

# A Bibliometric Analysis of Purchase Intention and Brand Evaluation, 1988-2024

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## ABSTRACT

Brand evaluation plays a pivotal role in influencing consumer purchase intentions. However, despite its significance, the global research landscape surrounding these concepts remains somewhat fragmented. This study seeks to clarify this ambiguity by offering a comprehensive analysis of the keywords, leading authors, journals and key characteristics of scholarly articles focused on Purchase Intention (PI) and Brand Evaluation (BE), as sourced from the Scopus database. Furthermore, it delves into the theoretical frameworks and methodological evolutions that have shaped this body of work over time. Utilizing meticulously selected keywords, the study extracted a robust dataset of 2,116 peer-reviewed articles published between 1988 and 2024. Advanced bibliometric tools, including the Bibliometrix R package, the web-based Biblioshiny platform and VOSviewer, were employed to conduct quantitative analyses and construct science mapping visualizations. The results identify the Theory of Planned Behaviour as the dominant theoretical framework, while Structural Equation Modelling is recognized as the most frequently applied analytical method. The findings provide valuable insights into the progression of the field and contribute novel information regarding theoretical approaches and analytical tools in the PI and BE literature, opening avenues for future research.

**Keywords:** Brand Evaluation, Analytical Methods, Purchase Intention, Text Analysis, Theoretical Approach.

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## INTRODUCTION

Research on consumer behaviour has seen rapid growth across diverse regions and academic disciplines, with substantial evidence indicating that brand evaluation plays a pivotal role in influencing consumers' purchase intentions. Brands are assessed through a combination of tangible and intangible attributes related both to the product and the brand identity. Various methodologies for brand evaluation have been proposed, with the significance of particular attributes varying according to consumer preferences. As a result, the concept of purchase intention has become a key focus of inquiry, reflecting consumers' anticipated behaviours and the likelihood of converting these intentions into actual purchasing decisions. According to Belk (1975), purchase intention refers to the predisposition of consumers to purchase products or services, shaped by their attitudes and emotional responses.

Although research in the domains of Brand Evaluation (BE) and Purchase Intention (PI) has been conducted for several decades, a comprehensive understanding of the evolution of these fields remains underdeveloped. In response to this gap, the present study employs the Bibliometrix R package, widely recognized for its effectiveness in data mining, in conjunction with the Biblioshiny open-source software, to conduct a detailed analysis of data from Scopus (<http://www.scopus.com>). Meanwhile, a meta-analysis of the theoretical frameworks and analytical methodologies prevalent in the literature is undertaken.

This paper contributes in several ways. First, it appears to be the inaugural study to perform a full-scale bibliometric analysis within the BE and PI field. To the best of current knowledge, no previous research has provided such a detailed quantitative exploration of this domain, thus positioning this study as a pioneering comprehensive assessment in this area. Secondly, the objectives of the study guide the meticulous investigation of specific clusters through textual analysis. This methodological approach provides robust pathways to substantially enhance the depth and expand the breadth of research concerning the influence of BE on PI within the marketing domain. Moreover, the use of the Bibliometrix R package enables advanced text mining capabilities, facilitating an in-depth exploration of both



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theoretical and methodological approaches prevalent in this field. This analytical tool allows for a thorough examination of the conceptual and practical aspects of research related to BE and PI.

## METHODOLOGY

The initial data collection was performed on January 21, 2024, using the Scopus platform. The scope of the study was intentionally restricted to topics concerning BE and PI. The following search query was applied: “purchase intention\*” and “brand evaluation\*”, resulting in the retrieval of 3,366 records from the Scopus database.

Before downloading the bibliometric documents, inclusion and exclusion criteria were carefully applied, as outlined in Table 1, which provides a detailed depiction of the selection criteria used for Scopus records.

This research includes articles in the final stage, written in English and in the relevant subject. Especially, the data in Table 1 depicts the employ “Purchase intention” and “Brand evaluation” as the keywords and acquires 3368 records, of which 35 records are not in English and 46 records are not articles, including book chapters, conference papers, conference reviews; and 143 records are not in final state; as well as 828 articles are not relevant to the keywords containing all kinds disciplines on medicine, physics and astronomy, materials science, energy, agricultural and biological sciences, environmental science, chemistry. Therefore, the records included in the study are 2116 from 1988 to 2024, as scientific publications of this domain emerged from 1988.

Records are exported from Scopus within BibTeX format and all information with document content, including citation information, bibliographical information, abstract and keywords, funding details and other information, are selected.

Second, filter and clean data. Downloading data in Scopes is limited to 2000 per time; we operate the Bibliometrix package, which provides several functions that allow clean data from Scopus, such as deleting useless blank items or merging duplications. We acquired the final data with 2116.

Third, bibliomerix R package and web-based biblioshiny applications were used for keywords analysis and science graph mapping as well as thematic discussion was carried out.

## RESULTS

### General Description of Retrieved Bibliographic Statistics

This systematic bibliometric review was conducted using journal articles sourced from the Scopus database due to its reliability in indexing peer-reviewed and reputable journals. Table 2 presents the summary statistics of the bibliometric metadata. The sample includes 2,116 papers published in journals between 1988

and 2024. Publications in this field exhibit an average annual publication rate of 4.3 papers, starting with a single article in 1988 and growing to 271 articles in 2023 (Figure 1). This growth corresponds to an average annual increase of 5.55%, with an average citation rate of 4.3 citations per document. Notably, from 2020 to 2023, annual productivity remained above 200 articles annually, accounting for 46% of the total publications during this period.

