

From Trust to Addiction: A Bibliometric Analysis of Consumer-Brand Relationship Measurement Scales

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Abstract

This bibliometric analysis examines consumer-brand relationship (CBR) measurement scales using 7,335 Web of Science documents (1971–2025). The field shows 10.63% annual growth, intense collaboration (8.89 co-authors per document), and high impact (33.39 average citations). Keyword co-occurrence reveals two research communities: scale development/digital engagement and impact modelling/brand performance. Thematic evolution progresses from foundational psychometrics through relationship quality to digital engagement. Integrating these findings with interpersonal relationship theory, we derive a four-level intensity framework: functional bonds (trust), behavioural commitment (loyalty), emotional bonds (love), and compulsive bonds (addiction). Keyword frequencies reveal measurement maturity asymmetry—“satisfaction” (496) and “behaviour” (554) dominate while “love” (87) and “addiction” (12) remain peripheral—explained by three mechanisms: construct abstractness, context dependence, and ethical complexity. The framework guides scale selection aligned with positioning objectives. Future research should address digital engagement measurement, cross-cultural validation, and ethical frameworks for managing compulsive brand relationships.

Track: Product and Brand Management