

Research Proposal

Study on the Evolution of Brand Theory

1. Abstract

In the last two decades, more and more scholars and practitioners were interested in brand research. However, there are too many concepts and theories in this field and no comprehensive review to systematically introduce significant brand concepts, theories and the basic knowledge. Besides, it is also important to identify the evolution of brand thought, like Daniel A. Wren's *The Evolution of Management Thought*. Therefore, this research seeks to contribute to the extant papers of brand research by systematically reviewing the related literatures with bibliometric analysis and content analysis. Aims at providing a macroscopical landscape and historical progression of extant brand research. This research plans to examine 11649 articles (83 in detail) from Web of Science between 1955 and 2019, using Biblioshiny to show a statistical description and constructure analysis exhibition and A. D. Hall model to organize and analyse materials for content analysis.

2. The problem

As for the synthetical and systematical literature review, there are only few papers, such as Brands and branding: Research findings and future priorities published by Keller K.L. in 2006. In general, most articles attempted to identify and systematize the scientific literature of brand in a specific perspective and used traditional methods, such as systematic literature reviews or meta-analytical approaches. Distinguished from the extant studies, this paper will study brand research in a more macroscopical perspective, and apply another approach: scientific mapping based on bibliometrics, which is an important method to evaluate scientific research. Taking the extrinsic features of the scientific literature as the research object, bibliometrics studies the distribution structure, quantitative relationship and variation of the literatures (Bornmann & Marx 2018). And this paper aims to present the “big picture” of extant brand research by using Biblioshiny, an open-source tool proposed by Dr. M. Aria.

3. Background to the Problem (Literature Review)

In 1955, a paper named “Product and Brand” published by Levy & Gardner in Harvard Business Review, identified as the beginning of brand research in the academic field. Since then, more and more academical researchers attended in this area. As the American Marketing Association (AMA) listed “Brand Equity” as the most important topic in 1988, a large number of articles emerged. Under this circumstance, researchers did a great attribution to brand theory from kinds of aspects, such as brand image (Park et al 1986), brand extensions (Aaker and Keller 1990; Boush et al 1991; Park et al 1991; Keller 1992), brand equity (Keller 1993), brand personality (Aaker J.L., 1997), brand relationship (Fournier 1998), brand community (Muniz 2001), brand leveraging (Keller 2003), brand engagement (Gambetti et al 2012; Hollebeek et al 2014; etc).

In 2020, there are more than 69,000 papers related to the topic of brand in Web of

Science (WoS) Core Collection. Faced with the huge amount of papers, it is difficult to identify and capture the intellectual and conceptual structures of this field that are fundamental to the training of new researchers or cross-disciplinary researchers in this field. Of course, there have been many review papers for scholars to refer, for example:

Brand Equity: (Christodoulides et al 2010) analyzed literatures on consumer-based brand equity's conceptualization and measurement.

Brand Image: (Plumeyer et al 2019) did a systematic review on the topic of measuring brand image. They identified 224 scholarly articles published between 1991 and 2016 using 12 main techniques for measuring brand image, providing a comprehensive discussion and characterization of brand image measurement techniques, offering recommendations for measuring brand image through a roadmap.

Branding: (Fetscherin et al., 2012) examined how scholarly research on corporate branding has evolved using bibliometric author co-citation analysis of articles published between 1969 and 2008 on corporate branding. (Edwards Martin R, 2010) reviewed the literature linked to employer branding with a perspective of the management of human resources. (Theurer et al., 2018) took a brand equity perspective to analyze the literature related to employer branding and created an integrative model: an employer branding value chain. (Leek et al, 2010) provided a critical discussion of the fragmented literature on business-to-business branding.