Part of the analysis was implemented under the web-based biblioshiny app, which is freely available from <https://bibliometrix.org/>. Data in Scopus exported and downloaded in Bibtex format as required by Bibliometrix R-tool.

### Productive Countries

The description above draws a simple outlook on the BE and PI topic. Figure 2 (a) demonstrates a substantial increase in research output by country over the past decade. The USA consistently leads with state-of-the-art contributions across the entire time span, China and Korea being the second and third but far away from the USA.

Figure 2 (b) depicts the most productive countries. The USA is the top leader, followed by China and Korea. The USA has 429 records, China 190 and Korea 125, making them the first, second and third-ranking countries, respectively. Multi-Country Production (MCP) is indicated in red, while Single-Country Production (SCP) is shown in green across a broad area, which dominates as the primary publishing type in this research field.

Table 3 illustrates the reference to the total number of articles, number of citations and average article citations of the top ten most productive countries. There is a large gap in production between the top one, the USA and the tenth, France, with the former being ten times more than the latter, the same as total citations. Regarding the average article citations, the USA ranks fourth with 47 citations per article; the United Kingdom occupies the top position with an average of 71 citations.

### Affiliation

While country-level analysis highlights the leading nations contributing to BE and PI research, an examination of institutional affiliations provides insight into the specific universities and organisations driving advancements within these fields. An affiliation disambiguation method was employed to identify the most influential affiliations. A total of 2,144 affiliations were analysed in the referenced research, with the most significant affiliations clearly presented in Figure 3.

The University of Florida ranks as the most prolific institution, followed by Seoul National University, with 28 and 27 publications, respectively, as indicated by large blue markers (Figure 3). This underscores the leading institutions contributing to the research, as indicated by the co-authorship index.

**Table 1: Inclusion and Exclusion Criteria for the Systematic Bibliometric Review in Scopus Database.**

Retrieval keywords	Inclusion criteria and records NO.	Exclusion criteria and records NO.	Records included in review NO.
ALL ("Purchase intention" AND "Brand evaluation")	Document is located in Scopus (3368) Document type is an article (2915) Documents in their final publication state (3225) Document in the relevant subject area (2540).	Document is not written in English (35) Document source type is not from a journal (46) Documents in press (143) Document not in the relevant subject area (828).	2116

NOTE: Scopus retrieval employs the Scopus advanced search; Numbers in parenthesis are the records NO. The relevant subject area pertains to Business, management and accounting. In addition, the Cited Reference of Scopus database could be downloaded only from the old retrieval version. Source: Author's elaboration.

**Table 2: Summary Statistics of the Articles Collected.**

Description	Results
Timespan	1988:2024
Sources (e.g., journals, books, etc.,)	392
Documents	2116
Annual Growth Rate %	5.55
Document Average Age	6.25
Average citations per document	34.95
Average citations per year per doc	4.3
References	142367
Keywords Plus	948
Author's Keywords	5421
Authors	4091
Author Appearances	5936
Authors of multi-authored documents	1883
Single-authored documents	233
Documents per Author	0.52
Co-Authors per Doc	2.8
International co-authorships %	0.09

Source: Author's elaboration.

Figure 3 depicts the affiliation-based social structure of the collaboration network, highlighting the connectedness among 44 key institutions, which play pivotal roles in BE and PI fields. These institutions form distinct clusters, as indicated by different colours. The Figure demonstrates the bibliometric coupling of institutions, which occurs when articles co-authored by at least two affiliations cite work from a third institution. Each colour in the diagram represents a distinct cluster.

In the blue cluster, the University of Florida emerges as both a highly productive institution and a leading research actor in the BE and PI domains. In the green cluster, the University of South Carolina holds an essential role in international collaboration, partnering closely with institutions such as Purdue University, the University of Central Florida and Washington.

## Authors' Productivity

Having identified the most influential institutions contributing to research in BE and PI, this section focuses on individual authors and examines their productivity, impact and collaborative networks within the field. A bibliographic coupling link is formed when two articles share common citations, while a co-citation link arises when two articles are cited together by subsequent authors. Bibliographic coupling <https://bibliometrix.org/> analyses the citing documents, whereas co-citation analysis <https://bibliometrix.org/> examines the cited documents. While bibliographic coupling is useful for identifying relationships among research groups <https://bibliometrix.org/>, co-citation analysis, over time, can help reveal shifts in paradigms and the development of different thoughts of scholars.

A total of 4,091 authors contributed to 2,116 publications to research on BE and PI. Table 4 lists the top ten most productive authors over time, along with their H-index and other key indicators. The H-index is a metric used to assess a scientist's output by measuring both the quantity of their publications and the impact of those publications through citations.

Regarding productivity, LEE S authored 28 articles, making them the most productive author, followed by LEE J with 24 publications. KIM J, however, is the most frequently cited author among the top ten, with a total of 983 citations. The leading author ranked first across all three metrics, suggesting that they can be considered the most promising scientist in this field.

