

Artificial Intelligence and Brand Equity in Digital Marketing: A Bibliometric Analysis

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Abstract

Artificial intelligence (AI) has increasingly transformed brand management practices, making AI-driven brand equity an emerging area of marketing research. This study provides a comprehensive bibliometric analysis of research at the intersection of AI and brand equity. Data were retrieved from Scopus (317 records) and the Web of Science Core Collection (99 records). Following the SPAR-4-SLR screening process, a final dataset of 159 unique publications published between 2002 and 2025 was analyzed. Performance analysis and science mapping techniques were conducted using Biblioshiny (the Bibliometrix package in R) to examine publication trends, influential contributors, thematic evolution, and the intellectual structure of the field. The findings reveal substantial growth in scholarly output, particularly after 2018, with an annual growth rate of 15.41%. Brand equity, artificial intelligence, social media, customer satisfaction, and consumer behavior emerged as the dominant research themes. The United States, the United Kingdom, and China were identified as the most influential contributors, while the Journal of Business Research and the Journal of Marketing emerged as the leading publication outlets. The study also highlights the increasing integration of AI-enabled customer engagement, personalization, and digital brand management within contemporary marketing scholarship. These findings provide a consolidated understanding of the intellectual evolution of AI-brand equity research and offer valuable directions for researchers and practitioners seeking to leverage AI technologies for sustainable brand development and competitive advantage.

Categories: Digital Marketing, Marketing Communication, Product & Brand Management

Keywords: artificial intelligence, brand equity, bibliometric analysis, scopus, web of science (wos)

Introduction And Background

The confluence of artificial intelligence (AI) and brand equity has become an important area of marketing research that remains largely unexplored (Rana, 2025). The digital transformation of consumer-brand relationships and the proliferation of new AI technologies described here reshape brand equity and brand value through dynamic customer experiences in digital and social media (Aaker, 1992) (Hsu and Lawrence, 2016). AI and advanced methods of analytics and machine learning challenge our thinking about brand equity and brand relationships (Qayyum et al., 2025). These technologies revolutionize brand equity as the sentiment and the perceptions of consumers about a brand (Majeed et al., 2021) (Niros et al., 2025). The greater use and proliferation of intelligent social technologies and artificial agents reshape and redefine the ways in which brand equity is structured, evaluated, and sustained (Dong, 2025) (Khandolkar et al., 2025).

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While an increasing body of literature has examined the relationship between AI and branding, the existing knowledge remains fragmented across diverse technological applications, marketing contexts, and disciplinary perspectives (Frederick and Patil, 2010) (Shuv-Ami, 2016). Previous studies have largely focused on specific aspects of AI, such as customer engagement, personalization, social media analytics, and automated marketing systems (Kolla and Giridhar Kumar, 2019). Although these studies have contributed significantly to understanding the role of AI in marketing, their findings are often examined in isolation and are rarely integrated into a broader understanding of brand equity (Gutiérrez et al., 2024) (Santiago, 2023).

As a result, there is limited understanding of how research on AI and brand equity has evolved over time, who the major contributors are, which themes dominate the field, and where future research opportunities exist. Moreover, the absence of a comprehensive synthesis of the literature has made it difficult to identify the intellectual foundations, collaborative networks, and emerging directions that characterize this rapidly developing area of research. This gap is particularly important given the increasing adoption of generative AI, conversational systems, predictive analytics, and algorithm-driven marketing practices that are reshaping consumer-brand interactions.

To address this gap, the present study employs bibliometric analysis to examine the scientific literature on AI and brand equity published between 2002 and 2025. Using performance analysis and science mapping techniques, the study investigates publication trends, influential authors, institutions, countries, and journals, as well as the conceptual and intellectual structure of the field. In addition, the study explores thematic evolution, research collaboration patterns, and emerging research directions.

The study has five primary objectives. First, it seeks to examine the growth and development of research on AI and brand equity over the last two decades. Second, it identifies the most influential contributors, publication outlets, and geographical regions shaping the field. Third, it explores the thematic and intellectual structure of the literature through science mapping techniques. Fourth, it examines collaboration patterns and conceptual relationships within the field. Finally, it highlights emerging trends, research gaps, and future avenues for scholarly inquiry.

The research questions were formulated to provide a comprehensive understanding of the field from both performance and conceptual perspectives. Examining publication growth helps assess the maturity and development of the research domain, while identifying influential authors, journals, and institutions reveals its intellectual foundations. Similarly, investigating thematic evolution and conceptual relationships helps uncover the dominant research streams and emerging areas of interest. Understanding these aspects is essential for advancing theory development and guiding future research on AI-driven brand equity.

These objectives yield the following questions:

- (1) How does productivity in AI-brand equity research change over time?
- (2) Which authors, publications, institutions, and journals have had the greatest influence on the development of the field?
- (3) How have the major research themes evolved over time?
- (4) What conceptual structures, collaboration networks, and research gaps characterize the field?
- (5) What emerging research opportunities and theoretical gaps warrant further investigation?

Review

Methodology

Selection of Data-Source and Justification

The bibliometric analysis is conducted on Scopus and Web of Science (WoS) databases. Choosing these two databases is a methodological choice supported by literature mapping best practices (Lim et al., 2024). Scopus and WoS are the two largest multidisciplinary citation databases with over 45,000 journals, conference proceedings, and books. They have

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strict inclusion criteria ensuring that the bibliographic and citation metadata of their records are of excellent quality (Prabhakar and Singh, 2026) (Aria and Cuccurullo, 2017).

Using both databases helps improve coverage and reduces the limitations associated with relying on a single source, thereby providing a more comprehensive representation of the literature. Their combination is in line with the best practices for systematic reviews in the marketing and business fields.

