

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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Library General Catalogue of Printed Books, 1986 to 1987 British Library, 1988 *Gender Issues and Consumer Behavior* Janeen Arnold Costa, 1994-08-17 Why how and to what extent does gender influence consumer behaviour Beginning with a general introduction to gender and consumer behaviour this volume addresses a range of topics including gender as a cultural construct comparison of self to advertising models gender socializations and changing gender roles Each chapter begins with a discussion of the current issues and literature in psychology sociology history and anthropology then proceeds to a presentation of current research on the interaction between gender consumer behaviour and marketing ISCONTOUR 2019 Tourism Research Perspectives Christian Maurer, Hubert Siller, 2019-03-28 The International Student Conference in Tourism Research ISCONTOUR offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organized by the IMC University of Applied Sciences Krems and the Management Center Innsbruck takes place alternatively at the locations Krems and Innsbruck The conference research chairs are Prof FH Mag Christian Maurer University of Applied Sciences Krems and Prof FH Mag Hubert Siller Management Center Innsbruck The target audience include international bachelor master and PhD students graduates lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting edge research of the conference topic areas The conference topics include marketing and management tourism product development and sustainability information and communication technologies finance and budgeting and human resource management Marketing Theory: Philosophy of Science Perspectives Ronald F. Bush, Shelby D. Hunt, 2011-10-15 **ISCONTOUR 2018 Tourism Research Perspectives** Barbara Neuhofer, 2018-04-26 The International Student Conference in Tourism Research ISCONTOUR offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organized by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences takes place alternatively at the locations Salzburg and Krems The conference research chairs are Prof FH Mag Christian Maurer University of Applied Sciences Krems and Prof FH Dr Barbara Neuhofer Salzburg University of Applied Sciences The target audience include international bachelor master and PhD students graduates lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting edge research of the conference topic areas The conference topics include marketing and management tourism product development and sustainability information and communication technologies finance and budgeting and human resource management *The Best Books for Academic Libraries: Social sciences*, 2002 Books recommended for undergraduate and college libraries listed by Library of Congress Classification Numbers Marketing Research Steve D'Alessandro, Hume Winzar, Ben Lowe, William Zikmund, 2020-06-18 Marketing Research 5e equips students with the knowledge and skills required to successfully undertake marketing research Combining a solid theoretical

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