan, and United Kingdom. The presence of Indonesia and Malaysia, on par with Taiwan and United Kingdom in terms of contributions, reflects the rapid rise of Southeast Asia's role in the global research landscape. Although the numbers are significantly lower than those of China and South Korea, this consistency shows an active and growing research base in the region. Further down the list of the

top 15 countries, there are Germany, Pakistan, South Africa, Spain, and Thailand, each contributing around 4 to 5 documents. This contribution completes the global picture, showing a geographically diverse research reach, though with lower intensity compared to countries in East Asia and North America. The disparity between China, with nearly 27 documents, and this group with 4 to 5 documents, underscores a gap in research capacity that needs attention in science policy analysis. Overall, this disparity in productivity reflects not only differences in research capacity and resource investment but also responses to specific issues in each region. The dominance of China and South Korea indicates a strong focus on sustainability, CSR, and digital consumer behavior, while the contributions from Southeast Asia and European countries demonstrate a growing diversification on topics and application contexts.

Trends of the Development of Author Keywords and Future Research Directions

The Scopus dataset containing 133 articles was exported to VOSviewer for a co-occurrence analysis and to suggest potential future research areas for scholars considering brand attitude, as illustrated in Figures 7 and 8. The keyword selection process in VOSviewer was done in several steps. From the total corpus of 651 keywords identified across 133 articles, the software then filtered them based on their frequency of occurrence. The settings used involved selecting the default options provided by VOSviewer, which automatically filter to display the most frequently occurring and statistically significant keywords in forming the research network. In addition, a minimum occurrence (threshold) was applied, in which only keywords meeting this threshold (minimum occurrence) were included in the final analysis and visualization. This filtering process is crucial for simplifying the complex visual map, ensuring that only truly central and influential concepts are displayed, thereby facilitating interpretation of the core themes and trends withing the brand attitude research landscape during the 2020-2025 period.
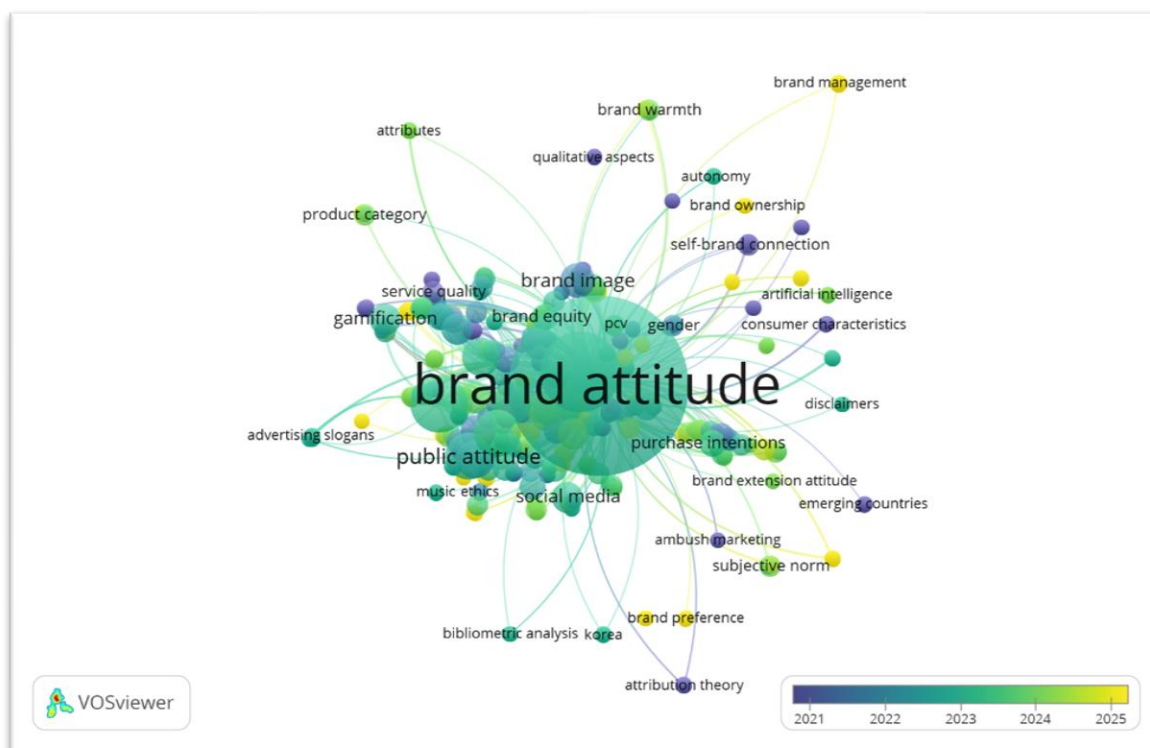

