

## Brand Preference and Brand Switching Behavior among Rural Customers towards Bath Soaps: A Bibliometric Analysis

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### ABSTRACT

The primary goal of this study is to conduct a bibliometric analysis using key words as Brand Preference and brand switching behaviour. The Benefits of brand especially- when it comes to the bath soap items, have a major impact on the Rural customers to purchase decision of a certain brand over time. Rural customer contentment is calculated by the different product's actual performance with its expected performance after use. Since rural consumers perceptions are so individualized, they are susceptible to distortion. Brand must thus be positioned in rural consumers' minds in order to survive in nation like India where a larger in size and more demand base customers with great opportunities to all kind of manufacturer.

Brand preference and brand switching behaviour are important step to know the rural customer selection behaviour. Brand preference reveals the attributes, perception, Brand image, appearance and experience of a brand possesses. Where brand switching influence by some factors like financial, sociological, psychological and other factors....

**Keywords** *bibliometric analysis, Brand preference, Rural Marketing, Brand switching behaviour*

### INTRODUCTION:

**Rural marketing:** it is designing and development of marketing activities in the rural areas. Rural marketing is a two-way marketing process which encircle the discharge of

Rural business activities that direct the flow of goods from urban to rural areas (for manufactured goods) and vice-versa (for agriculture produce). As also within the rural areas (Gopalswamy, 2005)<sup>3</sup>. But rural marketing deals with various inputs, projects and services means for the rural market

**Brand:** "A name, Symbol, or other marker that businesses use to distinguish their products from competitors and foster a public identity".

**Brand Preference:** "it is when a customer identifies the specific brand of product and makes that product of that particular brand is a part of their purchasing same brand routinely. This might be come after a consumer tests other product of brand—trying out the competition but finally staying on one preferred brand."

**Brand Switching behavior:** "when a company's long – term customers choose to purchase products from a different brand".

### Rural:

Rural is "a village with less than 5000 population and more than 75% of the male population are engaged in agriculture".

The Indian census defined any residence with a less than 400 per sq km population density, where minimum 75%

of male population are agriculturist and no more exists of municipality or board, as a rural resident.

### Rural India:

Villages are leading the Indian economy. around 75% of India's populations (equal to 12.2% of the world's population) lives in 6,38,365 `villages are there in India and geographically its spread over 32 lakh square kilometers. Out of this Indian rural populations about 90% are concentrated in the Indian villages having the population below 2000 people. As per the census (2001), rural areas are comprising 13.5 crore households which continue 72% of total households in India with 48 crore adults individual. But the Indian rural market is a heterogeneous across the country. Variations are the basic level of disclosers to urban centers and the extent of development in a rural region has resulted is not homogeneous. The rural customer willingness to accept the new innovation and also accept the varies significant changes from one rural market segment to another rural market segment.

Understanding customer is very necessary for all marketers in the world. Thus, India and India's rural Customers are not an exceptional, but most important as a major Indian population lives in villages. Rural customers are different due to culture, buying capacity, religion, social groups, traditions and beliefs, which impact the decision-making process. All these factors are influencing consumer buying decision process of rural customers.

The manufacturing of soap industry is the very old industries are working in the rural market of India. around 50% of soaps are manufacturing in India are sold in Indian rural Markets. Creating the awareness of standards in

rural areas is providing the opportunities to many soap industries. Manufacturing different ranges and sizes of soaps help to targeting the low-income groups customers. As per the current survey say that there are more than five million retail outlets are selling soaps out of which more than 75% operates in Indian village areas.

### **Objectives of the study:**

Systematically adapt, crystallization and understand the research regarding brand preference and Brand switching behaviour.

The research aims to identify research trends related to Brand preference and Brand switching behaviour.

This analysis aims to examine the thematic content and interrelationships among research publications focused on Brand Preference and Brand switching behaviour in rural areas.

Provides proper suggestions for a future research Agenda to help further advances in this field.

In detail, it is proposed to answer the following research questions:

RQ1: how has previous Brand Preference and Brand switching behaviour research descriptively developed overtime?

RQ2: What are the most influential counterparts (Authors], Institutions, countries and documents) in this field?

RQ3: which literature gap provides routes for the future research in Brand Preference & Brand switching behaviour?

The study discusses the methodology of research what they adopted and exposing the extraction of data and screening process. After that the analysis and finding sections with descriptive and bibliometric analysis. Based on Scopus database, a sample of 346 articles from 920 authors published in 2340 citation from the period of 2000 to February 2025. Through bibliographic coupling, cluster analysis was performed by conducting a content analysis of 346 documents, proposing future research opportunities. Finally, theoretical and managerial implications are discussed together with future research directions and limitations.

## **2. Data and methodology**

This study is based on a bibliometric review of Brand preference and Brand switching behaviour. A bibliometric review is a quantitative method that applies the statistical analysis of a large volume of bibliographic resources, such as review papers, articles and books (Khan et al., 2020). According to Hawkins (1977), bibliometric studies correspond to 'quantitative analysis of the bibliographic features of a body of literature', identifying relationships between cited and citing articles with statistical analysis (Worfel et al., 2022). The objective of this technique is used to understand the inter-connections between journal citations, in order to conclude the main topics in the current research and the even identify new emerging issues (Jia & Mustafa, 2022).

Bibliographic coupling and co-citation are examples of two different techniques used in bibliometric analysis to access the connection of publications based on shared references. Bibliometric coupling was introduced by Kessler (1963) and is considered to be a retrospective technique, as it measures the relationship between two articles based on the common cited references. Should a document be common to two publications, then according to Egghe and Rousseau (2002), they are bibliographically coupled, where the greater the number of references in common, the stronger is the relationship.

On the other hand, the co-citation analysis proposed by Small (1973) is essentially a forward – looking perspective, as it assesses the connection between two or more articles by the number of simultaneously cited documents. In this way, the intensity of co-citation between two articles is determined by the number of publications in which both documents are concurrently cited. In this study, the use of the co-citation technique of Small (1999) is preferred in mature research fields and for the analysis of less -recent publications. As this study provides to research the field of Brand Preference and Brand Switching behaviour, which is a topic that is still in its early stages, bibliographic coupling was the chosen method to apply for content analysis.

### **2.1. Search strategy and data retrieval process**

The data of bibliographic used in this particular study were accessed during the month of February 2025 from the Scopus database, which is widely recognised as one of the most used and more reliable databases for quantitative analysis (Garg et al., 2021).

