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## TRENDS AND EVOLUTION OF BRAND AWARENESS AND CUSTOMER SATISFACTION RESEARCH IN ONLINE MARKETING: A BIBLIOMETRIC STUDY

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### ABSTRACT

This bibliometric research maps the development of the topic of brand awareness and customer satisfaction as far as the online marketing is concerned. The review of Scopus-indexed publications (2005-2025), conducted with the help of performance analysis and science mapping (co-occurrence, trend-topics, strategic diagram, and thematic clustering) considers three stages: the emergent period of a small, volatile output (2005-2013); the phase of accumulation of methods standardization, and stable growth (2014- 2018); and the post-2019 structural break characterized by the accelerated growth of publications and an average reduction in the per The maximum production is on 2024 and it will be slightly corrected in 2025. Average citations exhibit cohort effects: a small canon between 2006-2019 is focussing on impact and offer reusable measurement templates between social media and digital touchpoints and brand outcomes. There is also high concentration in outlets with one journal representing disproportional number of papers, and the rest distributed amongst marketing, management, hospitality and computing venues. The analysis of networks comes down to a motor cluster: customer satisfaction-brand awareness-sales-social media which coordinates the sphere; customer satisfaction is the most centralized and related to itself, whereas investments, consumption behavior, big data and information management are the intermediaries. Frames associated with niche management (business strategy, business-model frameworks) are thick and peripheral; generic marketing descriptors are central but weak. The discipline has developed into a performance based, platform integrated paradigm where the understanding of awareness is considered as a precursor and outcome in the e-commerce consumer experiences. Future study of cross-platform measurement, causal identification, privacy-conscious attribution, investment efficiency, and theory integration, and converts results into practical implications on budgeting, instrumentation, and governance in digital branding is described in the paper and then translated into practical implications.

**KEYWORDS:** Brand awareness; Customer satisfaction; Online marketing; E-commerce; social



media; Bibliometric; Science mapping; Co-occurrence analysis; Thematic mapping; Citation analysis; Research trends Digital customer journey.

## **1. INTRODUCTION**

Digitization of marketing has drastically changed the relationships that existed between brands and consumers. With the growing investments of companies in online platforms, two constructs, brand awareness, and customer satisfaction, have become strategically important. Brand awareness, which is the extent to which a brand is recognised or remembered by the target audiences, is a background factor in the marketing activity and consumer decision making process (Investopedia, n.d.). It has a central role in the development of brand equity along with the determination of the purchase behaviour, especially within online space where the recognition and digital presence are of utmost importance (Anand, 2025). At the same time, customer satisfaction is a summation of post purchase judgement of a consumer about the services offered by a brand compared to expectation, and is generally accepted as a primary determinant of future loyalty and purchasing intention (Wikipedia, n.d.). With regards to online marketing, satisfaction is not only limited to product performance but also to digital interactions like web experience, responsiveness, and interaction (AlKasassbeh et al., 2025).

The point of brand awareness and customer satisfaction in online marketing is becoming actively researched, but the literature is disjointed and changing in thematic focus. The early 2000s in digital marketing research were mostly concerned with the operations of online advertising and e-commerce strategy, however, recent literature suggests that it has shifted toward social media activity, influencer relations and consumer generated content (Faruk, 2021). According to the empirical research, the use of online marketing activities can substantially increase brand awareness due to the interactive opportunities and the brand image promotion (WJARR, 2024). Simultaneously, the research of customer satisfaction in the online setting underscores the significance of personalisation, multi-channel integration, and consumer trust as the predictors of positive effects (AlKasassbeh et al., 2025). Even with the increasing empirical research, a systematic review of the research area that focuses on the two phenomena of brand awareness and customer satisfaction in online marketing is minimal. Bibliometric studies, related to related fields like digital marketing and consumer behaviour, have successfully been applied to determine the trends of publications, underpinning studies, and future research gaps (Figueiredo et al., 2025). When it comes to brand awareness and online marketing, there is already one bibliometric review that recognizes huge gaps and patterns of collaboration in institutions of higher learning (Bohara, 2024). Still, there is no detailed bibliometric coverage that directly connects the brand awareness and customer satisfaction in online marketing.

This paper will address this gap by introducing a bibliometric survey on the research on brand



awareness and customer satisfaction in online marketing. The threefold objectives include: (1) the mapping of the development of the field in terms of volume of publication, authorship and institutions, as well as, geographical distribution; (2) identification of the dominant research themes, co citation networks, and emerging frontiers; and (3) the research proposal, which synthesises the interplay of the brand awareness and customer satisfaction in the digital context. In such a manner, the current paper will have a contribution to the existing knowledge base by providing a systematic explanation of the intellectual framework and development of the sphere to aid scholars and practitioners in determining strong directions of research.

## 2. LITERATURE REVIEW

### *2.1. The Brand Awareness and Customer Satisfaction in the Online Marketing as evolved.*

The concept of brand awareness has traditionally been viewed as one of the building blocks of marketing performance, which leads to the successful brand equity and affects consumer behaviour (Rojas Lamorena, 2022). Conventional marketing research took brand awareness in a very limited sense of the offline mediums of marketing as a print advertisement, television, sponsorship, etc, where brand recognition and recall was merely an objective. Internet and e commerce, the brand awareness started to encompass the online presence and brand presence in the digital touch points. In the recent studies, the critical role of integrated digital marketing, such as social media, influencer marketing, search engine optimisation, and big data analytics, is highlighted when it comes to improving the brand awareness within the online ecosystem (Sugiat, 2025). Indicatively, Sugiat (2025) observed that a combined digital marketing plan and AI and big data analytics are important in improving brand awareness.

Customer satisfaction on the parallel track, that was based on a post purchase reviewing of the products performance (Oliver, 1980), now became a broader construct, which included service quality, experience of digital interactions, trust, convenience, and interactive relationships in online settings (Grosser, 2011). Customer satisfaction in online marketing environments is determined by the fulfilment of the products, but also the design of the websites/interfaces, responsiveness of the platform, security, ease of the transaction, and constant interactions. Due to the example, studies within the banking environment have demonstrated that social media marketing, email marketing, site performance and mobile marketing have a major positive influence on customer satisfaction (Bhatta, 2024).