Figure 7. Visualization Mode of the Brand Attitude Knowledge Map Based on Author Keyword Occurrence
Source: Authors' Analysis (2025)

Figure 8. Visualization Mode of the Density of the Brand Attitude Bibliometric Knowledge Map Based on Keyword Occurrence
Source: Authors' Analysis (2025)

The results of the VOSviewer analysis, as shown in Figure 7, illustrate that brand attitude is a multidimensional concept that connects multiple elements and also stands out as the most prominent keyword with 650 links, 842 total link strength, and 133 occurrences. Other closely related keywords include purchasing intention (131 links, 167 total link strength, and 27 occurrences), marketing (134 links, 166 total link strength, and 14 occurrences), consumption behavior (82 links, 106 total link strength, and 9 occurrences), public attitude (68 links, 88 total link strength, and 9 occurrences), brand loyalty (53 links, 59 total link strength, and 6 occurrences), brand image (19 links, 23 total link strength, and 5 occurrences), structural equation modeling (61 links, 67 total link strength, and 4 occurrences), advertising (21 links, 24 total link strength, and 4 occurrences), and others. The large bubbles of brand attitude, purchasing intention, and marketing indicate that these are the most strongly connected and most frequently studied areas in relation to brand attitude. This finding aligns with and confirms the study by Villavicencio and Schlesinger (2023), which states that attitudes toward brands significantly influence purchase intentions, particularly in the context of environmentally friendly services.

Their study emphasizes that brand attitude not only has a direct impact on purchasing behavior but is also mediated by purchase intention, which strengthens the indirect relationship between attitude and actual behavior. Similarly, the study by Liu and Kim (2025) demonstrates that the green marketing mix—particularly green product, green price, and green promotion—significantly influences consumers' attitudes toward outdoor brands. These findings confirm that integrated marketing strategies play an important role in shaping consumers' brand perceptions and evaluations. It can thus be concluded that brand attitude, purchasing intention, and marketing form a research triad that is interconnected and mutually reinforcing in the current literature. Likewise, brand attitude is also linked to other focal points such as consumption behavior, public attitude, brand loyalty, brand image, structural equation modeling, and advertising. This finding is in line with Kwon and Namkung (2022) in the context of the coffee industry, which states that brand attitude significantly influences customer value co-creation behavior, including participation behavior and citizenship behavior, which are concrete forms of consumption behavior in the modern context. This means that a positive attitude toward a brand not only drives purchase intention but also encourages more participatory and prosocial consumer behaviors, such as sharing information, giving recommendations, or even forgiving mismatches in price or quality.

In addition, Quezado et al. (2022) also confirm that brand love and brand attitude—shaped by perceptions of ethics and CSR—ultimately contribute to brand fidelity, which is an advanced form of stable and sustained consumption behavior. This shows that consumption behavior in the context of brand attitude is not merely transactional but also relational and emotional. The study also shows that public attitude is shaped not only by products or advertisements but also by corporate image, social commitment, and ethical behavior. In this context, public attitude functions as a social mirror, reflecting the collective values that society expects from a brand. Figure 8 illustrates the keyword density map used in research on brand attitude. This visualization helps identify the most frequently emerging research topics and the main focus areas in the literature during the period of analysis. Yellow areas on the map indicate high density, meaning these topics are frequently studied and strongly linked to the core topic. Meanwhile, green to bluish-purple areas represent lower density, indicating that these topics remain underexplored or appear in a limited number of publications.

The keyword "brand attitude" appears at the center of the map with the highest color intensity, indicating that it is the core theme of the research network. Surrounding it are several keywords with medium density, such as "purchase intentions," "consumption behavior," "brand equity," "brand loyalty," "marketing," and "subjective norm." These findings are reinforced by Kwon and Namkung (2022) and Quezado et al. (2022), which together confirm a causal chain in which marketing strategies—such as leveraging SNS value and ethical business practices—play a central role in shaping brand attitude, which then becomes the foundation for building strong brand equity. This positive attitude not only directly drives purchase intention but also manifests in more participatory and prosocial forms of consumption behavior, such as sharing information and giving recommendations, ultimately crystallizing into deep and stable brand loyalty, or what is currently referred to as brand fidelity. Thus, this bibliometric map not only reflects the consistency of classical themes in consumer behavior studies but also underscores their inseparable integration in forming a holistic understanding of how marketing strategies shape attitudes and, ultimately, build sustainable consumer loyalty.