Furthermore, Figure 4 shows the top authors' output between 2004 and 2023. Based on overall publication trends, LEE S and LEE J are the two authors with the most consistent contributions over time, having published extensively between 2017 and 2021.

This research also highlights that the majority of top-author publications were produced in recent decades. Additionally, the results indicate a growing number of emerging scholars, such as PARK J, who published four articles in 2023.

Co-author analysis investigates the social networks formed by scholars through collaborative publications, establishing

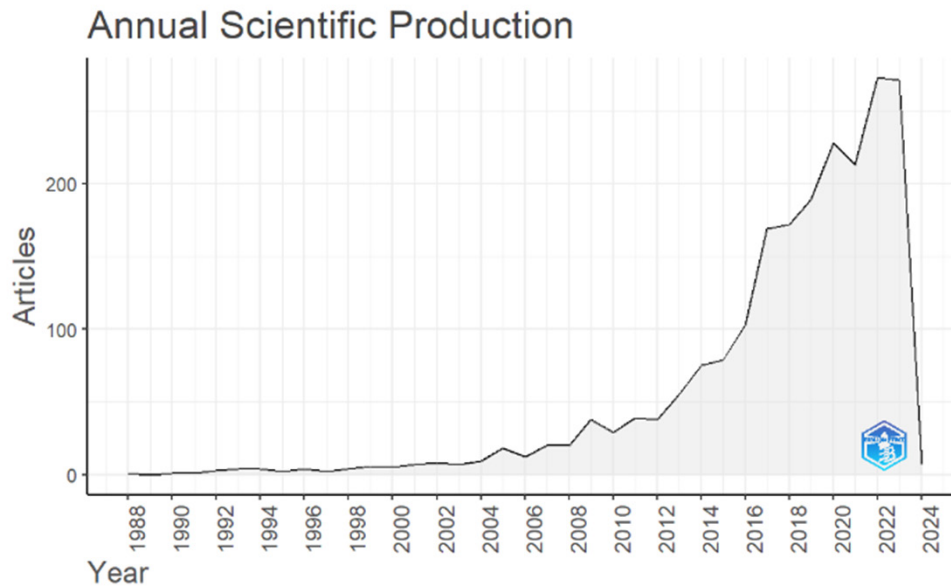


Figure 1: Annual Scientific Productivity.

Table 3: Contributions of the top 10 countries to the total citations on COO research.

Sl. No.	Country	Article NO.	Total Citations	Average Article Citations
1	USA	429	20159	47
2	China	190	4572	24
3	Korea	125	2979	24
4	India	114	1727	15
5	Australia	95	2836	30
6	Germany	75	3159	42
7	United Kingdom	69	4869	71
8	Canada	53	2710	51
9	Spain	50	2252	45
10	France	41	2129	52

Source: Author's elaboration.

connections between authors when they co-author a paper. In total, 45 authors were identified as co-authors of the publication. The most productive author, Lee S, has a strong collaborative relationship with Kim S, which is represented by a green bubble (Figure 5).

### Text analysis

Building on the analysis of basic meta-data of bibliography of BE and PI research, it's critical to examine thematic trends and keyword co-occurrences to uncover underlying patterns in the field. Afafe <https://bibliometrix.org/> argued that keywords plus (ID) are superior to author keywords (DE) but less effective for content analysis. In this analysis, 5,421 author keywords (DE) are examined according to the limitations of the full paper text. Figure 6 displays the co-occurrence based on DE, calculated

using Biblioshiny. The most frequent keyword is "social media", with 161 occurrences, surpassing purchase intention, which appears 145 times, followed by "brand image", "brand loyalty" and "brand equity" with 74, 72 and 69 occurrences, respectively (Figure 6).

These keywords partly reflect the search queries in BE and PI. However, the most connected keyword, based on the co-occurrence network, is "purchase intention", as identified by the green link edge in the co-occurrence map. In Biblioshiny, a Method parameter of 40 nodes was used to obtain three clusters (Figure 6): the green cluster consists of 15 items, including "purchase intention", "Corporate Social Responsibility (CSR)", "brand image" and "brand loyalty".

The presence of keywords like "corporate social responsibility" in a cluster indicates that CSR is one of the concepts frequently