Brand Personality: (Eisend et al., 2013) conducted a meta-analysis on brand personality by investigating the antecedents and consequences of the brand personality dimensions of sincerity, excitement, competence, sophistication and ruggedness based on 76 independent samples in 56 studies. Except that, (Radler V.M., 2018) applied bibliometric co-citation meta-analysis to deconstruct 20 years of brand personality research, which included 220 articles in 62 journals from Web of Science. And she identified five research clusters: Measurement of Brand Personality, Direct and Indirect Effects of Brand Personality, Dynamics of Brand Personality Dimensions, Brand Personality in Brand Extensions and Application of Brand Personality to Related Areas. Based on the study, she provided a relevant interdisciplinary platform on brand personality research.

Brand Relationship: (Fetscherin et al., 2015) conducted a bibliometric citation meta-analysis based on 392 papers by 685 authors in 101 journals. This study explored seven sub-research streams and visualized how articles on consumer brand relationship build on each other using co-citation mapping technique.

Brand Community: (Hook et al., 2018) examined over 1900 articles (41 in detail) related to brand community participation literature, to find antecedents grouped into five categories (self-related, social-related, information-related, entertainment-related and technology-related) and consequences into three categories (brand-related, brand-community-related and social-related), and revealed 16 specific research questions.

4. Research Design

This research will use two methods: bibliometric analysis and content analysis.

4.1 Bibliometric Analysis (Science Mapping)

A standard workflow for science mapping consists of five steps: study design, data collection, data analysis, data visualization and interpretation (Zupic & Cater, 2015).^[1]

(1) Study design

For drawing the big picture of brand research, this article will figure out two questions: 1) Identify the knowledge base of research and its intellectual structure; 2) Examine the research front (conceptual structure) of this field. In this study, we will use the bibliometric analysis web-app Biblioshiny 3.0, provided by Dr M. Aria.^[2]

(2) Data collection

This article's data is all from Web of Science Core Collection database. And the study used keywords: "Brand" to retrieve pure txt. Documents from WoS published within 1955-2019. The keywords were searched in the article titles to maximize the accuracy of the retrieved research output. Except that, "language = English" and "document type = article" are also the filter conditions. Finally, 11649 documents (including 115 articles delivered online in 2019 but published in 2020) on brand research during 1955-2019 were obtained.

(3) Data analysis

This study mainly demonstrated descriptive statistics and visualization. And the data will be analyzed by using "Biblioshiny", a very helpful tool based on R cloud, combining the functionality of bibliometrix package with the ease of use web-apps using the Shiny package environment, provided by Doctor M. Aria. It can be used for whole-process bibliometric analysis and visual display. Statistical analysis, data preprocessing, co-occurrence matrix construction, co-citation analysis, coupling analysis, co-word analysis and cluster analysis on documents from the Scopus and Web of Science databases are achievable too. Combining the visualization capabilities of a variety of scientific mapping tools, bibliometrix performs a complete set of literature information analysis and the visualization of results (Aria and Cuccurullo 2017).^[3]

(4) Data visualization

In this research, besides the basic descriptive visualization (bar chart, word cloud, etc), we will use three types of mapping: Factorial map, Network map and Historiograph, to show the conceptual and intellectual structure in the field of brand research.

(5) Interpretation

Fitting with the definition of research questions, in this study, we mainly discuss about the core journals, core authors, core literature and keywords. And based on the interpretation of important content, some conclusions for the extant articles and some directions for the future research will be delivered.