To identify publications centred on Brand Preference and Brand switching behaviour encompassing the both the perspective and aiming for broader scope beyond the rural consumers behaviour, data collection followed the criteria outlined below:

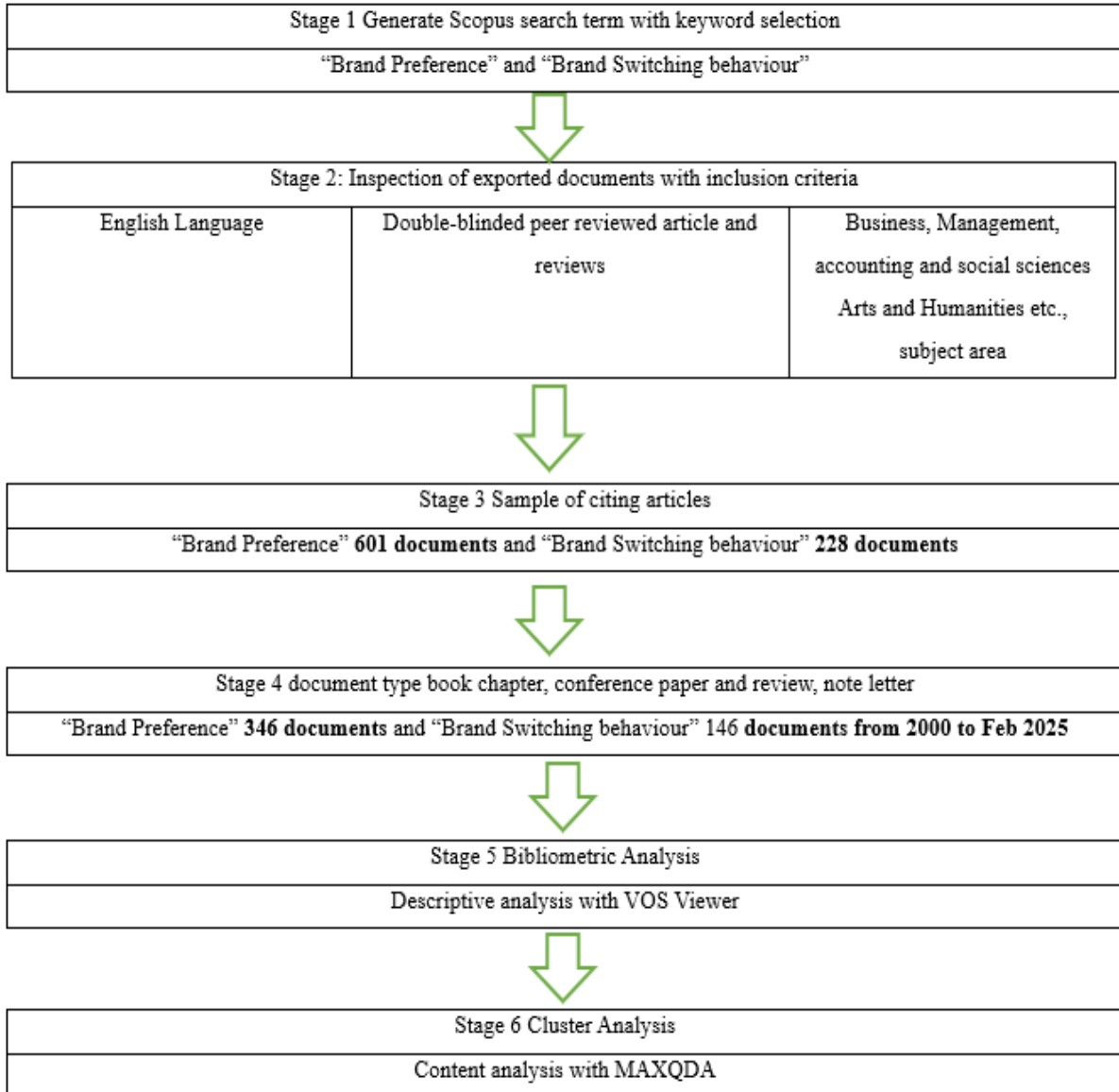
[1] search engine terms with the keywords 'Brand Preference' and 'Brand Switching', (title-aBS-key) fields; [2] English language only ; [3] double-blind peer-reviewed articles and reviews, and [4] business, management, accounting, social science, Arts and humanities and computer science subject area. The selected search term aimed to minimize researchers' biases by ensuring that publications encompassed all conceivable iterations related to the subject. This includes studies incorporating term such as 'Brand preference' search initially yielded a list of 601 publications and 'Brand Switching behaviour' search initially yielded a list of 228 publications and next a manual screening was performed with the aim to exclude all articles that were unrelated with the topic by analysing keywords and titles. For Brand Preference 346 references and Brand Switching behaviour 146 references whose corresponding data text files were extracted obtained, containing information regarding each publication. The database included articles from a span of almost 25 years, starting from 2000 until Feb 2025, with a concentration of articles from 2016 onwards, as illustrated in figure -1.

### **2.2. Research method**

The bibliometric overview is presented in a combination of descriptive statistical and network analysis regarding three different levels: documents, journals and authors (Paul & Bhukya, 2021). Statistical metrics such as the number of citations, citations per document, number of publications and number of journals cited were calculated

to evaluate the impact of Brand preference and Brand switching in the field of Rural marketing.

Many tools are available for bibliometric analysis, such as VOS viewer (Visualisation of similarities viewer), which is becoming increasingly popular in bibliometric studies, due to its superior mapping.



**methodology.**

Ability in handling a large set of data (van eck & Waltman.2010). this study, VOS Viewer (Version 1.6.20) software is used to construct and map the bibliographic data, which was imported from Scopus in the ‘.csv’ extension file format. Through the mapping routes, this tool computed the strength of the association between different keywords, in a term of cooccurrence matrix (van eck & Waltman, 2010), which enabled the detection of clusters. At a larger stage MAXQDA (version 2022.6) software is used for text mining in content analysis, where the codes were taken from the selected sample articles of each cluster identified. Next, the process of methodological in this bibliometric review was followed by tranfield et.al (2003)’s structural approach, it is based

on four different stages: (1) Preparation, (2) Quality Assurance, (3) Data Extraction and (4) Data analysis and conclusions. In the first stage, the research questions were defined to guide the study, which in turn were responsible for the selection of database and the keywords for the search. In the second stage, quality assurance was guaranteed by applying criteria such as peer-reviewed academic journals written in English and the qualitative analysis was performed by analysing titles and abstracts. next, third stage of the data extraction from the Scopus database was carried out. Finally, fourth stage encompasses the descriptive analysis by using VOS Viewers, coding and extraction of the data using MAXQDA followed by content analysis.