The concomitant evolution of brand consciousness and customer satisfaction in online marketing is an indication of two major change: first, the one way broadcasting to the interactive dynamic engagement; secondly, a product centric to experience centric marketing. Research indicates that online marketing operations increase brand awareness that subsequently leads to customer satisfaction



and loyalty (Teng et al., 2022). As an illustration, in streaming media platforms, brand awareness and engagement were demonstrated to have a positive influence on customer satisfaction, which helps in repurchase intention (Teng, 2022). Nonetheless, the digital realm makes these relationships more intricate: the mediating variables, including brand knowledge, e WOM (electronic word of mouth), and trust tend to enter the online marketing effort and customer satisfaction (Salameh et al., 2022).

### *2.2. Modelling Frameworks and Models of Online Marketing Research.*

There are a number of theoretical models that form a basis of a study on brand awareness and customer satisfaction in online marketing. Keller (1993) and Aaker (1996) have developed models of customer-based brand equity (CBBE) and brand equity model respectively, which are dominant in the context of branding. Keller (1993) theorised brand equity as the difference between brand knowledge impact on consumer response; the model placed brand awareness and brand associations as major antecedents of brand equity. According to Aaker (1996), brand equity has five dimensions namely brand awareness, perceived quality, brand associations, brand loyalty and other proprietary brand assets. The recent reviews confirm that brand awareness is a very important part of brand equity models. Indicatively, according to Gutierrez (2024), much of the brand equity models tend to classify brand awareness as one of the primary antecedents.

The expectation confirmation theory (ECT) is often used in the sphere of customer satisfaction and online marketing conditions: according to it, the customer satisfaction depends on the original expectation, perceived performance, and disconfirmation (Oliver, 1980). ECT is not consistently mentioned in brand awareness studies, but much of the consumer satisfaction research is based upon it. The next applicable framework is the Technology Acceptance Model (TAM) and its variants: in the digital marketing contexts, researchers (Pappu et al., 2025) demonstrate that user adoption behaviours are affected by perceived usefulness and perceived ease of use, which, in turn, affects the level of satisfaction. As an illustration, Nugroho (2023) discovered that e WOM influences perceived ease of use and perceived usefulness, which in turn influence customer satisfaction when making online payments.

There are also models that are specifically developed to be applied in online satisfaction: the WebReep model (Coker and Leong, 2007) distinguishes between navigation, content quality, performance and trust as core antecedents of website satisfaction which consequently cause loyalty and word of mouth: this model is a less popular one in mainstream marketing journals. Collectively such structures offer a theoretical foundation, which however leaves gaps when incorporated into a combined view of brand recognition and customer satisfaction in an online-marketing situation.



### *2.3. The key findings in the past research.*

Empirical research of brand awareness in online marketing shows that online marketing activities (e.g., social media advertising, influencer collaborations, content marketing, SEO) have a strong influence on brand awareness, and brand awareness is related to better brand performance. As an example, one of the studies examining how online marketing practices influence brand recognition utilised the AIDA model (Attention Interest Desire Action) and reported positive outcomes regarding brand recall and recognition in online platforms (WJARR, 2024). In another review (Sugiat, 2025), a brand message consistency and an appropriate use of the right digital channels turned out to be very powerful when it comes to brand awareness in the digital era.

On the issue of customer satisfaction, research shows that online marketing and quality of digital services influences the customer satisfaction. As an illustration, personalised, relevant, and frequent digital marketing activities, in the case of e-commerce sites, improved customer engagement, which mediated brand loyalty (Rowi et al., 2024). The digital marketing elements of social media marketing, email marketing, mobile marketing, and search engine optimisation were observed to have a significant effect on customer satisfaction in the banking sector (Bhatta, 2024). Teng (2022) showed in a streaming media setting that brand awareness, engagement, customer satisfaction, brand loyalty and repurchase intention have positive relationships during the pandemic.

Brand awareness and customer satisfaction are not common but are new in research. The investigations conducted by Salameh et al. (2022) reported that there was no significant effect of online advertisement on customer satisfaction but rather through brand knowledge. This implies that awareness might not be sufficient to ensure satisfaction but a stronger brand consumer knowledge connection is needed. In the research about online marketplaces (Rajab et al., 2025), the authors determined that well-designed online marketing strategies increased customer satisfaction through facilitated and quicker, as well as more personalised interactions.

### *2.4. Online Marketing Research Trends: The Digital Platforms, Social Media, Influencer Marketing.*

The literature indicates well-developed themes of research. First studies on marketing were done on offline medium and brand recognition through traditional modes of advertising; customer satisfaction studies were done on models of service quality such as SERVQUAL. As it became digitised, studies shifted their attention to internet marketing (Dilham et al., 2018), with the researchers investigating the impacts of web-based activities on brand awareness and loyalty. Next there was social media research, which investigated how social media and user generated content, community, and influencer marketing influence brand awareness and satisfaction (Osorio Andrade, 2025). More recently, there are studies of progressive digital technologies AI, big data analytics, programmatic advertising, and



its impact on the brand-consumer relationships and satisfaction (Sugiat, 2025; Abdullah, 2025).

#### *2.5. Other notable trends:*

- a) More attention to content marketing, eWOM, influencer marketing as a mediating way of how brand awareness is related to results (Osorio Andrade, 2025).
- b) Impacts of multi-channel and omnichannel marketing to consumer experience and satisfaction (Pappu et al., 2025).
- c) Important elements that affect the process of awareness and satisfaction are consumer engagement and trust and interactive interfaces (Rowi et al., 2024).
- d) Intellectual and cultural differentiation in the effectiveness of online marketing-researches begin to focus on emerging markets (Bhatta, 2024; Salameh et al., 2022).