Search Strategy and Keywords

Identical keyword strategies were used to search in Scopus and WoS. This was done to maximize consistency and comparability (Yonfá-Medrandá et al., 2024) (Bhatnagar, 2024). The primary search query combined AI terminology with brand equity constructs using Boolean operators:

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(( TITLE-ABS-KEY ( "Artificial Intelligence" AND "brand equity" ) OR TITLE-ABS-KEY ( "AI" AND "brand equity" ) OR TITLE-ABS-KEY ( "chatbot" AND "brand equity" ) OR TITLE-ABS-KEY ( "personalization" AND "brand equity" ) OR TITLE-ABS-KEY ( "recommendation" AND "brand equity" ) OR TITLE-ABS-KEY ( "user generated content" AND "brand equity" ) ) AND PUBYEAR > 1998 AND PUBYEAR < 2026 ) AND ( LIMIT-TO ( SRCTYPE , "j" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-TO ( SUBJAREA , "BUSI" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) )
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The rationale for keyword selection reflects theoretical and empirical practice in both fields. AI can be considered to encompass a broad spectrum of technologies, including machine learning, deep learning, natural language processing, and autonomous systems (Mathai and Jeswani, 2021) (Almeida et al., 2024). In the context of brand equity studies, a variety of frameworks have been adopted, but consumer-based and customer-based models have emerged as the most popular ones (Gul et al., 2021) (Kaur, 2023) (Singh, 2018). The search was structured to avoid overly technical language that could overlook important studies in the marketing literature, while remaining specific enough to exclude irrelevant literature from computer science or engineering. The present bibliometric study builds upon the foundational work of Varsha et al. (Varsha et al., 2021) while extending its scope by integrating both Scopus and Web of Science databases and adopting an updated study period (2002-2025).

Time Period and Search Execution

Regarding the time span, we considered 24 years of literature, from January 2002 to December 2025. Although the search strategy allowed retrieval of records published after 1998, the earliest publication meeting the inclusion criteria was published in 2002. Therefore, the final bibliometric dataset covers the period from 2002 to 2025. The selected period captures the early stages of AI-related branding research as well as the substantial growth observed in recent years, providing a comprehensive view of the field's evolution. The search was conducted in February 2026 and retrieved all records indexed up to December 2025.

Inclusion and Exclusion Criteria

To ensure the relevance and quality of the dataset, explicit inclusion and exclusion criteria were applied during the screening process. Studies were included if they (1) were published in peer-reviewed academic journals, (2) were written in English, (3) belonged to the business and management domain, (4) examined AI and brand equity or closely related branding concepts, and (5) contained complete bibliographic information required for bibliometric analysis.

Studies were excluded if they were conference papers, book chapters, editorials, notes, errata, or non-English publications. In addition, studies primarily focused on technical aspects of AI without a clear connection to branding, marketing, or consumer behavior were removed. Duplicate records identified across the Scopus and WoS databases were also excluded during the data-cleaning process.

Bibliographic records were exported in Comma-Separated Values (CSV) format from Scopus and in Core Collection ISI Export (CIW) format from the Web of Science Core Collection and subsequently merged into a unified dataset for analysis. The initial search retrieved 416 records, comprising 317 records from Scopus and 99 records from the Web of Science Core Collection. The dataset was screened through a sequential filtering process. First, publications outside the selected time period were excluded, reducing the dataset to 404 records. Next, the dataset was restricted to the Business and

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Management subject area, resulting in 275 records. Applying the document type and language criteria retained 208 English-language journal articles. Subsequently, Early Access/In-Press articles were excluded, leaving 188 published articles. Finally, duplicate records were identified through DOI matching, title matching, and cross-verification of author names, publication years, and source titles, followed by manual validation to ensure the accuracy and completeness of the dataset. This process removed 29 duplicate records (approximately 12%), resulting in a final dataset of 159 unique publications used for all subsequent bibliometric analyses.

SPAR-4-SLR Protocol Implementation

This bibliometric analysis was designed and conducted according to the Standardized Protocol and Reporting for Systematic Literature Review using four-stages (SPAR-4-SLR) framework, which provides explicit protocols for transparent, reproducible systematic literature review methodology (Paul et al., 2021). The four stages are documented throughout this manuscript:

Figure 7 depicted during the Search phase, the relevant literature on AI and brand equity was searched using the Scopus and WoS databases. A structured keyword approach based on applications related to AI and brand equity concepts was used from 2002 to 2025. The initial search across both databases yielded 416 records.

At the purification phase, the screening and filtering of the obtained records were conducted to ensure relevance and quality. The articles were filtered based on categories not related to business and management, document types not classified as articles, non-English language, early access articles, and duplicate articles. After filtering, 159 final articles were selected for analysis.

The evaluation phase included the analysis of the selected articles using bibliometric and content analysis techniques. This phase involved the analysis of publication patterns, key authors and journals, topic development, conceptual frameworks, and the identification of research gaps in the field of AI and brand equity. Finally, during the reporting phase, the results were presented in text, table, figure, diagram, and network form.

The bibliometric data were analyzed using Biblioshiny, a web interface of the Bibliometrix package developed in the R statistical programming language (R) (Aria and Cuccurullo, 2017). This platform was employed to conduct performance analysis and science mapping.

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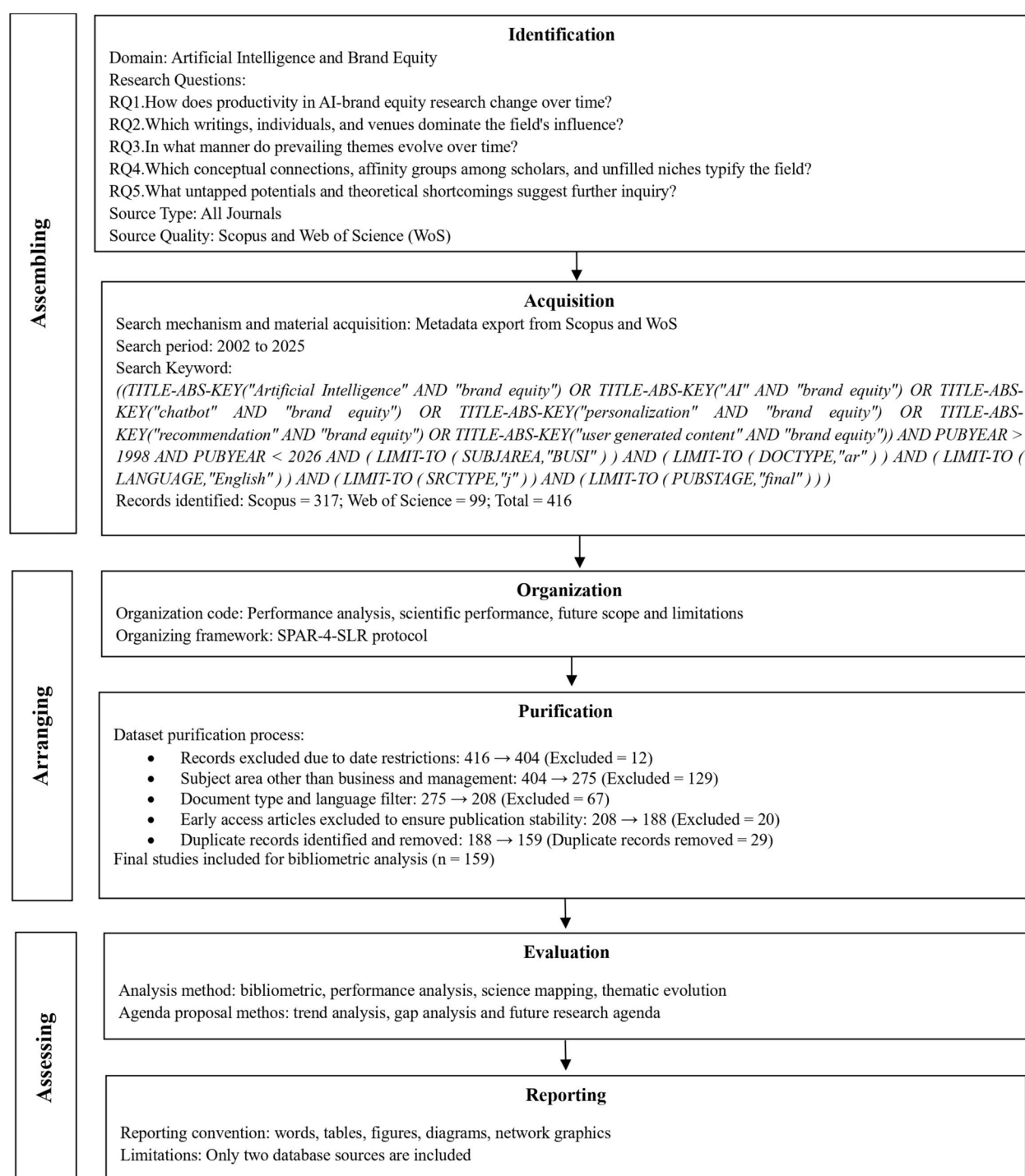