### 3. Results:

**3.61. yearly publication:** the number of publications on Brand Preference and Brand switching behaviour is presented in Figure-2.1, 2.2, 2.3, & 2.4, Original records from Scopus database on Brand Preference research which defects the development of documents from the year 2000 to February 2025. The total number of articles was 601 after applying the Prisma Model ultimately (Figure 2.3) 346 documents are used for research. Similarly Original records from Scopus database on Brand Switching research which defects the development of documents from the year 2000 to February 2025. The total number of articles was 228 after applying the Prisma Model ultimately (Figure 2.4) 146 documents are used for research. The first article related to Brand preference identified in Scopus was published in journal of the academy of marketing science in 2003, with the title of “The Influence of pioneer status and Experience order on consumer brand preference: A Mediated -Effects modal” by Niedrich R.W and Swain S. D. objective of this article was to overview the study influence on customer Brand Preference and Experience on current Brand ( Niedrich

R.W 2003) and similarly Brand switching behaviour published in Journal of International consumer marketing in 2007, with the title of “Analysing variety seeking behaviour using panel data” by Tang E.P.Y and Chin. I.O.K this article objective how consumer seeking the changes in current brand on panel data (Tang E.P.Y 2007). regarding number of annual numbers of published articles are the period before 2011 was marked by a slow growth for the subject of Brand Preference. With a minimum of 2 publications every year. Next, this number increased significantly over the last decade, especially since 2011, with slight negative rate in (2014 to 2016) and (2019 to 2021) most probably due to the covid pandemic, with an average of 22 articles. The minimum number of publications reached a highest in 2021-2024, with 96 articles. and Brand Switching behaviour with a minimum of 2 publications per year. Next, this number increased significantly over the last decade, especially since 2011, with slight negative rate in (2009 to 2012). with an average of 11 articles. The minimum number of publications reached a highest in 2015-2018, with 37 articles.

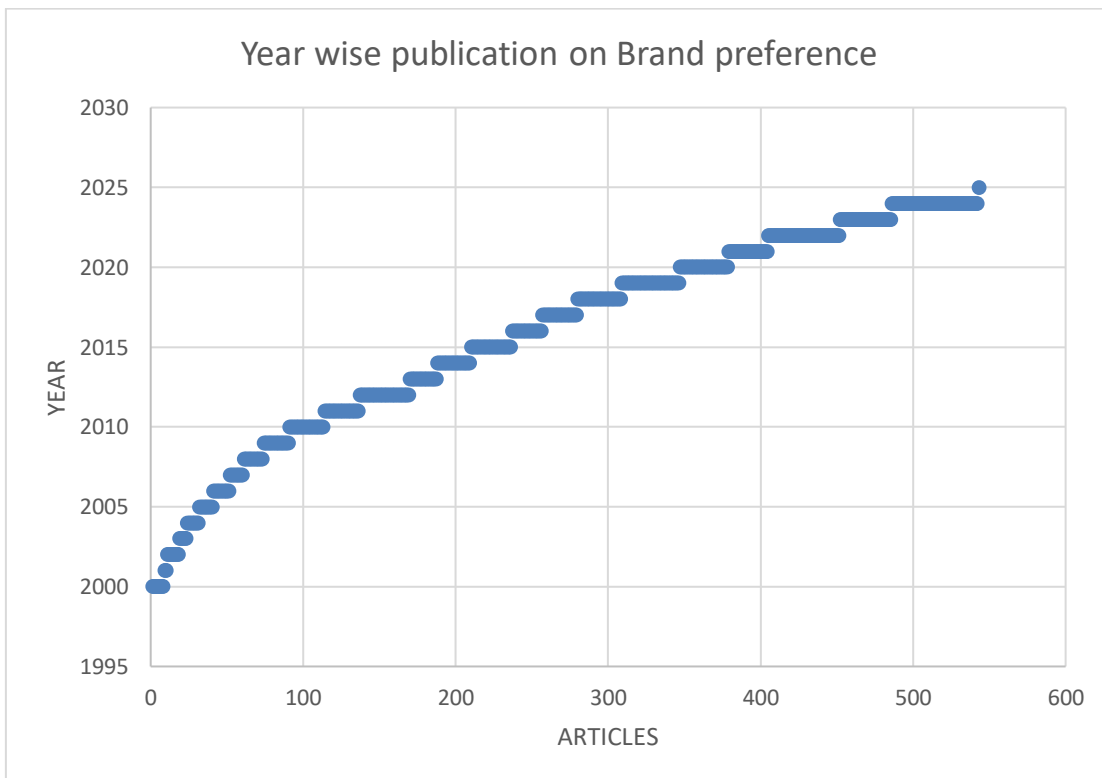


Figure 2.1: Original records from Scopus database on Brand Preference research since 2000

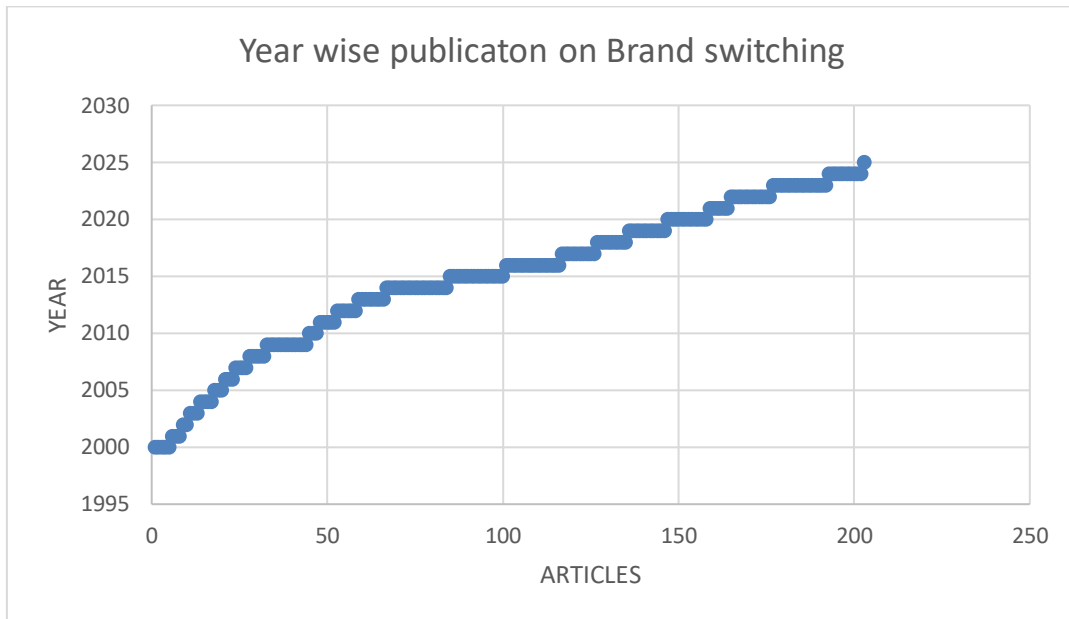


Figure 2.2: Original records from Scopus database on Brand switching research since 2000