#### *2.6. Research Gaps Determined in the Literature.*

Although a considerable amount of empirical work has been developed, the gaps are of the following nature:

- a) The absence of integrative research, that is, research which collaboratively investigates brand awareness and customer satisfaction in the online marketing area and depends on bibliometric procedures to map the field.
- b) A limited application of longitudinal designs on the relationship between brand awareness and satisfaction with time in digital settings, especially in emerging markets.
- c) During investigation of mediating/moderating factors (e.g., brand knowledge, trust, eWOM, digital engagement) between brand awareness and customer satisfaction online-some research (Salameh et al., 2022) indicates that without these mediators, direct relationships are low.
- d) Limited research on the role of advanced digital technologies (AI, big data, AR/VR) in online marketing as an influence in the brand awareness - customer satisfaction pathway.

These lapses give fertile grounds to the bibliometric analysis which can map the intellectual infrastructure, theme patterns, and frontiers of research in this field.

### **3. METHODOLOGY**

Bibliometric analysis is a quantitative methodological approach that aims at exploring the structure, content, and development of a field in scholarship by searching bibliographic information obtained by analyzing the academic literature (Donthu et al., 2021). It is particularly useful in outlining the intellectual architecture, identifying emergent research paths and assessing the impact of the publications in a given field of study. In the current research, the bibliometric analysis has been employed to map and evaluate the academic landscape in the scope of brand awareness and customer



satisfaction in the framework of online marketing. The given methodology can be used to identify main authors, institutions, and journals, analyse the temporal and spatial patterns of research, and explore the patterns of co-occurring keywords to shed light on the new areas of interest. The general scope is to clarify gaps in the literature and provide a foundation on future research.

### *3.1. Data Collection Process*

The data collection plan of this bibliometric evaluation involved the search of scholarly articles that were recorded in the Scopus database, which is a widely recognized source of all-inclusive and reliable databases of peer-reviewed journal articles in the field of marketing and business research (Donthu et al., 2021).

The search query that was adopted in Scopus was the following:

*“TITLE-ABS- KEY (brand AND awareness AND customer AND satisfaction) AND PUBYEAR >2004 AND PUBYEAR <2026”*

The search was designed to access the publications that focused on the key constructs of the brand awareness and customer satisfaction in the context of online marketing. The fact that the temporal range can be limited to the works published between 2005 and 2026 means that the resulting dataset will reflect the latest and relevant scholarship, thus reflecting the existing trends in online marketing. Peer-reviewed journal articles in English were also limited as the retrieval to protect the quality and language appropriateness of the chosen corpus.

### *3.2. Tools and Software used in bibliometric Analysis.*

VOSviewer and Bibliometrix were used as the major analytical platforms. Such software solutions have been chosen due to their high level of processing and visualization of bibliographic networks, their wide usage in bibliometric scholarship.

All of these methods, together, allowed conducting an investigation on the level of the whole research area, thus allowing retrieving the relevant information on the publishing trends, collaboration pattern of authors, and the formation of themes.

### *3.3. Bibliometric Indicators Description.*

The current bibliometric analysis used a number of critical indices to analyze the research environment and identify the relevant trends and patterns:

*Citation Analysis:* Citation analysis is used to measure the influence and strength of the academic works in the research world. Observing the rate of publications usage, it is possible to determine the seminal contributions and the overall impact of the specific articles on the field (Donthu et al., 2021). The h -index was also calculated simultaneously to estimate the productivity and citation power of



individual writers.

*Co-authorship Analysis:* Co-authorship analysis was done to examine collaboration networks among authors, institutions, and countries. It aids in identifying the most prominent academics and centers in the discipline and clarifying the existing tendencies in global cooperation (Aria and Cuccurullo, 2017).

*Keyword Co-occurrence:* Keyword co-occurrence analysis identifies the lexical items that are used jointly in the publications, thus clarifying the most common themes and research interests in the corpus. As an example, the concomitant presence of such words as social media, e-commerce, and digital marketing among others and the terms of brand awareness and customer satisfaction is the indicator of the accentuation on modern marketing practices in digital environments (Figueiredo et al., 2025).

Combining these bibliometric indicators, the research provides a comprehensive description of the research field, hence helping to discover the most important tendencies, key figures, and emerging issues in online marketing in relation to brand awareness and customer satisfaction.

#### 4. RESULTS AND ANALYSIS

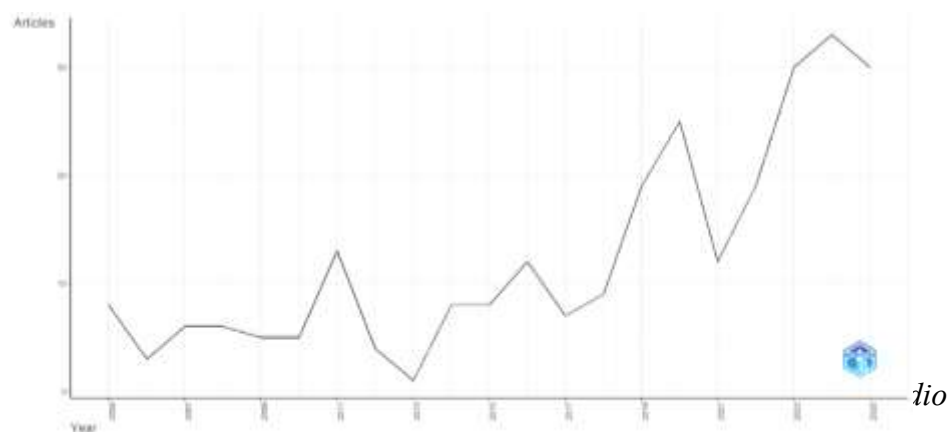
Results and Analysis section provides a systematic review of the findings that were obtained as a result of the performed bibliometric inquiry that explores the connection that exists between brand awareness and customer satisfaction in the context of online marketing. This is the heart of the study, because it breaks down the emergent trends, spatial-temporal regularities, and linkages that are depicted by the data hence explaining the intellectual architecture of the science. The analysis, based on a systematic introduction of central metrics citation growth, co-authorship networks, and co-occurring keywords, defines the development of research interests, the role of dominant researchers, and the spread of new thematic clusters of the field. Such findings are essential in mapping the history of development of online marketing research and identifying gaps that should be addressed by future researchers. Besides, the part provides an in-depth overview of the major participants, institutional players, and geographical locations which have shaped the present-day research frontier of brand awareness and customer satisfaction, thus, creating a subtle perception of the dynamics in the sphere of online marketing.

