

BRAND PERSONALIZATION IN MARKETING – BIBLIOMETRIC ANALYSIS

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Purpose: The purpose of this study was to assess the current state of research on brand personalization through bibliometric analysis. The main focus was on identifying key thematic areas in the field.

Design/methodology/approach: A bibliometric analysis's design, compilation, analysis, visualization, and interpretation stages were all applied. A comprehensive search of the Scopus database yielded a total of 261 publications. Science mapping and performance metrics related to publications and citations were used in the studied research.

Findings: There have been 261 papers indexed in the Scopus database since the first article on brand personalization was published in 2001. These articles have received 4,790 citations, which is equivalent to 200 citations a year on average. The United States had the most affiliations, followed by India, the United Kingdom, and China. The related studies provided 1055 keywords in 8 clusters related to technology, customer experience and behavior, social media and advertising, consumer data and marketing strategies as well as customer relationship management and online marketing.

Research limitations/implications: The bibliometric analysis uses mainly academic articles, which may not adequately reflect developments in business and practical applications of brand personalization. The study does not take into account how the methodology of different research articles may affect the way the results are interpreted. In addition, the study does not analyse specific cultural or regional differences in the perception and application of brand personalization.

Practical implications: Companies should tailor brand messages, designs, and interactions, to individual consumer preferences. Engagement and loyalty increase when personalization is incorporated into every stage of the consumer journey. Brands can use social media platforms to display ads to users tailored to their interests and behaviors. In this context, companies should build long-term brand relationship and consumer engagement through personalized content.

Originality/value: No previous studies have provided a comprehensive assessment of the current state of development in this field. Therefore, this bibliometric analysis of brand personalization addresses this research gap. The uniqueness of this study lies in its identification of analytical clusters that highlight the key thematic areas currently explored within brand personalization research.

Keywords: brand personalization, brand experience, social media, bibliometric analysis.

Category of the paper: literature review.

1. Introduction

In today's competitive business world, brand personalization has emerged as a key tactic for companies looking to build stronger and more meaningful relationships with their clients. Companies are putting more of an emphasis on customizing their brand experiences—from goods and services to communication tactics—to each individual customer's particular requirements, preferences, and desires as a result of the ongoing evolution of consumer expectations (Khorrami et al., 2023; Yadav et al., 2024). The trend toward brand personalization reflects a growing realization that conventional, one-size-fits-all marketing strategies are ineffective in gaining the interest and loyalty of today's increasingly demanding customers. Brands today aim to provide highly tailored interactions that connect with each client personally rather than providing generic experiences (Cai et al., 2023; Coelho, Henseler, 2012).

Consumer behavior has changed, and as a result, consumers increasingly demand companies to recognize and cater to their unique needs and preferences in a way that seems relevant and unique. Personalized brand experiences are now considered a necessity for contemporary marketing tactics rather than a luxury (Bunster, Bustamante, 2019; Casaca, Miguel, 2024). In order to generate comprehensive customer profiles and acquire important insights into consumer behavior, brands are spending more and more in cutting-edge technology like artificial intelligence and big data analytics. Brands can use this information to create customized marketing campaigns and provide individualized goods and services that cater to the distinct preferences and needs of each customer (Cordova, 2024; Sheng, Subramanian, 2019).

The field of brand personalization has a research gap. Despite significant interest in the topic, there are not many studies that show the various aspects of brand personalization. The challenge is to identify the most studied topics or areas that need further research, because despite the growing body of literature, there is no clear mapping of the main thematic areas in this field. Based on the above insights, the purpose of this study was to assess the current state of research on brand personalization through bibliometric analysis. The main focus was on identifying key thematic areas in the field. To guide the analysis, three research questions were formulated:

1. What is current level of advancement in the field of brand personalization?
2. Which countries are most prominent in the research on the geographic diversity of brand personalization?
3. What are the main thematic areas being studied in relation to brand personalization?

The answers to these questions will contribute to a deeper understanding of the current state of knowledge in the field of brand personalization. The findings of this study may also serve as a foundation for future research and the development of more effective, customer-centered marketing strategies.

This study makes an original and timely contribution by providing a comprehensive bibliometric analysis focused specifically on the emerging field of brand personalization research from 2001 to 2024. While previous bibliometric reviews have examined related topics such as personalized marketing or digital branding, this study stands out for its exclusive focus on brand personalization as a distinct field.

This study makes an original and timely contribution by providing a comprehensive bibliometric analysis focused on the emerging field of brand personalization research from 2001 to 2024. While previous bibliometric analyses have examined related topics such as digital branding, this study stands out for its exclusive focus on brand personalization as a single domain. It synthesizes the current data source in Scopus, providing a detailed mapping of thematic clusters, geographical distribution, and established contributions. Furthermore, the study integrates the scope of new technologies, media usage, and social media, thus bridging the gaps between marketing theory, technology implementation, and practical applications. This not only focuses on the trajectory of limiting brand personalization research but also identifies references for practitioners interested in tailored marketing strategies.