FIGURE 1: SPAR-4-SLR protocol framework.

Source: Adapted from Paul et al. (Paul et al., 2021) and developed by the authors.

SPAR-4-SLR, Standardized Protocol and Reporting for Systematic Literature Review using four-stages

Methodological limitations and potential biases

Although rigorous procedures were followed throughout the review process, several limitations should be acknowledged. First, the study relies exclusively on Scopus and WoS databases, which may exclude relevant publications indexed in other databases. Second, only English-language publications were considered, which may limit the representation of research published in other languages. Third, citation-based indicators tend to favor older publications that have had more time to accumulate citations. Fourth, despite the use of a comprehensive search strategy, some relevant studies may not have been retrieved due to variations in terminology and keyword usage. Finally, the interpretation of thematic structures and research trends involves a degree of researcher judgment, although established bibliometric techniques were employed to enhance objectivity and reliability.

Analysis and discussion

Bibliometric Overview and Main Information

The first stage of the analysis gives a general overview of the bibliometric characteristics of the dataset. The "Main Information" graph gives a general statistical overview of the research dataset, such as the time span of the literature, the number of records, and the rate of literature growth. This gives a general overview of the research area of interest (Chumwichan and Meesing, 2025).

Performance Analysis of AI and Brand Equity

To determine the importance of the research on AI and brand equity already been conducted, a performance analysis was undertaken. The analysis was based on different units of citation assessment, such as countries, institutions, and publications.

Annual Scientific Production

Figure 2 shows the scientific production from 2002 to 2025. If we look at the scientific production, we can see that it is very low between 2002 and 2007 with only zero to two articles per year. From 2008 to 2013, the production became more regular with one to five articles every year. Then we see an increase, from 2014 onward with the annual production reaching 10 or more articles from 2019 and the most articles recorded in 2025.

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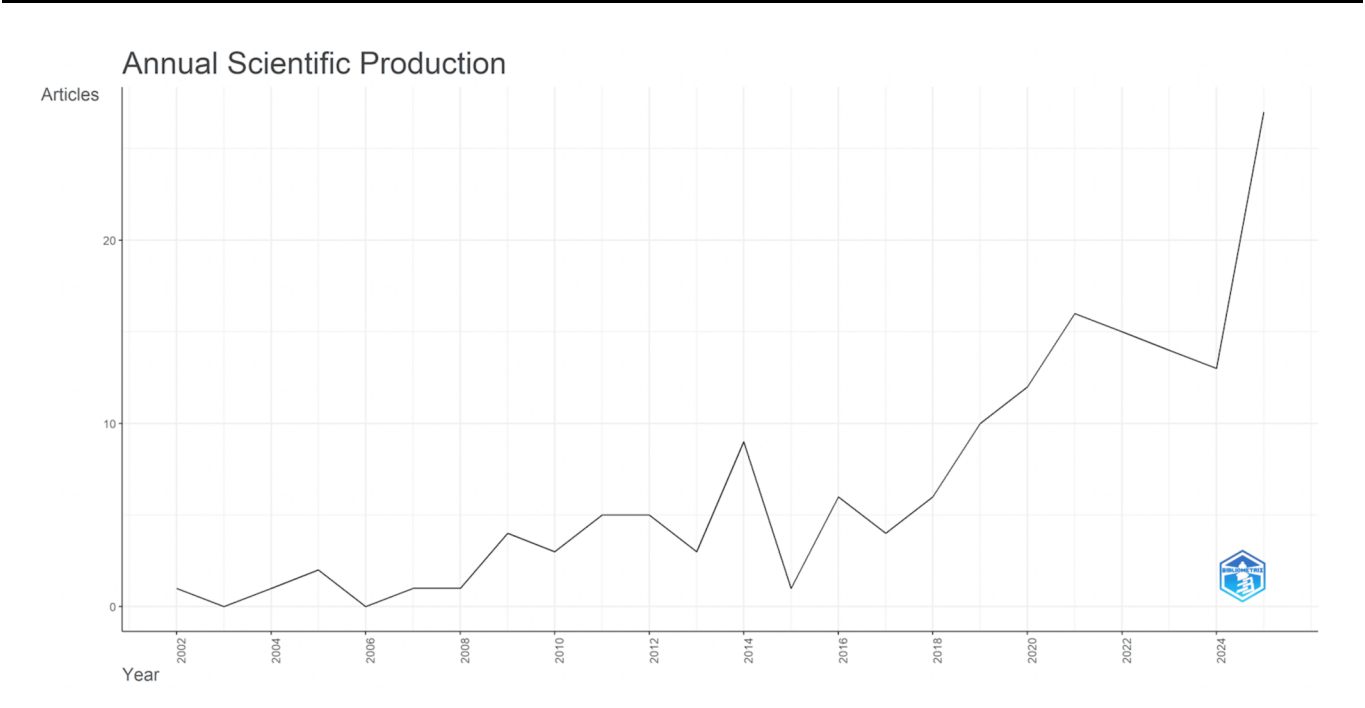


FIGURE 2: Annual scientific production.