##### 4.1. Publication Trend Analysis

There are three phases that are outlined by the *Figure-1*. The volume of publication between 2005 and 2013 was inconsistent and fluctuating, with one to thirteen papers in each of the years, and the overall impression is one of an emergent niche, with exploratory research and a limited theoretical hold. An element of conceptual integration between 2014 and 2018, which included brand awareness,

satisfaction, and electronic word of mouth in the online setting, was measured in the constant production of between seven and twelve papers annually. This was followed by a structural break in 2019, where the number of papers produced shot up to nineteen, before hitting a high of twenty-five in 2020, and then skyrocketing to thirty papers in 2023, then with a slight correction to thirty in 2024. The spike of 2020 corresponds to the digitisation in the context of the pandemic and increased attention to e-commerce and platform analytics; the contraction in 2021 corresponds to the normalisation after the shock. In general, the mean output in the post-2019 is higher than the mean output in the pre-2019, which is an indicator of maturation and mainstreaming of the issue in the marketing scholarship.

In the initial period, the studies were probably dealing with conceptual framing and transformation of offline measurement tools into the environment of online studies. The middle phase combined the social media metrics, satisfaction models, and multichannel touchpoints, and the late phase is dominated by the data-rich methodologies, platform-specific branding, customer-experience analytics, and sentiment mining. The high recent volumes are indicative of a vibrant research frontier that focuses on algorithmic personalisation, privacy-trust relations, attribution in the disjointed customer paths, and brand equity across platforms. The slight taper of 2025 does not eliminate the general trend of increase; it is good evidence of fluctuations about a high standard of scholarly interest. As a result, brand awareness and customer satisfaction studies in online marketing have changed their status as early, irregular studies, and become a well-developed, empirically intensive area, with high levels of output and growing methodological maturity.

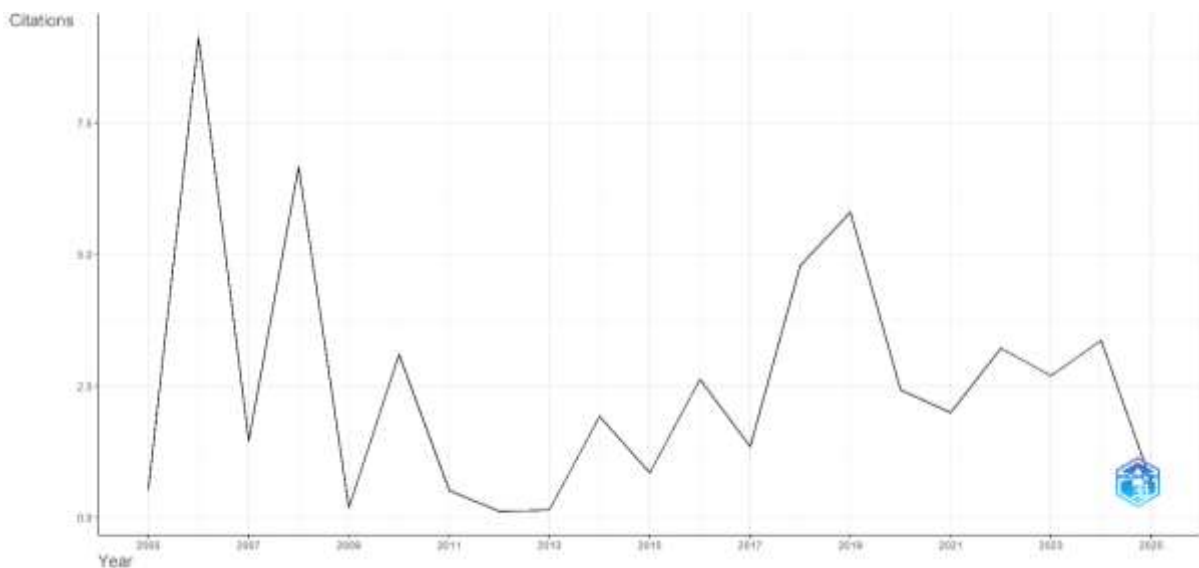


#### 4.2. Citation trend Analysis

The cohort and ageing effects are strong in some average citation dynamics (*Figure-2*). The impact of early contributions (2006-2010) is high (in relation to small sample sizes) with the mean total citations per year of high 9.13 in 2006 and lowering ratios of 6.67 in 2008 and 3.10 in 2010. The next high-impact window appears in 2018-2019, when the mainstreaming of data on platforms and customer-

experience analytics takes place; the average number of citations per year increases to 4.79 (2018) and 5.81 (2019) and the output grows (nine and nineteen papers respectively). The values are moderate (around 2.03.2) and post-2020 as the volume grows fast, which means that citations are spread through numerous incremental studies, and the range of citable years is narrowed. The seeming decrease in the 2023/2025 averages is mechanical in that it is due to less exposure time (citable years 31), and does not imply any loss of scholarly relevance.

Representation According to the production trends, the intellectual impact of the field is concentrated in two movements, namely first studies that adjusted the brand-awareness and satisfaction constructs to online and second data-intensive studies that incorporated the social-media metrics, attribution, and modelling customer-experience. In the pandemic period, the volume of publications rose, accompanied by a weakening of per-article visibility, which indicated fragmentation of the topics and a rapid turnover of knowledge. Overall, the impact process is path-related and cohort-based; seminal papers with a methodological integrative character receive disproportionate attention, and the growing frontier provides wider but thinner distributions of citation. The next generation of syntheses consolidating measurement systems, following multi-touch customer experiences, and resolving privacy-personalisation dilemmas are in place to restart the citation curve at an even higher point, despite increasing output.