This article is organized into six main sections. Following this introduction, the second section provides a comprehensive literature review that synthesizes existing research on brand personalization, highlighting key themes and gaps in the current knowledge. The third section outlines the research methodology, detailing the bibliometric techniques and data sources used to conduct the analysis. The fourth section presents the results of the study, including thematic clusters, geographic distribution, and publication trends. In the fifth section, the findings are discussed in relation to existing literature, emphasizing their theoretical and practical implications. Finally, the article concludes with a summary of the main contributions, limitations, and directions for future research.

2. Literature review

Personalization is a strategy for recognizing and meeting the unique emotional, psychological, and practical needs of each customer. Companies can customize their goods, services, and communication tactics to provide customers with relevant and meaningful experiences by having a thorough understanding of their preferences, behaviors, and desires. Beyond basic customization, this strategy seeks to establish a close relationship with every client, creating a feeling of worth and significance (Khorrami et al., 2023; Yadav et al., 2024). Customers can receive a unique product and service through personalization, which increases their buying intent and fosters brand loyalty by knowing their emotional requirements (Khorrami et al., 2023). By allowing customers to customize goods and services to meet their unique requirements and tastes, personalization raises the perceived value of goods and

services. By improving customer experiences, personalization promotes customer loyalty (Yadav et al., 2024).

Big data analytics is unquestionably revolutionizing personalization in contemporary commercial activities. Companies can gain profound insights into customer behavior, tastes, and demographic data by utilizing large and varied datasets. This knowledge enables companies to create individualized experiences and highly targeted marketing strategies, both of which are essential for increasing customer pleasure, loyalty, and engagement (Cordova, 2024). Companies can now customize their marketing tactics at the individual or segment level, giving each customer a personalized and relevant experience, thanks to big data analytics' capacity to handle massive amounts of data and identify complex patterns (Cordova, 2024; Sheng, Subramanian, 2019).

Brand personalization has wide-ranging and significant advantages that go beyond long-term company performance and basic customer delight. Beyond just providing specialized goods or services, personalizing a brand's approach to its customers entails crafting unique, meaningful experiences that deepen the connection between the customer and the company. This strategy has a number of noteworthy advantages, such as better brand equity, more customer loyalty, and an improved customer experience (Bunster, Bustamante, 2019; Casaca, Miguel, 2024; Dash et al., 2021).

Personalization is perceived as the effective strategy for improving the general consumer experience. Customers feel appreciated, acknowledged, and understood when brand interactions are customized to each person's preferences, needs, and behaviors. Customers are more likely to return to that brand as a result of more interesting and relevant interactions (Bilgihan et al., 2016; Timimi et al., 2025; Casaca, Miguel, 2024; Oumaima, Lamari, 2024). Companies can make sure that customers have experiences that connect with them more deeply by offering individualized offers, product recommendations, and content based on past behavior or preferences. Customers who feel genuinely cared for and understood by a brand are more likely to develop greater emotional attachments to it (Casaca, Miguel, 2024; Khorrami et al., 2023).

The potential of brand personalization to boost consumer loyalty is among its most important benefits. Companies gain credibility and dependability when they successfully address each client's unique needs. Personalized interactions demonstrate to consumers that a company respects their individual requirements and preferences. Because they believe their relationship with the brand has value, customers are more likely to stay with the brand for a long time (Cai et al., 2023; Coelho, Henseler, 2012). Brands provide a sense of exclusivity and care that strengthens relationships by providing relevant services, customized messages, and personalized product recommendations. Customers are more inclined to return for more purchases as a result of the convenience this individualized attention provides. Customers become brand advocates and regular customers as a result of this loyalty, which gradually

creates a personal bond. Ultimately, personalization results in a more dedicated customer base and sustained economic success (Cai et al., 2023; Coelho, Henseler, 2012; Tong et al., 2012).

In addition to raising the possibility of returning consumers, this type of focused interaction fortifies the brand loyalty of the consumer. Additionally, buyers view choosing a product to be less difficult when they receive personalized offers and material, which makes it easier for them to stick with the brand. Customers are more likely to establish an ongoing relationship with a company when they receive a consistent, personalized experience, which ultimately promotes repeat transactions and lowers churn rates (Yadav et al., 2024).

Based on how consumers view a brand, brand equity is the value that a brand brings to a good or service. By strengthening the psychological connection between customers and the company, personalized marketing techniques can greatly increase brand equity. Customers are better able to relate to a brand's identity, mission, and values when it personalizes its offers (Tran et al., 2022). Consumer brand identification, or the extent to which consumers believe their values, beliefs, and personalities fit with a brand, can be improved by personalization. (Gong, 2025; Tran et al., 2020, 2023). Additionally, personalization improves the self-brand connection, which measures how well customers identify the brand with their own identity. Customers are more inclined to integrate a brand into their self-concept when they feel that it specifically meets their requirements and preferences. This relationship can increase advocacy and brand loyalty, raising the brand's perceived worth even more (Tran et al., 2022).