Source: Authors

The substantial increase in publications after 2018 indicates that AI-brand equity research has evolved from a niche topic into an established area of marketing scholarship. This growth coincides with the increasing adoption of AI-driven technologies such as recommendation systems, chatbots, predictive analytics, and personalized marketing platforms. The trend suggests that researchers are increasingly recognizing the strategic role of AI in shaping consumer perceptions, customer experiences, and brand value. These findings directly address RQ1 by demonstrating the growing maturity and relevance of the field.

Publication Volume and Citation Performance Across Institutions

Table 1 shows the analysis of top research-producing institutions and further shows the broad geographical spread of research activities. Among the top 20 affiliations, the New England Business School at the University of New England, Australia, has the highest citation impact with 593 total citations (TC) from one publication. Following is the Department of Marketing at Gdańsk University of Technology in Poland with 563 citations from one publication, and then University of Utah's David Eccles School of Business with 340 citations. The top 20 affiliations collectively produced 21 publications, which received 4,090 citations. This shows that these institutions attained great research impact even with a modest volume of publications.

How to cite this article:

Rank	Affiliation Name (as listed in file)	Total publications	Total citations
1	University of New England, Australia	1	593
2	Gdańsk University of Technology, Poland	1	563
3	David Eccles School of Business, University of Utah, United States	1	340
4	Eastern Mediterranean University, Turkey	1	267
5	UWA Business School, University of Western Australia, Australia	2	263
6	Maastricht University, Netherlands	1	245
7	Nazarbayev University, Graduate School of Business, Kazakhstan	1	210
8	Newcastle University Business School, United Kingdom	1	198
9	Emlyon Business School, France	1	189
10	Henley Business School, University of Reading, United Kingdom	1	180
11	National Cheng Kung University, Taiwan	1	133
12	Nevşehir Hacı Bektaş Veli University, Turkey	1	130
13	Brunel Business School, Brunel University London, United Kingdom	1	124
14	Eindhoven University of Technology, The Netherlands	1	116

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15	Nevşehir HBV University, Turkey	1	108
16	University of Alabama, United States	1	105
17	NEOMA Business School, France	1	88
18	University of Bristol, United Kingdom	1	81
19	Stockholm University, Sweden	1	80
20	Erasmus University Rotterdam, The Netherlands	1	77

TABLE 1: Publication volume and citation performance across institutions.

Source: Authors (created using a dataset from Scopus and Web of Science via Microsoft Excel).

Research Output and Author Contribution

Table 2 shows the top 20 authors with variable publication output. Schivinski B was the most productive of the top authors, with two publications that garnered a total of 596 citations. Pappu R and Dabrowski D each published one article, but garnered 593 and 563 citations, respectively, suggesting that the number of publications does not directly affect the impact of research. The top 20 authors together published 25 articles that garnered a total of 4,866 citations, suggesting that research output in this area garners significant attention. Among the top authors, Dedeoglu B and Christodoulides G each published two articles that garnered a total of 238 and 236 citations, respectively.

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Rank	Author name(s)	Number of publications	Total citations
1	Schivinski B	2	596
2	Pappu R	1	593
3	Dabrowski D	1	563
4	Ho-Dac N	1	340
5	Arasli H	1	267
6	Van HH	1	245
7	Dedeoglu B	2	238
8	Christodoulides G	2	236
9	Colicev A	1	210
10	Filieri R	1	198
11	Heine K	1	189
12	Jevons C	1	180
13	Sweeney J	1	151
14	Kitchen P	2	136
15	Li H	1	133
16	Okumus F	1	130
17	Syed AS	1	124
18	Casaló L	1	116
19	Harrigan P	1	112
20	Tolba A	2	109

TABLE 2: Research output and author contribution patterns.

Source: Authors (created using a dataset from Scopus and Web of Science via Excel).

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The concentration of highly cited authors and institutions suggests that the intellectual development of the field has been shaped by a relatively small group of influential contributors. Interestingly, several institutions and authors achieved substantial citation impact despite a limited number of publications, indicating that research quality and scholarly influence are more important than publication volume alone. These findings help answer RQ2 by identifying the key contributors who have established the intellectual foundations of AI-brand equity research.

Journal Publication Patterns and Publisher Distribution

Table 3 presents the top 20 most influential journals in the AI and brand equity literature based on total citations, together with their publication output and publishers. *Journal of Product & Brand Management* emerged as the most influential source, accumulating 897 citations from seven published articles. *Journal of Marketing* ranked second with 872 citations from four articles, while *Journal of Business Research* was the most productive outlet, publishing 12 articles that collectively received 554 citations. Other highly influential journals include *Journal of Global Fashion Marketing* (236 citations), *Tourism Management Perspectives* (197 citations), *Tourism Management* (194 citations), *European Journal of Marketing* (191 citations), *International Journal of Consumer Studies* (81 citations), and *Cogent Business & Management* (78 citations). Collectively, the top 20 journals published 67 articles and generated 3,557 citations, highlighting their substantial contribution to the intellectual development of AI and brand equity research. The analysis further reveals that the field is dominated by leading publishers, particularly Emerald Publishing, Elsevier, Taylor & Francis (Routledge), SAGE Publications, and Wiley, reflecting the multidisciplinary nature of research spanning marketing, branding, consumer behavior, and tourism management.

How to cite this article:

Rank	Journal	Total articles	Total citations	Publisher
1	Journal of Product & Brand Management	7	897	Emerald Publishing
2	Journal of Marketing	4	872	SAGE Publications (American Marketing Association)
3	Journal of Business Research	12	554	Elsevier
4	Journal of Global Fashion Marketing	3	236	Taylor & Francis (Routledge)
5	Tourism Management Perspectives	4	197	Elsevier
6	Tourism Management	4	194	Elsevier
7	European Journal of Marketing	2	191	Emerald Publishing
8	International Journal of Consumer Studies	2	81	Wiley
9	Cogent Business & Management	3	78	Taylor & Francis
10	Journal of Research in Interactive Marketing	2	69	Emerald Publishing
11	Journal of Consumer Marketing	2	61	Emerald Publishing
12	Asia Pacific Journal of Marketing and Logistics	3	32	Emerald Publishing
13	Industria Textila	2	30	CERTEX Publishing House
14	Journal of Brand Management	5	29	Springer Nature
15	Journal of Destination Marketing & Management	2	27	Elsevier

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16	International Journal of Sport Management and Marketing	2	21	Inderscience Publishers
17	International Marketing Review	2	12	Emerald Publishing
18	ABAC Journal	2	5	Assumption University Press
19	Journal of Brand Strategy	3	1	Henry Stewart Publications
20	International Journal of Internet Marketing and Advertising	2	1	Inderscience Publishers

TABLE 3: Journal publication patterns and publisher distribution.