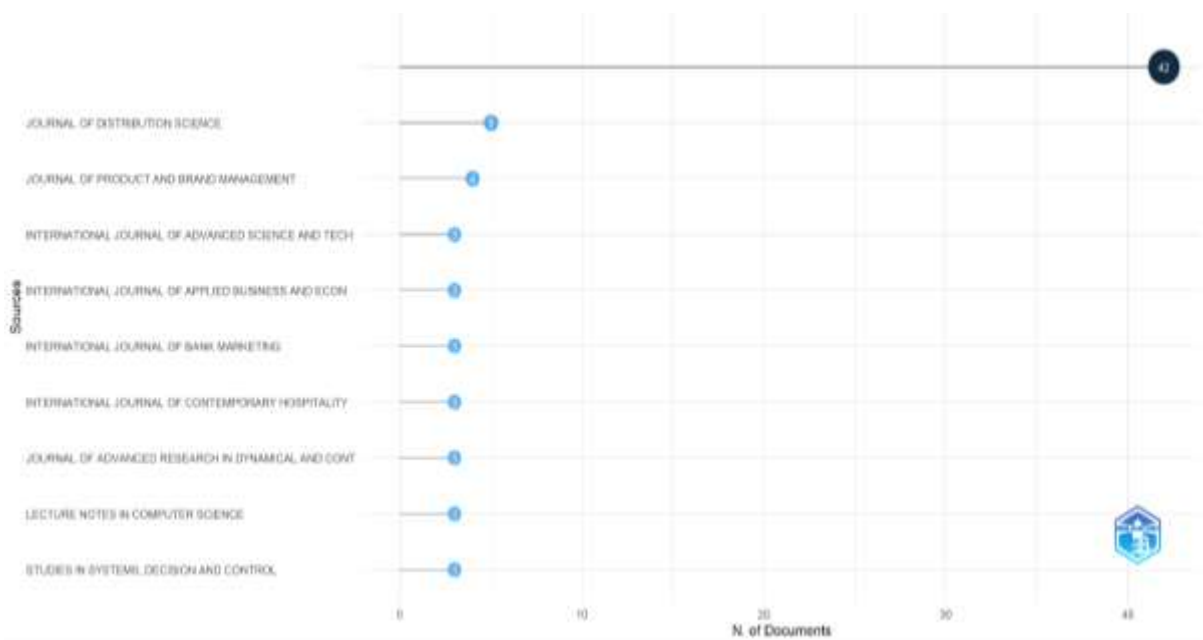


#### 4.3. Most Relevant Source

The most topical source (Figure-3), demonstrates a strong level of outlet publication focus. *The Journal of Distribution Science* represents an unreasonable fraction of the corpus (42 articles), and all other sources have 3 to 5 articles each. Such marketing journals as *the Journal of Product and Brand Management* and *the International Journal of Bank Marketing* and *management and hospitality*

outlets and a number of computer science or engineering series (*Lecture Notes in Computer Science; Studies in Systems, Decision and Control; Journal of Advanced Research in Dynamical and Control Systems*) are contained in this long tail. The distribution pattern indicates a skew in the region and discipline; there is one, distribution-focused journal which is located mainly in East Asia which acts as an anchoring point of the topic and the other literature is distributed in the related fields.

The prevalence of one outlet suggests the gatekeeping effects on theoretical framing and methodological choice with specific reference to the distribution, adoption, and SME settings. Second, hospitality, information systems, and control/analytics series cross-listing predicts a hybrid research identity regarding the intersection of brand awareness and customer satisfaction with the design of platforms, data mining, and the functioning of services. This means that the field is public but loosely spread across the disciplines; the focus will be concentrated on journals that connect marketing theory to computational analytics, and the dependence on one regional outlet will also lead to coverage bias which the bibliometric interpretation will have to manage.