3. Methods

This study used bibliometric analysis to determine the current state of research in the field of brand personalization. The identification of thematic countries received special consideration. The use of bibliometric analysis to demonstrate the evolution of a certain area over a given time period is growing in popularity (Donthu et al., 2021; Gan et al., 2022; Moral-Muñoz et al., 2020). Design, compilation, analysis, visualization, and interpretation were the five steps of this bibliometric approach (Zupic, Čater, 2015).

The study's design, the research gap, and the research questions were developed in the first phase. The Scopus database was searched in the second phase. In the context of data on authors, nations, and institutions (Fernández Bellver et al., 2023; Zhang, Eichmann-Kalwara, 2019), Scopus was selected due to its size as the largest citation index database with a variety of metrics and extra information about publications (Fernández Bellver et al., 2023; Nascimento, Rodrigues, 2015; Toker, Emir, 2023). Using the status as of December 31, 2024, the search was conducted at the end of February. The following search path was used: (TITLE-ABS-KEY (brand AND personalization) OR TITLE-ABS-KEY (brand AND personalization)) AND PUBYEAR > 2000 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA, "BUSI")) AND

(LIMIT-TO (LANGUAGE, "English")). The limitation was applied to the subject area of business, management and accounting due to the wide range of topics that do not fit into the problem area of marketing.

The final data analysis process included science mapping and performance analysis. Citation-related measures, such as the total number of citations and the average number of citations each year, as well as publication-related indicators, such as the number of publications and lead authors, were employed (Donthu et al., 2021). By source, the bibliometric analysis looked at the topics covered in brand personalization and Scopus publications. Science mapping using the bibliometric counting method included charts showing the quantity of items and categories. The authors with the highest number of publications were listed. A study of keyword co-occurrence was found using mapping techniques. At least three keyword occurrences were covered by a counting method. VOSviewer was used to perform co-occurrence analysis and bibliometric counts.

4. Results

4.1. Number of publications and citations related to brand personalization

As of December 31, 2024, 261 publications on brand personalization were indexed in the Scopus database, taking into consideration the chosen inclusion criteria. Twenty were published between 2000 and 2010, 89 between 2011 and 2020, and 152 between 2021 and 2024. This amounted to 10.9 publications annually on average (Figure 1). To generate a trend line for the number of publications, $R^2 = 0,8858$ was utilized.

The first article to be indexed in the Scopus database based on the recognized criteria was the 2001 paper "Customer participation in creating site brand" (Holland, Baker, 2001). This article explored the development of an e-business marketing model focused on customer engagement and how it affected website brand loyalty. The conceptual model illustrated how website features like community and personalization, as well as users' goals (task- or experience-based), influence their loyalty. It also demonstrated that brand loyalty leads to favorable opinions of the companies, frequent purchases, and a lower propensity to switch websites. A case study of corporate websites supports this concept. The paper claims that through interactive methods, producers and customers collaborate to build brands in e-business.

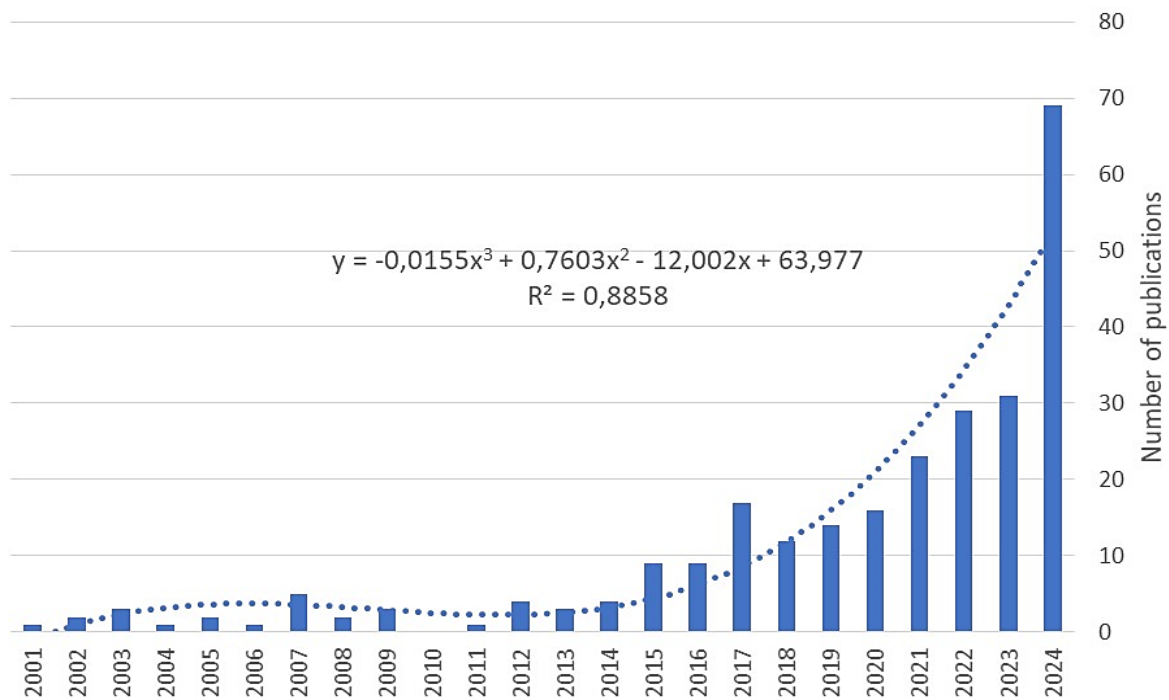


Figure 1. Number of publications related to brand personalization in business, management and subject business area between 2001 and 2024.