Source: Authors (created by using a dataset from Scopus and Web of Science via Excel).

The dominance of leading marketing and branding journals indicates that AI has become an integral part of brand equity research. The concentration of studies in consumer behavior, customer engagement, and brand management journals highlights the interdisciplinary nature of the field and its growing importance for both academic research and managerial practice.

Highly Cited Manuscripts and Their Research Contributions

The top 20 most cited articles published in the field are presented in Table 4. The article "Consumer-based brand equity: Improving the measurement - empirical evidence" by Pappu R et al. (2005) recorded the highest number of citations count with 593 citations. The second most cited article, the effect of social media communication on consumer perceptions of brands, by Schivinski B and Dabrowski D, recorded 563 citations. The total number of citations for the top 20 articles is 4,013, with a focus on research in brand equity, social media, and other related fields.

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Rank	Author(s)	Article Title	Total Citations
1	(Pappu et al., 2005)	Consumer-based brand equity: improving the measurement – empirical evidence	593
2	(Schivinski and Dabrowski, 2014)	The effect of social media communication on consumer perceptions of brands	563
3	(Ho-Dac et al., 2013)	The effects of positive and negative online customer reviews: Do brand strength and category maturity matter?	340
4	(Kayaman and Arasli, 2007)	Customer based brand equity: Evidence from the hotel industry	267
5	(Cleeren et al., 2013)	Rising from the ashes: How brands and categories can overcome product-harm crises	245
6	(Colicev et al., 2018)	Improving Consumer Mindset Metrics and Shareholder Value Through social media: The Different Roles of Owned and Earned Media	210
7	(Bazi et al., 2020)	Customers' motivation to engage with luxury brands on social media	198
8	(Phan et al., 2011)	Social media and luxury brand management: The case of burberry	189
9	(Christodoulides et al., 2012)	Memo to Marketers: Quantitative Evidence for Change How User-Generated Content Really Affects Brands	180
10	(Sweeney et al., 2014)	Factors enhancing word-of-mouth influence: Positive and negative service-related messages	151

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11	(Wang and Li, 2012)	Factors influencing mobile services adoption: a brand-equity perspective	133
12	(Dedeoğlu et al., 2020)	Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation	130
13	(Syed Alwi and Kitchen, 2014)	Projecting corporate brand image and behavioral response in business schools: Cognitive or affective brand attributes?	124
14	(Schepers et al., 2022)	How Smart Should a Service Robot Be?	116
15	(Roy et al., 2019)	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation	112
16	(Dedeoğlu, 2019)	Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value	108
17	(Hsu and Lawrence, 2016)	The role of social media and brand equity during a product recall crisis: A shareholder value perspective	105
18	(Godey et al., 2013)	A cross-cultural exploratory content analysis of the perception of luxury from six countries	88
19	(Javornik et al., 2021)	Strategic approaches to augmented reality deployment by luxury brands	81
20	(Andéhn et al., 2014)	User-generated place brand equity on Twitter: The dynamics of brand associations in social media	80

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TABLE 4: Highly cited manuscripts and their research contributions.

Source: Authors (created by using a data set from Scopus and Web of Science via Excel).

A closer examination of the highly cited studies presented in Table 4 reveals the intellectual foundations of research on AI and brand equity. These influential publications have significantly shaped the development of the field by advancing understanding of brand equity measurement, social media communication, consumer behavior, customer engagement, and technology-enabled brand interactions. The prominence of these studies indicates that contemporary research on AI and brand equity builds upon established branding theories while increasingly incorporating digital technologies, data-driven decision-making, and customer-centric approaches. Furthermore, the continued influence of these works highlights their role in guiding subsequent research and establishing the conceptual foundations upon which recent AI-driven branding studies have emerged. The findings also suggest a gradual shift from traditional approaches to brand equity assessment toward a broader focus on personalization, digital engagement, customer experience, and intelligent marketing systems, reflecting the evolving nature of brand management in technology-driven environments.

Research Themes and Keyword Distribution

As presented in Table 5, the analysis of research terms and terminologies has identified that "brand equity" was the most frequently used term, with a total of 107 occurrences in the publications. The second most frequently used term was "artificial intelligence," which was used a total of 61 times, and the third most frequently used term was "social media," which was used a total of 57 times. Other prominent terms included "consumer behavior" (24 occurrences), "customer satisfaction" (20 occurrences), and "brand loyalty" (19 occurrences), which confirm that research in this area is mainly focused on marketing and consumer behavior. Other prominent terms included "brand management" (12 occurrences), "brand image" (11 occurrences), "purchase intention" (11 occurrences), and "e-commerce" (10 occurrences), along with "trust" and "customer engagement" with 10 and 9 occurrences, respectively.

How to cite this article:

Sr. no.	Words	Occurrences
1	Brand equity	107
2	Artificial intelligence	61
3	Social media	57
4	Consumer behavior	24
5	Customer satisfaction	20
6	brand loyalty	19
7	Brand management	12
8	Brand image	11
9	Purchase intention	11
10	E-commerce	10
11	Trust	10
12	Customer engagement	9
13	Customer experience	6
14	Brand awareness	5
15	Consumer perception	5
16	Personalization	5
17	Value co-creation	4
18	Adoption	3
19	Brand attitude	3
20	Brand love	3

TABLE 5: The top 20 keywords collectively accumulated 385 occurrences across the dataset.

Source: The authors (created by using a data set from Scopus and Web of Science via Excel).

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The prominence of keywords such as artificial intelligence, social media, customer satisfaction, trust, and customer engagement indicates that brand equity is increasingly viewed as a dynamic outcome of digitally mediated consumer interactions. The findings suggest a shift from traditional brand equity perspectives toward data-driven and technology-enabled approaches that emphasize personalization, co-creation, and customer experience. This directly addresses RQ3 by illustrating the thematic evolution of the field over time.