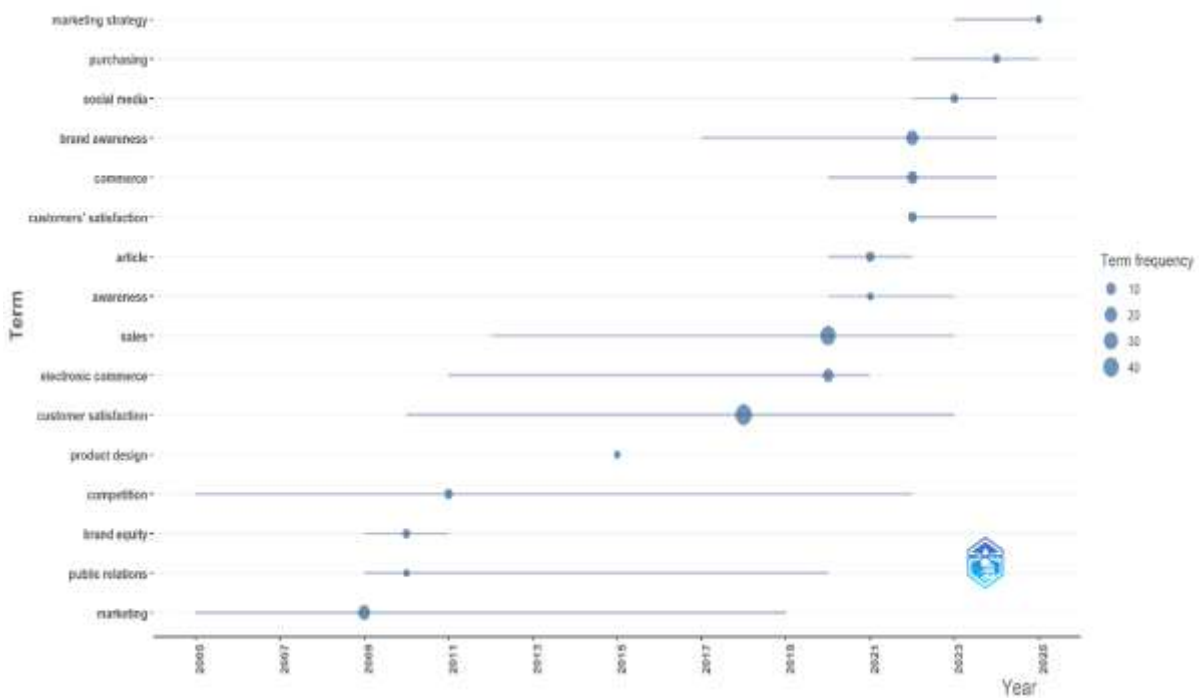


#### 4.4. Trend topics analysis

The development of the subject matter can be outlined into three different waves (*Figure-4*). The foundational wave (2005-2011) focuses on generic ideas like marketing, competition, PR, brand equity, and product design, which implies conceptual support and development of instruments intended to apply to online contexts. A consolidation wave (2011-2018) revolves around the two conceptual terms, electronic commerce, sales, and, most convincingly, customer satisfaction that reaches the peaks in 2018 (the biggest node conceptual terms). This is a period that operationalizes

constructs that have transactional data and service-quality models. The acceleration wave (2019-2025) is focused on performance, and platforms: the waves of sales focus around 2019, the wave of electronic commerce focuses around 2021, and a unique stream of awareness crystallizes after 2021 with the keywords of awareness, brand awareness, and customers satisfaction co-occurring. There are social media, purchasing and marketing strategy terms by 2023-2025, which represent a change in single-touch attitudinal metrics into journey-wide persuasion and conversion.

These developments could be interpreted to point out that research has shifted formulations of baseline branding theory into data-intensive studies of how awareness is being constructed, enhanced, and marketed in the e-commerce and social environment. The 2022-2025 cluster connects brand awareness, commerce, customers satisfaction, and social media, and it is an indicator of an integrated agenda, in which awareness is considered as a result and as a predictor in platform-mediated journeys. Strategic, platform-based models bridging the gap between upstream branding and downstream purchasing and satisfaction have become privileged in the field, and customer satisfaction persists as the stabilizing construct with which methodological integration and evaluation can be grounded.



#### 4.5. Thematic map analysis

The thematic map (Figure-5), indicates a high centrality and density of customer satisfaction, sales, brand awareness, and social media. These motifs structure the intellectual nucleus and are methodological mature, which signifies a performance-based paradigm, in which awareness and

satisfaction are modelled as conversion drivers. The next but slightly less central nodes like the article and human are an expression of measurement and subject framing and not separate constructs. Mid-field connectors- big data, investments, online social networking, consumption behavior, China and internet are bridging technologies and contexts that direct the data and institutional settings into the core paradigm.

The fundamental themes of marketing, competition, and industry are focus but underdeveloped and serve as the background descriptors without specific theory in this area. Niche themes business strategy, business model frameworks and major components are highly developed but marginal and suggest the application of managerial or conceptual toolkits on a case-by-case basis. The bottom-left quadrant indicates either emerging or deteriorating foci (airline industry, service quality, life satisfaction, equity, consumer, energy) with a small connection to the primary research stream. Conclusion: the established, outcome-oriented cluster makes platforms activity and branding metrics and satisfaction metrics converge, and the generic marketing constructs are foundational but thin and context-specific or managerial topics are at the periphery without changing the core of knowledge.

*Table-1: Thematic Cluster*

<b>CLUSTER</b>	<b>CALLONCENTRALITY</b>	<b>CALLONDENSITY</b>	<b>RANKCENTRALITY</b>	<b>RANKDENSITY</b>	<b>CLUSTERFREQUENCY</b>
<b>CONSUMER</b>	0	62.5	1.5	3	4
<b>CUSTOMER SATISFACTION</b>	9.765	93.728	10	8	246
<b>ARTICLE</b>	4.429	151.791	9	9	69
<b>INVESTMENTS</b>	1.181	82.54	6	7	18
<b>EQUITY</b>	0.521	60.938	3	2	12
<b>CONSUMPTION BEHAVIOR</b>	1.194	78.819	7	6	21
<b>MARKETING</b>	1.51	73.626	8	4	37
<b>PRODUCT DESIGN</b>	0.85	76	4	5	13