Source: Scopus data with trend line, as of 31.12.2024.

A total of 4790 citations were found in the examined papers, indicating an average of 200 citations annually. There were more than 50 citations in 2013, 100 in 2017, and 500 in 2022. A total of 1436 citations were found in the most recent analysis, making up 30% of all citations (Figure 2). For the number of citations, a trend line was obtained with $R^2 = 0,9605$.

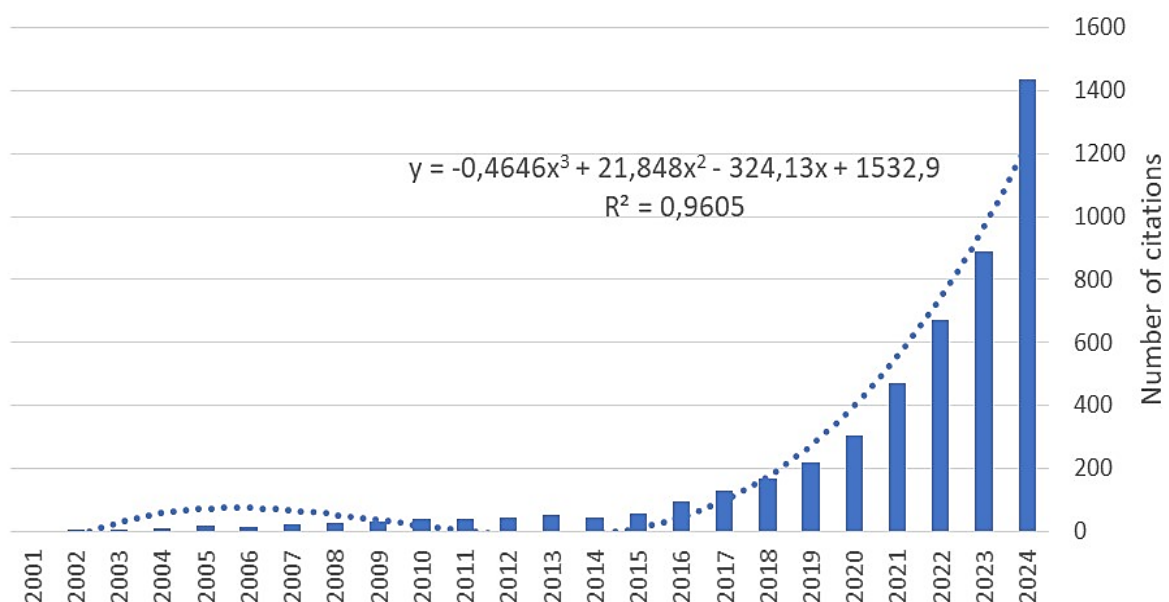


Figure 2. Number of citations related to brand personalization in business, management and subject business area between 2001 and 2024.

Source: Scopus data with trend line, as of 31.12.2024.

The article that received the most citations was "Customer loyalty: A review and future directions with a special focus on the hospitality industry," which was published in the *International Journal of Contemporary Hospitality Management* in 2015 (Kandampully et al., 2015). By the end of 2024, there were 395 citations (Table 1). By synthesizing the existing literature on customer loyalty, this paper aimed to understand loyalty and identify priorities for ongoing loyalty research. Using conceptual models, this study provided a framework designed to expand the understanding of customer loyalty and the impact of the evolving role of engaged customers. As practical implications, companies were advised to create emotionally engaged, loyal brand ambassadors by focusing on new areas such as customer engagement, brand citizenship behavior, mass personalization, employee engagement, brand ambassadors (both employees and customers), value co-creation, co-design, co-consumption and customer-employee relationships.

Table 1.

Most cited publications related to brand personalization in business, management and subject business area

No.	Title	Authors	Source	Year	Number of citations
1.	Customer loyalty: A review and future directions with a special focus on the hospitality industry	Kandampully, J., Zhang, T.C., Bilgihan, A.	<i>International Journal of Contemporary Hospitality Management</i> , 27(3), pp. 379-414	2015	395
2.	Towards a unified customer experience in online shopping environments: Antecedents and outcomes	Bilgihan, A., Kandampully, J., Zhang, T.	<i>International Journal of Quality and Service Sciences</i> , 8(1), pp. 102-119	2016	270
3.	Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality	Shanahan, T., Tran, T.P., Taylor, E.C.	<i>Journal of Retailing and Consumer Services</i> , 47, pp. 57-65	2019	185
4.	Unreal influence: leveraging AI in influencer marketing	Sands, S., Campbell, C.L., Plangger, K., Ferraro, C.	<i>European Journal of Marketing</i> , 56(6), pp. 1721-1747	2022	183
5.	Shopping in augmented reality: The effects of spatial presence, personalization and intrusiveness on app and brand responses	Smink, A.R., van Reijmersdal, E.A., van Noort, G., Neijens, P.C.	<i>Journal of Business Research</i> , 118, pp. 474-485	2020	179
6.	The construct "lifestyle" in market segmentation: The behaviour of tourist consumers	González, A.M., Bello, L.	<i>European Journal of Marketing</i> , 36(1-2), pp. 51-85	2002	175
7.	Customer participation in creating site brand loyalty	Holland, J., Baker, S.M.	<i>Journal of Interactive Marketing</i> , 15(4), pp. 34-45	2001	170
8.	The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising	Lee, E.-B., Lee, S.-G., Yang, C.-G.	<i>Industrial Management and Data Systems</i> , 117(6), pp. 1011-1036	2017	125