Geographic Distribution of Research Production and Impact

The top 20 countries have been ranked in Table 6, with the United States accumulating the top citation country with 943 citations from 28 articles, with an average of 33.7 citations per article. The United Kingdom, with 7 articles and 633 citations, placed at second most cited country. Poland, with only 1 article, accumulated 563 citations. China contributed 13 articles with 539 citations and an average of 41.5 citations per article, positioning it as the third-most prolific research nation. The Netherlands generated 4 articles with 438 citations, achieving an average of 109.5 citations per article, the highest average impact among countries with multiple publications. Turkey contributed 2 articles with 375 citations and an average of 187.5 citations per article. Additional contributors included Australia (6 articles, 344 citations), Spain (10 articles, 288 citations), Kazakhstan (1 article, 210 citations), Italy (5 articles, 121 citations), France (3 articles, 117 citations), Denmark (2 articles, 114 citations), Egypt (2 articles, 109 citations), India (7 articles, 86 citations), Georgia (2 articles, 80 citations), Morocco (1 article, 74 citations), Ghana (1 article, 70 citations), Germany (4 articles, 62 citations), New Zealand (2 articles, 60 citations), and the United Arab Emirates (1 article, 56 citations).

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Sr. no	Country	Articles	Total citation	Average article citations
1	United States	28	943	33.7
2	United Kingdom	7	633	90.4
3	Poland	1	563	563
4	China	13	539	41.5
5	The Netherlands	4	438	109.5
6	Turkey	2	375	187.5
7	Australia	6	344	57.3
8	Spain	10	288	28.8
9	Kazakhstan	1	210	210
10	Italy	5	121	24.2
11	France	3	117	39
12	Denmark	2	114	57
13	Egypt	2	109	54.5
14	India	7	86	12.3
15	Georgia	2	80	40
16	Morocco	1	74	74
17	Ghana	1	70	70
18	Germany	4	62	15.5
19	New Zealand	2	60	30
20	United Arab Emirates	1	56	56

TABLE 6: Geographic distribution.

Source: The authors (created by using a data set from Scopus and Web of Science via Excel).

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The dominance of the United States, the United Kingdom, and China highlights the concentration of AI-brand equity research within countries possessing strong digital infrastructure, advanced research ecosystems, and significant investments in AI. The increasing contribution of emerging economies further suggests the growing global relevance of AI-driven brand management and consumer engagement research.

Science Mapping of AI and Brand Equity

The main goal in the process of science mapping is to identify the important themes and topics in the subject matter, followed by establishing the links between the related ones through the help of analytical tools. Science mapping was conducted using Biblioshiny, the web interface of the Bibliometrix package in R.

Keyword Co-occurrence Network

Figure 3 presents a keyword co-occurrence network with distinct color-based clusters. The red cluster forms the core of the network and is centered on brand equity, which is the largest and most prominent node. Closely connected terms in this cluster include AI and social media, along with several customer- and technology-related keywords.

The blue cluster appears on the right side and includes terms related to consumer-related concepts such as consumer behavior, brand attitude, and brand familiarity. These nodes show a clear and visible link to the red cluster at the center.

At the lower-right corner, the green cluster is positioned and includes terms such as brand management, brand loyalty, and brand awareness, which are connected to the central cluster. Similarly, the purple cluster represents keywords such as brand familiarity and dimensions and situated at upper right corner.

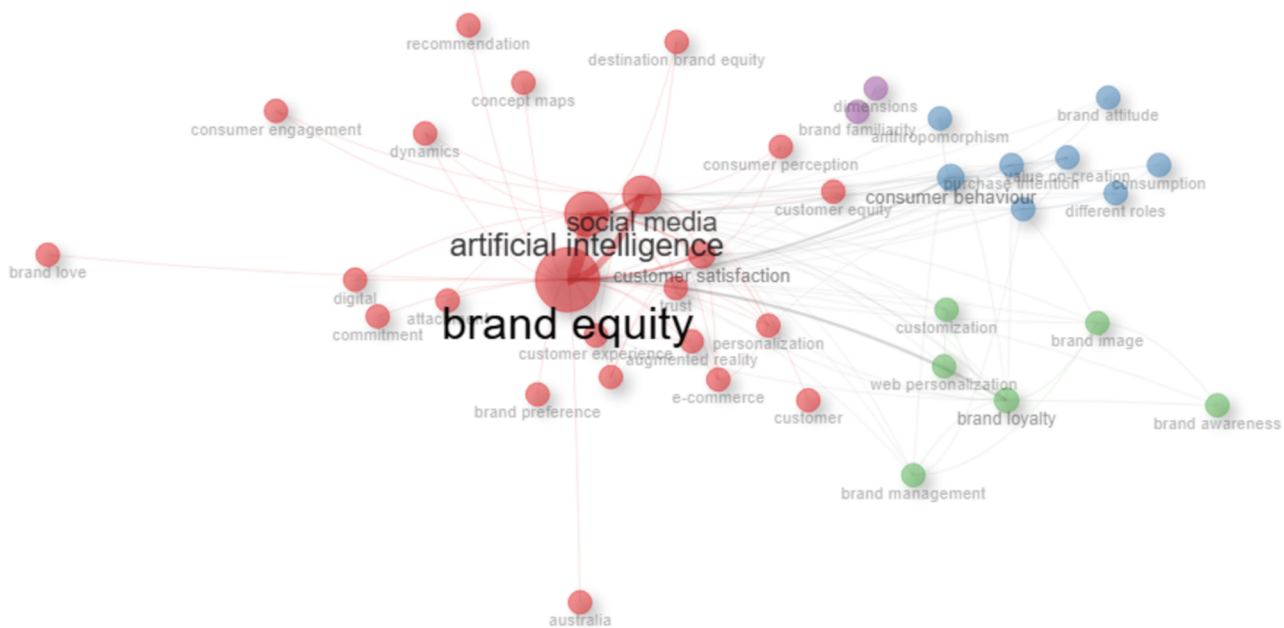


FIGURE 3: Keyword co-occurrence.

Source: Authors

Keyword Word Cloud

Figure 4 illustrates a keyword word cloud associated with research on brand equity, with the size of the word denoting its visual dominance. Brand equity is the most dominant word in the word cloud and is positioned at the center, signifying its dominance. Other dominantly visualized words include AI and social media, which are smaller in size but still very

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dominant. Other smaller keywords include consumer behavior, brand loyalty, customer satisfaction, brand image, purchase intention, brand management, and trust.



FIGURE 4: Word cloud.

Source: Authors

Thematic Analysis and Evolution

In the thematic map, Figure 5, the purple and light blue clusters in the upper-right quadrant represent motor themes such as customer satisfaction, trust, AI, and social media. The red and yellow-green clusters in the lower-right quadrant represent basic themes such as brand equity, brand loyalty, and consumer behavior. The light brown and blue clusters in the upper-left quadrant represent niche themes, and the orange and pink clusters in the lower-left quadrant represent emerging or declining themes.