(6) Research procedure

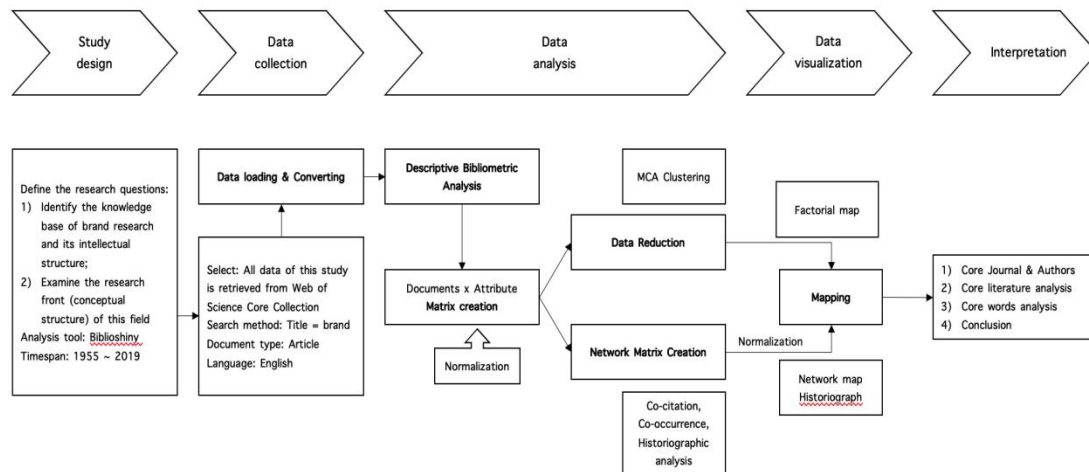


Figure 1: research workflow

4.2 Content Analysis (based on Kuhn's Paradigm Shift Theory and A. D. Hall Model)

Content analysis of this research is mainly based on Kuhn's Paradigm Shift Theory and Hall's model. Firstly, according to the Paradigm Shift Theory, brandology (brand research) can be divided to 5 phases: predisciplinary period, paradigm establishment, paradigm revolution, paradigm development and new paradigm in the making, every period of which will be analyzed in two aspects, theoretical paradigm and research paradigm (methodology). Secondly, according to Hall's model, materials from bibliometric analysis will be organized and analyzed in time dimension (social development and transformation), logical dimension (development of underlying logic in thoughts of brand research) and knowledge dimension (the relevant social science and natural science knowledge base available at the time, such as psychology, management, etc). Framework of content analysis shows below in detail.

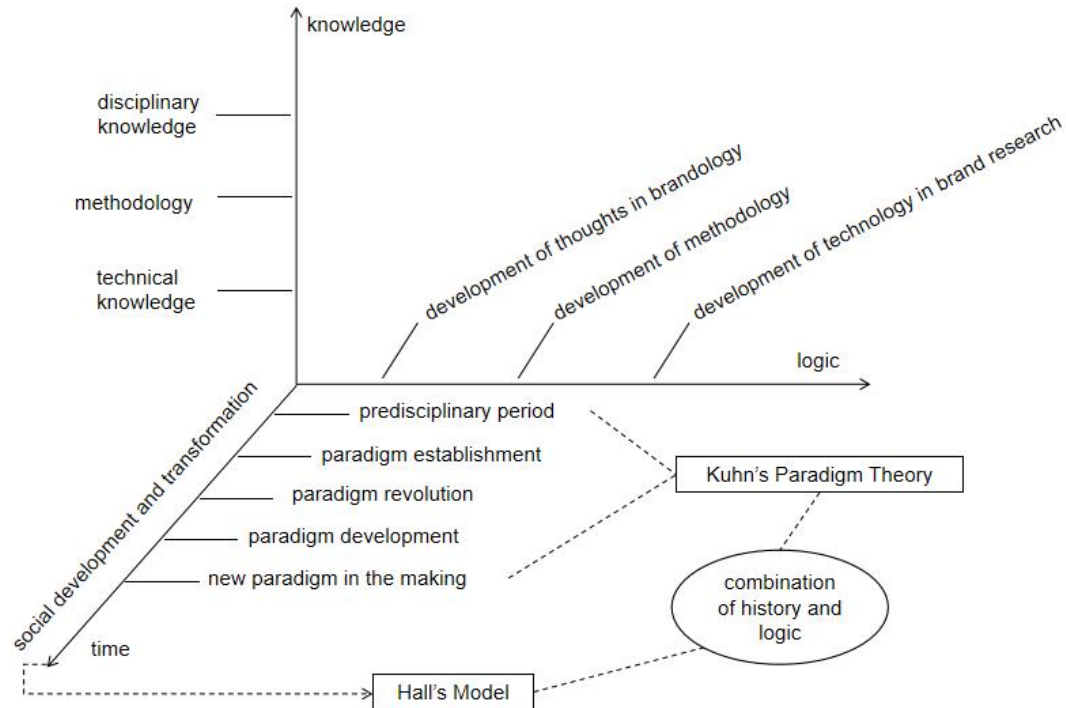


Figure 2: framework of content analysis

5. Expected Results

The results expected in the analyzed will cover 3 points:

