Overview of brand personality research with bibliometric indicators

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© 2018, Emerald Publishing Limited. Purpose: The purpose of this paper is to present a global view of the research that has been conducted regarding brand personality by using the Core Collection of the Web of Science (WoS) as a reference. The main bibliometric indicators considered are number of articles, number of citations, main authors, principal journals, institutions, countries and keywords.

Design/methodology/approach: Through a bibliometric investigation, this paper performs an analysis of investigations of brand personality that have been conducted to date. In particular, the analysis focuses on the papers that have generated the greatest impact in the scientific community, the journals that have given the most attention to this concept and the authors who have most strongly influenced the academic world in this field. The analysis reveals a series of relationships between the bases of knowledge considered for different authors and journals and the structure of those relations.