Cont. table 1.

9.	Why young consumers are not open to mobile marketing communication	Grant, I., O'Donohoe, S.	International Journal of Advertising, 26(2), pp. 223-246	2007	115
10.	Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media	Blasco-Arcas, L., Hernandez-Ortega, B.I., Jimenez-Martinez, J.	Journal of Service Theory and Practice, 26(5), pp. 559-589	2016	113

Source: Scopus data, as of 31.12.2024.

4.2. Authors, countries and sources of publications related to brand personalization

With seven papers, T.P. Tran is the most frequently appearing author and has made a substantial contribution to the field of brand personalization research. Additionally, there are four cases of the "Undefined" category, which may indicate publications with missing or unclear author information. Subsequently, F. Kropp and C.M. Segijn, each appear as authors in three publications. Many authors, including M. van Solt, G. van Noort, T. Zhang, J.E. Zemanek, L.T. Wright, H.A.M. Voorveld, M. Vernuccio, and others, appear in two publications each, totaling 27. This implies that while a large number of researchers have made contributions to the subject, very few have published more than once.

An analysis of the countries of affiliation of authors of publications on personalization, along with the frequency of their appearance, is important because it provides insight into the academic contributions of research efforts in this field. With 73 authors, the US leads, demonstrating its dominance in the field of personalization research. The United Kingdom (31) and India (36) come next, demonstrating significant contributions from both countries. Twelve instances fall under the "undefined" category, which most likely refers to situations in which the author's country was not mentioned. A moderate number of contributing authors from a variety of different countries, such as China (12), Portugal (11), the Netherlands (10), Italy (10), and Canada (10), demonstrate their participation in the subject. Other countries that contribute, although with fewer authors, include Malaysia (9), Spain (8), France (6), Mexico (5), Germany (5), Finland (5), Australia (5), Iran (4), Greece (4), Egypt (4), and Belgium (4).

By emphasizing their significance and involvement in the subject, this study of author affiliations aids in identifying the top universities advancing brand personalization research. With eight authors contributing to personalization research, East Carolina University is the university that appears the most frequently. In accordance with its active engagement in this field, Instituto Politécnico do Porto has five writers. A number of academic institutions, such as Symbiosis International (Deemed University), the University of Strathclyde, and the Universiteit van Amsterdam, are listed four times each. Three authors each are associated with a sizable number of universities, such as Tilburg University, Universidad de Zaragoza, Universidade do Porto, Middlebury Institute of International Studies at Monterey, University of SS Cyril and Methodius, Trnava, University of North Texas, University of Minnesota Twin Cities, Sapienza Università di Roma, University of Jyväskylä, Amity

University, Chitkara University, Punjab, Symbiosis Institute of Business Management, Pune, Centro de Estudos Organizacionais e Sociais do Politécnico do Porto, and University Institute of Maia. With universities from various countries actively engaging, this standard demonstrates the global aspect of brand personalization research.

Academic journals are the main source of information about brand personalization, as evidenced by the fact that "journal" is the most frequently occurring source type (165 occurrences). The term "books" then appears 47 times, indicating that books, though to a smaller degree than journals, also make a substantial contribution to these theme areas. The 24 mentions for "conference proceedings" indicate that conference-presented research contributes moderately to the scientific discussion. Twenty instances of "book series" suggest that the dataset includes several volumes or book collections. Lastly, with only 5 cases, "Trade journals" is the least common source type, indicating that publications with an industry focus are the least used source in this analysis.

An examination of the source names of publications related to brand personalization and the frequency of their appearances provide valuable information about the major academic sources that influence this field of study. With 18 appearances, "Developments in Marketing Science Proceedings of the Academy of Marketing Science" is the most frequently occurring source, demonstrating its popularity in publishing brand personalization research. A number of publications, such as "Journal of Retailing and Consumer Services", "Journal of Research in Interactive Marketing", and "Journal of Marketing Communications", each appear five times, demonstrating their relevance in the subject, while "Journal of Business Research" is mentioned seven times. Additional noteworthy sources that appear four times each include "Springer Proceedings in Business and Economics", "Psychology and Marketing", "Journal of Digital and Social Media Marketing", "Journal of Brand Strategy", "Innovative Marketing", "European Journal of Marketing", "Cogent Business and Management", and "Asia Pacific Journal of Marketing and Logistics", indicating a wide variety of scholarly and business-oriented publications that support brand personalization research.