- 1) help new researchers in this field identify the knowledge base of brand research and its intellectual structure;
- 2) examine the research front (conceptual structure) of this field;
- 3) evolution of brand thought, mainly including its methodology and
- 4) give some directions for the future study

6. Bibliography

This part shows a short list of references to key articles which is significant for the forward research.

(1) 50 papers based on co-citation analysis

Author	Year	Article	DOI
Park CW	1986	Strategic brand concept-image management	10.2307/1251291
Zeithaml VA	1988	Consumer perceptions of price, quality, and value - a means-end model and synthesis of evidence	10.2307/1251446
Aaker DA	1990	Consumer evaluations of brand extensions	10.2307/1252171
Aaker DA	1991	Managing brand equity [M]	
Keller KL	1993	Conceptualizing, measuring, and managing customer-based brand equity	10.2307/1252054
Aaker DA	1996	Measuring brand equity across products and markets	10.2307/41165845
Aaker DA	1996	Building strong brand [M]	
Erdem T	1998	An empirical analysis of umbrella branding	10.1207/S15327663

JCP0702_02			
Keller KL	1998	Strategic brand management [M]	
Yoo B	2000	An examination of selected marketing mix elements and brand equity	10.1177/0092070300282002
Berry LL	2000	Cultivating service brand equity	10.1177/0092070300281012
Yoo B	2001	Developing and validating a multidimensional consumer-based brand equity scale	10.1016/S0148-2963(99)00098-3
Keller KL	2003	Brand synthesis: The multidimensionality of brand knowledge	10.1086/346254
Keller KL	2003	Strategic brand management [M]	
Keller KL	2006	Brands and branding: Research findings and future priorities	10.1287/mksc.1050.0153
Fishbein M	1975	Belief attitude inte [M]	
Nunnally JC	1978	Intro psychol measur [M]	
Churchill GA	1979	A paradigm for developing better measures of marketing constructs	10.2307/3150876
Fornell C	1981	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error	10.2307/3151312
Baron RM	1986	The moderator mediator variable distinction in social psychological-research - conceptual, strategic, and statistical considerations	10.1037/0022-3514.51.6.1173
Anderson JC	1988	Structural equation modeling in practice - a review and recommended 2-step approach	10.1037/0033-2909.103.3.411
Bagozzi RP	1988	On the evaluation of structural equation models	10.1287/mksc.7.1.99
Morgan RM	1994	The commitment-trust theory of relationship marketing	10.2307/1252308
Gale Heard	1994	Customer loyalty: Toward an integrated conceptual framework	10.1177/0092070394222001
Zeithaml VA	1996	The behavioral consequences of service quality	10.2307/1251929
Hair JF	1998	Multivariate data [M]	
Oliver RL	1999	Whence consumer loyalty?	10.2307/1252099
Hu LT	1999	Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives	10.1080/10705519909540118
Chaudhuri A	2001	The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty	10.1509/jmkg.65.2.81.18255
Podsakoff PM	2003	Common method biases in behavioral research: A critical review of the literature and recommended remedies	10.1037/0021-9010.88.5.879
Hair JF	2006	Multivariate data [M]	
Hair JF	2010	Multivariate data [M]	
Sirgy MJ	1982	Self-Concept in Consumer Behavior: A Critical Review	10.1086/208924

