

Article

A Bibliometric Analysis of Brand Orientation Strategy in Digital Marketing: Determinants, Research Perspectives and Evolutions

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Abstract: With the advent of the digital economy era, the relationship between consumers and brands is changing. The mode of marketing, especially the paradigm of brand management, also needs to be adapted to change. Brand orientation has triggered a heated discussion on the dominant paradigm of market orientation and a new revolution in brand management. In view of the primary position of brand orientation in the management domain, it is necessary to sort out a systematic scientific knowledge mapping, clarify the research context and progress, and discover research focuses and limitations for strengthening the construction of brand-oriented theories. This study conducts a scientific quantitative analysis of 169 literatures and 7187 references from the Web of Science in the field of brand orientation by comprehensively using methods of scientific knowledge mapping and traditional literature review. The findings show that: (1) Concentrating on the core issue that “whether and how brand orientation becomes an effective strategic orientation of an organization”, brand orientation research includes six major hot spots and has been extended to fields including non-profit organizations, retail, service, manufacturing, e-commerce, and tourism. (2) As a multi-dimensional construct, brand orientation affects organizational performance directly through internal branding and external customer perception, and it is influenced by organizational culture, leadership, competition environment, funding sources, and brand cooperation. The relationship between brand orientation and market orientation has evolved from mutual substitution to synergy.

Keywords: brand orientation; digital marketing; organizational performance; internal branding; scientific knowledge mapping



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1. Introduction

In the digital economy, digital technology platforms provide channels for brands to establish direct connections with users, and brands and users start to establish a disintermediary relationship. That is, users’ personal capabilities, integration, and experience participate in the brand-building process and play a decisive role; enterprises interact with consumers directly through social media, e-commerce platforms, APPs, and other channels to jointly create brand equity. In the digital world, brands can spread more quickly among core consumer groups, which is contrary to the traditional path of brand building. The boundary of the brand has been expanded; it not only extends within the scope of business, but it also can further expand into a brand ecosystem in the digital economy. The form of a brand ecosystem could improve the stability of the brand and stimulate the vitality. In addition, brand value concept and brand experience, which are more able to attract consumers, have become the core competitiveness of the brand [1].

Urde [2] put forward the new concept and paradigm of “brand orientation”, which considers that “brand orientation is an approach in which the processes of the organization revolve around the creation, development and protection of brand identity in an ongoing

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