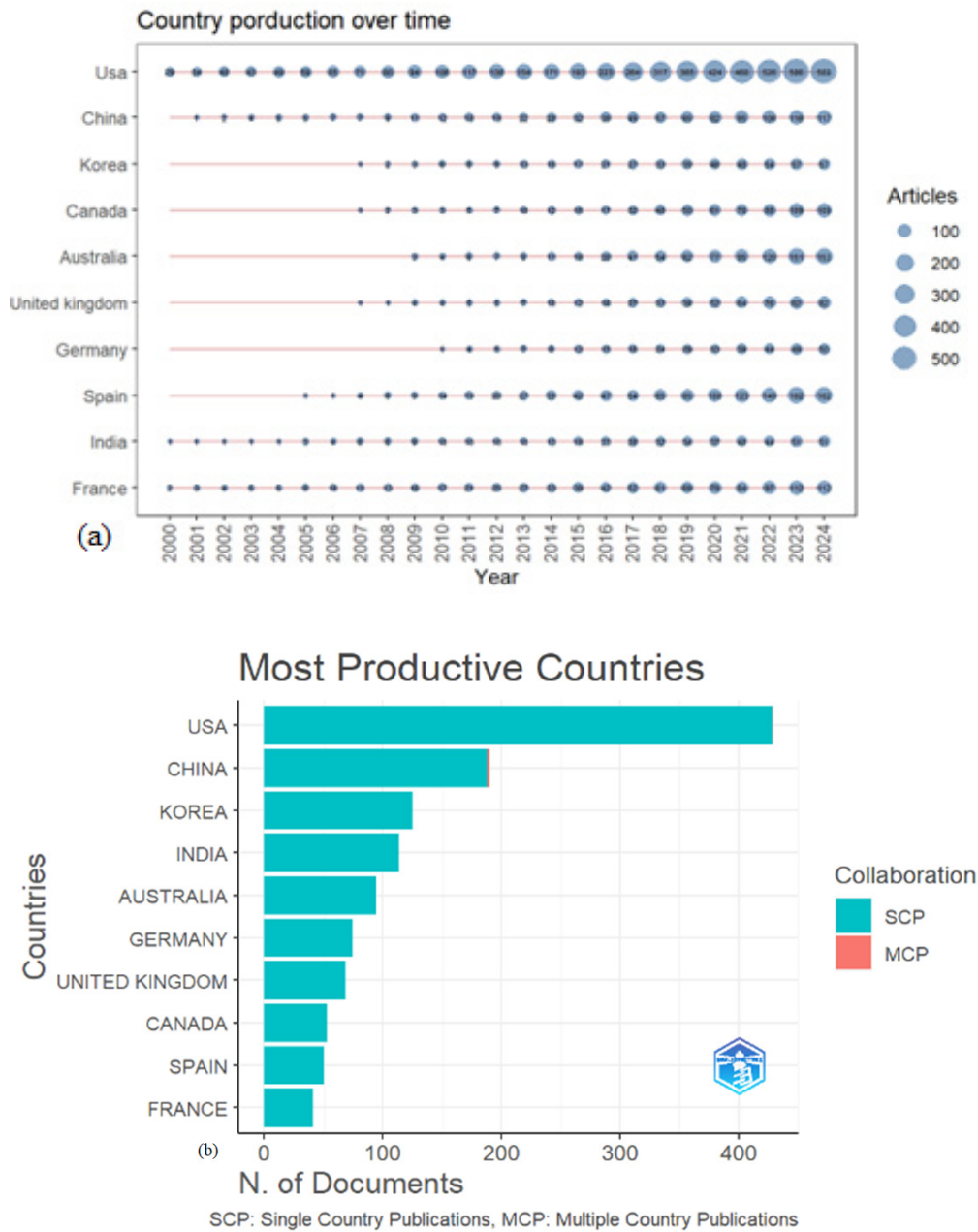


Figure 2: (a) Country Production over Time; (b) Most Productive Countries. Source: Author's elaboration.

employed by scholars within the PI framework, potentially reflecting trends or methodological focuses in the field.

Retrieving a word such as “corporate social responsibility” in a cluster means that corporate social responsibility is one of the terms employed by scholars in the PI concept and that may be due to many factors, such as environment protection considered by consumers, which required corporations to undertake more responsibilities <https://bibliometrix.org/>.

Meanwhile, three core aspects of BE - brand image, brand loyalty and brand equity-have been utilized to evaluate a brand from the customer's perspective. Several studies in this cluster examined different antecedents <https://bibliometrix.org/>. Most research

focused on PI-related outcomes from the customers' point of view. Ansary's findings suggest that brand evaluation influences the relationship between brand image and purchase intention through brand equity cognition <https://bibliometrix.org/>.

The red cluster comprises 18 items, followed by the blue cluster with 8 items, which contains the most frequently mined keywords, reflecting consumer empowerment towards a brand. The red cluster addresses the antecedents of PI and BE from a digital marketing perspective, including factors like consumer ethnocentrism, celebrity endorsements and China. The presence of "China" as a keyword in this cluster suggests that China is a significant player in the PI and BE framework, likely due to its

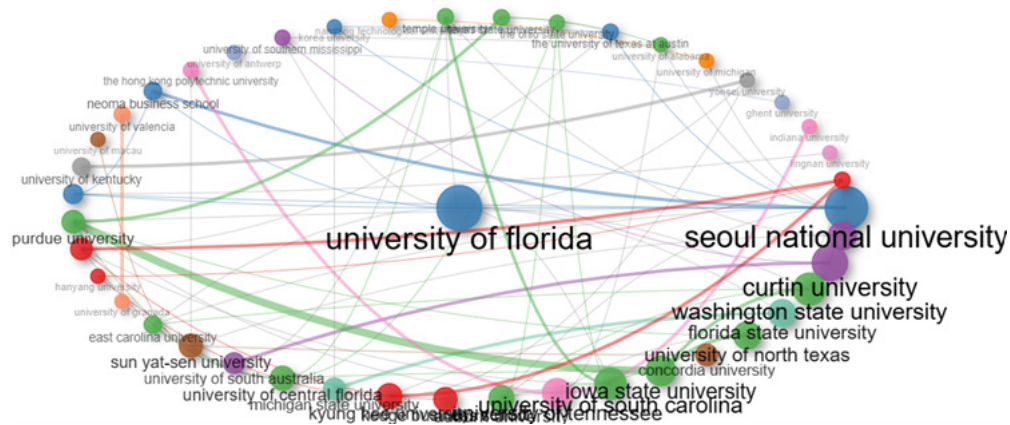


Figure 3: Affiliation Collaboration Network.