4.3. Thematic areas of publications related to brand personalization

More than 1000 (1055) keywords were identified in research about brand personalization that were indexed in the Scopus database. With 86 appearances, "personalization(s)" or "personalization" is the most frequently occurring keyword, suggesting that personalization is the most popular topic in the dataset. With 23 occurrences, "sales" follows in second, emphasizing its important position in this scientific environment. Similar frequencies are found for other keywords, including "social media" (17), "artificial intelligence" (14), "marketing" (13), "e-commerce" (13), and "consumer behavior" (13), indicating that they are related in the analysis. "Customer experience" is the least used keyword on the list, appearing 11 times, yet it is still relevant when discussing important subjects.

Table 4.*The most frequently occurring keywords in publications related to brand personalization*

Keywords	Frequencies
Personalization(s) or personalisation	86
Sales	23
Social media	17
Artificial intelligence	14
Marketing	13
E-commerce	13
Consumer behavior	13
Customer experience	11
Digital marketing	9
Customer satisfaction	9
Commerce	9
Brand loyalty	9
Experience	8
Customer loyalty	8
Brand equity	8
Social media marketing	7
Purchase intention	7
Personalized advertising	7
Machine learning	7
Facebook	7
Electronic commerce	7
Customer relationship management	7
Augmented reality	7
Trust	6
Purchasing	6
Consumer behavior	6
Brand image	6
Brand awareness	6
Brand attitude	6
Brand	6
Advertising	6
Websites	5
Social medium	5
Relationship marketing	5
Privacy	5
PLS-SEM	5
Customer journey	5
Customer engagement	5
Co-creation	5

Table does not include keywords that have been mentioned 4 times or less.

Source: Scopus data, as of 31.12.2024.

Using the full counting approach, the analysis of keyword co-occurrence found eight clusters with a minimum of three occurrences. This criterion was met by 86 keywords (Figure 3). The number of clusters varied from 5 to 16 keywords.

Cluster No. 1 "Brand and consumer experience" (16 keywords) directly addresses brand personalization by emphasizing how brands influence consumer perceptions and interactions through tailored experiences, Brand image, brand awareness, and brand experience all influence consumer engagement and brand identification. Customizing these components to each customer's specific requirements makes brand personalization crucial for increasing customer

a powerful tool for customer retention, as it can increase engagement, purchase decisions, and brand loyalty for brands that customize the consumer experience.

Cluster No. 3 “E-commerce and loyalty” (12 keywords) refers to the digital era, in which e-commerce plays an important role in providing personalized brand experiences. Relationship marketing and loyalty programs were essential to adapting the way companies communicate with customers online. This cluster highlights the importance of understanding customer behavior in the context of e-commerce and using this knowledge to build long-lasting partnerships. The publications emphasized that more and more loyalty programs are being tailored to customer preferences and behavior. Each consumer feels valued and connected to the company through personalized incentives and offers. Based on previous interactions, brands are using data from e-commerce platforms to provide product recommendations, customize offers and even change the shopping experience by creating personalized landing pages. This cluster highlights how personalization helps build brand loyalty by creating unique shopping experiences that draw customers back, especially in the challenging world of e-commerce.

Cluster No. 4 “Technology and Personalization” (12 keywords) indicates that technology is a key driver of brand personalization. This cluster explores its role in transforming the way brands communicate with and engage consumers. Brands can provide highly personalized experiences based on real-time data and predictive analytics through technologies such as artificial intelligence, augmented reality, and machine learning. Brands can communicate with consumers in real time and offer advice or information that is specifically tailored to them through AI-based chatbots and personalized advertising. Brands are using augmented reality to create personalized experiences, creating a special connection to the brand. Modern technology allows companies to deliver highly personalized experiences that help customers feel valued and understood, strengthening their bond with the brand.

Cluster No. 5 “Social media and advertising” (11 keywords) analyzes the issue of social media. Customizing brand messaging requires the use of social media platforms like Facebook, Instagram, and others. Based on user activity, hobbies, and demographic profiles, this cluster demonstrates how marketers use social media to develop tailored advertisements and campaigns that captivate customers. One of the simplest methods for companies to interact with customers is through personalized social media advertisements. Customers' online activity, including past searches, purchases, and likes, is used to tailor advertisements. By offering content that speaks to a person's interests and promoting active participation through comments, shares or user-generated content, brand engagement can be tailored to each individual. This cluster emphasizes how crucial social media is as a channel for individualized communication, allowing companies to connect with customers through messages that are specific to their needs and interests.

Cluster No. 6 “Consumer data and marketing strategies” (10 keywords) addresses the issue of consumer data in the context of marketing strategies. The basis for brand personalization is consumer data. Brands may develop highly focused marketing strategies that address individual demands by evaluating data from several consumer touchpoints. By employing insights from consumer behavior to promote more relevant interactions, this cluster highlights how data-driven marketing improves personalization. Brands utilize consumer data to create customized marketing messages, offers, and promotions. Machine learning enhances the customer experience by assisting brands in forecasting future consumer behavior and providing tailored recommendations based on previous behavior. Brands may anticipate customer requirements, produce more engaging experiences, and eventually forge closer bonds with their audience by using consumer data to inform tailored marketing strategies.