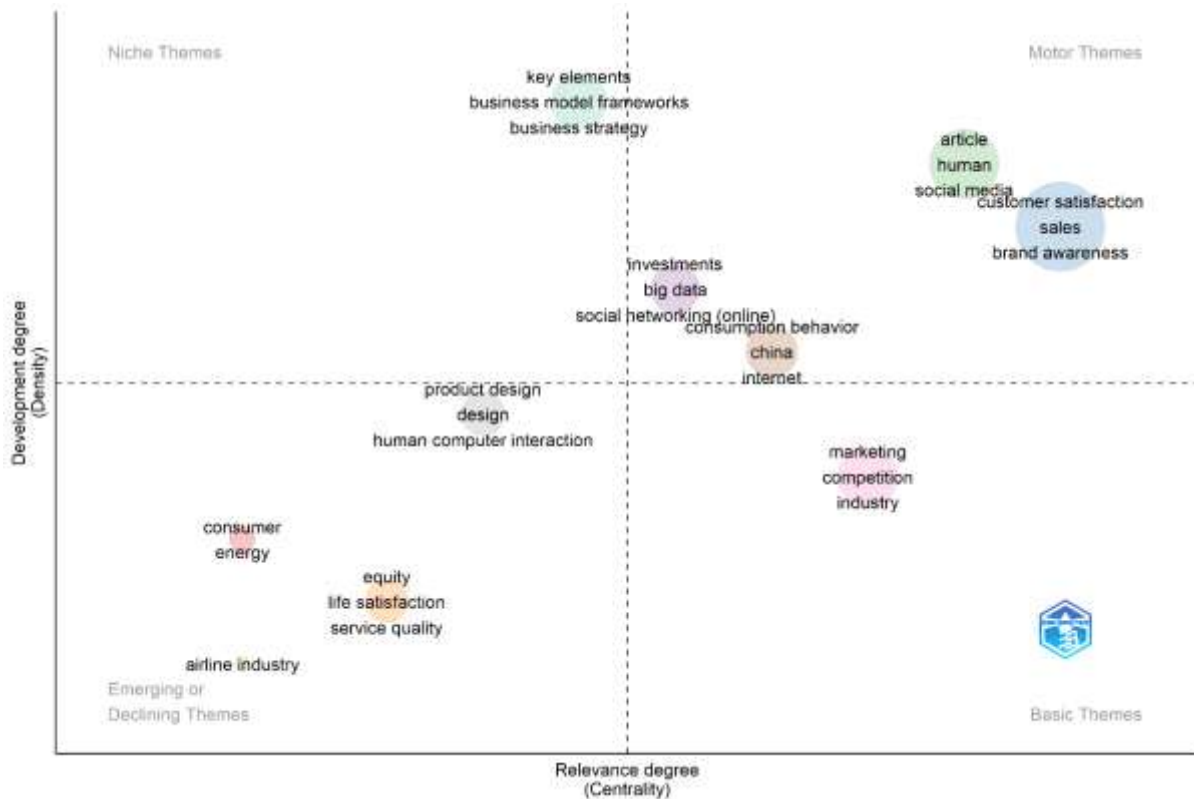


<b>KEY ELEMENTS</b>	1	333.333	5	10	27
<b>AIRLINE INDUSTRY</b>	0	50	1.5	1	2

Source: Researchers own compilation using Bibliometrix R studio

The status of the motor of customer satisfaction is validated in quantitative terms in the cluster *table-1*, it has the maximum centrality (CallonCentrality = 9.765), maximum internal cohesion (Density = 93.728), and the largest frequency (n = 246). The connectors around them article (C = 4.429; D = 151.791; n = 69) and marketing (C = 1.510; D = 73.626; n = 37) are less central, they are methodological or contextual frameworks, but not conceptual ones. Two mid-field bridges exist into performance core and are investments (C = 1.181; D = 82.540, n = 18) and consumption behavior (C = 1.194; D = 78.819; n = 21). Key elements are extremely dense (with low centrality) (C = 1.000; D = 333.333; n = 27), a typical niche: internally well-developed frameworks used on an episodic basis. The peripheral product design and equity are of moderate density, meaning low levels of integration in fundamental branding-satisfaction equation. Consumer and airline industry are at zero or almost zero centrality and low density and small n, which is consistent with the emerging/declining quadrant of the strategic map.

The knowledge base of this field is structured around a single pillar of high centrality, namely, the customer satisfaction that is closely intertwined with the brand awareness and sales via the platform variables (e.g., social media). Managerial constructs are peripheral and high-density yet they are siloed and do not direct the discourse. Contexts of low centrality, legacy topics, are fading away. The pragmatic course of action is evident all work of integrating the motor cluster with both investment and behavioral bridges and formalizing niche models into generalizable frameworks will shift the influence of background descriptors to the nodes of theory-building and will keep the citation engine rolling in the future.

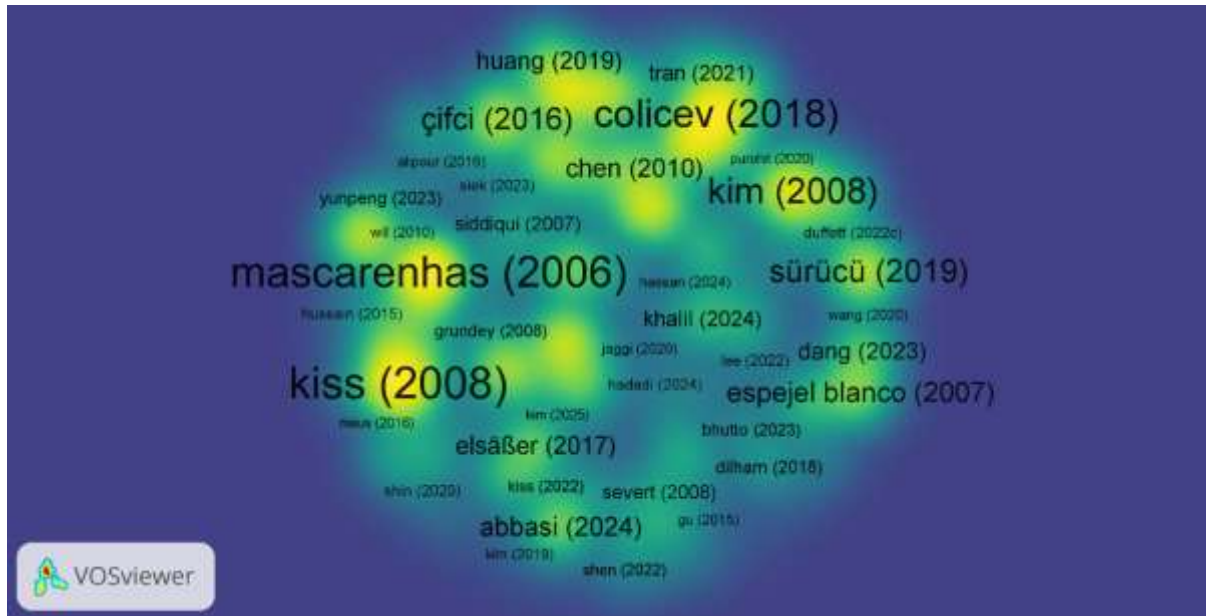


#### 4.6. Co-Occurrence Analysis

The keyword co-occurrence network (*Figure-6*), is heavy-handed core-periphery. The map is anchored with two hubs (customer satisfaction and brand awareness) to all the performances and relationship constructs (loyalty, trust, perceived value, word of mouth) and the platform/process terms (e-commerce, websites, information management, big data, investments, marketing strategy, customer engagement). The pathway of operations between platform context and branding and satisfaction results is indicated by the dense green-orange linkages, whereas attitudinal precursors are exhibited by the red-cyan clusters around brand trust, equity, and perception. The distinct blue cluster (consumer behavior, human, adult, male) represents the demographic moderators and sampling characterizations instead of conceptual centres. The existence of PLS-SEM indicates the existence of an overall approach to the methodological decision, which has been maintained with the measurement-intensive models in which the latent branding constructs mediate their impacts on loyalty and purchase behaviors.