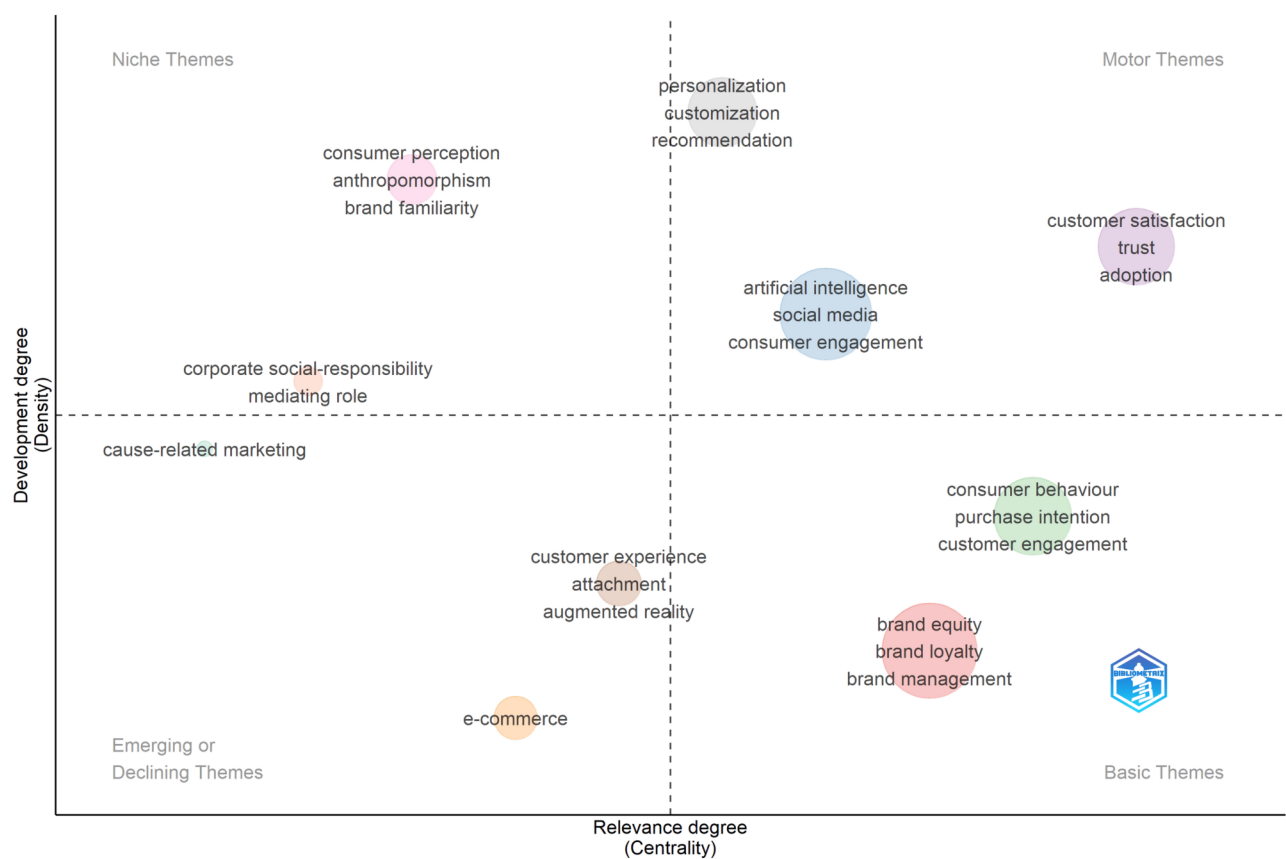


FIGURE 5: Theme analysis

Source: Authors

The thematic and network analyses reveal the emergence of several interconnected research streams rather than isolated areas of inquiry. The strong relationships among AI, social media, customer engagement, and brand equity indicate increasing conceptual integration within the literature. At the same time, the relatively limited presence of themes related to ethics, algorithmic transparency, and responsible AI suggests important opportunities for future research. These findings address RQ4 and RQ5 by identifying both established research clusters and underexplored areas within the field.

Author Collaboration Network

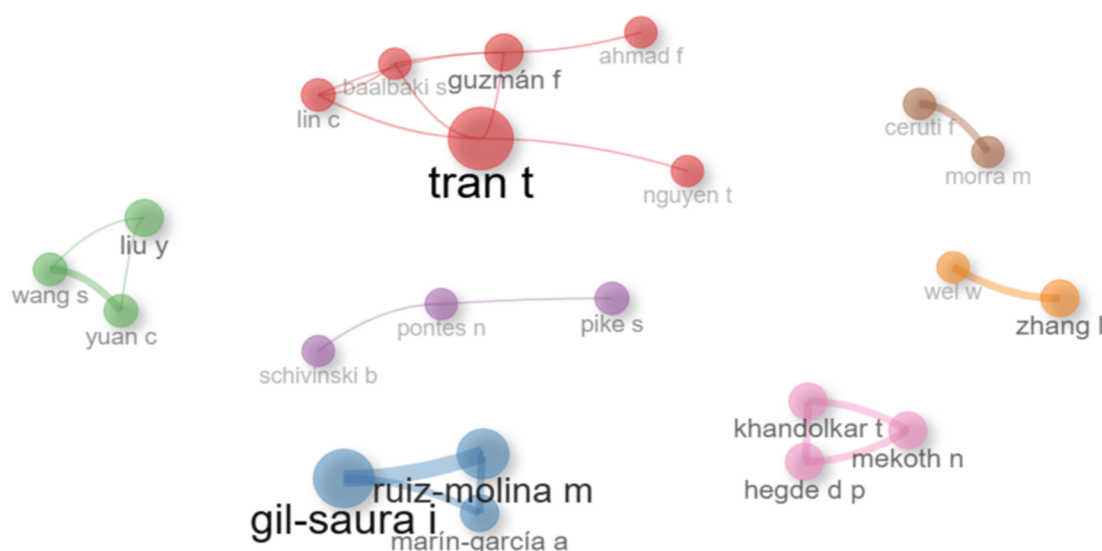


FIGURE 6: Author Collaboration Network

Source: Authors

Figure 6 represents an author collaboration network with color-based clusters. The red cluster revolves around Tran et al. (Tran et al., 2023), connecting various authors in the domain. The blue cluster represents authors Angulo-Ruiz et al. (Angulo-Ruiz et al., 2013), Gil-Saura et al. (Gil-Saura et al., 2025), Marín-García et al. (Marín-García et al., 2021), Molina-Collado et al. (Molina-Collado et al., 2017) forming a cluster. The green cluster comprises authors Wang and Li (Wang and Li 2012), and Yuan et al. (Yuan et al., 2022). The purple cluster connects authors Pike et al. (Pike et al., 2021), and Schivinski et al. (Schivinski et al., 2022). The pink cluster connects authors Khandolkar et al. (Khandolkar et al., 2025). The orange and brown clusters on the right side are smaller in size, comprising authors such as Morra et al. (Morra et al., 2017) and Zheng et al. (Zheng et al., 2023). The collaboration network demonstrates that research on AI and brand equity is increasingly characterized by international and interdisciplinary partnerships. However, the fragmented nature of several clusters suggests opportunities for greater collaboration across regions and research traditions, which may facilitate the development of more integrated theoretical perspectives in the future.