Cluster No. 7 “Personalization and branding” (7 keywords) indicates that customization is another important aspect of brand personalization. Customization and branding are closely related in this cluster since companies aim to let customers personalize goods and services to suit their tastes. Options for customization enable customers to tailor goods or services to meet their unique requirements, strengthening their relationship with the brand. Customized experiences that make customers feel unique are frequently offered by the fashion and hospitality industries, strengthening their relationship with the company. This cluster demonstrates how customized products or experiences may foster a deeper, more meaningful relationship between customers and brands, increasing satisfaction and engagement.

Cluster No. 8 “Customer relationship management and online marketing” (5 keywords) defines customer relationship management in personalization, as it includes using consumer data to build stronger relationships through targeted marketing. Delivering tailored messages and experiences that connect with customers is made possible in large part by internet marketing, especially when it involves online advertising and content. Customer relationship systems give companies the ability to monitor consumer behavior and adjust communications, resulting in a more individualized marketing strategy. Retargeting advertisements and customized email campaigns are examples of internet marketing tactics that guarantee customers receive pertinent content at the appropriate point in their journey. This cluster demonstrates how online marketing and customer relationship systems assist brands in personalizing experiences, enhancing customer loyalty, and enhancing the general consumer-brand relationship.

5. Discussion

The purpose of this study was to assess the current state of research on brand personalization through bibliometric analysis. The main focus was on identifying key thematic areas in this field. To guide the analysis, three research questions were formulated:

The first research question aimed to determine the current level of advancement in the field of brand personalization. It focused on understanding how the topic has evolved over time and what progress has been made in this area. The findings of the literature review on brand personalization clearly show that interest in this subject has grown over time. This tendency can be a result of the customer's shifting dynamics, the expanding significance of digital technology, and the growing need on companies to customize their products to meet the needs of specific customers. Although there were just 20 articles published between 2000 and 2010, that number rose to 89 in the following ten years, and then to 152 in 2021-2024. This trend indicates that brand personalization has drawn a lot of attention, and studies have started investigating into more general aspects of the phenomena, such as shifting consumer preferences and technology (Singh, Kalotra, Kaur, 2023). Bibliometric analysis conducted by Singh et al. (2023) on personalized marketing research reported a rapid growth in publications between 2003 and 2023, with notable acceleration from around 2018 and a spike during the COVID-19 pandemic period (Singh et al., 2023). That research analyzed 1836 documents indexed in Scopus and highlighted the surge in interest—especially in recent years. More broadly, bibliometric reviews across marketing domains confirm similar trajectories: marketing-related research experiences exponential growth especially since the 2000s, with works showing a climb from very low initial publication counts to tens or hundreds annually across disciplines (Nicolas-Escuela, Valenzuela-Fernández, Merigó, 2020; Gökerik, Aktaş, 2024).

The second research question aimed to identify the countries that play the most significant role in research on the geographic diversity of brand personalization. The goal was to analyze which regions are contributing the most to the research and how the topic is being disseminated around the world. Previous bibliometric studies have shown that countries such as the United States, India, the United Kingdom, and China are leading contributors to the marketing research field, including brand personalization (Nicolas, et al., 2020; Singh et al., 2023). These countries' substantial output reflects their strong academic infrastructure and emphasis on marketing innovation.

There is a global interest in brand personalization, as seen by the institutional and geographic dispersion of research on the subject. Countries such as the United States, India, the United Kingdom and China have made significant contributions to the academic discussion, emphasizing their leadership in marketing research and the importance of brand personalization on a global scale. It's interesting to note that this research is not exclusive to highly developed

countries. China and India are two emerging markets that have made substantial contributions to the literature, indicating that brand personalization is an international trend rather than a regional one (Nicolas et al., 2020). This trend reflects the increasing globalization of marketing strategies and the adaptation of personalized brand tactics in diverse cultural and economic contexts.

Research on brand personalization is being carried out by academic institutions and research centers throughout multiple countries. This field is dominated by prestigious academic journals rather than trade ones, indicating that the subject is primarily seen from an academic perspective. (Singh et al., 2023). This dominance suggests an emphasis on developing theoretical frameworks to better understand the long-term effects of brand personalization on consumer behavior and marketing tactics, alongside practical applications for businesses. Moreover, the growing body of academic work highlights the interdisciplinary nature of the field, integrating insights from marketing, psychology, and data analytics (Nicolas et al., 2020).

The third research question explored the main thematic areas studied in relation to brand personalization. This involved identifying key topics, trends, and research directions within the field. The research's keyword analysis offers a thorough examination of the main ideas and areas of concentration in the domain of brand personalization. The analysis indicated eight clusters in three unique topic thematic areas that each provided insight into the main elements influencing the creation of tailored marketing plans. Similar bibliometric studies in marketing have mentioned thematic areas that reflect evolving priorities such as consumer experience, technological innovation, and social media engagement (Nicolas, Valenzuela, Merigó, 2020; Singh, Kalotra, Kaur, 2023).