The discipline has reached a unified model where digital touchpoints and information governance influence awareness; where awareness, supported by trust and perceived value, leads to satisfaction; satisfaction, in turn, results in loyalty and advocacy, and competition and product quality/experience are some of the contextual controls. Cross-cluster bridges (word of mouth, customer experience, e-commerce) attest to the fact that platform-mediated relationships are the key transmission route





## 5. DISCUSSION

This bibliometric synthesis demonstrates that the research on brand awareness and customer satisfaction in online marketing is developing in three stages. One emergent period (2005-2013) has sparse, unstable output and large variation in mean citations, which is expected with exploration of construct adaptation of offline branding to web settings. A consolidation phase (2014-2018) makes production stable and focuses the field on satisfaction with method standardization based on *structural equation methods* and *service quality model*. Starting in 2019, the structural break is observed-the increase in manufacturing is higher than in the previous year, average citations per paper are stable due to the active development of the topic, the scattering of attention, and the reduction of exposure. The co-occurrence, trend-topic, and strategic Mapping findings all cluster around a mature motor group ‘customer satisfaction’, ‘brand awareness’, ‘sales-social media’ that is within the intellectual core. Basic descriptors (marketing, competition, industry) are central but not well developed; niche managerial frames (business strategy, business-model frameworks) are of high internal density and low centrality meaning that they are used on a case-by-case basis and not integrated into the field. The concentration of outlets is high: one journal will take an unreasonable portion of the documents and the rest of the journals will be spread across *marketing, management, hospitality, and computer science* conferences. This trend is an indication of skewness of the region and a mixed up, computational-service identity of the domain.

Citation-density mapping is a path-based one. Most of the knowledge base is anchored by a small canon including Mascarenhas (2006), Kiss (2008), Kim (2008), Chen (2010), Cifci (2016), and Colicev (2018) and the latest peaks of Surucu (2019) and Huang (2019) with a template that offers



reusable measurement scales that connect social media and online touchpoints to brand-based outcomes (e.g., awareness, equity, satisfaction, and loyalty). The 2020-2024 wave of publications contributes to depth but de-platform, which aligns with discontinuity of platforms and contexts. This hierarchy is supported by thematic metrics: customer satisfaction has the greatest centrality and the greatest degree of cohesion, investments and consumption behavior are bridges that allow the motor cluster to be linked to platform infrastructure (big data, information management) and commercial results. The word network has provided an operational pathway: *digital touchpoints, information governance - awareness and trust, perceived value, satisfaction, loyalty and advocacy*, with the *intensity of competition and product/ experience quality* as the moderating factors. Broadly, the discipline has become a performance based, platform-based paradigm in which awareness is both cause and effect in the customer journeys and foundational marketing constructs and niche managerial frames are under-theorized.

#### *Future Research Directions*

The next generation of research ought to focus on measurement of brand awareness and customer satisfaction that is unified and platform-agnostic and maintains construct validity in social, retail media, market place, and owned-channel contexts. One has to do the work to untangle reach, recall, and salience with affective and conative factors and measure these indicators against behavioral evidence in the form of clickstream, dwell, and conversion. Causal identification has to go beyond cross-sectional PLS-SEM and implement field experiments, natural experiments, and synthetic controls to determine the marginal effect of interventions to build awareness on satisfaction and downstream sales when dealing with competitive interference. Awareness and satisfaction as latent state variables also need to be modeled to change during multi-touch journeys and ad exposure, algorithmic feed ranking, offline spillovers, and privacy-induced missingness should be considered both with state-space models or hierarchical Bayesian models or reinforcement-learning models.

Boundary conditions and governance is a second priority. By performing research on heterogeneity, the researchers should be able to test it by segment, platform, and culture, as well as the results of fairness and inclusion in terms of awareness delivery and service recovery. The privacy-personalization trade-off must have structural models, which connect consent, data customization, and federated learning to trust cultivation and satisfaction mechanisms. The efficiency of investment should be jointly modeled with the carryover and saturation of brand and performance budgets, and the ability of information management, the quality of big data, and organizational design should be linked with returns. Lastly, be able to add high-density niche models (business strategy, business-model designing) to mid-range theories predicting when awareness is the leading driver of satisfaction and when satisfaction is the reverse is propagated to awareness through advocacy and social contagion; stabilize cumulative progress by releasing open corpora and reproducible code.



### *Practical implications*

The awareness-satisfaction-loyalty chain of decision system architecture should be mapped by managers, with each transition to leading KPI and lagging KPI and media and CX spend attributed to the chain movements. Target awareness with leverage platform analytics and enterprise information management and speed up the learning process by imposing privacy-by-design to enforce trust as a key antecedent of satisfaction. Use dynamic allocation of budgets across horizons to connect upper-funnel branding and lower-funnel conversion with carryover, saturation and competitive-response parameters; a coordinated sequence between the knowledge gain and satisfaction and the stock purchase is made possible (Colicev, 2018; Surucu, 2019). Measurement Standardization Both awareness and satisfaction should be measured using cross-channel scales in order to be able to test causally and benchmark. Introduce category-specific playbooks, which adjust creative, service quality, and experience design in response to category structure and platform norms: quality and CX should be known to moderate the impact all the way along the chain.

## 6. CONCLUSION

The discipline has shifted the concept adaption to an adult, empirically intensive paradigm structured around a motor cluster which integrates brand awareness, customer satisfaction, sales and social media. The post-2019 speed up in production led to influence being concentrated in a small canon that normalized constructs and methodologies. There is deep centralization of knowledge on peripheral managerial and contextual theme satisfaction. The next generation will be based on the measurement of unity, the reliability of the cause and effect design, the attribution of privacy across broken journeys, and the programmable theory of niche strategic frameworks. The following steps will transform the existing toolkit of performance orientation to a cumulative science, which will be able to generalize across platforms and competitive situations.

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