Table 4: Top 10 Most Active Authors on BE and PI Research.

Authors	Articles	H_index	G_index	M_index	TC	NP	PY_start	Articles Fractionalized
Lee S	28	13	22	1.00	491	28	2012	12.40
Lee J	24	12	24	0.92	599	24	2012	8.87
Kim S	21	10	20	0.91	433	21	2014	8.28
Kim J	16	13	16	0.65	983	16	2005	6.93
Lee Y	15	7	15	0.50	280	15	2011	6.83
Park J	15	5	12	0.28	167	15	2007	6.03
Wang Y	13	10	13	0.91	1274	13	2014	5.50
Kim M	12	10	12	0.53	580	12	2006	5.50
Kim Y	12	8	12	0.89	204	12	2016	4.83
Liu Y	12	7	12	0.50	316	12	2011	4.50

Note: Total Citations (TC), Number of Publications (NP), Publication Year (PY). Source: Author’s elaboration.

status as the world's second-largest economy, which has led to numerous discussions on the country of origin <https://bibliometrix.org/>. Figure 7 illustrates the evolution of author keyword co-occurrence, demonstrating the temporal dynamics in the field. The keyword "social media" gained prominence around 2020 in BE and PI research. Several scholars have examined the impact of "word of mouth" through social media on PI and BE <https://bibliometrix.org/>. As new goods, services and markets emerge due to technological advancements, these developments are likely to address long-standing customer needs.

### Theoretical Approach Based on Keywords

Beyond identifying trends through keywords, grasping the theoretical underpinnings of BE and PI is vital. Co-word analysis (Callon, Courtial, Turner, and Bauin, 1983) employs significant terms or key phrases from documents to explore the conceptual framework of a research domain. It is a highly effective technique that evaluates the actual content of documents to create similarity measures, while other methods rely on linking documents indirectly through citations. Co-word analysis produces semantic maps that provide insight into the cognitive organization of

a field. This approach can be applied to document keywords, abstracts, or full texts, with the unit of analysis often being a concept or keyword rather than a document, author, or journal. Additionally, more precise investigations can be facilitated using the Bibliometrix package, which offers various functions to conduct advanced bibliometric analyses with data sourced from Scopus. These analyses include identifying countries with greater scientific output, authors with extensive expertise and creating dendrograms for statistical analysis.

The TermExtraction, TableTag and KeywordGrowth functions from the R package Bibliometrix were employed to identify the most frequently used theories. Following this data mining process, 5,421 author keywords (DE) and 948 keywords plus were obtained. This study focuses on DE, where 102 keywords contain the term "theory." However, only 18 of these keywords have a frequency of two or more.

In addition, an “effect” filter was applied; 84 keywords encompass “effect”; only the terms Halo Effect follow the exact requirements as a theory, which is with the frequencies of three, following the requirement of above two. Then, check and pick out the complex

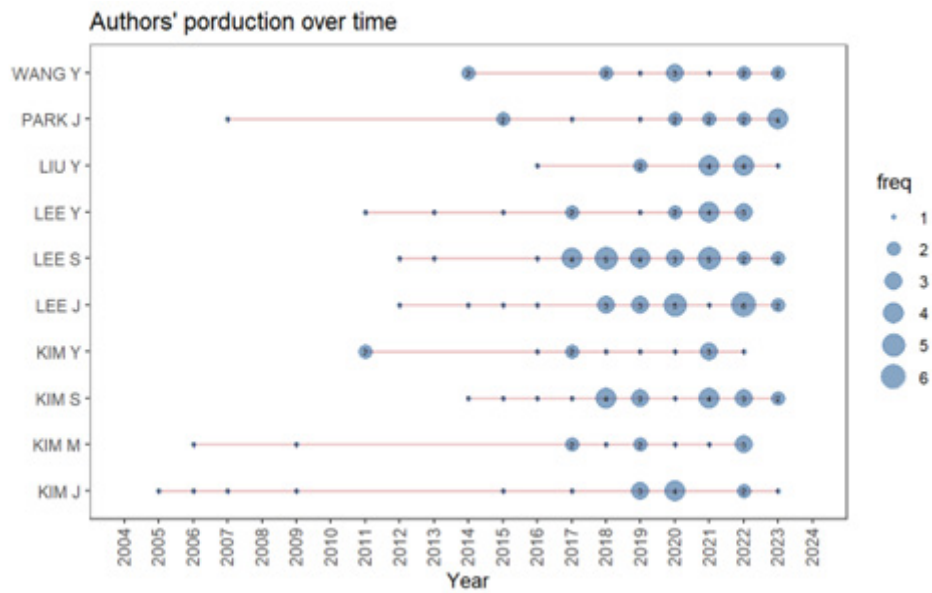


Figure 4: Authors' Productivity over Time.