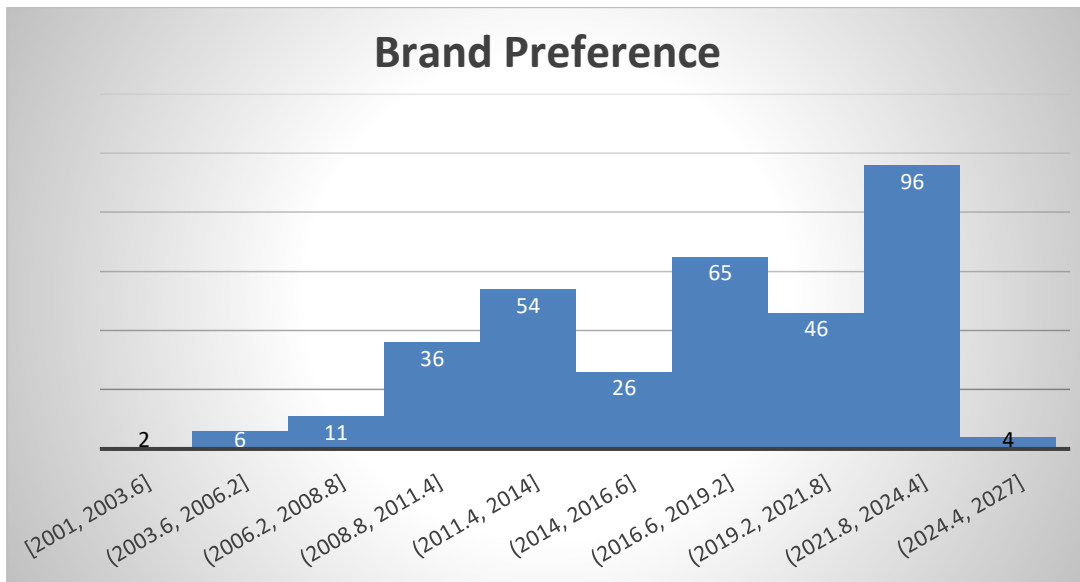


Figure: 2.3 actual studies included in review in Brand Preference research since 2000

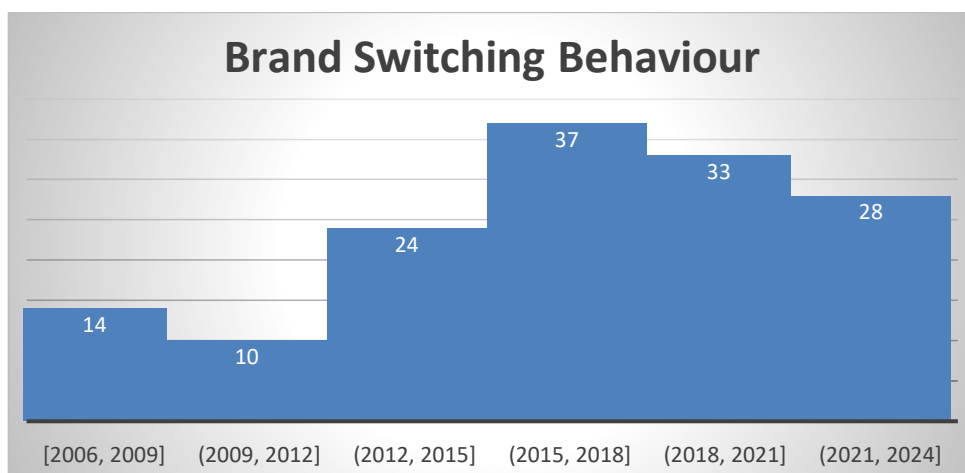


Figure: 2.4. actual studies included in review in Brand Switching research since 2000

**3.2. Research categories:**

The 346 articles were written by 920 authors with a total of 23401 citations of Brand Preference. The statistics shown in table 1 indicate that 64.45% (n= 223) of the documents are concentrated in just one category – ‘Business, Management and Accounting’. It is important to clarify that the same document can be classified under

more than just one category, which can impact partial and total statistics. The second category with the most publications is “social sciences” with 55 articles, followed by Economic, econometrics and finance 38. Similarly, brand switching out of 146 articles 78 (53.42%) articles are Business management and accounting category, 30 articles are social sciences and followed by 21 articles are Economics, Econometrics and Finance.

**Table 1. Number of publications by category**

Scopus category	Brand Preference		Brand switching	
	Number of publications	% of 346	Number of publications	% of 146
Business, Management and accounting	223	64.45%	78	53.42%
Social science	55	15.90%	30	20.55%
Economics, Econometrics and Finance	38	10.98%	21	14.38%
Arts & Humanities	12	3.47%	4	2.74%
Computer science	18	5.20%	13	8.90%

**3.3. Institution and country wise distribution**

Institution and country wise distribution can be considered as important analytical variables and the performance of various regions or institutions in this field of research. The citation and co- citation of articles from various institution or countries can benchmark the collaborative networks and academic level (guo et al., 2019). The retrieved data demonstrates the global application of this Brand Preference topic, as the 346 publications are distributed across 68 countries. Table 3 indicates the top 10 countries with the utmost publications, which contributes to more than 81.79% of all the published articles in the selected samples. The US is the country with the Larger number of articles publications, with 86 journals, accounting ]for almost one fourth of the total number of publications, followed by the India with 39, and China with 38. The retrieved data demonstrates the global application of this Brand

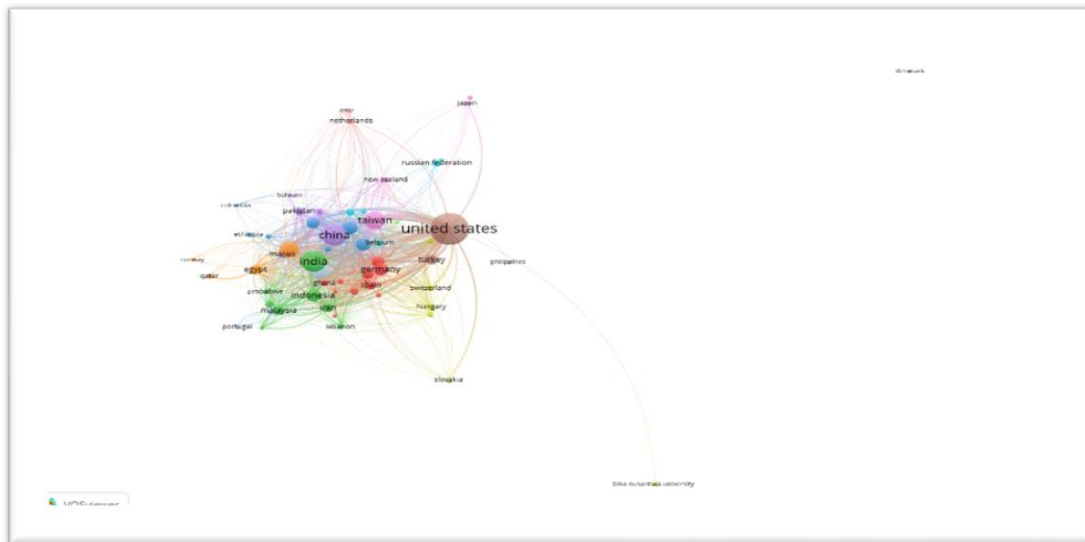
switching topic, as the 146 publications are distributed across 47 countries. Table 3 indicates the top 10 countries with the most publications, which contributes to 87% of the published articles in the selected samples. The U S is the country with the largest number of publications, with 33 journals, accounting for almost one fourth of the total number of publications, followed by the India with 15, and China with 13.