Other topics such as "self-brand connection," "gender," "brand image," "gamification," "social media," and "signaling theory" are located relatively close to the center, indicating that these issues are gaining increased attention in research—especially in the context of consumer–brand interaction and the use of digital technology or media to strengthen brand–consumer relationships. This aligns with Föhl et al. (2025), which demonstrates that self-congruity serves as a crucial psychological basis for the effectiveness of femvertising campaigns. In this context, "gender" functions not only as a demographic variable but as a social value lens that moderates attitude formation, where attitudes toward feminism have been shown to significantly strengthen the positive effect of femvertising on brand attitude. Meanwhile, "brand image" remains a central construct directly intersecting with brand attitude, with Hsieh et al. (2023) emphasizing that its experiential and symbolic dimensions are more effectively built through immersive platforms such as virtual worlds. Contemporary trends are also marked by the emergence of "gamification" as an interactive strategy to increase engagement and build positive attitudes.

This is often integrated into the "social media" ecosystem, a dominant channel that in the bibliometric map is strongly connected to marketing and purchase intention, while also serving as a practical medium for brands to strengthen self-brand connection and build gender-relevant brand images. These five keywords collectively mark a shift in research focus from functional approaches to exploring psychological, social, and interactive experiential dimensions in shaping brand attitude. Meanwhile, topics such as "brand warmth," "brand management," "artificial intelligence," "online travel agency services," and "emerging countries" appear on the periphery of the map with lower color density. This indicates that although these topics are relevant, in-depth research remains relatively limited, making them potential areas for future study. Overall, this density map shows that research on brand attitude is heavily concentrated on consumer behavior topics and marketing strategies that influence brand perception. At the same time, the peripheral areas indicate open opportunities for exploring new topics, particularly those related to technology adoption, the context of developing countries, and broader managerial approaches to shaping and strengthening brand attitude.

CONCLUSION

Based on the bibliometric analysis conducted on 133 Scopus-indexed articles published between 2020 and 2025, it can be concluded that research on brand attitude continues to demonstrate dynamic and significant development. The publication trend shows a rapid increase, particularly in 2023, indicating that this topic remains relevant and continues to be the focus of researchers across various parts of the world. This finding aligns with previous studies suggesting that brand attitude has evolved from being merely a classical consumer behavior construct to encompassing contemporary issues such as environmental sustainability, brand activism, and influencer

marketing (Hashem et al., 2023). Furthermore, the mapping generated through VOSviewer reveals that brand attitude has strong associations with consumer behavior variables such as purchasing intention, brand loyalty, consumption behavior, and brand image. This is reinforced by Villavicencio and Schlesinger (2023), who emphasize that attitudes toward a brand not only directly influence purchase intention but also serve as the foundation for the creation of sustainable brand loyalty. In terms of productivity, China occupies the leading position as the primary contributor of publications, followed by South Korea, India, and the United States. Meanwhile, the Sustainability Switzerland journal and the Asia Pacific Journal of Marketing and Logistics are identified as the most productive journals in publishing articles on the topic of brand attitude. At the author level, Walter, N. becomes as the most productive writer, followed by several others who actively contribute through collaborative research. These results confirm that collaboration among researchers and across institutions serves as a key driver of scientific productivity. As Hashem et al. (2023) point out, strong collaboration networks can expand both the impact and visibility of research.

Specifically, this study successfully addresses RQ4 by providing a concrete contribution that fills the gap in previous bibliometric studies—particularly that of Hashem et al. (2023), which only covered the period from 1944 to 2021. By focusing the analysis on the period between 2020 and 2025, this research captures the latest post-pandemic developments that were not included in earlier studies. For instance, the emergence of topics such as femvertising, sustainability advertising, self-brand connection, and gamification as rapidly growing research areas reflects a shift in research trends triggered by changes in consumer behavior in the digital era. In addition, this study also identifies the relationship between brand attitude and contemporary issues such as environmental sustainability and brand authenticity, which have become increasingly prominent over the past five years. Therefore, this study not only updates the research landscape of brand attitude but also provides a stronger foundation for future investigations—particularly within the digital and post-pandemic contexts.

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