One important topic area is the relationship between brand and consumer experience and loyalty. This thematic area emphasizes how companies create customer experiences through personalization. It demonstrates how customized marketing affects the entire client experience in addition to suggesting specific products. Research indicates that personalized marketing enhances customer loyalty by strengthening emotional bonds through tailored experiences (Singh, Kalotra, Kaur, 2023). Brands can increase the relevance and effect of their messaging by utilizing personalized advertising, for instance, by creating narratives that are specifically designed to appeal to particular consumer categories. Customers' emotional bond with a brand is strengthened when they see that it understands their particular requirements and preferences thanks to personalization. Nowadays, loyalty programs are a crucial part of brand personalization. Contemporary loyalty programs employ data to generate customized incentives that cater to individual preferences, going beyond merely providing discounts. Loyalty programs using personalization strategies have been shown to increase customer retention by aligning rewards with individual consumer behavior (Nicolas et al., 2020).

The second topic area in the context of brand personalization is e-commerce and technology. One of the most important things the literature has shown is how technology is increasingly being used to personalize brands. Brands can personalize customer experiences on

a never-before-seen scale because to technological breakthroughs like augmented reality, machine learning, big data analytics, and artificial intelligence. These technologies allow companies to analyze large datasets to deliver highly targeted marketing, resulting in improved customer satisfaction and loyalty (Nicolas et al., 2020). Thanks to these advancements, businesses can now analyze enormous volumes of data from a variety of sources, including social media, online browsing habits, and past purchases, to develop highly customized marketing campaigns and client experiences. These developments demonstrate a significant shift from conventional, one-size-fits-all marketing tactics in favor of a more customer-focused strategy. Companies may create customized offers, messaging, and experiences that cater to each customer's particular demands by utilizing technology. According to the literature's findings, technology-enabled customization increases customer happiness and fortifies brand loyalty by offering meaningful and customized experiences that connect with customers more deeply.

The third topic area for brand personalization is social media and advertising. The keyword analysis highlights the crucial impact social media plays in personalization. Platforms like Facebook, Instagram, and Twitter are being used by brands to interact with customers in a tailored manner. Brands may produce highly relevant advertisements and content that appeal to specific consumers by using social media to target users based on their behavior, interests, and preferences. Studies emphasize the role of social media personalization in enhancing customer engagement and building stronger brand relationships (Singh et al., 2023). By providing material that feels customized to the user's unique needs, personalized advertising on social media platforms not only raises the possibility of interaction but also aids firms in creating enduring relationships with their audience.

Based on the results obtained, practical implications can be formulated. Companies should adjust brand messaging, appearance, and interactions to meet the needs of certain customers in order to improve brand personalization. Making use of social media advertising and electronic word-of-mouth contributes to the development of pertinent and captivating brand experiences. Personalized offers, stories, and recommendations help customers feel more emotionally connected. Engagement and loyalty are increased when personalization is incorporated into each phase of the consumer journey. For target groups, personalization is crucial since they demand highly personalized experiences. Customized shopping experiences and personalized loyalty programs increase consumer retention in e-commerce. Real-time data analysis for highly customized interactions is made possible by artificial intelligence, augmented reality, and machine learning. Brands may utilize social media platforms to show users ads that are tailored to their interests and behavior. Long-term brand relationships and consumer engagement are fostered by personalized content.

6. Summary: conclusions, limitations, and future research

Brand personalization is becoming more and more popular among academics, as shown by the rise in publications over time. The changing market environment, where digital technologies are essential in influencing consumer expectations, is reflected in this trend. The results show that brand personalization has emerged as a key component of marketing strategy, especially in the areas of social media, e-commerce, and customer interaction. Additionally, the geographical distribution of study indicates that both developed and emerging economies contribute to the worldwide phenomena of brand personalization. The study's theme clusters highlight the importance of advertising, technology, consumer experience, and loyalty in building tailored marketing activities.

This study has several limitations in spite of its contributions. First, the bibliometric analysis mostly uses academic papers, which might not adequately represent developments in the business and practical uses of brand personalization. Insights from industry white papers, case studies, and company reports may be incorporated into future research. Second, the study does not take into consideration how different research articles' methodology may affect how the results are interpreted. Lastly, this study does not examine the particular cultural or regional variations in the perception and application of brand personalization, even if it offers a general review of worldwide research trends.

The finding opens up a number of research directions. First, more research on the practical applications of brand personalization in different sectors, including healthcare, education, and finance, could indicate how different industries use personalization tactics. Second, research can focus on the moral implications of tailored advertising, particularly with regard to customer privacy, data security, and openness in data use. Third, closer examination of regional differences in brand personalization may reveal cultural elements that influence how customers respond to tailored experiences. Finally, future research should explore how new developments in artificial intelligence, big data, and augmented reality technologies are changing customization tactics and affecting customer-brand interactions.

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