Figure -3.1 & 3.2 presents the coupling map, which is constructed from the results of the “Bibliometric coupling” analysis in VOS viewer. More concretely, it selected ‘Countries’ as the unit of analysis, with the minimum number of documents for countries being equal to 1, ensure obtaining the larger number of links generated under the countries variable. This analysis enables the measurement of the degree of collaboration of the country to which the article belongs, by linking the number of similar shared references cited by documents.

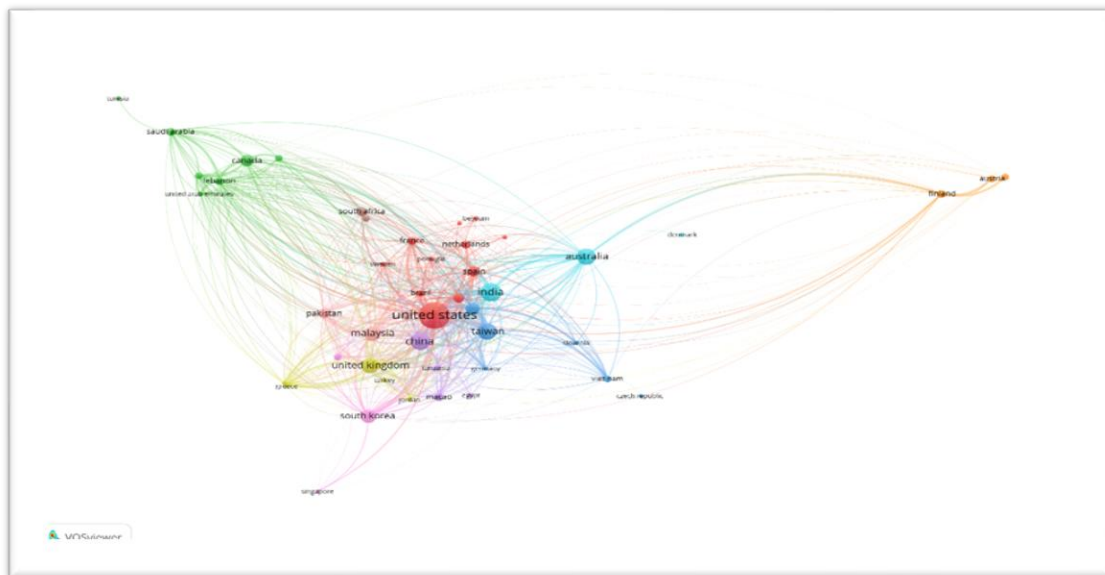
**Table: 3 Top 10 countries with the most publications.**

Brand Preference				Brand Switching			
Countries	Documents	Citations	Total link strength	Countries	Documents	Citations	Total link strength
U S	86	3759	12003	United states	33	1489	3654
India	39	960	4749	Malaysia	10	182	2501
Taiwan	27	903	6659	India	15	166	2064
China	38	884	6216	China	13	275	1841
South Koria	24	299	4377	United Kingdom	11	182	1811

United Kingdom	22	696	3724	Taiwan	12	356	1570
Hong kong	14	411	3024	Australia	12	185	1189
Indonesia	12	91	2408	South korea	8	245	1278
Iron	7	57	2394	Indonesia	7	64	961
Australia	14	446	2175	Canada	6	63	812



**Figure-3.1. Bibliographic coupling network of countries of Brand Preference**



**Figure- 3.2. Bibliographic coupling network of countries of Brand Switching**

The network visualisation shows the presence of 10 different clusters, with the most notable one being the United States for Brand Preference is coloured in Brown and Brand switching in Red. The positioning of the United States as the top-listed country reflects its size, its language facilities, as well as the investment spent on academic and scientific research and the fact that it was the first country to develop the concept ‘atmospherics’ in marketing of Philip Kotler (1974). The cluster includes 10 more countries, including India, Taiwan, China and South Korea, meaning that these countries shared the same cited references, the cluster coloured in green includes 5 countries, the most salient being the India, followed by Malaysia, Indonesia, Iran and Zimbabwe, which provides an insight into the strength of the cooperative relationship in Brand Preference and Brand Switching research between countries.

Table. 4 describes the results of the analysis of the organisation variable, with the top 5 organisations being responsible for Brand Preference 346 documents and for Brand switching 146 documents among

### 3.4. the most influential articles: -

According to Svensson (2010), the citation count analysis of a publication represents the influence of a document. Accordingly.

**Table -4 Top 10 documents by Global citation of Brand Preference**

Title	Authors	Year	Source	Citation
Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior	Godey B.; Manthiou A.; Pederzoli D.; Rokka J.; Aiello G.; Donvito R.; Singh R.	2016	Journal of Business Research	787
Competing for consumer identity: Limits to self-expression and the perils of lifestyle branding	Chernev A.; Hamilton R.; Gal D.	2011	Journal of Marketing	250
The impact of brand equity on brand preference and purchase intentions in the service industries	Chang H.H.; Liu Y.M.	2009	Service Industries Journal	209
Why healthy eating is bad for young people's health: Identity, belonging and food	Stead M.; McDermott L.; MacKintosh A.M.; Adamson A.	2011	Social Science and Medicine	199
Cognitive and affective reactions of U.S. consumers to global brands	Dimofte C.V.; Johansson J.K.; Ronkainen I.A.	2008	Journal of International Marketing	196
The effect of sales promotion on post-promotion brand preference: A meta-analysis	DelVecchio D.; Henard D.H.; Freling T.H.	2006	Journal of Retailing	170
The influence of visual packaging design on perceived food product quality, value, and brand preference	Wang E.S.T.	2013	International Journal of Retail and Distribution Management	153