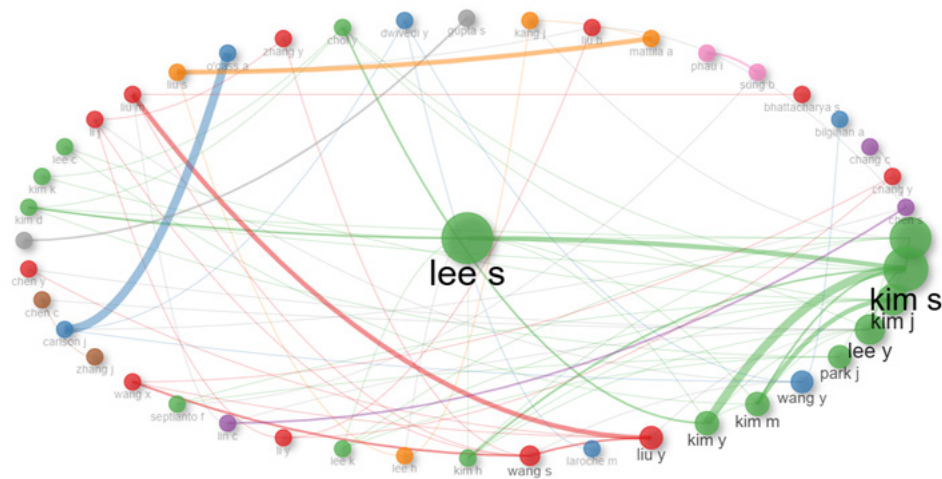


Figure 5: Authors' collaboration network.

terms belonging to a theory and present them in Table 5, which depicts the most frequent theories of BE and PI research over time based on DE, where the cumulative frequency is equal or over two manifested only.

Next, check and pick out the complex terms belonging to a theory and present them in Table 5. Based on the DE extractions, the most widely used theory is attribution theory, as illustrated in Table 5, following signalling (signalling) theory with 10 (8+2), construal level theory with 7, social identity theory with 5, while the theory of planned behaviour (behaviour) is with 4 (2+2) frequency. Multiple high-frequency theories related to BE and PI have been adopted from the psychological field, such as attribution theory, social identity theory, structural level theory, the planned behaviour theory and the halo effect. The signalling theory from the information major also plays a significant role

in this study domain. Theories rooted in psychology have been employed by scholars to gain insights into customer behaviour, while others have been applied to explore how customers' evaluations influence their attitudes and behavioural intentions in a variety of technological settings, including signalling theory and consumption value theory.

### Analytical Methods based on Keywords.

With the theoretical underpinnings established, the following section examines the analytical methods employed in BE and PI research, using keywords to track the evolution of these approaches. As mentioned earlier, TermExtraction, TableTag and KeywordGrowth functions from the R package Bibliometrix were used to identify the most frequently employed analytical methods. After analysing the authors' keywords (DE), 5,421 were obtained. However, only 1,177 keywords from DE had

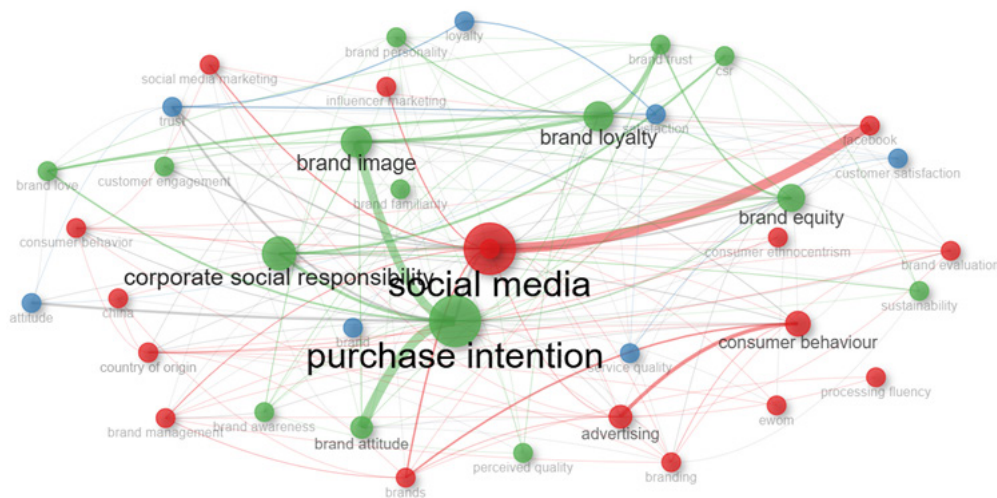


Figure 6: Co-occurrence based on authors' keywords (DE).