Belk RW	1988	Possessions and the Extended Self	10.1086/209154
Aaker JL	1997	Dimensions of brand personality	10.2307/3151897
Fournier S	1998	Consumers and their brands: Developing relationship theory in consumer research	10.1086/209515
Muniz AM	2001	Brand community	10.1086/319618
Mcalexander JH	2002	Building brand community	10.1509/jmkg.66.1.3 8.18451
Bhattacharya CB	2003	Consumer-company identification: A framework for understanding consumers' relationships with companies	10.1509/jmkg.67.2.7 6.18609
Vargo SL	2004	Evolving to a new dominant logic for marketing	10.1509/jmkg.68.1.1 .24036
Aaker JL	2004	When good brands do bad	10.1086/383419
Algesheimer R	2005	The social influence of brand community: Evidence from European car clubs	10.1509/jmkg.69.3.1 9.66363
Thomson M	2005	The ties that bind: Measuring the strength of consumers' emotional attachments to brands	10.1207/s15327663j cp1501_10
Escalas JE	2005	Self-Construal, Reference Groups, and Brand Meaning	10.1086/497549
Carroll BA	2006	Some antecedents and outcomes of brand love	10.1007/s11002-00 6-4219-2
Brakus JJ	2009	Brand experience: what is it? How is it measured? Does it affect loyalty?	10.1509/jmkg.73.3.5 2
Schau HJ	2009	How brand community practices create value	10.1509/jmkg.73.5.3 0
Park CW	2010	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers	10.1509/jmkg.74.6.1
Batra R	2012	Brand love	10.1509/jm.09.0339
Brodie RJ	2013	Consumer engagement in a virtual brand community: An exploratory analysis	10.1016/j.jbusres.20 11.07.029

(2) 50 papers based on historiograph network analysis

Author	Paper	DOI	Year	LCS	GCS
Park CW	Strategic Brand Concept-Image Management	10.2307/12512 91	1986	329	846
Aaker DA	Consumer Evaluations of Brand Extensions	10.2307/12521 71	1990	531	1276
Park CW	Evaluation of Brand Extensions - The Role of Product Feature Similarity and Brand Concept Consistency	10.1086/20925 1	1991	280	588
Dodds WB	Effects of Price, Brand, And Store Information on Buyers Product Evaluations	10.2307/31728 66	1991	226	2120
Boush DM	A Process-Tracing Study of Brand Extension Evaluation	10.2307/31727 23	1991	216	422
Keller KL	The Effects of Sequential Introduction of Brand Extensions	10.2307/31724 91	1992	242	561

Simon CJ	The Measurement and Determinants of Brand Equity - A Financial Approach	10.1287/mksc.1 2.1.28	1993	194	496
Loken B	Diluting Brand Beliefs - When Do Brand Extensions Have A Negative Impact	10.2307/12518 55	1993	206	389
Keller KL	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity	10.2307/12520 54	1993	177 4	4749
Broniarczyk SM	The Importance of The Brand in Brand Extension	10.2307/31521 95	1994	225	466
Park CS	A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility	10.2307/31521 99	1994	180	368
Cobbwalgren CJ	Brand Equity, Brand Preference, and Purchase Intent	10.1080/00913 367.1995.1067 3481	1995	206	454
Park CW	Composite Branding Alliances: An Investigation of Extension and Feedback Effects	10.2307/31522 16	1996	139	306
Aaker DA	Measuring Brand Equity Across Products and Markets	10.2307/41165 845	1996	425	999
Aaker JL	Dimensions of Brand Personality	10.2307/31518 97	1997	850	2362
Fournier S	Consumers and Their Brands: Developing Relationship Theory in Consumer Research	10.1086/20951 5	1998	100 6	2878
Simonin BL	Is A Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes	10.1177/00222 437980350010 5	1998	208	554
Rao AR	Signaling Unobservable Product Quality Through A Brand Ally	10.2307/31520 97	1999	144	427
Berry LL	Cultivating Service Brand Equity	10.1177/00920 70300281012	2000	283	681
Yoo B	An Examination of Selected Marketing Mix Elements and Brand Equity	10.1177/00920 70300282002	2000	431	1069
Batra R	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries	10.1207/s1532 7663jcp0902_3	2000	153	555
Aaker JL	Consumption Symbols as Carriers of Culture: A Study of Japanese And Spanish Brand Personality Constructs	10.1037//0022- 3514.81.3.492	2001	171	413
Yoo B	Developing and Validating A Multidimensional Consumer-Based Brand Equity Scale	10.1016/s0148- 2963(99)00098 -3	2001	436	979
Chaudhuri A	The Chain of Effects from Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty	10.1509/jmkg.6 5.2.81.18255	2001	609	1982
Muniz AM	Brand Community	10.1086/31961 8	2001	553	2214
Holt DB	Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding	10.1086/33992 2	2002	205	876
Mcalexan	Building Brand Community	10.1509/jmkg.6	2002	346	1135