The antecedents and consequence of consumer attitudes toward restaurant brands: A comparative study between casual and fine dining restaurants	Hwang J.; Ok C.	2013	International Journal of Hospitality Management	142
A brand preference and repurchase intention model: the role of consumer experience	Ebrahim R.; Ghoneim A.; Irani Z.; Fan Y.	2016	Journal of Marketing Management	131
The dynamic impact of product-harm crises on brand preference and advertising effectiveness: An empirical analysis of the automobile industry	Liu Y.; Shankar V.	2015	Management Science	

**Table -5 Top 5 documents by Global citation of Brand Switching Behavior.**

Title	Authors	Year	Source	Citation
Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective	Lam S.K.; Ahearne M.; Hu Y.; Schillewaert N.	2010	Journal of Marketing	366
The five types of brand hate: How they affect consumer behavior	Fetscherin M.	2019	Journal of Business Research	149
Towards a unified theory of brand equity: Conceptualizations, taxonomy and avenues for future research	Davcik N.S.; da Silva R.V.; Hair J.F.	2015	Journal of Product and Brand Management	147
Airline brand equity, brand preference, and purchase intentions-The moderating effects of switching costs	Chen C.-F.; Chang Y.-Y	2008	Journal of Air Transport Management	145
Do switching costs make markets less competitive?	Dubé J.-P.; Hitsch G.J.; Rossi P.E.	2009	Journal of Marketing Research	144

The highest ranked document in Brand Preference is “Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior by Godey B.; Manthiou A.; Pederzoli D.; Rokka J.; Aiello G.; Donvito R.; Singh R. (2016) Published by the Journal of Business Research, being the most-cited publication, with 787 citations. These authors developed a conceptualized model of brand equity that is embodied in *Advances in Consumer Research*

Brand Preference. The authors defend that the experience on social media efforts of Luxury brands which can affect consumer satisfaction and Brand equity. The second -ranked paper in the list, with 250 citations, is “Competing for consumer identity: Limits to self-expression and the perils of lifestyle branding” Published in Journal of marketing in 2011 by Chernev A.; Hamilton R.; Gal D, that lays the foundation of research of lifestyle branding

in Brand Preference topic. The review established an overview of research on Brand perception, The impact of brand equity on brand preference and purchase intentions in the service industries. (Chang H.H.; Liu Y.M. 2009). The remaining documents in the ranking has 209 citations and is entitled “Why healthy eating is bad for young people's health: Identity, belonging and food” by Stead M.; McDermott L.; MacKintosh A.M.; Adamson A. (2009), that was published in service industries journal.

The highest ranked document in Brand switching is “Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective” by Lam S.K.; Ahearne M.; Hu Y.; Schillewaert N. (2010) Published in Journal of Marketing, beings the most-Cited publication, with 366 citations. These authors developed a conceptualised model of Brand switching. The author defined that how customer will get attract from the new brand when they newly introduced to market. The second – ranked in the list, with 149 citations, is “The five types of brand hate: How they affect consumer behavior” by Fetscherin M. (2019), published in “Journal of Business Research” the authors are clearly defined about the brand switching reasons for hating current brands, why they wanted change their current brand. The remaining document in the ranking with citation 147 is “Towards a unified theory of brand equity: Conceptualizations, taxonomy and avenues for future research” Davcik N.S.; da Silva R.V.; Hair J.F. (2015), that was Published in Journal of Product and Brand Management.

**3.5. Author keyword co-occurrence analysis:**

In the total of 1199 Author keywords among 346 publications on Brand Preference, 1000 (83.40%) keywords appeared only once; 38 keywords appeared 5 or more times (3.17%); and only 14 keywords were identified in at least 10 publications, representing 1.17% (Brand preference, Brand equity, purchase intention, brand image, consumer preference, brand loyalty, Brand attitude and consumer preferences etc.). similarly on Brand switching, in the total of 535 keywords among 146 publications, all 535 (100%) keywords appeared only

once; 18 keywords appeared 5 or more times (12,33%); only 6 keywords were identified in at least 10 publications, representing 4.11% (Brand loyalty, Brand switching, Brand equity, Customer satisfaction and switching costs).

Table. 6 summarised the top 10 author keywords on brand preference, in which the keyword ‘Brand Preference’ was the word most often applied to synthesize the main subject of the research, with 146 occurrences similarly 10 author keywords on brand Switching, in which the keyword ‘Brand Switching’ was the word most often applied to synthesize the main subject of the research, with 54 occurrences. To explore the current research status in order to identify future potential relationships between terms in Brand preference and brand switching, a co-occurrence analysis was carried out, which focused on the content of the publications. Keyword co-occurrence analysis is a technique that extracts keywords form the publications, enabling the examination of the document’s content. In this way it is possible to enrich the study of the Brand preference and Brand switching field by interpreting xo-citation analysis, which represents the past research or bibliographic coupling, as utilised in this research (Donthu. Et.al., 2021). These results enable the development of new potential insights in the research field of Brand preference & Brand switching, helping consolidate the literature in the future. In details, figure 4.1 shows the results of author keywords co-occurrences on Brand preference, in which the keywords chosen appeared at least 3 times resulting 72 keywords. Each keyword is symbolised by a node, where the greater the occurrence, the greater the size of the node. The nodes are clustered into 4 different clusters, 4.2 shows the results of author keywords co-occurrences on Brand switching, in which the keywords chosen appeared at least 2 times resulting 96 keywords. Each keyword is symbolised by a node, where the greater the occurrence, the greater the size of the node. The nodes are clustered into 6 different clusters, illustrated by different colours, where the distance between cluster reflects the degree of relation between them. In the

**Table 6: Top 10 author keywords**

Brand Preference			Brand Switching		
Keyword	occurrences	Total link strength	Keyword	Occurrences	Total link strength
Brand preference	146	578	Brand switching	54	266
Brand equity	32	140	Brand loyalty	22	96
Brand Image	23	122	Brand Equity	11	56
Purchase intention	26	113	Switching cost	10	50
Brand loyalty	22	105	Customer satisfaction	10	49
Brand	18	94	Switching costs	11	49
Consumer preference	20	92	Brand Image	9	43
Brand preference	22	83	Customer loyalty	8	41
Preference	17	69	Loyalty	7	36