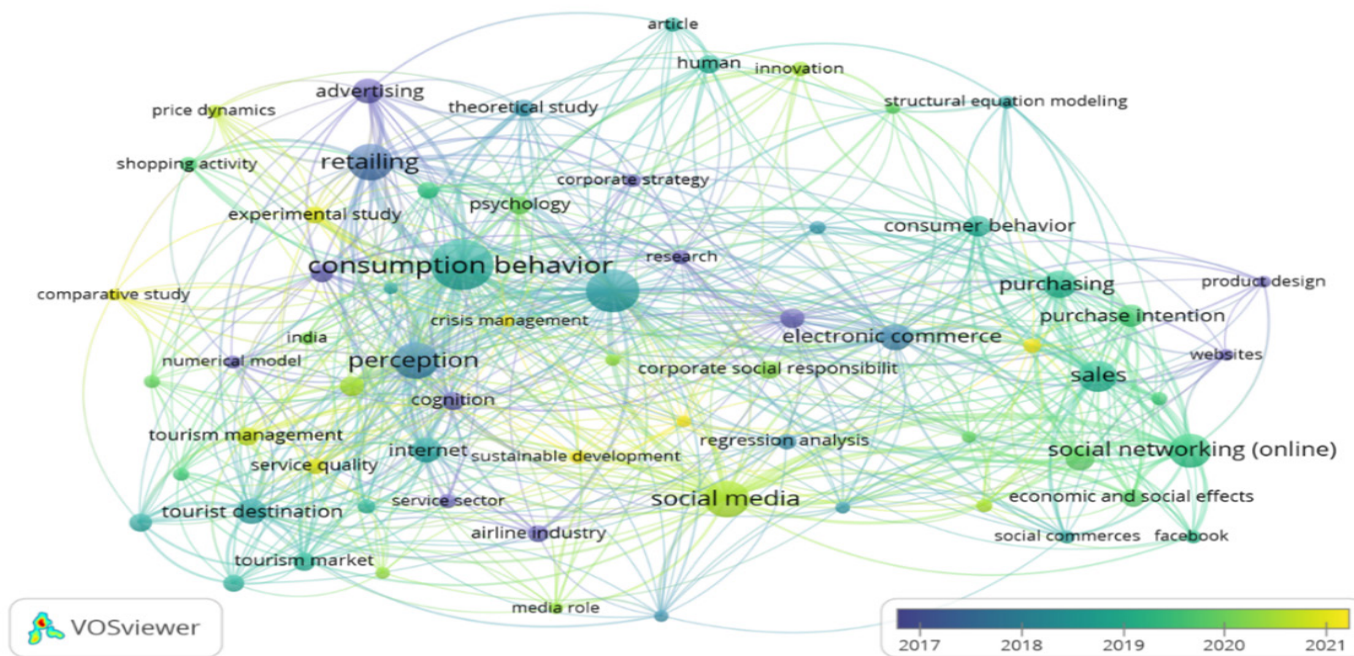


Figure 7: Temporal co-occurrence network analysis based on authors' keywords.

a frequency of two or more. Therefore, manual filtering of relevant keywords was applied to identify those related to analytical methods. This process allows for presenting the annual frequency of methods using the KeywordGrowth function. Data visualisation commenced in 2001, as no data is available before that year (Figure 8). A single dot on the red line without a value label represents a frequency of one, while values are labelled for frequencies of two or more.

The findings reveal that quantitative methods are widely adopted by scholars, with SEM (38 occurrences) ranking as the most frequently used analytical tool, followed by PLS-SEM (15 occurrences). Figure 8 displays analytical tools with a frequency

greater than two. A total of 35 tools were identified and after merging synonyms for SEM and PLS-SEM, 31 tools are shown in Figure 8. The Figure highlights a rise in multivariate analysis since 2018, while data mining, field studies and bibliometric analysis have become more prominent in the past two years.

In terms of analytical models, various models developed by scholars address psychological needs, such as the Logit model and the information adoption model, which align with the demand for more accurate assessment methods. These approaches can track individuals' emotional responses in real time and are less prone to cognitive bias than self-report measures.



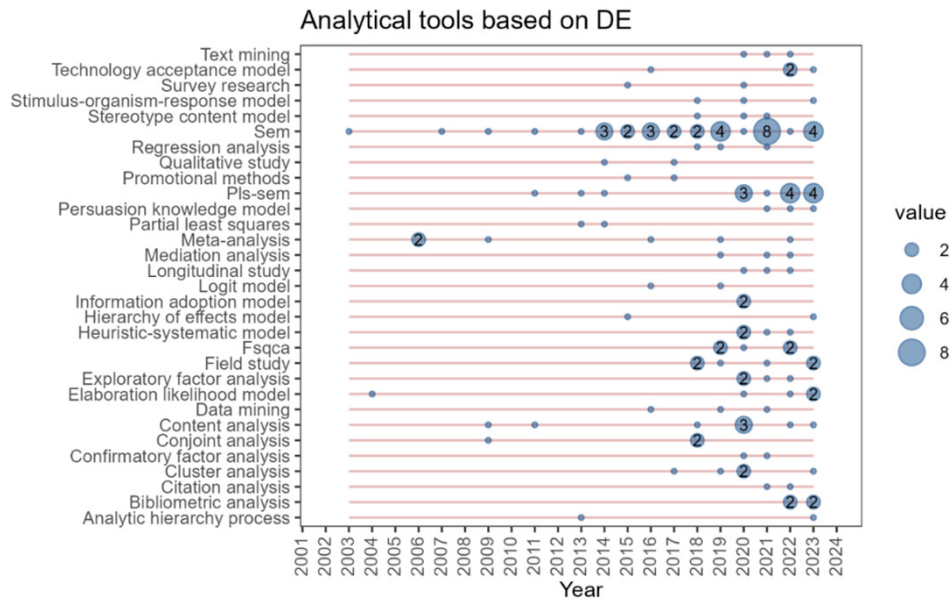


Figure 8: Analytical Tools Based on Author’s Keywords (DE). Note: SEM contains all synonyms (SEM, Structural equation modelling, Structural equation modelling, structural equations modelling); Pls-sem contains synonyms (PLS, PLS-SEM, SEM-PLS). Source: Author’s elaboration.