Theoretical and practical implications

The findings suggest that traditional brand equity theories must evolve to accommodate the growing role of AI in shaping consumer-brand relationships. As AI technologies increasingly influence customer interactions, personalization, and decision-making processes, brand equity can no longer be viewed solely through conventional marketing perspectives. Instead, future research should integrate insights from digital marketing, consumer psychology, technology adoption, and ethical AI frameworks to better understand how algorithm-driven environments affect brand perceptions and value creation.

From a managerial perspective, the results highlight the strategic importance of AI-enabled tools in contemporary brand management. Technologies such as recommendation systems, predictive analytics, conversational agents, and social media intelligence offer organizations new opportunities to enhance customer experiences and strengthen brand equity. At the same time, the findings underscore the importance of transparency, privacy protection, and responsible AI practices. Consumers are increasingly aware of how their data are collected and used, making trust a critical determinant of long-term brand value. Organizations that effectively balance personalization with ethical AI practices are more likely to build stronger consumer relationships and sustain competitive advantage in digital markets.

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Discussion, limitations, and future research directions

The findings of this study demonstrate that research on AI and brand equity has experienced substantial growth over the past two decades, particularly after 2018. The performance analysis highlights the contributions of influential authors, institutions, countries, and journals that have shaped the intellectual development of the field. The concentration of influential contributions in developed economies suggests that AI-brand equity research has largely been driven by regions with advanced digital infrastructures and higher levels of technological adoption. In addition, the science mapping results reveal a shift from traditional brand equity measurement toward themes such as social media, customer engagement, personalization, customer experience, and AI-enabled interactions. These findings indicate that brand equity is increasingly being examined within digitally mediated environments where intelligent technologies influence consumer perceptions and brand relationships (Rana, 2025; Qayyum et al., 2025).

The study further shows that AI has expanded the scope of brand equity research by integrating concepts from digital marketing, consumer behavior, data analytics, and technology adoption. The prominence of themes such as trust, customer satisfaction, engagement, and personalization highlights the growing importance of data-driven and interactive approaches to brand value creation. Collectively, the findings suggest that AI is evolving from a technological tool to a strategic enabler of customer experiences and long-term brand equity, reflecting the increasing convergence of branding, technology, and consumer behavior research.

Despite its contributions, the study has certain limitations. The dataset was derived exclusively from the Scopus and WoS databases and included only English-language journal articles. In addition, bibliometric analyses depend on the quality of database metadata and citation indicators, which may introduce indexing, keyword, and citation-related biases. Therefore, the findings should be interpreted as representing the dominant trends within the retrieved dataset rather than the entirety of research in this domain.

The bibliometric analyses, including thematic evolution, keyword co-occurrence, and country collaboration, identify several underexplored research areas. While AI-driven personalization and customer engagement dominate the literature, themes such as ethical AI, algorithmic transparency, responsible AI, explainable AI, consumer privacy, and the long-term implications of generative AI remain emerging and warrant further investigation. The findings also highlight the need for more cross-cultural, industry-specific, and emerging market studies. Additionally, future bibliometric research may incorporate additional databases and scholarly sources to provide a more comprehensive understanding of this evolving field.

Conclusions

This study provides a comprehensive bibliometric review of research on AI and brand equity based on 159 publications retrieved from the Scopus and WoS databases covering the period 2002-2025. Using the SPAR-4-SLR framework and Biblioshiny (Bibliometrix package in R), the study examined publication trends, influential contributors, thematic development, and the intellectual structure of the field.

The findings reveal a substantial growth in scholarly interest in AI and brand equity, particularly after 2018. The intellectual structure of the field is organized around five major thematic areas: social media brand communication, AI applications and technological innovation, customer experience and satisfaction, brand equity measurement frameworks, and emerging ethical considerations. The analysis further demonstrates that the field has evolved through three broad stages, namely the establishment of foundational branding frameworks (2002-2010), the expansion of social media-driven branding research (2011-2017), and the rapid integration of AI into brand management and customer engagement (2018-2025). By consolidating fragmented literature and mapping the evolution of AI-brand equity research, this study contributes to a clearer understanding of the field's intellectual foundations, dominant themes, and emerging directions. The findings offer valuable insights for researchers seeking to advance theory development and for practitioners aiming to leverage AI technologies to enhance brand value, customer engagement, and competitive advantage in increasingly digital markets.

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Additional Information

Author Contributions

All authors have reviewed the final version to be published and agreed to be accountable for all aspects of the work.

Concept and design: Prince Kumar Tiwari, Rajkiran Prabhakar, Amit Singh

Acquisition, analysis, or interpretation of data: Prince Kumar Tiwari, Rajkiran Prabhakar, Amit Singh

Drafting of the manuscript: Prince Kumar Tiwari, Rajkiran Prabhakar, Amit Singh

Critical review of the manuscript for important intellectual content: Prince Kumar Tiwari, Rajkiran Prabhakar, Amit Singh

Supervision: Rajkiran Prabhakar

Disclosures

Conflicts of interest: In compliance with the ICMJE uniform disclosure form, all authors declare the following:

Payment/services info: All authors have declared that no financial support was received from any organization for the submitted work. **Financial relationships:** All authors have declared that they have no financial relationships at present or within the previous three years with any organizations that might have an interest in the submitted work. **Other relationships:** All authors have declared that there are no other relationships or activities that could appear to have influenced the submitted work.

Data Availability Statements

The bibliometric dataset supporting the findings of this study is publicly available in the Zenodo repository at <https://doi.org/10.5281/zenodo.20525138>. The repository contains cleaned bibliographic metadata and analytical files derived from 159 publications retrieved from Scopus and Web of Science (2002–2025). No copyrighted full-text articles or proprietary database records are included.

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