der JH		6.1.38.18451			
Ailawadi KL	Revenue Premium as An Outcome Measure of Brand Equity	10.1509/jmkg.6 7.4.1.18688	2003	181	375
Brown S	Teaching Old Brands New Tricks: Retro Branding and The Revival of Brand Meaning	10.1509/jmkg.6 7.3.19.18657	2003	175	543
Escalas JE	You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands	10.1207/s1532 7663jcp1303_0 6	2003	217	640
Steenkam p Jbem	How Perceived Brand Globalness Creates Brand Value	10.1057/palgra ve.jibs.8400002	2003	172	474
Aaker J	When Good Brands Do Bad	10.1086/38341 9	2004	245	614
Netemeyer RG	Developing and Validating Measures of Facets Of Customer-Based Brand Equity	10.1016/s0148- 2963(01)00303 -4	2004	194	447
Escalas JE	Self-Construal, Reference Groups, And Brand Meaning	10.1086/49754 9	2005	257	726
Algesheimer R	The Social Influence of Brand Community: Evidence from European Car Clubs	10.1509/jmkg.6 9.3.19.66363	2005	320	1015
Muniz AM	Religiosity in The Abandoned Apple Newton Brand Community	10.1086/42660 7	2005	138	490
Thomson M	The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands	10.1207/s1532 7663jcp1501_1 0	2005	356	899
Keller KL	Brands and Branding: Research Findings and Future Priorities	10.1287/mksc.1 050.0153	2006	387	809
Carroll BA	Some Antecedents and Outcomes of Brand Love	10.1007/s1100 2-006-4219-2	2006	263	614
Bagozzi RP	Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities	10.1016/j.ijresm ar.2006.01.005	2006	155	539
Erdem T	Brands as Signals: A Cross-Country Validation Study	10.1509/jmkg.2 006.70.1.34	2006	146	371
Konecnik M	Customer-Based Brand Equity for A Destination	10.1016/j.annal s.2006.10.005	2007	133	331
Schau HJ	How Brand Community Practices Create Value	10.1509/jmkg.7 3.5.30	2009	267	1008
Brakus JJ	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?	10.1509/jmkg.7 3.3.52	2009	383	1220
Boo S	A Model of Customer-Based Brand Equity and Its Application to Multiple Destinations	10.1016/j.tourm an.2008.06.003	2009	133	270
Park CW	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers	10.1509/jmkg.7 4.6.1	2010	295	699
Malar L	Emotional Brand Attachment and Brand Personality:	10.1509/jmkg.7	2011	191	422

	The Relative Importance of The Actual and The Ideal Self	5.4.35			
Batra R	Brand Love	10.1509/jm.09.0339	2012	262	551
Brodie RJ	Consumer Engagement in A Virtual Brand Community: An Exploratory Analysis	10.1016/j.jbusres.2011.07.029	2013	217	867
Hollebeek LD	Consumer Brand Engagement in Social Media Conceptualization, Scale Development and Validation	10.1016/j.intmar.2013.12.002	2014	164	658

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