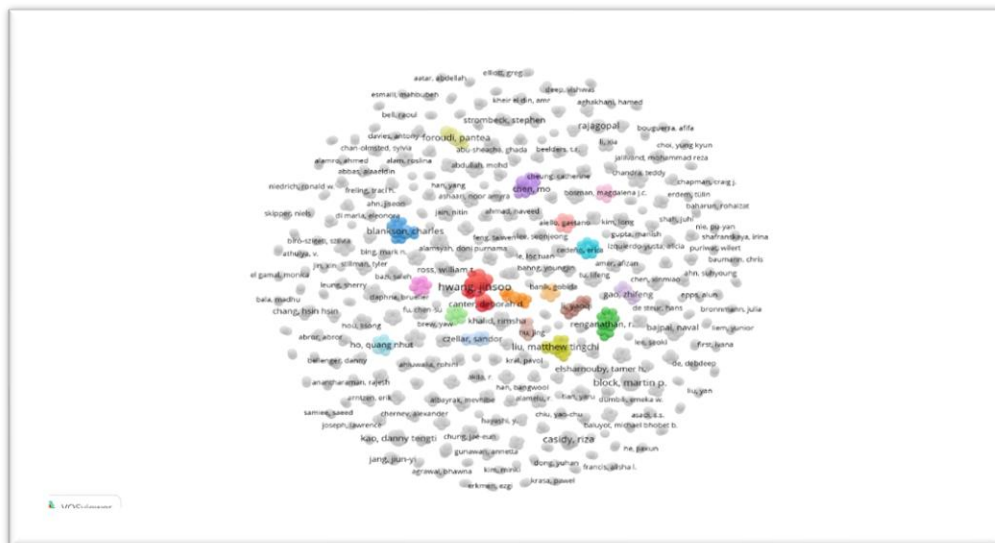


South Korea. His key research in Sensory, affective, intellectual, behavioural in forming patrons repurchase intentions and he is the top 10 in list and is a well-known researcher topic of switching behaviour.

To further investigate the association and collaboration among the Brand preference 920 authors and Brand Switching 394 authors, a co-authorship analysis using VOS Viewer was conducted

**Table: 7 top 10 Authors documents and citations**

Brand Preference				Brand Switching			
Author	Documents	Citations	Total link strength	Author	Documents	Citations	Total link strength
Hwang, Jinsoo	6	208	9	Fetscherin, marc	2	153	0
Ok, Chihung	3	192	8	Han, Heesup	2	106	0
Kim, heather M	3	48	5	Dawes, John.	2	62	0
Blankson, Charles	3	23	1	Al-Kwif, sam o,	3	48	0
Casidy, riza	4	191	1	Ahmed, Zafar U	2	42	0
Block martin	4	64	0	Dawes, John.G	2	31	0
Foroudi	3	60	0	Abril, Carmen	2	23	0
Kao, danny tengti	3	51	0	Sanchez, Joaquin	2	23	0
Liu, matthew	3	417	0	Law, Rob	2	19	0
Rajagopal	3	29	0	Bogomolova	2	19	0



**Figure- 5.1. Networks mapping of co-authorship analysis on Brand Preference.**

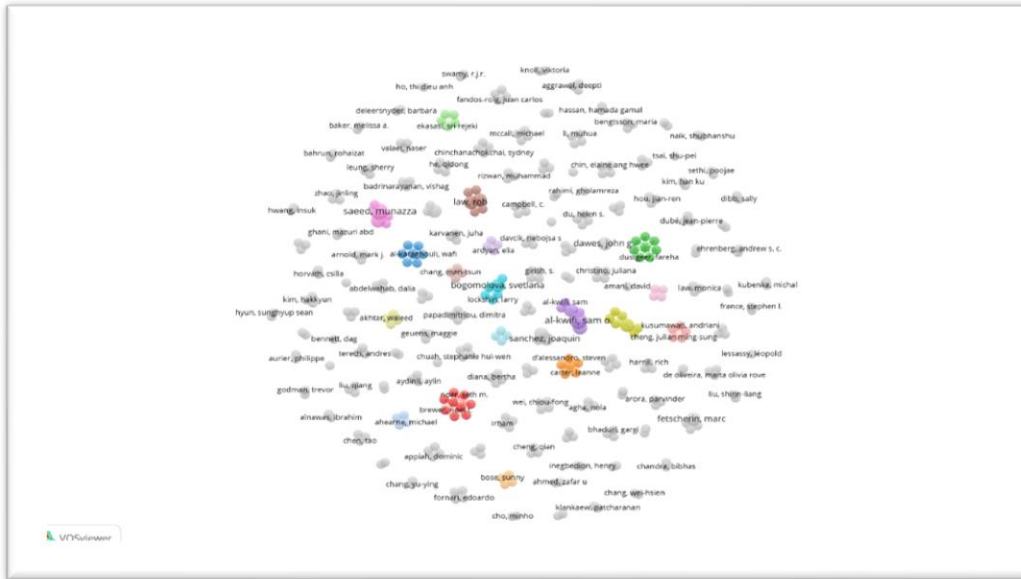


Figure- 5.2. Networks mapping of co-authorship analysis on Brand Switching

### 3.8.1 Cluster analysis on Brand Preference:

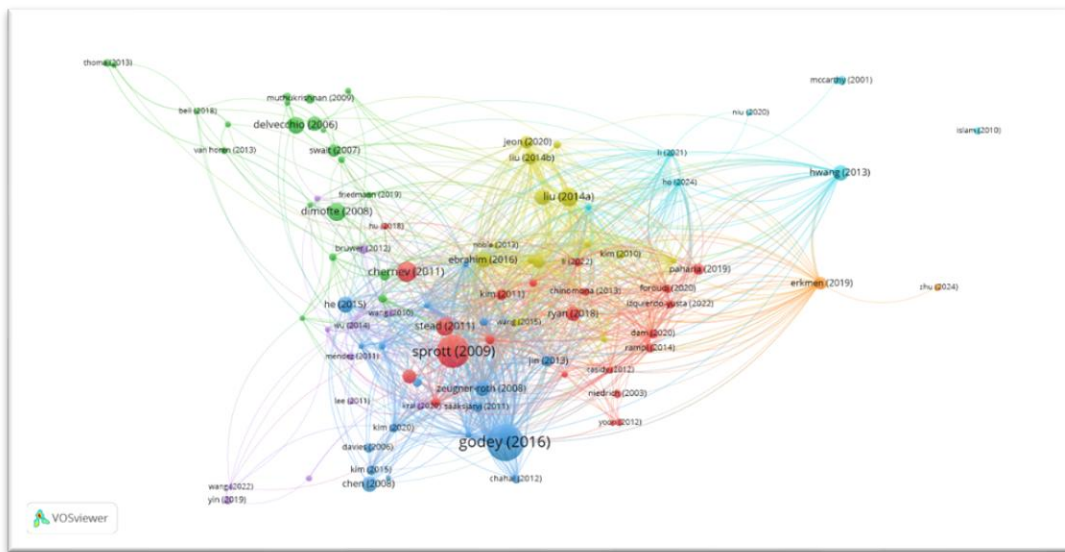


Figure- 6.1.1 cluster analysis on Brand preference

The mapping of clusters generated by bibliographic coupling (Figure 6.1) was defined with a minimum of citations defined to be equal to 10 among the 346 final documents of the research, using the Scopus data base. Through the use of VOS-Viewer software, the visual mapping revealed 7 different clusters, which indicate a group of related items, coloured in Cluster1(Red), Cluster 2 (Green), Cluster 3 (Dark Blue), Cluster 4 (Yellow), Cluster 5 (Purple), Cluster 6 (Sky Blue) and Cluster 7 (Orange) respectively among the 1432 links documents.