Table 5: Most Frequent Theories of BE and PI Research.

SI. No.	Theory Based on DE	Frequency
1	Attribution theory	11
2	Signaling theory	8
3	Construal level theory	7
4	Social identity theory	5
5	Halo effect	3
6	Attachment theory	2
7	Balance theory	2
8	Categorization theory	2
9	Construal-level theory	2
10	Expectancy violation theory	2
11	Grounded theory	2
12	Self-congruity theory	2
13	Signalling theory	2
14	Situational crisis communication theory	2
15	Theory of consumption values	2
16	Theory of planned behavior	2
17	Theory of planned behaviour	2
18	Uses and gratification theory	2

Source: Author’s elaboration.

## DISCUSSION

The analysis extracted 2,116 articles using the criteria outlined in Table 1. The results indicate a growing research interest in

the BE concept and its relationship with PI. This research area began gaining attention in the 1980s. According to Figure 1, few articles were published at the end of the 20th century. However, the number of publications has increased significantly over the past two decades. Consequently, the topic of BE and PI has gained notable attention.

Next, in the co-occurrence network analysis based on authors’ keywords (DE), “social media” in a red cluster and “purchase intention” in a green cluster had the most frequency, with 161 and 145, respectively. Meanwhile, the green cluster had a strong link with “brand image”, “brand loyalty” and “brand equity”, which are widely utilized to measure brand evaluation <https://bibliometrix.org/>. In the temporal co-occurrence network analysis, the term “social media” emerged around 2020 in the BE and PI research. As shown in Figures 6 and 7, the keywords of social media are emerging rapidly, as Strutton (2011) also found. In other words, an explicit trend was mined in this study, social media has an eminent effect on BE towards PI. Notably, a range of studies also explore BE and PI in the context of CSR.

The findings suggest that many theoretical approaches have been adopted from the field of psychology, including attribution theory, social identity theory, structural level theory, planned behaviour theory and the halo effect. Despite the diversity of psychological theories, signalling theory is notably prevalent in this study. As a branch of information economics, signalling theory addresses the issue of adverse selection caused by information asymmetry. Therefore, signalling theory, commonly applied in marketing literature, explains the interactions between buyers and sellers when confronted with information asymmetry <https://bibliometrix.org/>. Scholars adopting this perspective suggest that consumers

assess products based on extrinsic cues, such as price, brand, or warranty <https://bibliometrix.org/>

In the digital age, traditional models have exhibited limitations in research, while big data-driven models, particularly in social network analysis <https://bibliometrix.org/>, have been increasingly adopted by some scholars. However, a significant number of publications utilizing SEM approaches, based on questionnaires, face challenges due to the lack of long-term time series data related to BE and PI. Although some studies recommend integrating methods like data and text mining to explore the relationship between BE and PI, further research in these areas remains essential.

## CONCLUSION

This paper explores key metadata related to BE and PI and identifies the evolution of theoretical approaches and analytical methods relevant to brand evaluation and purchase intention through a bibliometric analysis of published articles in the Scopus database. The bibliometric analysis first outlines the BE and PI concepts, providing a critical review of relevant studies from the past decades. An overview of the BE and PI research domain is presented, summarising theoretical developments and drawing conclusions that address practical issues <https://bibliometrix.org/>.

Research conducted on BE and PI has shown a rapid increase since 2015 and the largest number of articles was published in 2021. The most prolific country is the USA, followed by China and Korea. The University of Florida is the most productive institution, followed by Seoul National University. LEE S was the most productive author, authoring 28 articles, while KIM J is the foremost cited author among the top ten most productive authors.

This study also examined 2,116 articles extracted from Scopus based on authors' keywords. The findings indicate a growing research focus on BE and PI, with the Theory of Planned Behaviour emerging as the most frequently used theoretical approach and Structural Equation Modelling as the most commonly applied analytical tool.

## LIMITATIONS

Although the findings are insightful, this study has several limitations. First, data was extracted solely from Scopus and the choice of sources may have influenced the results. Future studies incorporate databases such as PubMed, WOS and Google Scholar to verify and expand these findings. Second, books, dissertations and conference proceedings were not included. Researchers may consider these resources to explore additional aspects of BE and PI research.

## SUGGESTIONS FOR FURTHER STUDIES

Although this study offers valuable insights based on DE by applying the Bibliometrix R tool and web-based Biblioshiny tool, further research could incorporate other bibliometric tools or utilise additional metadata sources, such as Keywords Plus, titles, or abstracts, to capture a more nuanced view of the field's evolution.

## CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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