Cluster-1: the first cluster which is coloured in Red in Figure (6.1) comprises 22 items from 2006 to 2023. This cluster embraces most of the research on Brand Management, specifically Brand Preference are used to collect information. The importance of a general measure

of a brand engagement on marketing behaviour: development and validation of scale (Sprrott 2009) has highest citation of 633 with total link strength 83. Competing of consumer identity: limits to self-expression and perils of life style branding (Chernev, 2011) has total 250 citations and total link strength is 17.

Cluster -2 : the second cluster which is coloured in Green in figure (6.1) comprises 22 items from 2006 to 2023. Cognitive and affective reactions of US Consumers to global brands (dimofte, 2008) have highest citation of 196 with total link strength is 15.

Cluster -3: the third cluster with Dark Blue in figure (6.1) comprises 20 items from 2006 to 2019, social media marketing efforts of luxury brands influence on brand

equity and consumer behaviour (godey, 2016) has highest citation of 787 with total link strength 80.

Cluster -4: the fourth cluster which is coloured in yellow in figure (6.1) comprises 15 items from 2010 to 2022. The impact of corporate social responsibility performance and perceived brand quality on customer – based brand preference (Liu – 2014a) has highest citation of 219 with total link strength 139.

Cluster-5: the fifth cluster which is coloured in Purple in Figure (6.1) comprises 11 items from 2008 to 2023. Country- of – origin brand preferences and associated knowledge levels of Japanese wine consumers (bruner, 2021) have highest citation of 59 with total link strength 28.

Cluster -6: the sixth cluster which is coloured in Sky blue in figure (6.1) comprises 8 items from 2001 to 2024. The antecedents and consequence of consumer attitudes towards restaurant brands: a comparative between casual and fine dine restaurants (hwang, 2013) have the highest citation of 142 with total link strength 86.

Cluster-7 the seventh cluster which is coloured in orange in figure (6.1) comprises only 2 items erkmen, 2019 and Zhu, 2024. Building brand relationship for restaurants: an examination of other customers, brand image, trust and restaurants attributes (erkmen, 2019) have citation of 92 with total link strength 72

### 3.8.2 Cluster analysis on Brand switching:

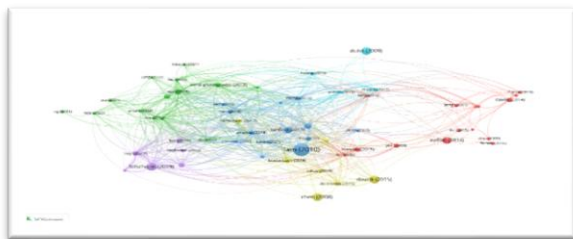


Figure- 6.1.2 cluster analysis on Brand Switching

The mapping of clusters generated by bibliographic coupling (Figure 6.1.2) was defined with a minimum of citations defined to be equal to 10 among the 146 final documents of the research, using the Scopus data base. Through the use of VOS-Viewer software, the visual mapping revealed 6 different clusters, which indicate a group of related items, coloured in Cluster1(Red), Cluster 2 (Green), Cluster 3 (Dark Blue), Cluster 4 (Yellow), Cluster 5 (Purple), Cluster 6 (Sky Blue) and respectively among the total 606 link documents.

Cluster-1: the first cluster which is coloured in Red in Figure (6.1) comprises 15 items from 2006 to 2016. The price promotion for emotional impact. (aydinil- 2014) have highest citation of 110 with total link strength 07.

Cluster -2 : the second cluster which is coloured in Green in figure (6.1.2) comprises 14 items from 2014 to 2022. What drives green brand switching behavior? have highest citation of 70 with total link strength is 45.

Cluster -3: the third cluster with Dark Blue in figure (6.1.2) comprises 13 items from 2013 to 2020, Resistance to brand switching when a radically new brand is

introduced a social identity theory perspective (Iam, 2010) has highest citation of 366 with total link strength 35.

Cluster -4: the fourth cluster which is coloured in yellow in figure (6.1.2) comprises 7 items from 2008 to 2017. Towards unified theory of brand equity: conceptualisation, taxonomy and avenues for future research (davcik, 2015 ) has highest citation of 147 with total link strength 37.

Cluster-5: the fifth cluster which is coloured in Purple in Figure (6.1.2) comprises 6 items from 2016 to 2023. The five types of brand hate how they affect consumer behavior (fetscherin, 2019) have highest citation of 149 with total link strength 82.

Cluster -6: the sixth cluster which is coloured in Sky blue in figure (6.1.2) comprises 4 items from 2009 to 2017. Do switching costs make markets less competitive? (dube, 2009) have the highest citation of 144 with total link strength 03.

### 4. Limitations and future directions:

The present work acknowledges its limitations. To start with the data used were downloaded only from Scopus database so it is not possible to guarantee that the database is error-free. Accordingly, the use of another database is recommended, such as web of science, dimensions, PubMed etc.,in order to safeguarding that important journal indexes are included in the data

Secondly, the data used for research is referred only single language, we selected only English language publications which may cause excluding important documents, which turn can lead to crucial start failures in this review. Future research work should consider a larger scope than the current study to overcome these limitations.

Thirdly, the defined criteria of only searching by the Brand Preference and Brand Switching behavior keyword, as well as screening the samples only by extracting analysing the titles and the carrying out of content analysis based on the top-cited articles of each cluster may ignore important documents and distort the results. Consequently, it is suggested that big data analytic tools be used to add robustness and provide more bias-free research in this field.

### CONCLUSIONS:

This article offers three main contributions to the furthering of knowledge: firstly, it summarises previous research work regarding Brand Preference and brand Switching behaviour through descriptive analysis.

Secondly, by adopting a bibliometric approach with content analysis, it provides a systematization of the content research in Brand Preference and Brand Switching, importantly the main theory and framework followed. And

Thirdly, it proposes new research opportunities for future studies. Given the theoretical and practical contribution of this study, it is hoped that researcher will be inspired to explore the field of brand preference and Brand switching research and thus enhance the literature with interdisciplinary exchange.

**Discloser statement:**

No potential conflict of interest was reported by the author(s)

**Data availability statement:**

The data that support the findings of this study are openly available in Scopus at [scopus.com](https://scopus.com)

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